



## **Internship Report On**

# **d**araz

**‘A deep dive into the branding strategies of Daraz Bangladesh Ltd’**

**Submitted To**  
**Ms. Fabiha Enam**  
**Senior Lecturer**  
**(Brac University)**

**Submitted By**  
**A K M Naeem Zaman**  
**ID – 15104172**

## Letter of Transmittal

29<sup>th</sup> November 2018

To  
Ms. Fabiha Enam  
Senior Lecturer  
BRAC University, Mohakhali, Dhaka, Bangladesh.

### **Subject: Submission of the Internship Report**

Dear Ma'am,

It is my pleasure to submit my internship report that I have prepared from my experience during working in Daraz Bangladesh LTD under the Branding and Growth department.

I feel really privileged to be a part of Bangladesh's top most E-Commerce site for the last 3 months as I have gathered a lot of experience about the corporate world. Throughout my three months working period in Daraz HQ I tried to learn every little aspect of the corporate life and I also tried to deliver from my end. This report has been prepared to fulfill the requirement of my internship program at my assigned organization. This report attempts to describe the observations and learning during the course of my internship with Daraz Bangladesh LTD.

I would like to convey my utmost gratitude and appreciation for your kind cooperation, guidance, and supervision in conducting and preparing my internship report. It would be an absolute honor for me if you find this report informative enough to fulfill the requirements. I will be happy to provide clarification for any further query if needed.

Sincerely Yours:

A K M Naeem Zaman

Student ID: 15104172

## Letter of Endorsement

The internship report titled, “A deep dive into the branding strategies of Daraz Bangladesh LTD” has been submitted to Ms. Fabiha Enam, senior lecturer of BRAC Business School for partial fulfillment of the requirements for the degree of Bachelor of Business Administration, major in Marketing and minor in E-Commerce from BRAC University on 29<sup>th</sup> November, 2018 by A K M Naeem Zaman, ID: 15104172. This report has been accepted and may be presented to the Internship Defense Committee for evaluation.

Any opinions and suggestions published in this report are entirely that of the author of the report. The University does not condone nor reject any of these opinions or suggestions.

## Acknowledgement

In preparing the internship report on my three months long experience with Daraz Bangladesh LTD, firstly I would like to convey my utmost gratitude to my academic supervisor Ms. Fabiha Enam. Without her kind direction and proper guidance this report would not have been possible. I also would like to show my deepest appreciation and gratitude to my category head Ms. Tanzila Rahman who helped me to understand the basic of the business. She supported and guided me throughout my internship journey. I thank her for putting her trust on me with real tasks which gave me the opportunity to play an active role in Daraz Bangladesh LTD. I also would like to thank my each and every fellow colleague for their support and valuable time of sharing important information with me, without which this report was impossible. Throughout my last three months as a part of my role in Daraz, I got to meet many clients and stakeholders from different background and professions. I would like to thank each one of them for their valuable contribution in making my internship program a successful and memorable one.

## Executive Summery

At the end of the first decade and in the beginning of the second decade of 21<sup>st</sup> century, e-markets started their journey here in Bangladesh. However, a big number of people still fail to understand the exact meaning and operations of E-Markets. Most of the people still believes that, the product sold from an e-market is more likely to be manufactured and delivered by that particular e-marketing brand. Whereas, e-markets actually is an online platform, where sellers get the opportunity to display their product in the website of a particular e-market place, and the buyers can chose and buy products from the products displayed by sellers. Actual e-markets have nothing to do with manufacturing or sell products anyway. E-markets just integrates buyers and sellers in a common platform. The best part of e-markets is, buyers don't need to go to buy things physically. They can order products online. Moreover, based on their order, delivery team delivers their desired product to the buyers on time. In this report in **chapter number-02**, a detail introduction on this relatively new company has been elaborated for people's understanding purpose of how Daraz Bangladesh LTD works.

As mentioned earlier, that the idea of e-commerce is still relatively new in this country, therefore, marketing team of Daraz Bangladesh LTD had a huge job on their shoulder to make mass people aware of the idea of e-market. Keeping the fact in head, marketing team of Daraz Bangladesh LTD has been segmented in multiple different departments. Every department has different responsibilities to pull off the smooth operation of the company. For a clear portrayal of this fact, entire operation system of Daraz Bangladesh LTD has been elaborated in **chapter number-3**.

Branding is the heart of marketing which connects directly with the mass people. Daraz's brand name has not been established overnight. In order to establish the brand name of Daraz, branding team had to work hard with utmost integrity. The strategies Daraz followed in order to establish their brand has been elaborately discussed in **chapter number-4** of this report.

Daraz Bangladesh Ltd is known as the largest E-commerce site in Bangladesh. Daraz is slightly different than other existing market places of Bangladesh because of their multinational operation in many other countries including Pakistan, Myanmar, Nepal and Sri Lanka. Moreover, Daraz

Bangladesh Ltd has recently been bought by Alibaba.com; one of the largest E-Commerce site of the entire world. Besides, Daraz Bangladesh Ltd is the only E-Commerce site, so far, who owns their own product delivery service team. The facts written in this paragraph are not coming from imagination. This facts are backed by a descriptive survey designed with in-depth interview. The interview question and its results have been shown in **chapter number-5**.

In other words this report, named **A deep dive into the branding strategies of Daraz Bangladesh LTD** has portrayed a picture of branding strategies of the company and has shown the effectiveness of the claim of the company along with mass people's response.

## Table of Content

<b><u>Contents</u></b>	<b><u>Page</u></b>
Letter of Transmittal	vi
Letter of Endorsement	ii
Acknowledgement	vi
Executive Summerry	vi
<b>Chapter 1. Introduction</b>	<b>1</b>
Objective of the study	3
Scope of research	3
Methodology of the study	4
Limitation of the study	4
<b>Chapter 2. Overview of Daraz Bangladesh LTD</b>	<b>5</b>
2.1 Background of Daraz	6
2.2 Mission	7
2.3 Vision	8
2.4 Objectives	8
<b>Chapter 3. Operations of Daraz Bangladesh LTD</b>	<b>9</b>
3.1 Marketing Department	10
3.2 Admin	12
3.3 HR Team	12
3.4 Legal Team	12
3.5 IT Support Team	12

3.6 Issue Resolution Team	13
3.7 Product Collection & Delivery Team	13
<b>Chapter 4. Branding Policies of Daraz Bangladesh LTD</b>	<b>14</b>
4.1 Ways of Branding of Daraz Bangladesh LTD	15
4.2 Taglines	16
4.3 Detail Pattern and Usage Protocol of Logo	17
4.4 Icon of Daraz Bangladesh LTD	24
4.5 Tone of Voice Protocol	25
4.6 Propositions	26
<b>Chapter 5. Analysis of the Branding Strategies of Daraz</b>	<b>27</b>
5.1 Questionnaire Used in the Research	28
5.2 Deep Analysis of the Result of the Survey	31
<b>Chapter 6. Findings of Research &amp; Recommendations</b>	<b>38</b>
6.1 Findings	39
6.2 Recommendations (Based on Survey Analysis)	39
6.3 Recommendations (Based on Work Experience at Daraz)	40
<b>Chapter 7. Conclusion</b>	<b>41</b>
7.1 Scope of further study	42
7.2 Lessons learned from this internship journey	42
7.3 Conclusion	43
<b>References</b>	<b>44</b>



# Chapter 1: Introduction

The idea of e-commerce is nothing new in this country. At the end of the first decade and in the beginning of the second decade of 21<sup>st</sup> century, e-markets started their journey here in Bangladesh. However, a big number of people still fail to understand the exact meaning and operations of E-Markets. Most of the people still believes that, the product sold from an e-market is more likely to be manufactured and delivered by that particular e-marketing brand. Whereas, e-markets actually is an online platform, where sellers get the opportunity to display their product in the website of a particular e-market place, and the buyers can chose and buy products from the products displayed by sellers. Actual e-markets have nothing to do with manufacturing or sell products anyway. E-markets just integrates buyers and sellers in a common platform. The best part of e-markets is, buyers don't need to go to buy things physically. They can order products online. Moreover, based on their order, delivery team delivers their desired product to the buyers on time.

Daraz Bangladesh Ltd is known as the largest E-commerce site in Bangladesh. Daraz is slightly different than other existing market places of Bangladesh because of their multinational operation in many other countries including Pakistan, Myanmar, Nepal and Sri Lanka. Moreover, Daraz Bangladesh Ltd has recently been bought by Alibaba.com; one of the largest E-Commerce site of the entire world. Besides, Daraz Bangladesh Ltd is the only E-Commerce site, so far, who owns their own product delivery service team.

Daraz Bangladesh Ltd has started their journey in Bangladesh in 2013. It was first established in Pakistan in 2012. 'Daraz' means drawer in Urdu. Rocket Internet, a German company is known as the founder of Daraz chain. Later on, very recently, Daraz has been acquired by Alibaba.com. Now, Daraz has four brunches with employees over 2000 in Bangladesh. These brunches are known as Daraz Hub. Daraz's sales can be segmented in three categories like B2B, B2C and even C2C sometimes. Being an overly versatile institution, in terms of versatility in products and consumers, Daraz Bangladesh Ltd works relentlessly to ensure top quality service pairing with quality products.

## 1.1 Objective of the study

---

### *Comprehensive*

### *Objective*

Based on the hands on experience of working in the branding team of Daraz, main objective of the research is to portray a clear picture of how branding strategies are developed and executed in the biggest online retail shop of the country.

### *Explicit Objectives*

- To find out, how does branding team plans branding strategies
- Which specific issues should be kept in head while planning a branding strategy
- How much branding output does come from any specific input
- Budgeting pattern of a branding plan
- What else Daraz could do to enhance the efficiency of branding programs

## 1.2 Scope of research

---

The title of this research is ‘**A deep dive into the branding policies of Daraz Bangladesh Ltd**’. The scope of the research is limitless from the point of view of being a Jr. Brand Executive in Daraz Bangladesh Ltd, the researcher has been given with the opportunity to take a look at their branding strategies very closely. Moreover, the writer of this paper has been assigned to execute the branding plans set out by his supervisor, who is the head of branding and growth in Daraz Bangladesh Ltd. This is how, the author feels lucky enough to get to learn, how she plans future branding strategies. Besides, this research paper has collected primary data from both of vendors and buyers of Daraz to find out how effective is our branding strategies being. Furthermore, he did have the exposure to talk to his colleagues to take a sharper look at Daraz’s Branding programs. Lastly, the hands on experience of working as a team member of the branding team has made it easier for the researcher to enrich this report with all the relevant data and findings.

### **1.3 Methodology of the study**

---

The working experience in Daraz Bangladesh Ltd helped this research paper the most to set out the methodology of the study. Moreover, writer took guidance from his supervisor Tanzila Rahman (Head of Branding and Growth) to dig out deeper knowledge about the branding strategies of Daraz Bangladesh Ltd. Furthermore, he spoke to his colleagues to have clear idea before writing this report. Besides, he also talked with the vendors and buyers regarding branding programs of Daraz to make sure the validity and reliability of this report. Based on all these knowledge this report has been decorated in such a way, that it works as a complete brand report for Daraz Bangladesh Ltd too.

### **1.4 Limitations of the study**

---

Given with the collection of all the necessary information needed to write this report, still the writer could not publish all of them because of the legal privacy agreement he has with Daraz Bangladesh Ltd. He could not disclose many of the future branding plans. Likewise, he is not allowed to talk about few of many previous branding strategies, which did not really work out well. Therefore, legal privacy policy with the company regarding disclosing the plans publicly was the biggest limitation of this report.

Plus, because of time and economical constraint, the survey published in this report was conducted only online. If the survey was conducted in both online and offline, then the survey could have been claimed as a more credible piece of research. Moreover, sample size of the survey was only 35. Time constraint is also responsible for this limitation. If the sample size was over 70, then this survey could have been claimed as more powerful. Besides, the survey was conducted only on a certain demographical portion. All the respondents lives inside Dhaka city. All the respondents are well educated and financially sound. Most of the respondents are students and of an age range in between 21-30. Therefore, this survey has missed a big portion of market of this industry and that is why this survey cannot be claimed as a complete research.

However, this survey can help other researchers in future if they want to count on the specific demographic class as similar as the class mentioned in this survey.

# **Chapter 2: Overview of the Company**

## 2.1 Background of Daraz Bangladesh Ltd

---

Daraz is an online retail shop. This shop started their journey in 2012. So far, Daraz has been operated in South Asia since the beginning. Daraz was founded by a German venture company named Rocket Internet. The founder of Daraz is Mr. Summit Singh. He started Daraz in Pakistan. “Daraz” is a Urdu word, which means ‘drawer’. At this moment Daraz has been operated in Bangladesh, Myanmar, Sri Lanka, Nepal and Pakistan. Very recently this company has been acquired by Alibaba.

Daraz started its operation in Bangladesh in the middle of 2013. By the time it entered in Bangladesh, there were already three others online retail shops in Bangladesh. They are OLX, Ekhanai and ClickBD. However, it did not take Daraz long to become the number one online retail shop of Bangladesh with the biggest online shoppers community in social media and in all other online platforms with a huge range of products and services.

Daraz Bangladesh Ltd, operates their sales both from website and app. New Daraz app, launched in this August has been the most upgraded version for a eMarket app available in Bangladesh with all the beautiful features enriched with artificial intelligence. Daraz basically sells products divided into two categories;

1. Fashion
2. General Merchandising (GM)

These categories have been divided in many sub-sections as follows;

- Electronic Devices
- Electronic Accessories
- TV & Home Appliances
- Health & Beauty
- Babies & Toys
- Groceries & Pets
- Furniture & Life Style
- Women’s Fashion
- Men’s Fashion

- Watches & Accessories
- Sports & Outdoors
- Automotive & Motorbike

Daraz ensures the best price for their customers. Besides, Daraz always gives huge range of promotional offers weekly, during occasions or under the circumstance of running campaigns. These offers pulls consumers to buy product from Daraz. On the top, Daraz has their very own shipping facility, which helps Daraz to reach their customers with product delivered in lesser time than any other online retailer does in Bangladesh. On the top Daraz Bangladesh Ltd, has been onboarded many international brands in order to assist Bangladeshi consumers to buy international quality products without having to travel overseas.

## 2.2 Mission

---

Daraz wants to onboard all the customers to experience quality online shopping experience from this e-market place. In order to achieve this goal, the managing director of Daraz Bangladesh LTD have specified a set of guideline to follow. The guidelines are as follows;

- Daraz grows together with both of their sellers and customers. Therefore, Daraz employees must ensure an enjoyable shopping and selling experience for both of these groups.
- In order to build a loyal customer groups, Daraz employees must ensure four basic things;
  - Widest range of quality product line
  - Unbeatable Price
  - 100% trustworthy product delivery
  - Constant focus on shopper's experience.
- Daraz's sellers should be incorporated with DVAS (Differentiated Value Added Service) in order to ensure their growth, scalability, and integrated business solution.

- Daraz must employ personnel who meets the core value of Daraz. After hiring employees, Daraz must ensure their training and retaining through a strong company culture.

## **2.3 Vision**

---

The vision statement of Daraz Bangladesh limited is “To be the most reliable market place, and offering the best services to our customers and sellers”. Daraz wants to continue their journey as the market leader in Bangladesh in online retailing sector with the distribution of best quality product in the lowest possible price.

## **2.4 Objectives**

---

Objectives of Daraz is to introduce latest product to the consumers. At the same time Daraz wants to fulfill customers demand at its best. On the top, Daraz focuses on providing top quality product at the best possible price. Besides, Daraz wants to reach in the every corner of the country by ensuring all the necessities of customers including exclusive brands in order to acquire the biggest market share of online retailing business platform.



# **Chapter 3: Operations of Daraz Bangladesh LTD**

Daraz Bangladesh LTD is just a market place. Daraz neither produces nor sales any product or services. Daraz only brings buyers and sellers together where buyers buy from the sellers using Daraz Bangladesh LTD's platform in the form of website or app. From every sale, Daraz keeps commission from sellers. Now, to maintain entire process Daraz Bangladesh LTD has employees over two thousands all around Bangladesh working in different departments. The departments which are related to marketing are briefed as follows;

### **3.1 Marketing Department:**

---

Marketing departments of Daraz plays a vital role for the company. Daraz Bangladesh LTD started their operations in Bangladesh almost at the same time with other online market places started their operations in Bangladesh. However, with strong marketing policies Daraz Bangladesh LTD have become the number one online market place in Bangladesh in no time. To achieve this success, Daraz Bangladesh LTD mainly focused on digital marketing. They advertised in google, facebook, Instagram, along with affiliate marketing. Daraz keeps giving promotional offers, which makes Daraz price competitive than other competitors. On the top, Daraz understands the pulse of the buyers. Capitalizing that, Daraz always sponsors youth programs like concerts, comicons and so on. Under marketing department there are number of other departments. They are as follows;

#### **3.1.1 Branding Department:**

---

Branding department is one of the most active marketing departments of Daraz Bangladesh LTD. Basically branding team does various things. Daraz has been sponsoring events like concerts, comicons, game shows, summits and so on. Basically branding team decides which company or which event Daraz will sponsor. Besides, there are different teams to look after Daraz website, facebook, Instagram, youtube, linkedin and twiter. Before posting anything in these platforms, branding team checks and approves or deny these posts. Moreover, branding team looks after the authenticity of logos. Daraz Bangladesh Ltd has their very own set of protocol about the usage pattern of Daraz logo. Branding team strongly monitors, if the protocol being properly maintained or not. On the top, Brand team of Daraz Bangladesh LTD looks after the CSR wing (Corporate

Social Responsibility) of the company. Brand team also plans and execute future marketing policies. Lastly, this team on board's different companies or person to build partnership for marketing purpose. The responsibility of branding team will be discussed in detail in later part of this report.

### **3.1.2 B2B**

---

Daraz Bangladesh LTD does not work only with individual sellers. Daraz also work with big brands and companies. For example brands like Samsung, Xiaomi, Teer and many other mega brands also do have their brand shop in Daraz. Basically B2B team on-boards and maintain this mega brands.

### **3.1.3 Content Writing**

---

Content writers are also a big part of Daraz Marketing. They write captions for every posts for social media. They write the stories for TVC or script for voiceover purpose. They also plan the marketing strategies for future.

### **3.1.4 PR Team**

---

PR stands for Public Relationship. PR team is mainly responsible for making offline advertisements, dealing with media like TV, radio and print media. On the top, they make partnership with celebrities who works as our model.

### **3.1.5 Design Team**

---

Design team can be tagged as the heart of Daraz Marketing family. They design all the photos shown in Daraz website. They design Daraz Logo. They design everything that needs any sort of graphics designing in it.

### **3.1.6 Commercial Team**

---

Daraz Bangladesh LTD has huge numbers of individual sellers besides big brands and companies. Basically commercial team on-boards, provides training and maintain the sale of these individual sellers

### **3.2 Admin**

---

Like any other admin team, Daraz's team admin also monitors and prevents any kind of discrepancy. They also make sure that all the assets of the company, like furniture, air-conditioner etc are working fine. They ensures the transparency of the business of Daraz Bangladesh LTD

### **3.3 HR Team**

---

HR team deals with company's employee's issues like hire and recruitment, leave, salary, resignation, firing, pay rise, promotion, posting and motivations.

### **3.4 Legal Team**

---

Team legal looks after the issues like patenting the logo, writing MOU (Memorandum of Understanding), writing contract for the partners and stakeholders. Tax issues and all are legal support needed by the company.

### **3.5 IT Support Team**

---

IT teams resolves the issues of employees computers. They also work on developing or editing the website and app of Daraz Bangladesh LTD.

### **3.6 Issue Resolution and CS Team:**

---

Issue resolution and Customer Support team work on the complaints received from the customers and to solve their problem. These two teams always tries their level best to ensure best possible customer experience to the buyers.

### **3.7 Product Collection and Delivery Team:**

---

A big part of Daraz's operation depends on this team. They travel all the way to vendor's location to collect the products which has been ordered from our website and app. Then they deliver it to the customers who have ordered this product.

# **Chapter 4: Branding Policies of Daraz Bangladesh LTD**

## **4.1: Ways of Branding of Daraz Bangladesh LTD**

---

Like any other company, Daraz Bangladesh LTD has its own ways of branding. Usually Daraz does branding in following ways;

### **Sponsoring Events**

Daraz Bangladesh LTD sponsors a lots of offline events like summits, concerts, comicons, inter university competitions and many more.

### **TV Advertisements**

Daraz spends money in advertising in Television.

### **Digital Billboards**

Advertising in digital billboard is another way of branding for Daraz Bangladesh LTD

### **Social Media and Online Platform**

Biggest platform for Daraz Bangladesh LTD in terms of branding is social media like facebook, youtube, linked in and Instagram. Daraz makes short videos, and graphics banner to use in social media for their branding purpose.

### **Vehicle Stickers**

Daraz puts stickers on CNG with the permission of the owner of CNG. This is another way for Daraz to do branding.

### **CSR projects**

Daraz runs extensive CSR programs, which work for the branding of Daraz directly.

### **Packaging**

Boxing and packaging is another very important part of branding.

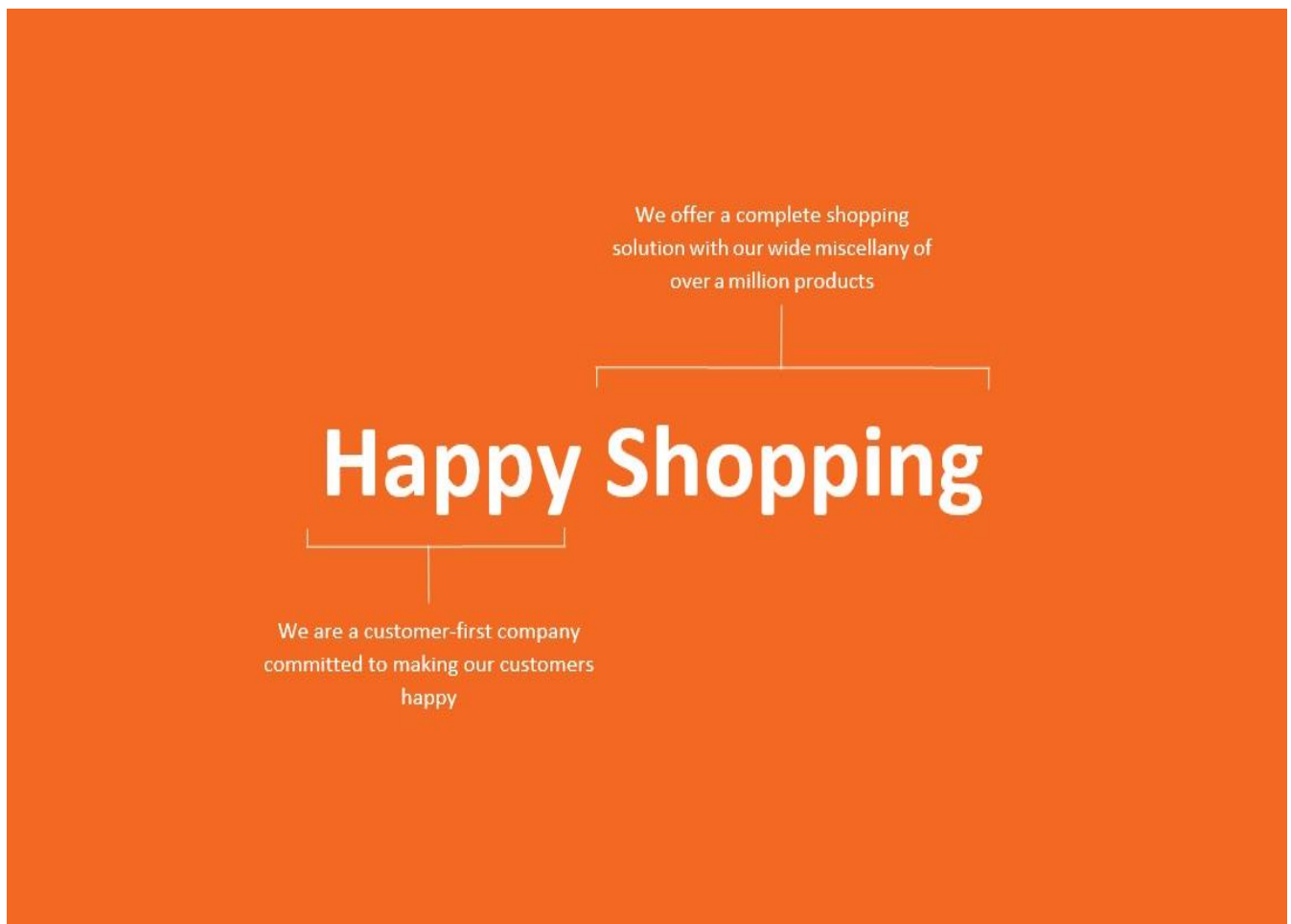
## 4.2. Taglines

---

In terms of branding, Daraz has their very own tagline. It is “**Happy Shopping**”. Usually Daraz uses this tagline with two more sublines in it. The sublines are as follows;

1. We offer complete shopping solution with our wide miscellany of over a million products.
2. We are customer-first Company committed to making our customers happy.

A sample picture of the uses of Daraz’s Tagline is given below;



**Pic: Sample of uses of Daraz’s Tagline**



### 4.3 Detail pattern and usage protocol of LOGO

---

Logo is the biggest part for the branding of any company. Daraz Bangladesh LTD is no different in this regard. Let us first take a look at the logo of Daraz Bangladesh LTD given below;

**Logo**



**Pic: Logo of Daraz Bangladesh LTD**

Now let us take a look at the usage pattern, protocol and detail of the design of this logo.

### 4.3.1: Primary Colors Used in the logo:

---

Daraz Bangladesh LTD has used eight primary colors in their logo. The colors name with the detail tone of digital coloring is given below;

1. Orange (RGB Ff6700, #CMYK F26A21)
2. Red (RGB e52f1c, CMYK #F62A25)
3. Purple (RGB 442e93, CMYK #2FBBE7)
4. Blue (RGB 2abbe8, CMYK #45309)
5. Green (RGB 52b00f, CMYK #60B346)
6. Dark Blue (RGB 2e2e54, CMYK #2Fe54)
7. Black (RGB 2e2e54, CMYK #00000)
8. Gray (RGB 979796, CMYK 969696)

If any of the colors with the perfect shade count is used in Daraz Logo, will be counted as the violation of the logo usage protocol of Daraz Bangladesh LTD.

## Primary colours

The five colours below selected in conjunction with the five propositions Daraz has to offer. The colours exude maturity and modernity and will be the core of our brand design to breed familiarity and recognizability of the brand



**Pic: Primary colors of the logo of Daraz Bangladesh LTD**

### 4.3.2: Secondary Colors Used in the logo

---

Daraz Bangladesh LTD has used eight primary colors in their logo. If any of the colors with the perfect shade count is used in Daraz Logo, will be counted as the violation of the logo usage protocol of Daraz Bangladesh LTD.

The secondary colors with the perfect level of shade counts are shown in the picture below.

## Secondary colours

In cases where primary colours do not suffice, this supporting colour palette of tints and shades can be used, thus completing the vast Daraz colour family without hindrances in design and providing a diverse enough colour palette to avoid limitation in design..



**Pic: Secondary colors of the logo of Daraz Bangladesh LTD**

### 4.3.3: Theme Fonts for the Logo of Daraz Bangladesh LTD

---

The logo of Daraz Bangladesh LTD must be written by using the font named “Montserrat”. It is a kind of modern sans-serif typeface. The font looks very clean and easily identifiable. Heading style and body text version of the font is shown below in the picture.

## Typography

Montserrat is the primary typeface for Daraz. It's a clean, modern sans-serif typeface that works well for display copy, body text, and everything between.



Font : Montserrat

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890 &!%**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 &!%

**Pic: Font to be used to write the Logo of Daraz Bangladesh LTD**

## 4.3.4: Size

### Logo usage

The new Daraz logo is to be used across all Daraz line extensions and is to become the primary identifier across mediums online and offline



This ensures that adjoining elements, headlines, text or other visuals do not encroach on the integrity of the logo. Therefore, the logo/icon must always be surrounded by a minimum area of proportional space as depicted here.

All depictions of the Daraz logo, otherwise must be to scale without pixelation or distortion, examples of which are to follow in this guideline

**Pic: Required size of using the logo**

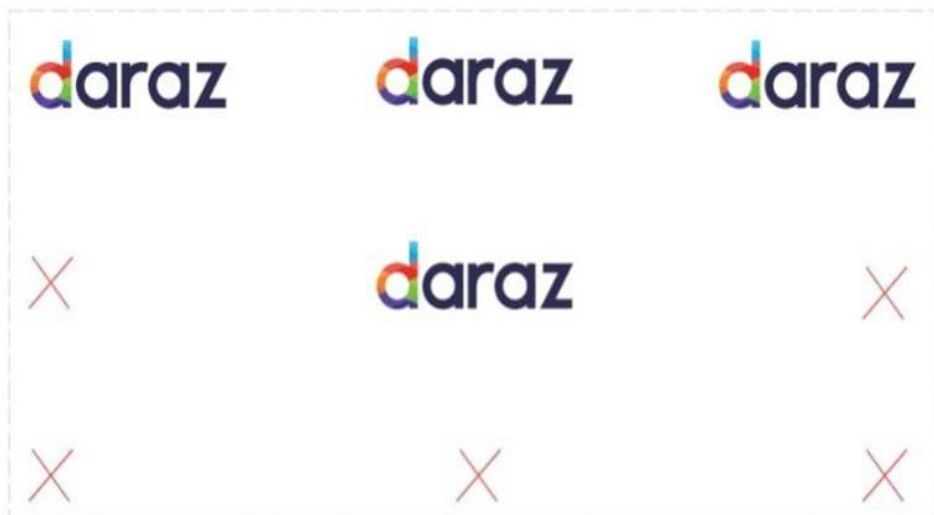
### 4.3.5: Positioning

---

In every type of advertising Daraz Bangladesh LTD always uses their logo. However, there are fixed protocol to position the logo for the advertisements of video or print media. The logo must be always on the top. Either in right, middle or left top corner of the frame. The right positioning protocol of the logo is shown below in a picture.

### Logo positioning

The Daraz logo should always be placed in the middle or on the top left, right or center, regardless of the size or orientation of the material being produced. This rule applies to all types of materials, from letterhead to brochures



**Pic: Positioning protocol of using the logo**

## 4.3.6: Misuse of Logo

---

The logo of Daraz Bangladesh LTD will be counted as misused, if the logo is used in any of the following manner;

1. Logo cannot be distorted or rotated
2. Using drop shadow in the logo is not allowed
3. Using outside stroke in the logo is not allowed
4. Colors without the approved codes stated above are not allowed.
5. Decreasing the opacity of the logo is not accepted
6. Colored logo can't be used on the colored background.

### Logo misuse

To preserve the integrity of the Daraz brand, it must be ensured that the logo is used correctly and consistently in every application



Do not distort or rotate the logo



Do not use drop shadow or any visual effects



Do not display the logo with an outline stroke



Do not display the logo in any gradient colour



Do not use any random colour for the logo



Do not place logo with an image or pattern



Do not decrease the opacity of the logo



Do not place the coloured logo on coloured background

**Pic: Sample of the misuse of the logo**

## 4.4: Icon of Daraz Bangladesh LTD

The design of the icon of Daraz Bangladesh LTD, including the protocol of using icon is shown below in the picture.

### Icon



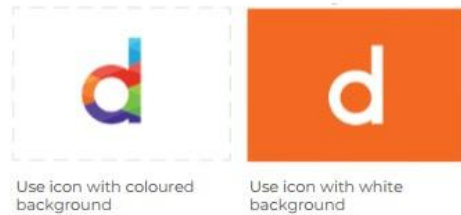
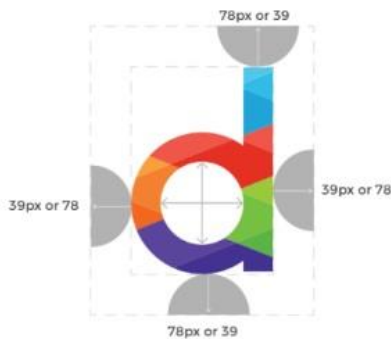
A FRESH NEW LOOK

CRISP APP-FIRST APPROACH

5 COLOURS REPRESENTING 5 PROPOSITIONS

### Icon usage

The Daraz logo may be abbreviated should limitations occur based on medium in the form below. The integrity of the logo must be maintained as evidenced in the pages that follow



Use icon with coloured background

Use icon with white background

Use for App



All depictions of the Daraz icon must be to scale without pixelation or distortion, examples of which are to follow in this guideline

**Pic: Icon Usage Protocol**



## 4.5: Tone of Voice Protocol (Call Centers)

---

The branding of Daraz Bangladesh LTD is that strict that they do even have the protocol of using voice tones in serving customers or for any other purposes. The protocols are as follows.

1. Tone of voice is local, friendly and conversational.
2. Technical when the product in question calls for it.
3. Sophisticated as applies
4. Talk premium while selling premium
5. Talk budget while selling budget
6. Up to date
7. Daraz is a now and next Company
8. Have changing attitude.
9. Daraz is for everyone.

### Tone of voice



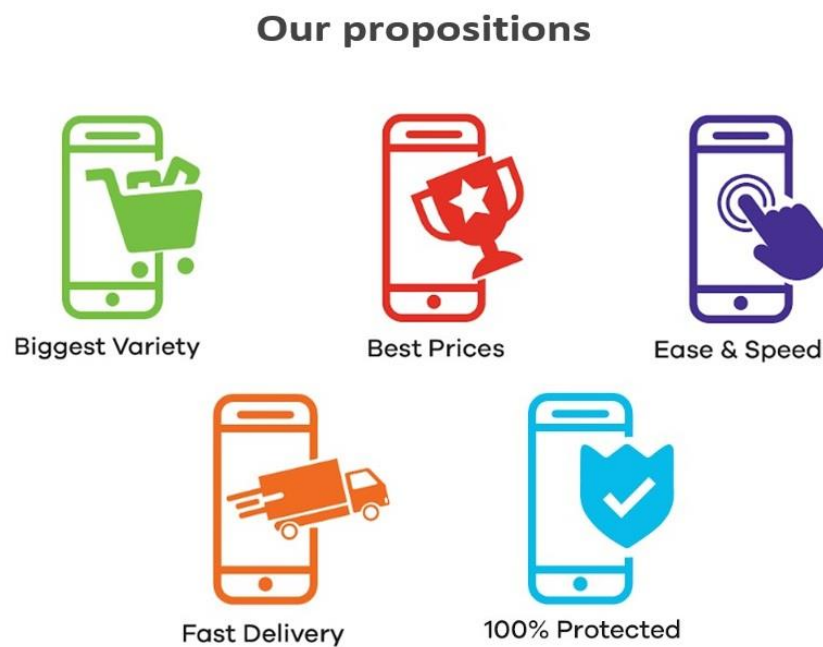
Our tone of voice is local, friendly and conversational. We're technical when the product in question calls for it. Sophisticated as applies. When we sell premium, we talk premium. When we sell budget-price, we talk budget-price. We are for everyone. We're aware of changing attitudes, and traditional ones too.  
We're up-to-date. We're a NOW and NEXT company

## 4.6: Propositions

---

The last part of the branding policies of Daraz Bangladesh LTD is about raising awareness among our consumers and stakeholders about the propositions of Daraz Bangladesh LTD. On the top, Daraz Bangladesh LTD works hard to ensure the propositions offered for the consumers. Daraz Bangladesh LTD offers following propositions for their consumers.

1. Biggest Variety
2. Best Prices
3. Ease and Speed
4. Fast Delivery
5. 100% Protected



**Pic: Propositions Offered by Daraz Bangladesh LTD**

# **Chapter 5: Analysis on the effectiveness of branding strategies of Daraz Bangladesh Limited**

To check the effectiveness of Daraz's branding strategy, the writer of this report conducted a survey among 35 respondents. This is a qualitative research and all the data found were primary data. The research was conducted through google form with an in-depth interview.

## **5.1: Questionnaire used in the research**

---

The questionnaire of the research is as follows.

### **Age?**

- 16-20
- 21-25
- 26-30
- 31-35
- Above 35

### **Gender?**

- Male
- Female
- Others
- Prefer not to say

### **Occupation?**

- Student
- Service
- Business
- Other

### **Income Range?**

- 0 to 15K
- 16 to 30K
- 30 to 50K
- 50 to 100K
- Above 100K

### **Location**

- Inside Dhaka

- Outside Dhaka (In Bangladesh)
- Abroad

**Are you familiar with the concept of online market place?**

- Yes
- No

**Are you familiar with the brand name of Daraz Bangladesh LTD?**

- Yes
- No

**When you did first heard about Daraz Bangladesh LTD?**

- Never heard of Daraz
- 3 months ago
- 6 months ago
- 1 year ago
- More than one year ago

**Are you familiar with the logo of Daraz Bangladesh LTD?**

- Yes
- No

**Do you know Daraz Bangladesh LTD has been acquired by Alibaba Dot Com?**

- Yes
- No

**Do you know Daraz has launched new app enriched with latest features in it?**

- Yes
- No

**Did you see any advertisement of Daraz in social media?**

- Yes
- No

**Did you watch any advertisement of Daraz in TV?**

- Yes
- No

**Do you know Daraz runs extensive CSR programs?**

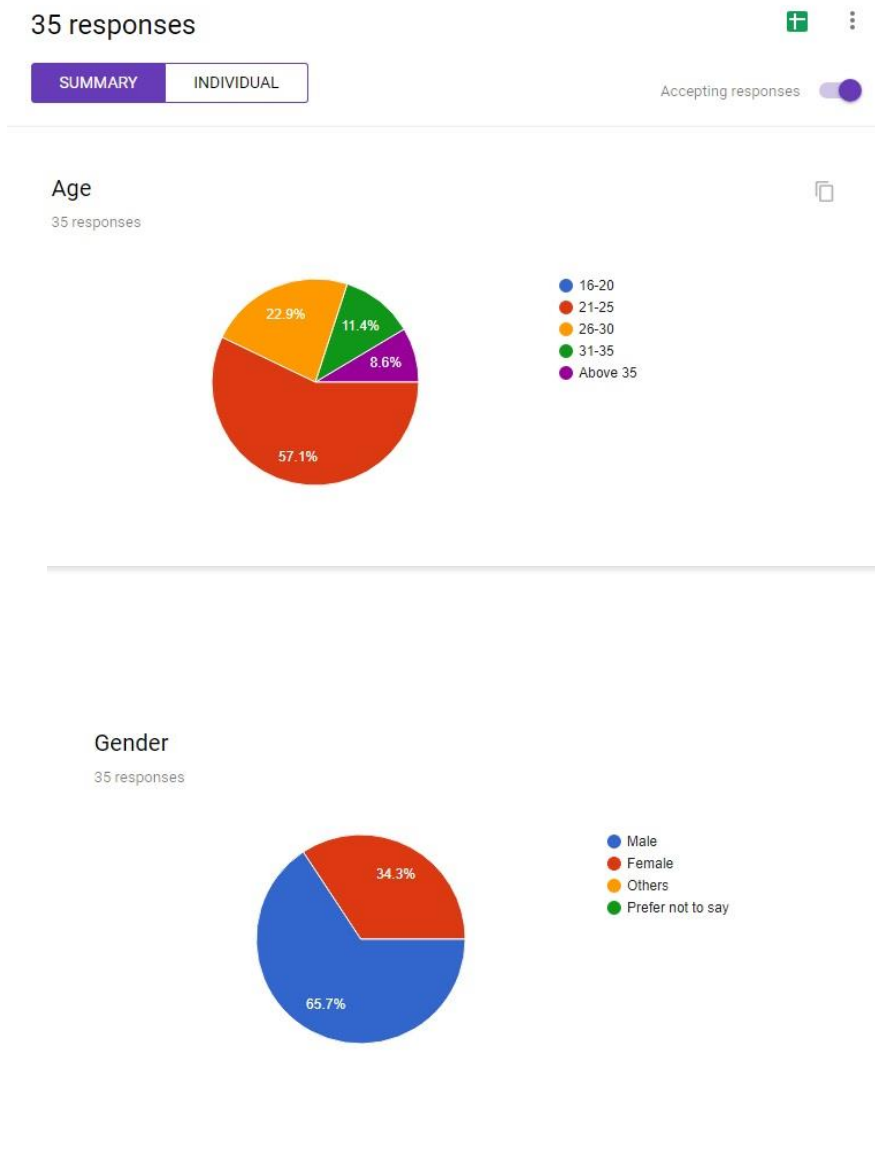
- Yes
- No

**Do you think Daraz Bangladesh LTD is the market leader in online market place industry?**

- Yes
- No

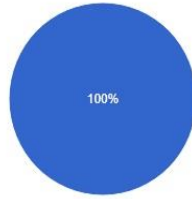
## 5.2: Deep Analysis of the Result of the Survey

At first let us take a look at the demographic condition of the sample size. 35 respondents took part in this survey. Among them highest numbers of the respondents (57%) were aged between 21-25 years old. In total, most of the respondents were aged in between 21-30. Most of the respondents (67.5%) were male. About 51.4% among all the respondents are student and 40% of the people are service holder. Surprisingly 100% of the respondents live inside Dhaka and most of the respondents are low income earner. The details of these demographic aspects are shown in the figures given below.



### Location

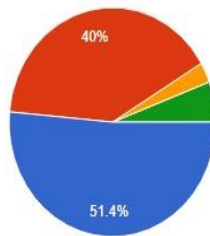
35 responses



- Inside Dhaka
- Outside Dhaka (In Bangladesh)
- Abroad

### Occupation

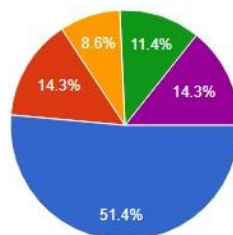
35 responses



- Student
- Service
- Business
- Other

### Income Range

35 responses



- 0 to 15K
- 16 to 30K
- 30 to 50K
- 50 to 100K
- Above 100K



After the demography check, the interviewer of the survey started to find out the effectiveness of branding strategies of Daraz Bangladesh LTD. In order to do that, at first the respondents were asked if they are familiar with the concept of online market place. Fortunately 97.1% of the respondents are familiar with the concept of online market place, which makes the research credible as follows;

Are you familiar with the concept of online market place?  
35 responses

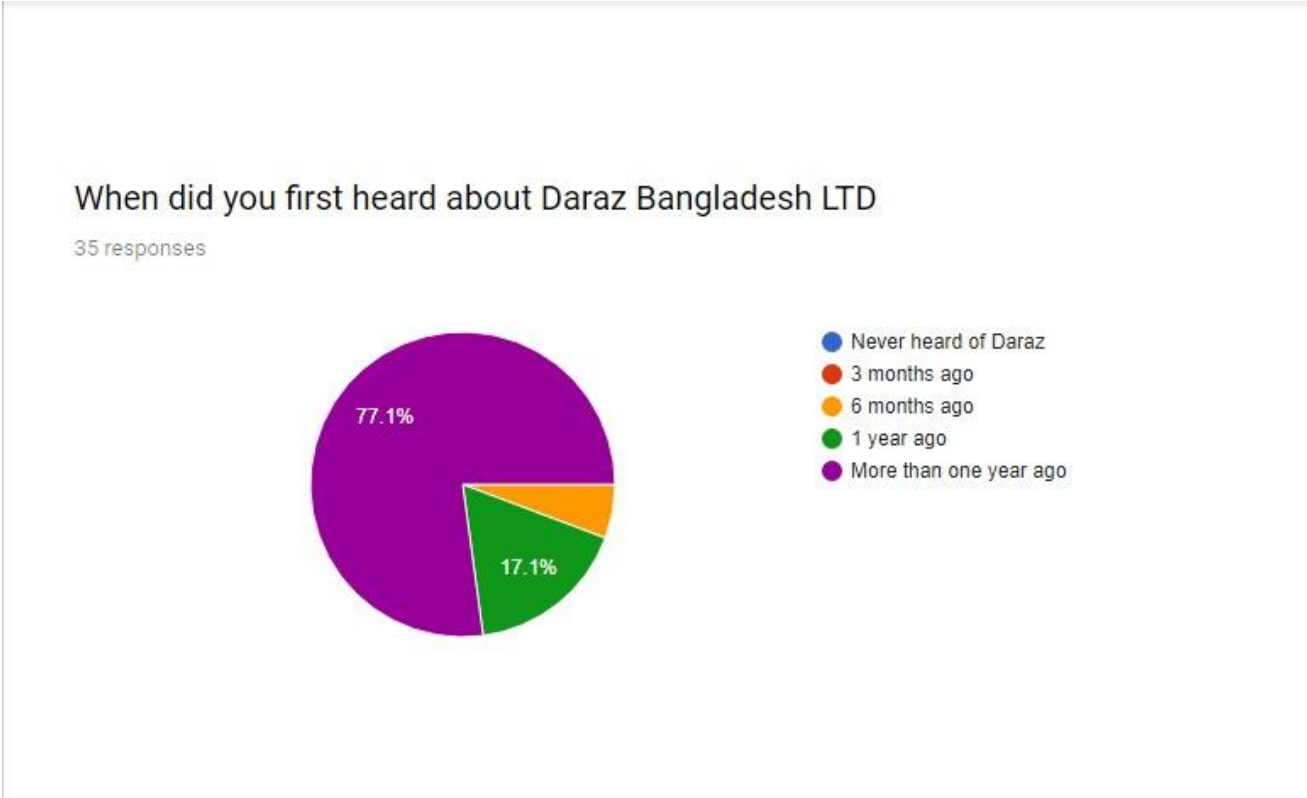


After this, in the survey, it was asked if people are familiar with the brand name of Daraz Bangladesh LTD. The matter of joy is that, every single respondents among those who are familiar with the concept of online market place are aware of Daraz Bangladesh LTD. Which means, the branding of Daraz Bangladesh LTD is being fruitful.

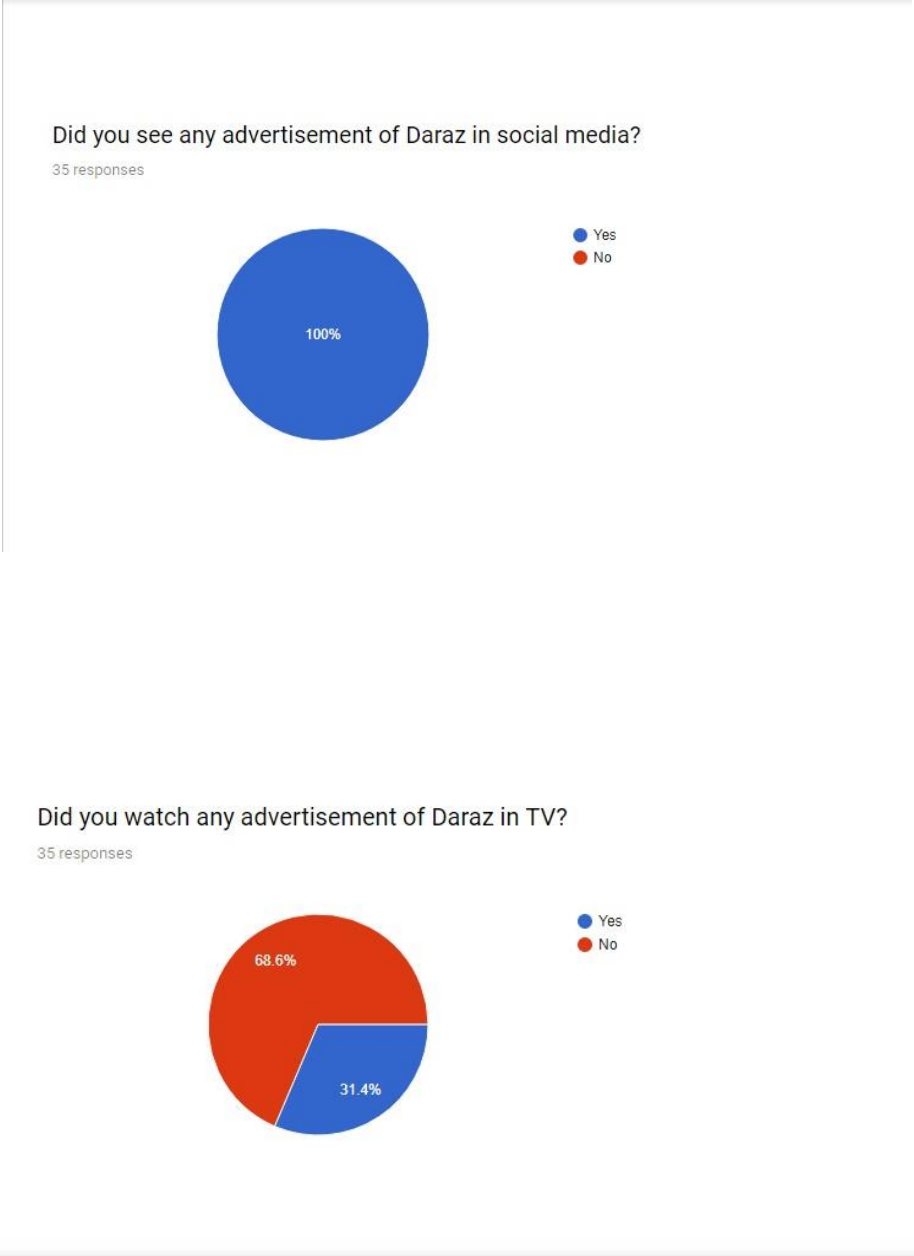
Are you familiar with the brand name of Daraz Bangladesh LTD  
35 responses



Then we wanted check if Daraz Bangladesh LTD is a new name to the consumers or not. In order to do that, the respondents were asked, when they have heard about Daraz Bangladesh LTD for the first time. There, about 77.1% people said they are familiar with Daraz since more than one year. Which means Daraz Bangladesh LTD is not a new name to the customers. Branding team of Daraz Bangladesh LTD can take pride of this success of spreading Daraz’s name quick



After that, to check through which media Daraz’s branding works in the most effective way, the respondents were asked about the media through which they hear about Daraz Bangladesh LTD most of the time. They said, social media is the most efficient place for Daraz Bangladesh LTD in order to spread branding. At the same time, according to their respond, spending money on TV advertisements is not a very wise decision since they don’t watch Daraz’s advertisements through TV anyway. The pictures of these two discussed response is shown below.

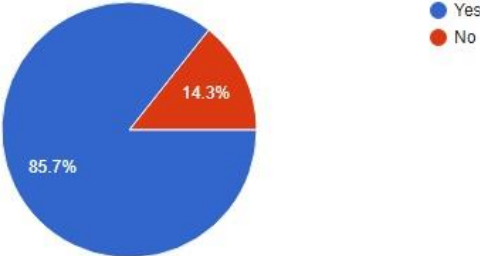


According to the survey, the branding team of Daraz Bangladesh LTD has been doing a great job. Because when the respondents were asked if they are familiar with the logo of Daraz Bangladesh LTD then 85.7% said “yes”. On the top, Daraz Bangladesh LTD has just launched their new app enriched with latest features only few days ago. Still, most of the respondents are familiar with this new app of Daraz Bangladesh LTD. Team branding of Daraz Bangladesh truly deserves a clap for this.

Are you familiar with the logo of Daraz Bangladesh LTD



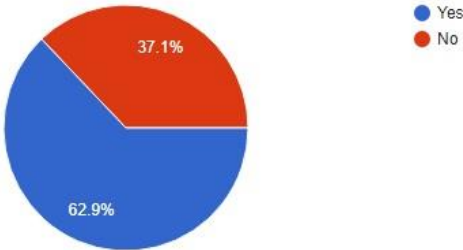
35 responses



---

Do you know Daraz has launched new app enriched with latest features in it?

35 responses

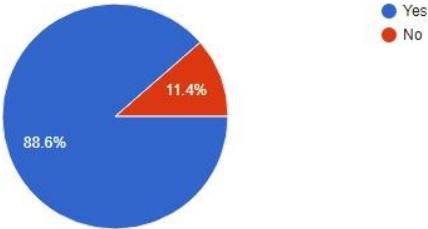


Lastly, Daraz Bangladesh LTD has recently been acquired by the mighty Alibaba group. Therefore, it was a responsibility of the branding team to ensure that, people knows about this international acquisition. Branding team has clearly done it with tremendous success. Because, the result of the surveys says 88.6% of the respondents are known with this acquisition. On the top, most of the people believes, Daraz Bangladesh LTD is the market leader of Bangladeshi online retailers. Making people believe that is also a great success of the branding team of Daraz Bangladesh LTD.

---

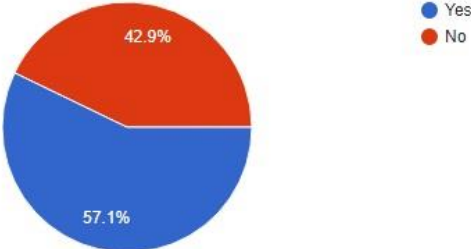
Do you know Daraz Bangladesh LTD has been acquired by Alibaba Dot Com

35 responses



Do you think Daraz Bangladesh LTD is the market leader in online market place industry?

35 responses



# **Chapter 6: Findings & Recommendation**

## 6.1 Findings

---

The finding of this research shows that the effect of branding strategies on consumer perception is an important element regarding the consumer's awareness and communication medium among the manufacturer, vendors & sellers. Branding shows all of the information about the company like where they operate, what do they offer, who they cater, what is their value, what are their company weight and etc. It also shows how to reach the company. The elements of the branding like (logo color, logo design, mission-vision material, logo size, labeling) are very important for the company to keep customer delighted and attached with the company, while the elements of branding keeps customers attracted towards the brand and have direct impact on consumer perception & buying behavior. This research has several conclusions that consumer perception and purchase intention may have direct impact on the consumer purchase behavior. However, as the quality of the branding strategy can serve the purpose of growing brand equity to make the brand more acceptable, reliable, attractive and preferable. It also can create positive perception in customer's mind towards the company.

## 6.2: Recommendation (Based on Survey Analysis)

---

1. According to the survey result, most of the customers of Daraz Bangladesh LTD are aged between 21-25 years old and are students. Generally students are low income earners. Therefore, Daraz should take this group of people as their customer bank and should provide special offers like price off for this group in order to convert them into loyal customer group.
2. 100% respondents of the survey published in this report have seen advertisements of Daraz in social media platform and only 33% have seen it on television. Based on this data, since television advertisements are very expensive, this report would recommend Daraz Bangladesh LTD to focus more on social media advertisements rather than TVCs.
3. A big number of people are still not familiar with the new app and new logo of Daraz Bangladesh LTD. Branding team of Daraz should come up with more ideas to educate mass people about the new logo and new app of Daraz Bangladesh LTD.

### **6.3: Recommendation (Based on Work Experience at Daraz)**

---

1. Daraz has limited workforce comparing to their growth rate. Therefore, Daraz should increase the number of employees to cope up with the pace of their growth.
2. From onboarding sellers, displaying product online and selling products to delivering products to the customers, Daraz has a too long supply chain route. Which sometimes takes too long of time for the customers to get their product in hand. So, Daraz should shorten their supply chain steps and should reduce their delivery duration to the consumers.



# Chapter 7: Conclusion

## **7.1: Scope of Further Study**

---

According to the first chapter of this report, this report has many limitations. However, the limitations are mostly financial limitations. Therefore, with the fund allocation from Daraz Bangladesh LTD, this report can come in help for the next report which Daraz may use for their R&D (Research and Development) purpose.

## **7.2: Lessons Learned from This Internship Journey**

---

University study and work life is totally different. Given that this fact, the writer of this report has learned hands on marketing from this internship journey. He has learned, how to get along with the coworkers. He has learned, how to deal with clients. There is a very fine line between convincing and manipulating clients. It has been fantastic for the writer to get to know about the technique of convincing and manipulating clients and stakeholders based on company's need. This skill only comes with experience. Thus, the writer of this report has learned how to deal with mainstream media like TV, newspapers, radio stations and billboard authorities to keep lower price for the purpose of companies advertising. Moreover, he has learned how to negotiate with printing press while printing necessary banners and flyers with the lowest possible price. Lastly, the writer of this report has learned, what facts should be kept on head while making an advertisement to get the best branding outcome for the company.

### 7.3: Conclusion

---

Launched in 2012, Daraz is South Asia's online shopping and selling destination of choice – present in Bangladesh, Pakistan, Sri Lanka, Myanmar, and Nepal. Daraz Bangladesh LTD is the largest e-commerce destination of Bangladesh. Supported by a wide range of tailored marketing, data, and service solutions, this pioneering E-commerce service provider in South Asia has 30,000 sellers and 500 brands, serving 5 million consumers. With more than 2 million products available, Daraz offers a diverse assortment of products in categories ranging from consumer electronics to household goods, beauty, fashion, sports equipment, and groceries. Focused on providing an excellent customer experience, it offers multiple payment methods including cash-on-delivery, comprehensive customer care and hassle-free returns. Lastly, Daraz is currently owned by the biggest online retail giant of the world, Alibaba Group Holding Limited.

After my completion of academic requirements from Brac University, I feel lucky that I got the opportunity to work in Daraz Bangladesh LTD's branding team. Based on my working experience in this reputed organization, this report has been written backed by hands on knowledge and customer's feedback collected by an extensive survey.

While writing this report, I have learned hands on marketing skill. I have learned, how to get along with my coworkers. I have learned, how to deal with clients. There is a very fine line between convincing and manipulating clients. It has been fantastic for me to get to know about the technique of convincing and manipulating clients and stakeholders based on company's need. This skill only comes with experience. Thus, I have learned how to deal with mainstream media like TV, newspapers, radio stations and billboard authorities to keep lower price for the purpose of companies advertising. Moreover, I have learned how to negotiate with printing press while printing necessary banners and flyers with the lowest possible price. Lastly, I have learned, what facts should be kept on head while making an advertisement to get the best branding outcome for the company. This tremendous journey of my internship have been amazingly difficult, joyful and exciting at the same time.

## References

---

1. Baily, J. (2017). *PACKAGING AND CONSUMERS' PERCEPTIONS OF PRODUCTS*. Storaenso.
2. Kotler, P., & Keller, K. L. (2009). *Marketing management*. Upper Saddle River, N.J: Pearson Prentice Hall.
3. Miller, J. (2015). *Sticky branding: 12.5 principles to stand out, attract customers & grow an incredible brand*. New York, New York: Rosen Publishing Group, Inc
4. Pierce, L. M. (2012, August 30). Consumer perceptions influence packaging design. *Periodical Digest*.
5. Sadique Hussain, S. A. (2105). Impact of Product Packaging on Consumer Perception and Prurchase Intention. *Journal of Marketing and Consumer Research* .
6. Singh, M. R. (May 31, 2018). THE EFFECT OF PACKAGING ON CONSUMER PERCEPTION. *INTERNATIONAL JOURNAL FOR INNOVATIVE RESEARCH IN MULTIDISCIPLINARY FIELD*.