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Internship Report On

'An overview of Daraz Bangladesh and its operations of Digital Goods Category'

Submitted by

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ID-15304113

Submitted to

Mr. Mahmudul Haq

Associate Professor

Letter of Transmittal

30th April, 2019

Mahmudul Haq

BRAC University

Subject: Submission of the Internship Report on Daraz Bangladesh

Dear Sir,

I am here by submitting my final internship report on my experience at Daraz Bangladesh and am including my experience, findings and recommendations over the three-month period that I have done my internship. I would like to thank you for authorizing this study. I have tried to make this report as accurate and reliable as possible. I worked to the best of my abilities to provide a clear understanding of my duties, responsibilities, actions, measures, objectives and limitations. I have discussed my experience in detail in my report. I sincerely hope that my report will give you a clear picture of my entire experience at Daraz Bangladesh.
Sincerely,

Hridita Shawon

15304113

Letter of Endorsement

The Internship Report titled ─An overview of Daraz Bangladesh and its operations of Digital Goods Category has been submitted, to BRAC Business School, for partial fulfillment of the requirements for the degree of Bachelor of Business Administration, major in Finance and minor in Human Resource management from BRAC University on 30th April, 2019 by Hridita Shawon, ID: 15304113. The report has been accepted and may be presented to the Internship Defense Committee for evaluation. (Any opinions, suggestions made 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

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Executive Summery

The report being presented is an Internship Report prepared as a requirement for the completion of the BBA Program of BRAC University mainly based on my experience in an E-Commerce company Daraz Bangladesh. It gives an overview of Daraz along with its major services. The report also describes my assignments in the Business Development Team, with my learning and their relevance to the goals of the organization. Experiencing how an E-Commerce company works in Bangladesh, the challenges it faces, establishes itself from the scratch and also learning how to communicate inside and outside the organization. Moreover, this report attempts at explaining my interaction with coworkers, the difficulties I have experienced and the internship's influence on my career plans. It talks about how this internship has changed my entire thought process about jobs and how it will further help me decide on landing on a job. This report also acts as evidence how theoretical knowledge differ from practical learning despite its important but insignificant effect on career development. There is a positive realization that my internship went better than expected for which the reality was better than that what I was expecting. I am happy with my internship performance but still believe there are things that I could have done differently if I were to do it again. However, I enjoyed my internship experience at Daraz to the fullest

Chapter 1: Introduction

E-commerce is the activity of buying or selling of products on online services or over the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Everyday E-commerce sites are booming and in the current technological world almost everyone knows about it. Where before people use to go to physical place to buy products, now people can browse their product on the internet and the products directly comes to their doorstep. E-commerce is on such a boom as people have now busier life than before so the physical presence for buying a product becomes troublesome most of the times.

The E-commerce sites in Bangladesh have quite a good customer base and sellers in more or less every sectors are now aware that just having physical presence will not guarantee proper grasp to the potential customer. So they are depending on E-commerce for their virtual presence as well. However, searching for every product individually online is a time consuming and troublesome process for the customers. Also, not many people in Bangladesh had the idea where to look for their desired products or how to even avail it. To solve this problem Daraz Bangladesh stepped in.

Daraz, a sister concern of Alibaba group is now the leading E-commerce platform in Bangladesh where customer can find almost every type of products available for purchase. The population of Bangladesh was previously aware of Amazon and Alibaba, now they know that just like them Daraz is working with the same goal where customer can sort through any products and compare price and buy the product while they are ensured that the product will reach their doorstep within 2 weeks in anywhere in Bangladesh.

Daraz Bangladesh launched in late September 2013 and from then they worked tirelessly to ensure the best quality products for their customer so that they can establish themselves as a brand and shatter their preconception about online marketing is a scam. They try to follow the effective internet projects from other advanced countries like United States and replicate their tactics in developing markets. Daraz Bangladesh Limited is rigorously providing B2C type on selling which no other E-Commerce portal does in Bangladesh

1.1 Objective of the study

Broad Objective

To understand the working model of Daraz and to showcase how Daraz operates their Digital Goods category.

Specific objective

- To identify the role of a Vendor manager/ Business development executive

- To specify the work of a Vendor Manager of Digital Goods

- To identify how Tours & Travels operates in Daraz

- Steps Daraz is taking to ensure and enhance customer experience in both seller and customer end.

1.2 Scope

This report is entitled as ‗An overview of Daraz Bangladesh and its operations of Digital Goods Category‗‗ In short in this report in this report I have tried to accumulate all the resources that I have learnt from the last few months of my internship period, primary and secondary sources of information. I have collected data from Daraz employees, colleagues, website, newspapers, journals and daily records. For primary sources of information, my own experience and interview of employees of the company will be considered.

1.3 Methodology of the Study

The study has been conducted only based on the work experience. I will be briefing about all I have learned about customer interest analysis, how Daraz operates, how Hotels and Travel operates, workplace culture of Daraz and my contribution as an intern in Daraz Bangladesh. The data are analyzed in aspect of business intelligence & managing practices of E-commerce companies. The major limitation of the study is that most of the information was classified and there was restriction in which information I could disclose.

1.4 Limitations

I was allowed to access their backend software called "Seller Center" and "Cube" which shows all the order information and sales values. I was not allowed to share my access and the customer information with anyone or what specific customer buys. As it is a very competitive industry and a growing company, so the company does not want to disclose certain financial statements. Projects that will become available to customers and sellers are not to be disclosed to anyone other than Daraz employees.

Chapter 2: Company Overview

2.1 Daraz Overview

"Daraz" is Urdu word which means "Drawer". The main reason behind this name is that we find everything arranged inside a drawer likewise we will find everything in Daraz. Daraz was founded by Rocket internet. The main headquarter of Daraz is located in Pakistan and other than that Daraz is operating in 4 more countries, namely, Bangladesh, Sri Lanka, Myanmar and Nepal. In Bangladesh it started its journey at the middle of 2013 and it went to the market as a fourth internet business webpage after OLX, Ekhanei and ClickBD. At that time it was only operating in Pakistan, Bangladesh and Myanmar. However, in July 2016, Daraz Group acquired Kaymu, a consumer-to-consumer online marketplace in South Asia, and with the acquisition began operations in Sri Lanka and Nepal. In May 2018, Daraz Group announced that it had been acquired by Alibaba Group for an undisclosed amount. At the end of 2018 the whole integration process with Alibaba was completed and thus Daraz is now a sister concern of Alibaba Group.

Currently Daraz has 4 million followers on Facebook. People using Facebook, can see the new offers in it. It is just like a digital marketing policy to get more customers. There is an interesting thing that Daraz is one of the online marketplaces which keeps their eyes on the SEO. So, when a customer searches on Google like —the biggest or best ecommerce sites, the name of Daraz comes first.

Daraz has sorted out their products under 4 main vertical categories, namely, Fashion, Electronics & Automobile, Lifestyle and Cross Border Items. Customers can find desirable products under the following categories:

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                            │    Daraz    │
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          ┌────────────────────────┼────────────────────────┐
   ┌──────┴──────┐        ┌─────────┴─────────┐      ┌───────┴──────┐
   │   Fashion   │        │   Electronics &   │      │   Lifestyle  │
   └──────┬──────┘        │    Automobile     │      └───────┬──────┘
          │               └─────────┬─────────┘              │
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- **Fashion**
  - Men's Mashion
  - Women's Fashion
  - Beauty & Wellness
- **Electronics & Automobile**
  - Electronic Devices & Accessories
  - TV & Home Appliances
  - Automotive & Motorbike
- **Lifestyle**
  - Digital Goods
  - Babies & Toys
  - Home & Lifestyle
  - Groceries & Pets
  - Sports & Outdoor
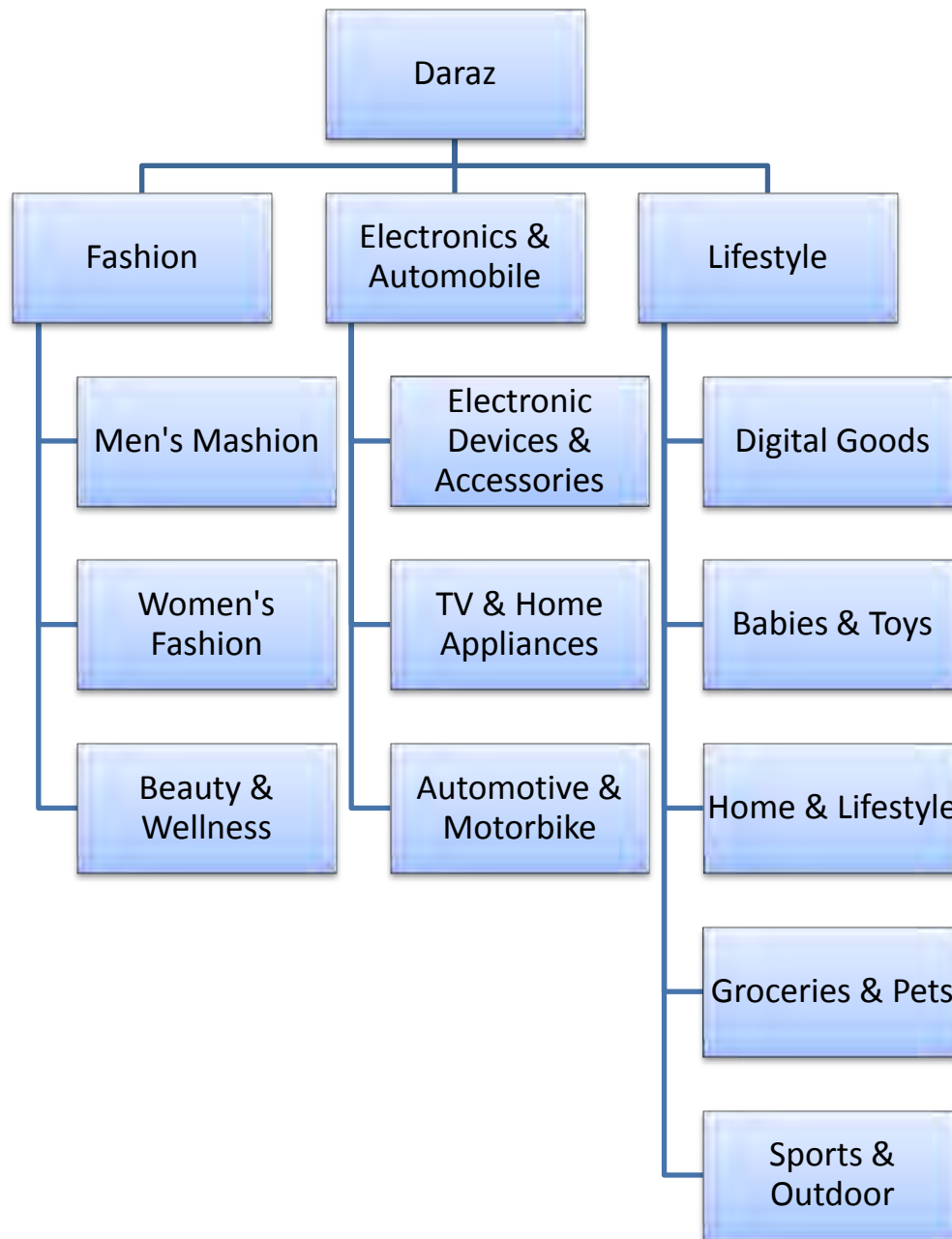
Daraz gives many promotional offers to the customers. These offers are given after end of each weeks or any occasions, campaigns etc. To grab these offers, customers place orders more & more time. Even, one customer places different orders using his/her different email to get offers as well.

Like other countries, Daraz provides a shopping experience that is incomparable in Bangladesh. Daraz attempts to offer the most modish, adapted and protected online shopping experience with a wide scope of brands such as Yellow, Noir, Symphony, The Body Shop, Huawei, Samsung, Walton, Aranya, 6 Degree Mobile, ShadaKalo, Apple, LG, Fastrack, MAC, Nikon, Ecstasy, Panasonic, Doors etc. are just a few of the global and local leading brands who have already set up e-stores with Daraz.com.bd with excellent sales reviews.

2.2 Mission

To take over all the clients is the Mission of Daraz. To accomplish this mission, Daraz gives many attractive offers to the clients. So, customers become happy getting many offers and buy products with lowest prices.

According to Syed Mustahidal Haque (MD of Daraz) the missions are-

- To provide an enjoyable shopping experience for Consumers and to grow together with our Sellers

- It will continue building a vast loyal customer base by having the broadest selection of products, unbeatable prices, 100% reliable fulfillment and relentless focus on customer experience.

- For its„Sellers, it will continue to provide a differentiated value-added service to support scalability, growth and integrated business solutions.

- Daraz Bangladesh will achieve the mission by focusing on their core values and hiring, coaching and retaining the best people in the industry through a strong company culture.

- Daraz Bangladesh is committed to a strong ESG program and creating long-term growth and job opportunities in all of our markets by pioneering the e-commerce development.

2.3 Vision:

The vision of Daraz Bangladesh is to be a leader in the ecommerce industry providing best products with lowest prices in lowest possible time. The Vision statement of Daraz is ―To be the most reliable marketplace and offering the best services to our customers & sellers.

2.4 Objectives:

Daraz wants to provide the best quality products at the most competitive price. Daraz believes to introduce the latest and demanding products for its customers. The objectives of Daraz Bangladesh are to reach everywhere in Bangladesh, to grab the most market share, provide every necessary product to its consumers and include most significant brands and sellers in Bangladesh.

2.5 Details about the Products & Line Services

Daraz Online Shopping is a market place where buyers and sellers meet. Daraz gives superior collection of products to its clients. From Fashion to GM (General Merchandising) all is available on Daraz. Customers can visit their website www.daraz.com.bd and choose their preferable products without any hassle and products will be delivered within a few days. The products lines of Daraz are given below:

Fashion:

- *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 & Accessories:* All kinds of watches of Different Popular Brands such as Casio, Titans, Break watch, Time Zone etc are available for the customers. So, a customer can buy these products in an affordable price.

- *Women's fashion:* Sharee, Kurti, Long kameez, Short kameez, Fatua, Lehenga, Shoes, Shirts/T-shirts, bags perfume etc. are included in this category.

- *Beauty & Wellness:* There are a lot of cosmetics for the girls. There is a full of packages for them. On the other hand, there is special combo offers for them.

Electronics & Automobile:

- *TV & Hope Appliances:* Air coolers, Air conditioners, Televisions, Mp3 players, Hybrid camera, Digital camera, Laptops, DVDs, Home theater, DSLR camera, Lenses, Power banks, Smart watches etc.

- *Electronic Devices & Accessories:* Daraz has corporate Deal with Xiaomi,Nokia, Samsung, Oppo, Apple, Micromax, Symphony, Asus, HTC, Huawei, Infinix etc. So, a client can find 100% original and authentic products from Daraz. On the other hand, the prices of these phones are lowest from the local markets. Same things are for the mobile accessories. So, customers place orders more and more to buy these products.

- *Automotive & Motorbike:* Cars & Bikes of every well-known Brand in Bangladesh are available in Daraz

Lifestyle:

- *Baby's & Toys:* Baby diapers, baby feeds, baby clothes, baby toys etc are included in this category.

- *Home & Lifestyle:* 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

- *Digital Goods:* Mobiles & Top Ups, Games & Gift Cards, Hotels & Travel, Restaurant Packages, Home Services, Beauty & wellness vouchers & Entertainment vouchers are sold under this category.

- *Groceries & Pets:* It is another special offer for the customers. A customer gets all the products like shampoos, face washes, soups, soaps, chal, dal, baby dippers, chola, dates, combo of these products etc. Also, pet food items are found under this category.

Chapter 3: Digital Goods and Operations in Daraz Bangladesh

3.1 Digital Goods & Product Line

Digital Goods are everything that is not physical products. It includes all the services that Daraz offers and also all the products that are not needed to be delivered physically.

Digital Goods sections are shown below:
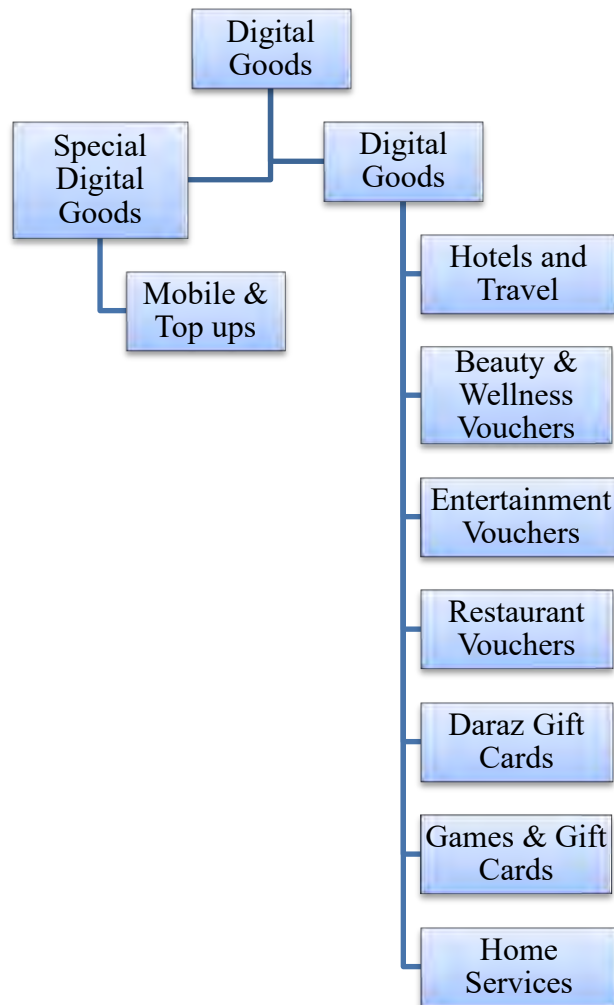
Digital Goods are initially divided into 2 sections- Special Digital Goods & Digital Goods.

Special Digital Goods:

- *Mobile Top-ups:* Here customers of any mobile operator in Bangladesh can recharge their phones.

Digital Goods:

- *Beauty & Wellness Vouchers:* Different beauty & wellness services like: spa, makeup, skin or hair treatments, dental or other health related services, online gym membership etc. are available in this section.

- *Restaurant Services:* Customers can buy food vouchers on pre-payment basis and avail the service on that respective restaurant within a definite period of time.

- *Entertainment Vouchers:* In this section customers can book, photographers, event planners or avail other entertainment related services like movie tickets, theme park tickets etc.

- *Home services:* All the home related services like booking online carpenter, electrician, pest control, home transfer services etc. are found in this section.

- *Games & Gift Cards:* In this section customers can find game mods, in game items or gift cards like Google play card, Netflix membership card, iTunes gift card etc.

- *Daraz Gift Cards:* In this section Daraz sells their very own range of gift cards starting from BDT 300 to BDT 20000 or more.

- Hotels and Travel: Customers can find International & Domestic Hotels, International & Domestic packages, Visa services and Air Ticketing services here.

3.2 Operation Details

Daraz is working as a middle man but has corporate deals with the many sellers, business firms or corporates. After agreement, Daraz sells those products and give all the services to the customers. The role of the specific teams are given below:

3.2.1 Acquisition:

Daraz gives opportunity to the business firms to do business with them. There is a whole acquisition team who works to acquire seller and convince them to work with Daraz. Maximum time, companies want to join with Daraz. After the contract, they get an access of the Backend panel- Seller Center. Through this panel sellers sell their products via website of Daraz.

3.2.2 Content writing:

After completing all kind of system with the vendor, the vendors either uploads the packages via seller center which is later quality checked by the content team or the vendor gives the details to the vendor manager who after thorough check gives it to the content team for uploading the products.

3.2.3 Marketing:

The marketing policy of Daraz is very strong. Since it''s an online platform thus marketing plays a vital role to reach out to the customers. Daraz is mainly doing digital marketing. They give advertisement in Google, Facebook, Instagram, Affiliate marketing etc. They come in the live streaming to get in touch with customer. Daraz gives many promotional offers, holds contest and sponsor events so that the sales of Daraz increase continuously. In case of Hotels and Travel, the marketing team follows the similar steps.

3.2.4 CS verification:

Daraz has a trained customer service teams who answers the customer''s query 24 hours a day. Also, After placing orders, CS team receives those orders in the build-in website of Daraz named Order Management System (OMS). Then they verify & confirm those orders after communicating with the customers.

3.2.5 Product collection:

Daraz in most cases does not store products into their warehouse. After getting customer confirmation, Daraz sources those products from the sellers. Then sellers send those products to our warehouses. However, there are some products which are stored already in the hub of Daraz. The quantity of these products is very low. In case of digital goods including Hotels and Travels there are nothing like product stock as all the products are mainly services or digital products.

3.2.6 Delivery:

Daraz has its own delivery team known as Daraz Express. However, Daraz also uses several third party deliveries to deliver its products. The outbound team of Daraz delivers the products to the customers who placed orders after the packaging of the products. It takes up to 5 working days to deliver products within Dhaka city. But outside the Dhaka, a customer gets products within 10 working days (highest). In case of Digital goods the products are delivered via email to the customers by the Vendor Manager. In case of visa services the visa is handed to the customer from the head quarter as the documents are very confidential so it is not handed to the usual delivery process.

There are few policies that Daraz follow after the delivery. They are:

Return policy:

The return policy of Daraz is quite good than other e-commerce sites. A customer has to check and apply for return within 7 days after receiving the products. If there is any fault, they can inform to the customer care about the problems of products. Then a rider from Daraz is sent to collect the product. The product is then brought to the hubs and checked if the customer claim is true or not. If the customer claim is true then the product is exchanged or the customer is refunded as per customer''s demand. In case of Digital goods, a no return policy is followed.

Refund policy:

After reaching products to at warehouse, QC is checked of products. If the complain of the customer is valid, then customer gets refund via bKash or portwallet or as a refund voucher. However, in case of digital goods a strict no refund policy is followed but there are few exceptions in case Daraz is somehow being unable to deliver the product to the customers.

Review:

Daraz has a review team who takes the review of the products from the customers. Customers can rate the product and write reviews. Most of the times, customer gives positive reviews but sometimes Daraz gets negative reviews as well.

Payment systems:

There are multiple ways of payment systems in Daraz. Daraz follows some payment procedures like Cash on delivery, bKash, Rocket, Mobile payment, Swipe on delivery, Online payments

with visa card, credit card, master card and amex card of city bank. Recently Daraz is heavily focusing on EMI payment throught Credit card on ALL products that values above 10000tk.this Emi is without interest and could be used for 6 month or 12 months. In case of Digital goods only payment via Credit/Debit card and bKash is accepted. The offline EMI policy is followed in case of Hotels and Travel packages.

3.3 Technical Difficulties

Daraz being an E-commerce site heavily focuses on technology. Now Daraz is pushing payment through credit/debit card. This also creates problem like verification of proper owner of card, cancellation of payment and server issue. Though Daraz is trying to solve these problems, it still happens from time to time.

3.4 Pricing & Profit calculation

Daraz has different pricing profile and profit calculation. Depending on the Category sales commissions can range from 2% to 15% at max. For digital goods including Hotels and Travel the commission percentage is 5%. DP/MRP (Dealer Price & Market Price) policy is also used specially for brands. In this case, instead of a certain percentage of commission a certain amount in BDT is added with the price that is provided by the dealers (sellers) which never can exceed the market rate.

Original Selling Price	The original price shown on the website
Discount Value	Discount Value which customers benefit from (when applicable) on the purchase of a discounted item
Paid Price	Final price a customer ends up paying for an item, after applying the discount value on the Selling Price
Profit Contribution	Profit Contribution (before factoring in marketing and logistic costs) realized on the sale of an item
Revenue from Retail Merchandise	Revenue realized on the sale of a Retail item. Is equal to its Paid Price
Revenue from Marketplace	Revenue realized on the sale of a Marketplace item. Is equal to

Commission	the commissions obtained

The original price is the price the seller is offering for the product. During campaigns Daraz offers various deals on products and the discount is deducted from the selling price which is basically the amount customers are paying. From that amount commission or expenses are deducted from the revenue and profit is calculated accordingly. In cases of retail merchandising, the revenue is basically the paid price and expenses are deducted and the overall profit is calculated. And in marketplace commission, revenue is the commission earned from the seller after sale and other expenses and tax are deducted and profit is calculated.

Chapter 4: Hotels & Travels and Job Responsibility of a Vendor Manager

4.1 Hotels & Travel:

Hotels & Travel are the biggest and most revenue generating section in Digital goods and my work was primarily in this section. Later, the other sections were introduced and although I worked for the initial development of those sections but my major and prior job responsibilities are in Hotels & Travel.

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                          │  Hotels &    │
                          │   Travel     │
                          └──────┬───────┘
        ┌────────────────────────┼──────────────────┬──────────────┐
┌───────┴──────┐        ┌────────┴─────┐    ┌────────┴─────┐  ┌─────┴──────┐
│  Hotels &    │        │ Tour Packages│    │Visa services │  │ Air Tickets│
│  Resorts     │        └────────┬─────┘    └──────────────┘  └────────────┘
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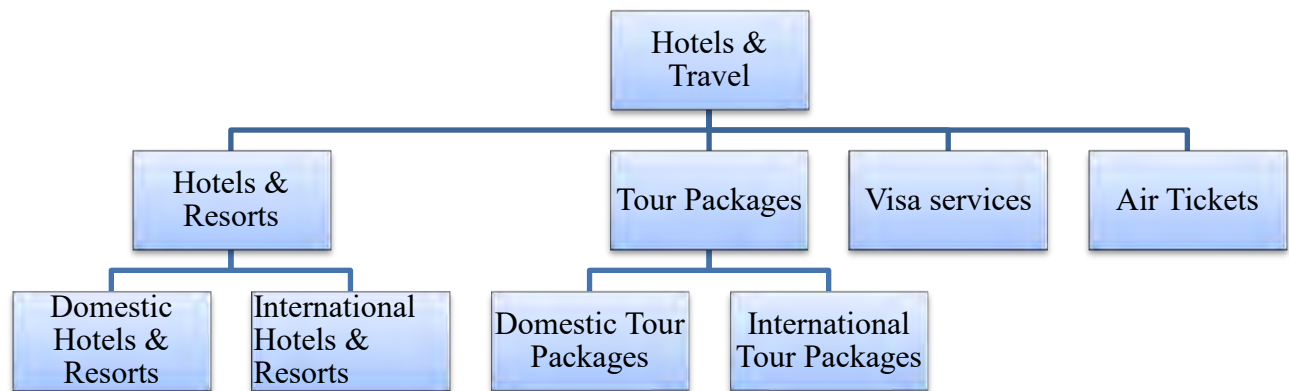
Hotels and Travel are categorized into 4 sections:

Hotels & Resorts:

- International Hotels: International hotels from all over the world can be booked from here

- Domestic Hotels & Resorts: Customers can book domestic hotels & Resorts in Bangladesh from here

Tour Packages:

- International Tour Packages: Customers can choose from our vast range of international tour packages or can even customize as they desire.
- Domestic Tour Packages: Customer can go anywhere inside Bangladesh availing these domestic tour packages.

Visa Services:

- Visa services and file processing of more than 20 countries are available here.

Air Tickets:

- There are no ready-made air ticket packages in Daraz. However, the ticketing is done instantly as per customer demand as the price of air tickets fluctuates.

4.2 Operation steps in Hotels and Travels

Hotels and Travel function very differently than any other categories in Daraz including the other categories in Digital goods. The whole process is more manual than other categories. The steps are different for different products. These are shown below:

4.2.1 Hotel/ Resort & Tour Packages:

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│        CUSTOMER QUERY RECEIVED BY CUSTOMER CARE TEAM               │
└──────────────────────────────────────────────────────────────────┘
                                │
┌──────────────────────────────────────────────────────────────────┐
│    QUERY AND CUSTOMER CONTACT DETAILS TRANSFERRED TO THE VENDOR    │
│                            MANAGER                                 │
└──────────────────────────────────────────────────────────────────┘
                                │
┌──────────────────────────────────────────────────────────────────┐
│  VENDOR MANAGER CHECKS WITH THE SELLER IF THE HOTELS/PACKAGES ARE  │
│     AVAILABLE ON THE PREFERRED OF TRAVELDATE OF CUSTOMER           │
└──────────────────────────────────────────────────────────────────┘
                                │
┌──────────────────────────────────────────────────────────────────┐
│             VENDOR MANAGER INFORMS THE CUSTOMER                    │
└──────────────────────────────────────────────────────────────────┘
                                │
┌──────────────────────────────────────────────────────────────────┐
│                  CUSTOMER PLACES THE ORDER                         │
└──────────────────────────────────────────────────────────────────┘
                                │
┌──────────────────────────────────────────────────────────────────┐
│    VENDOR MANAGER CONTACTS THE SELLERS AND PROCESS THE ORDER       │
└──────────────────────────────────────────────────────────────────┘
                                │
┌──────────────────────────────────────────────────────────────────┐
│   SELLERS SENDS ALL THE REQUIRED DOCUMENTS TO THE VENDOR MANAGER   │
└──────────────────────────────────────────────────────────────────┘
                                │
┌──────────────────────────────────────────────────────────────────┐
│  VENDOR MANAGER DELIVERS IT TO THE CUSTOMER VIA EMAIL AND INFORMS  │
│                   THE CUSTOMER VIA PHONE                           │
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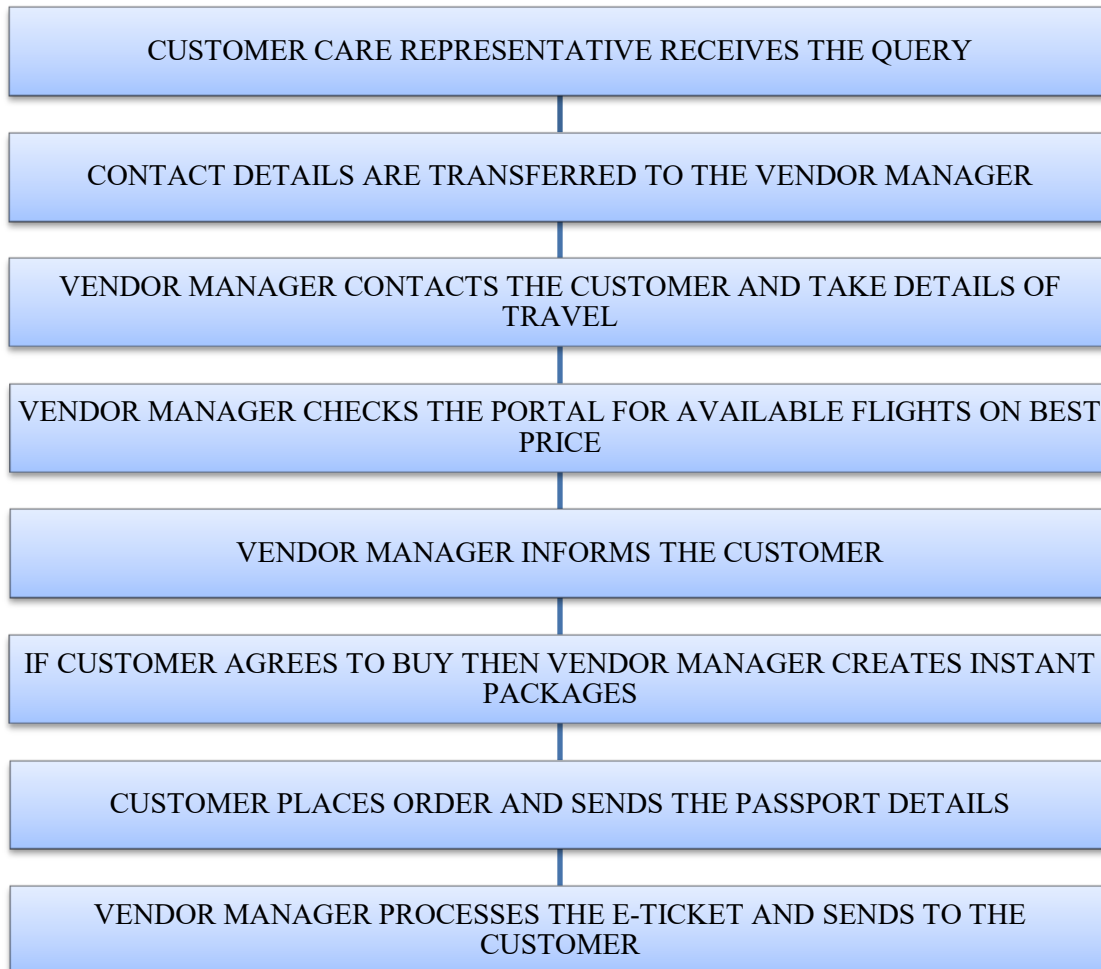
Steps of operation in case of Hotel/Resort & Tour Packages are:

1. The CS representatives get customer queries. They filter the authentic queries and take customer‟s contact details and the dates they want to travel.
2. Customer details are then transferred to the Vendor Manager by CS team.
3. Vendor Managers then contact the sellers and see if the required hotel rooms or packages are available on the preferred date provided by customers
4. VMs then inform the customers if the rooms/packages are available or not on the dates provided by the customers. If the rooms are not available on the preferred dated then customers provide new dates and VM checks again.

5. If the required rooms/packages are available then customer places order
6. VM contacts the sellers and books the room/packages
7. Sellers sends the reservation copies to the VM
8. VM then contacts the customers and sends the required documents via Email.

4.2.2 Air Tickets

CUSTOMER CARE REPRESENTATIVE RECEIVES THE QUERY

CONTACT DETAILS ARE TRANSFERRED TO THE VENDOR MANAGER

VENDOR MANAGER CONTACTS THE CUSTOMER AND TAKE DETAILS OF TRAVEL

VENDOR MANAGER CHECKS THE PORTAL FOR AVAILABLE FLIGHTS ON BEST PRICE

VENDOR MANAGER INFORMS THE CUSTOMER

IF CUSTOMER AGREES TO BUY THEN VENDOR MANAGER CREATES INSTANT PACKAGES

CUSTOMER PLACES ORDER AND SENDS THE PASSPORT DETAILS

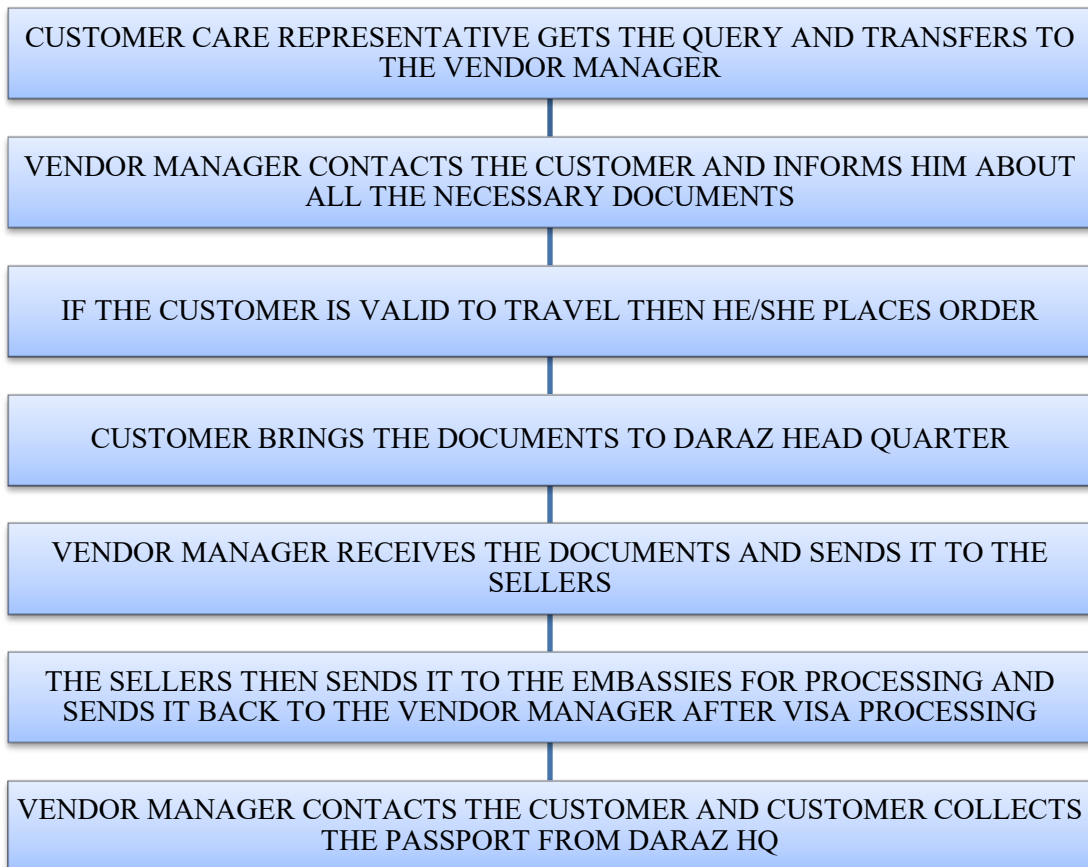VENDOR MANAGER PROCESSES THE E-TICKET AND SENDS TO THE CUSTOMER

Steps of operation in case of air Ticket booking are:
1. Customer care representatives receives the authentic queries and send it to the Vendor Manager
2. Contact details are transferred to the VM

3. VM contacts the customer, checks if the customer has valid documents to tracvel and takes the required dates
4. VM checks the portal that Daraz uses for ticketing and provided customer the flight with the suitable timing and price.
5. VM then informs the customer. If customers are not fine with the timing or price then VM checks again
6. If customer agrees to buy the tickets then VM creates instant package and provides it to the customer
7. Customer places the order and sends passport details
8. VM issue the E-tickets and sends it to the customer via email.

4.2.3 Visa Services

CUSTOMER CARE REPRESENTATIVE GETS THE QUERY AND TRANSFERS TO THE VENDOR MANAGER

VENDOR MANAGER CONTACTS THE CUSTOMER AND INFORMS HIM ABOUT ALL THE NECESSARY DOCUMENTS

IF THE CUSTOMER IS VALID TO TRAVEL THEN HE/SHE PLACES ORDER

CUSTOMER BRINGS THE DOCUMENTS TO DARAZ HEAD QUARTER

VENDOR MANAGER RECEIVES THE DOCUMENTS AND SENDS IT TO THE SELLERS

THE SELLERS THEN SENDS IT TO THE EMBASSIES FOR PROCESSING AND SENDS IT BACK TO THE VENDOR MANAGER AFTER VISA PROCESSING

VENDOR MANAGER CONTACTS THE CUSTOMER AND CUSTOMER COLLECTS THE PASSPORT FROM DARAZ HQ

Steps of operation in case of Visa Services are:

1. CS representative gets the query and transfers to the Vendor manager
2. VM then contacts the customer and informs him about all the necessary documents. The documents vary from country to country.
3. If the customer fulfills all the visa requirements then he/she places the orders
4. Customer then brings all the required documents to Daraz Head Quarter. Since the documents are confidential so no delivery rider is involved in the process and the customers are required to submit it to the HQ on their own liability.
5. VM then receives the documents and after thorough checkup they submit it to the sellers
6. The sellers then send it to the respective embassy and after the visa processing they sends the passport back to the VM in Daraz HQ.
7. VM then contacts the customers and they collect their passport from Daraz head quarter again.

4.3 My Job Responsibilities as Vendor Manager

In Daraz I joined as Vendor Manager Intern in Hotels and Travel category. Even though my designation was intern but still I was given full access of all their operations and performed all the job responsibilities of a Vendor Manager after few days of training. After joining I was given responsibly of all the vendors/seller to communicate with them and solve their problem while simultaneously handle which product will go to campaign. I was also given responsibility to acquire new vendor/seller from offline market and successfully train them to use our software. It was a great opportunity for me to work at the Daraz. I got many excellent and hardworking people at Daraz. They helped me to know the corporate culture. They trained me up to so that I can easily handle any kinds of pressure.

Daily job responsibilities:

- First, I cross check between seller center and onsite for any error and syncing issue.

- Boost file on floors those are broken. Boosting means updating the page display item

- Ensure if lowest price is visible.

- Seller communication for updates and day to day issue regarding syncing.

- Communicating with the customer care representatives for potential customers

- Processing Customer orders

- New products upload. Although this job is done by content but in most cases the products needs to be uploaded almost instantly or within a short period of time so giving it to the content team becomes very time consuming

- Answer or help sellers to answer customer questions on our site regarding their products.

- Resolving old problems (if any)

- Finally searching leads if possible for new brands/product

Some other job responsibilities:

- Keep records of payments of sellers after each order processing
- Meetings the sellers with the acquisition team members for discussing business policies in details
- Preparing deals for campaigns. Persuading sellers to provide extra discounts during campaigns

- Price comparison with both online and offline source

- Design the online stores of the sellers with the help of design team.

- Communicate with the inactive sellers and persuade and help them to be active again.

- Communicating with boss/team to share work pressure

One of the most crucial job of Daraz HQ commercial team is to ensure that sales target are getting reached or not. To do that we have to communicate with seller to get reasonable discounts so that we can attract customer, as we know people shop online for convenience and discounts. The second most important thing as a vendor manager is to always communicate with seller and display their most unique product at the front. I have to daily check for any error on all sub categories and create file which contain data which will indicate what product will be showing first.

Chapter 5: Observation, Limitations & Learning

5.1 Observations

Throughout my internship period I have observed the following major issues:

- Daraz is currently focusing more on customer engagement than profit generating.
- In all the campaigns Daraz bear a major portion of the discounts offered only to generate more customers and make customers used to of online shopping by luring them via discounts.
- Daraz is hugely focusing on its promotion in mass market and so doing all sorts of promotional activities to generate more customers
- Delivery time is longer comparing with other E-commerce sites. To reduce the delivery time they are planning to open more than 70 new hubs all over Bangladesh.
- Any seller can start selling their products on Daraz just by completing few simple steps and providing some very basic documents as the seller signup process is very simple and easy.
- Daraz has very good and friendly working environment
- Daraz is not a very bureaucratic organization. In case of solving a problem or decision making there is some freedom of working. No unnecessary formalities are needed to talk to the higher management to discuss any problem.
- Employees have to be flexible in terms of working hours. Often it is needed to work late and even from home.
- Employee turnover rate in Daraz is quite high.

5.2 Limitations

Through my internship period at Daraz Bangladesh Ltd, I have observed and found these following limitations of Daraz

Limited workforce:

Employees of Commercial division perform their responsibilities with a limited workforce. At times it gets over stressful for existing employees to work under such pressure.

Incomplete Data:

As I have to work with different excel programs sometime it gets confusing and moreover not all data is found in one place. There are still a lot of lacking„s when it comes to working with raw data and it gets difficult to find proper source.

Gets difficult in prioritizing work:

As a intern in Hotels and Travels there are so much work to do manually that at times it gets difficult to prioritize which work to do first.

Inefficient incentives for employees:

As a multinational company Daraz do not offer enough employee benefits which results in high turover rate.

Technical Difficulties
The company is totally dependent on technology and internet so there should not be so much technical issues. Customers are often detected fraud when trying to use different accounts or credit/debit cards for purchasing a product. This makes the buying experience rough for the customers. Also not to mention, the syncing issues of products makes it difficult for the Vendor Managers to manage the products and confusing for the customers.

Unrealistic Expectations

Management at times has unrealistic expectations from us. The sales target provided to us every month are most of the times unrealistic and impossible to meet. Specially, in case of travels, not all season are tourist seasons and in the off peak seasons meeting unrealistic sales target becomes quite impossible.

Lack of proper training

To work for any organization proper training is a necessity. As Daraz is my very first working experience, it took me a while to know everything as they did not have any training systems. Lack of training makes it harder to get used to the work environment and all the systems. Also,

in other departments especially in customer care many of the representatives are hired and not well trained which results in customer loss as they are the front of the company to whom customer talks directly at first.

5.3 Learning

- One of the first things I learned here is how to communicate formally with other coworkers in Daraz. Workplace culture is completely different in Daraz. It is free flowing and people are friendly. I learned how to be friendly but at the same time to give respect to my fellow coworkers.
- I also learned how to negotiate with the sellers for better deals. I learned how to on board new seller in Daraz and how to study trend of product purchase and price differentiation.
- I have also learned how to communicate with the customers formally and meet their needs.
- I have become better at time management and multitasking
- Out of all the things that I have learned, the most important thing according to me is how to work under stress and pressure.

Chapter 6: Recommendation

Daraz Bangladesh is the Largest E-commerce service providers in Bangladesh. Since it has started its operation in Bangladesh they are improving every moment. Still it can possibly turn out to be considerably greater and better than now. Daraz can take the following measures to overcome its lacking-

- Employers should give proper attention in Cultural fit while hiring someone. They should select someone whose behavior or attitude easily match with organizations culture.

- The expectation from an employee should be specific & not more than needed. They should only focus on the points that are possible to deliver. It will help the employees know about their responsibilities and what they are expected to do.

- Hire more workforce to ease the pressure from existing employees. Currently we have a lack of workforce in our department and because of that it becomes a huge pressure during campaigns and other projects. Hiring more capable employees in certain departments is a necessary for Daraz.

- Introduce more employee benefits and incentives to lower the turnover rate

- Employees should get proper excel training. In corporate jobs excel is a very important tool to work. But unfortunately, most employees don„t have proper training and as an organization, Daraz should come forward with proper training assessment for their employees so they could do better in what they are supposed to do. It will help the organization as well as the employees.

- Daraz should oversee the sellers they are working with. As at times customers complains about their products being damaged and thus the image of the organization hampers. By overseeing which of the sellers are causing more damage and removing those from the organization will help Daraz improve more.

- Daraz BI software is very dependent on Daraz Pakistan BI as most of the information update comes from their software. It would be better if we have separated systems to

work with so that information flow would be more efficient and the dependency on Pakistan will be lesser.

- Measures should be taken to minimize the technical difficulties.

If these measures can be taken then it would be better and smoother working and purchasing experience for both employees and customers.

Chapter 7: Conclusion

Conclusion

Finally, I Want to finish my report with this message that Daraz Bangladesh Ltd. has a great open chance in the market to develop and cover the greatest part of the market. From the very beginning, the company had faced many challenges and defeat successfully to convert the company. From a very small unit, it is a giant organization today. They should search for the new opportunity in undiscovered market and increment their operation in selected market.

To be successful, unyielding contribution and dedication of the organizations business intelligence is very much needed. To compete in the international as well as in local markets in adverse situation the BI managers work has become much more difficult in today,,s ever-changing business environment.

As Daraz Bangladesh Ltd is decentralized organization and core values are cherished by everyone within the organization, operating in dynamic situation is easier than it seems. Human resource division at The Daraz Bangladesh Ltd is vast and elaborative which compromises the overall management process. Strong recruitment and selection process and teamwork is the secrets of Daraz,,s success.

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