

Report On

**The Use of Digital Application Based platform for  
Transport Service by Pathao Limited.**

By

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## **Declaration**

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

**Student's Full Name & Signature:**

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**Abu Bakar Siddique**  
15204094

**Supervisor's Full Name & Signature:**

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**Ms. Afsana Akhtar**  
Assistant Professor  
BRAC Business School, BRAC University.

## **Letter of Transmittal**

Date:

Ms. Afsana Akhtar

Assistant Professor,

BRAC Business School.

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Letter of Transmittal for Internship Report.

Dear Madam,

I am pleased to submit my internship report at Pathao Limited as per requirement. Which I was appointed by your direction. The topic of the report is “The Use of Digital Application Based platform for Transport Service by Pathao Limited.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible. I also thank you for your guidance, support and time and should you require any elaboration on any issue, I shall be glad to oblige.

Sincerely yours,

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Abu Bakar Siddique

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BRAC Business School

BRAC University

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## **Acknowledgement**

From the outset I might want to thank Almighty Allah for giving me the quality and assurance to make it feasible for me to finish my work and perform fundamental research for setting up the report inside the given time. In this methodology, I might want to specify a few people with due regard and respect who helped me, decisively to finish my temporary position report inside the due time. Thusly I might want to express gratitude toward them all from the base of my souls.

My ardent appreciation goes out to my business staff and furthermore my temporary internship supervisor Ms. Afsana Akhtar, who was constantly prepared to direct me and illuminated every one of the challenges that I looked during the achievement of the report.

In particular, I might likewise want to express gratitude toward Mr. Armanul Amin (Senior executive, Brand team), my line director in Pathao Limited and my associate who helped me by giving enlightening guidelines. I was firmly connected with them during my temporary position period. Without their assistance this venture would have been hard to finish.

## ***Executive Summary***

*This report depends on the learning accomplished over a period of three months inside a respectable organization, Pathao Limited. Pathao Limited is an organization which uses the digital application based platform for transport system as their business. This implies that Pathao Limited is a ride sharing organization. The outmost benefit to work under them as an assistant was a decent learnable encounter. In this report, brief explanations how the business operates and its goals have been given. This report was mainly prepared with relation towards digitalization of e-commerce. Working on this helped to gain achievements and experience which benefited me for the application/utilization/use of academic knowledge about digital platform. Inside the report, explanations about a company which mainly focus on the transport system and others(///) by using digital application based platform. After going through the report, you will be able to understand the importance and sophistication of a system, and how it is working. The world is changing day by day, and it is important for everyone to stay updated about the change. Brief explanations are given in this report about how a single system can be developed and how it could benefit from digital platform and could make profit by advanced application based platform. This platform enables you to store all the data you provide as input and however the way you want, you can fix this. On the other hand, the system they developed for the consumers is one of the easiest among all and user friendly, so anyone can easily get access into it and can use it very easily and they can go anywhere they want to go by using this application based platform.*

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## Rationale of the Report

### Introduction:

Pathao limited is a company who is mainly using digital application based system for their business which is mainly ride sharing and food delivery to the customer hand. There are two more portionS of their business those are kind a different from these. As much like the vast majority of the patterns in nations stream to this side of the world behind time, ride-sharing is likewise no special case. Bangladesh saw a jump in ride-offering space to the development of Pathao, the most prominent nearby ride sharing organization which got off the ground in 2016 and the passage of Uber in Bangladesh showcase in late 2016. At this crossroads, in addition, Pathao and Uber, many ride-sharing organizations are rising to take into account the mounting open interest. As of November 2017, an expected 500,000 suburbanites have picked to benefit ride-hailing on vehicles and bicycles through applications - otherwise called e-hailing. This number was just 10,000 in January.

This report has been doled out to me as a major aspect of my Internship Requirement for the finishing of my Internship Program. The Internship Program is an unquestionable requirement prerequisite for my BBA graduation technique and because of this program, I am ready to have a general thought regarding the corporate world. Because of this program, I am ready to work under the brand division of and now I have an unmistakable picture how the tasks of digital application based platform works.

### Company background:

Pathao started its journey as a delivery service back in 2015 with own fleet of motorcycles and cycles. They went about as a conveyance administration for a few E-Commerce Services of Bangladesh, including Daraz of Alibaba Group and so on. Later on 2016, Pathao began bicycle sharing administrations on mid-2016 and had effectively joined in excess of 100,000 drivers and around 1 million clients by March 2018 the nation over. Pathao as of now has an armada of 50,000 bicycles and the organization is esteemed over \$100 million as of April 2018. Pathao as

of now gives ride sharing, parcel, food delivery and On interest Transport Sharing administrations in 3 noteworthy urban areas of Bangladesh, Dhaka, Chittagong and Sylhet. Nourishment conveyance administrations is at present accessible in Dhaka Metropolitan Region and Chittagong Metro as it were. Pathao likewise propelled its very own e-Wallet administration, however in the long run the administration was ended because of administrative issues with Bangladesh Bank. In 2016, ride-hailing tech organizations raged the Bangladeshi market with Uber, Pathao and Amar Ride propelling administrations in Dhaka. Such activities have started a precedent of utilizing portable applications to arrange a taxi or motorbike for either sole or shared travel. Strikingly enough, Pathao started as an E-conveyance route in 2015. Utilizing its armada of motorbikes, the organization was fruitful yet it was not till October 2016, when Uber propelled in Dhaka in November 2016, Pathao choose to present cruiser ride sharing administrations. Despite their prevalence, Pathao isn't the pioneer in cruiser based ride-partaking in Bangladesh. That respect has a place with Share-A-Motorcycle or SAM, which was propelled in May 7, 2016. Be that as it may, it appears Pathao's unrivaled plan of action has made them progressively effective and mainstream. It creates the impression that Pathao's prosperity was seen by Uber on the grounds that in the last quarter of 2017, Uber propelled UberMoto - following the model of motorbike taxi administration Pathao gives.

#### Objectives of the report:

Pathao Limited is the first domestic company who brings the ride sharing service to the customer. In this report, we are focusing that doing everything through a digital application based platform. First they were known as a company who delivers the parcels but the thinking of ride sharing change the whole scenario and from there now they are a 600 hundred million dollars company. But they just using one application for all the services they provided. The purpose of this report is to understand and analyze about the necessary means required to make the work environment as much digitalized and systematic as possible.

Within this report, my main focus is all about the brand development which I had worked on during my internship time period. The brand advancement capacity of the individuals from this organization makes a tremendous effect on the standpoint of the organization as far as



effectiveness. Furthermore, the main objective of this report is to make sure that the new ideas for brand improvement works better and more efficiently.

## Responsibilities Undertaken

The internship program is pretty much similar like our regular jobs. The only difference is that, we interns are given quite limited resources compared with a regular office going person. Within those limited resources, we interns have to excel and thrive forward. No tasks were given to us which is pretty much quite impossible for us interns to achieve within our expertise.

During our internship period, we are given some certain tasks and with our limited timeline of our internship program it is very important for us to complete those tasks. I as an intern was no such special cases and were assigned to the Brand team. In the Brand team I work under the supervision of Mr. Armanul Amin who was my mentor through the whole internship period. These works are the foundation of the entire marketing side of the organization Pathao Limited. Without this system development, the company will not be able to work efficient enough to cope up with the vast competitive world and its strong competitors.

Before I explain all these, I will first describe and discuss about the classifications of the whole system I worked for.

The classifications of these works under Brand team of Marketing department are as follows:

- Communication
- Content Creation
- Partnership with different brand.
- Ideation.

## Communication:

Communication is the fundamental segment or one could state it is the core of this Brand group. Without this, there won't be any prerequisite of this completely application based company. In this part I worked through an application software which is mainly send mobile messages to the customer as well as to the bike riders who shares the ride or to the car captain or to the food man or to the courier man. There are two lists, one of them for the customer and the other one who provides service to the customer. I was able to do any sort of correction if needed to the content by the order from the seniors. On the other hand I also sent the push notification to the mobile application which is mainly when a customer open up the application on the mobile the message pop up to the mobile screen this part also happened to the provider also. These messages were about the promo offer for food order, ride sharing etc. As digital communication they got message through the application like the important issues they can know about it by open up the application. About the offers they can know by text message also by the promotional views. Digital marketing for this company was the main part of their business. They do digital marketing like if the rider take the payment by bkash they will get 15 taka extra for every trip on the other hand for the customer they will get a certain amount of discount for the ride. Lastly for the branding activity they do certain types of campaign as an example we can take if one rider can share 50 trips per week he or she will get a bonus amount and as for branding they got gifts from the company as well.

## Content Creation:

This is the Design part of the Marketing team. I have worked as a content creator, director of photography, to represent the promotional messages to the customer. As an example in last few days of the office I went to 7 different types of restaurants which have the partnership with our food team and made video of their food making and represent their restaurants via our platform to our customers. We also celebrated and feature different types of occasion or special days to give different social messages to the people and tried to made the position of the brand stronger.

As an example for each promotion which show into through the application need a proper picture which through the whole message to the rider or the consumer it can be any offer or any promotion like 25% discount on today for this much food order or etc.

#### Partnership with different brand:

In this work I mainly played the assistant to my seniors. Here we are mainly approach to other company to do partnership with us for their business and for our brand.

Like when Pathao launch their e-pay for the customer they went through a partnership with one of the huge company Bkash. As the customer provides the fair through the Bkash application and they got a certain amount of charge for that. We also did the Brand partnership with so many restaurants and cafeteria. Like customers get free delivery from certain restaurants for their food on the others hand restaurants just use our delivery service for them.

#### Ideation:

There were four weekly meetings for a month in this company. The whole marketing team attend this meeting for the betterment of the marketing team. From top managers to interns everyone join those meeting for further achievement. Seniors were so much helpful. I had the opportunity to attend all of those. And in some extend I can share my idea with them and if there are any chances to prove it right they took the idea and if needed they made the correction and note down them for the final decision. As an example I give one idea about one tag line for the world cup campaign of the company.

I handled two projects with my 3 senior bosses and I might say it was a great experience for me to learn from them this much. These projects are given below.

## **Uthao:**

The main target of this campaign was to increase the number of sales. As an example if one customer who took two rides per day how to influences him or her to purchase food by using the same platform.

In this project we select total 9 people as winner of one competition which is how much you can take rides by using the platform. Six of them got the chances to go hometown by helicopter and air flight and the last 3 persons got mobile phones as a gift.

Here, I helped my seniors to choose the winner by searching the rides amount by using the data from the application. Then called them and handed over the prize they got. Finally was with the winner while they are going home for their support person.

## **Collaboration project with Jaago foundation:**

Main target of the project was to help the foundation by our own platform and to increase the number of ride share by the attachment of the emotions.

Here for this project went to the foundation with the seniors and was in the meeting. As per the instruction from the seniors handle the work of sending the messages and push notification by the application to the customer to let them know that a certain amount of money we are donating to the foundation that they are paying as the rental.

Finally after ending the project quite well , data shows that the amount of rides increase by 3%.

## Learning's :

The internship program was a valuable program for me through which I was able to use my academic knowledge to its great extent. During this program, I was able to gain tremendous insight view about the corporate world. I have to admit, the corporate world is nothing like the academic part of any students. In our academic life, we only get small glimpse of the real world through theoretical analysis and case studies. Some of those information might be back dated or pretty irrelevant compared with the world running in this period of time. In the corporate world, I was able to analyze real life examples and scenarios.

During my internship period, I stumbled upon lots of problems which I was able to solve from the guidance's I had received from my honorable senior bosses. With their knowledge in my mind, I had the choice to deal with and face those issues effortlessly. Even though some problems were too great, I had always taken the help of my supervisor who was very helpful. As a matter of fact, I learned an important lesson that all tasks are pretty much achievable with a little bit of help from an experienced and knowledgeable person than me.

Another huge exercise which I learned while doing my internship program was about importance of deadline. It is basic to improvise for the working prupose. During the brief occupation program, my boss is reliably there to empower me in my work but he is also pre-occupied with his work as well, which is why he is not so much available all the time. During those times, I had to do logical and rational thinking to overcome the obstacles I had under done. I was able to do so because of the seldom participations of case studies and journals. In my opinion, everyone should participate in case competitions during their academic time period. This will not only help them to think logical and rational but will also be able to help them think outside the box. Thinking outside the box is very important because those of us who are successful out there in the world had always thought something outside the box. For example: Pathao service were the first one to come up with the idea about fast transportation for regular commuters through ride sharing with the help of their mobile application software. Pathao not only just innovated to

solve people's daily commuting life style but also created an impact in the employment rate of our country. Young generations those who are still going to college and universities are able to earn some pocket money by delivering the services provided by Pathao. This is why it is very important for us to innovate and improvise on a daily basis.

## Conclusion :

The centrality of Digital Application based business have transformed into a need in this age. With the guide of this structure improvement, the association can work faster and even more capably. The upsides of computerization is tremendous to the point, that there won't be the requirement for any sort of manual bookkeeping. Additionally, things are moving towards digitalization so fast that it is huge for an organization like Pathao Limited to remain mindful of the pace. In addition, clients now a days slant toward fast benefits. With the help of digitalized platform, clients will most likely value these brisk advantages. In these days, modernization established an enormous connection for these platform. Inside this brief time allotment, I had the choice to complete presumably the most crucial tasks required for this company to help. The target of this endeavor is to guarantee that this structure works for the better of the organization and make the organization better. During my internship period in Pathao Limited, my insightful learning provided to exceptional with much needed help while working in this company.

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