



**Internship Report on**  
**Property Field Sales & After Sales Operation Management System Bikroy.com**

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**Submitted to:**

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An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelors of Business Administration

BRAC Business School  
BRAC University

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## DECLARATION

I hereby declare that this paper is my own work and is the result of my research and experience at Bikroy.com. According to my knowledge no parts of this discourse has been published before or written by any other writer nor has it been submitted by anywhere.

No parts of this report has been previously approached or submitted by any other student to any university/institution/organization for academic certificate/degree/qualifications. The report I presented do not provide or presented any exiting copyright and no portion of this report provides any copied work from any earlier for a degree or otherwise.

This report was conducted to fulfill requirement of BBA Program associated with BRAC University, Dhaka.

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## Acronym

KPI	key performance indicators
FS	field sales
SOP	service operation process
SLA	service list acquisitions
DS	daily standup engagement
AS	after sales

## Letter of Transmittal

21st November, 2019

To,

Mrs Ummul Wara Adrita

BRAC Business School

BRAC University, Dhaka

Subject: Submission of Internship Report on Bikroy.com.

Dear Madam,

I am pleased to submit my Internship report for the fulfillment of the coursework BUS400. You will be glad to know that, I have successfully completed my FALL2019 Internship at Bikroy.com under the supervision of Head & Manager of Property department, Mr. Emdadul Haque Mobin. It has been a great privilege to work and learn from such professionals and helpful supervisor in a smooth and cordial environment. Working on this report has been a very informative experience for.

I hope that my report will meet the level of your expectation. I would try my best and shall be obliged to provide you with any clarification regarding the report and welcome any kind of suggestion.

Sincerely yours,

---

Natasha Samaddar

ID: 15104142

BRAC Business School

BRAC University

Date: 17<sup>th</sup> December 2019

## **Acknowledgement**

I would like to express my deepest appreciation to everyone who provided me with the possibility to complete this report. First, I would like to express my gratitude to the Almighty who made each of my step successful in this journey. Next, I want to thank my parents for all their efforts and support. I want to thank my supervisor Mrs Ummul Wara Adrita; Senior Lecturer, BRAC University for her constant and spontaneous support, efficient care and restorative suggestions, helped me in writing this report. She advised me and guided me in making my report and was always very helpful and kind. I shall remain ever grateful to her. Finally, I would like to show my sincere gratitude to the whole team of Bikory.com who have made me feel very comfortable from the very beginning till the end. In these three months, I have a lot of warm memories to cherish forever. They have helped to learn work through admiration and discipline. The Bikory.com environment is a sure thing I will miss a lot in days to come. This final report is the result of the cooperation of the team. A special gratitude I give to the Partners, Managers, and Supervisors. Furthermore, I would also like to acknowledge with much appreciation the crucial role of the staff of Office Support Staffs of Bikory.com. Lastly, I would like to acknowledge those who directly and indirectly helped me in completing this report.

## Executive Summary

Ecommerce world has been a huge part of our world now. Facebook, twitter, Instagram, Gmail, various apps has been a daily driver to our life right now. As these sites are offering different kinds of products promotions to us customers. These sites have become one individual sites from which the sellers are easily selling their products and buyers are getting their demand fulfilled by ordering at home. Starting with home suppliers to electronics, accessories, food, property, vehicles. Bikroy.com com is a one stop to their consumers where buyer and seller can both meets. Their integrated management planning is extremely well planned and a vital too for **Bikroy** to be the largest market place in Bangladesh. Here the market specialist uses different promotional tools like TV ads, Radio Ads, Mobile marketing, Search engine optimization, digital and analog Billboard, Newspaper ads, content developing, email marketing, viral marketing etc. the operational management system works so hard to bring he right people for this job. As they believe, it is easy to find an employee but hard to find a dedicated employee. Bikroy.com has started its journey in 2012 and in a very shortest possible time it has become the largest online seller in our country. Though **Bikroy** has extreme competition in the market however they have been able to keep their market position intact.

The way the process of Bikroy's property management works is that sellers provides the visuals, detail and the address of their property and has to take a premium or plus membership from Bikroy. Then they are provided with a code that can be used to post their ads in the app site. The total report carries the details about Bikroy.com and the management process of property department. It includes the history, vision, mission, functions of this company. Operational functions of property department, how the staffing process happening, membership acquisitions etc. The report also carries relevant theory why there is a market gap, porters five force analysis.

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## CHAPTER 1

### 1.1 Introduction (company profile)

Using internet has been growing at a rapid pace in Bangladesh. Now a days it has a significant role in our life. Recent studies say that there are 20 billion people who has access to internet for communication in Bangladesh and it is also growing at a rapid pace every day.

**Welcome to Bikroy.com - Bangladesh's biggest marketplace!**

Buy everything from mobile cars and mobile phones to people in Bangladesh, or find property, jobs and more!

**Browse our Top Categories:**

- Electronics
- Property
- Vehicles
- Jobs in Bangladesh

**City**

- Dhaka
- Chittagong
- Sylhet
- Khulna
- Barisal
- Rajshahi
- Rangpur
- Mymensingh

**Categories**

- Dhaka Division
- Chittagong Division
- Sylhet Division
- Khulna Division

Therefore the e-commerce sites are also growing at a high speed. There are third parties like Bikroy.com is a place where buyer and sellers meet through installing a free app. Bikroy.com has turned into a market place where sellers come with the aim to interact with the buyers. As this website provides the fastest buying and selling approach to their users.

### 1.2 Mission of Bikroy.com:

Bikroy.com's mission is to add value to their clients and to the company. To develop a learning culture that increases innovation by contributing in the welfare and economic prosperity of the people and the community. Also to develop a sustainable working environment that will help employees' growth.

বাংলাদেশে প্রপার্টির সবচেয়ে বড় মার্কেটপ্লেস

আমাদের সম্মানিত গ্রাহক

আপনার প্রপার্টি ভাড়া কিংবা বিক্রয় করুন দ্রুত ও সহজেই!

আপনার বিজ্ঞাপন দিন!

Download on the App Store

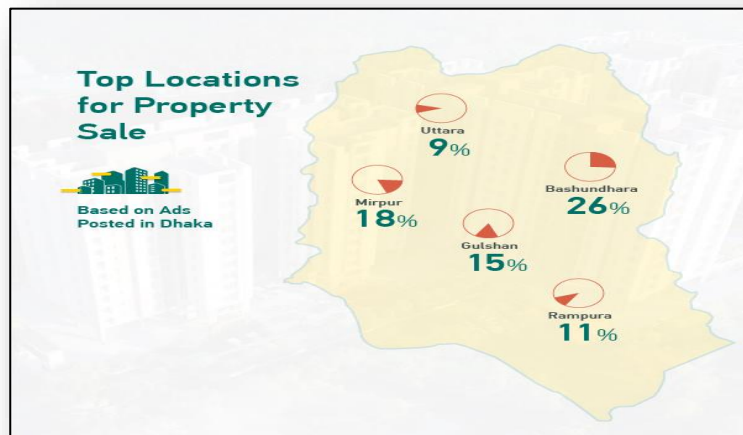
GET IT ON Google Play

fb.com/Bikroy @Bikroy.com

Bikroy.com

## Vision of Bikroy.com:

To build the leading online market place in underserved markets and creating sustainable value for the community.



They are working to secure their position to their compaction and staying one step further provide a secure place to create the one and only largest ecommerce market place in Bangladesh

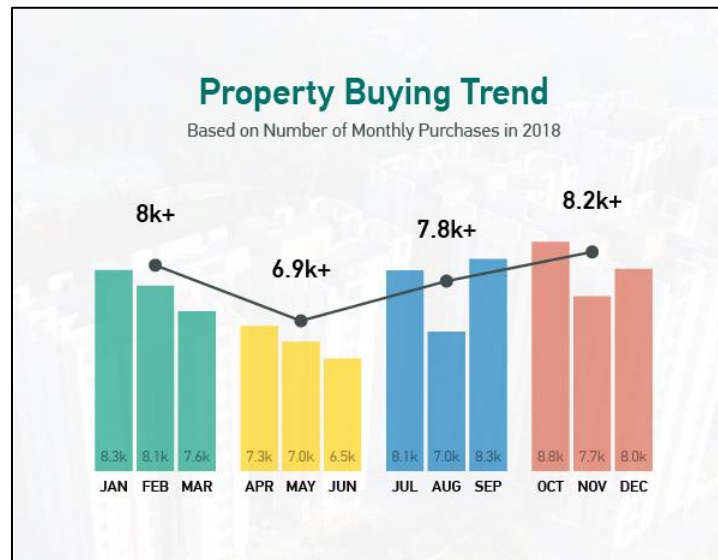
## Objective of Bikroy.com:

The objective to serve the market through its operation management system. The goal is to reach everyone and every corner of Bangladesh and perform as the best e-commerce media in Bangladesh.

## CHAPTER 2

### 2.1 Property operation management of bikroy.com

The property operation system is the most crucial operation system of Bikroy.com. The team works mostly in fields. They have to visit four to six client every day. Providing them the benefits for using Bikroy as their third party after taking membership. The property management system follows two sets of packages for the members who usually comes through company. And for rest personal products there are separate cost management system.



Onboarding new members and keeping the existing members is an everyday challenge for this department. As property selling is a slow process and takes a lot of time, consumers sometimes gets upset with keeping patience. However, there are around 250 ads which are being posted daily on the property category. This operation is also being handled by the field sales and after sales management system. Total there are eight FS in Dhaka, two in Chittagong, three in Sylhet and five in other small regions of Bangladesh. Property team has been given their own sim from human resource department for communication.

### 2.2 Job responsibilities

As an intern, my contribution was worth over a three-month period, where my task was to serve my team members with the utmost support and help them to ease their workload. I was mainly taken as an intern to help the team in their working processes.

The pattern was rotated among these two teams during my internship which are:

- Field Sales Team (FS Team)
- After Sales Team (AS Team)

As a part of FS Team of property, my day to day task was to observe how many different types of brand of property post ads on the website and input data on them on their web tracker.

	A	B	C	D	E	F	G	H	I	J	K
1	7	Name	Customer Email	Contact	Location	Executive Name	Membership Package	Service Quality	Feedback	Additional comment	
2	1	Anwar Landmark L	info.alm@anwargroup.r	1973091298	Motijhil	Rupa	Business Premium	3.5	Need to improve Produ	Separate portal for Property	
3	2	Navana Apt.	zakir@navana-realestate	1730150380	Banani	Rupa	Business Premium	5	Excellent	On-boarded property legally checked?	
4	3	Shaptak Grihayan	shaptakgrihayan@gmail	1819126462	Dhanmondi	Rupa	Business Plus	3.5	Less response	Using only for brand, not happy with respons	
5	4	Nokshkola Propert	nokshkolapropertiesltd	61839690_017618	Mohammadpur	Abu Sayed	Business Plus	2	Less response		
6	5	S M Borhan	wf1575@gmail.com	8801730372652	Banani	Abu Sayed	Business Premium	2	Commercial	Only contact fo payment	
7	6	ARM Development	armdevelopmentltd@gm	01811131320	Banani	Rakibul Hasan	Business Premium	4		asked to call later for feedback	
8	7	Rime Real Estate &	realestate.rime@gmail.c	01708580008	Uttara	Rakibul Hasan	Business Plus	4	Good	satisfied	
9	8	Marz Engineers & E	marzbd@yahoo.com	8801711397368	Banani	Rakibul Hasan	Business Plus			no answer	
10	9	AG Property Develc	robinansari14@gmail.co	01811443614	Culsan	Rakibul Hasan	Business Plus	1	Bad Support	Very less support, Bad service from Rakib, F	
11	10	Tristar Engineers &	shiptrojy@gmail.com	999818_CON-0184	Rampura	Ibrahim	Business Plus	4	Good	High Price	
12	11	Living Paradise	billalbehari@yahoo.com	8801914578498	Basundhara	Ibrahim	Business Plus			call after 5 !!	
13	12	Intraco Group Ltd.	mesbah663@gmail.com	6130_account 015	Baridhara	Ibrahim	Business Plus	2	Commercial	High Price	
14	13	Uday Builders & Co	udaybuilders.info@gmail	8801876061603	Badda	Himel	Business Plus	4	Excellent		
15	14	landing address ltd	info@landingaddress.co	26718_con-01711	Culsan	Himel	Business Plus	3		no feedback	
16	15	Comfort Living Ltd	faysal_cll@yahoo.com	01755543003	Banani	Himel	Business Plus	2	Less response	need to push promoted ads	
17	16	Md. Mashur Rahm	mdmashiurrahamankhar	01712194456	Sylhet	Shawon Paul	Business Plus			did not receive the call	
18	17	Hotel Oriental	hoteloriental2019@gma	01715585589	Sylhet	Shawon Paul	Business Plus	3	Good		
19	18	Shahjalal Tower	laek007@gmail.com	1912063758	Sylhet	Shawon Paul	Business Plus	3	Commercial		

Data 1: customer satisfaction service calls

Secondly, I was responsible as assigned team lead to find and onboard potential leads who can join the business through taking different membership packages.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	Timestamp	Email Adc	Select the req	Billing Mo	Edhirya Input	Executive Nar	Sale ID	Member's em	Members P	Locati	Member's Ad	Verticals	Category	Product	Membership F	Memb, Rev
2	10/28/2019 13:	mehrubast	New Members	October	10/26/2019	Mehruha Sulta	112450	nagib@cookuj	0172524235	Dhaka 4D, Rd No 73	Jobs in Bangl	Local Jobs	Membership	Business Plus	3499	Moi
3	10/28/2019 13:	abutaslim	New Members	October	10/28/2019	Abu Taslim Ric	112497	isddhaka1@g	014006051	Dhaka RH Home Ce	Jobs in Bangl	Local Jobs	Membership	Jobs-Business	2499	Moi
4	10/28/2019 13:	sanias	New Members	October	10/14/2019	Sania Afrin	112067	hktraining clea	0199167631	Dhaka Holding No. 2	Marketplace	Pets & Animal	Membership	Business Plus	1999	Moi
5	10/28/2019 14:	sharafath	Due collection from new members													
6	10/28/2019 14:	kashfia is	Due collection from new members													
7	10/28/2019 14:	abutaslim	New Members	October	10/28/2019	Abu Taslim Ric	112499	strongmservic	014070208	Dhaka C-98, jahangli	Jobs in Bangl	Local Jobs	Membership	Jobs-Business	6747	Adv
8	10/28/2019 14:	sanias	New Members	October	10/24/2019	Sania Afrin	112242	21technology	017871317	Dhaka 57/1 Bashund	Marketplace	Electronics	Membership	Business Pre	26996	Adv
9	10/28/2019 14:	sanias	New Members	October	10/20/2019	Sania Afrin	112246	phonoplex@g	0171145652	Dhaka Shop No : 66	Marketplace	Mobile	Voucher	N/A	3600	Vou
10	10/28/2019 14:	kashfia is	New Members	October	10/27/2019	kashfia karim	112412	ietech04@gm	018195013	Dhaka s#617,5th flo	Marketplace	Electronics	Voucher	N/A	299	Vou
11	10/28/2019 14:	kashfia is	New Members	October	10/27/2019	kashfia karim	112479	ietech04@gm	018195013	Dhaka s#617,5th flo	Marketplace	Electronics	Voucher	N/A	1000	Vou
12	10/28/2019 14:	abutaslim	New Members	October	10/28/2019	Abu Taslim Ric	112502	b4s2018shiha	1958540946	Dhaka Haque Villa. F	Jobs in Bangl	Local Jobs	Membership	Jobs-Business	3499	Moi
13	10/28/2019 14:	kashfia is	New Members	October	10/27/2019	kashfia karim	112472	sumontrx@g	0171237755	Dhaka Chotor Bazer,	Marketplace	Electronics	Voucher	N/A	2000	Vou
14	10/28/2019 14:	kashfia is	New Members	October	10/28/2019	kashfia karim	112503	ingeniousbd	0171119404	Dhaka House # 25 F	Marketplace	Home & Gard	Voucher	N/A	799	Vou
15	10/28/2019 15:	sharafath	New Members	October	10/28/2019	Sharafath Anis	112492	jacquardviewit	0168216185	Dhaka Shikder More,	Marketplace	Clothing Health	Membership	Business Pre	12147	Adv
16	10/28/2019 16:	antora	New Members	October	10/28/2019	Sabita Mehnaj	112509	razprivatelimit	0171757175	Dhaka House#22, Rc	Jobs in Bangl	Local Jobs	Membership	Business Pre	5699	Moi
17	10/28/2019 16:	moshiar	New Members	October	10/28/2019	Moshiar Rahm	112510	tanvirahmedu	0173221457	Rest Jhenidah Bus	Jobs in Bangl	Local Jobs	Voucher	N/A	599	Vou
18	10/29/2019 9:2:	mirajul hos	Due collection from new members													
19	10/29/2019 9:3:	shariful	New Members	October	10/9/2019	Khairul Alam	111955	imran.hossain	0176676731	Dhaka n/a	Vehicles	Cars	Voucher	N/A	499	Vou
20	10/29/2019 9:3:	shariful	New Members	October	10/10/2019	Khairul Alam	112015	niloyzaman19	0167650195	Dhaka n/a	Vehicles	Cars	Voucher	N/A	1099	Vou

Data 2: new membership acquisition campaign

I was also responsible for analyzing the current sales market of property on different social plots and make a comparison with our website. I was directly in touch with clients to analyze the issues, drawbacks and recommendation for building longer relationship with clients.

Created at	Form Name	Category	Name	Phone Number	UTM Campaign	UTM Source	UTM Medium	UTM Content	Gclid
2019-10-22 07:32:21	mobile_form	Business & Indus	sharif	01709219222	[FB]_Seller_Stati	facebook_ad	facebook_cpc	[FB]_Seller_Static_Newsfeed_All_Marketplace_(REV)_Membership_Ne	
2019-10-22 09:10:36	desktop_top_forr	Property	TEST	01111111111					
2019-10-22 09:10:47	desktop_top_forr	Property	TEST	01111111111					
2019-10-22 09:10:55	desktop_top_forr	Electronics	TEST	01111111111					
2019-10-22 09:12:17	desktop_top_forr	Cars & Vehicles	TEST	01111111111					
2019-10-22 10:32:24	desktop_top_forr	Electronics	saiful islam	01536200202	[FB]_Seller_Stati	facebook_ad	facebook_cpc	[FB]_Seller_Static_Newsfeed_All_Marketplace_(REV)_Membership_Ne	
2019-10-22 10:52:50	desktop_top_forr	Clothing, Health	Arbe Banat	01624555259	[FB]_Seller_Stati	facebook_ad	facebook_cpc	[FB]_Seller_Static_Newsfeed_All_Marketplace_(REV)_Membership_Ne	
2019-10-22 11:01:50	mobile_form	Clothing, Health	ABS Raju	01833894895					
2019-10-22 11:23:19	mobile_form	Business & Indus	Md aminul Islam	01736156224	[FB]_Seller_Stati	facebook_ad	facebook_cpc	[FB]_Seller_Static_Newsfeed_All_Marketplace_(REV)_Membership_Ne	
2019-10-22 11:24:14	mobile_form	Business & Indus	Md aminul Islam	01736156224	[FB]_Seller_Stati	facebook_ad	facebook_cpc	[FB]_Seller_Static_Newsfeed_All_Marketplace_(REV)_Membership_Ne	
2019-10-22 11:43:46	mobile_form	Clothing, Health	Dalia Rahman	01940201996	[FB]_Seller_Stati	facebook_ad	facebook_cpc	[FB]_Seller_Static_Newsfeed_All_Marketplace_(REV)_Membership_Ne	
2019-10-22 11:43:47	mobile_form	Clothing, Health	Dalia Rahman	01940201996	[FB]_Seller_Stati	facebook_ad	facebook_cpc	[FB]_Seller_Static_Newsfeed_All_Marketplace_(REV)_Membership_Ne	
2019-10-22 12:01:29	mobile_form	Electronics	Alif	01305252136	[FB]_Seller_Stati	facebook_ad	facebook_cpc	[FB]_Seller_Static_Newsfeed_All_Marketplace_(REV)_Membership_Ne	
2019-10-22 12:01:34	mobile_form	Electronics	Alif	01305252136	[FB]_Seller_Stati	facebook_ad	facebook_cpc	[FB]_Seller_Static_Newsfeed_All_Marketplace_(REV)_Membership_Ne	
2019-10-22 12:04:05	desktop_top_forr	Clothing, Health	MD. JEHIN AHAI	01672894985					
2019-10-22 12:18:20	mobile_form	Electronics	Raza	01711203023	[FB]_Seller_Stati	facebook_ad	facebook_cpc	[FB]_Seller_Static_Newsfeed_All_Marketplace_(REV)_Membership_Ne	
2019-10-22 12:21:56	mobile_form	Property	Elias Miah	01942547461	[FB]_Seller_Stati	facebook_ad	facebook_cpc	[FB]_Seller_Static_Newsfeed_All_Marketplace_(REV)_Membership_Ne	

**Data 3: Membership acquisition**

As a part of After Sales Team, I was engaged with the existing clients, providing they service with ad posting, response ideas and payment renewal.

## 2.3 Functions of the Department

The property department used work in two division which are:

- Field Sales Team
- After Sales Service Team

### 1. Field Sales Team

The field sales team is assigned for all the operational activities of the team. The team finds out all the potential leads or clients and visits them physically to sell the membership packages to those clients and give them all the necessary services the clients require initially.

### 2. After Sales Service Team

After field sales team brings and provides service to the clients for a month. All the clients are transferred to after sales team where AS team give regular phone calls to clients to know if the clients are facing any issues regarding posting ads. How much they are getting response. if they are facing

any issues while posting ads or collecting renewal payment from the clients .therefore they assist them with any issues regarding clients' accounts.

## **2.4 FIELD SALES POLICY**

### **Field Sales objective**

Field Sales (FS) objective is to acquire new members to Bikroy and grow their membership revenue incrementally

- Field Sales work is divided into two parts:

### **1. Onboarding new members**

When the Field Sales Executive approaches a potential member for the first time, a sales script is given to following as a guideline for the first discussion. A sales flyer and a proposal paper is handed over to the potential member.

### **2. Upselling to existing members**

Post onboarding the new member the client gets transferred to After Sales where they manage the clients' experience on Bikroy.com. Field Sales executive's contacts with their clients to upsell to a premium membership.

### **Bonus KPIs & Performance Policy**

The vertical head is responsible for the weights between the bonus targets are kept. The field sales lead is responsible for communicating the exact bonus targets by the latest 5th of each month. Everybody's KPIs should be transparent within the team. If an executive fails to meet his/her KPIs for 3 consecutive months, a counseling session or an improvement letter is given out to the executive. If the executive does not improve, the executive gets terminated in the process.

### **Standard Operating Procedure for Field Sales**

**Daily stand-ups:** Daily stand-ups within the Field Sales team happens every day at the same time. In the daily stand-up everybody goes through what they did yesterday and what the plan is today. The purpose of this is to ensure that executives are making progress and so that the team leader can support the executive with solutions to problems.

**Location responsibilities (DS):** Field Sales executives are assigned specific geographical locations to operate in. There are overlap between executives. The executive cannot have clients in other locations other location. If an executive gets a client outside of their location, they are to hand them

over to the other executive responsible for that location. The purpose of this is to ensure that, the executive can visit as many clients as possible within one working day and maximize output.

**Frequent contact with clients:** Field Sales executives spends a lot of time together with a client. That is how sales are made. Below minimum of daily meetings and phone calls to clients required:

Department	Minimum number of daily meetings	Minimum number of daily phone calls to clients
Marketplace	6	10
Vehicles	6	10
Property	6	10
Jobs	6	10

**Dress code:** All Field Sales executives wears the Bikroy branded outfits (polo shirt/Fatwa/Windbreaker). For specific client meetings, the executive wears a formal outfit but maximum 1 day per week.

**Sell bell:** Each time a larger sell is made, the responsible executive has to ring the bell so that the entire office can hear. The purpose of this is to boost the team motivation.

**Membership, vouchers, and listing sales price & policies**

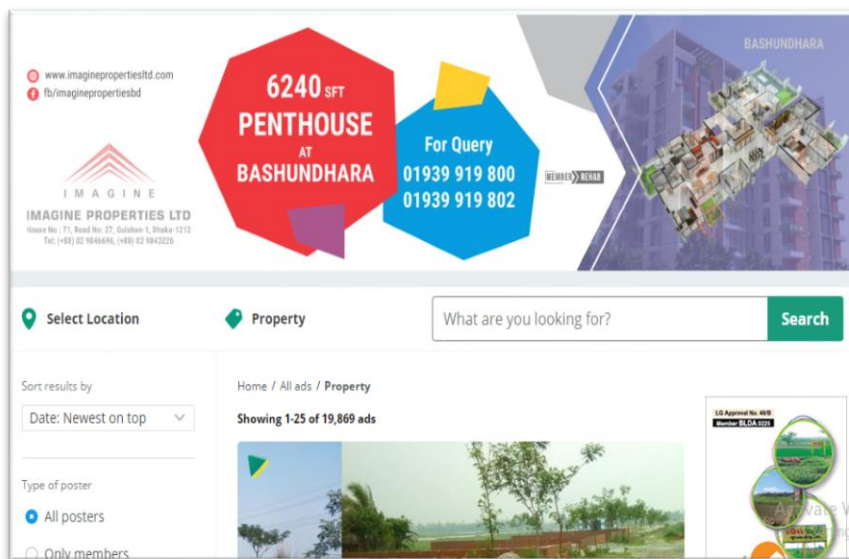
Field Sales are incentivized to sell membership, vouchers and display ads and have to follow the written policies to sell those services.

**Display Banner Policy**

The objective is to push Field Sales and Key Account Managers to sell display banner ads is to utilize their existing relationship and get more business from the top clients in each vertical.



Here is the display banner request form, pitch presentation, SLAs and price list for Field Sales.



## Procedure of property banner selling:

Offer only Display Banner products to their own members only after offering their core service Membership and Vouchers. Corporates, MNCs, FMCGs are to be managed by the dedicated Ad Sales team. In the case of a banner deal is above BDT 50,000 in monthly revenue, the Field Sales executive needs to consult and takes approval from Ad Sales head to maximize the revenue. However, they cannot sell display banner ads where the relationship is already established by the Ad sales team. However, the department who has the best or oldest relation with the client should handle them.



## **2.5 After Sales**

After Sales (AS) objective is to nurture existing paying members and reduce churn from them. After Sales activities are:

- Giving members the service that they need to get the value from Bikroy.
- Welcome calls & letters to new members
- Ensure that the member is posting ads on Bikroy
- Ensure that the member is using the free top ads/bump ups that come with the membership package
- Posting ads on behalf of members
- Updating shop content
- Reminding clients about membership fees and schedule collector to collect the fees, if member unwilling to pay electronically.
- Trying to convert monthly payments to 3 or 6 months membership.
- Try to win back pre-churn members

## **2.6 Pre-churn:**

A member that has been churned out for 3 months or less. On the 4th month of the member not being a part of Bikroy, Field Sales can approach that member and try to win-back. When After Sales collectors are having issues with collecting revenue from the member, the Field Sales executive might be contacted to resolve issues. If a Field Sales executive wishes to update shops on behalf of members, Field Sales executive need to fill in the Membership Admin Management form. Note that the sales ID from must be given in the form to update admin. AS will settle the sales after the 1st service call which will be within 2 working days of updating the admin.

## **2.7 Cash collection from members**

A sale is considered only if the payment is collected against it. Payment collected against all sales should be submitted to Bikroy.com Ltd. Bank account or to the Finance team, post creating new sales entry in the CRM. Finance will update the final sales number in our CRM.

## **Chapter 3: After Sales Policy (property)**

### **OBJECTIVES**

The objective is to reduce churn from paying members through excellent after sales service, with the introduction of a Call Centre based support function, while increasing revenue through voucher sales and upsell.

## DEFINITIONS

**Existing Clients:** Once a member has been transferred to After Sales, he becomes an existing member, unless he churns out and is brought back on-board after a gap of 3 months.

**New Sales:** A member who is not previously been with Bikroy or a member who had churned out and is brought back on-board after a gap of 3 months.

**Pre-churn:** A member that has been churned out for 3 months or less

### 3.1 OPERATIONAL ACTIVITIES

After Sales has the responsibility to call members for

- Verification/welcome call
- Service call and
- Payment/Renewal reminder call.

### 3.2 VERIFICATION CALL/LETTERS TO NEW CLIENTS

- Verifying membership details
- After successful verification, After Sales settles the sales in the MMS.
- If verification is unsuccessful due to members being unreachable or any reason against the membership sales **policy**, membership gets deactivated and doesn't counts as a new member.
- Sharing details of the membership package (e.g. ad limit/month, membership fee for the entire package, monthly membership fee, discounts, how to pay online, EMI availability to monthly payment members to try and convert them to longer term memberships etc.)
- Educating them on how to post their ads and what constitutes a quality ad.
- Convincing members to use at least 50% of their monthly ad limit by week# 2 of availing a membership, to get the desired response from interested buyers. A week after the 1st service call, Executive regularly checks whether the new member has posted the required number of ads or not. If the ad number hasn't increased, Executive contacts the client again to solve problems, if any and encourages him/her to post an increased number of ads.

- Emailing a **Welcome Letter** with membership details.
- If the member is unreachable, executive has to call 6 more times within the next 3 consecutive days.

### **3.3 MONTHLY SERVICE CALL**

This calls are service oriented and these are completed within the 1st 10 days of the month. Each member receives one service call per month. During the service call

- Members are inquired for reasons of low engagement on Bikroy
- Members are inquired about assistance/support required in posting ads
- Collector/FS executive visit are scheduled if a problem can't be resolved through the call

A list of members who hasn't purchased vouchers in the last few months are shared with AS Executives. They try to convince each and every member to purchase vouchers. Executives gets a monthly target & bonus on voucher sales and upsell. Members are also informed if his/her membership is to be renewed the same month. This is to ensure the member has enough time to make necessary preparations for the renewal. After Sales makes minimum 2 calls to reach unreachable members. If unreachable, an SMS shall be sent to the member to specify why we called. After Sales always uses a script for service calls.

### **3.4 PAYMENT REMINDER/RENEWAL CALL/COLLECTION**

This call is a reminder for payment of membership fee and renewal of membership. An SMS is sent to the member, 2 working days prior to the date for payment reminders and 7 working days prior to the date for renewal reminders. If a Collector is to be sent for the collection of cash/ cheque, the appointment gets a must check. 1 working day after the call, at the very least. Appointment details must be updated in the Tracking Sheet for the Collector to track. Appointments must be confirmed by After Sales by 11 am of the morning of the appointment.

If payment isn't received by the scheduled payment date, the membership gets deactivated manually by After Sales. An SMS sent to members requesting them to pay if they want to reactivate their account. Member details are updated in Deactivation Sheet, which is shared with all Verticals for follow-up at their end. If a client pays membership fees by issuing a cheque, After Sales reminds the client that his/her cheque is going to be submitted 1 day prior to actually submitting the cheque to Bank. A "thank you" SMS is to be sent to the member after payment has been received. Unreachable

members are sent an SMS reminding them of their membership fee due date and requesting them to make a payment. The progress of the payment collection are found in the individual After Sales KPI Tracker to track the results.

**3.5 MONTHLY CALL SCHEDULE**

Date	1	2	3	4	5	6	7	8	9	0	1	1	1	1	1	1	1	1	1	1	2	2	2	2	2	2	2	2	2	3	3
Service calls																															
Reminder cycle																															

**3.4 LEADS FOR AFTER SALES**

At the beginning of each month, the monthly settled data for the previous month are collected from team leader. These are the leads for After Sales for that month. A list of prospective members are shared with After Sales, to whom they are allowed to sell vouchers and upsell to.

**3.5 PRE-CHURN MANAGEMENT**

After Sales is responsible for pre-churned leads and gets three months from the time of membership expiry for win back. After 3 months, the member termed as 'churned' and open to be assigned to FS. If a pre-churn member wants to come back on a monthly basis, within 1-4 months of non-payment of membership fees and if they have availed Bikroy services, they have to pay their previous dues and the member won't be considered as new sales. If a pre-churn member wants to come back on a 3/6 monthly basis, within 1-3 months of non-payment of membership fees and if they had availed Bikroy services, their previous dues may be exempted. The member are not considered as new sales. The lead base can be either be a member who churned out before (e.g.: churned out 1 month ago) or members who have not renewed their membership. Probable reasons of churn and convince them to return to Bikroy. Updating tracker with detailed comments. Pre- Churn field visit executive visits for any membership renewal or win-back, as required.

### **3.6 ADMIN, PACKAGE, SHOP MANAGEMENT, MEMBERSHIP & VOUCHER SETTLEMENT**

After Sales is responsible for updating membership admin, creating/editing shops, membership package upgrades/downgrades, voucher and membership settlement. All such requests are followed through within 24 hours of submission (except Friday and govt. holidays). For voucher settlement, Field Sales shares the voucher sell ID 1 day before the last working day. Revenue generated by After Sales (collected membership fees or fees of upgrading membership, through Collector or online) are credited to the specific After Sales Executive, as well as, to the related Collector & FS Executive.

### **3.7 QUALITY ASSURANCE PROCESS FOR AFTER SALES**

QA randomly check 5% to ensure that this policy is being followed through. 1. Membership Sales Policy after Sales are responsible for bringing back pre-churned members. If a pre-churn member wants to come back on a monthly basis, within 1-3 months of non-payment of membership fees and if they have availed Bikroy services, they have to pay their previous dues and the member will be considered as existing sales. If a pre-churn member wants to come back on a 3/6 monthly basis, within 1-3 months of non-payment of membership fees and if they had availed Bikroy services, their previous dues may be exempted. The member are considered as existing sales.

#### **Churned Members**

If a member who had churned out 4 consecutive months ago comes back to Bikroy, s/he will be counted as a new member.

#### **Existing Members**

If an existing member subsequently wants to upgrade or take on a longer-term membership, it is the Vertical Head's decision whether s/he will be counted as existing member or new member. If a member's 3- or 6-months membership contract has expired and s/he wants to renew, it will be counted as an existing member. There may be a cap on the number of upsells an executive can do in a month. This will be decided by the respective Vertical Head. If a member has informed After Sales that s/he can't continue the next month, the admin is discontinued on the 1st of the next month and Compliance informed accordingly.

### **3.8 Price list that FS & AS FOLLOWS FOR PROPERTY MANAGEENT**

Business Membership Products & Pricing		
Select Location & Category (double-click) -->		Dhaka: Bicycles and Three Wheelers
<b>Premium Services</b>		
Top Ad Price		399
Bump up Price		199
<b>Business Plus</b>		
Ad post limit		20
Monthly Price		1,499
Free vouchers		300
Quarterly Price with discount (10%)		4,047
Free vouchers		901
Half Yearly Price with discount (25%)		6,746
Free vouchers		1,802
<b>Business Premium</b>		
Ad post limit		300
Monthly Price		3,749
Free vouchers		1,125
Quarterly Price with discount (10%)		10,121
Free vouchers		3,374
Half Yearly Price with discount (25%)		16,868
Free vouchers		6,747
<b>Buying vouchers in bulk</b>		
Price	Voucher Balance	Save
1,999	2,199	10%
3,599	4,139	15%

8,499	10,199	20%
29,999	38,999	25%
<b>Price</b>	<b>Voucher Balance</b>	<b>Save</b>
2,897	3,187	10%
3,600	4,140	15%
20,000	24,000	20%
30,000		25%

## Membership Fee Structure

Membership & Promoted Ads structure/fee remains the same. In time executives review the structure accordingly.

PACKAEGS	Dhaka: Services
<b>Business Plus</b>	
Ad post limit	25
Monthly Price	2,499
Free vouchers	299
Quarterly Price with discount (10%)	6,747
Free vouchers	898
Half Yearly Price with discount (25%)	11,246
Free vouchers	1,795
<b>Business Premium</b>	
Ad post limit	300
Monthly Price	5,999

Free vouchers	1,800
Quarterly Price with discount (10%)	16,197
Free vouchers	5,399
Half Yearly Price with discount (25%)	26,996
Free vouchers	10,798
Discounts applicability for Plus and Premium	
Cash upfront (entire agreement money), Monthly payments by members shall be without discounts.	
Price includes 5% VAT. Any change in VAT rate will result in change in Price	

**Selling process**

Both FS & AS are entitled to sale promoted ads. To maintain efficiency both follows a client list which is divided among executives. Every 2 months Business lead reshuffle the client list, to maintain the expected strike rate. Voucher Post onboarding the new member, the clients are transferred to After Sales where they manages the clients' experience on Bikroy.com. Field Sales executives can be in contact with their clients to upsell to a premium membership, duration of membership (3/6 month), additional vouchers or display banners.

**3.9 Staffing/Team**



**3.10 Welcome call/Letters to New Clients**



## Verify membership details

Valid Email Address	Valid Contact Number	Talked with member?	Valid/Complete Address	Admin Up	Welcome letter sent?	Free Voucher code Sent	Shop Created	Verification Status
Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Verified

If verification is unsuccessful due to members being unreachable\* or any reason against the membership sales policy, they are immediately communicated with responsible FSE for justification. FSE expected to mitigate the issue and assist in retaining the activation of membership. If FSE fails to response, membership gets deactivated. Share details of the membership package (e.g. ad limit/month, membership fee for the entire package, monthly membership fee, discounts, how to pay online, EMI availability to monthly payment members to try and convert them to longer term memberships etc). Educate them on how to post their ads and what constitutes a quality ad. Convince members to use at least 50% of their monthly ad limit by week# 2 of availing a membership, to get the desired response from interested buyers. A week after the 1st service call, Executive checks whether the new member has posted the required number of ads or not. If the ad number hasn't increased, Executive contacts the client again to solve problems, if any and encourage him/her to post an increased number of ads. Then, Email a Welcome Letter with membership details is provided.

## Quality Assurance Process for after sales

QA always randomly check of the phone call records to ensure service/payment call quality. Compliance randomly check to ensure that this policy is being followed through. Vertical lead checks the Weekly KPI Tracker to track the KPI performance of AS agent.

## Key Account Manager (Top Tier)

Key Account Manager Position has been created with the objective of maintaining the top brands/clients within vertical with special care & grow business from them incrementally. These clients have been considered as top in terms of brand value, product quality & marketing expenditure. Property **KAM client list** contains the number of client's are entitled to avail special services in order for us obtaining business from them.

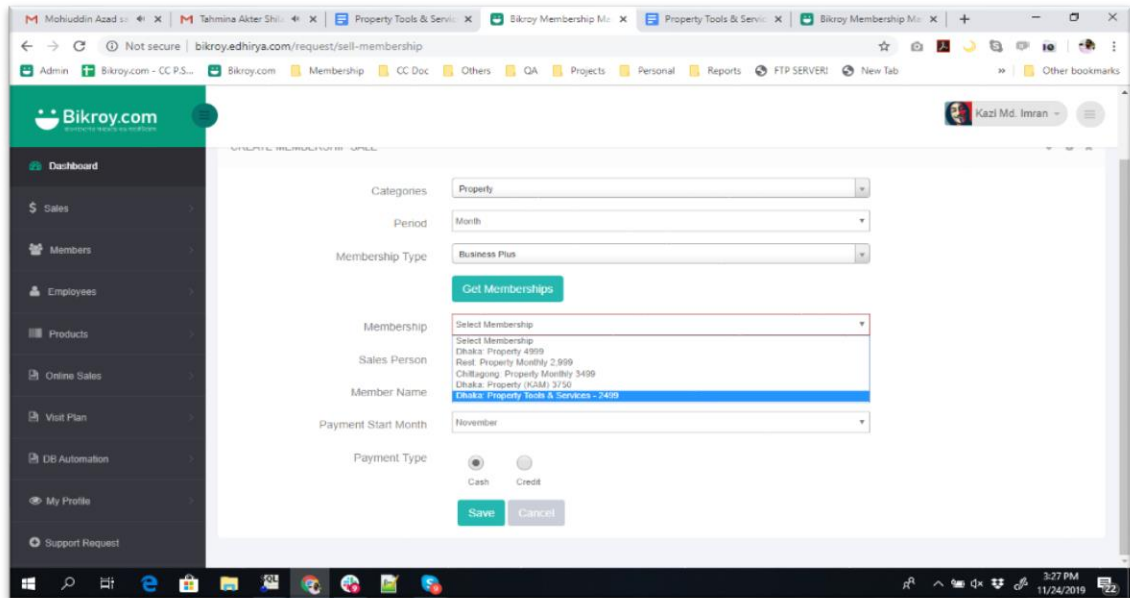
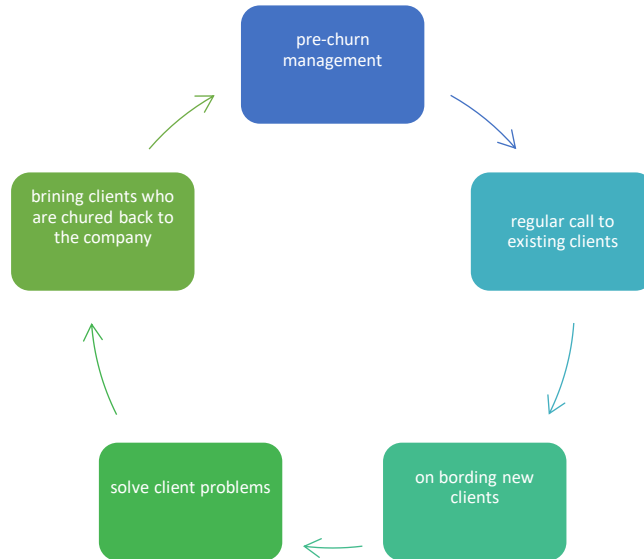


Fig1: membership startup for property management

## Chapter4

### Internship Outcome/ Issue Analysis

#### 4. My job description:



#### 4.1 Problems/challenges faced/identified in the workplace

- Practical work environment differs in many cases from the traditional bookish knowledge; everything does not exactly match with theoretical knowledge as they perceive it to be, hence it took about weeks for me to start working smoothly with their operations.
- It was very challenging to understand the coordination of the work process & practical functional flow initially of the work process. Although I was able to understand it, by closely observing the interactions between.

Pre-churn sales update:2019

Month	Company Name	Field Sales Executive name	Cusotmer Email ID	Cell Number	L1	Location	Package	Reason for Churn	Call Status	st fo
OCTOBER	Sena Kalyan Construction	Muhammed Mahinul Alam	skcd.sks@gmail.com	1755598630	Property	Mirpur DOHS	Business Plus			
OCTOBER	Mostofa Real Estate Ltd	Abu Sayed	foridmoulana1972@gmail.com	1922277540	Property	Basundhara	Business Plus			11.1
OCTOBER	Next Concern LTD	Muhammed Mahinul Alam	info@nextconcern.com.bd	1753015373	Property	Mirpur DOHS	Business Plus			
OCTOBER	FnF Properties Ltd	Abu Sayed	pusaha_u@yahoo.com , new - hr@chutibd.cor	1724684863	Property	Banani	Business Plus			
OCTOBER	Modhu City	Abu Sayed	reply.modhucty@gmail.com	1708149986	Property	Dhanmondi	Business Plus			
OCTOBER	Transparent Holdings	Rakibul Hasan	info@transparentholdings.com	1711634349	Property	Kafrul	Business Plus			11.1
OCTOBER	Roots Development Ltd.	Abu Sayed	rootsdevelopment@yahoo.com	1711136448	Property	Kalabagan	Business Plus			11.1
OCTOBER	BANDHAN PURBACHAL D	binoy	bandhanholding13@gmail.com	1881016814	Property	Banani	Business Premium			
OCTOBER	Recent Properties Ltd	Nasrin	sumond2k17@yahoo.com	1813936360	Property	Uttara	Business Plus			
November	Property Index	Ashad	propertylinkdhk@gmail.com	8801779509509	Property	Badda	Business Premium			
November	Monjil Housing	Jitu	zttislam@gmail.com , ad - zahir@monjilhou	8801714350298	Property	Uttara	Business Premium			
November	Accurate Real Estate LTD.	Ashad	arel_bd@yahoo.com	8801755599972	Property	Dhanmondi	Business Premium			
November	Sahelin Land Development	Jubaer Alam	info.sldl.bd@gmail.com	8801789763178	Property	Basundhara	Business Premium			
November	INDEX DEVELOPMENT LTD	Nasrin	sales@index-bd.com	1922115103	Property	Gulsan	Business Premium			10.1
November	Mohansagar Housing Estat	Abu Sayed	corporatesrtc@gmail.com	01711377128	Property	Badda	Business Premium			
November	AG Property Development	Rakibul Hasan	robinansari14@gmail.com	01811443614	Property	Gulsan	Business Plus			10.1
November	Living Homes	Sharmina Islam	livinghomes.javed@gmail.com	0292628 , ad - 0173071	Property	Vatara	Business Plus			10.1
November	ARAB PROPERTIES LTD	Md. Anful Haque	arabproperties09@gmail.com	47717672, 017141744	Property	Chottagram	Business Plus			

Fig2: pre churn management call record sheet.

- By working in different circumstances such as working as a part of both AS and FS Teams, I had to develop my communication skills in a diversified way.
- Firms work pressure very fluctuates due to its nature of work, which taught me to work under extreme pressure.
- Faced difficulties while working with excel sheets because I had no prior differences and but with time was able to do it perfectly.

Month	Company Name	Field Sales Executive name	Customer Email ID	Cell Number	LI	Location	Package	Reason for Churn	Call Status	st fo
Aug	Rajuk mobile market		farukmetul@gmail.com	728778873, 019333175	Property	Uttara	Business Plus			
Aug	Parvin Properties & Techni	arif	pdlobt@gmail.com	47363936, 018394866	Property	Lalmatia	Business Plus			
Aug	Life Builders Ltd		lifebuilders20@gmail.com	1611543307	Property	Chottagram	Business Plus			
September	Future Land	Rakibul Hasan	futureland1020@gmail.com, ad-futurelandp	8801919362349, con	Property	Basundhara	Business Premium			
September	Empire estate Builders (Pv	Rakibul Hasan	nansh.corporation@gmail.com	1759199272	Property	Badda	Business Plus			
October	Madina Developments	Rakibul Hasan	zahidmdink1001@gmail.com	1963910025	Property	Dhamondi	Business Plus			
September	Mid Golap	Sharmina Islam	midpelap@gmail.com	1672322168	Property	Khilgaon	Business Plus			
September	Moksud Ahmed	Shawon Paul	islamabadhousingylhet@gmail.com	1937744000	Property	Sylhet	Business Plus			
September	Green Homes	Mahmudul Hasan	gh.bd.info@gmail.com	1738800044	Property	Baridhara	Business Premium			
September	Arfa Holdings Limited	Abu Sayed	arfaholdings1d@gmail.com	712928476, 018275445	Property	Baridhara	Business Plus			
September	SOUTHBAY Real Estate Lt	Nasrin	info.southbaybd@gmail.com	1716617685	Property	Elephant Road	Business Plus			
September	Saimun Real Estate Ltd	Nasrin	belloamin81@gmail.com	1740504040	Property	Kafrui	Business Plus			
September	kapotakho reale state ltd	Rakibul Hasan	kapotakhorealestate@gmail.com	1918707104	Property	Kakrail	Business Plus			
September	Rayhan Group	Sharmina Islam	rayhangroup.net@gmail.com	870267, 017118762	Property	Basundhara	Business Plus			
September	Mid Mahafuzur Islam	Abu Sayed	mahafuzproperty@gmail.com	1978770191	Property	Gulsan	Business Plus			
September	M/S Mahir Enterprise	Salma Anwar Shova	mahirshahab@gmail.com	1736348679	Property	Rest	Business Plus			
September	EAST VALLEY DEVELOPME	Mahmudul Kabirul Alam	amamul1078@gmail.com	1650481457	Property	Banani	Business Plus			

Fig 3: pre churn management call sheet

- I was not provided with a proper sitting arrangement for weeks, hence it was quite difficult to work with proper concentration and motivation.
- During my everyday entry, I had to wait for the security team to open the gate for me because they didn't provide me with any identification card and technical access such as finger prints like the other employees.

### Through my understandings I have observed few challenges of the firm:

- As it is a service firm, communication with clients is often challenging.
- Feedbacks are generated from clients and people take it as trends & follow it. Bikory.com always needs to be updated along with it to satisfy them.
- Often time, the clients do not get that they cannot get offers from the company which makes them leave the service. There for they provide unreasonable demands to the company
- Incorporating these unreasonable feedbacks keeping up with the business is a constant challenge.

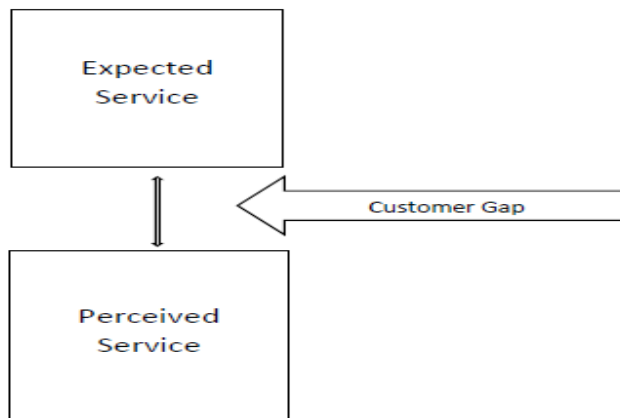
### 4.2 Annualizing the issue(s) based on relevant theory:

As Bikroy.com is an e-commerce based organization, working in the client servicing field was very challenging. Therefore, identifying the do's and don'ts was very tough. The focus of my assigned

work was speaking with the client and onboarding and providing service to them. So, while working with them, I faced few complications while directly engaging with clients and reporting back to my team.

In order to proceed with my work, I was asked to know clearly about the services they offer and how they function. At first, I faced many problems while communicating with them, e.g. while receiving feedback on deliverables, etc. But through our Client Service team coordinators guidance I was able know about them precisely. But there is a constant bureaucratic hierarchy that was needed to be maintained, which made my work more difficult. Because to gain an information, I would have to climb through to the hierarchy and it was difficult and quiet problematic. I had to understanding their work process & practical functional flow of the work is very unorthodox, the process itself was very hard to pick and understand at the starting. But through seer time and the process of gaining knowledge, it became very clear. I was a bit puzzled while following up on the client's feedback as these are certain time done verbally or through social media messaging. Usually for smaller brands, there aren't any brand guidelines that are given out to the agencies, which was problematic for me as an intern as I didn't have sufficient information about the brand, so as a result in being implementation process quality was declining. All the problems identified in the workplace are related to communication errors between Bikroy.com and their clients.

Therefore, to solve these above-mentioned problems we are required to be identified with the help of Customer Gap of Service Quality:



**Fig4: service gap model**

To analyze the rest of the issues based on a relevant theory, I chose second topic which is Porter's five force model as a relevant theory. This theory was based on the conviction that there are five forces which determine the competitive intensity and attractiveness of a business market. This theory helps us to know where the power lies I this business industry or market. This necessary for both understanding the strength of an organization's current competitive position, and the strength of a

position that an organization may look to move into in near future. This analysis helps us to know whether this business is profitable for future competitive market industry. by understanding where the power is we can also identify the strength of a business and weakness. Therefore with weakness we can find threats that might come with time in market. However we can also look for possible opportunities to overcome the weakness of our market or business.

**Threat of new entrants:** E-Commerce industry are just growing and expanding rapidly in our country, threat of new entrants is very high. It shows how easy to enter in an industry. Companies like bproperty and newspaper ads are the biggest threats. as more people are watching the ads they forget to visit Bikroy's page for property buy and sell. The main causes of this threat are:

- The amount of capital which is needed to enter this industry is very low for bikroy.com
- Clients can change different online E-Commerce mediums instantly.
- Products are mostly same. So a client can easily switch between different portals whoever they want, there the biggest threat is the customer's themselves.
- For open an E-Commerce business, there is such no strict rules and regulation from government. So, it's easy to get a trade license for this type of business.
- If anyone has an amount to invest they can easily open up a business in Bangladesh.

**Bargaining power of supplier:** For the property industry supplier bargaining power is different, based on the industry which is growing with new companies and markets. As a new growing industry bargaining power of supplier is comparatively high as suppliers are selling their product higher priced to their buyers. Overall, suppliers have moderate bargaining power in property industry.

**Bargaining power of buyers:** As I mention above for this industry bargaining power of buyers is different. Buyers are always demanding more product/property feature with lower price. As a new growing industry bargaining power of buyer is high, and the reason for higher price is:

- For an e-commerce industry, it has plenty number of other industries or markets for similar business and if any buyer wants they can switch to other industries easily. Therefore, clients have all the power to negotiate with the seller.

**Threat of substitutes:** The threat of substitute is where a consumer can switch for better service. in the property industry threat of substitute is high.

- In advertising industry, there are very well-known agency like, bproperty, Amaderkontho, Prothom alo, TV ads. Those are considered as a strong substitute for Bikroy.com property vertical.
- Consumer loyalty for this industry is very low, they have many options for this reason they can easily move to other companies for better and fast services.

- There are many well-known and established competitors against Bikroy.com like bproperty ,Daraz, Facebook. And Facebook has been considered as the biggest competition for Bikroy's property department.

## **The SWOT ANALYSIS**

The swot analysis is evaluated through the strength, weakness, opportunities and the weakness of a business venture. The SWOT analysis of bikroy.com carries specifying the object of the business venture of external and internal factors.

**Strengths:** The property operation are mostly customer to. They customers can easily communicate. as the sellers became customers to bikroy.com fist and take membership's to sell their products through bikroy.com. Bikroy's another strength is their banner. This brings fifty percent revenue to the deperntment.as their targeted audience is all Bangladeshi people it is easy o visit them properly. This app has option to use both Bangla and English communication. Hand on hand payment system is available on the other hand banking, EMI, credit card system is available too for smooth operation.

**Weakness:** The lack of global reach is a major weakness of bikroy.com. Customer has to open multiple id to memberships from 2019, November. Sometimes lack of support makes the customer leave the service. The need of advance payment method derives customer to continue the membership

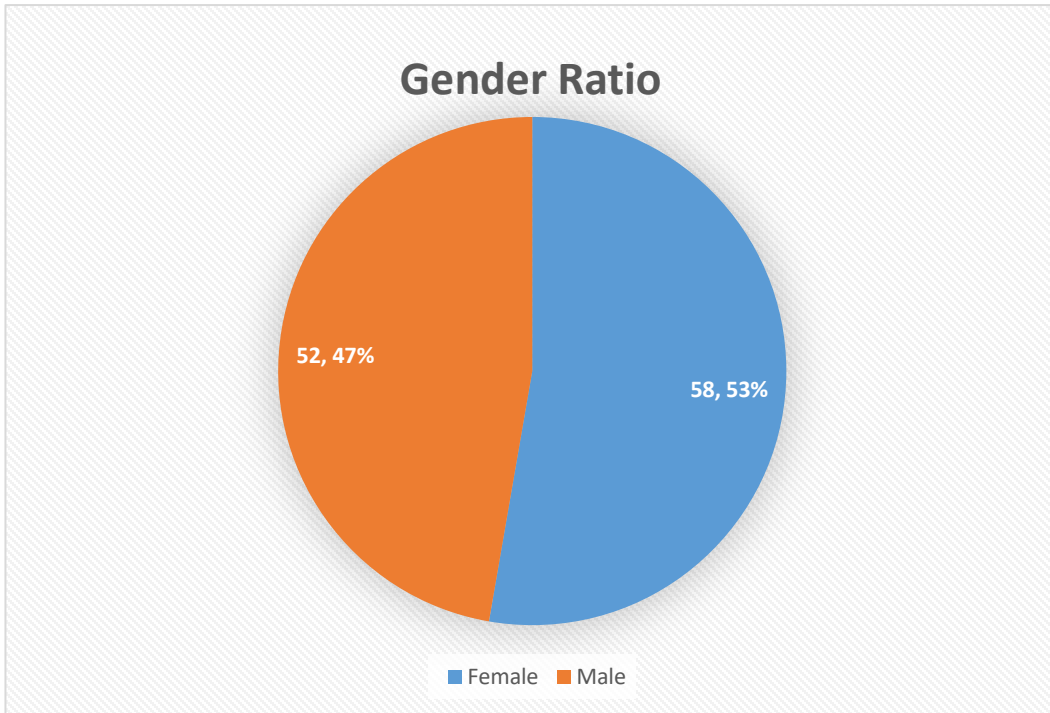
**Opportunities:** Bikroy has the opportunities to eliminate the threats of the complete competition. As they are brining there new operation Bikroy 'FLATMATE'. This new feature has plenty of opportunities to eliminate completions from markets.

**Threats:** The biggest threat is the customer themselves. As they can choose any services. When they find lack of services from the management or field service team they decide to leave and take services from other competition of Bikroy.

## **Chapter 5**

### **ANALYSIS OF DATA AND FINDINGS**

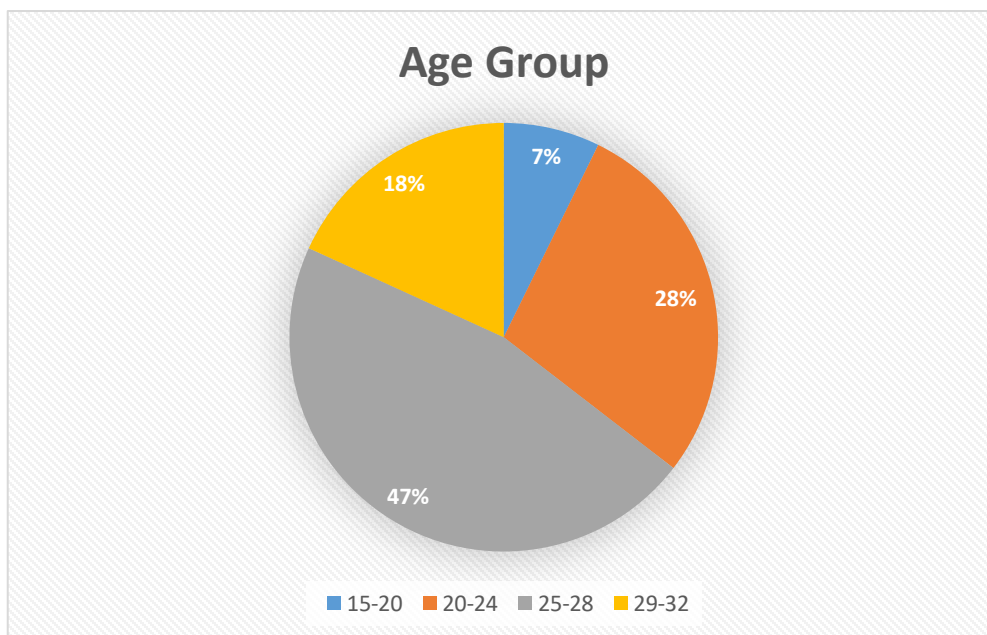
1.



## GENDER

- Here men are using bikroy.com more than women.
- However the ratio are close enough.
- Men using bikroy.com 58 percent and women 52 percent of the time.

2.

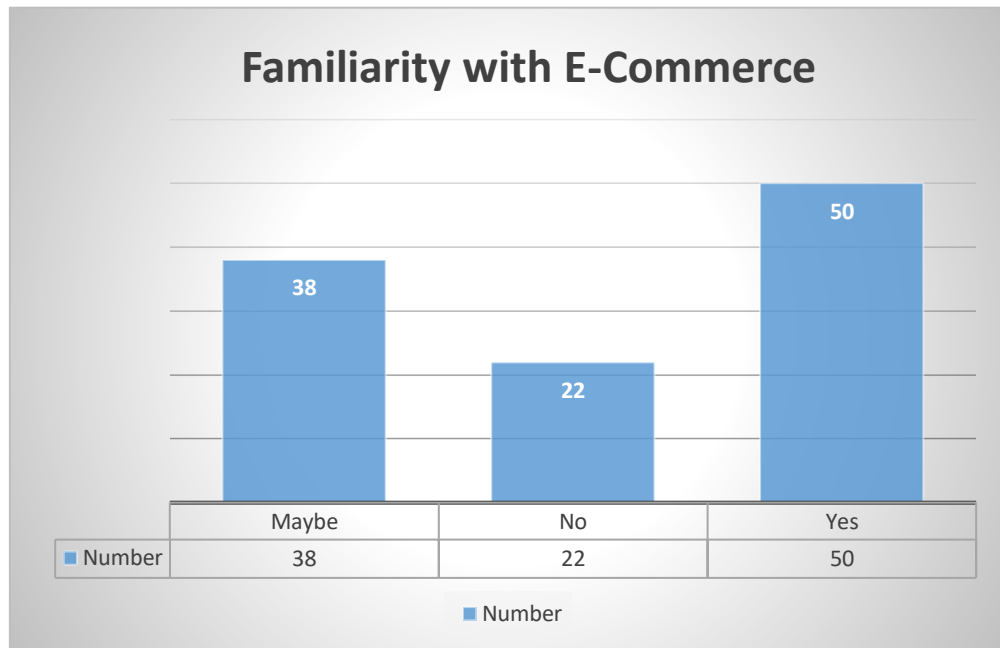




### Age Group

- From the pie chart I found out that age 25-28 are the most users of bikroy.com
- 20-28 age group are comparatively using less then 25-28 age group.
- However 15-20 age group are the least users of bikroy.com

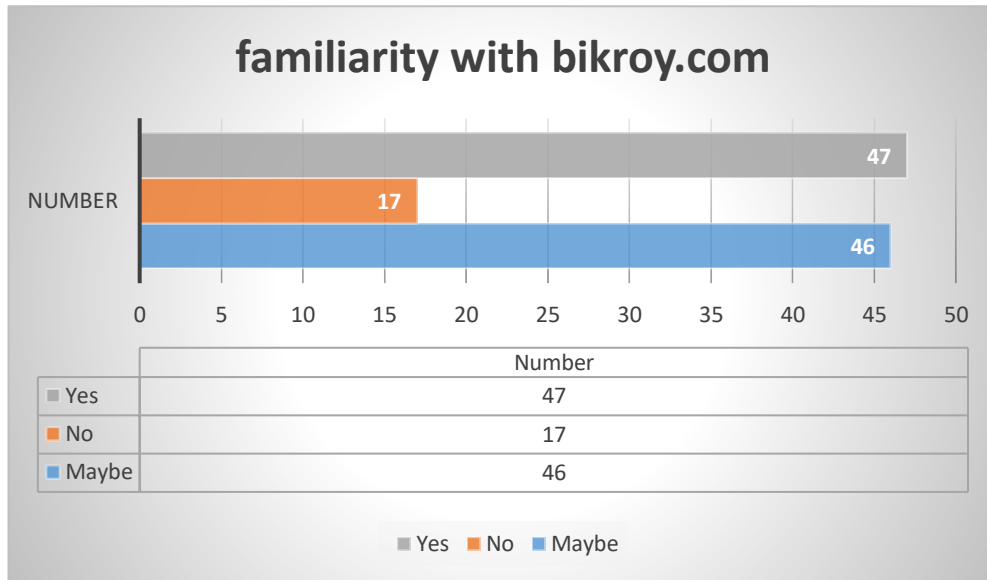
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### Familiarity with E-commerce

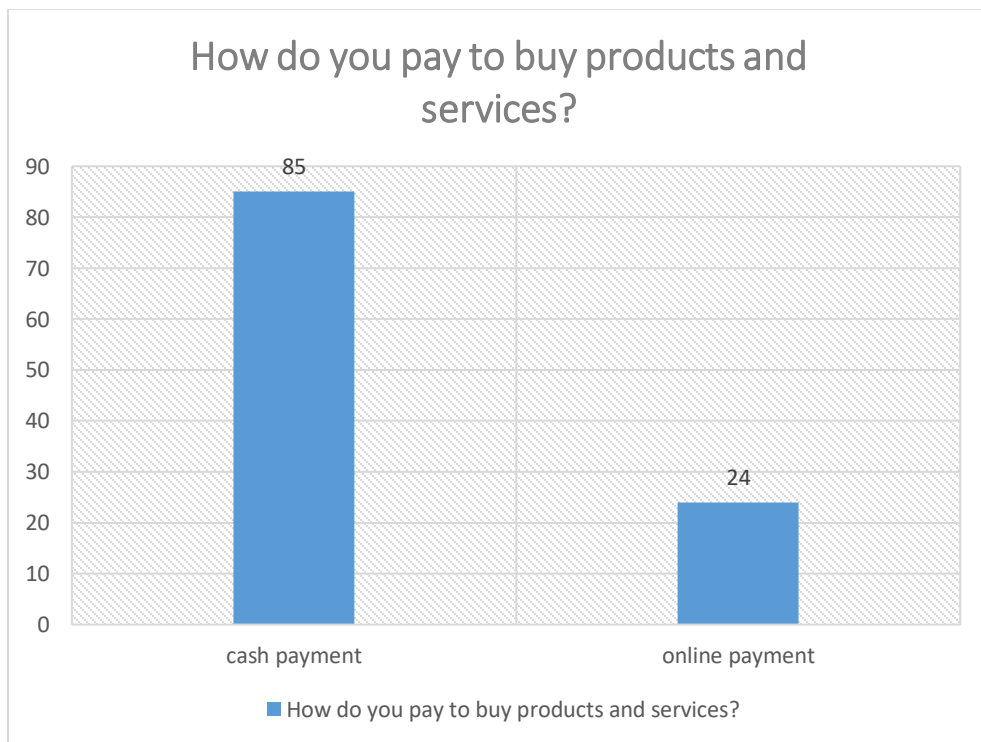
- From the charts it can be said that majority of the people know about e-commerce and they are familiar with e-commerce
- There are 38 percent population who have moderate idea about E-commerce.
- 22 percent of the population have no knowledge about ecommerce.

3.



#### **Familiarity with Bikroy.com.**

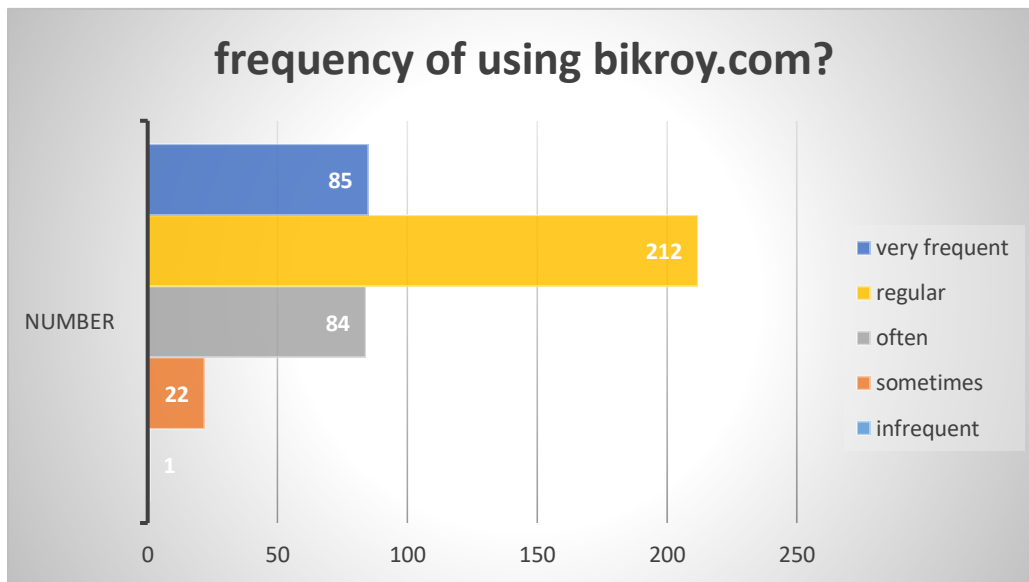
- 46 percent of the population have reported that they have a moderate knowledge about Bikroy.com
- 47percent of the population said they are very familiar with bikroy.com
- 17 percent of the population has no knowledge about bikroy.



## Transaction System

- 85 percent of the population are continuing their payment system in cheque or in cash.
- 24 percent of the population are continuing with online card or bkaash payment method.

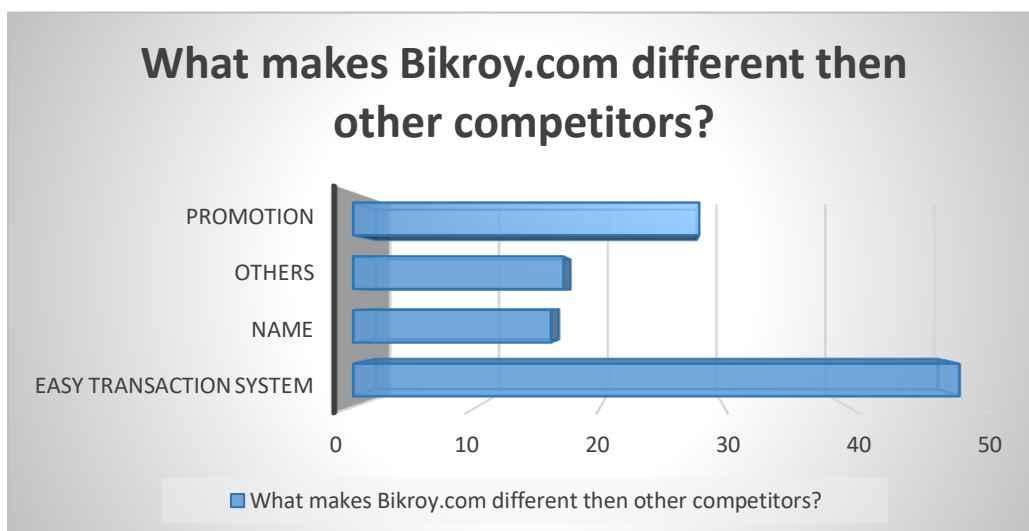
6.



## Frequency level

- The chart shows that majority of the population are using bikroy.com regularly.
- 30 percent of the population are using bikroy.com infrequently
- 34 percent of the population are using bikroy.com frequently

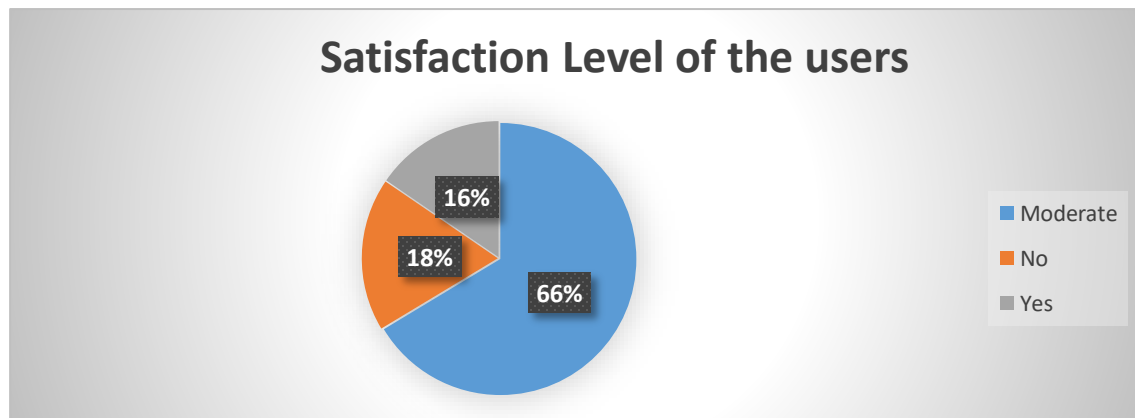
7.



## Competitors

- Bikroy.com is has out come their compition through easy transation system.
- However very few population are using bikroy.com because of the name of the brand has made.
- A portion of the population are using Bikroy.com for their promotional activities.

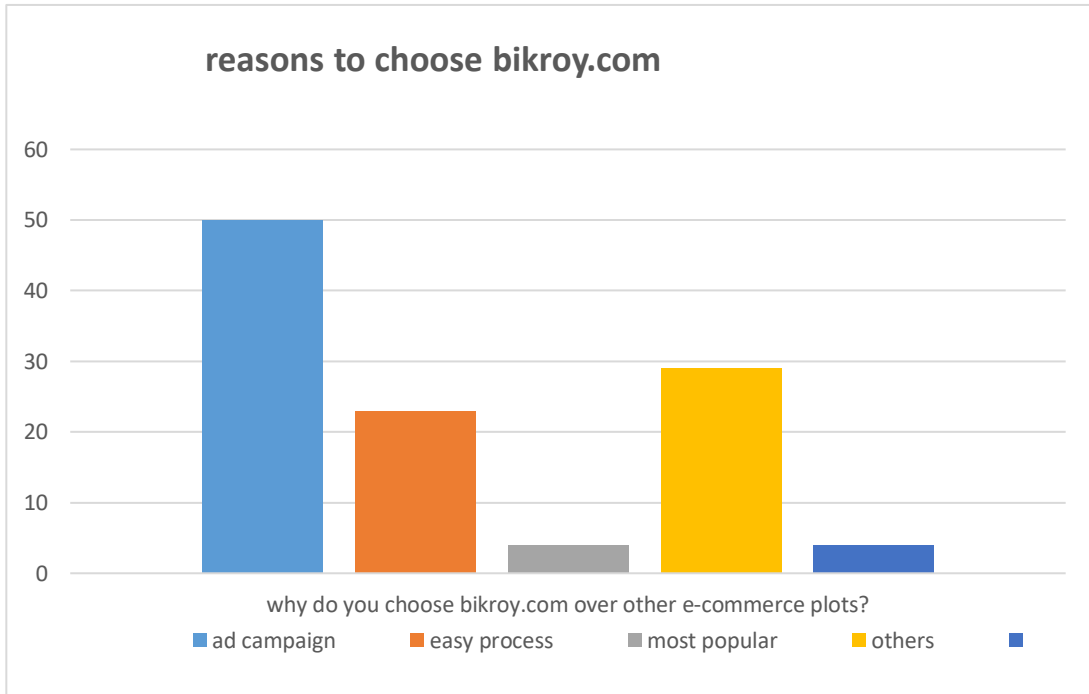
8.



## Customer satisfaction

- 66 percent of the population have reported that they are satisfied with Bikroy.com in a moderate level.
- Other 18 percent of the population have reported that they are not satisfied with bikroy.com
- 16 percent of the population have agreed that they are satisfied with bikroy.com

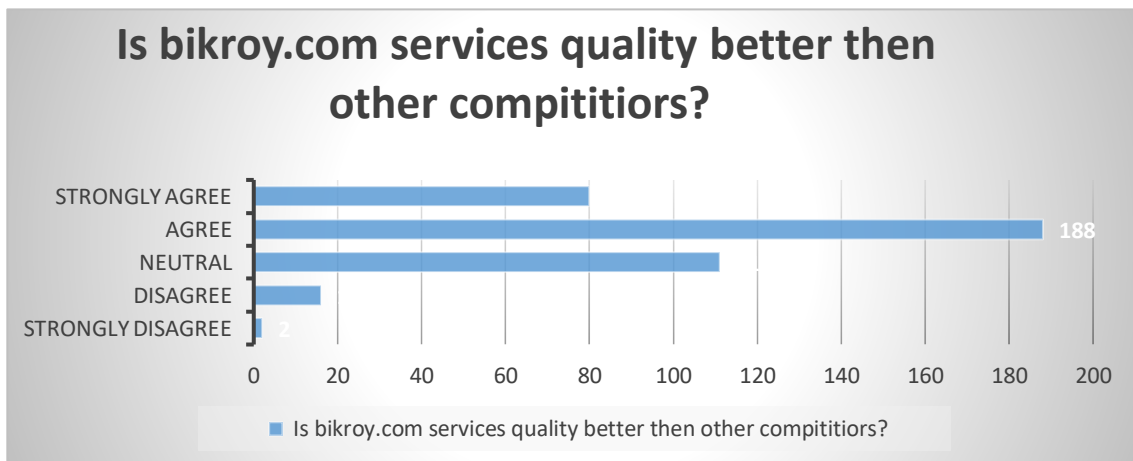
9.



### Reasons to choose Bikroy.com

- From the survey we came to know that majority of the population are interested to use bikroy.com
- Very few 25 percent has reported that they are using bikroy.com for the easy process
- 30 percent of the population are using because of popularity bikroy.com has made

10.



### Competitors

- Majority of the population agreed that bikroy.com has been serving quality survives then the competitors.
- Few of the population has strongly agreed that they have been serving quality survives then the competitors.

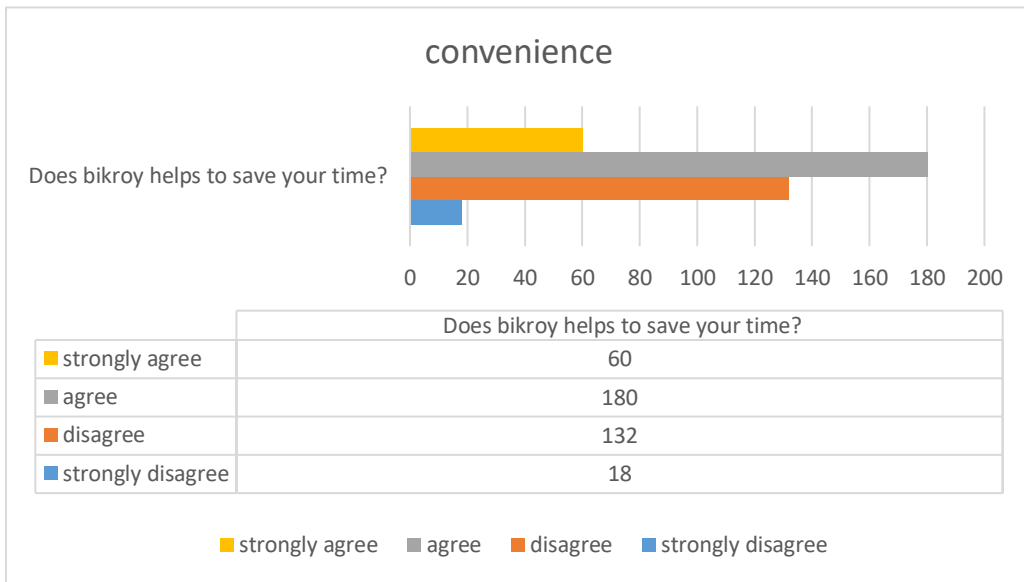
11.



#### **Purchasing system**

- 60 percent of the population agreed that it is easy to purchase from bikroy.com.
- 10 percent of the population strongly agreed that it is easy to purchase from bikroy.com.
- 23 percent of the population are neutral that it's easy to purchase from bikroy.com.

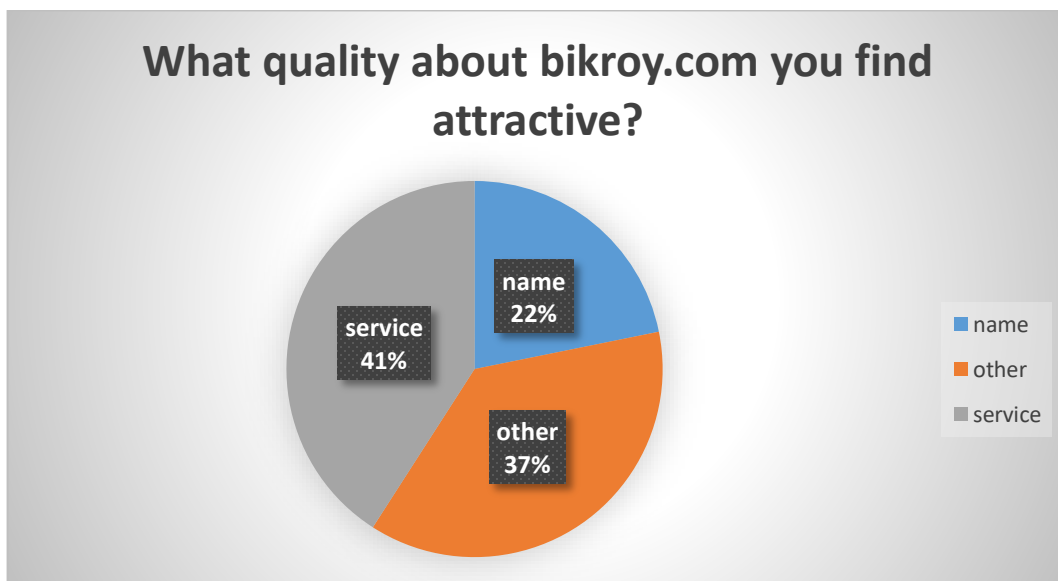
12.



### Convenience

- Majority of the population agreed that bikroy.com is convenient for them
- Strongly disagreed by 18 percent of the population that the service is not convenient enough for the customers.

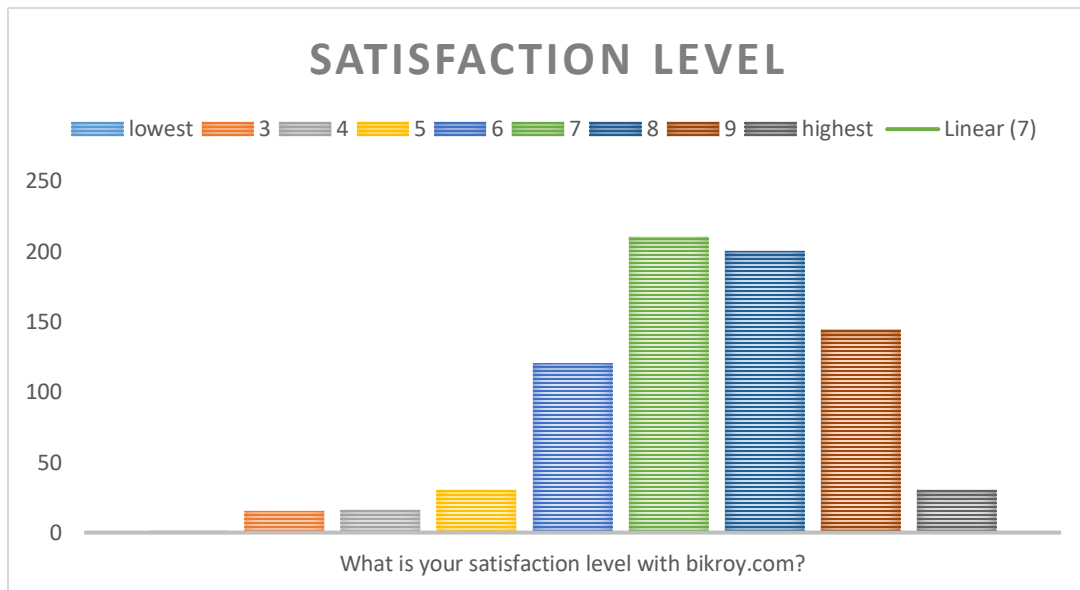
12.



## Access Convenience

- 41 percent of the population agreed that they are using Bikroy.com because of its service
- 22 percent of the population agreed that they are using Bikroy.com because of its service
- 37 percent agreed that they are using bikroy for overall service and products they are providing to bikroy.com

13.



## Customer Satisfaction

- In the chart it can be said that customers are satisfied with bikroy.com
- However there are very less amount of people who are dissatisfied with bikroy.com.

## 5.1 Discussions

I have collected one hundred and ten responses on the topic “customer satisfaction survey of Bikroy.com’s product and services. According to the survey 52% men and 58% women are using bikroy.com services. According to the findings. I have collected one hundred and ten responses on the topic “customer satisfaction survey of Bikroy.com’s product and services. The survey was based on thirteen questions. Familiarity with e-commerce are 50%, non- familiarity 22%.People who have a little idea about e-commerce is are 38%.Form the findings it I found that customer satisfaction is in average level. Most of the customer who are using bikroy.com is for their convenience. I also found out that customers are using bikroy.com as the company has made strong position in the market and they have gained customers trust. Customers have a trust on the service the company has been



providing for the last seven years. Majority of the customers use bikroy.com as their services are better than other companies in the market. 60% of the population agreed that it is easy to purchase from bikroy.com. 10 % strongly agreed that it is easy to purchase from bikroy.com. 23% disagreed that it is easy to purchase from bikroy.com. 28% were neutral about purchasing from bikroy.com. However from the survey it can be said that bikroy.com has been providing convenience to their customers. Better quality provider then the competitors are agreed upon majority. 50 % of the population reported that the reason behind using bikroy.com is their ad campaign. 29% of the population said popularity of the website is the reason for using bikroy.com. 23% choose Bikro.com for the easy access. 50 % of the population reported that the reason behind using bikroy.com is their ad campaign. 29% of the population said popularity of the website is the reason for using bikroy.com. 23% choose Bikroy.com for the easy access. 4% of the population because of other reason they choose bikroy.com website or the app. therefor we can say that Bikroy.com has made it easy to access to for their consumers. However the from the survey I have also found that majority of the people are using bikroy.com for their ad campaigns and for the name itself. There's a huge population who are not using Bikroy.com as they think it has become a commercial platform for the customers. I have found that the Satisfaction with bikroy.com services are moderate on 66%, 18% people agreed they are not satisfied and 16% of the population are satisfied with the service. There for it can be said that bikroy.com has been succeeded providing quality services. Satisfaction with bikroy.com services are moderate on 66%, 18% people agreed they are not satisfied and 16% of the population are satisfied with the service. However, after the survey I have acknowledged that the customer service is less developed. Few population reported that they have been using Bikroy.com for the brand name only.

## 5.2 Recommendation

Bikroy.com is one of the most excrescent and biggest market place in Bangladesh based on E-Commerce in the service, however its eventual focus is to be a more enterprising marketing firm. Following recommendations can be contemplate in order to become a more successful firm in the near future as per study:

- They need to strengthen their customer service skills. They should always focus on their work process as some employees do not visit their customers on the correct date and staying updated with modern trends & new demands of clients and get feedback to their clients.
- they should all together strengthen their managerial division as their work process is very different and do not match the value shared .if they can be strong as a management, the more they help organization their work, the better they will function for their vison for property department.
- They should always build strong relationship with their clients as from services calls clients complains are more than compliments.
- The company/property vertical should hire young people who can bring new energy to the workflow and to the team.
- Since,2018 they had a huge revenue loss they should be more engaged to CSR activities to increment their work in the industry and to be more engaged in the current market activities. Also they should encourage the employee with bonuses systems to be more motivated towards their work.

### **5.3 Conclusion and implication**

Though being an under-developed country, the property development is getting larger, more people are interested to buy property now than ever before. People are more likely to visit technological sites rather than going outside looking for the product. Everyone has the power to use internet on their computer and mobile phones. These positive indicators are promoting the anticipation of e-commerce in Bangladesh. It's difficult to change people's behavior in purpose to transacting online especially in Bangladesh, where people are not used to technology and the internet. However, in the past seven years, the response from the public has been overwhelming as property department has now more than a million customers, and 250 ads getting posted every day. In spite of various hurdles Bikroy.com's property segment has established in Bangladesh. The department is extremely happy to see the outcome and they are looking forward to do a better job to face the difficulties.

The purpose of this report is to portray my understanding of the work done and experience gathered during the entire phase of the internship program. It aims to find out how constructive the learning experience has been in preparing an individual intern for the intense challenges those are about to emerge in the real life corporate world. Therefore, this report has been prepared to reflect the overall knowledge and understanding gathered during the internship period.

## APENDIX

### Questionnaire

- A survey of 110 population were collected from Facebook, email system on overall service of Bikroy.com.

#### 1. Gender

- Male
- Female

#### 2. Age

- 15-20
- 20-24
- 25-28
- 29-32

#### 3. Are you familiar with E-commerce?

- Yes
- No

#### 4. Are you familiar with bikroy.com ?

- Yes
- No
- Maybe

#### 5. How frequent do you use the website or the app?

- Infrequent 1 2 3 4 5 very frequently

#### 6. What payment method do you use?

- Cash payment
- Online payment

7. Are you satisfied with their services?

- Yes
- No
- Moderate

8. Why do you use bikroy.com over other ecommerce platform?

- Easy process
- Most popular
- Ad campaign
- Others

9. What makes Bikroy.com different them other competitors?

- Name
- Promotion
- Easy transaction system
- Others

10. Is bikroy.com have provided good quality services?

- Strongly disagree 1 2 3 4 5 strongly agree

11. Does Bikroy.com saves your time?

- Strongly disagree 1 2 3 4 5 strongly agree

12. What quality about bikroy.com do you find attractive?

- Name
- Service
- Others

13. What is your satisfaction level with bikroy.com?

- Lowest 1 2 3 4 5 6 7 8 9 10 highest

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