

Report On
An overview of sales procedure and service development of Arraivo.

By

Md. Amit Hasan
Student ID: 16304010

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

BRAC Business School
BRAC University
September, 2020

© 2020. BRAC University
All rights reserved.

Declaration

It is hereby declared that

1. The internship report submitted is my 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 have acknowledged all main sources of help.

Student's Full Name & Signature:



Md. Amit Hasan
Student ID: 16304010

Supervisor's Full Name & Signature:

Ms. Mahreen Mamoon
Assistant Professor, BRAC Business School
BRAC University

Letter of Transmittal

Ms. Mahreen Mamoon
Assistant Professor,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of internship report

Dear Madam,

I am very delighted to present my internship report on ‘An overview of sales procedure and service development of Arraivo’, which was done according to your direction. It was a great experience for me to complete my internship at Arraivo. This company gave me a platform where I got the chance to learn sales, marketing and service development practically.

I tried my best to complete this report with the necessary information and recommended scheme. In addition, I tried to make it as comprehensive as possible.

Lastly, I would like to show my utmost gratitude towards you for being an amazing supervisor in my internship period. I believe that this report will meet the desires.

Sincerely yours,



Md. Amit Hasan
Student ID: 16304010
BRAC Business School
BRAC University
Date: September 24, 2020

Non-Disclosure Agreement

This agreement is made and entered into by and between Arraivo and the undersigned student at BRAC University named Md. Amit Hasan as a form of pledge to ensure that there will be no disclosure of unauthorized confidential information of the company by the student.

Acknowledgement

First of all, I would like to thank almighty Allah for His blessings which has resulted in this successful internship report. Without His blessings, I cannot think of getting the internship opportunity and help from other people. In addition, I would like to show my heartfelt thankfulness to my internship supervisor, Ms. Mahreen Mamoon. I was always under her supervision to prepare the report and her guidance helped me to gather necessary information and present it in a comprehensive manner. Besides, I want to express my profound gratefulness to my organizational supervisor, Mr. Mahadi Hasan Patwary who assisted me to improve my skills like, analysis, cold calling, presentation, website wireframing, marketing and service development etc. His friendly guidance opened the door of my self-improvement. Over and above, I want to thank my parents whose care and support gave me the strength to overcome all of the obstacles to complete my internship successfully.

Executive Summary

The need for travelling from one place to another in our modern life is inevitable. Vehicle rental service is fulfilling this need for a long time. In addition, it eliminates a lot of inconvenience of public transport and ride sharing app. Arraivo is a vehicle rental company. People can rent a vehicle from Arraivo for flexible monthly, daily and hourly basis. Its sales are mainly depending on innovative digital marketing campaigns, SMS marketing, newsletter, industry analysis, cold calling, client meeting etc. On the other hand, it has designed a safer service from COVID-19 suggested by health specialists. Moreover, they are going to launch an app and website to make their service more developed. However, Arraivo needs to improve few fields to ensure its high growth. Arraivo can be more popular by implementing suitable plans and improving its service quality.

Keywords: vehicle rental service; digital marketing campaigns; app; website.

Table of Contents

Declaration.....	ii
Letter of Transmittal	iii
Non-Disclosure Agreement	iv
Acknowledgement	v
Executive Summary	vi
Table of Contents	vii
List of Tables	ix
List of Figures.....	x
List of Acronyms	xi
Glossary	xii
Chapter 1 Introduction.....	1
1.1 Background of the study	1
1.2 Objective	2
1.3 Scope.....	2
1.4 Methodology	3
1.5 Limitations	3
1.6 Background of the company	3
1.7 Services of Arraivo	6
1.8 Corporate clients of Arraivo	6
Chapter 2 Sales Procedure of Arraivo	7

2.1 B2C Sales Procedure.....	7
2.2 B2B Sales Procedure.....	13
Chapter 3 Service Development of Arraivo.....	15
Chapter 4 Recommendation and Conclusion.....	18
4.1 Recommendation	18
4.2 Conclusion	19
References.....	20

List of Tables

<i>Table 1: Target market of Arraivo.</i>	15
---	----

List of Figures

<i>Figure 1: Difficulties of public transport</i>	4
<i>Figure 2: Difficulties in ride sharing apps</i>	5
<i>Figure 3: Arraivo’s OVC on COVID-19 safety measures</i>	8
<i>Figure 4: Age wise reach of Arraivo’s OVC on COVID-19 safety measures</i>	9
<i>Figure 5: Eid-ul-Azha 2020 Campaign of Arraivo</i>	10
<i>Figure 6: Awareness Campaign of Arraivo</i>	11
<i>Figure 7: Call for action campaign of Arraivo</i>	12
<i>Figure 8: Prototype of Arraivo’s official website</i>	17

List of Acronyms

B2B	Business-to-business
B2C	Business-to-consumer
OVC	Online Video Commercial
USP	Unique Selling Proposition
SEO	Search Engine Optimization
PPC	Pay Per Click

Glossary

Industrialization	A process of transforming an agriculture-based economy into a product manufacture-based economy.
24-7	Continuously 24 hours in a day and 7 days in a week
Reach (in digital marketing)	It is the number of unique users who were exposed to an advertisement.
Engagement (in digital marketing)	It is the number of likes, comments, shares, and clicks an advertisement gets.
Unique Selling Proposition	The reason why a product is different or better than other competitor products.
AIDA model	A model which says that consumers pass through attention, interest, desire and action phase when they buy a product.
Push notification	It's a message from an app that pops up in the notification bar of one's phone. App publishers can send push notifications even if the user is not using the app in that time.
SEO	A process to increase the visibility of a website in a website search engine.
Pay-per-click	A model used to increase the traffic of a website. For every single click on the advertisement, an advertiser has to pay to the publisher.
Guerilla Marketing	It is any unusual way of marketing interaction with potential customers to promote a product.

Chapter 1

Introduction

1.1 Background of the study

With the journey of industrialization, transportation became a part and parcel of our daily life. The journey of vehicle rental business exists for around more than a century. According to Arnold Clark Car and Van Rental, a bicycle shop in Minneapolis initiated offering vehicle rental service for the first time in 1904 (“History of car rental,” 2015). A few years later, the German vehicle rental company Sixt started its rent-a-car service with three vehicles in 1912 and then it rapidly expanded. Now, there are a lot of vehicle rental companies around the world. In Bangladesh, we can see small rent-a-car companies in almost every city. However, Arraivo is outperforming traditional rent-a-car companies because of its service quality and innovation. It has integrated technology to increase customer satisfaction and designed a safer service from COVID-19 suggested by a health specialist.

This report will focus on the sales procedure and service development of Arraivo. Being a vehicle rental company, Arraivo has both business-to-business (B2B) and business-to-consumer (B2C) operations. The B2B operation is mainly about corporate clients who take vehicles like minibus, microbus, sedan car, truck, van etc. for industrial purpose. Arraivo’s most popular B2B service is monthly office pick and drop service.

Besides, its B2C operation is mainly about consumers who take vehicles like minibus, microbus, sedan car etc. to fulfil their personal need. Arraivo’s most popular B2C service is day-basis inter city vehicle rental service.

In addition, Arraivo immensely focuses on its service development. The company considers development as a continuous process. They are on their way to launch an app to digitalize their

service. Currently, customers can book any vehicle from their Facebook page. Besides, they have 24-7 customer service over phone call. By excellent sales procedure and continuous service development, Arraivo is growing fast.

1.2 Objective

In our academic courses, we learnt and experimented a lot of theories of business. As a part of BBA program, internship gives us the opportunity to involve in a company closely and understand their daily operations. Working with Arraivo gave me the opportunity to understand their sales, marketing and service development procedure. The major objectives of this report are given below:

- a) To understand Arraivo's B2C sales procedure through marketing
- b) To give an idea about the B2B sales procedure of Arraivo
- c) To give an idea of Arraivo's service development
- d) To understand the market and give proper recommendation for the improvement of the company.

1.3 Scope

This report is prepared mainly based on the knowledge and experience gathered from the internship at Arraivo. I could know the sales procedure and service development of Arraivo during the internship period and present in this report. However, I had to use both primary and secondary sources of data to make this report informative. Above all, this internship experience helped me to find out the problems that Arraivo faces and the probable solution of it.

1.4 Methodology

To complete this report, I had to collect information from both primary and secondary sources.

Primary sources of data collection: I got an opportunity to work in Arraivo's business development team which enabled me to understand their day to day operational activities. In addition, I interviewed the COO of Arraivo, Md. Mahadi Hasan Patwary to collect necessary information. Besides, all of the employees of the company were very helpful to me about collecting necessary information for this report.

Secondary sources of data collection: I could collect all of the necessary digital marketing and sales data from their social media accounts. As they gave me access to their social media accounts and permitted me to collect information, it was very convenient for me. In addition, I collected information from vehicle rental related websites too.

1.5 Limitations

I went through few problems to prepare this report. They are mentioned below:

- There was some confidential information which I could not include in this report because of the company's restriction.
- The internship period was for three months. It was very difficult to collect all the necessary information within this short period of time.
- Sometimes, I felt biasness from the employees while collecting information.

1.6 Background of the company

Transportation has become our daily need of modern life. We require transportation service in our daily life to go to our educational institution, office, hospital etc. Sometimes, we need transportation service for tourism, shipment of product etc. To fulfil this need, we take public

transport like bus, autorickshaw, taxi etc. in many cases. Sometimes we use ridesharing apps. In both situations, we face some problems.

Difficulties we face in public transport like Bus, autorickshaw, Rickshaw etc.:

- a) **Insecurity:** Its insecure because we do not know about the qualification of the driver. In addition, we cannot guarantee that the passengers sitting with me do not have any ill intention.
- b) **Hassle to get the vehicle:** It is common in Dhaka city that people have to struggle for getting into a public transport. This is happening because the number of consumers is higher than the number of public transport providers.
- c) **Wait time:** We are bound to wait for a public transport as the supply of this service is lower than the demand.
- d) **Unreasonable vehicle fare:** As the demand is high for this service, we are very dependent on the service provider. For example, whenever it starts raining, the fare of autorickshaw increases and we are bound to take the service in many cases.
- e) **Uncomfortable journey:** In many cases, public transports are not well maintained. Moreover, sometimes we do not even get the chance to sit in a public bus as the number of passengers become higher than its seating capacity.

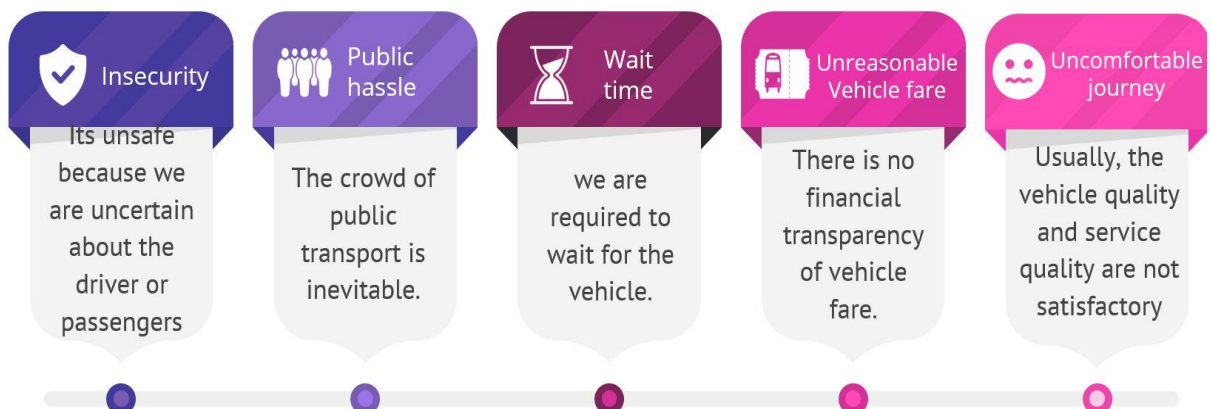


Figure 1: Difficulties of public transport

Difficulties we face in ride sharing apps:

- a) **Wait time:** When the demand for vehicle increases, the wait time to be connected with a driver increases.
- b) **Dependency on the choice of driver:** To take the service, we depend on drivers' choice in many cases. If the driver does not like the destination, he denies to take the passenger and forwards the passenger to another driver.
- c) **Navigation problem:** In many cases, the driver is not technologically sound. So, it becomes hard for the passenger to get him in the right place.
- d) **Dissatisfaction about the vehicle & driver:** Passengers do not have control over who is going to be the driver and what is going to be the exact vehicle. Sometimes, they become dissatisfied with the vehicle & driver.
- e) **Increased fare because of demand and traffic jam:** When demand and traffic jam increases, the fare also increases.



Figure 2: Difficulties in ride sharing apps

To avoid these problems, a personalized vehicle service is needed. To fulfil this need, Arraivo was founded. Now customers can rent a vehicle for monthly, weekly and hourly from Arraivo. It is like having one's own vehicle without the hassle of high investment, maintenance charge and time and tension to repair the vehicle if it is damaged.

1.7 Services of Arraivo

Currently, Arraivo is offering three types services. They are mentioned below:

- a. **Flexible monthly vehicle service:** Clients can rent a vehicle on monthly basis. Number of duty days can be customized according to customer's need. Available vehicles for this service are Toyota X Corolla, Toyota Axio, Toyota Allion, Toyota Premio, Toyota X Noah, Toyota Hiace, Toyota Grand Cabin, Toyota Land Cruiser, Honda CRV, Toyota Harrier, Pick Up, Truck etc.
- b. **Flexible day wise vehicle service:** Clients can rent a vehicle for some days. The itinerary and vehicle can be chosen by the customer. Available vehicles for this service are Toyota X Corolla, Toyota Axio, Toyota Corolla Fielder, Toyota Allion, Toyota Premio, Toyota X Noah, Toyota Hiace, Toyota Grand Cabin, Toyota Land Cruiser, Honda CRV, Toyota Harrier, Pick Up, Truck etc.
- c. **Flexible hourly vehicle service:** It includes a minimum of 4-hour service. Available vehicles for this service are Toyota X Corolla, Toyota Axio, Toyota Corolla Fielder, Toyota Allion, Toyota Premio, Toyota X Noah, Toyota Hiace, Toyota Grand Cabin etc.

1.8 Corporate clients of Arraivo

Currently, Arraivo is giving service to two garment manufacturer companies regularly. One is Truetex Limited and another one is Choice International.

Chapter 2

Sales Procedure of Arraivo

2.1 B2C Sales Procedure

At present, Arraivo's B2C sales procedure mainly depends on various digital marketing campaign. They conduct creative digital marketing campaign and consumers order service through their social media platforms. Besides, they run SMS marketing campaigns too and customers can book a vehicle over a phone call or SMS.

Some prominent social media campaigns

The COVID-19 campaign

Arraivo started researching on how transport service can be safer from COVID-19. They took suggestions from health specialists. As a result, they could design a transport service safer from COVID-19. The safety measures Arraivo has taken to fight against COVID-19 are given below:

- The vehicle will only be used by the client who rented it. It will be ensured that the vehicle will not be used by other passengers during the tenure of duty. It will not be a mass transport like bus, ride sharing app, rickshaw, autorickshaw, taxi etc. It's like having customers' own vehicle. They know the people who are travelling with them.
- The driver's seat will be separated by a thick plastic barrier. So, even if the driver gets infected by COVID-19, passengers will stay safe.
- Arraivo will use disinfectant to clean the vehicle and hand sanitizer for everyone before starting any journey.
- There will be alcohol-based hand rub in the vehicle to use.

- Mask is mandatory for everyone inside of the vehicle.

Arraivo made an online video commercial (OVC) based on its COVID-19 safety measures.

That video clearly depicted how safe and important Arraivo's service is.

Arraivo
June 27 · 🌐

করোনার এই বৈশ্বিক মহামারীতে ঝুঁকি নিয়ে যাতায়াত করতে হচ্ছে? আপনার যাতায়াত নিরাপদ হোক অ্যারাইভোর সাথে! কারণ, Arraivo দিচ্ছে করোনা ঝুঁকি মোকাবেলায় আন্তর্জাতিক মানসম্পন্ন স্বাস্থ্য সুরক্ষা ব্যবস্থা। এক্ষুনি যেকোনো ধরনের গাড়ি বুক করতে কল করুনঃ **01784550533** অথবা **01888682661**

করোনার ঝুঁকি মোকাবেলায় Arraivo আপনাকে দিচ্ছে-
 প্রতিটি যাত্রার শুরুতে জীবানুনাশক দিয়ে গাড়ি পরিষ্কার করা এবং যাত্রীদের জন্য সবসময় হ্যান্ড স্যানিটাইজারের ব্যবস্থা।
 গাড়িটি শুধু আপনার যাতায়াতে ব্যবহৃত... See More

গণপরিবহনে করে অফিসে ভাইরাস নিয়ে আসছেননা তো নিজের অজান্তেই?

ARRAIVO: Timely, Conveniently, Safely [Send Message](#)

62,620 People Reached 2,322 Engagements [Boost Post](#)

85 1 Share

Figure 3: Arraivo's OVC on COVID-19 safety measures.

Source: Facebook page of Arraivo (2020).

This video commercial got 62,620 reach and 2,322 engagement. The advertisement was targeted to people of 18 to 34 years old.

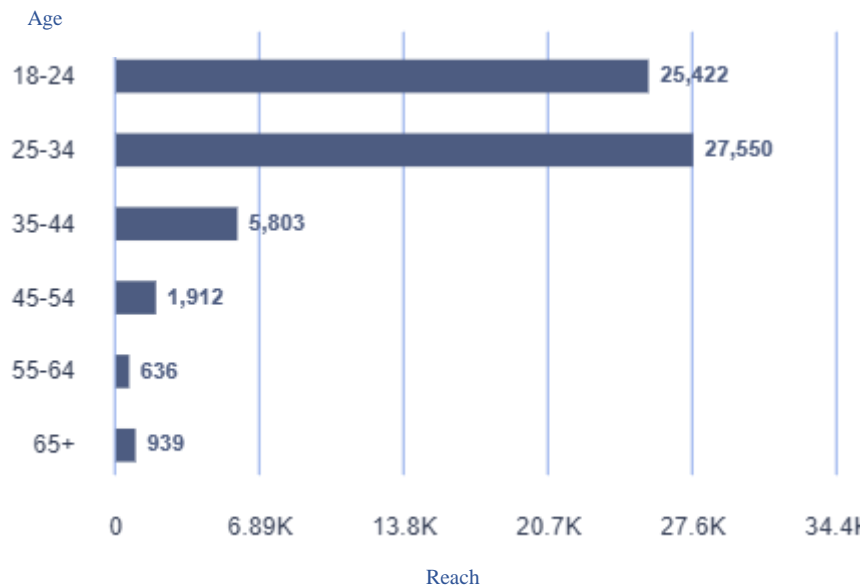


Figure 4: Age wise reach of Arraivo's OVC on COVID-19 safety measures

Source: Facebook page of Arraivo (2020).

The above graph shows age wise reach of Arraivo's OVC on COVID-19 safety measures. From that advertisement, Arraivo generated some sales as people came to know about the importance of this service.

The Eid-ul-Azha 2020 Campaign

Eid-ul-Azha is a significant festival in Bangladesh. During Eid holidays, most of the people of Dhaka go to their hometown. We see a different look of Dhaka during Eid holidays as the number city dwellers decreases by more than 5 lakhs on an average (Mamun, 2020). As people are moving, they need vehicle. In addition, public transport is a bit unsafe this year because of COVID-19 pandemic. So, Arraivo got a competitive advantage here. On top of that, Arraivo

offered 10% discount at every trip during Eid vacation. They advertised one OVC and one image about their offerings on social media platforms.

Arraivo
July 27 · 🌐

এবারের ঈদ অন্য যেকোনো ঈদ থেকে আলাদা। করোনার এই দুর্ভোগে প্রিয়জনের সাথে ঈদ করতে যাত্রা হোক নিরাপদ Arraivo এর সাথে। কারণ Arraivo দিচ্ছে করোনা ঝুঁকি মোকাবেলায় যথাযথ স্বাস্থ্য সুরক্ষা ব্যবস্থা। ঈদ অফারে ১০% ডিসকাউন্ট পাচ্ছেন প্রতি ট্রিপে।
প্রকৃনি যেকোনো ধরনের গাড়ি বুক করতে কল করুনঃ ০১৭৪৫৫০৫৩৩ অথবা ০১৮৪৪৬৪২৬৬১

প্রিয়জনের সাথে ঈদ করতে যাত্রা হোক নিরাপদ Arraivo এর সাথে

ঈদ অফার
১০% ডিসকাউন্ট প্রতি ট্রিপে

📞 ০১৭৪৫৫০৫৩৩
০১৮৪৪৬৪২৬৬১

ARRAIVO
Empire. Commitment. Safety.

Arraivo
Cars

Send Message

4,399 People Reached 638 Engagements

Boosted on July 27 By Akeb Nabil Completed

People Reached 4.2K Messaging Conversations... 142

Arraivo
July 17 · 🌐

এবারের কোরবানির ঈদটা অন্যবারের চেয়ে একটু আলাদা। মহামারী ও তার পরবর্তী ধাক্কা কাটিয়ে উঠতে হিমশিম খেয়ে আমাদের অনেকেরই ঈদের আনন্দ ও উত্তেজনায় কিছুটা ভাঁটা পড়েছে। তাই আমরাই পারি এই পরিস্থিতিতে ঈদের আনন্দ সবার সাথে ভাগ্যভাগি করে নিতে এবং ঈদ উল আজহার পবিত্রতা ও যথার্থতা তিক ভাবে পালন করতে।
তাই ঈদে বাড়ি যান সাবধানে ও সুরক্ষায় Arraivo এর সাথে। ঈদ বয়ে আনুক সবার জন্য সুস্থতা ও সমৃদ্ধি।
#EidulAdha... See More

ঈদে যাচ্ছি বাড়ি, ARRIVO দিচ্ছে সুরক্ষিত গাড়ি

Send Message

2,115 People Reached 203 Engagements

Boosted on July 17 By Akeb Nabil Completed

People Reached 1.9K Messaging Conversations... 25

View Results

Figure 5: Eid-ul-Azha 2020 Campaign of Arraivo
Source: Facebook page of Arraivo (2020).

The image post got 4,399 reach and generated 638 engagement. From that advertisement, they generated 142 messaging conversion which means, around 142 people asked service from them. On the other hand, the OVC got 2,115 reach and generated 203 engagement. From that post, they got 25 messaging conversion.

Awareness campaign on Unique Selling Propositions (USPs) of Arraivo

Arraivo created a carousel advertisement in Facebook where people could see the USPs of Arraivo at a glance by swiping pictures showing its USPs. Every picture had a “Call Now” button. So, customers had the chance to call and book a service at any point.

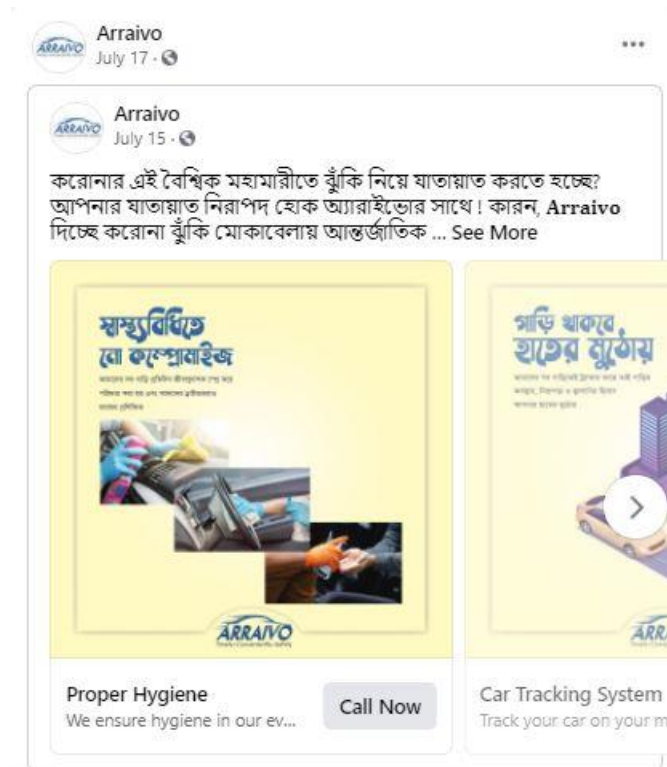


Figure 6: Awareness Campaign of Arraivo.

Source: Facebook page of Arraivo (2020).

The main purpose of this campaign was to get people’s attention about the service which may lead them towards the other stages of AIDA model, such as, interest, desire and action.

Call for action campaign

Sometimes, the company runs call for action campaigns. Here, Arraivo states the available services and its benefits. The purpose of these campaigns is selling their service.

Arraivo
June 30 · 🌐

করোনার এই বৈশ্বিক মহামারীতে ঝুঁকি নিয়ে যাতায়াত করতে হচ্ছে?
আপনার যাতায়াত নিরাপদ হোক অ্যারাইভোর সাথে! কারণ, Arraivo
দেখছে করোনা ঝুঁকি মোকাবেলায় আন্তর্জাতিক মানসম্পন্ন স্বাস্থ্য সুরক্ষা
ব্যবস্থা। এক্ষুনি যেকোনো ধরনের গাড়ি বুক করতে কল করুনঃ
01784550533 অথবা **01888682661**

করোনার ঝুঁকি মোকাবেলায় Arraivo আপনাকে দিচ্ছে-
✔ প্রতিটি যাত্রার শুরুতে জীবাণুনাশক দিয়ে গাড়ি পরিষ্কার করা এবং
যাত্রীদের জন্য সবসময় হ্যান্ড স্যানিটাইজারের ব্যবস্থা।
✔ গাড়িটি শুধু আপনার যাতায়াতে ব্যবহৃত... See More

**স্বাস্থ্য মূল্যে
দৈনিক বা মাসিক চুক্তিতে
গাড়ি ভাড়া করুন**

স্বাস্থ্যবিধি ও সুরক্ষার নো কন্ট্রোল
কর ট্র্যাকিং এবং রেটিং সুবিধা
অভিজ্ঞ এবং দক্ষ চালক
ঘরে বসেই অনলাইনে বুকিং-এর সুবিধা

01784550533
01888682661

ARRAIVO
Tenacity · Convenience · Safety

Arraivo
Cars

Send Message

7,519
People Reached

804
Engagements

Boost Again

Figure 7: Call for action campaign of Arraivo.

Source: Facebook page of Arraivo (2020).

Here, the post got 7,519 reach and 804 engagements. Many of them ordered service from Arraivo.

SMS Marketing

Arraivo has a strong database of their customers. During Eid vacation, they reminded their old customers about taking their service by an SMS and many of them took their service. However, they inform them about any new service they launch. For instance, when Arraivo started their monthly vehicle rental service in Chittagong for the first time, they informed their old customers about it. In addition, they send greetings and wishes to their loyal customers in any occasion like Eid, friendship day etc.

2.2 B2B Sales Procedure

One of the prominent services of Arraivo is monthly corporate transport service. To sell that, Arraivo goes through these following stages:

- **Lead generation:** Usually, any B2B sales procedure starts with lead generation. Arraivo's sales procedure also starts with lead generation. To generate lead, they first select an industry which may require monthly vehicle rental service. This is done through an analysis of the industries. For instance, they chose real estate industry because the sales executives require vehicle for client meeting and visiting properties. That's why many real estate companies take and look for vehicle rental service. Then they select few companies for cold calling based on further analysis of need and eligibility of the prospective lead.
- **Cold calling:** Then, prospective companies are called and talked based on analysis. For instance, some companies may have high interest on hygiene and others may have high interest on experienced driver. So, the caller emphasizes on hygiene facilities who has high interest in it and focuses on drivers' qualifications who is concerned about it. One of the main purposes of cold calling is to make the prospective lead aware of the service and attract the company for a meeting.

- **Client meeting:** Afterwards, if the prospective lead agrees for a meeting, Arravo's representative explains its services, benefits and USPs in the meeting. Every companies have their own set of requirements. For example, some companies have only one day off in a week. So, they may require the service for six days in a week. Others may have two day offs in a week. Therefore, they may require the service for five days in a week. Knowing these requirements for preparing a company specific customized proposal is one the targets of client meeting.
- **Pricing and negotiation:** One of the biggest challenges is offering a reasonable price based on requirements. However, clients usually want to negotiate the price. Price are set based on a few factors like cost of giving the service, demand, market price etc. By a discussion, both parties agree on a price.
- **Finalizing the deal:** To finalize the deal, both parties sign an official agreement where all of the requirements and terms and conditions are mentioned.

Apart from the steps mentioned above, Arraivo informs their clients about significant news, offer etc. to create awareness by mailing a newsletter. Sometimes, they generate sale from that.

Chapter 3

Service Development of Arraivo

Arraivo considers development as a continuous process. They continuously bring new innovations and redesign the service according to customers' needs, wants and desires. A few service development initiatives of Arraivo are mentioned below:

- **Choosing target market:** Arraivo has various types of service and target market varies according to service type. This is demonstrated in the table below:

Service Type	Target Market
Hourly Service	Economic customer who rents vehicle for special programs like marriage ceremony.
Day wise service	22-50 years old comfort loving people. Like, professionals who need to visit their hometown once or twice in a month.
Monthly service	Employees who need office transportation.

Table 1: Target market of Arraivo.

Whenever, Arraivo takes any marketing initiative, they customize it according to target market.

- **Selecting USP:** For any kind of business, USP plays a vital role in sales performance as customers judge a company based on that. Arraivo has added a few attractive USPs. They are mentioned below:
 - a. Arraivo has designed a safer service from COVID-19 suggested by health specialists for its monthly service. During this time of pandemic, it is giving Arraivo a competitive advantage.
 - b. Arraivo ensures skilled and experienced Driver. It does not enlist a driver who doesn't have minimum 5 years of experience.
 - c. It has introduced rating system on the service. Customer gets an SMS after completion of any trip to rate the driver and the vehicle. By this, Arraivo can detect underperforming drivers and vehicles. Afterwards, Arraivo can take measures to improve their service quality.
 - d. Arraivo has live vehicle tracking technology. Based on client's requirements, Arraivo can give the opportunity to check the mileage of the vehicle in a smartphone to ensure financial transparency. In addition, customers may get overspeed alert too.
- **Website making:** Having a website always adds credibility of a company. However, it helps to generate leads by search engine optimization. Arraivo has already bought a domain for their website and the website is currently under construction. A glimpse of the website's prototype is mentioned below.

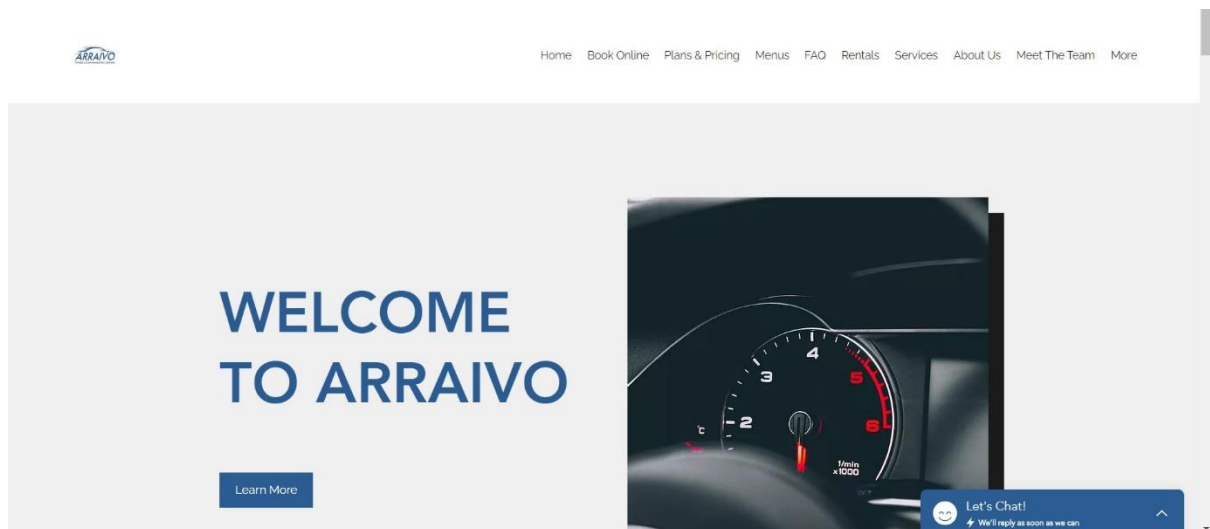


Figure 8: Prototype of Arraivo's official website

- **Building an app:** App is very handy for a user to book a service. In addition, it helps a lot in digital marketing. App can very easily send a push notification to a user and advertise a service. Arraivo is working on making an app for its service. Some features of the app have already finalized. They are mentioned below:
 - Online payment system (Bkash, Nogod, Rocket, Visa, Mastercard, Amex) along with cash payment system.
 - Map integration and real-time navigation.
 - “Request a call back” option to book a service by a customer service agent.
 - Trip confirmation and money receipt through mail/SMS

Arraivo always look for places of improvement of their service. They bring necessary changes and innovations to stay up to date with the modern trend.

Chapter 4

Recommendation and Conclusion

4.1 Recommendation

Arraivo is currently focusing on growth. To ensure organizational growth and success, I personally think the following initiatives should be taken:

- Price always plays an important role in purchase decision. Currently, there are a lot of competitors of Arraivo. We see small rent-a-car offices in almost every busy areas of Dhaka city. However, public transport and ride sharing apps are also giving substitute services. Although Arraivo is ensuring a high service quality, it should reduce the price of their services so that consumers take the service at least once and get the experience of their superior quality. Thus, they will be able to create a strong customer base.
- Having an app makes sales easier. Now-a-days, mobile phone takes away a big portion of our daily life. So, it is very easy to advertise a service effectively through an app. For example, if a person wakes up in the morning and see a push notification from Arraivo app, it will remind the person about Arraivo. By this, Arraivo can stay in consumer's mind. Hence, whenever the person will need vehicle rental service, the name of Arraivo will come to his mind. However, app is very handy to use. If someone can book a trip within a tap of a button, they may not think of going out for traditional rent-a-car. So, Arraivo should launch an app as soon as possible.
- A website can create credibility and trust. Whenever a consumer can check detailed information of a company in a website, that gives a feel of trust to the consumer. Besides, companies can easily go for digital marketing like, Search Engine

Optimization (SEO), Pay-per-click (PPC) advertisement, Email marketing etc. by a website. Therefore, Arraivo should launch a website soon.

- Sales department of any company is considered to be the revenue generating department. If this department is made strong and skilled, it becomes very easy for a company to grow. Arraivo should train sales people to improve their convincing and selling skill. They may offer skill development course to their sales people.
- Any good promotional campaign is a blessing for a company as it helps a brand to flourish. Arraivo should increase promotional campaigns. To illustrate, they might set objectives of a campaign and design it accordingly to achieve the objective.
- In addition, Arraivo might commence guerrilla marketing. For instance, they might make passenger camps which look like a vehicle and there will be the logo of Arraivo in it. Whenever people will come across this passenger camp, they will see the advertisement of Arraivo. This is how they can promote their brand.

4.2 Conclusion

My journey at Arraivo was full of learning. Throughout my internship, I learnt a lot about sales, digital marketing, product development etc. Their amazing work environment enabled me to ask and experience any organizational matter. They have proper system of operation. Every employee has their own job responsibilities and supervisor. Vehicle rental service is not new in our country but Arraivo's quality and system of service are unique and innovative. It's innovative marketing and sales activities are bringing new clients everyday and eventually the company is growing day by day.

References

- [1] History of car rental: What has changed? (2015, July 3). Retrieved from <https://www.arnoldclarkrental.com/latest-news/275-history-of-car-rental-what-has-changed>
- [2] Arraivo. (2020, June 27). ARRAIVO: Timely, Conveniently, Safely. Retrieved September 22, 2020, from <https://www.facebook.com/watch/?v=267822640976606>
- [3] Arraivo. (2020, July 27). Retrieved September 22, 2020, from <https://www.facebook.com/Arraivo/photos/a.113213713757943/143053730773941>
- [4] Arraivo. (n.d.). Retrieved September 22, 2020, from <https://www.facebook.com/Arraivo>
- [5] Arraivo. (2020, June 30). Retrieved September 22, 2020, from <https://www.facebook.com/Arraivo/photos/a.113213713757943/129742462105068/>
- [6] Mamun, S. (2020, July 30). Dhaka bracing for homebound rush for Eid amid pandemic. Retrieved September 22, 2020, from <https://www.dhakatribune.com/bangladesh/dhaka/2020/07/30/dhaka-bracing-for-homebound-rush-for-eid-amid-pandemic>
- [7] Arraivo. (2020, July 17). Retrieved September 22, 2020, from <https://www.facebook.com/watch/?v=586260072078927>