

Report on

“Effectiveness of procurement of Ajkerdeal.com”

By-

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Id- 14204049

Course Code- BUS 400

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

BRAC Business School

BRAC University

8th September, 2019

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DECLARATION

It is hereby declared that

1. The internship report submitted is my own original work while completing my undergraduate 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.

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LETTER OF TRANSMITTAL

8th September, 2019

Md. Hasan Maksud Chowdhury

Assistant professor

BRAC Business School (BBS)

BRAC University

66, Mohakhali, Dhaka-1212

Subject: Submission of Internship Report.

Dear Sir,

It is my immense pleasure to submit my internship report titled “Effectiveness of procurement of AjkerDeal.com” which has done as a part of the requirement of the course BUS-400.

I tried to make the report fully informative and knowledgeable with relevant issues related with the study. This report tried to follow the structure as it was suggested. I honestly believe that this report helped me to gain much more knowledge about the online market and its Supply Chain process.

I, therefore, will be highly pleased if you accept my report and oblige thereby.

Sincerely yours,

.....

Masroor Masud Niloy

ID No- 14204049

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between [Name of the company] and the undersigned student at BRAC University.

ACKNOWLEDGEMENT

I, Masroor Masud Niloy, would like to express my heartiest gratefulness to every one of those people who encouraged me to complete my internship report and provided support regarding the topic, 'Effectiveness of procurement of Ajkerdeal.com'.

To begin with, I am appreciative to almighty for making this internship report possible. Secondly, I want to offer my thanks to my academic supervisor Md. Hasan Maksud Chowdhury, Assistant professor, BRAC Business School, for helping me with direction and advice to finish my report.

Furthermore, I want to thank my authoritative supervisors Mr. Syed Shourav Kabir and Shidharrtha Mridha, head of operations and fulfillment, Ajkerdeal.com, for giving me all the essential data. Besides, I am additionally grateful to every one of the colleagues who supported and encouraged me all through the span of my job period consistently.

Lastly, I feel fortunate for getting the support, supervision and guidance of my teachers, colleagues and friends who have helped me through my internship period

EXECUTIVE SUMMARY

The report titled “Effectiveness of procurement of Ajkerdeal.com” is the result of my continuous practice and experience of my three months internship. The main objective behind this report is to analyze the whole procurement and fulfillment process of the company. This report focuses about the sellers response and customer satisfaction level in Ajkerdeal.

This report includes about all the facilities that Ajkerdeal is offering to their customer through its online market. Thus, the data used in this report is very important in regard to find out the key facts in fulfilling the research objectives. Some suggestions were also provided which may help the company to perform better in the future.

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1. Introduction of the report

The doorbell rang twice, Shaheen opens the gate and sees a guy with a package on his hand, the package is wrapped around with a money receipt and Shaheen pays the guy and receives the package.

The above scenario is a very common one these days. Lately, online shopping has become quite normal. The advancement in technology and fast internet has made online shopping very easy. From ordering food to clothes and ordering diapers and pet food everything is found in online. Online shopping has made our life easier, and has enabled us to stay at home and not to worry about going out and buy the necessary goods. Online shopping is a new concept since the e-commerce protocol by the government of Bangladesh, it has become so much easier and is now very popular in Bangladesh. Like Shaheen, an increasing number of professionals are doing their shopping online to get break from the inconvenience of sitting through a traffic jam to get to a physical store.

An article published on Daily Star in 2018 shows that, buyers place more than 30,000 orders daily and 65% of which are from Dhaka and its surroundings areas, Chittagong and Sylhet. Now the online market generates about tk 700 crore annually where it was just tk200 crore 4 years back (Parvez,2018).

Even though, it is a new emerging market, there are few aspects which has been a problem for the market, dishonest sellers are providing wrong or poor-quality products, these issues need to be addressed soon.

1.1: Origin of the report

This report is originated from the internship which I have done in AjkerDeal.com for three months (27-4-19 to 27-7-19). In addition, this report is covering an in-depth study on a particular area I have tried to cover as per my experiences I gathered during that three-month period. This internship report is required for the completion of the BBA program under BRAC University.

1.2: Objective of the report

The report focuses on the various activities AjkerDeal performs also includes the procurement process of the company.

- General purpose of Ajkerdeal
- The process of ordering
- The functions of Fulfillment department
- Identify the gap between Seller and the company
- Order fulfillment rate of the seller
- Customer overview

1.3: Methodology

The methodology used in this report is from various sources. Mostly, I have underlined the importance of practical observation along with some primary and secondary data which will make the report more valid and useful.

Sources of data collection-

To write this report I have made my analysis and collected information from these sources-

1.3.1: Primary sources

- Observation from my co-workers
- Instructions from my in-charge
- Co-workers experience from a similar situation
- Experience from own work
- Online survey

1.3.2: Secondary sources

- Website of AjkerDeal.com
- Various online reports

- E-cab website
- Various online articles

1.4: Scope of the study

This report will provide us the procurement process and the fulfilment process of AjkerDeal. The survey will show us the usage of different e-commerce group usage and show us the market leaders of this industry. The questionnaire is answered by 50 individuals who are familiar with online shopping and the current trends.

2. Literature review

Proper procurement process increases the value of an organization. In modern times like every other thing the concept of procurement has also changed. The age-old idea of a back-office function has changed into a strategic cornerstone of a business. Strong procurement organization, functions like a central nervous system of an organization. According to Harvard Business Review strong procurement process can save up a lot for a company and can help negotiate with the sellers and reduce time and cost. Many companies around the globe are trying to implement latest procurement software which will help the B2B market to communicate better. But in our country the process is just building, with time seller and the company will make effective use of this process. AjkerDeal is also trying to keep up with the modern procurement process, with mobile apps enables the sellers to see the orders, and they can confirm orders by a click.

3. Company Overview

3.1: Company Profile

AjkerDeal.com is one of the largest online shopping platforms in Bangladesh. It was established in September 2011. It is a B2C marketplace and quickly gained trust for both sellers and customers. AjkerDeal is the oldest shopping site in our country. It is considered as the people's marketplace. That is why, they have both high-priced and low-priced branded products to support every type of customers. AjkerDeal has a huge collection of products from a number of versatile categories. They have a collection of more than 200000 products of numerous categories. From pen to printer from toy cars to sedan car everything is found in here. AjkerDeal has about 5000 active sellers from all across the country to sell their products to our valuable customers via our website or through our mobile app. Each day around 1000 new products are added to Ajkerdeal's collection.

AjkerDeal is a medium for sellers and buyers where seller's get the opportunity to display their products and the buyers get the luxury to buy everything at once. At AjkerDeal, there are currently eleven broad categories of products are available. These are-

1. Men's shopping
2. Women's fashion
3. Watches and clock
4. Cosmetics
5. Jewellery
6. Gadgets
7. Household
8. Computer accessories
9. Kitchen and Dining
10. Grocery and food items
11. Baby kids and toys

These categories have many sub-categories, and there are also some separate categories which contains more valuable things such as automobile, bikes etc.

AjkerDeal has specially categorized their products on the basis of men's and women's shopping needs and desire that's why they have created an interface where customers can easily look for their desirable products. The women section is filled with Salwar Kamiz, sharee, kurti, palazzo, leggings, western outfit such as skirt, t-shirt, jeans, tops etc. for religious minded people they have burkha and abaya. Men also have their own category such as shirts, polo t-shirt, jeans, twill, gabardine, sleeping outfit. To complement one's outfit AjkerDeal has necessary accessories and jewelleryes, shoes-sandals, wrist watch, perfume, wallet and handbags in their site. On top of that one can experience the slightest of care Ajkerdeal offers for their babies and kids. AjkerDeal has lots of baby products, products for their skin and the most obvious baby diapers and many more. There are also a huge range of baby toys for the baby's play time and for their learning, AjkerDeal offers exclusive learning kits and books for kids.

AjkerDeal also offers countless of household appliances from electronic products to furniture everything can be found under one roof. AjkerDeal has successfully distinguished its expertise in kitchen accessories and tools. Customers can enrich their kitchen and dining with various items such as microwave, roti maker, pressure cooker, frying pan, barbaq grill machine, sandwich maker and many more. In addition, on their groceries section they offer dry foods, drinks and sweet items. AjkerDeal is the most reputed online seller of sweetmeats in Bangladesh.

To purchase product from AjkerDeal, one needs to select the product image and it redirects to the product details, from there one wishes to click on the order now option to confirm the order. One can order directly from the website or from the mobile app. Mobile app has a few additional features, also it offers daily bonus for log in. There is order tracking options where people can track their order with their booking code or POD number. AjkerDeal has one of the biggest customer service department in the country. It remains open from 8am in the morning till 12am at night and is open seven days a week, to support the customers whenever needed.

স্মার্ট টুলস ব্যবহার করে কাজ সারুন সহজে!



শান্তিবার বউনি

৩০% ছাড়	৪০% ছাড়	৫০% ছাড়	৬০% ছাড়	৭০% ছাড়
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ডেপু সুবক্ষা



মসৃণি | নিতিন কাপড় | নিতিন বালু | কীট পো | বিপদেট

THE BIG WATCH FEST

UPTO 50% OFF WATCH	UPTO 50% OFF SMART WATCH	BUY 1 GET 1 FREE 300-350 TAKA
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Summer T-SHIRT FEST

149 টি-শার্ট	BUY 1 GET 1 FREE	COMBO টি-শার্ট
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HOT DEAL



সকল ঠাট দিন

https://ajkerdeal.com/thirdpartyintermediate.aspx?mid=12&name=...

Figure 1: Homepage of Ajkerdeal.com

AjkerDeal always has some kind of offer for their customers on different products at their website or app. Buy 1 get 1, special discounts on specific items are always available.



Figure 2: Ajkerdeal Mobile App

AjkeDeal has their own mobile app for their customers and another one for their sellers. The app provides additional benefits to its users. Daily login provides daily bonus of 5 points, when the point reaches to 1000 it converts into taka, and people can purchase products from it. Also, there

are other facilities such as khelun jitun, where one can win exclusive discount offers from the app just by spinning the wheel.

3.2: Parent Organization- Bdjobs.com

AjkerDeal.com is a sister concern of bdjobs.com. This complete e-commerce website in Bangladesh has been established in September, 2011 by A K M Fahim Mashroor, the founder and CEO of bdjobs.com & beshto.com and is considered as the pioneer of the IT industry in Bangladesh.

3.3: Company Management:

AjkerDeal.com is run by its Founder and CEO A K M Fahim Mashroor. He takes every organizational decision therefore, there is no board of directors involved in this company. AjkerDeal.com has around 80 employees and there are several departments. Here are the list of the departments and the names of the in charge of the department.

Fahim Mashroor

Chairman & CEO

Syed Shourav kabir

Team Leader, Business Development/ Fulfillment operational

Saiful Alam Jewel

Team Leader, Creative Design

Maghla Sharmin

Team Leader, HR and Admin

Shidharrtha Mridha

Team Leader, Customer Service/Fulfillment Customer care

Rony Mondal

Chief Technology Officer

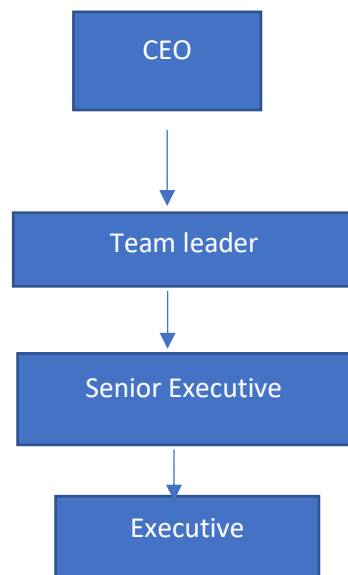
Rafiqul Islam

Team Leader, Accounts and Finance

Moshiur Rahman

Team Leader, Content Development and SEO

Under these team leaders there are executives who are following their orders and works to achieve organizational goals.



3.4: Outline of Fulfillment Department

Fulfillment Department of AjkerDeal is one of the biggest department of the company. This department is handled by two team leaders. Mr. Shidharrtha Mridha, who is in charge of the inbound section, where his team looks after the delivery updates and confirmations and Mr. Syed Shourav Kabir who looks after the operational processes.

The works are performed in the fulfillment departments are-

- Confirming sellers about the order
- Assigning collectors to collect the order
- Assigning courier to collect the order from seller
- Updating POD numbers after receiving the product
- Inventory Update
- Stock update
- Cancel order if the product is out of stock
- Request to down merchant if the merchant doesn't accept order
- Answering customer's delivery enquiry
- Ensuring delivery

These are the major tasks are done in the Fulfillment department.

4. Effectiveness of Procurement of Ajkerdeal.com

4.1 Identify the gap between Seller and the company

4.1.1: Technical gap:

Throughout my internship period I had observed, the market demand changes with time. In regular days, AjkerDeal receives around 500 orders per day. After receiving an order, the collectors go on to collect the products from the next day. Around 60% of the orders are collected on the day after the order and the rest are collected the following day. AjkerDeal has a different seller app for the sellers, from which the sellers get a notification whenever an order is placed. They reply to that order to confirm it. If the collector does not reach to them after 48 hours, they insert a comment via the app to the pickup team, and the pickup team contacts the collector to pick up the product. However, in a lot of occasion it is seen that sellers do not have sufficient product. And hence they cannot fulfill the demand but the most concerning factor is many sellers do not check the app on a regular basis or sometimes they don't have access to internet to check the app and their orders at times they don't even know they have orders and as a result that order gets cancelled. Therefore, the pickup section needs to inform them manually and at times the sellers aren't available, hence the order gets cancelled. Moreover, many sellers forget to update the product catalog, suppose they brought a new product and that product is uploaded at ajkerdeal's website but after 7-8 months they stopped producing the same product whereas, those products are still showed in ajkerdeal's website. Upon these cases the seller needs to be more active and keep the company updated about their products and product availability.

4.1.2: Delayed payment:

One of the major gaps between the seller and the company is the issue of payment. The seller's main objective is to make money. AjkerDeal has a policy to pay the sellers twice a month but there are a few complications in this matter. AjkerDeal has two kinds of payment methods. i) Cash on delivery ii) Advance payment. Advance payments are cleared before the process of the

delivery. But the cash on delivery requires the courier to collect the money at the time of the delivery. One key difficulty is AjkerDeal does not have their own delivery service, they need to rely on a third-party delivery services such as Paperfly, e-Desh, E-courier and Shundorbon Courier. These couriers often take time to clear out the payment with ajkerdeal and as a result the sellers payment get stuck in the process, this delayed payment often annoys the sellers and they become reluctant to sell more expensive products to Ajkerdeal.com which has higher value.

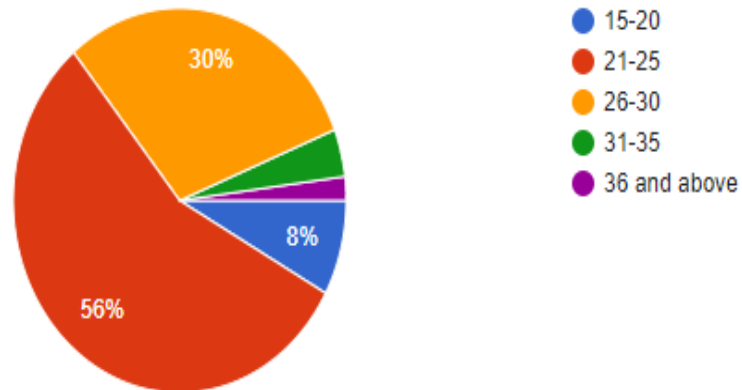
4.2: Order fulfillment rate of the sellers:

Season plays a vital role in shopping industry, during Eid the demand is usually higher than usual. During my three months period with the company, I observed Eid ul Fitr and I left just before the Eid ul Adha, so I witnessed the market change and order patterns over there. In Eid season Ajkerdeal gets about 1500 orders per day compare to 500 in regular time. The demand is 3 times higher than the regular time. The sellers need to be prepared for this since most of the sellers have their own physical stores and they sell products from there. After that, they need to meet the orders from Ajkerdeal. One seller can be a part of a lot of other online markets. During this Eid from all the orders, around 64% were successfully delivered, as I have mentioned sellers also sell products from their physical outlets as a result most of their goods get sold out in a flash. In addition, the sellers often do not checkup the app for their orders. On top of that, in the festival period the sellers also want to have the cash on hand rather than waiting for it for a few days, so the sellers often look for selling it directly to the customers rather than through online shops. So, the order fulfillment rate slows down and a lot of order gets cancelled on the process.

4.3: Interpretation and analysis of customer survey

Age

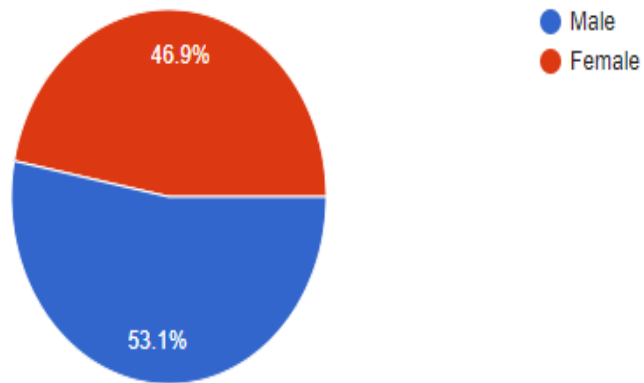
50 responses



1. For the survey, I have taken a sample population of 50 and majority belongs to the age group of 21-25 and after that 26 to 30 and the least number is from the age group of 36 and above, the concept of online shopping is relatively new, therefore the people from age of 20-30 are mostly into online shopping.

Gender

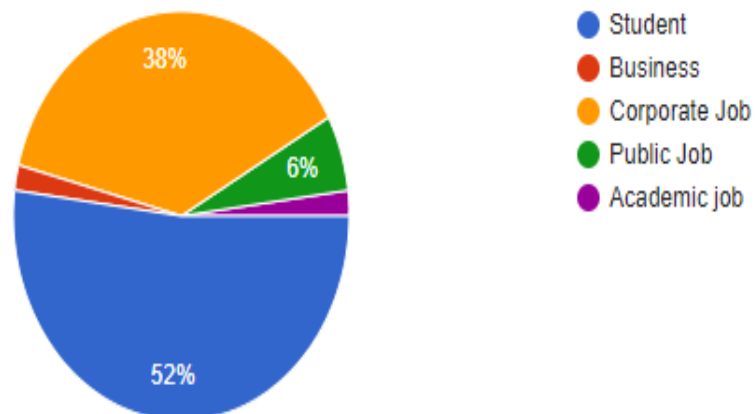
49 responses



- For this research, I tried to maintain an equal response out of the 49 response 26 of them were male, and 23 of them were female.

Occupation

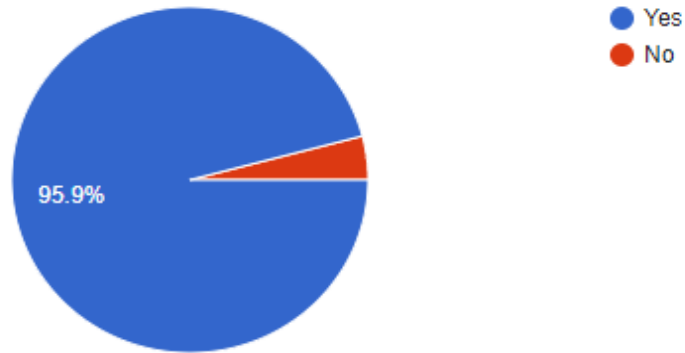
50 responses



- Out of 50 respondents 52% are still student 38% are doing corporate jobs and 6% were in public job.

Have you ever purchased anything online?

49 responses

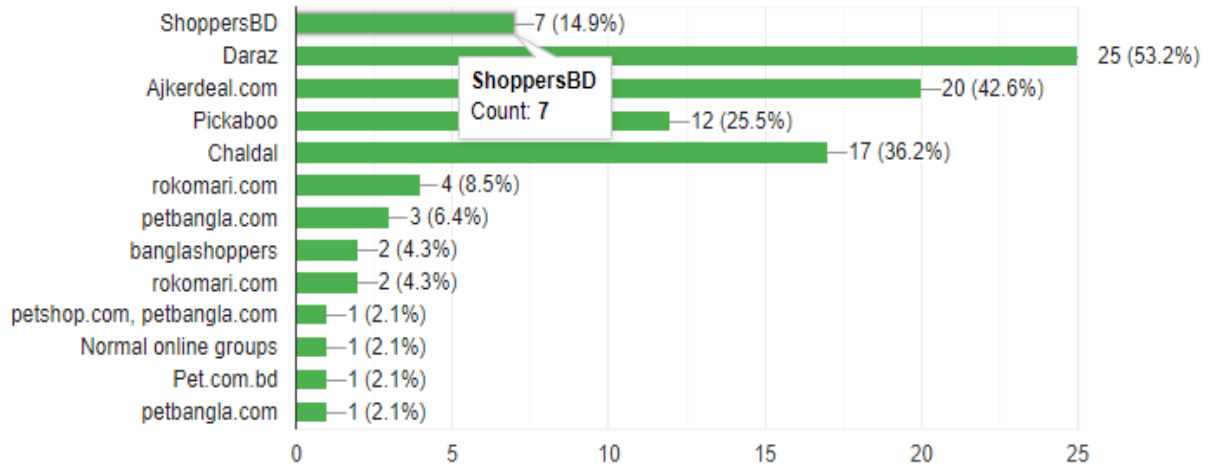


- Out of 49 respondents only 4.1% never bought anything from online, basically it was a sample number of 2 people. So, it is fair to say, most of the respondents have purchased something online at one point.

Which online market do you visit the most?



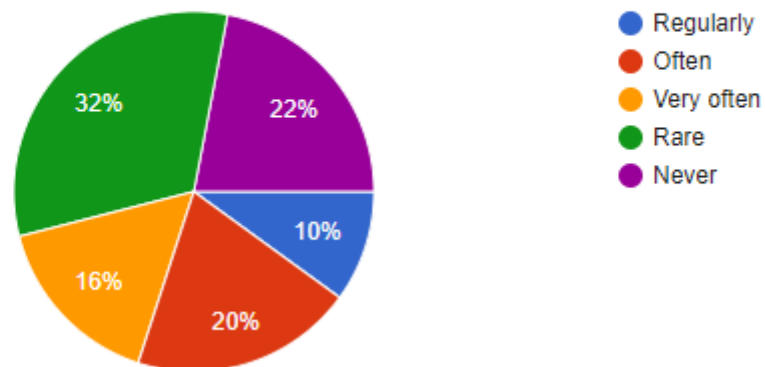
47 responses



5. This is an interesting result, from the survey, out of 47 respondent most of them has been in daraz, where Ajkerdeal is just holding on to the second position, Chaldal Pickaboo is also up there.

How often do you visit Ajkerdeal.com?

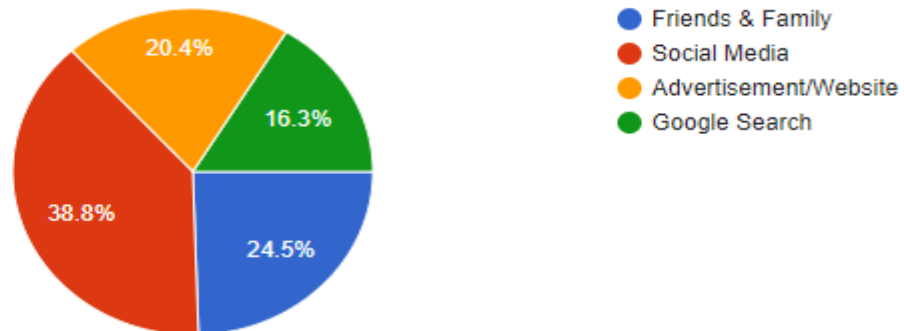
50 responses



6. Out of 50 sample, 22% have never been to Ajkerdeal.com where 32% rarely go to the site, 20% often go to site and only 10% regularly visit ajkerdeal’s website or app.

How did you first come to know about Ajkerdeal.com?

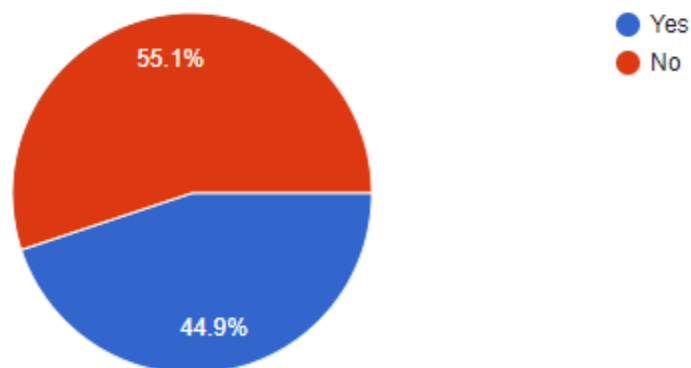
49 responses



7. Most of the people came to know about ajkerdeal from social media and 24.5% heard about it from friends and family. Online advertising has also put on some impact, around 20.4% came to know about it from advertisement.

Have you ever purchased anything from Ajkerdeal.com?

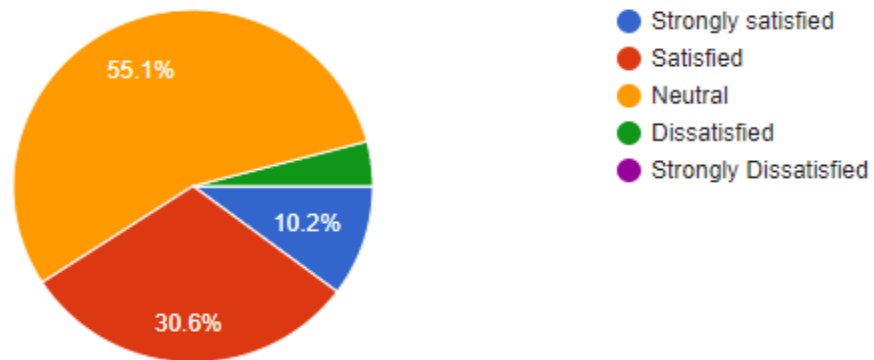
49 responses



8. From our question no. 6 we have understood a lot of people never visited ajkerdeal, therefore, a huge number has never purchased anything at all. Only 44.9% has ever purchased anything from ajkerdeal.com.

Are you satisfied with Ajkerdeal's product selection?

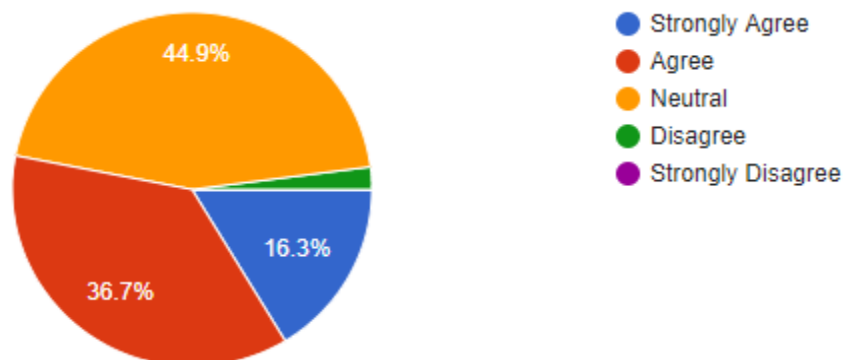
49 responses



9. From the survey it is seen that those who have ever accessed to ajkerdeal's site are satisfied with the product selection.

Do you find the pricing reasonable?

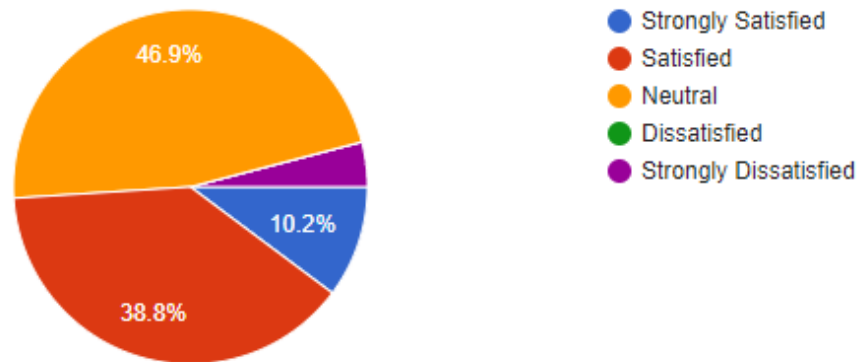
49 responses



10. Generally, AjkerDeal charges very low price, and it has reflected in the survey, those who have used Ajkerdeal thinks the pricing is fairly justified.

Are you satisfied with the delivery process used by Ajkerdeal.com?

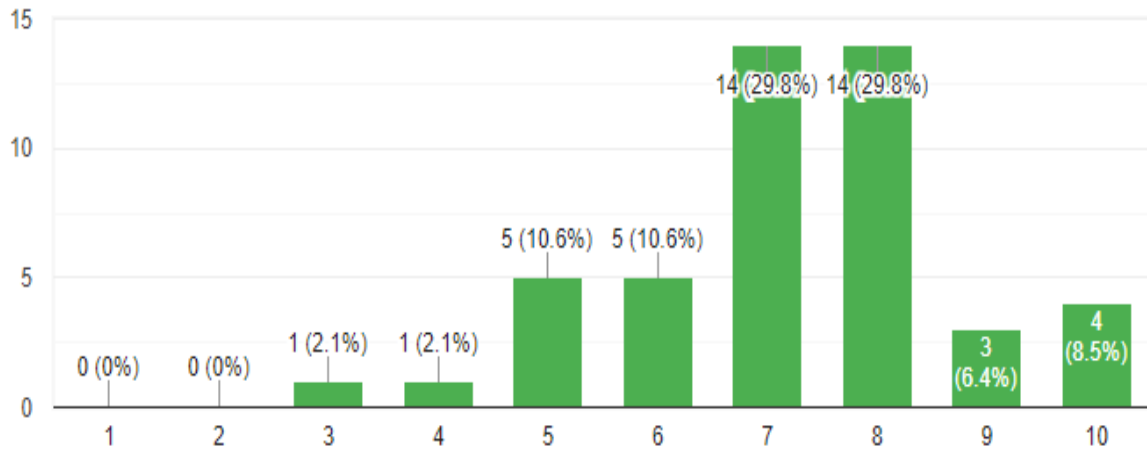
49 responses



11. Ajkerdeal has one of the finest delivery system, our data shows around 94% of the products has been delivered accurately. And customers are very satisfied with the process.

Rate Ajkerdeal's overall service

47 responses



12. Based on the situation, respondents have rated ajkerdeal highly, getting higher mark in 4 occasions and on an average got 8 out of 10.

5. Findings

From the survey it is seen Ajkerdeal has a vast market space and is very much known to everyone. Those who does online shopping they have trust in Ajkerdeal's products and services. One of the key areas of the company is serving the low-end customers, therefore, the price needs to be lower as well. And from the survey we can see that customers or viewers agree to this point. Ajkerdeal delivers product through its assigned couriers. Inside Dhaka city, it delivers within 7days and outside of Dhaka they take 10 days to deliver. Most of the time they deliver products within this time and the delivery success rate is 94% which is great, and customer is more than satisfied with it. Lastly, majority has rated Ajkerdeal's service highly. On an average 7and 8.

From the findings we see, customers have a positive view about Ajkerdeal and as the competition is hard Ajkerdeal needs to grab a larger portion of market share to reach to the top.

6. Recommendation

Here are a few recommendations that might help Ajkerdeal to perform better in the near future.

1. Acquire better sellers, who has better understanding of online market and also updated about technology and internet. So, they will always inform and update about their products and similarly, they need to do more market research before acquiring a seller.
2. For the betterment of the company Ajkerdeal needs to get rid of the sellers who continuously refuses to take orders or don't follow the seller app, their products need to be removed from the website in a quick notice.
3. Fasten Ajkerdeal's payment method, sellers get frustrated because of the late payment so Ajkerdeal needs to come up with a faster approach, needs to acquire courier who will do the payments in time.
4. Ajkerdeal could come up with their own courier service which will help them from collecting orders to delivering it to its customer, and by doing so it will shorten delivery time and ensure faster payment to the sellers.
5. Promotional campaign: Since, ajkerdeal is one of the oldest online shops in our country it should have more market share and popularity, but due of lack of promotional campaigns Ajkerdeal is still not heard by many. They can run campaign in universities and schools. Because from my research I have found out that age group of 15 to 25 is more interested in online shopping, so there is an opportunity to exploit a huge marketplace if they get to know about the company.
6. To keep the customers satisfied, the company can hand out facilities to their regular customers. This will encourage existing customers to buy more, and will attract new customers.
7. Online marketing: Ajkerdeal should come up with more online marketing. Youtube ad and facebook video ad will be effective in this regard.
8. Ajkerdeal needs to work on their website design, it could be more stylish and more descriptive about its products.

These were my recommendation, if the above recommendations are followed the company can gain more market share.

7. Conclusion

Bangladesh has entered into the era of modern technology and fast internet and for that online market is very important. The more days goes by more online market will emerge. Existing companies will try to do their best to improve their quality and sustain in the business. Ajkerdeal is already doing fantastic in this sector but to sustain in this market Ajkerdeal needs to resolve their existing problems and improve the quality of the overall service. The gap between the sellers and the company needs to be reduced. Company needs to find solution to this problem, company needs to do more research on their sellers to find out who will bring benefits to the company Secondly, company needs to adopt a faster payment method to keep all the parties satisfied. to succeed in this market Ajkerdeal needs to keep their customers happy, giving them extra benefits will encourage them to buy more from the company. lastly, Ajkerdeal needs to work more on their promotion and advertisement. The more you reach out to the people the more people will know about it.

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9. Appendix

9.1 Questionnaire

1. Age
15-20/ 21-25/ 26-30/ 31-35/ 35 and above
2. Gender
Male/Female/Other
3. Occupation
Student/ Business/ Corporate job/ Public job
4. Have you ever purchased anything online?
Yes/ No
5. Which online market do you visit the most?
Daraz/ Ajkerdeal/ Pickaboo/ Chaldal/ ShoppersBd/ Other
6. How often do you visit Ajkerdeal.com?
Regularly/ Often/ Very often/ Rare/ Never
7. How did you First come to know about Ajkerdeal.com?
Friends and family/ Social media/ Advertisement/ Google search
8. Have you ever purchased anything from Ajkerdeal?
Yes/ No
9. Are you satisfied with Ajkerdeal's product selection?
Strongly satisfied/ Satisfied/ Neutral/ Dissatisfied/ Strongly Dissatisfied
10. Do you find the pricing reasonable?
Strongly Agree/ Agree/ Neutral/ Disagree/ Strongly Disagree
11. Are you satisfied with the delivery process used by Ajkerdeal?
Strongly Agree/ Agree/ Neutral/ Disagree/ Strongly Disagree
12. Rate Ajkerdeal's overall service
1/ 2/ 3/ 4/ 5/ 6/ 7/ 8/ 9/ 10

