

Report on

**How E-Commerce Companies Empower the Small Entrepreneurs Through  
B2B Platform: A Case Study of ShopUp**

By

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16304032

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

June 7, 2021

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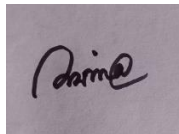
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## Declaration

It is hereby declared that

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

**Students Full Name & Signature :**



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**Mehnuma Islam Pretty 16304032**

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



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**Ummul Wara Adrita**

Lecturer, BRAC Business School

BRAC University

# Letter of Transmittal

**Ummul Wara Adrita**

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

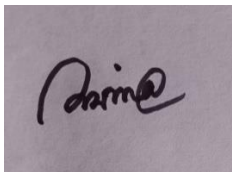
Subject: Submission of Internship Report

Dear Madam,

This is to inform you that I am submitting my Internship Report on ShopUp as a part of our course work for Internship (BUS400) under you. The report enabled us to understand the compensational function better from a practical point of view. I was also able to apply my earned knowledge while analyzing the company's strategy. I am grateful for your full cooperation throughout the course period and feel privileged to have received important insights from you.

Any part of this report will not be copied or reproduced without your permission. We will be happy to provide any clarification if you deem it necessary.

Sincerely yours,



---

**Mehnuma Islam Pretty**

16304032

BRAC Business School

BRAC University

June 7, 2021

## Non Disclosure Agreement

With reference to my request letter dated 1 January, 2021 ShopUp has organized an internship program for me. they took me as an intern for 3 months which started on 10 January, 2021. the agreement between me, a student of BRAC University and ShopUp are given below:

1. I must abide by the rules, norms and policies of ShopUp.
2. After completion of my internship, I shall not have any legal rights and privilege to claim any employment in ShopUp.
3. I shall not have any right to divulge any information to any person's or institution or company etc. which may come to his knowledge pertaining to my assignment activities and achievement of words in my organization.
4. In the event of violation of any rules norms and Conquer conduct the management shall have the right to stop my internship with immediate effect.
5. I am advised to work very carefully maintaining all precautions. In case of any accident company will not be liable.
6. I shall have to report to **Sumaiya Yesmin** (Sr. Executive) during internship period.



---

**Sumaiya Yesmin**

Sr. Executive, ShopUp

Shop Front LTD.

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**Mehnuma Islam Pretty**

16304032

BRAC University

## **Executive Summary:**

ShopUp is a start up company which main goal is to encouraging entrepreneurs. It focuses how to develop more in the e-commerce industry. It helps many entrepreneurs who started that business in a small portion but unable to invest any money. the real motive of ShopUp is inspiring motivating all small businesses so that our country can go fast and forward and also everyone can see a country who is blessed from the curse of unemployment. It also helps students to make their money. the students can know through this app how to be a financially independent person. they can take the test of spending money which has been earned by their own. also, they are not burden to their family anymore. This initiative of ShopUp helps to grow all small businesses, inspiring all entrepreneur and respecting all of their ideas and also play a very great role to eradicate unemployment. this platform has become a major earnings source more than thousands of families during the lockdown. expecting that, it will go furthest.

# Table of Contents

Declaration.....	Error! Bookmark not defined.	
Letter of Transmittal .....	Error! Bookmark not defined.	
Non-Disclosure Agreement .....	Error! Bookmark not defined.	
Acknowledgement.....	v	
Executive Summary .....	Error! Bookmark not defined.	i
Table of Contents .....	vii	
List of Tables .....	7ii	
List of Figures .....		
ix List of Acronyms .....	Error! Bookmark not defined.	
Chapter 1 Overview of Internship.....	9	
1.1 Student Information .....	1	
1.2 Internship Information .....	1	
1.3 Internship Outcomes .....	1	
Chapter 2 Organization Part: Overview, Operations and a Strategic Audit .....	4	
2.1 Introduction.....	4	
2.2 Overview of the Company.....	6	
2.3 Management Practices.....	8	
2.4 Marketing Practices.....	9	
2.5 Financial Performance & Accounting Practices.....	12	
2.6 Operations Management and Information System Practices.....	13	2.7
Industry and Competitive Analysis.....	15	
2.8 Summary and Conclusions.....	26	
2.9 Recommendations.....	26	

<b>Chapter 3 How E-Commerce companies empower the small entrepreneurs through B2B platform .....</b>	<b>27</b>
<b>3.1 Introduction .....</b>	<b>27</b>
<b>3.2 Methodology.....</b>	<b>28</b>
<b>3.3 Findings and Analysis.....</b>	<b>29</b>
<b>3.4 Summary and Conclusions.....</b>	<b>36</b>
<b>3.5 Recommendations.....</b>	<b>36</b>
<b>References .....</b>	<b>37</b>
<b>Appendix A. ....</b>	<b>38</b>

# CHAPTER 1

## OVERVIEW OF INTERNSHIP

### 1.1 Student Information

**Name** : Mehnuma Islam Pretty  
**ID** : 16304032  
**Program and Major/Specialization:** Marketing

### 1.2 Internship Information

#### 1.2.1 Period: Three (3) Months, 10th January, 2021- 9th April, 2021

**Company Name:** ShopUp, Shop Front LTD

**Department/Division:** Reseller Life Cycle Management

**Address:** House: 112, Floor: 5th, Road: 6, Mohakhali DOHS, Dhaka-1206, Bangladesh.

#### 1.2.2 Internship Company Supervisor's Information-

**Name:** Sumaiya Yesmin

**Position:** Junior Executive- Marketing

#### 1.2.3 Job Scope –

**Job Description/Duties/Responsibilities:**

- Telesale
- Making Banners for post on community
- Reseller Problem Management



- Putting numerous data on excel sheet
- Creating various report for the organization
- Maintaining Retention Rate
- Community Management
- Scheduling Facebook Post and WhatsApp message • Solving HotChilli Tickets (Reseller Complain Tickets)
- Maintaining Clever Tap schedule through app.
- Presenting data and daily activities summary through Google Meet

## 1.3 Internship Outcomes

**1.3.1 Student's contribution to the company:** there are so many contributions of students to the company during an internship. Usually, the starting salary range is 15,000 takas to 25,000 taka per month whereas interns are offered 6000 Taka only. Which is almost one third of the starting salary. Usually interns and the regular employee are working in equal time. Besides, interns usually work as a helping hand of a permanent employee which helps to accelerate the performance of that permanent employee. Moreover, interns can also help to minimize the work pressure the employees of an organization. This is how, interns help to maximize the growth of an organization.

**1.3.2 Benefits to the student:** In this internship period student can feel the real essence of job life. They can learn many things throughout this internship also able to emerge a job experience. During this internship, a student can learn the knowledge of time sense, hardworking, goal meet up challenges and also able to cope himself or herself with different kind of people in the same organization. These qualities help an intern to be a perfect employee in the future.

**1.3.3 Problems/Difficulties (if any faced during the internship period):** this organization offers a working friendly environment. However, like all employees and interns I also face some difficulties while I was doing internship. There are one to one favoritism or biasness I have often seen in this organization. Another thing is that, interns

must to be followed the accurate time of entry while the permanent employees seldom follow that. In the time of leaving, most of the time interns stay more than the permanent employees. The hardest difficulties I have ever faced in this organization is intern are hired under a specific employee. but everyone is giving task to him or her (intern) to ease their task. If it is seen that the internal is not able to complete his or her task, then he or she is accountable to his or her supervisor not for completing all the task swiftly in a specific time period.

### **1.3.4 Recommendations (for and suggestions to the company on future internships)-**

**Recommendations for the Company:** I would like to recommend ShopUp, Shop Front LTD for internship because there is a high career growth and also having working friendly environment.

**Recommendations to the Company:** The company should exercise all the laws perfectly and also have a look on whether all the employees are benefited as per the laws or not.



**Fig: Internship Company (ShopUp)**

# CHAPTER 2

## ORGANIZATION PART: OVERVIEW, OPERATIONS AND A STRATEGIC AUDIT

### 2.1 Introduction-

#### a) Objective:

- Helping medium to short term entrepreneurs
- Providing the best quality and service for them
- Dedicated all the employees to fulfil the commitment for customers
- Updating all the maintain the best service chain for the resellers process for the betterment of the company
- Maintain the best service chain for the resellers
- Improving the brand image and position of the company

#### b) Methodology:

The information I gathered about the organization by gathering both primary and secondary data.

- **Primary Data:** Primary research data is the raw information which is gathered by whoever executes the certain research themselves based on the reason as main concern. Primary data is gathered by interviewing, doing survey etc. I gathered data about the company by asking the manager about the detail of the company.

**Secondary Data** Secondary data collection refers to the data which is already collected by someone else and stored. All the secondary data which is collected for the research from the following means-

- Published research papers
- Related articles
- Data banks

- Digital support websites
- Relevant books etc.

**c) Scope:**

I worked in Tiger Cement's Sales Administration department in my entire internship period. Basically, I learned about brand operations from my supervisor. So this report concentrates on the branding activities of Tiger Cement.

**d) Limitation:**

While making this report, I faced some difficulties. These are given below:

- ✦ Problem in gathering information due to limited access on other departments
- ✦ Unable to get confidential data
- ✦ Limited access to other departments for getting information for my report topic
- ✦ Sometimes supervisor was unlikely to help in giving data ✦ Short time span

**e) Significance:**

The significance of doing internship in corporate company like ShopUp is not describe on words only. It teaches of how a startup company raises themselves through thick and thin. It also teaches us about how take an order from our customer and deliver it within the promised time. I also learnt the formal behavior with customer and problem-solving mentality grew up from doing the internship. I also learnt the professionalism this company and how to communicate with upper management and customers. Furthermore, I also gained the knowledge of the activities of my department (Reseller Lifecycle Management) efficiently. The reason for which internship is so important are given below.:

- Networking:** Throughout an internship, one can learn how to build a network in the career. In an internship, most of the interns get the opportunity to meet professional people. If someone can build relationship with the professional people, they have a chance to get a better job by the references of that people.
- Gain Experience and increase marketability:** There is an essence of real work experience which can be emerged throughout an internship. A person can

gain knowledge how to manage what and also have acquired a time sense. Last but not the least, internship can be the first stage of corporate life

- iii) **Professionalism:** Internship can increase the soft skill which all are needed in a job life. added more it also help student again the professional behavior and then ready for any job.
- iv) **Helps to Build Resume:** A student can able to know many things throughout an internship which able to make their CV strong
- v) **Figure out what I like and don't like:** An internship helps to find out the job satisfaction of a student which helps to guide the student to find out job for future.



**FIG: IMPORTANCE OF INTERNSHIP**

## **2.2 Overview of the Company:**

### **What Does ShopUP DO?**

ShopUp is a startup company which aids all types of entrepreneurs who have come in the recent time of the business world and all kind of small businesses. these facilities is basically for the businesses which the dependency on Facebook pages. here customers can take orders through

pages and after getting the order they can purchase from ShopUp or order from this app and send it to the customer. After selling product from ShopUp, the commission sent to the customer's account in a certain time. the facilities customers are getting from this app is they do not need to invest their money to our company. without any investment they are able to make money and also get certificate from a where it is mentioned that they are successful entrepreneurs. this is how this organization is working for newly startup business or any kind of small businesses which have the dependency on product.



**Figure : Campaign of ShopUp**

The company started their journey in 2016 and from the very beginning who are working with this company and they are

Afeef Zubair Zaman and alongside him there was Ataur Rahim, Siam Ahmed and later on joined Sifat Sarwa. These people help to set up ShopUp as an e commerce industry. From 2016 ShopUp has had huge business development and its growth is still increasing day by day.

As a new start up business ShopUp is doing very good in e commerce industry and gives Facebook businessman a platform where we can maintain new business easily without any investment. in our country every business fails for the investment and it is the most crucial part for startup businesses. hair Shoppe app comes to facilitate them at its best.



Figure : Shopup Support



## 2.2.1 Mission & Vision-

### Mission

Statement for ShopUp - A Game Change for Facebook Entrepreneurs

Facilitate Startups and small Business

Empowering Entrepreneurs

Eradications of unemployment



### Vision:

Statement for ShopUp - A Game Change for Facebook Entrepreneurs

Facilitate Startups and small Business

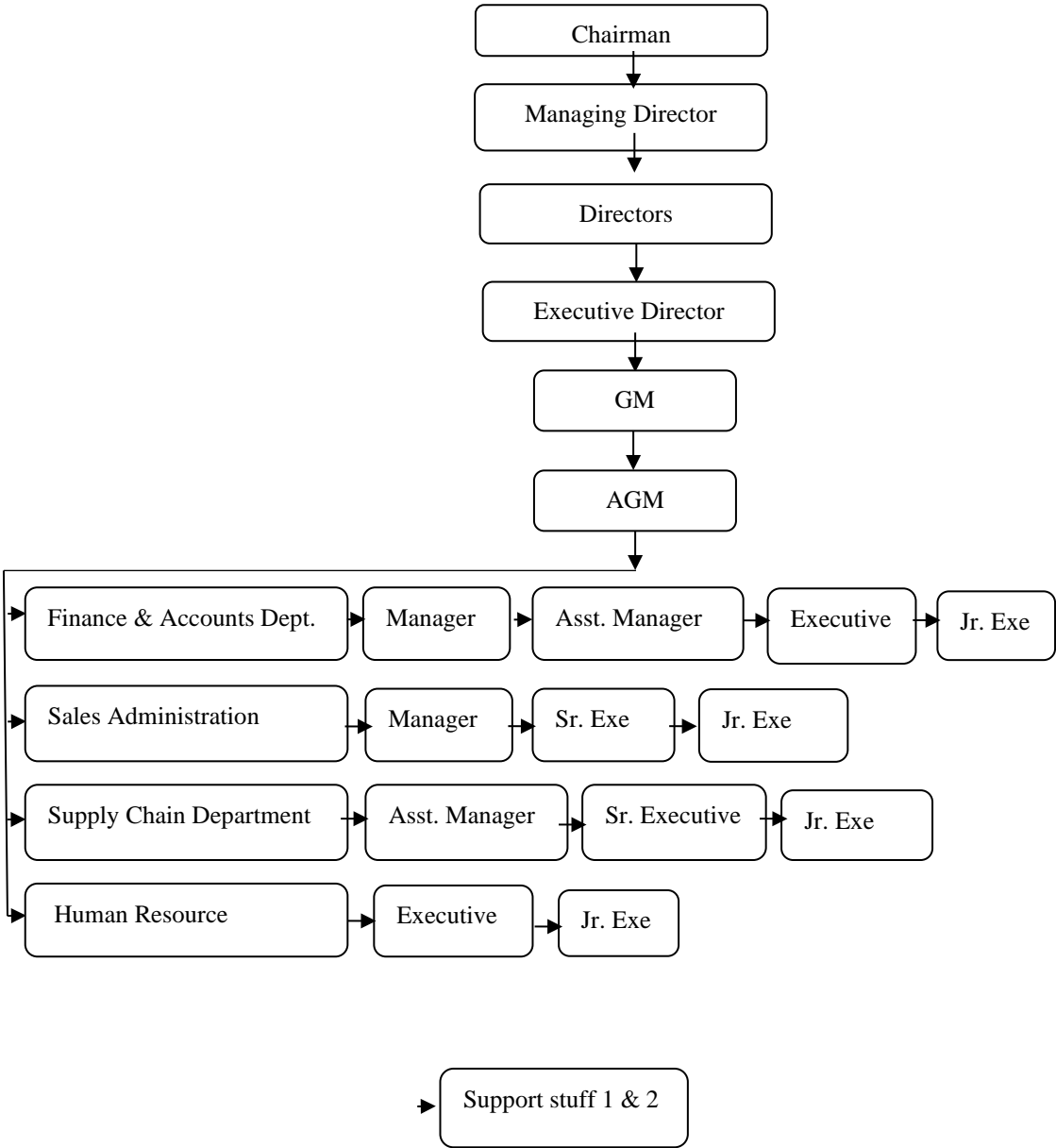
Empowering Entrepreneurs

Eradications of unemployment

**2.2.3 Organogram:**

- Manpower (HO):**
1. Finance & Accounts: 13
  2. Sales Administration: 2
  3. Supply Chain: 9
  4. HR: 3

**ShopUp  
(ORGANOGRAM)**





## **2.3 Management Practices :**

### **2.3.1 Empowering Staff:**

Based on the performance ShopUp always encourages employees to work better than before. They offer increment after 2 to 3 years to the employees based on the performance and also putting employees from their designation. ShopUp allows employee to do home officers according to the necessity of employees. Moreover, they also give vacation on government holidays and also celebrating any kind of social culture in the office. They always encourage to work under dynamic leadership. They always appreciate the new ideas. Last but not the least, ShopUp also encourage employees for their extra efforts.

### **2.3.2 Training Staff:**

ShopUp always puts an extra effort to train up fresher employees to teach the work. Throughout our training session the fresh employees are trained. Again, if any intern performs better in their internship period, they always appreciate it to make him or her permanent. The seniors always guide the juniors in a friendly way.

### **2.3.3 Introducing new technology:**

The workers of ShopUp get to use various kind of technologies including computers, mobile, internet, printer, scanner etc. Most of the employees are efficient in Google apps. Also, there is a platform call TalentX where one can take leave. It helps to show that there is a visibility of leave all late come and as per that it helps to take action easier.

### **2.3.4 Hold Meetings:**

The meetings are held through Google meet from India to Bangladesh in every day. Reseller Department report their daily activities to their manager in daily basis. Apart from this, in every month there is a town hall meeting where the performance is discussed and gifts are given to the employees and staff for their performance and also for the extra efforts.

## 2.5 Marketing Mix Strategy of ShopUp

- **Product:** In the company called ShopUp there are different types of products. Different types of startup businesses depend on this E-Commerce platform. Most of the products are shopping goods which are famous for shopping in online pages.
- **Price:** Price estimation is one of the hardest tasks for ShopUp. Based on the market fluctuations and wholesaler supplies the price is selected and also depend on resellers' opinion.
- **Place:** ShopUp provides all of its goods through online. so targeted customers are spread over the all over the Bangladesh.
- **Promotion:** Since ShopUp is an E-Commerce based company so it provides all of its information true messages notification from clever tap (which is received on smart mobile phone) and through advertising on Facebook groups and pages. many marketing tools help to do this promotion.
- **Packaging:** ShopUp basically provides service. in their service providing products getting from another source like FoodPanda. So, ShopUp do its packaging in the warehouse. After that they sent it to their assignment address. ·  
**Positioning:** Usually the company refers to its positioning to the nearest and easiest way to provide all the services to its customers. ShopUp's targeted customers are getting the facilities of making money without investment in ShopUp which is the main advantage of ShopUp for which the resellers are getting interested.
- **People :** ShopUp prioritize to its customer first. they are believing in the line “merchant first ”. here the merchants are their resellers of the retailers. so there is no hard and fast education qualification for this priority group. anyone can start reselling business through ShopUp and can make their money. If the business is small and Facebook based, then this ShopUp app is for them.

# Chapter 3

## Job Overview

### 3.1 Designation

before doing the internship, when I know about ShopUp, I wanted to have of Taste of Corporate life through these three months journey which I really did. now the question may come what does ShopUp do. before saying that I would like to appreciate my internship company for making a space for the new upcoming entrepreneurs. basically, shop up creates a platform from where resellers can purchase their product throughout the company's app. here, at first, ShopUp takes order from resellers which are their main customers. after getting order, they send a request to warehouse whether it is available or not. if available the purchase the product sometimes in a bulk amount or sometimes in a small amount. after purchasing the product, these products come to warehouse and start its sorting and packaging. after doing it goes to the address which was given by the reseller. this full process is displayed on app. ShopUp, wholesaler and resellers can see the current condition of their product. this is how the ShopUp works.

the most satisfying and interesting part of shop is they don't take any single penny from resellers for their orders. rather it takes their orders and then send it to their customers. after getting money from their customers, in every Tuesday in a week, they do their payment of the commission part to their resellers.

in case of any accident if the product come back to the word house again or the customer of the reseller don't agree to keep the product, then the product come back to warehouse and for that delivery charge is taken from the resellers. But if the fault is identified that the fault is from the company site. then the RTO is not been cut from the resellers.

it helps many entrepreneurs who started that business in a small portion but unable to invest any money. the real motive of ShopUp is inspiring motivating all small businesses so that our country can go fast and forward and also everyone can see a country who is blessed from the curse of unemployment.

it also helps students to make their money. the students can know through this app how to be a financially independent person. they can take the test of spending money which has been earned by their own. also, they are not burden to their family anymore.

this initiative of ShopUp helps to grow all small businesses, inspiring all entrepreneur and respecting all of their ideas and also play a very great role to eradicate unemployment. this platform has become a major earnings source more than thousands of families during the lockdown. expecting that, it will go furthest.



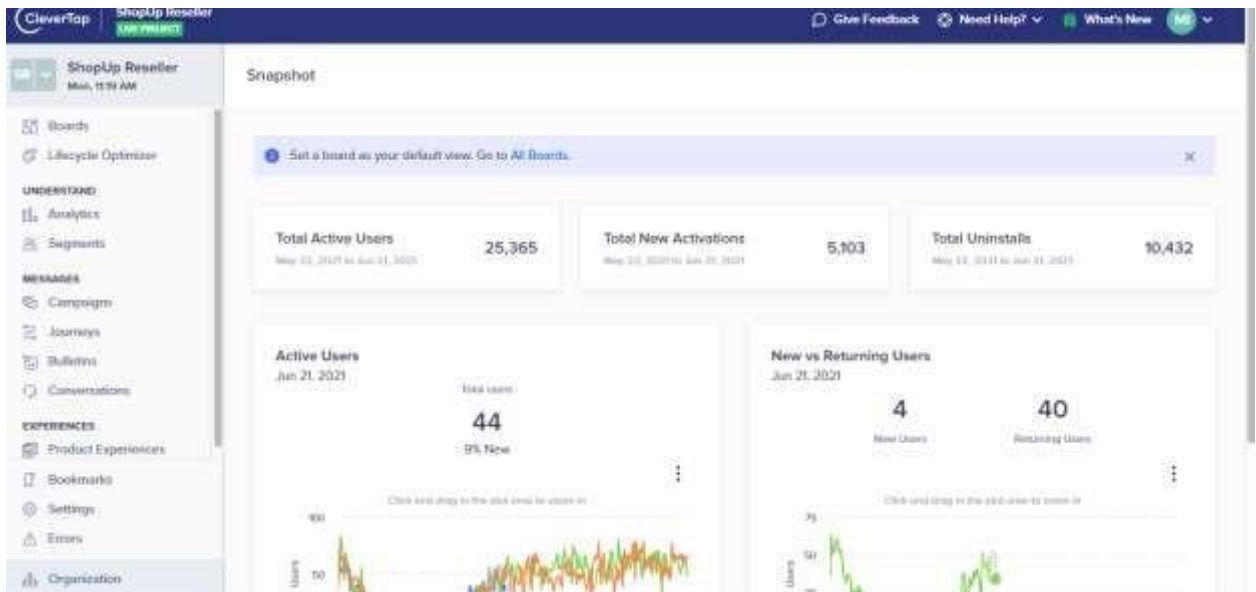
## 3.2 Core Responsibilities:

I was an intern of ShopUp which is a startup company. The name of my department was RLM which stands for reseller lifecycle management. as an intern I had to do various type of works. from all of the works I need to do some specific tasks in a daily basis. these are the task which are offered legitimately to me by my line manager and later used to be present in front of the team head. The name of my department was reseller lifecycle management team where the tasks were to prioritize all of the reseller and solving their problem. in my task I need to be updated which are the latest campaign and offers of the company. I need to inform this information to my resellers. one of the most important activity was tele sale. I need to call to my resellers and also inform them about the latest offers. moreover, I also used to call Churned resellers who are somehow disappointed by our services. to make them convince is one of the hardest tasks. sometimes some resellers used to use slang or bad words to us for us. for this our entire day went wrong for many days. but the happiest part is when we make sales report based on calling the Churned resellers, seeing them active can make our day. I also used to get clap from my seniors. however, besides these, I also used to do so many things in ShopUp. Here are some specific activities which are given below which i used to do under this team:

- Sending Notification
- Sending SMS
- Escalating Hotchilli
- Communicating through WhatsApp
- Facebook Broadcast
- Sales Report
- Telesale
- Activation of Churned Resellers
- Updating Daily Inventory List
- Organizing program
- Content Writing.

## 1. Sending Notification:

I used to send notification on a daily basis. I did it through a app called clever tap by which i can send notification to the app. Whoever installed the app of ShopUp can able to get this notification. It helps to keep the resellers updated with the surprise bonus, Daily highlights and to keep in touch with busy resellers. It helps to increase the daily sale and also resellers pay a visit on our app. It helps to have a better income. Sending notification is so much time consuming because it needs lots of requirements to fulfill it but it is one of the main weapons to increase the sale on daily basis.



## 2. Sending SMS:

ShopUp use their own panel to send SMS to their targeted resellers, asking them to join any MeetUp session or update them about their purchased offers and update of their requested product delivery. This was a very important task to do. Since the merchants get updates of their orders or requested services, they cannot keep track of their concerned services. This work was an easy task to do and less time consuming.



## 2. Escalating Hotchilli:

The Hotchilli panel is used for solving the problems of customers. There is a customer support team who input all the complaints of a customers using their order ID. Mostly customers complain about the problem of their products, deliveries, faulty products, return and so on. On average, I need to do 120 hotchilli escalation on a daily basis which takes 180 to 240 minutes in a day. This task is not so hard but it takes a huge time and also i need to be attached with KAMs (Key Account Manager) to do it. If there is any big offers like 50 to 60 percent discount then it may cross above 500+ which is so miserable for the person who does it. And this is how it becomes a huge pressure to be solved in the turnaround time.

## 3. WhatsApp Communications with Resellers :

I need to do WhatsApp broadcasting. It is like sending sms to many resellers within a minute. But it seems to them as a one-to-one communication. So, if they face any kind of problem regarding ShopUp, they used to knock me on my WhatsApp and i had to solve their problem. Some of the resellers bothered a lot to me as they only focus to get their service very smoothly. Some of the resellers were so humble and start gossiping in the

app which was a great pleasure to me but i did not have enough time to chat with them. The annoying part is some of them used to call at any time even in late night also which makes stress to us.

#### **4. Facebook Broadcast:**

I also do Facebook broadcasting. For this, I need to collect banners and collection link from the desired persons and then I need to write creative writing for the post. Then i need to post it on a designed time and have to reply all the comments of the post. There is a flexibility of this task is that i can make a post on my free time and schedule it on Facebook group. But some of the resellers used to send message in my personal account and to me it hampers my privacy. Some of them also used to use bad words in a public group which can ache anyone's heart.

#### **5. Sales Report:**

This report is used to make on a daily basis. This report is made on basis of the selling of last day. It also reflects the active churned resellers who are activated by tele sale. I need to submit it to my reporting boss and he/she will present it on the main boss during the meeting.

#### **6. Telesale:**

Telesale means calling professionally and earn revenue. It was so challenging task among of all. In everyday basis, I need to make 60 active calls. I need to make them convince to start reselling again through our app. Sometimes they show excuse, sometimes they blame us saying that our service is poor and something they get inspired to start their business again.



## 7. Activation of Churned Resellers:

Activation of Churned Resellers depends on telesale. Telesale means calling professionally and earn revenue. It was so challenging task among of all. In everyday basis, I need to make 60 active calls. I need to make them convince to start reselling again through our app. Sometimes they show excuse, sometimes they blame us saying that our service is poor and something they get inspired to start their business again.



## 8. Organizing program:

There are some events for resellers which are occurring on ShopUp. They came on our invitation and able to know many things. For organizing a programme, i need to wrapping gifts, buying accessories and so on. Some new resellers need training which is done by google meet. I need to conduct that training session and trained up them as a active reseller. Making slides and having high teaching ability is also a part of it



## 9. Content Writing:

Content writing is one of the exciting task I have ever did on ShopUp. Here it reflects our creativity and resellers motivated or demotivated us based on it. If someone did extra ordinary performance, they are appraised by our bosses. One example is given below:

👩👩 লিলিটেড স্টক 👩👩

ক্যাংগ ড্রেস এর েপ ড্রসলিং কাটিকশন গুটি অডাড র করুন এখনই! 😊😊

কাটিকশন লিংক 📄

<https://shopup.com.bd/collections/catalog-dress-express-delivery?sort=3>

#ShopUpWeek 🌟

#HappyReselling 🥰

## Chapter 4

### Findings

In the whole internship, I have done some analysis with the company. This is an startup company and want to do better an also follow the footprint of the previous companies.

Firstly, I have observed that the management always prioritised their customers at any cost. They can do any thing and everything for the resellers. When the resellers said that they are interested with reselling but they do not have enough knowledge of reselling, the RLM team started to train them so that they can gathered some knowledge. Again, when they want to have a daily based consultancy, they told us to make live and we started so. When they want to visit the wearhouse, we managed to invite them anyway. Here the customers are king.

The management always focuses on the new and trendy things. They do not like the stereotypes adaptation. Begin unique is one of their pattern.

Since the company is new it is still trying its best to do the best in E-Commerce industry. They are following both the new comer and also the previous companies activities.

They always inspires the employees and do something which can help them to motivate them. In every town hall meeting, the best performers from all Department receive gifts and also give a speech.

For any good task beyond the work list, employees are getting tacos in slack which are counted.

Resellers are interested with the idea what ShopUp made. They like the advancement in the technology. But somehow the service is not so smooth. There are some problems in delivery, quality and so on. For these, resellers are getting demotivated.

Last but not the least, resellers love to be a part to ShopUp. When they get gifts and certificates as declaring an entrepreneur, the happiness appears in their overall face.

## **Recommendations**

The company is trying its best to achieve their goal. However, there are some recommendations which may help them to improve more:

They must smooth their service as soon as possible. The concept is good but not the service. They are getting orders but they can not delivered within time. For which products are returned by the customers of resellers which make the resellers sad.

They must find the source where the price of the products are low. They provide the products with a high amount of price. Which is the strongest barrier to achieve the goal.

The quality of the products should be improving. If possible, they can have their own market from where they can ensure the good quality of products within the cheapest price.

They should use the real picture on the app. Most of the times, they use the graphic pictures which higher the expectations of resellers. If they use the real but a bit edited pictures and add it on app, their troubles will be less and resellers also can rely on the company.

The delivery should be fast and priority basis. Since they have their own delivery agent, so they must deliver the products within the promised time.

## Conclusion

In this full entire journey of internship at ShopUp, I have felt the taste of corporate life and spent some good time in the company. It makes me able to know that how to deal what and also the sense of formal behaviour. But there are some limitations of the company which was mentioned above. Basically, most of the entrepreneurs like their idea but can not rely on them because of the quality of service. ShopUp takes a great initiative to empower women and students also the unemployed persons. If they able to pass the obstacles of the problems mentioned above, they will be shine more.

