

Report On
E-commerce platform & its Opportunities in Bangladesh
A study on Kablewala Bangladesh Corporation.

By
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Master of Business Administration
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Declaration

It is hereby declared that

1. The 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

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Letter of Transmittal

Dr. Akbar Ali khan
Professor
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BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Regarding the Submission of Report Representing the E-commerce Platform & its Opportunities in Bangladesh: A Study on Kablewala Bangladesh Corporation.

Dear Sir,

I am delighted and grateful to submit this report titled “E-commerce platform & its opportunities in Bangladesh: A study on Kablewala Bangladesh Corporation.” While completing this project, I have placed my utmost determination to make this paper a comprehensive one. Regardless, this project has limitations due to several obstacles to some specific tasks about other departments. All my efforts will be fulfilled if this report is able to clarify and satisfy all the requirements sufficiently.

I would, therefore, like to submit this report and hope that you would show ample kindness by accepting it. I would also like to thank you for your assistance and kind consideration.

Sincerely yours,

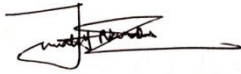


Jannatul Naima Babli
Student ID: 18164020
BRAC Business School
BRAC University
Date: 22nd January, 2021

Non-Disclosure Agreement

This agreement is made and entered into by and between Kablewala Bangladesh Corporation and the undersigned student at BRAC University Student Jannatul Naima Babli.

Thanking you,



Jannatul Naima Babli
Student ID: 18164020
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BRAC University
Date: 22nd January, 2021

Acknowledgment

I would like to express my regards and heartiest gratitude to Professor Dr. Akbar Ali Khan, - BRAC Business School for his continuous supervision, guidance, necessary instructions, and counseling to complete this study.

I am also grateful to everyone who helped me construct this report with all their knowledge and valuable advice. I am grateful to my Team Leader and also The Head of CRM Division in Kablewala Bangladesh Corporation, Mr. Maksudur Rahman Rocky and my colleagues to help me learn and attain skills in such a short span of time. I again express my sincere thanks to all who have directly or indirectly cooperated with me in furnishing this report.

Executive Summary

This report is prepared based on my work experience that I gathered at an electronic commerce (E-commerce) platform named Kablewala Bangladesh Corporation. I have been working there as a Senior Executive in their CRM division and being a permanent employee of Kablewala Bangladesh Corporation, I would like to represent my organization in this report preparing a brief study on it.

The objective of the report is to provide a brief idea about the company, different functional departments, their key roles, work scopes, and its opportunities in the context of Bangladesh. Primary and secondary data were used to prepare this report. Primary data came from my day to day observation and experience while working with other departments and employees. Secondary data was collected by Organization employee handbook, website, and relevant books. I tried to produce an unbiased report.

Kablewala Bangladesh Corporation is one of the leading E-commerce organizations in Bangladesh because of their high performance driven. E-commerce deals with online sales, website development, customer service, customer relationship manage, and dispatch activities. This part plays an important role in providing quality service to its customers.

This report highlights the opportunities and effectiveness of E-commerce in Bangladesh. E-commerce play a vital role in employment generation as well as increasing the internet utilization. This research primarily elucidates the present status of E-commerce platform and also the detailed observation on Kablewala Bangladesh Corporation and its opportunities.

This report tried briefly to look into what the company offers as an E-commerce platform, how their different generic operations are done, and how the opportunities are being generated. This report also illustrates my responsibilities and observations on current process. This report provides some recommendation that may help to improve their process as well.

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Chapter 1

- ✓ **Introduction**
- ✓ **Objective of the Study**
- ✓ **Methodology**
- ✓ **Literature Review**

Introduction

Bangladesh is an emerging country and has been successful in several industries like agriculture, RMG, fisheries, etc. Among these prominent industries, E-commerce industry is one of the promising one. Not too long ago, we would not anticipate of buying anything without physically touching or viewing. The fact that we are purchasing anything simply based on photograph and data, and that thing is brought to our home by another person- these were beyond our imaginations. Nonetheless, recently, the attitude and market has changed vastly. The advancement of technology alongside the new business opportunity, E-commerce made it possible to bring the market closer to our doorsteps.

Electronic commerce (E-commerce) denotes to the transactions of products or services conducted electronically merging a series of procedure such as the Electronic Data Exchange, Electronic mail, World Wide Web, Internet Applications and Network Applications. E-commerce continued to offer new advancements and developments since 1980's. A considerable number of organizations are entering the online market each year as it saves time and thereby money. From an online marketplace, individuals can purchase and sell their items instead of visiting the physical market.

E-commerce is growing by the minute and seems to be the future of Bangladesh in terms of the economic growth and development. Various major companies such as Shwapno and Aarong already started their E-commerce site. General population are getting accustomed and satisfied with online shopping to avoid going into the store physically and face the hassle of transportation. My company, Kablewala Bangladesh Corporation, is doing an outstanding performance in the E-commerce platform, reaching their breakeven point within a very short time. This company is trying to advance the customer loyalty because in Bangladesh, many customers still do not trust the online shopping system. My experience enabled me to comprehend that how rapidly E-commerce is growing in Bangladesh. However, the customer experience is yet to be enhanced to reach the higher expectations. The processes are not as decent as E-commerce giants like Amazon, Flipkart, or Alibaba. We are continually working to achieve the customer satisfaction that is our current challenge in Bangladesh.

Objectives of the Study

Broad Objective:

The core purpose of this study is to represent the work scopes of Kablewala Bangladesh Corporation along with defining the opportunities of an E-commerce platform in the context of Bangladesh.

Specific Objectives:

- ✓ Represent an overview of Kablewala Bangladesh Corporation.
- ✓ Elucidate their different business process, structures and opportunities.
- ✓ Discuss how the opportunities are being generated for an E-commerce platform in the growing business economy.
- ✓ Provide a quick overview of the how Kablewala Bangladesh Corporation recognizes revenue and profit.
- ✓ Outline the Customer Relationship management.
- ✓ Provide a basic overview on Digital marketing and how the online sales are generated.
- ✓ Address the opportunities and limitations of an E-commerce platform.

Methodology of the Study

The study has been conducted only based on the work experience I have gained over the past few years at Kablewala Bangladesh Corporation. Some data is also collected through company corporate profiles & relevant organizational articles. The data is analyzed in aspect of opportunities of E-commerce companies. The major limitation of the study is that I was unable to use the classified corporate information that would depict the full scope of the company.

Primary source

- Discussion with the supervisor, senior executives of different departments, and top managers.
- Secondary source
- Periodic internal reports and relevant files.

Limitation of the Report:

- Internal data was not allowed to be used due to organizational policies.
- As it is a growing sector, the change in this industry is uneven and sometimes rapid. Therefore, the findings may vary faster.
- Adequate report is unavailable on the current situation of E-commerce in Bangladesh.
- Time constraint to learn in depth about different department functions of an E-commerce business.

Literature Review

Buffam (2012) depicted that companies will outperform their competitors by constructing a superior E-business solution. Eventually, companies with the very best e-business solutions will transform themselves into zero-latency enterprises. Companies will flounder or be driven out of business if they do not embrace E-business or are ineffective in doing so.

Turban et al. (2012) argued that these managerial issues are vital:

- “E-commerce management,
- Sales promotion,
- Purchase process reengineering,
- Just-in-time delivery,
- New electronic intermediary business,
- Provision of solutions, and
- Business ethics.”

Hoq, Kamal and Chowdhury (2012) claimed that a crucial reason that E-commerce sector is being facilitated so rapidly is due a remarkable positive impact to on costs associated with inventories, sales execution, procurement, intangibles like banking, and distribution costs.

Chaffey (2006) conducted his study on the key strategies of E-commerce Sector and its execution. He elaborately dealt with the strategy implication of E-Business platform in a reasonable but vigorous manner. He stressed that E-business and E-commerce is crucial to tie leading-edge research and professional practice.

The current population of Bangladesh is about 165 million that is the 2.19 percent of the total population of the world. Additionally, the internet consumption is about 14.5 percent of the population. About 2 million users shop online every year and the growth rate is 20 percent. Dhaka, the capital city of Bangladesh, reportedly ranks among the most active Facebook users, and the social network’s penetration rate is at 12.7 percent. Near 22 million users in Dhaka are on social media that makes Bangladesh is a viable market for businesses wanting to vend online.

There are several E-commerce and online shopping companies in Bangladesh, including

Kablewala Bangladesh Corporation, Daraz Bangladesh Limited, Evaly BD, AjkerDeal, Bagdoom, Bikroy.com, Ekhanei, Pickaboo, and amikinee.com. Some of the E-commerce platforms have become a very leading player in the business market grabbing the greater market share along with receiving the aid from the giant platforms like Alibaba, Amazon. In this present era, the word E-commerce is not unknown to anyone. It is a platform to grow and to start from being a start-up to be a leading player. As a developing country, Bangladesh is not lagging behind in this race. With the growing opportunities, our nation is expecting a growth of around 72% over the next couple of years in the field of E-commerce.

A few major companies in the Indian market: Flipkart, Amazon, eBay, etc. have invested billions to develop infrastructure, merchants, and customers. In the last decade, the culture to transact online and purchasing power of the Indian middle-class sector has grown proportionately. Thus, this enormous ambitious sector of the population needs swift and stress-free solution for satisfying their appetite of procurement and E-commerce industry is providing that. We are observing the same trend in Bangladesh as India. As per my research and expertise with this industry, I have seen most of the E-commerce buyers are young executives or students. These influential groups will be enriched with buying power very soon. Therefore, a vast population is ready to spend their extra disposable income for online purchase more than ever. As a result, it is safe to say we are on the verge of attaining that critical mass for ensuring the economic growth through E-commerce.

Chapter 2

- ✓ **Company Overview**
- ✓ **Mission, Vision & Company Objectives**

Company Overview

Brief Profile of Kablewala Bangladesh Corporation

Bangladesh is considered by many a developing country in the e-commerce industry where large global players like Amazon, E-bay, Flipkart, etc. have not yet penetrated, while many smaller E-commerce platforms have accepted the open door to grab this prospective market. "KABLEWALA (www.kablewala.com.bd)" is a new modern e-commerce website established by BANGLAMARK C&T. It's a Bangladesh based local e-commerce platform where different sellers are able to sell any kind of legal products. The main objective is to grab the hottest product in town and make it available for the customers to be able to search for and find the right things at the right place at the right time. Kablewala is focused to make shopping easier than ever. KABLEWALA is focusing exclusively on high quality and cost-effective products for the customer. We are advancing at a blistering pace and with the involvement of many skilled and experienced people working in the organization. KABLEWALA is currently doing business with different sectors vendors and have already tied up with leading companies like Energypac, Esquire, Huawei, Xiaomi, Samsung, P&G, Reckitt Benckiser, Arla, Nestle, Pepsi, Square, ACI, Ahmed, New Zealand Dairy, Marico, Bata, Vasavi, Transcom and many others. KABLEWALA online store has been formed by several professionals who have decades of experience and exposure to Information Technology. People involved here are young qualified business graduates and qualified engineers from renowned universities across the globe. The resource personnel working in the company have been consistently providing quality products in a short time to customers. The bottom line of the company philosophy is building a long-term business relationship with customers and vendors where interpersonal relationship, reliability, assured quality, and target oriented modern technology form the major building blocks. It is a company where professionals from both technical and functional fields group together with the purpose of providing appropriate business solutions. We constantly strive to be a leading e-Commerce firm with profound business and functional knowledge. The key to the company's success is developing and maintaining close working relationships with the clients by ensuring the best quality product & service to their needs. We want to establish ourselves as the best choice in the e-Commerce industry.

BANGLAMARK Inc, a joint venture of Makeen Energy, started a journey in 2009 with a mission to meet the challenge and demand of globalizing business environment through effective marketing strategies and have been providing project solutions for the last one

decade especially working in the energy and gas industry with a very strong reputation. Banglamark is a one-stop solution for LPG Gas plant installation, supply machinery, and heavy equipment. The clients of Banglamark's include Bashundhra, Bengal & Momen Groups, Omera, Beximco LPG, and many more.

BANGLAMARK, have planned to transform the company into a few major units working together. They comprise of the Engineering Unit & Service & Project facilities management Unit all exploring investment with global players in the Energy sector, Construction equipment sector and infrastructure sector of Bangladesh.

However, to diversify and contribute to the IT industry, as a first step, Kablewala Bangladesh Corporation established this year to keep a strong footprint in the e-Commerce field both in B2B and B2C segments. Also, Banglamark has 25-30 employees who are working devotedly to make the venture successful and they plan to expand the business across the globe with Bangladeshi export-oriented products. It is to be mentioned that Kablewala Bangladesh Corporation has got membership in the E-Commerce Association Bangladesh (E-CAB) which is an honor.



Figure: e-CAB Certification to Kablewala Bangladesh Corporation

Mission, Vision & Company Objectives

Mission:

Kablewala Bangladesh Corporation is a growing E-commerce platform but it aims to capture the whole market in the long run. Kablewala aims at developing a vast loyal customer base through brand development and creating competitive advantage. Being a growing player, it is trying to offer best possible service through the largest variety of products and setting competitive prices for the consumers. It also relies on the greater customer value and hence focuses mostly on superior customer service. Kablewala Bangladesh Corporation is constantly trying to create long-term growth in the market place and within a very short period of time it has achieved a greater positive response in the marketplace. It has also come up with a new mission of eradicating the unemployment drawbacks. Being a growing player in the market, it is trying its best to facilitate people with good work environment and employment benefit.

Vision:

In the context of Bangladesh, the vision of Kablewala Bangladesh Corporation is to be one of the growing leaders in the E-commerce industry with providing quality products at the lowest possible price while achieving a reliable marketplace and offering superior customer service.

Objectives:

Kablewala Bangladesh Corporation aims at rendering the best quality products along with offering the most competitive price. One of the vital targets of Kablewalais to reach everywhere in Bangladesh to grasp the greater market share and provide genuine service to its consumers along with facilitating its vendors for on-boarding the most noteworthy brands.

Chapter 3

- ✓ **E-commerce Opportunities in Marketplace**
- ✓ **Opportunities & Government Role**
- ✓ **Foreign Direct Investment on E-commerce Platform**
- ✓ **Current E-commerce Industry Scenario in Bangladesh**

E-commerce Opportunities in Marketplace

E-commerce sector has gained a greater market share engaging thousands of people in online shopping. This is paving the way for better opportunities for E-commerce platforms in Bangladesh. The studies are shown below:

Consumer Lifestyle Enhancement

In this era, the consumer life style is highly influenced by online hopping platforms. They have found a ground where they got the opportunity to purchase multiple items under one roof. The pandemic has changed the way the world shops. Ecommerce platform started to boom rapidly when the pandemic set in and have kept on rising even as stores have resumed. Mostly the segment of working people caught up in scheduled lifestyles and consequently it has become more worrisome for them to go out to shop outside. With respect to their bustling working ways of life, purchasers these days are intensely dependent on online shopping and continuously connected to it.

This new climate makes online shopping a very unique and useful platform and numerous advertisers today are attempting to comprehend the new way of life needs of consumers to attract new consumers on the E-commerce platform. This change has made a big change in the ways of life and buying propensities for purchasers. Ecommerce retailers across the industry have seen growth in sales, which is projected to continue through the end of 2020 and beyond. The lockdown and post lockdown period also help E-commerce platform to achieve a greater market share. The lifestyle of consumers has been changed highly due to this pandemic and they find it more comfortable to shop online. Moreover, even before this pandemic, a very big segment of people used to rely on online platform. Though earlier they had trust issues. But with the passage of time, online shopping platforms have become more trust worthy and beneficial for the purchasers. As per my study on Kablewala Bangladesh Corporation, everyday on an average we deal with 70+ delivery placement which is a very remarkable benchmark for such a growing e-commerce platform. Now-a-days, people find it as an ideal platform to shop diversified goods under one roof.

Business Expansion on Online Platform

E-commerce businesses can be scaled globally as one of the most effective field of business and work force expansion. This opportunity to be showed up as a vendor on E-commerce platform has given so many small businesses to overcome the barriers and helps thousands of vendors to expand their business. This new field has made them overcome the difficulties looking to take advantage of untapped markets. As the stock market setting new highs, it is a big opportunity for all the online sellers and companies of all sizes are doing quite well right now. The massive participation on E-commerce platform results in consumer's comfort and low unemployment numbers making for a lot of vendors and employees with cash on their hands. To grasp a greater share in today's marketplace, business must have to understand the discovery process, harnessing new strategies and also requires technology advancements. Without a second thought we can say that E-commerce platform has come up with such innovation and strategies. As per my study on Kablewala Bangladesh Corporation, there are almost 1500++ on-boarded vendors on website that makes a greater opportunity for those vendors to expand their business. The revenues Kablewala Bangladesh Corporation generates are by the commission which different sellers earn. Being an e-commerce site, Kablewala Bangladesh Corporation has different categorized sellers who make the way to reach customers through our website.

Opportunities & Government Role

Bangladesh's entrepreneurial ecosystem has been followed by the International Finance Corporation, the private division loaning and investment arm of the World Bank, in the past few years as our government is playing a vital role to boost the e-commerce sector of Bangladesh. National Digital Commerce Policy has been launched after a long wait to support the home-developed investors. To protect and boost the local investors, the new policy does not enable outside foreign investors to hold a stake of over 49% in any E-commerce business in Bangladesh. The policy also includes the customer rights and any kind of prevention to fraudulence by making the e-commerce entities clearly highlight the details of the products they sell online, which include the product's quality along with its return policy. To make the supply chain transparent, E-commerce companies should have to sign deals with the products' suppliers, delivery channels and payment gateways to ensure the protection of customers' right.

Foreign Direct Investment on E-commerce Platform

With the expanded significance of foreign direct investment on the global economy, E-commerce platforms are also blessed with this welfare of FDI as well as foreign direct investment. A good volume of Foreign Direct Investment as well as FDI is facilitating the online business area. For an example, the biggest online platform, Amazon has been working together worldwide since 1998. For the same instance we can also talk about China as one of the core business contributors in the world economy, has pulled in FDI through E-commerce business. In this present era, the local e-commerce platforms are trying to gain the better customer loyalty and build a good brand image. The giant e-commerce platforms like Alibaba, Amazon tries to invest and purchase these platforms at a higher value. This is not only beneficial for the organization but also the local entrepreneurs as well as the existing vendors. It is also lavishing factor for the government as well. It inspires different entrepreneurs to take risk and invest in e-commerce to get a greater value in the long run. Moreover foreign direct investment is also available for e-commerce sectors where the key emerging market has already been attracted by online sellers. These e-commerce platforms like including Amazon eBay Expedia have highly attracted the foreign direct investment considering the market driving changes. Such, market driven changes are also appreciated by the policy makers and hence they find it worthwhile to invest on E-commerce sectors.

Bangladesh's e-Commerce has got a big boost in its market size within a very short period of time.

Opportunities in the Context of Bangladesh

Due to the transaction of E-commerce business, the economy of the country has changed into a progressive way along with numerous conventional habits.

As quoted by market analysts, by 2020, the market of Bangladesh E-commerce will be flooded to USD 20 billion where, as per Goldman Sachs, India's online retail market is supposed to reach USD 69 billion. Furthermore, Bangladesh has been made a stopover for the worldwide financial investors who are heading to India. In this twenty first century, the internet has set a new paradigm of setting up the business via online. Bangladeshi people are no exception to such practice. Suppliers are trading online by getting orders from consumers from the internet as well as saving their time. Commercial activities of large corporations as well as supermarkets have been boosted significantly by using the website to receive orders from consumers and sending goods to them. The industry will grow immensely fast if E-commerce companies ensure security and provide the best service to their customer as the growth rate is statistically good. In consequence, both government and entrepreneurs need to be more conscious and take proper steps to make it more sustainable.

Current E-commerce Industry Scenario in Bangladesh

In 2017, The E-commerce market in Bangladesh had an ascending graph by developing at an incredible 70% from 2016. In addition to this, the B2C E-commerce business market measure adds up to USD 110-115 million (around BDT 900 crore) against the 133,571 crores total retail market. However, the measure of the Indian mega e-commerce business market stands still at USD 17 billion. . In the Asian region the E-commerce business is blasting with 71% of APAC buyers making online trading, where Bangladesh is a remarkable player. Starting in 2016, a sum of \$50 million was invested in this sector of the total\$10 million came as Foreign Investments per the data taken in 2016.

Ecommerce industries in the context of Bangladesh is one of the fast moving industries in this new era which is being facilitated by various funding along with creating better opportunities within the country

Due to the light of internet and some groundbreaking technologies, the buyers and sellers both have much power nowadays which is why the digital market has been extended in a larger portion under the e-commerce criteria. In the present times, e-commerce business includes 35,000 individuals and 25,000 little and medium enterprises (SMEs) and 2,500 sites and 150,000 pages. The information accessible with the e-Commerce Association of Bangladesh (e-CAB) quoted that the extent of the E-commerce business market crossed the Tk 17.0 billion-stamp in 2017 from Tk 4.0 billion in 2016, as per the data taken in the year of 2017.

If we talk about today's generation, Technology has been a day-to-day part of our lives. We can't think of a day without utilizing technology in this time of globalization. Despite all the odds, E-commerce business is booming in Bangladesh with better access, inclusion and a consistently developing web population for the last couple of years. Our own country is also blessed with the opportunities of E-commerce platform that has created several doors of employment and also opened the way of availing foreign investments. In Bangladesh with a fat population of 165 million with 33% mobile internet user, the E-commerce market is considerably potential in upcoming days.

Chapter 4

- ✓ **Opportunities & Utilizing Promotions:**
- ✓ **Opportunities & Corporate Social Responsibilities**
- ✓ **Brand Development & Opportunities**

Opportunities & Utilizing Promotions:

In the platform of Kablewala Bangladesh Corporation, we offered different promotional tools to facilitate our consumers. The four basic promos that we use mostly are vouchers; cash back offers, bundles, and promo price. Traffic Operation Department, commercial department, marketing department, and finance department collaborate with each other for on boarding this promo. These promos and offers can be different based on the occasional opportunities to grasp the market. These promotional tools are creating more sales opportunities for a growing E-commerce platform like Kablewala Bangladesh Corporation:

- Kablewala Bangladesh Corporation promotes different vouchers to facilitate its customers on different eves. As an instance, issuing the promo code of a blogger for on boarded LIRA Import products facilitating all the consumers to get 15% off on each product which was much appreciated by the consumers.
- Cash back offers also available on Kablewala Bangladesh Corporation. Recently they have promoted this offer on all the products existing on the website providing 100taka cash back on each purchase that exceeds 500taka.
- Art rules are made effective on several conditions such as Amex card payment, other card payment, Bkash/Rocket payment which are also accessible on Kablewala's website. Example: If a consumer makes any purchase by bkaash/rocket, they can avail 10% cash back. Moreover, on card payments there can have several offers that can vary from time to time basis. As an example, black Friday sales and also an extra 10% discount on Amex card payment for all the BATA products.
- Bundles offers are also accessible on kablewala website but it can vary from different occasions. Example: Buy 10 packs of diapers and avail 10% discount on each product, buy one AMA Milk powder and get tea bag free, Buy one and get one offer on ACI consumer brands etc. and also many more bundle offers are offered on kablewala website.

All the departments under Kablewala Bangladesh Corporation regularly screen item quality and their exhibition under each campaign and promotions.

Opportunities & Corporate Social Responsibilities

One of the largest e-commerce sites, Kablewala Bangladesh Corporation, sells products as well as contributes to the society. As the part of the CSR, Kablewala Bangladesh Corporation has taken many initiatives by paving different ways of our platform. The two most significant ones are briefly explained below:

Campus workshop: In today's world, the youths are the only hope for the future. Hence, Kablewala Bangladesh Corporation is trying to target the youth generation to engage into the field of business by conducting workshops in the different universities. In view here of, they get to know the business culture as well as the corporate field before they enter it.

Internship Experience: Kablewala Bangladesh Corporation is also open for internship opportunities by providing the interns an informative experience and an effective journey towards their employment so that they can build themselves to fit into the corporate life.

Future Leadership Training Program: Leaders are born to make the path easy for the others, however, the true leaders are rarely seen these days, following which today's youth has been extremely attractive to the future Leadership program. By organizing competition program for undergraduate students where they can meet and solve some real-life cases relevant to their field. A few are selected as full-time employees based upon their concept and performance.

With the digitalization the whole world has been attracted aggressively towards online window shopping rather than physical stores. Kablewala Bangladesh Corporation is no exception to this by pulling the customers with lucrative offers.

Brand Development & Opportunities:

E-Commerce platform deals with various types of products and vendors under one roof. As different types of vendors participate in one platform, it is also making a competitive advantage for the vendors. As a result companies and brands are continuously trying to deliver the best quality to serve its customer with better quality products. On an E-Commerce platform, customer has multiple sources before making any purchase decision. The sellers focus more on product development. This scenario also motivates the sellers to introduce new product categories in order to create competitive advantage and greater brand value.

Order Generation Facilities

A Typical order flow can be visualized by the following figure:



Figure: Typical Order Process Flow

Order Placement & CS verification:

On Kablewala, for placing an order, client himself or with the assistance of the customer support team places an order on website and confirms the other details through the communication channel with our CS team. That's how order gets generated and made effective for delivery placement through the communication channel of CS, Logistic and delivery team. CS verification is also undertaken after placing orders. The CS team takes the orders through the Order Management System that makes the order verified through the system.

Product Collection & Delivery:

Kablewala doesn't really stock the products of all sellers. Its warehouse is nearby o the operational office where it keeps the stock of necessary products that are needs to be kept in a bulk. Some vendors and brands have quantity requirement and it results in stock purchase. In other cases, after getting customer confirmation Kablewala places an official purchase order to its vendor demanding the required quantity of that particular product. The CS team of Kablewala Bangladesh Corporation also checks products before handing it over to the delivery team with the actual order for assuring the correct number of items. Thus the order placement is generated here. But sometimes it takes time to place the order by the vendor and it makes 2-3days delay to reach the customer. For the other products which are already available in the warehouse of Kablewala, those orders can be placed within the shortest possible time.

Return & Refund policy:

Kablewala is also offering return policy to its customers. The return policy on kablewala is much better than other E-commerce sites in case of valid reasons. In case of such return issues, a customer must have to communicate with the CS team showing proper reason or evidence of any improper item within 7 business days after receiving the products.

For reporting issues, after reaching products to the warehouse, our team again checks the products to verify whether it is legit complaint or not. If the complaint of the customer seems valid to accept and compensate, then we release the refunded amount to the particular customer via bKash or to their debit/credit card or as a refund voucher if required.

Payment systems:

Now-a-days diversified payment modules make the online business easier and more comfortable for the consumers to shop and pay online staying at his/her own place. There are also multiple ways of payment systems on Kablewala Bangladesh Corporation such as Cash on delivery, the available mobile banking like bKash, Rocket, and also the internet banking using any debit or credit cards.

Product Lifecycle:

Along with the diversified product line, it is also a very important part for an E-commerce platform to focus on the product lifecycle. As per the study and learning on Kablewala, seven important thresholds in the item lifecycle are being monitored by concern division.

- Invalid: An item is considered as Invalid if the online payment does not go through.
- Fraud: An item can be considered as fraud when finance detects it as fraudulent or having mismatch issues.
- Cancellation: An item can be canceled by the customer but 7dbusiness are given for any cancellation showing proper valid reason or valid evidence of product incapacity.
- Stock Out & Rejections: An item will be stock out when it is not available in Kablewala's warehouse, or if the vendor is unable to deliver it after receiving he official purchase order. It depends on case to case basis. An item can be rejected for delivery when it is shipped but not delivered for any refusal or failed delivery process.
- Delivered Final: An item will be delivered final when it is successfully delivered to the customer and not returned, or customer's refund request is rejected by Kablewala Bangladesh.

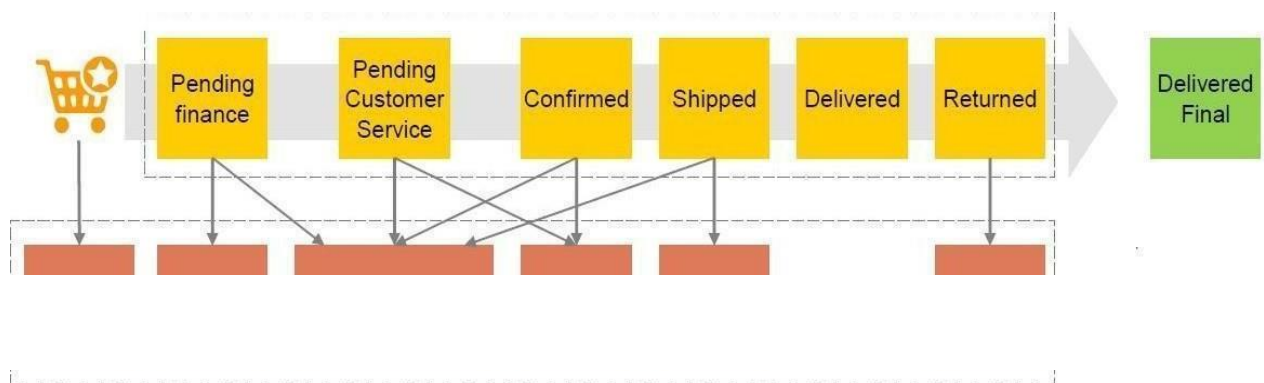


Figure: Item Status in Kablewala Bangladesh Corporation

Opportunities & Merchandising

One of the most vital part of merchandising is to impact the deals of product sales contributing to the sale of products under diversified categories. Merchandising highly contributes in make future opportunities for E-commerce platform. As a part of Kablewala Bangladesh Corporation, the prospectus areas are given as follows:

Planning:

Fundamentally, Merchandising associated with proper business targets, business background and history, work patterns, campaigns and work scopes. Kablewala Bangladesh is a growing E-commerce platform that deals with diversified product and its vendors. The Traffic operations division of kablewala utilizes an apparatus named Treasure bowl to perform arranging, planning, facilitating campaigns and undertaking commercial tasks to track its business exercises.

Execution:

For any execution under this process, every division under Kablewala Bangladesh cooperates and works like an interconnecting platform. As all the internal works are correlated, both CS division, Digital Marketing division, Traffic operations, Retention Division work collaborate together for the execution. As an example, the recent campaign of Kablewala can be highlighted which was collaborated with 100taka cash back on each purchase. As a result, many consumers availed this offer on many good branded products.

Performance Check:

Exclusively the digital marketing team of Kablewala Bangladesh Corporation plans and makes proper evaluation of future campaigns. The Traffic operations division of Kablewala Bangladesh Corporation has been also undertaking close monitoring of such executions to ensure whether the targets are achieved or not.

Collaboration:

Information dissemination and arranging proper coordination among all the departments is a much-needed thing for the smooth operation of any organization. These divisions under Kablewala undertake the supervision of overall operation, project management to facilitate each division.

Chapter 5

- ✓ **Limitations**
- ✓ **Recommendation**
- ✓ **Conclusion**

Limitation:

Throughout my time in Kablewala Bangladesh Corporation, I have witnessed these following concerns that need addressing:

Limited workforce:

Recruitment and talent management sector of the Traffic Operations department performs their responsibilities with a reduced workforce in comparison to the assigned workload. Occasionally, it may become a demanding working environment for existing employees of the department. During the time of campaigns, they had to perform a series of tasks that may have been much easier and efficient, if there were a larger workforce available.

The Kablewala Bangladesh Corporation has a very fast-paced work environment that requires employees' complete attention. For the interns, it might be problematic and taxing as they are new graduates and have little to no experience in the corporate culture or work progression. Thus the overall efficiency of certain departments are not optimum.

Individual Data Sources:

Kablewala Bangladesh Corporation's Information System is yet to be an integrated database system. From time to time, in order to complete reports or tasks assigned to us, we had to access several different sources. These sources are all in separate servers and may not be updated in a synchronized way. As a result, there could be disparity in data collection.

Difficulties in prioritizing work:

Our department works with a diverse category manager, their teams, content department, and individual vendors that is occasionally challenging to maneuver. Not all the information and materials are available in time and that makes the operations problematic. It becomes time-consuming and repetitious as well. At times, the deadline for uploading a banner or opening a campaign page cannot be met, if the seller has not updated their information on time.

Repeated and Rigorous Workload:

The tasks associated with this department require trial and error basis labor for certain cases. It turns into far-reaching to repeat placement and selection process if the top management changes decision and tries to customize every campaign. For example, the uploading of banners may take a long time due to recurring changes in the same products design or price update. This may become very uninteresting if the seller or manager is changing information occasionally.

Technical Difficulties:

Kablewala Bangladesh Corporation uses a much-secured way for communicating. All the tasks were much extended to follow via the system and server that I was not familiar to. However, those obstacles made me learn python and SQL programming. Learning new programming system was challenging at first to assure the same level of quality.

Recommendation

Kablewala Bangladesh Corporation is one of the growing and leading E-commerce service providers in Bangladesh. This company is refining and rectifying the processes since it has started its operation in Bangladesh. They have the potential to grow and become one of the giants in the near future. While constructing this report, I have observed several trepidations existing regarding the working mechanism of the Traffic Operations department. Consequently, I want to mention some recommendation that can be applicable for Traffic Operations department, as well as for other departments of Kablewala Bangladesh Corporation. They are as follows –

- Kablewala Bangladesh Corporation ought to update and distribute the information within the organization to make reporting and analysis easier to deliver. All the databases should always provide aligned data set so that the chances of errors are minimal.
- All the designs and plans must be predetermined and there should be minimum amount of changes from the initial plan to save valuable time and resources.
- The company needs to ensure product quality more vigorously. Even if they have a smaller number of sellers but the product quality is good, customer will purchase from them and will not switch to other E-commerce sites easily. Thus, their products must be of good quality, matching their company goal to achieve a long-term customer base. Although most of our current vendors are renowned shops, there are some local vendors as well. Often these small local vendors source from different countries and in these cases the product quality cannot be tested.
- For certain areas, specifically, outside of the central district location Kablewala Bangladesh Corporation Bangladesh is dependent on a third-party logistics team for delivery where some mishaps happen due to less control. The company needs to expand their own fleet to ensure proper delivery and reduce loss of products as well as reduce dependency on third-party. There should also be agreement and penalty system between third parties and Kablewala Bangladesh Corporation in case of any negative situation so that the customer can be compensated for the trouble.

- Customer Service team needs to be expanded and more integrated software should be introduced to provide customers with prompt and efficient service.
- Price should be as low as possible with maintaining standard quality of the items. If the same product is available at a lower price somewhere else, customers will leave Kablewala Bangladesh Corporation. Also, if the quality of product is not up to par with the price then customers will lose faith.
- Both local vendors and customers need to be educated more about E-commerce and value for money. Bangladeshi customer base is still at a learning phase. They are still unaware or unclear about various processes that exist in an E-commerce platform. For example, a large base of customer still feels uncomfortable to use online payment methods while it is convenient and easy to use due to security concerns or online theft. Also, the fact that value for money is still a crucial knowledge that is yet to be understood by the mass customer base.
- The expectation from an employee should be specific. They should only focus on the points that are possible to deliver based on the job descriptions. This will also provide quality work and will improve the company's growth.
- The company ought to hire more experienced workforces to ease the weight from existing employees and prepare proper policies for employees that makes easier to work.

Conclusion

I would like to conclude this report with the message that Kablewala Bangladesh Corporation has a great potential in the market to develop and acquire the maximum share of the market. From the very beginning, the company had faced many challenges and difficulties to reach to today's position.

The companies in the E-commerce industry should concentrate on quality product and quality service to take this industry towards further success. The government of Bangladesh should also encourage and stay cooperative to assist the businesses flourish. As Kablewala Bangladesh Corporation Bangladesh Ltd is a decentralized organization and its core values are cherished by everyone within the organization, working in the dynamic environment seems optimal. Every department works hard and the efficient workforce with advanced technological infrastructure, Kablewala Bangladesh Corporation Bangladesh plans to reach to top position in the Bangladesh E-commerce industry.

In this report, I have introduced Kablewala Bangladesh Corporation Bangladesh Limited, their structure, their business processes, how they measure revenue and profits, and my experience in the Traffic Ops department. While working with my team, I learned that the activities/tasks of Traffic Ops department of an E-commerce business is quite unique and the skills I obtained there can surely benefit me in the long run. Traffic Ops is rather a newer yet often misunderstood concept, as they are thought of a website management department. However, it is so extensive that it also takes care of the seller performance, quality control, and campaign management. It is rather a new addition to this corporate world and working for this department has its remunerations. I also acquired to know how each categories and departments are working. The activities in my department have advanced my hands-on knowledge and provided me a remarkable experience. All these understanding that I have achieved by functioning three months, I can confidently carry them for the rest of my career.

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