

Report On
ShopUp: Constructing an expanded platform for SMEs in
Bangladesh

By

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

BRAC Business School

Brac University
27/09/2020

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Declaration

It is hereby declared that

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

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Tahmina Akter

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Head of launcher, Admin and security
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Letter of Transmittal

Md. Shamim Ahmed
Deputy Register,
BRAC Business School,
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Subject: ShopUp: Constructing an expanding platform for SMEs in Bangladesh

Dear Sir,

This is my pleasure to inform you that I Tahmina Akter, student of BRAC Business School have completed my internship at ShopUp which I was appointed by your direction.

I have attempted my best to finish the internship report on **ShopUp: Constructing an expanding platform for SMEs in Bangladesh** with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

The findings and the data in this report are carefully founded on essential information which was assembled however organized and unstructured survey and research. Also, extra data was accumulated with the assistance of different departments and teams related with the organization.

Hereby, looking forward to get your acceptance and any sort of interrogation regarding this report and trust that the report will meet the desires.

Sincerely yours,

Tahmina Akter
16104081
BRAC Business School
BRAC University
Date: September 27,2020

Non-Disclosure Agreement

This agreement is made and entered into by and between ShopUp and the undersigned student at BRAC University.

Acknowledgement

To proceed further on report, I need to thank the Almighty Allah for our huge fruition of the report, which is an adept aspect of the BBA Program. I might want to take the extension to thank those individuals who have given me interminable instability while doing my three months Internship of BBA program at ShopUp.

I want to express gratitude toward Mr. Azim, head of launcher and my boss, who has supervised me along the entire program and give me appropriate information regarding my report. Additionally, I might want to thank Mr. Mahfuzur Rahman, Head of Admin and security who additionally give me applicable data about my internship.

I would like to express gratitude toward Siffat Sarwer, Co-founder and COO of ShopUp, who had given her valuable time to direct and guide me towards collecting informative data as well as helped me to understand corporate culture.

This report is ShopUp: constructing an expanding platform for SMEs in Bangladesh. On the report, I have included all the data and information of the guidance given by the Supervisor of my Internship period.

I might want to add my sincere appreciation and gratefulness to my deputy manager Md. Zahid Ahamed Bhuiyan, sir it would not be workable for me to finish this report without his assistance, exhortation and in general oversight. His continuous consolation, encouragement and management all through the time of this period have been most noteworthy inducement for me and truly beneficial to the achievement of the assignment. I am thankful to my supervisor for his collaboration in each progression to set up my report effectively

Executive Summary

ShopUp is an online application incorporated in Facebook which helps the vendors (dealers) who utilizes Facebook's 'pages' highlights to maintain a business. Through ShopUp vendors can sell more by exploiting ShopUp's store the board highlight where traders can oversee and follow their stock, measure and make orders for the purchasers. In addition to store management, ShopUp application likewise incorporates conveyance administrations, Facebook boosting and credits to extend the business where the clients can apply from home with insignificant paperwork.

ShopUp right now takes into account over 2500+ stores in Facebook. As the number continues expanding each day, clients experience issues exploiting the whole ShopUp stage through cell gadgets as the application was essential worked for work area or PCs. As a result of the ongoing flood in less expensive cell phones in Bangladesh, cell phone clients expanded from 128.3 million in January 2016 to 150.4 million in April 2018 as indicated by the Bangladesh Telecommunication Regulatory Commission. Not just that, the current clients experiencing issues utilizing the stage when there are not at home or can't approach a PC. As indicated by the administrator of client care of ShopUp, in view of the client input, dynamic clients are having issue utilizing and getting to the application however their advanced cells when they don't approach the PC. Not just that highlights like 'transfer item' for purchasers doesn't work without the web, that is the whole programming is totally relied upon having a web association which is once in a while extremely hard for clients when they are in far off areas with media transmission inclusion troubles.

Considering the issues referenced above, ShopUp plans to address these by upgrading the product to a versatile inviting stage however which the dealer can exploit the whole ShopUp highlights to optimizedaily operations. This report contemplates the upgrading circumstances of small and medium entrepreneurs. The research will emphasis and discover the issues related with the current adaptation of the ShopUp programming utilized by the client, so the issues in the work area programming won't be conveyed forward to the portable form of the product.

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List of Acronyms

COD	Cash on delivery
Tk	Taka
SME	Small and medium entrepreneurs
APP	Application
FB	Facebook

Glossary

Internship report	An extended research paper that is part of the final exam process for a graduate degree. The document may also be classified as a project or collection of extended essays.
Expanding platform for SMEs	Creating more opportunities for small and medium entrepreneurs

Chapter 1

Organization Overview

1.1 What is ShopUp?

Facebook is viewed as the world's biggest online media stage with month to month dynamic clients of 2.23 billion, from this stunning number, Facebook has 28 million dynamic clients from Bangladesh. Every day a huge number of individuals sign into Facebook from Bangladesh to get away from their upsetting working environment life and look into some interesting comedic image for satisfaction, share stories and photographs with loved ones and associate with the friends and family, yet for certain individuals signing into Facebook is much the same as going to office at 9:00AM toward the beginning of the day. For those individuals this is a working environment, this is their office, their commercial center to direct business activities. This is the place a large number of new business visionaries are exploiting the unfathomably developing internet business industry of Bangladesh.

For any new organizations, business people experience difficulty searching for financing, an area of business, an office place, enlist workers, finding an objective market and getting out their items for selling. All this issue has an answer with excessive cost labels, for such private companies' high startup cost is the significant obstruction, in this way Facebook is the most straightforward approach to set up a virtual shop and arrive at their items to a great many Facebook clients without almost no cost. As indicated by Facebook's promoting stage in excess of 300,00 Bangladesh's online retails and private company are selling beautifying agents, garments, family merchandise, extras, shoes, in straightforward anything that can be lawfully sold in the nation are sold through Facebook. Along these mindsets, in this boundlessly

developing online business industry of Bangladesh, Facebook is the favored commercial center for any new and youthful business visionaries or organizations to exploit the developing number of nearby and inward market.

This is the place three individuals thought of an answer in 2016 where they rethought how Facebook's huge commercial center can be exploited effectively by the Bangladeshi business visionaries to begin and above all deal with a business from home with a PC with an essential web association. Afeef Zaman who is the CEO (Chief Executive Officer) of ShopUp, with Siffat Sarwar who is the COO (Chief Operating Officer) and Ataur Chowdhury who is the CTO (Chief Technology Officer), they are the three individuals who helped to establish and made ShopUp.

1.2 How ShopUp operates?

ShopUp is allowed to utilize work area application or programming which is incorporated with Facebook's 'pages' highlight through which purchasers can browse or view items and order simply like some other web-based business site.

The photos below show how the purchasers view and utilize the product in Facebook when they visit a store who are utilizing ShopUp.

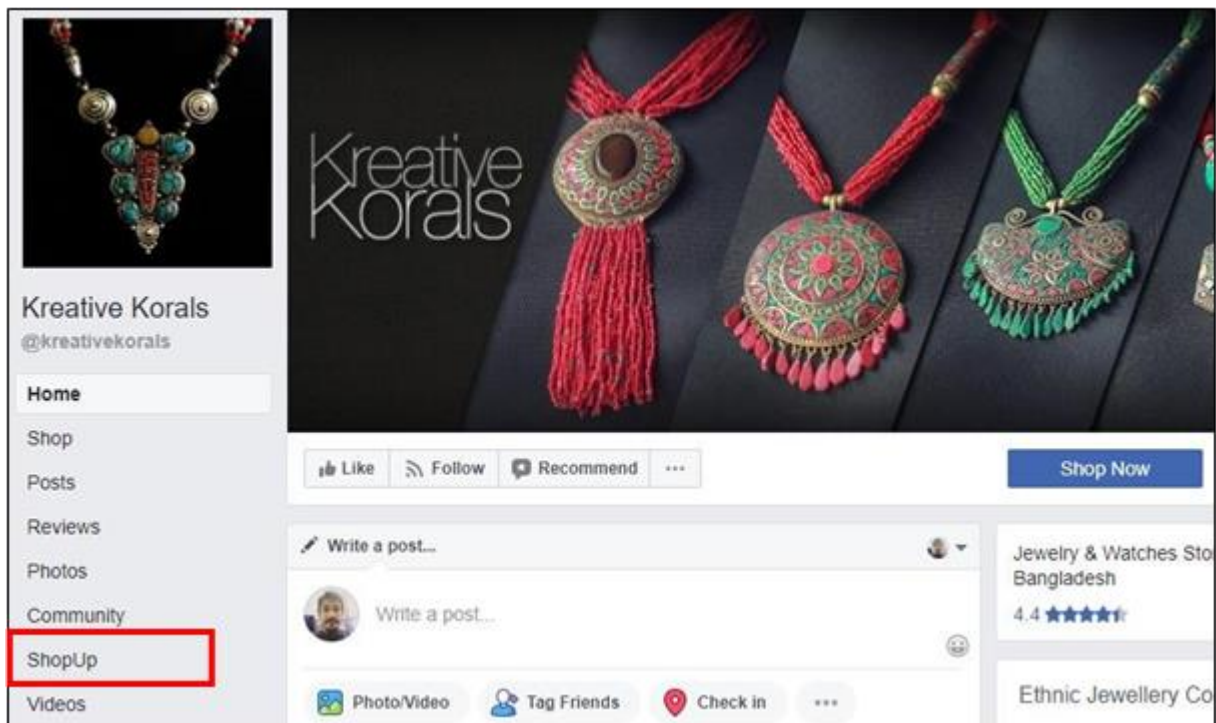


Figure 1.1. ShopUp Button on Facebook

Kreative Korals, (2018). Retrieved from <https://www.facebook.com/kreativekorals/>

ShopUp clients are known as merchants, so when a vendor utilizes ShopUp in their Facebook page/shop, a ShopUp button will show up as set apart on the picture above in a red box. At the point when purchasers click on the ShopUp button they get a perspective on the items ready to

move and prepared to arrange simply like any e-commerce business site, yet here there are no turn of events or startup cost.

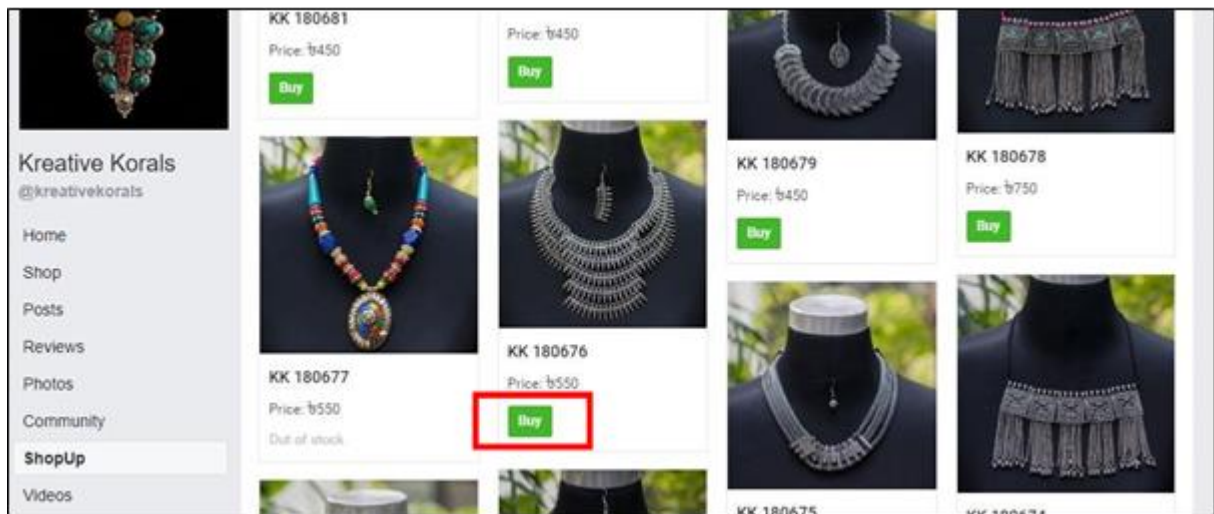


Figure 1.2. ShopUp Buy on Facebook

Kreative Korals, (2018). Retrieved from <https://www.facebook.com/kreativekorals/>

After the purchaser chooses their decision of item and snap purchase as appeared in the picture above stamped utilizing a red box. Tapping the purchase button, another container shows up as appeared in the picture underneath where they can go for 'checkout' to get done with shopping or they can 'add to truck' to keep looking for additional items.

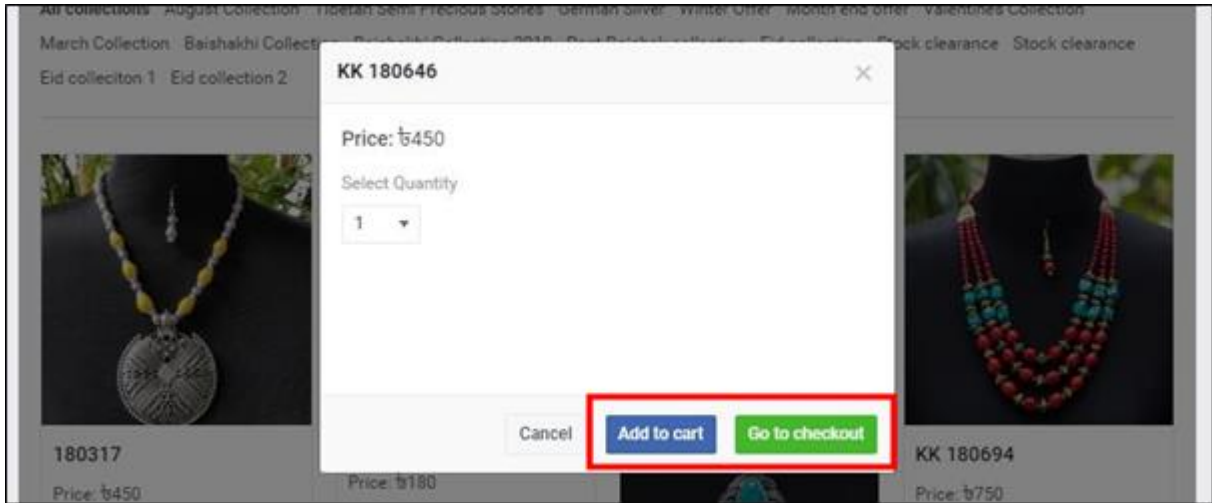


Figure 1.3. ShopUp Checkout Process on Facebook

Kreative Korals, (2018). Retrieved from <https://www.facebook.com/kreativekorals/>

If the purchaser taps the checkout alternative, they are taken to the fundamental web based business practice of checkout measure where they give their data, check on the off chance that the chose item is useful for buy and, at that point gives their installment subtleties, for this situation purchasers have the choice to utilize "Cash on Delivery (COD)" administration or pay however bKash, as a great many people don't approach credit or check cards, cash on delivery is the most favored selection of purchasers to buy items online as appeared in the image below.

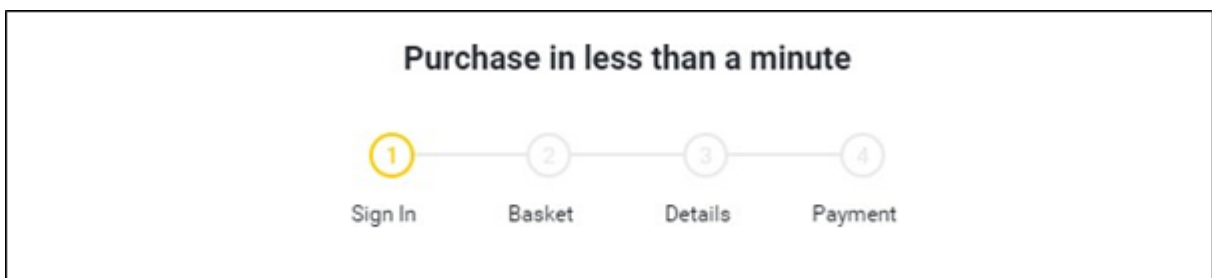


Figure 1.4. ShopUp Checkout Steps

Kreative Korals, (2018). Retrieved from <https://www.facebook.com/kreativekorals/>

Furthermore, when the checkout cycle finishes, merchant get a request notice in their telephone through a text or SMS, where they utilize the ShopUp merchant account board to deal with the request as show in the image below. Where the dealer approaches all the ShopUp administrations to deal with the request and sent it for conveyance to the purchaser in couple of minutes.

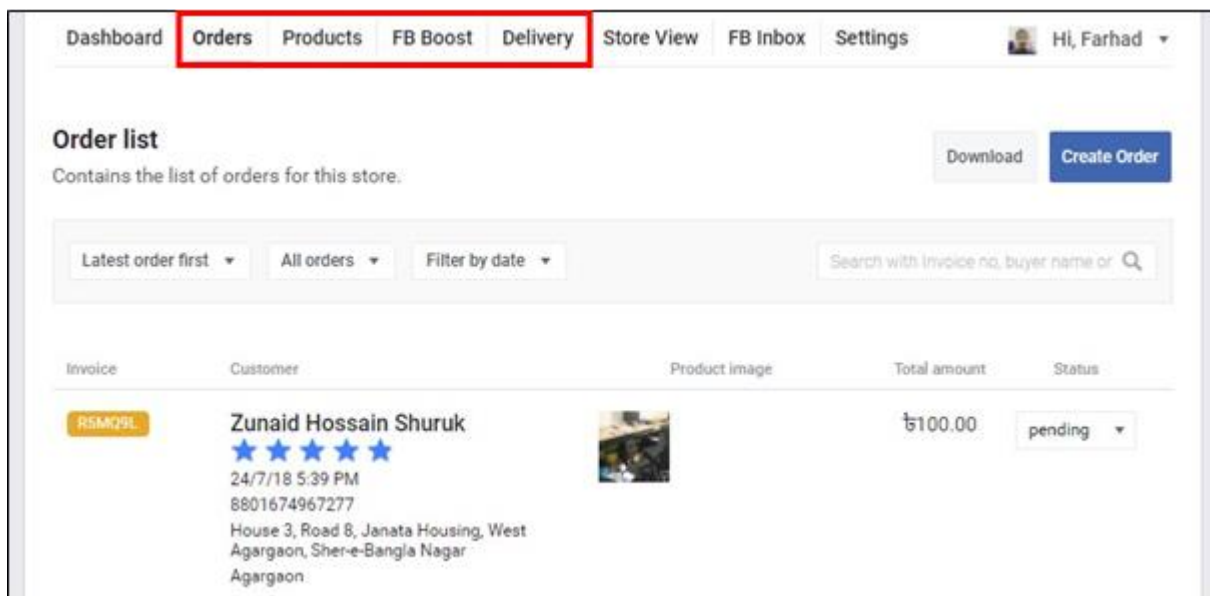


Figure 1.5. ShopUp Merchant Panel

ShopUp, (2018). Retrieved from <https://shopup.com.bd/admin/shop/10/products>

1.3 Departments of ShopUp

ShopUp consists of four departments which work corresponding with one another, the groups are sorted out so that nobody group is relied upon another group. The regarded groups are as per the following:

I. Business Development Team – This group is going by Siffat Sarwar who is the COO of ShopUp. This group has the obligation to gain new shippers, structure new organizations, search for financing openings, keep up relationship with existing accomplices and look for new open doors in the devil of internet business.

II. IT Team – This group is driven by CTO of ShopUp Aatur Chowdhury, is liable for building any and each product arrangement required for the organization and the dealer.

III. Procurement Team – This group is driven by Afeef Zaman, CEO of ShopUp. This group comprises of two item plans who are a specialist in the field of client experience (UX) and (UI). This group continually investigates on planning the most effective programming and cycle for building agreeable vendor experience IV. Coordinations and Delivery – This group is the biggest in ShopUp which incorporates around 50 workers who are liable for conveyance of the items, acquiring the item from the vendor's area and convey to the purchasers.

V. Finance – This team is liable for preparing shipper installment, dealing with credits, official costs and stock administration for the workplace supplies.

VI. Human Resource – This group is liable for enlistment, recruiting and excusal of workers upon any infringement of agreement, representative assessments, authorizing strategies and rules for better corporate citizenship and oversee different occasions and preparing programs for the representatives.

VII. Customer care team – They have the duty to help the current shippers and likely dealers with any inquiries made with respect to utilizing the product to every single administrations we give.

VIII. Admin and security: securing inside organizational safety and security of every employee as well as controlling all the offices monitoring by CCTV. The department has built by retired defense officers to ensure company's organized format and further development as startup. Under this department, they have built launching team to open new offices and distribution houses all over Bangladesh. The organogram is shown below:

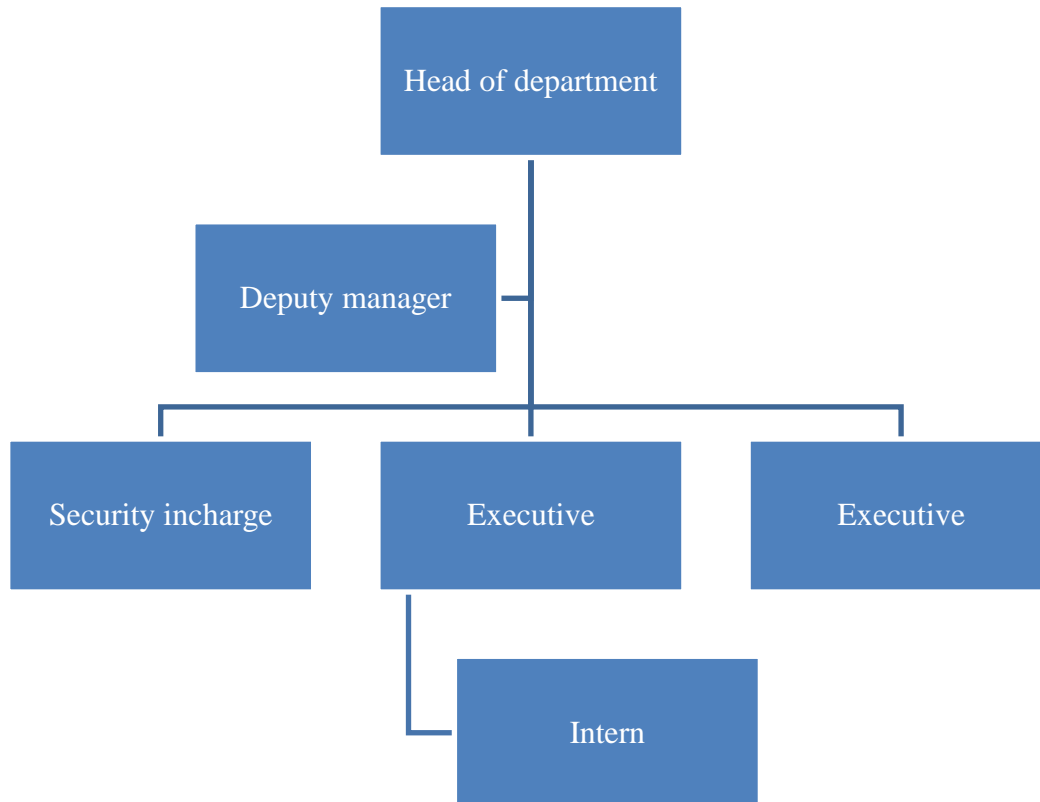


Figure 1.6: Organogram of Admin and security department

Chapter 2

Introduction of report

2.1 Rationale of the report

Current dynamic clients of ShopUp is more than 2500+ dealers who are effectively utilizing Facebook to direct their business activities. With the expanding request of the product because of its effortless and allowed to utilize nature, an ever-increasing number of dealers are being on boarded each day. As per ShopUp's client support, for lion's share of the dealers utilizing the work area programming in a hurry or in the versatile which the product was not advanced for is a major issue, as the product was essentially worked to be utilized utilizing a PC or workstations, vendors face challenges utilizing the administrations that ShopUp offers.

Moreover, because of the ongoing flood in cell phone clients in Bangladesh expanded from 128.3 million in January 2016 to 150.4 million in April 2018 as indicated by the Bangladesh Telecommunication Regulatory Commission. Also, the expanded interest for spending inviting advanced cells which are generally accessible in Bangladesh for buyers, venturing towards a portable neighborly stage as a Mobile Application is by all accounts the correct course for ShopUp. Yet, so as to assess this presumption further examination should be completed to decide if the current traders and the possibilities dealers will receive the versatile application answer for ShopUp, which will be essential investigation of this exploration paper.

Not just that, moving to a portable inviting arrangement implies that, more individuals will have the option to utilize ShopUp effectively, they will have the option to get quicker notices and cycle their requests and oversee purchaser inquiries at any spot and any time without the requirement for a PC which will limit the extra expense of buying a PC. Since an essential advanced cell is savvier than any PC or PC that potential shippers needs to buy.

Consequently, making the way for a lot more extensive scope of business visionaries who can utilize ShopUp and maintain their regarded business.

2.2: Problem Statement

Considering such issues referenced in segment "2.1. Reason of the Study", ShopUp has an arrangement to address these by advancing the item to a versatile benevolent stage however which the merchant can exploit the whole ShopUp item to play out their day by day tasks beginning from overseeing and preparing orders from the purchasers whenever in any area, including utilizing Facebook boosting to advance the item they sell, convey the item to the purchasers and take advances to grow their business. Yet, simply upgrading the stage to a versatile application doesn't take care of the issue completely, considering the expanded number of PDAs clients in the nation ShopUp need to urge the clients to move from work area to portable for every one of their exercises, so as to would so they like to include more highlights which are basics for maintaining a business on an everyday premise and refine the essential highlights that exist in the stage presently ("Market Insight: The Smartphone Industry in Bangladesh - LightCastle Partners", 2018).

All in all, this exploration paper will be an investigation on "ShopUp's feasibility on moving from a work area stage to a versatile stage through item streamlining and augmentation".

All the more explicitly the examination will respond to the accompanying inquiries that should be tended to:

1. Ought to ShopUp move from a work area application to a versatile application?

2. What are the current fulfillment rate and difficulties the client faces in the current application? Which are:

I. Store the executives highlight

II. Conveyance uphold

III. Facebook boosting for advancement of their items

3. What are the highlights that dealer needs to work their business consistently? The highlights are,

I. Business examination, where the client can see their development, number deals (expanding or declining), number of clients (expanding or declining), most sold items, top clients which will be spoken to in diagrams and outlines.

II. Bookkeeping highlight where the client can figure their benefit and misfortune.

2.3: Scope of the Study

This exploration will be founded on essential examination information through studies and a mix of organized and unstructured meeting. Overview will be finished with existing ShopUp clients who has little to enormous online stores dependent on the quantity of deals every month.

There is no specific sex or age bunch characterized for the qualification in the overview, in basic business visionaries who are as of now utilizing ShopUp and has a functioning on the web store and ideally utilizes all the ShopUp administrations.

The reviews will be led inside ShopUp office in light of the fact that, ShopUp has different instructional meetings and meetups for various fragment of ShopUp clients who live inside and outside Dhaka, shippers who has high deals every week, vendors with lower deals, traders who might need to apply for advances, and new shippers who just began utilizing ShopUp. There are around 1 to 2 meetings for every week and every meeting has more than 20 takes an interest, subsequently this fills in as the ideal chance to lead the study and converse with the traders for suppositions and criticisms.

2.4: Objectives of the report

The objectives of this report are to,

I. Build up a more enhanced adaptation of the item in the portable stage for new and existing business visionaries to maintain their business tasks effectively at their advantageous time and area

II. Manufactured an application where clients can monitor all their business activities and view items and purchaser investigation to a new dynamic.

III. Improve the current stage dependent on client's prerequisite and need.

IV. Obtain new clients, as this won't need the utilization of a work area or PCs, anybody with a cell phone can utilize it.

V. Lastly, increment the quantity of credits given by ShopUp.

2.5: Limitations of the report

The constraints for this report are as per the following,

I. Time and spending requirements are a major factor adding to this exploration, on the grounds that there are numerous dealers who live external Dhaka yet in various areas of the nation which will take longer time and costly to venture out starting with one spot then onto the next.

II. The greater part of the vendors don't have an authorized business, just the ones who have high number of deals for example the huge stores have a lawful exchange permit to do their business, consequently unlicensed vendors are terrified to talk and offer their perspectives and suppositions because of duty related issues. Thusly, less co-activity from dealers.

III. Lastly, most dealers maintain their business with numerous accomplices, accordingly it is hard to get full data on their activities as their errands are partitioned among the accomplices.

Chapter 3

Literature review:

The essential writing survey for this specific examination will be a based one an Indian report, expecting that the two India and Bangladesh are neighboring nations and along these lines having comparative attributes as far as culture, characteristics, purchaser conduct, instruction quality, buy limit, internet business development and innovation variation rate, not at all like choosing a report dependent on western buyers where there is an a lot more extensive hole.

In light of a report on Indian customers, which contemplates the move to cell phones from personal computers for purchasing and selling of products and ventures. As per the report, the majority of the well-known online business commercial center are moving to a versatile benevolent and handheld gadget arrangement, as a result of the advantageous, convenient and simple to convey nature of the cell phones (Kumar, Arif and Bashir Malik, 2017).

The image below shows the mediums however which clients have been getting to the web. As per the information spoke to underneath it very well may be seen that from 2012 to 2014 the utilization of cell phones to get to the web has expanded from about 42% to about 75%, this is on the grounds that the expense of cell phone is essentially diminishing after some time (Kumar, Arif and Bashir Malik, 2017).

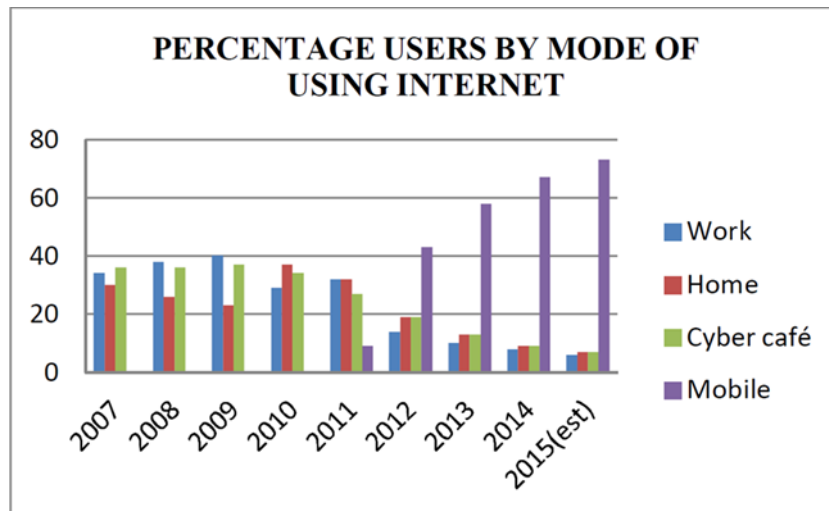


Figure 2.1. Percentage of Users by Mode of Using Internet

Not only that, for developing countries like India, people are looking for all in one solution that they can use on the go, due to the fast-moving life of a working men and women, they usually do not want to spent the time on plugging into the desktop or laptop computer to use the internet. Furthermore, mobile phone brands are competing with one another and offering the best value for money to get the most market share. In a country as big as India with an estimated smart phone subscriber of 530 million, and for most of the ecommerce business using mobile internet is now the normal internet because majority of the internet users now access the internet using their mobile phones. To complement the report of Indian consumers, another report is used from Digital Clarity Group, Inc. which tells that people are not moving to mobile platform just for convenience but also because most of the software used to run a business or day to day operations in traditional computing devices are available in in mobile phones (Walters, 2012). Walter used a phrase “Mobility initiates ubiquity” which means as mobile phones are an essential, a common item used by people for day to day activity, a device that people depends on to are everywhere used as a mode of interaction (Walters, 2012). Mobile phones are the solution and an essential factor to accomplish any task easily. All the major smart phone operating systems like Apple’s iOS in iPhones and Google’s Android have application that covers a wide range of software solution free to use unlike commonly used

desktop software like Microsoft Office which currently retails for about 69.99USD per year according to the Microsoft website, which is a big cost to factor in for people in developing countries.

in iPhones have application that covers a wide range of software solution free to use unlike commonly used desktop software like Microsoft Office which currently retails for about 69.99USD per year according to the Microsoft website, which is a big cost to factor in for people in developing countries.

In simple, smartphones are widely used and bought not for its convenience and portability but also for its “smart” capabilities, the ability to have built-in GPS to find and track locations, use the internet, media and entertainment consumption, personal and official communication, the use of a camera, various desktop class computing software in the form of mobile application which are easy to use and has less learning curve, and finally the ability to make calls. Hence the reason to shift from an online platform to a technology friendly application solution.

Chapter 4

Methodology of the Study

4.1 Research Methodology and Data Analysis Tools

The essential research strategy for this investigation will be quantitative exploration technique, and the information assortment measure for this exploration will be review polls. The study structure will be made utilizing Google Forms; however, each review will be done face to face rather than on the web with the goal that members are more agreeable and on the off chance that they require any explanations it very well may be done without any problem. The after

effects of the review will be classified and deciphered utilizing Microsoft Excel however different types of pie outlines and visual diagrams.

4.2. Research Instruments

The research will be separated into various areas dependent on the exploration questions, the inquiries will comprise of a blend of different decision, Likert scale for comprehension and measuring the experience and sentiments of the dealers. Also, with one open-finished inquiry for vendors to record what they need as another element in ShopUp that will make their life simple and issue about ShopUp that pesters them the most that should be fixed as quickly as time permits

4.3. Sampling

In this research, the participants are existing ShopUp users and total participants for this research are 100, where there'll be a mix of existing and new ShopUp users with small to large online shops.

5. Analysis and evaluation of the Data

5.1. Survey Analysis

The final result presents to below are of ninety-seven members who effectively finished the review, six overviews were taken out because of unanswered inquiries and some stayed fragmented because of vendors' interests with respect to protection and abuse of data.

1. What services of ShhopUp you use? (Multiple Choice Question)

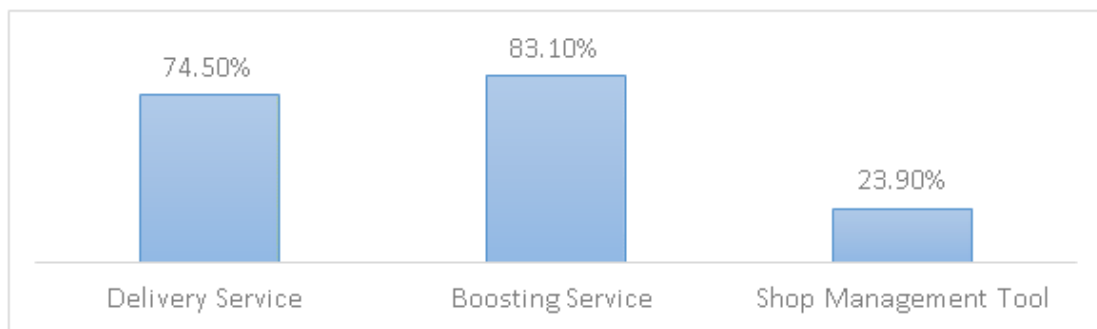


Figure 3.1. ShopUp services mostly used

2. How long have you been using ShopUp?

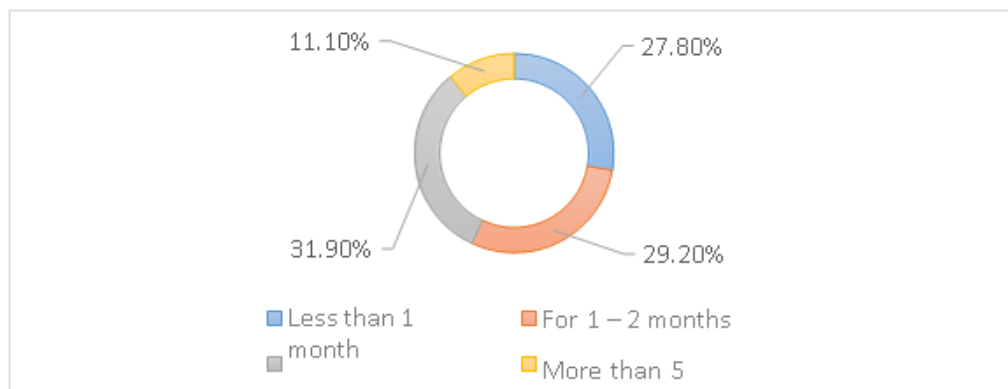


Figure 3.2. Percentage of ShopUp users by duration

Taking into account that ShopUp began advancing their administrations and offering for as far back as scarcely any months, it are regularly observed that most of the traders has joined ShopUp at the indistinguishable time upheld the above information where, dominant part (32%) of the dealers joined ShopUp inside the previous 2-5 months followed by 29% who joined inside the previous 1-2 months and 28% joined however a month prior. To add more, just 11.1% of dealers are with ShopUp for every 5 months.

3. Do you have a smart phone?

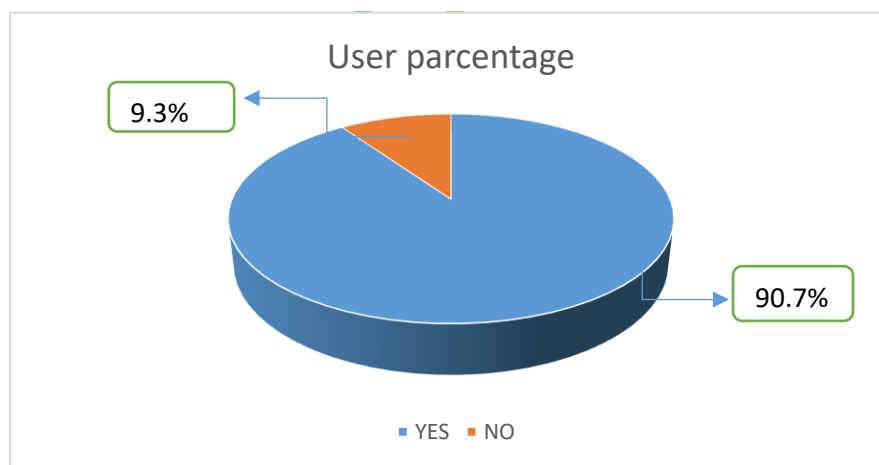


Figure 3.3. Percentage of smart phone users in ShopUp

The research demonstrates that larger part of the traders around 90% utilizations cell phone and under 10% don't approach a cell phone.

4. Have you faced difficulties regarding functions of ShopUp using your mobile phone?

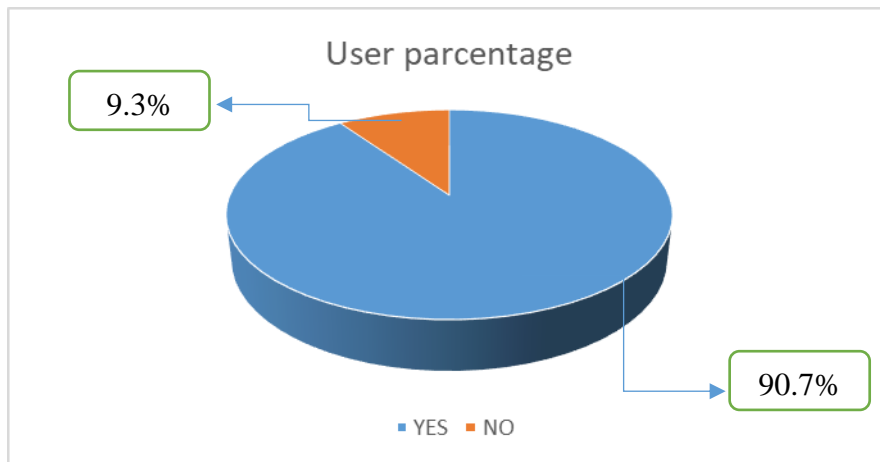


Figure 3.4. Percentage of users with difficulty accessing ShopUp using mobile phone

5. Would you like to use ShopUp mobile application?

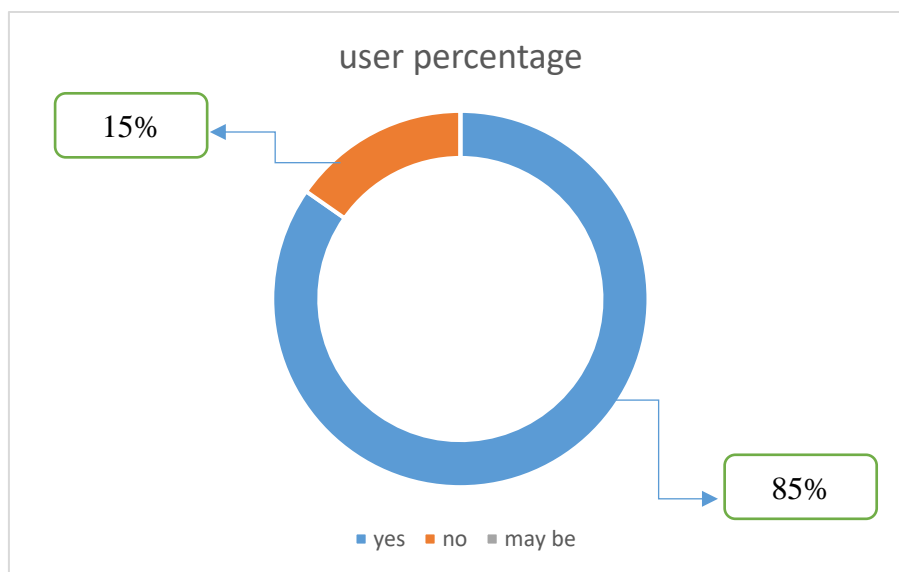


Figure 3.5. Percentage of users want to use ShopUp though mobile application

Here, a large portion of the dealers around 85% would need to utilize ShopUp as a useful application and the rest 15% are not sure with their answers as they might possibly utilize ShopUp application.

6. How considerate are you about ShopUp application helping to run your business smoothly?

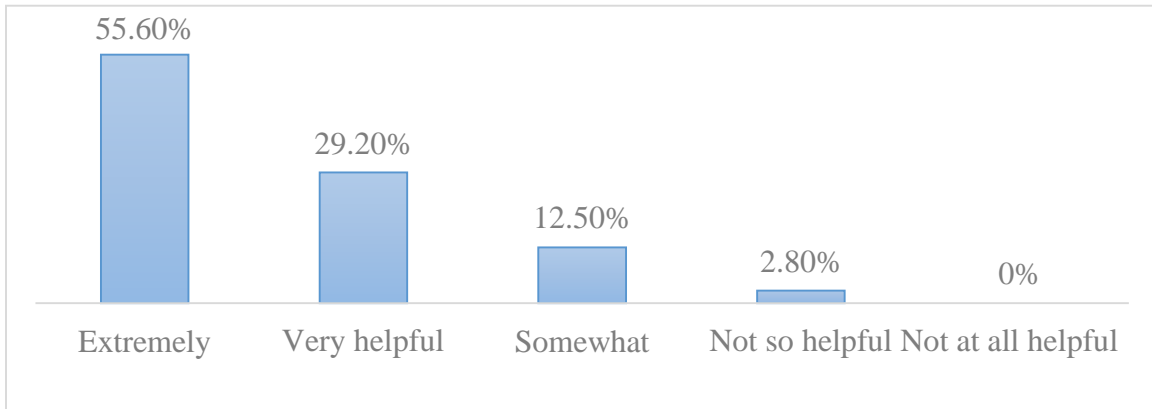


Figure 3.6. Helpfulness level of ShopUp application

In view of the information got from the overview, it tends to be seen over that about 85% of the shippers feel that the portable application will supportive for them in their everyday activities, 12.5% imagines that it will be to some degree accommodating and the rest under 3% dealers believes that it won't be as useful as the work area programming.

7. How many orders you receive per week?



Figure 3.7. Percentage of orders per week

Prevailing part 36% of the brokers get 15 - 20 solicitations for consistently, this is by and large from the sellers who is with ShopUp for 2-5. Followed by 28% solicitations are between 10-15 consistently considering the way that here most of the solicitations are from transporters who is with ShopUp for up to 1-2 months, about 14% solicitations are between 5-10 are from dealers who is with ShopUp for not actually a month with another shop. Ultimately more than 20 solicitations are from people who is with ShopUp for more than 5 months, this infers this they have a developed store to have more customary solicitations appeared differently in relation to other people.

8. Would you like to track your business revenue though the application?

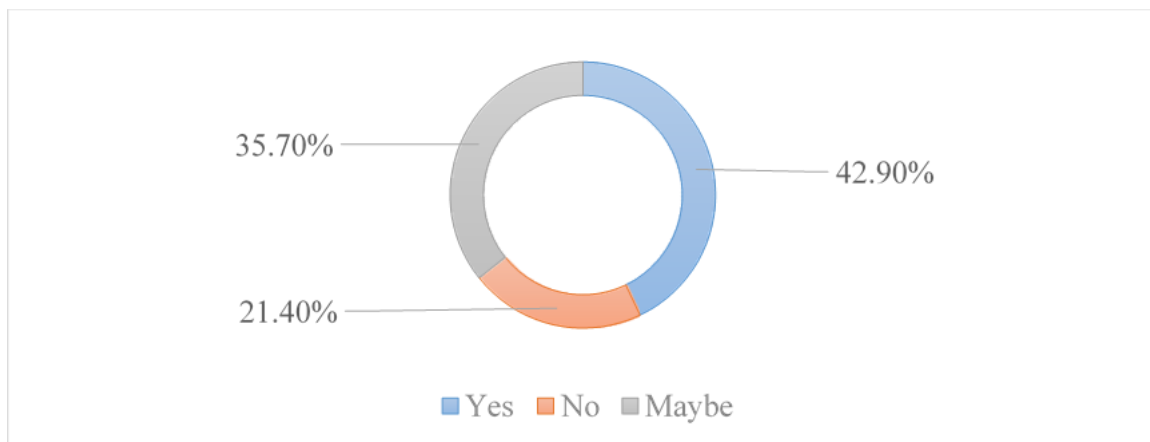


Figure 3.8. Profit & loss feature acceptance rate

Here, in light of the above information, such highlights given above are basic and assumes a significant part in business dynamic. That is structure top purchase dealers can focus on the purchasers who oftentimes buys their items, from most item sold they can keep attach the best performing items and compose their stock as per the interest. Besides, they can see their

business information at any chose timeframe, they can likewise observe whether their deals are expanding or diminishing. That is the reason over eighty percent of the traders chose above highlights.

9. Would you like to apply for E-loan in the application?

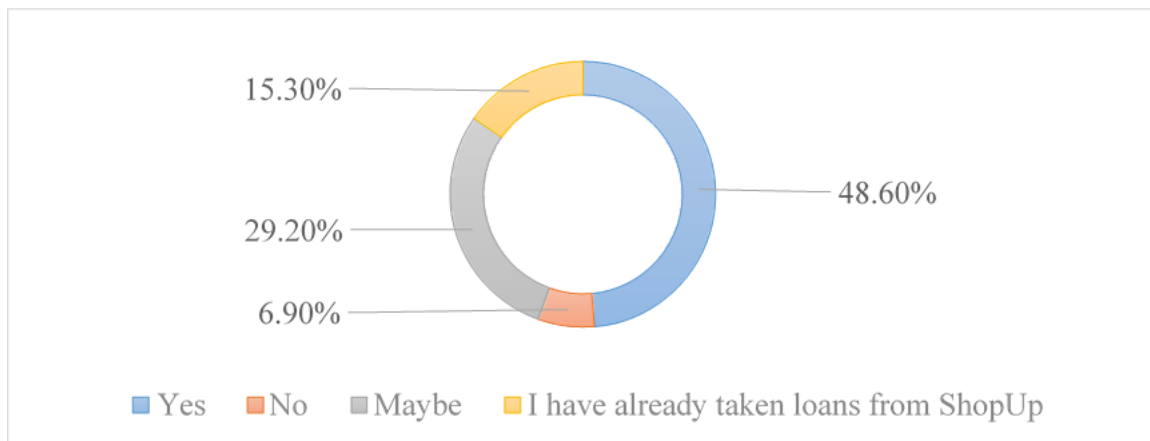


Figure 3.9. Percentage of apply for online loan through application

In view of the objectives, ShopUp need one data where individuals can undoubtedly apply for credits however so as to make sense of the number of dealers really need this component to be inside the application was significant on the grounds that highlight which stay unused can make

the application heavier and less easy to use. Along with it, from the information above it's observed that about forty nine percent vendors might need credit include, approximately thirty percent are uninterested in this component and rest seven percent claimed they don't need the element. Furthermore, other 15% have just taken advances from ShopUp.

10. What are the difficulties you face while using ShopUp application? (write in own opinion)

This was an open survey where the merchants were allowed to compose and confess different issues they are confronting, those issues are as per the following:

I. Dealers are confronting issue with installment cycle. That is the point at which a purchaser requests an item with the 'Money down' measure they installment is given to conveyance employee of ShopUp by the purchaser, by the day's end the conveyance man stores all the installment to ShopUp funds that is later paid to the traders however bKash, BEFTN or money. Thus, the traders needed more continuous installment from ShopUp, presently the installment cycle is two times in seven days.

II. During celebrations, for example, Eid or Boishak, dealers face conveyance and inconveniences where the purchasers don't get conveyance on schedule or here and there the package gets lost or even lose to another purchaser.

III. The current dealer programming has some issue, for example, when the traders transfer an item for conveyance inside the product for pickup, some of the time the data gets lost or the product crashes, this occurs in uncommon event however when it does it brings down the profitability of the vendor.

IV. The store the executives highlight has significant issues, which are:

a. Unfit to include item varieties when there are various varieties of a similar item, similar to a shirt of a similar plan yet in various size and shading.

b. Incapable to label items like sold without a doubt of stock.

c. Would need the alternative to transfer multiple photos for one item, current it is only two pictures for one item.

V. Getting to the web programming however portable is extremely troublesome and difficult to utilize.

VI. Working from a far-off area or in a hurry and without web is troublesome, in light of the fact that more often than not vendors need a PC or a PC to work with the product appropriately.

5.2. Interview Analysis

As the majority of the shippers sell items like ladies and men garments, extras, gems, make items, blessing boxes with no exchange permit, in this manner the vendors were somewhat awkward and impervious to share data, along these lines as opposed to being excessively meddling on their business matter the accompanying inquiry was posed and those discoveries are as per the following:

1. What highlights do you think you have to maintain your business through the ShopUp versatile application?

I. Conveyance following along with conveyance status where shippers can monitor the improvement of their packages, for example, on the off chance that the bundle is enrooted to the purchaser, at that point it ought to demonstrate that that package is "in progress", on the off chance that the package is conveyed, at that point the status ought to be "conveyed", in the

event that the bundle gets lost or harmed, at that point the status should state "harmed" or "not found".

II. Capacity to monitor who are the top purchasers, top selling items, complete number of deals in a month/day/week or chose timeframe.

III. A basic cycle overseeing stock, where they shippers can determine the measure of items, they have available and consequently changes to "unavailable" when the item is completely sold out.

IV. Vendors would need to get warning just as instant message in the cell phone when they get a request. Much the same as some other notice, for example, when somebody send a companion demand on Facebook, you get a little stable and a notification which says "you have another companion demand", simply like that the shippers need something very similar for request that "you have gotten another request".

6. Findings of the Study

Here are the findings dependent on the research from the study and interview:

I. The greater part of the dealers utilizes advanced cell, in this way and dependent on the examination lion's share of the them might want to utilize the ShopUp versatile application.

II. Shippers might want the alternative to have more incessant installment for the cash saved to ShopUp account however Cash on Delivery measure.

III. Boosting and Delivery administration are the most utilized and famous administrations of ShopUp by the traders.

IV. The more extended period dealers exploit the ShopUp programming, their number of deals increment after some time.

V. Larger part of the shipper's experience difficulty utilizing the ShopUp work area programming through cell phones, in this manner having a versatile inviting programming will help then incredibly and dealers are eager to utilize it.

VI. Shippers imagine that having the application will assist them with working in any area whenever, handling request and overseeing store will be quicker, it will be simpler to convey than a PC, get moment notice after accepting a request will be exceptionally useful and it will be anything but difficult to utilize, contrasted with a work area/PC a lower expectation to absorb information.

VII. Dominant part of the clients can't utilize the store the executives include because of its impediments, for example, insufficient usable element, unfit to transfer item varieties, incapable to make the most of and stock, incapable to label items.

VIII. Dealers are exceptionally happy with the shop conveyance administration other than the event issues, for example, get appropriate status of bundles, harmed or not found.

IX. Vendors are amused with the Boosting administration of ShopUp and less whine in regards to this administration.

X. Larger part of the vendors might want to see their benefit and misfortune information, yet a critical sum is likewise unconcerned about this thought and a little bit do now need this element since they don't need ShopUp or other to think about their deals just as duty worries because of maintaining the business without exchange permit.

XI. Data, for example, top purchasers, most sold items, complete number of buys at some random time, recurrence of purchasers expanding or diminishing and expanding or diminishing deals rate will assist them with taking better business choices.

XII. Lastly, larger share of the clients might want to apply for advance however the application, yet some are uninterested and a little segment have just taken credits.

7. Recommendations

The suggestions dependent on the finding are as per the following:

I. In light of the investigation, it tends to be seen that larger part of the clients are experiencing difficulty utilizing the current work area programming however through cell phones, notwithstanding that the vast majority of the clients are utilizing PDA and might want to utilize a versatile application for its benefit, included new highlights, usability and openness. Hence, ShopUp can without much of a stretch move to a portable stage likewise with their current work area programming to hold new traders who doesn't approach a work area or PC changes the life of the current clients simpler to maintain their business.

II. ShopUp needs to have more regular installment framework for shippers that sells however money down, with the goal that the vendors get their cash when they what to sell.

III. ShopUp need to include the accompanying component which can help the vendors to take better business choice, the highlights are as per the following:

- a. Top purchasers
- b. Most sold items
- c. Absolute number of buys at some random time
- d. Recurrence of purchasers expanding or diminishing
- e. Deals rate, expanding or diminishing

IV. ShopUp ought to incorporate warnings and announcements for requests and conveyance legitimately to the traders for better straightforwardness on conveyance status.

V. Taking into account that greater part of the vendors is not satisfied with the store the executives include, ShopUp should take a shot at making the element more fitting dependent on the trader's necessity.

VI. ShopUp likewise should add include for clients to see their benefit and misfortune measurements, however make it a discretionary element where the client can decide to not utilize it in the event that they would prefer not to.

VII. Likewise so as to expand the quantity of advances providing by ShopUp, they should add the component applying for advance inside the application in light of the fact that the majority of the vendors would need to have this choice dependent on the investigation

8. Conclusion

In this report, I had the option to discover climate it legitimizes for ShopUp to move to a versatile inviting arrangement from their present work area stage or make alterations and change on their present work area stage. In light of the exploration it very well may be proposed that ShopUp should move to a versatile inviting stage from their work area programming for their new and existing shippers for a superior and easier to use understanding. Not just that, so as to make the dealer's business experience simpler and helping for a superior business dynamic, new component, for example, business investigation like recurrence of deals, top purchasers, high and low performing items with benefit and misfortune computations will be an extraordinary expansion for the traders' dependent on the examination. Besides, a large portion of the administrations or highlights offered by ShopUp are working very well, dissimilar to their store the executives include which should be reconsidered to improve it and more valuable for the traders to exploit or utilize the element.

Taking everything into account, in view of the investigation in this paper, ShopUp and Bangladesh is going towards a major innovative move, from regular type of PCs to PDAs. With the spending days, cell phone is getting more reasonable and open for individuals to buy and use, accordingly limiting the requirement for a work area/PC, just that such gadgets considers compactness and comfort yet additionally having the innovation of utilizing work area class programming in them. Accordingly, in the upcoming years we will see a major change in organizations who are generally technology based are reclassifying as well as improving own items and administrations more fit towards a versatile stage.

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Appendix

10.1. Survey Question

Here is the list of questions used for the survey for this study:

Section A:

1. What services of ShhopUp you use?

- Delivery Service
- Boosting Service
- Shop Management Tool

2. How long have you been using ShopUp?

- Less than 1 month
- For 1 – 2 months
- For 2 -5 months
- More than 5 months

3. Do you have smart phone?

- Yes
- No

4. Have you faced difficulties regarding functions of ShopUp using your mobile phone?

- Yes
- No

5. Would you like to use ShopUp mobile application??

- Yes
- No
- Maybe

6. How considerate are you about ShopUp application helping to run your business smoothly?

- Extremely helpful
- Very helpful
- Somewhat helpful
- Not so helpful
- Not at all helpful

7. How many orders you receive per week before using ShopUp app?

- Less than 5 orders
- 5 -10 orders
- 10 – 15 orders
- 15 - 20 orders
- More than 20 orders

8. Would you like to track your business revenue though the application?

- Yes
- No
- Maybe

9. Would you like to apply for E-loan in the application?

- Yes
- No
- Maybe
- I have already taken loans from ShopUp

10. What are the difficulties you face while using ShopUp application? (write in own opinion)

10.2. Interview Question

1. What are the difficulties you face while using ShopUp application? (write in own opinion)