

**Report On**  
**Identifying Retailers' Satisfaction Survey of Lever Bazar App.**

By

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

Brac Business School  
Brac University  
October, 2021

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## **Declaration**

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where 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/We have acknowledged all main sources of help.

### **Student's Full Name & Signature:**

Noor-E-Sabrin Alim

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ID 17104147

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

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**Ms. Mahreen Mamoon**

Lecturer, Brac Business School

Brac University

## Letter of Transmittal

Dr. Sang Lee

Dean

Brac Business School

Brac University

66 Mohakhali, Dhaka-1212

Subject: Prayer for internship report submission.

Dear Sir / Madam,

It is an honor for me to write my internship report, titled "Identifying retailers' satisfaction survey of Lever Bazar App" according to the set of instructions provided.

I did my best to complete the report with all of the necessary information and recommendations.

Proposal has been given in the most concise and thorough manner as possible.

I sincerely hope and pray that you will find this report to be satisfactory.

Sincerely yours,

Noor-E-Sabrin Alim

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Noor-E-Sabrin Alim

ID 17104147

Brac Business School

Brac University

Date: October 9, 2021

## **Non-Disclosure Agreement**

This agreement is established and entered into by and between Unilever Bangladesh Ltd. and Noor-E-Sabrin Alim, the undersigned student from Brac University, for the purpose of enforcing a strict prohibition on the release of sensitive information held by the company.

## **Acknowledgement**

A Bachelor of Business Administration degree requires completion of an internship program ("BUS400" at Brac University). I would not have been able to submit the report efficiently and on time without the essential guidance and instructions, as well as the constant support from my coworkers and, more importantly, my beloved individuals at Brac University. I would like sincerely thank my honorable lecturer, Ms. Mahreen Mamoon, Lecturer, BRAC Business School, for his invaluable assistance in providing me with the necessary direction and data to complete this temporary employment report. Also, I'd like to express my gratitude to Md. Abdul Mukaddem, Project manager of eRTM, Customer Development department, Unilever Bangladesh Limited, for all of his assistance, including showing me all of the nuts and bolts of my projects and quietly showing me each necessary detail, revising me when I'm off-base, expanding his glow as a badge of appreciation, and directing me all through my internship period. Mr. Hanzala Bin Sultan, Business analyst, Customer development department, Unilever Bangladesh Limited, was my mentor at the time. His great leadership, consistent support, and meticulous oversight throughout the internship time are incredible to the point where even my most heartfelt gratitude is insufficient. As a result, I am quite pleased that Unilever Bangladesh Limited selected me as an intern. Last but not least, I would like to convey my gratitude to all of my other coworkers for their help. Finally, I want to express my gratitude to my family, teachers, coworkers, friends, and well-wishers for believing in me and supporting me at every stage of my life.

## **Executive Summary**

From 2013, the e-commerce industry of Bangladesh started to flourish in the market and soon people started to get aware about the concept of online shopping. Gradually many E-commerce platforms started to take place such as Daraz, bikroy.com, Rokomari.com, chaladal.com and many more. Alibaba, the Chinese e-commerce giant, purchased Daraz Limited, one of Bangladesh's top e-commerce firms, which was founded by Rocket Internet. It was part of a larger strategy to open up South Asian markets and bring the sector into the spotlight.

Even after arising of e-commerce platforms there were no such use of e-commerce platforms within the companies that want to make their supply chain system into digital. Unilever Bangladesh Ltd. is the first FMCG based company in the Bangladesh history that took initiative to come up with such approach that can ensure a smooth and digitalized supply solution for their own registered retailers all over Bangladesh and the name of their e-commerce solution is Lever bazar app.

The organization where I interned understands not only understands the need of a digitalized supply solution, but also how supply channels can be made more reliable and simple for overall operations. The Lever bazar app continues to serve as a means for shopkeepers to obtain Unilever products using their smartphones and a few taps of their fingers.

I conducted a survey of retailers who use the Lever Bazar App to determine whether or not they are satisfied with it and to learn about the significant concerns that still need to be addressed.

**Keywords:** B2B E-commerce platforms, FMCG digital supply solution, digitalized route to market, retailers' satisfaction, saves time and effort.

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## List of Acronyms

|      |                            |
|------|----------------------------|
| eRTM | Electronic Route To Market |
| DFP  | Distribution Field Force   |
| FMCG | Fast Moving Consumer Goods |
| B2B  | Business to business       |
| MT   | Market Trade               |
| OTP  | One-Timed Password         |
| HUL  | Hindustan Unilever Limited |

# Chapter 1

## Internship Overview

### 1.1 Student information

Name: Noor-E-Sabrin Alim

Student ID: 17104147

Program: Bachelors in Business Administration

Department: BRAC Business School

Major: Marketing and Human Resource Management



### 1.2 Internship Information

#### 1.2.1 Period, Company Name, Department/Division, Address

Period: 3 months (July-September)

Company name: Unilever Bangladesh Ltd.

Department: Customer Development

Address: ZN Tower, Plot#02, Road#08, Dhaka 1212.

#### 1.2.2 Internship Company Supervisor's Information: Name and Position

On-site Supervisor: Md. Abdul Mukaddem

Position: RTM Project Manager

#### Job Scope – Job Description/Duties/Responsibilities

## **Job Description:**

- To prepare documentation
- To enroll retailers
- To prepare text notifications.
- To monitor users ratings and reviews of Lever bazar.
- To prepare competitive analysis.
- To research about the assigned topics
- To prepare reports on monthly notification
- To prepare presentation.

## **Internship Outcomes:**

### **1.3.1 Student's contribution to the company:**

Learning takes on its actual nature and meaning when all practical and theoretical experiences are merged. I count myself lucky to have been able to contribute in any little way to the organization's success. My internship tasks were mostly related with Lever Bazar's back-end jobs such as enrolling the retailers, preparing Bangla text notifications for the retailers as tele-marketing, setting up banners and image notifications of promotional offers which would land on the application's popular page, analyzing notification reports, monitoring google play store's lever bazar App rating and reviews and promptly replying the users about their feedback and complaints.

Apart from those, I have also done few research based works, proof-reading and content designing tasks for the important documentations of Lever Bazar App. During the end of my internship period, I, along with the core team of B2B did a project to identify the **Net Promoter Score (NPS)** of lever bazar which will be discussed in chapter 3.

### **1.3.2 Benefits of this internship:**

Due to this internship program, I got the opportunity to work in both sectors which were related with marketing and also the e-commerce site maintenance. I got the exposure in terms of learning how to handle retailers, how to approach and convince them to use lever bazar app. Also to take immediate action to let the B2B or eRTM team know about the problem if any particular retailer is facing. Crafting Bangla Communications for retailers is surely no less than an art. I learnt how to craft the communication in certain manner that would help retailers grasp the message immediately and would consider about the offers and conveyed message seriously.

Another most important learning from this internship was the importance of minor details, let it be a design, word, font, color or anything on a documentation or on a presentation can bring a huge impact on it. My supervisor also guided me with few tips and tricks in making PowerPoint presentations which eventually helped me to enhance my skill to a great level. As my enrollment tasks and preparing text notifications were mostly based on MS Excel, my mentor taught me great tips and tricks to sort out data and many more which also helped me to gear up my Excel skills and to complete the tasks more effectively.

As Unilever Bangladesh Ltd. is a purpose driven company, they intend to provide their interns a good exposure to the experiences of top leaders that would led them to become a future-fit for the organizations. In this internship program, interns get the opportunity to directly get connected with the higher level officials such as the CEOs, Director of HR, Marketing heads

and Project managers who have been working in this company for some time now in a form of webinar sessions. In these webinars, the specialized leaders of particular fields come forward to share their insightful and educative views along with their experience stories regarding those fields to us so that we can learn and implement those in the future and bring a good impact in the long term.

Last but not the least, Unilever Bangladesh Ltd. also arranges impactful workshops where the interns get the opportunity to get connected with the ULIP-Interns of Unilever global (which is ULIP-interns from other countries) to get to know each other. Another impactful workshop for the interns was “the purpose workshop”. In this workshop, the interns were divided into few groups and for each group, a facilitator was assigned whose task was to talk about our lives, share stories of each other to each other and then guide the interns to find out their purpose statement. The purpose statement is a statement which will remind a person about his/her life’s purpose and guide it through the life in both personal and professional way. The purpose statement also helps in reminding one’s true meaning of life and how the life can be made impactful for that person.

### **1.3.3 Problems and difficulties faced during the internship:**

Even though the working hours were completely flexible throughout the internship process, the seniors were friendly, supportive and co-operative but the only problem took place is the lack of consistency in communication process. Due to the current pandemic situation of COVID-19, Unilever Bangladesh Ltd. has made all the necessary arrangements for their employees to work from home. As a result, this internship had to be done completely in virtual manner. This disrupted in having a real experience of being in a physical office and have one-to-one interactions opportunity with the employees of Unilever.

### **1.3.4 Recommendations:**

- I. As the trend of remote office or work from home office is increasing in Bangladesh due to the pandemic situation, it is vital for the future interns to learn the sheer art of virtual communication in terms of home office. As the scope of one-to-one interaction is less, it is important to know the necessary tricks on how to get necessary information within one or two meetings, proper approach, email etiquettes and many more. It is also important to know the limit of reaching out to the supervisors because constant notifications or text messages can hinder their concentration towards their job and get them bothered.
- II. The future interns are recommended to participate in every webinar, and workshops organized by the company so that it helps them to get more opportunities to learn and get themselves expose to the experiences of the top leaders.



## Chapter 2

### About Unilever

#### 2.1 Introduction

Internships are a significant component of a student's academic career, especially for those in the business field. In this course students get the opportunity to experience the live business practices which he/she has been learning for last four years. Students are often left with little or no opportunity to test their skills and flexibility in a practical scenario in between arduous attempts to absorb all kinds of academic knowledge over the course of four or more years. Hence, this period of life becomes extremely important for those students as they get to taste the actual work-life. In the period of tenure, students get to observe closely how different departments of the organization really operates and functions and how the decisions made by the management really impacts on the company's profitability. This is a great opportunity for students to implement their knowledge, ideas and reflections that they learnt throughout their university life. Unilever is one of the world's major fast-moving consumer goods firms, with over 400 brands and operations in over 190 countries. Unilever Bangladesh Limited's ULIP (Unilever Leadership Internship Program) is a three-month internship program in which selected applicants are given the opportunity to work on and lead live ongoing business projects. The recruitment process normally begins in March and lasts for three sessions throughout the year. I was selected as ULIP intern in my last semester June 2021 and had the opportunity to work in the company from July 2021. I joined as a GTM Intern in the B2B Team or eRTM team under the supervision of Mr. Md Abdul Mukaddem, Route to market (RTM) Project manager and was initially assigned a Key Project "Lever Bazar" which aimed to make the supply chain system of retailers of Unilever Bangladesh in a smoother way.

## 2.2 Overview of the company

### 2.2.1 History of Unilever

Unilever, based in London and Rotterdam, is one of the world's largest multinational consumer goods firms. The notable businessmen William Lever, James Dacer, Samuel Van Den, and singrose formed the corporation in 1930 by the name of Lever Brothers Ltd. Unilever began its journey as a modest family business in the late nineteenth century. The Jurgens, a family of carpenters, began selling butter that they received as payment for their labour in the early 1800s. In order to be self-sufficient and develop a prosperous business, the family relocated to Brabant, Netherlands, in 1860 and established a thriving butter business. In the Dutch town of Oss, the Van den Berghs, a family of butter merchants, established a lucrative butter trade. By 1870, the company had grown and begun exporting to England, which was the largest market for Dutch butter at the time. Mège Mouriès, the inventor of margarine, granted the Jurgens family the patent in 1871. The new substance, which is created from animal fat, may be used as a cheaper alternative to butter and is dubbed margarine. Jan Jurgens, who runs a firm in the same town, sends a sample of this new product to Simon Van den Bergh, who then starts working on a similar product. Because of the invention of hydrogenation, a technology for hardening vegetable oils, a wide range of raw materials, not simply animal fat, can now be used.

Lever & Co, a family grocery store in northern England, begins creating a new soap that contains copra or pine kernel oil to help it foam more easily than traditional animal fat soaps. William Lever sells it wrapped in distinctive packs with a brand name – Sunlight – which is unusual for the period. As a result, this is how Unilever was created and began operations. The corporation currently produces and sells products of approximately 400 brands in over 190

countries. Unilever products are used by 2.5 billion people every day to make them feel good, look good, and get more out of life.

### **2.2.2 Unilever Global**

Unilever is a British-Dutch giant with a long history of colonial exploitation on which it has steadily built its fortune. It now controls over 400 consumer goods brands in food, beverages, cleaning agents, and personal care products around the world. In 2013, the corporation generated a global revenue of €49.800 billion, employing about 174,000 people. Unilever PLC in London, United Kingdom, and Unilever NV in Rotterdam, Netherlands, are its two parent corporations. Both parent firms share the same board of directors and function as one company. Nils Andersen (November 2019) is the current non-executive Chairman of Unilever N.V. and PLC, while Alan Jope (January 2019) is the Chief Executive Officer. Unilever is a mission-driven firm, with each of its brands serving a specific purpose. The company's main goal is to make sustainable living a norm in the future. To that end, Unilever has established “The Unilever Sustainable Living Plan,” which consists of three major objectives aimed at decoupling the company's growth from its environmental footprint through improving social impact. The three major objectives are:

- Improving health and well-being for more than 1 billion.
- Reducing environmental impact by half.
- Enhancing livelihoods for millions.

There are three categories of their product range which are beauty and personal care, foods and refreshments, and home care. There are many competitors of Unilever but the most prominent competitors of Unilever are Nestle and Procter and Gamble who are also world’s market leading fast moving consumer goods corporations.

### **2.2.3 Unilever Bangladesh Ltd.**

Unilever Bangladesh Limited is one of the world's major manufacturers of fast-moving consumer goods. In Kalurghat, Chittagong, on February 25, 1964, the Lever Brothers Pakistan was founded. Unilever has a 55 percent stake in the privately held corporation. It was then renamed Lever Brothers Bangladesh Limited and registered in 1973. (Monowar, 2017) Afterwards in 2004, lever brother ltd changed their name into Unilever Bangladesh Ltd. The company is currently part of a joint venture with the Bangladesh government and Unilever PLC, with the government of Bangladesh owning 39.6% of the total share and Unilever 60.4 percent. The company's headquarters are in Dhaka, while its manufacturing facilities are spread across Bangladesh. (Mojammel, 2021) Unilever's largest manufacturing plant is in Chittagong, Kalurghat, and it is currently manufacturing and distributing client items in various classifications around the country. Water purifiers, oral care, home care, personal care, deodorant, and food and refreshment items are all part of the business. Personal hygiene, skin care, oral care, hair care, fabric cleaning, household cleaning, tea and other beverage goods are just a few of the product categories they offer. Unilever's products are widely available, from Modern Trade Centers to Rural Small Grocery Stores. Lux, Glow and Lovely, Dove, Sunsilk, Surf Excel, Vim, Wheel, and many other daily-use brands are produced by Unilever Bangladesh Limited.

### **2.2.4 Mission**

The mission of Unilever is to “**Add vitality to life.**” With a diverse product portfolio, Unilever satisfies the needs of millions of consumers every day. They offer 24 brands to fulfill expanding nutritional, hygienic, and personal care needs, as well as brands that will help people feel and look beautiful. (Justin, 2017)

### 2.2.5 Vision

The vision of purpose driven company is to “**Make sustainable living a common place.**”

Unilever, as a brand, is committed to sustainability and aspires to be a global leader in the field.

Unilever promotes excellent performance through their purpose-driven and future-ready approach.

### 2.2.6 Objectives

Unilever is a mission-driven company that prioritizes sustainability. Change is unavoidable, and Unilever's goal is to develop a long-term plan that will have an influence on people's lives.

They believe that sustainable business leads to better results, and their strategy is to create long-term value for all stakeholders (ibid). They aim to make sure that functions are exact and measurable while addressing global challenges. This brings up a whole new set of criteria for judging performance. The goal is to face the obstacle head on and to do so in a realistic manner.

(Mojammel, 2021)

### 2.2.7 Logo



*Figure 1: Unilever Logo*



## Sun

Our primary natural resource, the sun evokes Unilever's origins in Port Sunlight and can represent a number of our brands. Flora, Slim-Fast and Omo all use radiance to communicate their benefits.



## Hand

A symbol of sensitivity, care and need. It represents both skin and touch.

## Flower

Represents fragrance. When seen with the hand, it represents moisturisers or cream.



## Bee

Represents creation, pollination, hard work and bio-diversity. Bees symbolise both environmental challenges and opportunities.



## DNA

The double helix, the genetic blueprint of life and a symbol of bio-science. It is the key to a healthy life. The sun is the biggest ingredient of life, and DNA the smallest.



## Hair

A symbol of beauty and looking good. Placed next to the flower it evokes cleanliness and fragrance; placed near the hand it suggests softness.



## Palm tree

A nurtured resource. It produces palm oil as well as many fruits – coconuts and dates – and also symbolises paradise.

Figure 2: Unilever's logo explanation (Part 1)



### Sauces or spreads

Represents mixing or stirring. It suggests blending in flavours and adding taste.



### Bowl

A bowl of delicious-smelling food. It can also represent a ready meal, hot drink or soup.



### Spoon

A symbol of nutrition, tasting and cooking.



### Spice & flavours

Represents chilli or fresh ingredients.



### Fish

Represents food, sea or fresh water.



### Sparkle

Clean, healthy and sparkling with energy.



### Bird

A symbol of freedom. It suggests a relief from daily chores, and getting more out of life.



### Tea

A plant or an extract of a plant, such as tea. Also a symbol of growing and farming.

Figure 3: Unilever's logo explanation (Part 2)

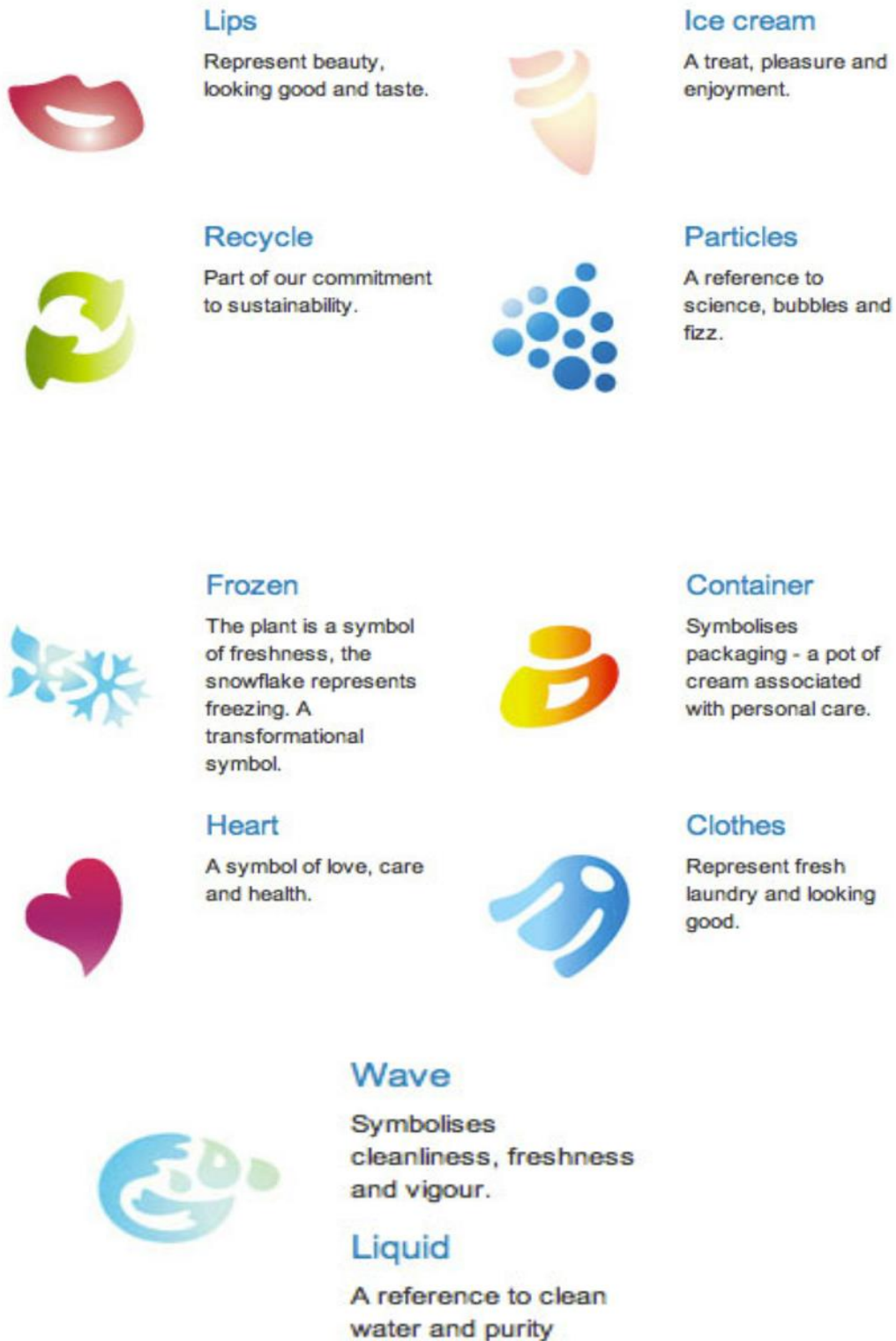
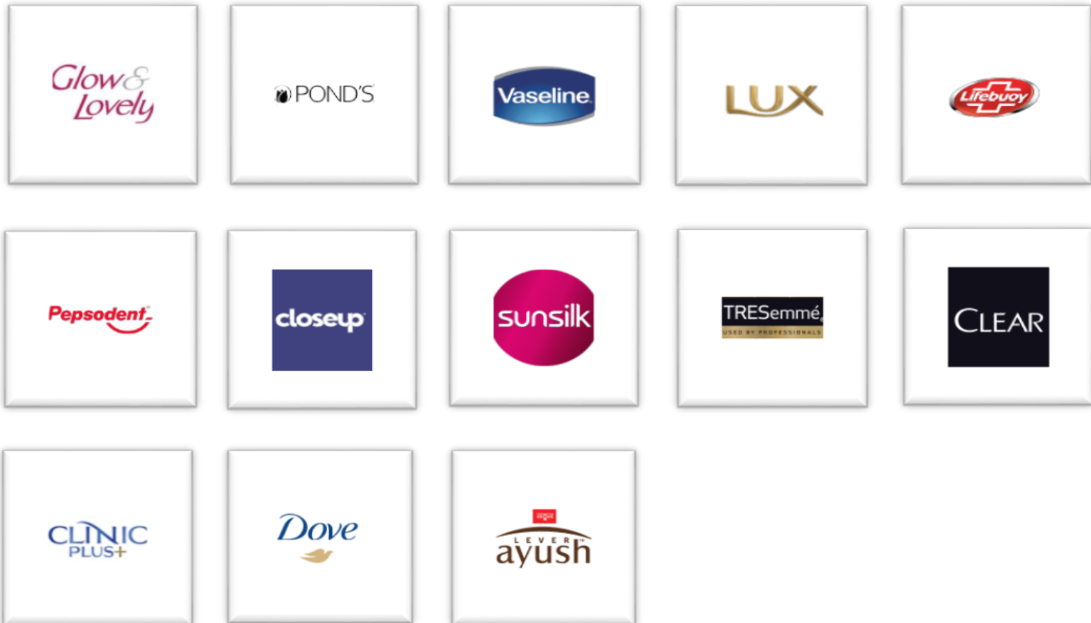


Figure 4: Unilever's logo explanation (Part 3)

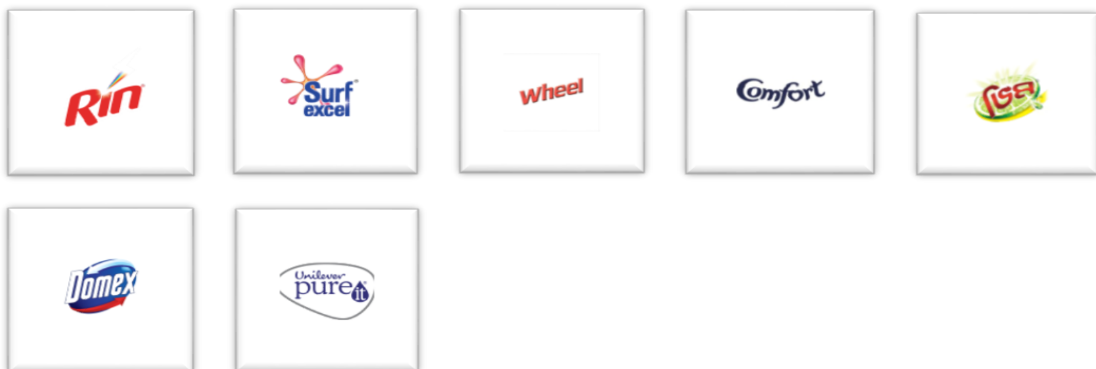


## 2.2.8 Brands and their products

- Beauty and Personal Care:



- Home Care:



- Food and Refreshment:



*Figure 5: Unilever's brands existing in Bangladesh*

## 2.3 Management Practices

### 2.3.1 Leadership style

Unilever believes in building a common place for innovations which includes community involvement and that also signals to their leadership style that they like to follow which is based on participative style. In Unilever, every opinion matters because they believe every individual has their own sense of creativity which can help them to find solutions of core problems. As Unilever is a purpose-driven company which aims to ensure sustainability in the environment, it needs action from the team who believes in it and has love and intention to do good for the society. This attitude helps them to create an internal community full of people who believes in change and has plans for a long-term future. It also increases the working productivity of every individual of the organization which leads them to come up with out-standing ideas and vision.

### 2.3.2 Unilever's workplace (U-work)

Unilever global has been working on to make a new employment model which allows the employee to find a purpose and helps to its importance. These days' people are increasingly seeking work that is both personally and professionally fulfilling. They want something more

flexible that is tailored to their requirements and stage of life, rather than the standard 40-hour/40-week/40-year employment contract. Even though the older employees are ready to work in the job for long time but young employees are looking for a meaningful job with more flexibility. The recent pandemic caused by COVID-19 virus have force to think beyond on how and where to work and make things operate smoothly. And that is why CEO Alan Jope and his team came up with the idea of hybrid future of work where employee will be working couple of days in office and few days from home or remotely so that employees can have access to their own desired alternative field apart from Unilever. Due to this the Unilever team has gained significant productivity and flexibility as a result of this. Therefore, by the year of 2030 the company Unilever plans to achieve the goal of pioneering the new employment model (U-Work) to provide employee with flexible employment option. In U-work system employees can have the freedom and flexibility of contract work while also having the security and benefits of permanent work. In U-Work, no one has a set job. They work on a variety of projects and have spare time between jobs to pursue other interests. Regardless of whether they're working on a project or not, they get a monthly retainer and a unique set of benefits. When they're working, they're compensated for each assignment. There are numerous advantages to working in a more flexible manner. It aids those who wish to reduce their working hours as they age. It enables working parents to better manage their time. It also enables people to travel or study without having to give up their jobs. Also managers. The managers of Unilever has access to skilled people who are known to Unilever and can get certain works done by avoiding the hidden cost of freelancers. In this way Unilever employees get to showcase their expertise in other fields apart from their certain roles. U-work is live in countries like UK, Malaysia, Argentina, South-Africa and Phillippe's.

### **2.3.3 Human resource management in Unilever Bangladesh**

The U-work model might not officially implement completely in Bangladesh work system but the few practices of that model are already live in the Bangladesh work place such as working remotely from the office. This happened mostly due to the pandemic but the practice have been prevailing there even before the pandemic. The work culture has always been very friendly and less dominating irrespective of senior and junior position. To enhance the productivity of the employees, the HR management team have come up with yearly increment goal which is (Work Plan Goal) WPG model system that can help to evaluate an employee's performance based on certain KPIs. The employees are allocated with small projects and after the completion of each projects, the employees are evaluated based of WPG and on the basis of performance appraisal the employees are given a yearly raise or promotion. For the female employees, HRM of Unilever have come up with Prottyasha where female employees are given free ride from home to office and office to home, and many more. Unilever also believes in the power of unity and knowledge. To ensure the work place as a great source of learning, Unilever also holds training and development sessions for their employees by hiring their own skilled people or by bringing experts outside of Unilever. There are various recruiting programs by Unilever such as

- Unilever leadership Internship Program (ULIP)
- Unilever Future leaders program (UFLP)
- Biz Maestros competition
- Customer Development Trainee program
- Supply chain trainee program.

Apart from that if there is any vacancy for any certain post, Unilever Bangladesh provides circular in their own career option, Facebook career page, LinkedIn profile or other jobs portal where potential applicants gets to know about the vacancy to apply thereby. Usually the

recruitment process consists of several phases such as online aptitude written test, case solving, and lastly interviews. Apart from these, streamlining and managing personnel functions is the responsibility of this department. The functions include organizing and arranging meetings, processing payrolls, and taking complaints, among others. Line managers are assigned to each project, and HR ensures that the project's crew is well-integrated.

## **2.4 Marketing practices**

### **2.4.1 Marketing strategy**

The core purpose that Unilever try to associate with their actions is to make sustainable living a common place. For that Unilever Bangladesh Ltd does many marketing campaigns and communications in various ways by delivers only one message, to make sustainable living a common place. As a result, throughout these recent years we can see how Unilever as a company have evolved and grown with time and started to make differences in the society. Even though most of their products are highly associated with chemical components but they are trying to bring changes and add more organic elements to it. As Unilever is a FMCG Company where they try to sell products which are available for everyone. In terms of segmentation, starting from low income to high income level demography, Unilever creates products with can be available to everyone. However while targeting and positioning, Unilever uses a way that differentiate each brand's product from each other. For example, Unilever has various range of soaps from its different brands. Such as soaps of lifebuoy, Lux, and Dove. But each soap holds different purpose such as lifebuoy is used to kill germs, Lux is used for its nice fragrance, and Dove to keep the skin moisturized and fresh. So, the preference of the consumer for the products can vary from one another even if those products are made of same chemical components.

## **2.4.2 Product development activities of Unilever**

Unilever have been using various marketing channels throughout their life to let consumers know about their products. The most prominent channels are TVCs, and word of mouth communication marketing. Recently with the usage increase of social media, Unilever has started to invest more on internet of things, social media influencers, static contents, pay-per-click and many more. Every now and then the research and development team of Unilever try to work together to bring out something different from their competitors so that it can stand out in the consumer goods market. Such as introducing shampoo for hijabis in brands like Sunsilk and Clear.

## **2.4.3 Brand management**

As mentioned before, each brands of Unilever holds different message with different purpose. And to let people know about its purpose Unilever try to deliver the brands message in many unique ways. For example: Surf excels tagline is “Dirt is good” which delivers the message of the goodness that can be acquired through a simple dirt stain in cloth. This detergent brand mainly focuses on how dirt is co-related with children and their growth. Playing outside home is vital for any kid, getting fresh air, getting acquainted with earth and plants are important too. It does not only plays role in building up a great health but also enriches their mind and increases their adaptability power. In surf excel TVCs we mostly see how kids are doing a deed of goodness such as helping others in their distress times in this whole process, how the kid is messing up his/her clothes with bunch of stains and on the other hand, parents are care free about this matter because their priority is to mainly have a good and healthy child and dirty clothes will be taken care of by the surf excel detergent. Similarly, Unilever Bangladesh Ltd came up with a unique campaign on Children’s day of 2019. Surf Excel had collaborated with the Dhaka Transport Coordination Authority (DTCA) to organize the "Car Free Street" initiative on the first Friday of every month by closing 200 meters of Manik Mia Avenue road

in front of the National Parliament Building to bring a change to people's and children's lives in this busy city. This campaign lasted for the whole year and with help of this campaign they brought changes in the mindset of the parents and taught the importance of outdoor playing of kids and how it can impact in the children's health. (The daily star, 2019) along with Surf Excel, Unilever Bangladesh Ltd are doing more diversified and unique approaches to get the other brand messages delivered to their targeted consumers and impacting their mindset ever since.

## **2.5 Financial Performance and Accounting Practices**

### **2.5.1 Financial performance**

The financial department is in charge of the company's accounts, audits, and disbursements.

- **Business Strategy:**

- They employ a cost leadership strategy, which enables them to market their products at a lower cost due to the large scale of production that allows them to take advantage of economies of scale.
- They use their portfolio's differentiation strategy to develop into other categories and markets. This allows them to avoid losing market share in their local market.
- They are stronger than most competitors in the market because of their vast range of target markets and powerful distribution systems.

- **Corporate Strategy:**

- For raw material supplies, they employ suppliers based on the lowest bidder for a short period of time.
- Their varied business portfolio and channel-sharing strategy enable them stay in business while lowering risk.

- Their diverse portfolio is designed to appeal to a diverse group of people, allowing them to establish themselves as a corporate brand that stands out.

• **Matrix of Ansoff:**

In the Ansoff Matrix, Unilever Bangladesh Limited has the following portfolio:

- Product with a Star (Sunsilk, Rin, Lux, Glow & Lovely, Knorr, and Lakme)
- Product that is a cash cow (Taaza, Lifebuoy, Vaseline, Vim, and Pepsodent)
- Product with a Question Mark (Surf Excel, Bru, Rexona, Dove, Ponds, and Pears)
- Dog Product (Close Up, and Domex)

## **2.6 Operations System and Information System Practices**

### **2.6.1. Supply Chain**

The Supply Chain Department ensures that Unilever Bangladesh Limited products are available throughout the country. They ensure product accessibility by utilizing a variety of channels in addition to their dedicated dissemination efforts.

To ensure a smooth supply chain system between Unilever and Retailers, Unilever came up with a B2B app named Lever bazar, an e-commerce platform where retailers can easily fill up their inventories by ordering directly through the app. There is another app named Ushop made especially for the distributors.

### **2.6.2 Information and Technology System**

IT department of Unilever provides the technical support required in the corporate office to ensure that all work is completed successfully. They are responsible for providing all technical



assistance required in various activations, such as app preparation and maintenance of the internal web panel to boost work productivity.

To extract data, Unilever have come up with various solutions like Be Beautiful.com which is particular built for women’s beauty and personal care tips. This website does not necessarily promote Unilever products but it is used as a medium to collect data to understand consumer behavior which helps them for their product’s research and development purpose.

## 2.7 Situation Analysis

### 2.7.1 SWOT Analysis of Lever Bazar App.

| Strength   | Weakness   |
|--|--|
| <ol style="list-style-type: none"> <li>1. Bangladesh’s first FMCG B2B ecommerce app for retailers in FMCG industry.</li> <li>2. 24/7 trade care line (customer service) for the retailers.</li> <li>3. Digitalized supply solution.</li> <li>4. Bangla communication based.</li> <li>5. Lever bazar app is easy to use.</li> <li>6. The app is quite user-friendly.</li> </ol> | <ol style="list-style-type: none"> <li>1. Long procedure to get enrolled by the retailers.</li> <li>2. No immediate guideline options.</li> <li>3. Not for an analogue phones.</li> <li>4. Does not include Unilever Consumer care products.</li> </ol>  |
| Opportunity  | Threat   |
| <ol style="list-style-type: none"> <li>1. Introducing point or reward system for retailers to avail discounts.</li> <li>2. Introducing QR code system in the application.</li> <li>3. Introducing more features in the app.</li> </ol>   | <ol style="list-style-type: none"> <li>1. Any time a company can come up with ecommerce App by being a middle man of retailers and supplier by ensuring a smooth supply-chain solutions to them.</li> <li>2. They can provide this solutions to more than one FMCG companies.</li> <li>3. Retailers can get a whole solution package.</li> </ol> |

Figure 6: Lever Bazar App’s SWOT Analysis

### 2.7.2 Porter's five Forces:

| <b>Five Forces</b>                               | <b>Situation</b> |
|--|------------------|
| <b>Competition In The Industry</b>               | <b>MODERATE</b>  |
| <b>Potential Of New Entrants In The Industry</b> | <b>HIGH</b>      |
| <b>Power Of Suppliers</b>                        | <b>LOW</b>       |
| <b>Power Of Retailers</b>                        | <b>HIGH</b>      |
| <b>Threat Of Substitute Products.</b>            | <b>HIGH</b>      |

*Figure 7: Lever Bazar App's Porter's five forces*

#### **Competition in the Industry**

Unilever Bangladesh owns the Lever bazar app, and no other FMCG company of Bangladesh has been able to come up with a digital supply solution till now. The distinctive aspect of the lever bazar app is that it allows retailers to track their orders until they are delivered, exchange them if necessary, and have a 24/7 help line on standby. If a store owner facing a problem, they

can contact the help care line center directly and have their issue resolved right away. No one in Bangladesh's FMCG market has yet to come up with anything that will make the job of retailers easier. In that instance, the lever bazaar has a significant competitive edge. However there are few companies like Sindabad.com, Mokam by Shop Up, Shodagor have entered in the market as a B2B solution but still have not able to reach to the extent of Lever bazar app.

### **Potential of New Entrants in the Industry**

Bangladesh's ecommerce sector has grown significantly in recent years as a result of the world's rapid improvement. In Bangladesh, everything from skilled individuals to business strategies and necessary resources is readily available. It is quite easy for any company to create an app and give the same service as lever bazar, but many ecommerce sites have failed to thrive due to poor execution. So whether or not their business will survive is entirely dependent on their business strategies, but the chances of odds are 50-50.

### **Power of Suppliers**

Although Lever Bazaar serves as a bridge between Unilever registered stores and distributors, distributors have little power other than to follow Unilever Bangladesh's rules, hence their influence is limited.

### **Power of Retailers**

In this industry, retailers wield enormous power. They can choose to use it or disregard it if they so desire. Their suggestions and feedback are really valuable. The primary goal of the Lever Bazar App is to ensure retailers satisfaction.

## **Threat of Substitute Products**

Because ecommerce B2b solutions have been prevalent in Bangladesh for quite some time, the prospects of replacement services merging are pretty strong. However, no such B2B solution has yet to emerge that can truly compete with lever bazar in terms of business and service quality.

### **2.8 Conclusion:**

Unilever Bangladesh has led the way in shifting society's perceptions and attitudes around stigma. Even now, Unilever Bangladesh intends to address the biggest environmental issue that is impeding the sustainability goal: the use of plastic. According to Zaved Akhter, CEO of Unilever Bangladesh Ltd., the primary issue here is the plastic management system, not the use of plastic. Almost a ton of plastic trash is created in Bangladesh, which eventually causes difficulties in the ecosystem, such as marine life and land. Plastic, according to Unilever, has been a boon to us. Civilization has progressed thus far due to the use of plastic. Plastics have made our lives much easier and more convenient at a fair cost. However, nothing in excess is beneficial, and plastic is no exception. That is why Unilever is planning to set up their business model in such a manner that it would reduce waste and ensure that it is managed in such a way that it can be recycled.

### **2.9 Recommendations:**

- I. Interns are not burdened with arduous responsibilities during their internship period, allowing them to unwind. Meanwhile, Unilever Bangladesh Ltd. might host more workshops on MS PowerPoint and Excel to help the interns improve their skills, as well as can arrange basic training sessions on the field the interns are working in, such as how to launch a brand campaign and etc.

## **Chapter 3**

# **Identifying Retailers' Satisfaction Survey of Lever Bazar App.**

### **3.1 Introduction:**

As a result of the Covid-19 pandemic, there has been a significant shift in customers' purchasing patterns, which has turned towards technology. Consumers who previously avoided buying things online owing to concerns about poor quality are now forced to order products from a variety of ecommerce sites or applications. A huge proportion of baby boomers and Gen Xers who were previously hesitant to use smartphones are now treating them as essential life tools. Because of the pandemic, the majority of the world's population has been accustomed to online buying and has come to trust ecommerce sites. So what about the retailers who worked day and night for their clients, as the world was already going customer centric to give the finest services to them? That's how companies like Unilever came up with the concept of a B2B self-ordering application that lets thousands of retailers to place contactless orders while also ensuring transparency into how those orders are completed through logistical partnerships and user-friendly interfaces.

The name of the B2B apps of Unilever varies from country to country. The one which is currently used by thousands of Bangladeshi retailers is Lever Bazar. The journey of Lever bazar started at the ending of year 2019 but the app got its success in 2020. In the year 2020, the app got famous among the retailers and eventually managed to achieve more than 1.5 lakh users from whole country wide.



Figure 8: Lever Bazar App's Logo, Ratings with reviews and downloads in Play Store

### 3.1.1 Background:

There are a various departments that work on this app, but the major team that operates the lever bazar is the B2B team or eRTM team, which is under the company's customer development department. To run this program, duties are assigned to team members based on their expertise, including IT, front-end, back-end, and other areas. The registration process for the lever bazar app differs from those of other apps. Unilever registered retailers must contact their sales representative or the trade care line to express their interest in becoming enrolled in the app. The sales person then gathers the relevant information from the retailer and submits it to the company. Then eRTM evaluates it and makes the appropriate arrangements, such as retailer verification and validation, before enrolling them in a platform that is directly linked to the app. The retailers are provided an OTP number after completing the enrollment process, which lets them to access the app on their phone, use it, and take advantage of its services.

The eRTM team monitors the whole operation starting from the retailers' enrollment, tracking their order placements, designated distribution field force (DFF) sending the ordered products accordingly to the right places, ensuring a better app interface experience for the retailers, notifying retailers about offers, discounts and other exclusive deals and many more. According to the Business Insider India (sept, 2020) The online channel aids FMCG companies in accelerating innovation by providing a better handle on user information and agility in recognizing emerging trends. Customers' data is collected by online food stores as well, and this information is used to assist brands optimize tactical marketing. Consolidation in modern trade (MT) and the emergence of Omni channel are two implications. The Covid-19 disruptions have highlighted the advantages of e-commerce, hastening the use of the internet by modern and general trade. Even as offline shops ramp up their digital and internet efforts, they must be wary of cross-channel competition and focus on specific consumer groups. Moreover it was also mentioned in the paper how HUL is taking part in the digitalization of general trade with the Shikhar app, which currently has 0.23 million users and has experienced a two-fold increase in order value and number of SKUs ordered (vs pre-Covid-19 levels). Shikhar app is the indian verion of Lever bazar.

### **3.1.2 Significance:**

With the help of this short research, we will be able to understand how the users/retailers response towards the app and how it can be improvised and can be made more user-friendly by going through their feedbacks.

### **3.1.3 Objectives:**

#### **The Broad objective:**

The objectives of this short research is to identify the Net promoter score for the future growth of lever bazar.

## **Specific objectives:**

- I. To identify the loyalty of retailers
- II. To understand the app related problems faced by the retailers.
- III. To identify if the retailers are satisfied with the app.
- IV. To understand their usage pattern.

## **3.2 Methodology**

To conduct this short research, we planned to collect qualitative data from around 100 retailers from all over Bangladesh. For that we have sorted a list of lever bazar active users who have been active in the app for last 6 months. From that list, around 500 retailers were selected randomly from each divisions who were interviewed by our appointed Trade Care Line (TCL) Agents. For the interview purpose, a particular questioner of 5 questions will be asked to them which will be enough for our relevant data collection. Before executing the plan we made a Bangla script of the whole conversation made by the agents in order to bring out the relevant data from the retailers and set an average time duration of 3-4 minutes for the conversation done by the agents.

**Data Collection method:** Qualitative (Survey via Phone)

**Research design:** Descriptive (single cross-sectional design)

**Sample size:** 101 retailers

**Method of sampling:** Quota sampling and random sampling.

**Requirement of sample:** sample retailers must be active with app for last 6 months.

**Sample area:** Bangladesh



**Tools for the research:** well prepared script, 5 simplified questions and three well trained agents with telephones.

### 3.3 Findings and Analysis:

#### 3.3.1 Findings:

The prime goal of the survey was to collect 100 solid responses of the retailers for which the agents had to approach 176 retailers for the survey. Finally, 101 responses were collected with the help of pre made scrip, questionnaire and a structured excel sheet to input responses of the retailers. The survey's key goal was to identify the overall performance rate of lever bazar app from retailer's perspective. These retailers were from different regions having different types of shops. Some owed grocery shops, some owed super shops, some owed only cosmetics shops in mall and many more. The questionnaire consisted of 5 simplified yes or no answer based questions in order to collect data fast and make the process less time consuming. If the retailers were not happy about any particular feature, they were asked to give short reason behind their disliking.

#### 3.3.2 Analysis and result:

##### App's order process satisfaction rate

Among 101 retailers, 83 retailers were satisfied with the existing method of ordering products in the app that demonstrates that retailers find this app comfortable and easy to access while

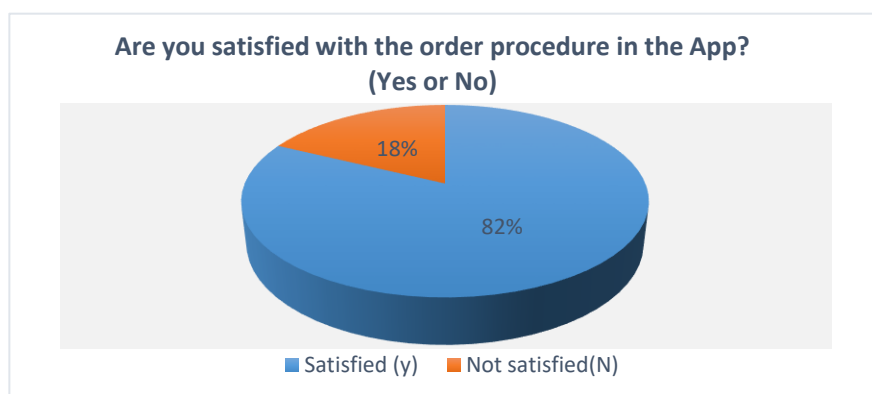


Figure 9: Retailers satisfaction rate on app's order procedures

ordering. The rest 18 retailers showed their dissatisfaction due to few legitimate reasons such as uncertain about product availability in the distributor's place, no way to understand the product manufactured and expiry date, etc. Even though their concerns are valid but Unilever Bangladesh Ltd. is still working on to upgrading the application system and making it more user-friendly.

### Issues arising while ordering through app

Thirteen of the 101 merchants have complained to the agents about problems they are having making inventory orders. Sudden app slowdown, no display of offer pricing in order tabs, and

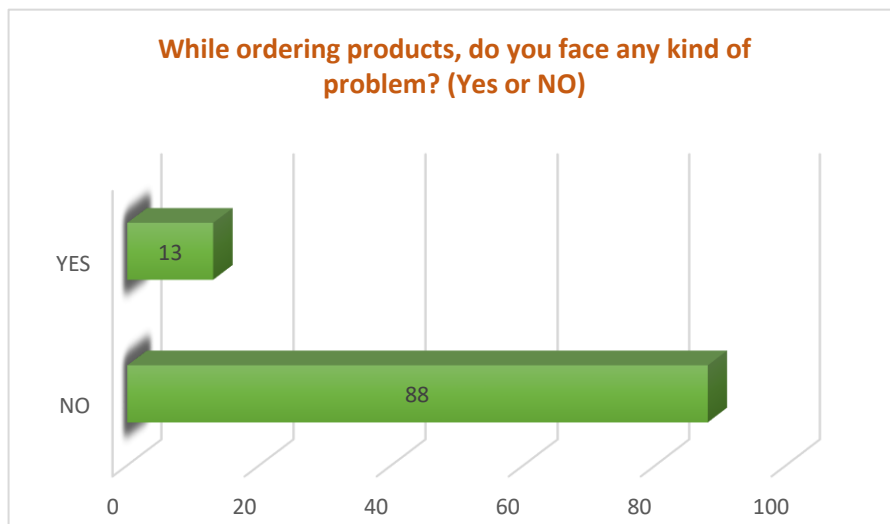


Figure 10: Rate of problems faced during ordering through app

No promotional discount displays despite receiving text notifications about promotional offers are among them. However, another 88 businesses told the agents that they had no problems ordering, indicating that the majority of retailers find it to be a simple inventory ordering tool.

### Satisfaction rate with order delivery time

Apart from 85 merchants, 16 retailers expressed their dissatisfaction with slow delivery times and a lack of system updates. It causes them to wait a long period for their items, which has an impact on their business. They prefer the previous approach, in which the retailer at least receives the things on the informed day from the supplier. 85 retailers, on the other hand, had no issues with delivery times.

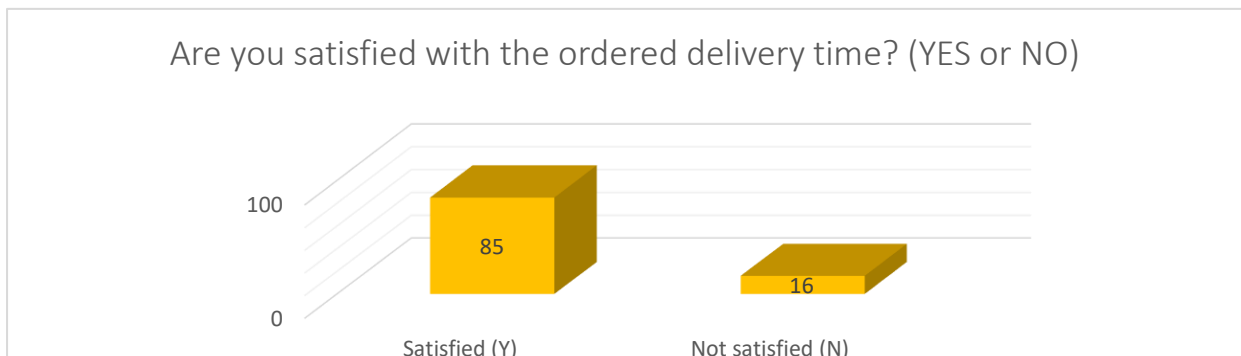


Figure 11: Retailers satisfaction rate on app's delivery times

### Apps impacting in Lever bazar app's performance

Retailers have reported that their deliveries arrive on schedule and with minimal fuss, demonstrating that the lever bazar app's operation system is doing admirably. The purpose of this question was to determine the retailers' app utilization patterns, which could be a role in causing issues with the lever bazar app. The lever bazar app team will be able to improve its system and make it more user friendly and less bug attacking in the near future with the use of this data. 41 of the 101 retailers use the IMO app, 38 use Facebook, 23 use WhatsApp, 24 use Viber, 8 use mobile banking apps, 5 use messenger, and 5 do not use any of these apps.

Apart from Lever bazar app, what apps do you use in daily basis?

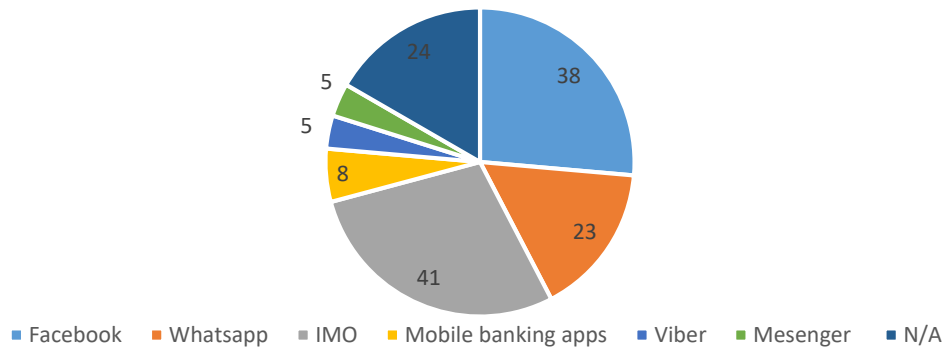


Figure 12: Retailers app consumption pattern except for Lever Bazar App

**Rate of text notification performance**

Retailers were questioned if they checked their phones on a regular basis to see if they received text messages from lever bazar informing them of upcoming trade offers and promotional discounts. About 88 retailers check their SMS notifications on a regular basis, whereas the remaining 12 retailers do not. As a result, we can conclude that text notification or text marketing is effective.

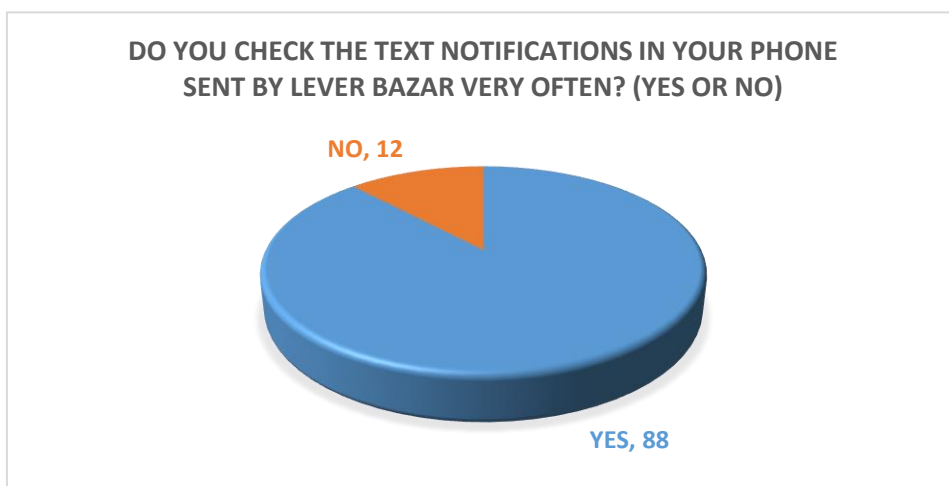


Figure 13: Rate of retailers check up on their regular Lever Bazar App’s text notifications

### Number of retailers who were completely satisfied vs not satisfied

There was a total of 65 retailers that were satisfied with all three components of the order process, app usage, and delivery time, out of the 101 successful surveys. The remaining 36 stores were having issues in one or even all areas.

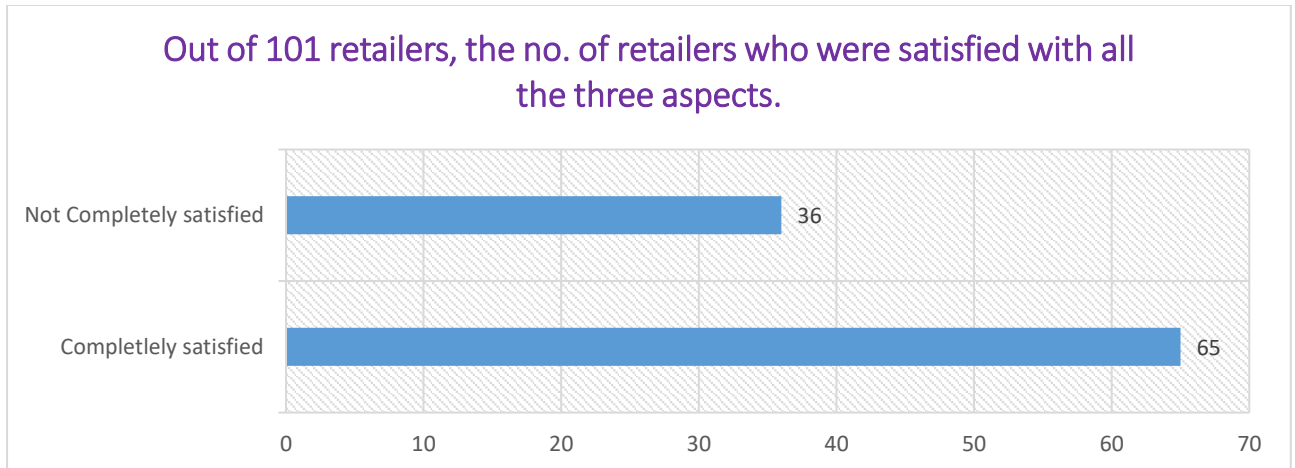


Figure 14: Rate of satisfied retailers with all the three aspects of Lever Bazar's App

### 3.4 Summary and Conclusion:

To calculate Net Promoter Score (NPS) there are three categories of responses. Such as yes, maybe and no. here yes responses denotes the promoters, maybe responses denotes to the passives and no responses denotes to the detractors. In this project we gave retailers only two options which were promoters (Yes) or detractors (No). To calculate the NPS, the passives category are not used as a result, the B2B or eRTM team decided to proceed this process with these two important categories so that it becomes more simplified and easy to catch by the retailers.

The formula of NPS is (the percentage of promoters – the percentage of detractors = Net Promoter Score).

Therefore, in this case, the promoters are 65% and detractors are 35% so the required NPS is 30%.

According to the Retently 2021 NPS benchmark, 30% denotes a decent score in terms of ecommerce solutions. However there is a huge room for progress. If the score was in 70-100 range then the score would have been beyond favorable because it would have denoted the number of unhappy customers are less. But in general, score 30 is quite decent and for the app lever bazar, as the app is quite a new concept in the country, it will take a while to reach at the score range of 70-100.

### **3.5 Recommendations:**

1. To conduct this project, it is necessary to collect minimum 500 responses from different regions.
2. Before conducting this process, one must gain all the knowledge and criteria about Net Promoter Score so that a team can come up with at least full-proof plan and can make it happened within a short period of time.
3. Seek opinions and feedback from the seniors while preparing the sample list and questionnaire.

#### **3.5.1 Limitations**

There were few limitations which should be addressed. Those were:

##### **I. Insufficient data:**

To conduct this project, the team should have collected at least 500 responses to understand the exact net promoter score of Lever bazar app but as this project was done for the first time related with lever bazar app, the team could not afford more than 101 responses.

##### **II. Difficulty in data collection:**

As the survey has to be conducted via tele-phone, many retailers refused to comply with the agents for a successful survey. About 176 retailers were approached and among

them, only 101 retailers agreed to comply rest of them were unavailable. The reasons are shown in the chart below:

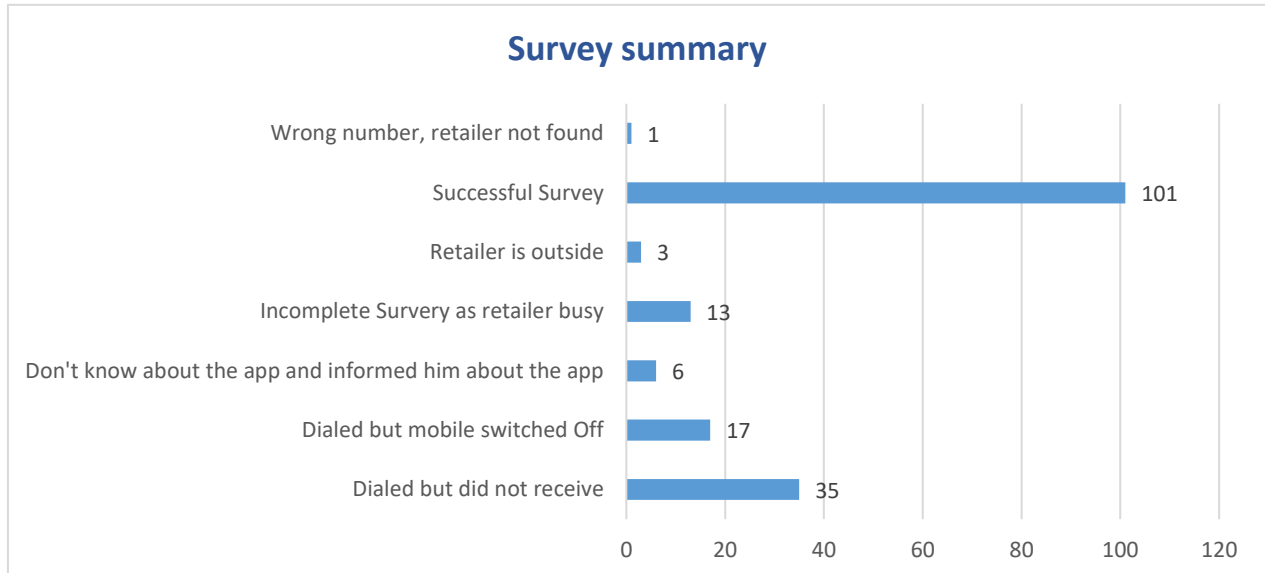


Figure 15: Survey Summary

### III. Effectiveness of NPS:

Despite the fact that NPS is used by global companies to measure customer satisfaction and loyalty, many studies show that there is no empirical evidence that Net Promoter Score can deliver the right results to understand customers' perspectives, and many companies have suffered as a result of making business decisions based on the findings of their NPS survey. Now that we are rapidly approaching a digitalized world, businesses should develop solutions that provide more accurate outcomes while consuming less time and effort and one of the best ways to achieve that is to leverage big data tools, which allow companies to simply mine their customers' data and understand their usage patterns, important difficulties they confront, and so on.

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## Appendix A.

### Script

আসসালামুলাইকুম, ইউনিলিভার ট্রেড কেয়ার লাইন থেকে \_\_\_\_\_ বলছি। আমি সূচনা স্টোর এর রাফি স্যার এর সাথে কথা বলছি কি? আশা করি ভালো আছেন।

লিভার বাজার অ্যাপে আপনার অভিজ্ঞতা নিয়ে কিছুক্ষন কথা বলার জন্য অনুমতি চাচ্ছি।

ধন্যবাদ।

লিভার বাজার অ্যাপের একজন সম্মানিত ব্যবহারকারী হিসেবে আপনাকে অভিনন্দন এবং ভবিষতে লিভার বাজার অ্যাপ যাতে আপনারা আরো সহজে ব্যবহার করতে পারেন এর জন্য মতামত আমাদের কাছে খুব গুরুত্বপূর্ণ। আশা করি, আপনি আমাদেরকে কিছু প্রশ্নের উত্তর দিয়ে সাহায্য করবেন।

আমি এখন আপনাকে কিছু প্রশ্ন করছি।

- অ্যাপের অর্ডার করা নিয়ে আপনি কি সন্তুষ্ট? (Yes/No)
  - (যদি অসন্তুষ্ট হয়ে থাকেন) কেন?
- এই যে আপনি অ্যাপ এর মাধ্যমে যখন অর্ডার দিতে যান, কোন প্রকার সমস্যা বোধ হয়?
  - (যদি হয়ে থাকে) অনুগ্রহ করে সমস্যাটি ব্যক্ষা করবেন কি?
- অর্ডার ডেলিভারি টাইম নিয়ে আপনি কি সন্তুষ্ট?
  - যদি না, কেন?
- লিভার বাজার ছাড়া আপনার কোন কোন অ্যাপ ব্যবহার করে থাকেন?  
উদাহরন স্বরূপ facebook, IMO, Whatsapp, etc.

- এছাড়া আপনার যদি নিজের কোন ব্যক্তিগত মতামত থাকে, তাহলে আমাদের বলতে পারেন। আপনার দেয়া মতামত লিভার বাজার এর বিক্রি বৃদ্ধিতে সহায়তা করবে।
- আমরা লিভার বাজার থেকে আপনার ফোনে বিভিন্ন ধরনের মেসেজ পাঠাই, সেগুলো কি নিয়মিত দেখেন?
  - . যদি না দেখেন, তাহলে আপনাকে জানিয়ে রাখছি সে মেসেজ গুলোতে লিভার বাজারে থাকা আকর্ষণীয় অফার, ডিসকাউন্ট ব্যাপারে উল্লেখ থাকে যা অর্ডার করার ক্ষেত্রে আপনার জন্য সুবিধা হবে।

আপনার মূল্যবান সময় দেবার জন্য আবারো অসংখ্য ধন্যবাদ এ। আপনি যেকোন সময়- রাত দিন ২৪ ঘন্টায় এবং সপ্তাহের ৭ দিন, লিভার বাজার অ্যাপের মাধ্যমে ইউনিলিভারের যে কোন পণ্য অর্ডার করতে পারবেন এবং অভিযোগ থাকলে তা জানাতে পারবেন ০৯৬১৩০০০০০০ এই নম্বরে।

করোনা থেকে নিজেকে সুরক্ষিত রাখতে lifebuoy হ্যান্ডওয়াশ দিয়ে হাত ধুয়ে নিবেন এবং নির্দিষ্ট দূরত্ব বজায় রাখবেন। আপনার সুস্থতা আমাদের কাম্য।"