

Report On

Various ways of how Reseller Community is evolving in Shopup during pandemic

By

Noor-E-Jannat

17304017

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

BRAC Business School
BRAC University
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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-Jannat

Noor-E-Jannat
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Supervisor's Full Name & Signature:

Mr. Zaheed Husein
Mohammad Al-Din

Senior Lecturer, BRAC Business
School BRAC University

Letter of Transmittal

Mr. Zaheed Husein
Mohammad Al-Din
Senior Lecturer,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission on internship report “**Various ways of how Reseller Community is evolving in Shopup during pandemic**”

Dear Sir,

I would be glad to inform you that I have completed my internship report on “Various ways of Reseller Community is evolving in Shopup during pandemic” from Shopup. Though it was very difficult to gather all information during this Covid situation, where most of my time I need to work from home, but I still tried my best to collect relevant information and related issues into this matter and used my full effort to make this report meaningful and worthy. But then again there might be few mistakes and shortcomings. I am grateful for your valuable advice, direction and cooperation. I will be glad if you kindly check my internship report and evaluate my performance on this report.

I trust that the report will meet the desires. Thank you.

Sincerely yours,

Noor-E-Jannat
17304017
BRAC Business School
BRAC University
Date: October 2, 2021

Project Proposal

Various ways of how Reseller community is evolving in Shopup during Pandemic

Noor-E-Jannat

17304017

Zaheed Husein Mohammad Al-Din (Senior Lecturer)

Feihan Ahsan (Lecturer)

Dear sir,

I would like to inform you that I will be doing my three-month internship under one of the most renowned Startup company. I will try my best to cover all type of information that is required to complete my intern report effectively and efficiently. There might be few backlogs because it's not possible to deliver the proper information but then again, I will give my best effort. I would try to provide all information which include all the process of reselling department and how it's helping people around the country during this crisis moment. Moreover, this is also helping to boost country's economy by helping people to overcome the financial crisis.

Shopup is quite concern, about their privacy policy as a result, there might be few limitations. To my interest, it will take almost 20days to complete my report and after that will present it to you.

Hopefully this report will meet your best desire.

Thankyou and Regards

Non-Disclosure Agreement

This agreement is made and entered into by and between ShopUp Limited and Noor-E-Jannat, the undersigned student of BRAC University to undertake the internship project described in this report based on the assurance of avoiding the unapproved disclosure of any confidential data of the organization.

Acknowledgement

It was to my utmost privilege to work in the most fast-growing startup, Shopup Limited where I got the opportunity to received real-life experience and also got help from my coworker who helped me to complete this internship report on time. It certainly would not have been possible without the help of people with whom I have worked with. Firstly, I would like to take the opportunity to especially thank, Mr. Zaheed Husein Mohammad Al-Din, senior lecturer, BRAC Business School in BRAC University for his guidance and support in every step of my report formulation which certainly guide me in the right direction. Secondly, I am utmost thankful to ShopUp Limited, which gave me this big opportunity to work as an intern. Last but not the least; I would like to give thanks to my supervisor at ShopUp Ltd, Syed Reza Abbas, who is the Category Manager of Shopup (reseller). He helped me to learn about how reselling department operates at Shopup. My special thanks to Aninda Hussain, who is Key Account Manager at ShopUp Ltd. I would like to thank all the members of ShopUp, my fellow colleagues and those who encouraged and motivated me on my journey at ShopUp Ltd.

Executive Summary

ShopUp (a project of Shopfront Limited) is B2B e-commerce platform and one of the leading full stack platforms for small business. It helps small businesses to grow via technology. Their main objective was to help small businesses and entrepreneurs with sufficient loan to expand their business by promoting on Facebook. As a result, it can be stated that it is considered to be f-commerce platform as well. Later on, Shopup has expand their business to other sector as well such as Mokam, Redx and Baki. Baki consist of e loan and Redx is a delivery service provider and lastly Mokam which help all small business to grow with the help of technology. For example, it has many characteristics that they have developed for facebook sellers, shop management system, delivery service, facebook boost and promotion, seller grooming session, etc. This report is all about ShopUp's contribution in the e-commerce and f-commerece sector, and their operation system in Mokam (Reseller). This study is the outcome of a **three-month internship program** carried out in **ShopUp** and is prepared as a requirement to complete the **BBA** programmed of **BRAC University**. In this article, Shopup's vision, task, history, shop management system that includes shop management resources, order management, distribution support, boosting and promotion and e-Loan, etc. is being clarified. Following this, in this report I am going to clarify my responsibility as an intern, what are the challenges I have faced and the regular working patterns and my learning from that.

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List of Acronyms

Acronyms

CEO	Chief Executive Officer
CFO	Chief Finance Officer
COO	Chief Operating Officer
CTO	Chief Technology Officer
HQ	Head Quarter
RTO	Return to Origin
OMS	Order Management System
GMV	Gross Margin Value
NMV	Net Margin Value

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.
E-Commerce Business	Specific type of business that operates by using technology/software.

Chapter 1: Overview of Internship

1.1 Student Information:

I am Noor-E-Jannat, ID -17304017, an undergrad student of BRAC Business School, BRAC University. I got enrolled for the Bachelor's in Business administration (BBA) program in May-2017 and did my major in Human Resource and Management and minor in Accounting. This internship is a part of my bachelor's degree and is required to complete my undergrad. During my Internship phase, I have tried to implement what I have learned during my four's years of journey in BRAC University.

1.2 Internship Information:

1.2.1 Period, Company Name, Department/Division, Address

I did my internship from **ShopUp**, which is situated in Mohakhali DOHS. I have started my internship from the **21st of June, 2021** which continued till **21st of September, 2021** making it a three months internship period. I worked as an intern in the Mokam(Reseller)department of ShopUp. I served my internship period in the HQ of Shopup which is located at Mohakhali DOHS and its address is B112 road no. 06, Dhaka - 1206.

1.2.2 Internship Company Supervisor's Information:

I was assigned as an intern under Syed Reza Abbas, the Senior Category Manager of Mokam (Reseller) department at ShopUp. He has been serving ShopUp from almost 2 years. From the very first day in Shopup he has been supervising my work. Starting from the job training to developing my skills, implementing strategies and gaining experience from my work, he is always there to guide me and motivate me to do my work effectively and efficiently. Moreover, he also helps me to amend my mistakes and make me learn from it as well. This internship plays a crucial role in my life as it's not about only the end of my undergrad journey but also helps me to determine the starting path of my career. This internship has helped me at lot in understanding of how corporate world operates and change my perspective of work environment.

1.2.3 Job Scope – Job Description/Duties/Responsibilities

I was assigned in the Mokam (Reseller) department and mostly I need to connect to all the resellers and vendors and try to provide them with possible solution. As an intern I had to connect with pool of reseller each and every day with different social media (WhatsApp, Facebook, imo etc.) and tries to resolve their queries on daily basis. Moreover, I need to make sure that they are always active and tries to achieve both good GMV and NMV from them. To make sure, that they are active I need to implement different strategies prior to their interest. Workload was average in the beginning but gradually it increases along with time period.

Duties and Responsibilities – According to me, I felt my work is quiet sensitive and requires lots of patience to cooperate with pool of resellers. Each day there were new problems lurking around and I also need to make sure accurate products are being delivered to the customer. Weekly two times I need to go to FB live to cooperate with them and resolve their every possible issue. Though it was always not possible to help them, but I always try to communicate in such a way that at least they do not feel left out, and they can trust on me. After doing all the above work, I must report it to my supervisor on the alternate day, like what was my yesterday's GMV and did my reseller are hitting everyday target or not. Without my resellers participation it is impossible to generate GMV, as a result continuous connection, loyalty and trust was important role of my duties and Responsibilities. So, these were my overall duties and responsibilities as an intern. Moreover, sometimes I need to connect with stakeholders as well though KAM (Key Account Managers) are already there to solve their issues, but sometimes as a part of learning and improving my communication skill I used to communicate with them as well. All these activities help me to think far from my boundaries and to overcome every new challenge coming ahead. Throughout my internship period, I have been able to develop my skills in communication, equal team participation, overcoming new challenges, thinking strategically, Microsoft office tools etc. by activities I was assigned to.

1.3 Internship Outcomes:

1.3.1 Student's contribution to the company

As an intern, I have contributed to the Mokam, Reseller department of Shopup by accommodating to the task that they have assigned to me. As I worked in the Mokam (reseller) department, I have been able to analyze and provide every possible solution to the Reseller, which ultimately result a positive outcome at the end of the GMV and NMV. I believe that I have tried my best to provide best possible output and also for the betterment in this particular department. I believe, my little contribution of these three months has upraise the brand value and goodwill of Shopup.

1.1.1 Benefits to the student

An internship (could be three months or sometimes extend to 6 months) plays an important role for students to experience the real taste of the business from the corporate world and gain knowledge and skill from it. It is that specific period of an undergrad stage in which a student will have the chance to implement their coursework activities with the real-life activities and duties of an organization. By working for an organization, it is more likely that a student can think out of the box, taking up new challenges and discovering many things that can only be learned from working in a company itself. It's always been a pleasure, for me to work with such a fast-growing startup organization, communicating with other employees, getting a chance to know about their struggle behind every successful story, and most importantly implementing my skills and knowledge to the company. I was delighted to experience the real struggles and challenges of a corporation, which help me to focus on what type of the skills should needs to be nurtured, qualities that I need to inherit in and most importantly not to panic during fragile situation. Hopefully, this real-life experience will help me to amplify my career in near future and reach my goal effectively.

1.1.2 Problems/Difficulties

Firstly, most important and frequent problems I face was communication gap. Entire reseller team used to operate from India, only three of us used to operate from Bangladesh. There were continuous mis communication and took a lot of time to learn something new as our only Medium was WhatsApp. Moreover, lockdown was going on as a result to cope up with entire situation took a lot of time. By the time, I joined in this department, I came to know there was no one before in my place for like 4months. In most cases, people thought Shopup reselling will shut down since they thought every old employee are leaving their organization. Moreover, such rumors spread among the stakeholders as well and this inspired them not to provide the product to Shopup. Thus, Resellers completely lost faith and to bring them back for reselling was a challenging task for me. Then after almost 6 weeks, things were started taking into shape and slowly resellers started having faith in Shopup. It took a lot of patience and good strategy implementation to deeply analyze the whole process of work and bring old resellers back to reselling again. There were, therefore, several different obstacles. Any of those problems, though, are overcome or on the brink of being solved.

1.1.3 Recommendations

During my three months of journey as an intern, I believe that if authority could take a initiative to improve some part of functions and provide a smooth and constant flow it would be more beneficial for the company as well as would result more productivity from the employees. Here I would like to state some of the recommendation with prior to above statement.

- The communication gap among the team members of India and Bangladesh should need to be resolve first.
- The interns or any employee when being hired should meet their supervisor face to face, those who are operating from India, rather than just communicating with different social media. This will eventually create a good working environment as well as create trust and loyalty among the employees.
- All the Indian Pre order products should be delivered to Bangladesh within 15-21 days. In most cases it took more than 1month for the products to be delivered, which ultimately results in reseller dissatisfaction.
- More interns should be recruited, as to manage thousands of resellers single handedly was very difficult task. Sometimes it took more than 8 hours to complete a day's task which can be very frantic.
- They remuneration provided to the interns prior to the work is also not up to the mark contrast to the work they need to do.
- Lastly, there should be a vertical management system, so that both the OMS and reselling team (both from India and Bangladesh) can work as an unified group.

Chapter 2: Organization Part: Overview, Operations and a Strategic Audit

2.1. Introduction

With regards to complete my 4-year long bachelor's degree in BBA I have to do an internship at the very end of my undergrad program. Well in pandemic situation people can choose another alternative as well such as case study etc. but I purposely choose internship as my core option. I choose this option to gain real life experience of corporate world and I believe this experience will also guide me to choose my career ahead.

It was my utmost pleasure that I got the privilege to do my internship at ShopUp Ltd. which is one of the most successful start-up of Bangladesh at present. I will always be grateful to Shopup for giving me this opportunity to learn, develop new skill and gain knowledge from my three months of intern period.

2.1.1 Objectives

The main objective of this report is to learn more about ShopUp Ltd, their work environment, culture, operations, management, and employees, growth path, financial performances etc. in a wider version. Apart from these, there are some specific objectives I would like to point out below -

- To provide how Shopup's Reselling Department is evolving during covid.
- In-depth understanding of the entire reselling department functions.
- To provide ShopUp's marketing research.
- To provide a proper understanding how the business is expanding and what are extra advantages they are claiming against their competitor.
- Lastly, to give a financial overview of the company.

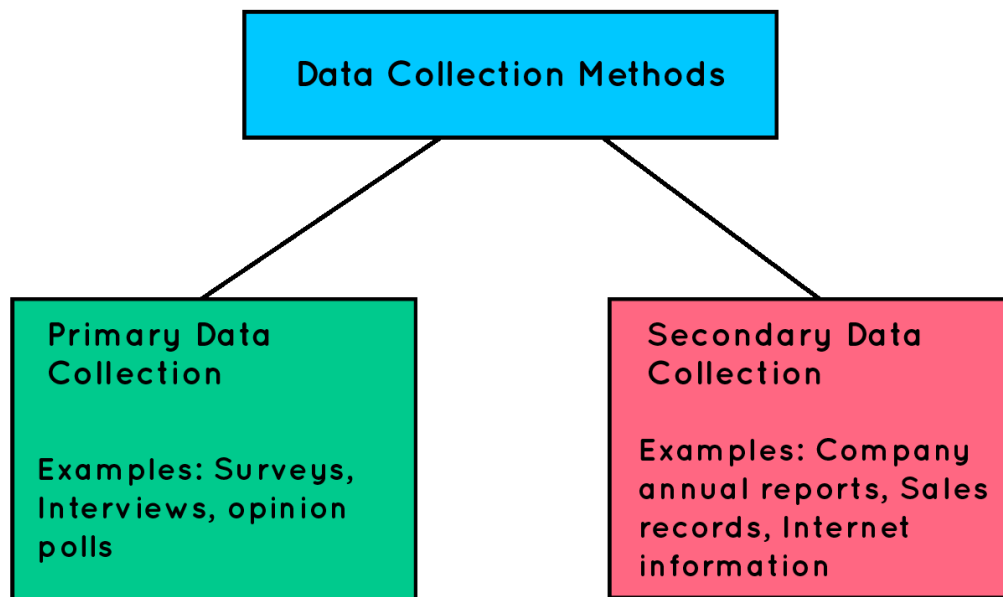
2.1.2 Methodology

The research method that has been applied in this research is given below:

+ Data Collection Method

- **Primary Data** - To know in detail about ShoUp's core functions work environment and its culture, mostly I used my observation skill and also interviewed many of their employees to get in depth idea about the organization. Moreover, I got more detailed information from my supervisor and my team members about my department.
- **Secondary Data** - The most reliable source for secondary data I would suggest ShopUp Ltd. website. Moreover, to make this study more enriched and reliable I have also used various media sources, news portals, analysis papers. Another most important and valid source of my secondary data is "Crunchbase."and "TechCrunch". These two sources are most valuable website where you can find information on several different companies and some fast-moving start-ups.

Image 1: Methodology Collection



✚ Data Analysis Method

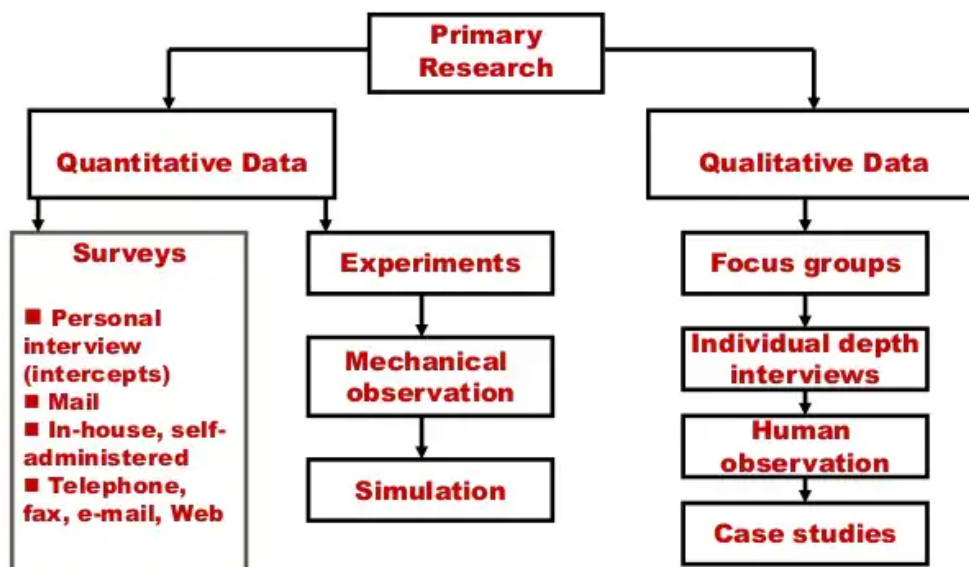
- Quantitative Method
- Qualitative Method

There are two types of data analysis: Quantitative and Qualitative.

Image 2: Fig: Data Analysis Method

The below flowchart shows how the quantitative and qualitative method of data analyzing

Primary Research Methods & Techniques



works.

2.1.3 Scope

According to me, ShopUp's work scope is incredibly vast in both quantity and quality but there were certain drawbacks to my work scope. Being an intern, since my supervisor used to operate from India and considering the covid situation, it was a hard time to get every work detail appropriately. Only different types of media were not sufficient enough to understand how to communicate with thousand of resellers and generate sales from them. Though my fellow coworker from Bangladesh helped me a lot with different functions of reselling department and accommodated me with various avenues to perform my survey. But due to various limitations, it took a lot of time to get everything into shaped.

On the other hand, Delivery issues were there continuously, and it was very difficult to solve those, since most of the time it was not possible to communicate with Redx department and even if any problems were escalated, it took a lot of time to get resolved. I guess I was lucky enough to work with **Deepak Patel**, Category manager from Shopup Bangalore, who helped me with every detail of Reselling department prior to my work but then again this logistic and delivery issue were huge challenge for me.

2.1.4 Limitations

Limitations I have faced while writing my report during internship period is that-

- The employees are not much transparent to the interns about their internal matters.
- The organization's website did not have sufficient detail

Thus, it was not possible to gather that much internal information about the company and mostly this was my limitation.

2.2 Overview of the Company

ShopUp began their journey in 2016 and its founder, CEO is Afeef Zubair Zaman. The concept was introduced by Afeef Zubair Zaman along with Ataur Rahim, Siam Ahmed and later Sifat sarwar also joined with them. These individuals are the core face behind the successful startup e-commerce industry, ShopUp. ShopUp has been holding a huge market success since 2016 and it is still growing little by little. ShopUp as a startup venture, makes a tremendous mark to the e-commerce market and offers a great forum for Facebook online retailers to operate their businesses in a smooth manner just by a single click on apps. ShopUp is Bangladesh's leading full-stack small business, both online and offline, B2B commerce network, offering small companies to grow their business with convenient access to B2B procurement, and also providing business management solutions. In 2020, ShopUp raises a fund of \$22.5million, which was series A and later in 2021 they raise a Series B a fund of around \$75million which is the biggest funding raised in entire South Asia. They also purchased the 'Voonik' an Indian e-commerce site in Bengaluru and opened an office there. “Voonik” is an online marketplace situated in Bangalore and they mostly work with women’s wear. It’s founder were Sujayath Ali and Navaneetha Krishnan.

ShopUp is just a vertical of its mother company ShopFront. There mainly three verticals of ShopFront, these are -

- ❖ ShopUp Ltd.
- ❖ RedX Delivery
- ❖ Unicorn Distribution

To begin with, ShopUp is the first among them to start their operation which indeed got popular to people by their entrance in both f-commerce and e-commerce industry. RedX delivery is now known to be the best delivery service holder in Bangladesh especially during Covid they bloomed, and Unicorn Distribution is also doing great in its Distribution operation.

2.2.1 Vision, Mission and Values

Vision:

As e-commerce sector is blooming quite fast Shopup's vision is to take f-commerce industry to a new height the f-commerce industry to new heights that will enhance the lives of their both sellers and resellers and help them develop their business in organized manner.

Mission:

ShopUp alters the retailer market by providing the reseller alternative. Their reseller helps an online business to begin without any investment. With the help of ShopUp, one can directly resell vendor's product with a single click on an apps. Most importantly, ShopUp grants e-loans to the business holders to meet its own vision.

There are some certain services that are offered by ShopUp are listed below:

- 1) Shop Management Tool
- 2) Administration of order
- 3) Delivery Support
- 4) Boosting and Promotion
- 5) Provide Micro finance for investment purpose

2.2.2 Organizational structure and Board of Directors

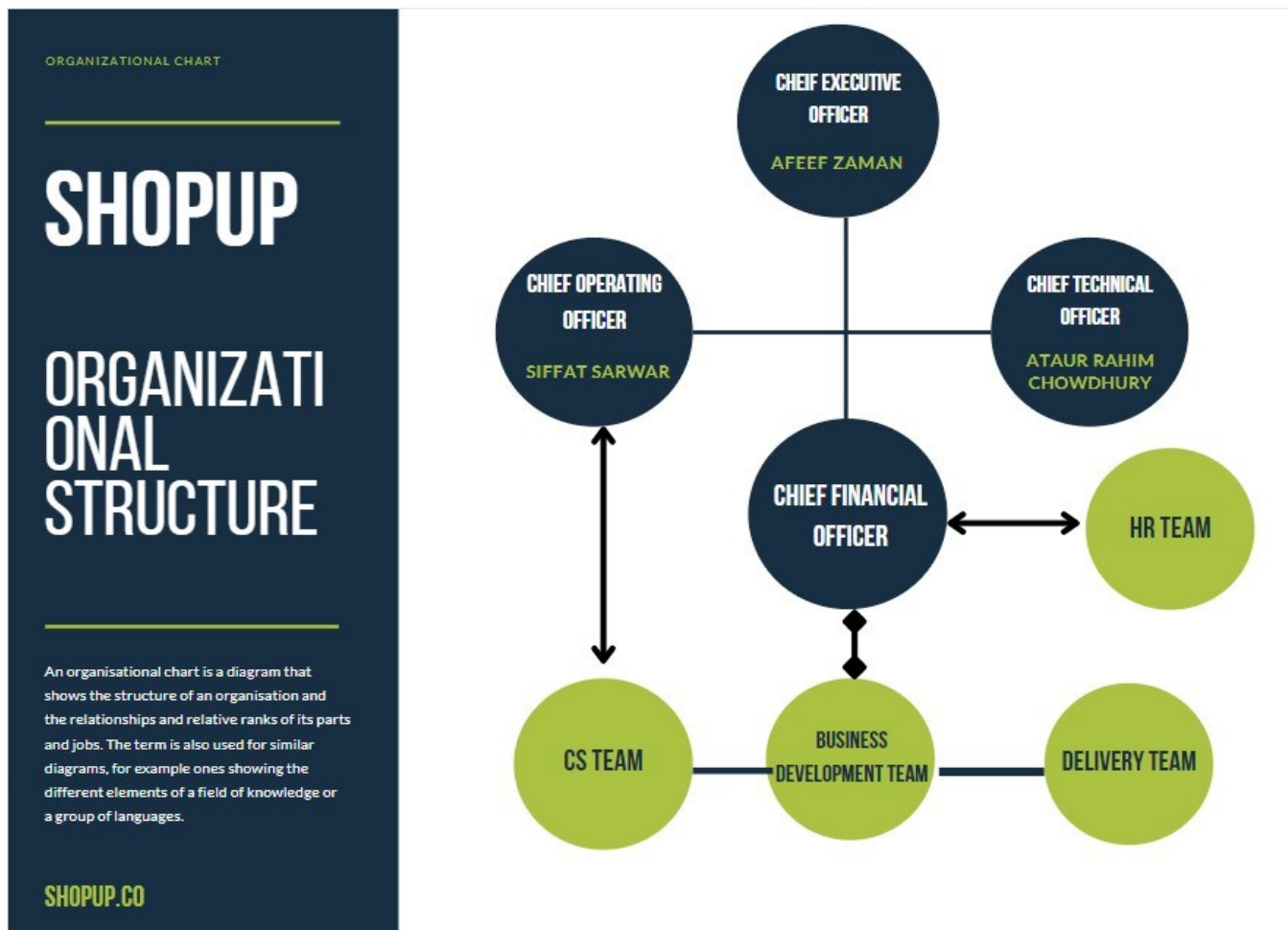


Image 3: Organizational Structure of ShopUp

In the above image, we can see an Organizational structure of Shopup where it clearly defines how the company's functions are interconnected with every department and the executive board panel who work under those departments. Well, there are 5 Co-founders of ShopUp and they are –

Name	Designation
Afeef Zaman	Chief Executive Officer, Co-founder
Siffat Sarwar	Chief Operating Officer, Co-founder
Ataur Rahim Chowdhury	Chief Technology Officer, Co-founder
Sujayath Ali	Chief Brand Officer, Co-founder
Navaneetha Krishnan J.	Head of Engineering, Co-founder



Image 4: Team of ShopUp Ltd.

In the above picture, it represents the core team of ShopUp who are working as Heads of different department including the CEO, COO and CTO. Moreover, there are two more co-founders named, Sujayath Ali, who is the Chief Brand officer and Navaneetha Krishnan J., the Head of Engineering, both of them are owners of a renowned Indian fashion e-commerce start-up, “Voonik” which then later merged with ShopUp for a greater cause. The technology of Voonik brings competitive advantage to the ecosystem of ShopUp. According to Sujayath the tech platform of Voonik is the best in the industry and will be very useful for ShopUp to provide superior service to customer. He also said in this field, Navaneeth and I have several years of experience and will be important co- founders.

2.3 Management Practices

Management Practices of ShopUp has been always top level. Shopup always tries to recruit those employee who have good experience, well performed and have tremendous knowledge about this industry. As a result, top-level executives of ShopUp is very well designed and built with professional workers. The leadership body has ensured that any stakeholder has an equal opportunity to develop in the journey.

2.3.1 Corporate Strategies

ShopUp has always been determined about their effective quality service than quantity. They have always looked-for long-term vision than short term outcomings. Recently in Prothom Alo CEO, Afeef Zaman said he is looking for what should be the headline in the front page after 10 years. This statement clarifies the confident and trust CEO have over his workers. The company's organizational practices have three basic elements. These are Growth, stabilization and retrenchment.

- I. **Growth:** From the above statement of Shopup's CEO, it can be stated that Shopup have a large number of resources and provide economies of scale that allow them to succeed in the market as well as to generate employee progression. Due to their high-quality delivery services, it was easier for them to enter local markets and to win customer confidence and satisfaction. Moreover, ShopUp is highly concerned about providing workers' full efficiency and they are also well managed. In order to speak about firing the obsolete workers, we find out from the key analysis that they used to prepare the poor employees for their improved results and did not ignored lots of them after the pandemic. On the other hand, they are also highly concerned about maintain a god relation with all their stakeholder. Shopup always tries to provide best service to them in order to avoid any kind of barriers in near future.
- II. **Stability:** The Company usually holds a very stable judgment with regards to retain the workers. Through providing proper training and giving them opportunities to develop, they aim to sustain a good actual outcome. They also provide incentive for their workers based on their performance. Moreover, by creating a good environment with their stakeholder it

is possible to maintain more stability in the market. Shopup creates environment in such a way so that they can retain their market value in the market.

- III. **Retrenchment:** Shopup relies on the current worker for better performance in the competitive market. They are just a far more performance oriented. Moreover, there are satisfied people working and they prefer efficiency and random results. Moreover, their merging with Voonik was another big opportunity which will eventually lead them to perform best against their competitor in terms of technology as well and grab the market opportunity as soon as possible.

2.4 Marketing Practices

The entire business model was made based on Facebook and social Medias like Facebook. ShopUp was only an F-commerce (Facebook-commerce) enterprise at the beginning of this business but later on was move to e-commerce industry as well. As a result, marketing was a vital element for them both in terms of attracting customers and their business purpose. As the business has expand the entire business model has also evolved leading to a different strategy for marketing. The marketing of ShopUp depends heavily on digital media and channels. Different type of app, which belong to Shopup, can be easily found in the Google Play Store. Due to their fast-moving strategy they are continuously meeting millions of investment from here and there. ShopUp has won the attention of several investors and has acquired many initial investments. Various controversies have arises due to Shopup's investment and has not escape from notice of different websites. The raise of ShopUp has been featured in several various news portals. For its affiliate companies like RedX, Mokam, ShopUp advertises to reach more consumers and grow internationally.

Shopup has always been coming up with different strategies and ideas to make things easier for consumers or even existing customers. The marketing staff of the head office manages all the back-end approach through print media and digital for consumer interest. For branding, advertising, coordination and planning, there are multiple teams.

2.5 Financial Performance & Accounting Practices

Financial performance and practices is one of the major and important part of an organization to talk about. It is very much necessary to invest the finances strategically, as it will determine the ROI depending on that. During my internship period, when I was in reselling department, my core function was to degenerate 10lac of GMV per day from reseller which include sale from both the male and female wear. My everyday target was to communicate with reseller and let them know about the different types of products which were in warded and motivate them to do reselling from those products. Then again, I need to go to live twice a week which help me to improve my communication and most of the reseller started having faith on us.

From everyday sale, the most important thing that I came across is that people are more focused on Indian products than local products. All the imports were possible because of merging with “Voonik”. I believe Shopup is the only reselling Company which provide direct Indian products without any include of third party. Upon query few resellers they urged that it is easier to resell Indian products because Customer usually do not get those exclusive products in Dhaka and thus customer feels more interested to buy those products. During my internship of three-month period, Total Gmv was TK 43078381, this include not only women and men’s clothing but also electronics jewelry grocery and household needs. To track this, we used Metabase which was mostly part of Voonik. I have attached a pic below of how it used to look.

Category	Category	Total_GM	Total_Unit	Avg Unit G	Cancelled	Net_GMV	Delivered	Delivered	Returned	Returned	ord2cance	deli2ret%
49	Dress Mat	12275094	8716	1408.34	3124	8431329	3141	4637132	1715	2614801	0.313135	0.563883
48	Sarees	7816630	4596	1700.746	1786	4910916	1286	2285988	603	1082964	0.371735	0.47374
5216	T-Shirts an	5613498	17804	315.2942	5839	3922191	7980	2615650	2993	995309.8	0.301293	0.380521
2636	Shirts (Me	2821112	4977	566.8297	1515	1970167	2228	1254390	888	524731.8	0.301635	0.418316
5193	Punjabis K	1592415	2838	561.1047	1076	1003431	1120	630176.2	491	292731.9	0.369868	0.464524
5224	Beard and	1236955	2993	413.2826	400	1117574	1761	742811.7	590	262823.7	0.096511	0.353823
146	Ethnic Gov	803397.2	298	2695.964	182	314630.8	20	41388.73	31	88228.97	0.608375	2.131715
1146	Men Watc	762948.3	1487	513.0789	416	517137.9	676	322798	260	120103.9	0.322185	0.372071
2206	Milk & Mill	754403.3	2101	359.0687	658	540221.1	615	225753.7	0	0	0.283909	0.00E+00
2151	Cooking O	695324.5	1011	687.7592	17	684488.8	992	682504.5	0	0	0.015584	0.00E+00
95	Kurti & Kur	547307.8	729	750.7652	401	240552.1	182	130667.5	60	43716.8	0.560481	0.334565
5196	Track Pant	505841.5	1031	490.6319	268	374600.2	477	229714.2	232	116975.8	0.259452	0.509223
1138	Men Casu	409794.2	638	642.3107	166	308343.5	250	158889.1	108	72976.33	0.247565	0.459291
238	Women W	381800.1	952	401.0506	254	285206.8	470	177683	149	52467.63	0.252995	0.295288
2495	Sewing Ma	349211.1	1006	347.1283	157	287390.9	657	223684.2	129	44773.25	0.177028	0.200163
5218	Jackets an	337951	318	1062.739	153	127322	73	52457.73	45	37852.26	0.623253	0.721576
2381	Bedsheets	319422	427	748.0609	135	214133.7	186	140884.9	67	46426.57	0.329621	0.329535
5220	Shorts and	280015	790	354.4493	165	222083	443	157782.5	127	45974	0.206889	0.291376
2524	Earphones	265698.2	441	602.4903	213	106267.5	64	30146.5	73	34545.5	0.600044	1.145921

The above picture is the illustration of my reselling departments financial report. Due to various limitation, as I have already mentioned earlier it was not possible to collect every possible data, but I have used data as much as possible to provide a realistic view of my work place. To meet every day's target of around 10lac of GMV was a difficult task but somehow it was possible to reach around 6 to 7 lac of GMV every day. In this section, I have mostly mentioned about my department only since it was not possible to collect other department's data due to limitation.

2.6 Operations Management

Along with all other Financial Data, the operations management of ShopUp was fully digitalize and with a single click on Metabase it was possible to achieve any kind of data from the very beginning of the year. In the reselling department, after the order was placed by reseller it was directed to OMS department.

If the order placed was from Indian category then it was directed to warehouse, where all the Indian products are stored, the product was proceeded from there. If the order were placed from local products, then within 2days a PR ID was send to the seller. After that a call was given to seller to ensure if the seller have the products on stock or not and will he be able to give it or not. If the seller agrees to provide the product, a delivery man from Redx was sent, to pic the product from seller destination.

On the other hand, if the seller says to provide him sometime, he will give the product, on that note 7days of period was given to them in order to manage the products or after exceeding the time period it automatically gets cancelled from company's end. When seller give the product, Product was then Handed Over To Courier, RedX and within 2 to 3days the product got delivered to Customer.

Altogether it can be said that to deliver the product it takes 7 days to deliver the products outside Dhaka and maximum 5days to deliver inside Dhaka. Sometimes this can be quite problematic because customers do not want to wait 7days to receive the product, but Shopup is trying their best to work on it and soon this late delivery issue will be resolve.

2.6.1 Information System Practices

The entire process of ShopUp is technology based, as a fact it is quite certain that information system practice plays a vital role on such company. Information is the core element of this company too just like any other organization. With regards to that I was provided with massive set of Data of Reseller and had to determine which resellers are still active and who left working with us. In addition to that, ShopUp has their very own Google Play-Store and website known as Reseller Shopup . These applications have their own back-end developers who operate day-to-day to make the UI (User Interface) and UX (User Experience) simpler and improved. As such everybody will get ShopUp's service and appreciate it. Moreover, every day I used to download those excel sheet from Metabase in order to deduce what was my yesterday's sale and if all the active reseller participate it in or not. This job required proper MS Excel skills, where we shouldn't be making any mistakes. From my experience, I can say that the information technology inside ShopUp is very efficient and effective and also have proper management than most other enterprises and organizations.

2.7 Industry and Competitive Analysis

Competitive Analysis is a major factor in any organization to determine what are the strength, and weaknesses compare to their market competitor. There are various methods widely used to carry out strategic research and market analysis. The common method that is used for market analysis that is practice of SWOT analysis and Porters 5 forces. The SWOT analysis have been used for the competitive assessment of ShopUp. SWOT analysis states what are the internal an external factor that is affecting business in every aspect. Moreover, it also determines what are the business strengths and vulnerabilities, as well as the environmental benefits and challenges that a business has.

On the other hand, Porter's five forces will give a clear view about the threats of new rivals, substitutes in the industry. It is an important tool for understanding the forces that will shape the competition in the industry. Since the emerge of e-commerce industry is tremendous in 21 centuries as a result Shopup did face an intense competition in the market. Compared to ShopUp, ShebaXYZ, We're X, Daraz Ltd, Evaly etc. are also growing at an unprecedented pace, who are their direct competitors. But recent event of Evaly has create a huge trust issue among both the reseller and seller. Seller are not trusting any e-commerce site and are not willing to do business with any e-commerce company. Thus, new products

are not available in the apps and as a result it is becoming quite difficult for the reseller to resell products. Their continuous complain is that the products are old, and it is not possible to resell those products as customer's demand changes every now and then and they need new products to meet their customer's demand.

Below I have used few illustrations of SWOT analysis to show the market analysis and Shopup's backlog and strength.

2.7.1 SWOT Analysis

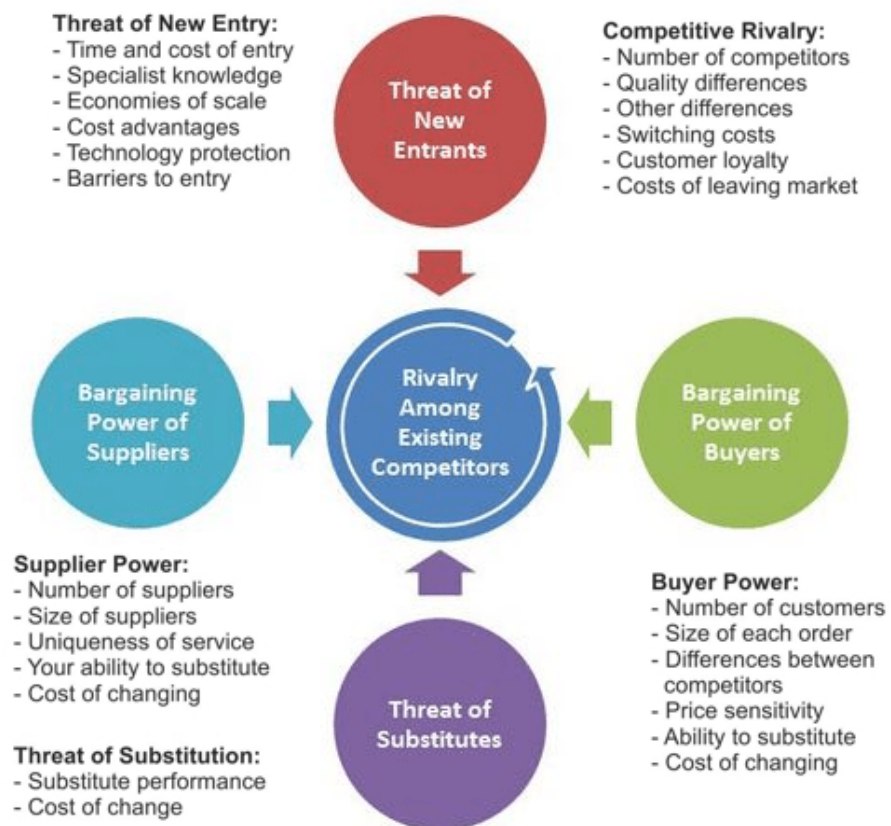
INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> • Got huge amount of foreign investment and recent Series B investment states to be the biggest funding a startup can raise in entire South Asia. • As a start-up culture and work environment of Shopup is notable and they also got the remarkable comment of being the best start-up in 2018. • Vertical management system is very strong and have strong command over entire Company Management System. 	<ul style="list-style-type: none"> • Shopup's branding policy is quite different and usually they don't promote branding that much. As a result, less, number of people are aware of it. But recent investment has created a big image in the market. • Compared to their vast growth rate number of Human resources are less • Opportunity for training and development is not sufficient enough. Moreover, huge communication gap also exist in the company.

EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none"> • Recent Investment has created the opportunity for Shopup to grow as a global Brand. • There are very less competitors for ShopUp in the market. The other companies are doing unlike their B2B. • Already started their operation in India, so more possibility of growing their business. 	<ul style="list-style-type: none"> • Biggest competitor now is Circle reselling • In circle reselling they are taking product from seller through cash whereas in Shopup it is credit system. • With recent scenario of Evaly seller are not willing to give products on Credit and thus this is causing severe problem • Micro e-loan can become risky, especially in this pandemic.

Here we can see that the opportunities and threats are equally visible to us along with its strength and weaknesses.

2.7.2 Porter's Five Forces

Five Forces Analysis (Porter)



Bargaining Power of Supplier: High

ShopUp is one of the finest and unique company that provides B2B services to its customers. In reseller department as I have mentioned earlier, we provide Credit system to Supplier. After delivering the product to customer, within prior to 7days supplier receive the payment. But as per Evaly scenario seller are not willing to give the products with credit system. They are asking for cash payment. On the other hand, current our biggest competitor Circle Reselling are providing service of taking product with cash payment. As a result, sellers are being more focused with our competitor than us. Though I believe Shopup is trying their best to provide their money on due time but then again there are many return product issues and also some lost issue which is creating a huge barrier among the sellers and the company.

Bargaining power of Buyers: Low to Moderate

Mostly, the buyers of ShopUp are the small entrepreneurs who are involved in Facebook reselling. They do not have that much proper knowledge about starting and growing their business in long run. Such type of customers is tend to increase every day in Bangladesh and since they can just sit and with a single click they are earning money, it is more likely they do not think much about how everything is being processed. Moreover, they also believe that prices are quite reasonable, and this is helping them to resell it easily. It can be stated that Bargaining power of Buyers are low to moderate.

Threats of New Entry: Moderate to High

To enter and accommodate this B2B platform a huge number of investments is required since the whole process is a service based. To start a company like this patent, funding, goodwill etc. is required. However, these can be possible if an individual has enough investment in hand and willing to take the risk. Recent funding of Shopup have grab the attention of several small industry, as the whole generation is now operating through technology, many people will be willing to open to such industry. Moreover, already circle reselling has grab the market with reselling business and they are flourishing quite fast in the market. So, it can be said that the risk is from moderate to high in this case. In addition to that, Shopup recently has added Grocery in reselling as well. Though according to reseller it's kind of problematic for them to do grocery business as it creates a bad reputation in the society for them. I would say it didn't end well but as the time passed by we change our target customer and despite targeting housewives or students, our main target were Retailers. Targeting resellers went well and we

were given target of daily 3lac of GMV from grocery only.

Threats of Substitution: Low to Moderate

So far, substitute of Shopup is very low in the market. Though Shopup's competitor is growing in a fast manner but then again, Shopup's service is far superior than any other company. Shopup is providing original Indian product at very low cost and products were exclusive as well. Moreover, their altogether delivery and services were better than any other competitor. So, there is no much switching option for the customers though it might create through the passage of time. So, in this case the threat is low to moderate. The launch of new strategy of Grocery item in reselling, was a huge achieve for Shopup I believe. Since, Shopup was already expanding their business in the market, there was a high chance to be successful in this project as well due to their constant market value and stability in the market. According to me this kind of substitute was a huge challenge for any reselling site. In addition to that, shopup was already involved in Grocery business (Mokam) and distribution of big companies, so it was easier for Shopup to bloom in this sector in reselling business as well.

2.8 Summary and Conclusions

If we look back to the past five year of e-commerce journey in Bangladesh, it is quite visible to acknowledge the growth of e-commerce industry. Bangladesh has seen the huge rise of the e-commerce market. People are becoming more dependent on online store. As the number of clients increasing, small entrepreneurs are still growing at about the same pace. During this pandemic, online store is the most preferred area for any kind of daily needs. Among thousands of people few of them have acknowledge this need of online store and one of them is Afeef Zaman, CEO of, ShopUp. Shopup have given a new ray of hope to those small entrepreneurs who needed funding, recourse, knowledge before starting off their journeys. ShopUp has provided those services through their different verticals as said earlier, and this are -

- i. Unicorn Distribution - The inventory management tool.
- ii. Shop store - Shop management tool.
- iii. MOKAM - Micro loan
- iv. RedX - Logistic Support

On the other hand, all the major corporations are now collaborating with ShopUp and within few yers a drastic change can be seen in this industry. Via outstanding insight and management of all the ShopUp co-founders and partners, we can say that anything is possible.

2.9 Recommendations

During my three months of intern period, I've acquired many knowledge and experiences from my coworkers and mentors. With the pandemic going around, I faced a hard time coping with the environment and work culture. For me, ShopUp has an amazing work environment and great opportunities for young graduates who are excited and thrilled about their upcoming projects to obtain experience. However, ShopUp should work on few core elements to achieve the best outcome from their employees. These are one by one presented below –

- Firstly, the communication gap among the team member of India and Bangladesh is a major factor for any kind of issue that is being arises in reselling department. As an intern, I need to go through various ups and downs while coping with the work environment due to lack of proper training. Before assigning any duties, one should have proper training and development or else situation can get worsen.
- Another most important challenge in ShopUp's Reselling team is that inadequate human capital. In total we have seven members and in Bangladesh the number of people operating is only three. To control vast number of resellers, was a huge challenge and it does take time to overcome those challenges.
- The amount of salary that are given to the employees is not up to the mark compared to their work.

To conclude I would like to say that, ShopUp is going ahead at a fast pace with relatively little shortcomings and impacting a positive effect on the economy of Bangladesh.

Chapter 3: Project Part: The Process through which Reseller

Community is Evolving in Shopup during Pandemic

3.1 Introduction

3.1.1 Background

Previously we have seen that Shopup is the rising company of Bangladesh with a very broad vision and mission. Most importantly they believe in serving the economy of Bangladesh. ShopUp now has over 1,00,000+ micro-entrepreneurs, 1000+ resellers, and a significant number of employees and stakeholders. About Reselling department, Shopup act as a middle man to connect with vendors to all the reseller with just a single click on Reselling apps. Moreover, after merging with Voonik.com, one of the top technological industry in Bangalore, everything has become more flexible and easier to find with just a single click on Metabase. Since ShopUp is an E-commerce based organization, the basic definition of the model is very important to comprehend. As an E-business Shopup quickly discovered the market gap. The CEO of the company deduce that people around the country face various issues like purchasing from vendor, procuring the product, delivery issue and many more. Hence, they believed if they themselves can act as a middle man and process every other possible logistic, then no one needs to go through such hassle. Therefore, ShopUp took the advantage and launch this reselling model to benefit stakeholder reseller and also for the company.

3.1.2 Objective

Objective of this project contain two specific reason, one is the broader objective of the company, and another is the specific ones.

Broader objectives: The purpose of this study is to illustrate the significance of ShopUp's reselling department and how it's changing life of various people around the country during this pandemic.

During Covid many people were suffering from financial crisis but those who were involved

in Reselling could hold their family's back during such crisis moment. It was good opportunity for both the stakeholder and reseller to earn some money and no one suffers from any financial crisis. According to me, Shopup has successfully helped people around the country during pandemic.

Specific objectives: Along with a big objectives, these are the specific and smaller ones in order to find the main ones.

1. Significance of Reselling in this 21st era.
2. Backlogs of logistic department.
3. How and why e-business is growing.
4. Sustainability of Reselling in the near future.
5. Entire process of reselling.

3.1.3 Significance

During my three months of internship period I have tried to include the model, structure and information ShopUp maintains in their organization. This report can be referred to as a statement tool, because most of the time I have by observing others. This article is also measure that I have started my professional path.

3.2 Methodology

The research method that has been applied in this research is given below as term in chapter 3's perspective:

Data Collection Method

- **Primary Data** - For making this qualitative report, my most common source were my coworkers and office staff. I have taken interview of many personnel of ShopUp from starting to the head of department to sourcing associate of the office. Their verdicts and saying has helped me to gain a

better knowledge of the organization and its people. On the other hand, my hunger for knowledge for and enthusiasm for my work also boosted up. I was eager to learn more and this boosted up my work with this report. Moreover, I got to know in depth about my department and MIS from my supervisor.

- **Secondary Data** - The most reliable source for secondary data I would suggest ShopUp Ltd. website. Moreover, to make this study more enriched and reliable I have also used various media sources, news portals, analysis papers. Another most important and valid source of my secondary data is "Crunchbase."and "TechCrunch". These two sources are most valuable website where you can find information on several different companies and some fast-moving start-ups.

3.3 Findings and Analysis

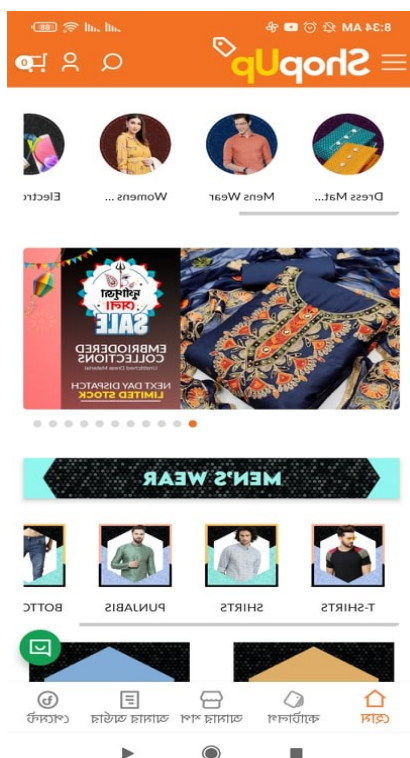
ShopUp seems to be an agency that magnificently uses knowledge to build more opportunities for several individuals. There are various process of reselling, only some major step I have pointed out below-

1. Order Placed
2. Logistic/OMS
3. Delivery and Return
4. Bonus and Payment

These are the core and important steps of Reselling Business and with prior to that, Resellers are more convenient with using Shopup's apps and around the country more than 80% people are doing reselling business directly or indirectly.

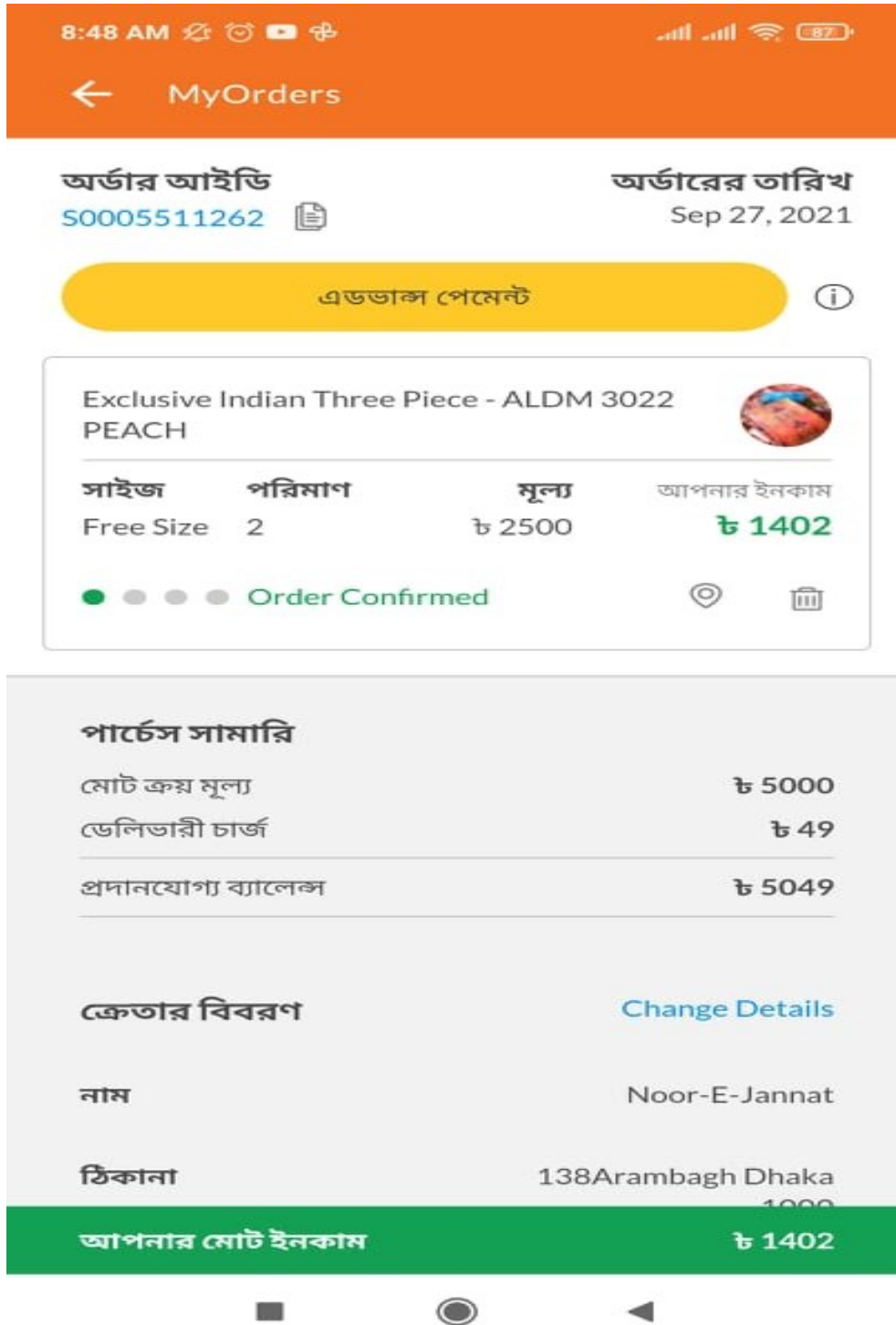
3.3.1 Order Placed

The very first and important process is when the reseller placed order. Before placing the order, reseller needs to register in the apps with all their personal information and after that an OTP will be send with respective to their message. After that they are considered to be registered reseller and they can place the order. The home page of apps looks as below



As we can see there are different carousal showing and people can immediately placed order according to their customer needs. Every picture contains product code. For personal reference reseller can use the product code so that when customer shows the picture they can immediately search the product by using product code. After that, they can place the order by providing customer's details in the apps. As soon as they provide customers' information they will come up with two option prepaid or COD(Cash on Delivery). In most cases people prefer COD but if someone placed order more than 5k they need to pay some prepaid amount.

After the order is placed it will show something like the below picture:



If we observe carefully here, we will see that income is already given, which means as a reseller what is your income for the upcoming week.

Apart from just reselling lifestyle product, Shopup also introduced a project of grocery reselling along with lifestyle product. Current plan was to introduce Moholla Manager, the concept states that we need to groom

someone from each Moholla and then he or she will take order from their neighbor. Since we were providing at wholesale price, so it was possible to implement this and convince reseller as well. But it took a lot of time and about good funding as well. During my intern period I did some field work as well, while grooming reseller but the outcome was not good as I mentioned earlier that society do not look this business as a proper way. Later on, we shift our target customer and move to retailer. Since the products were provided in wholesale price it was easier to attract retailer and as an extra income, we were providing 10%bonus to achieve our everyday target. The whole journey was worth it as we were able to achieve our target within due time.

3.1.1 Logistic/OMS

The second phase comes the logistic part. This is most crucial part in reselling department because as soon as the logistic part is done, it's easier to deliver the product to customer on time. After placing the order, logistic takes the initiative to process it either from local seller or Indian products. If it's Indian products, the product immediately goes to sorting and packaging from the warehouse and from there Redx rider take the product and send it to the respective hub. Basically, it depends where customer is living and with regards to that, the parcel was sent to that respective hub.

If the product is from local seller, then after the order is placed, a PR number is send and with respect to that if the seller has the product on stock he confirms it and later on Redx rider go there and pick the parcel from here. Later on, the same process is repeated.

3.1.1 Delivery and Return

After the product is delivered successfully by Redx they payment gets initiated prior to next week Monday. But what if the product got returned? Product gets returned due to various reason. The most common reason is wrong product or any default in product. Sometimes due to poor quality products get returned. Other the other hand, someone places fake order, as a result that could be another main reason for products to get returned. If the products get returned to customer fault, RTO is charged. RTO states for Return To Origin. Inside Dhaka, RTO charged is 49tk and outside Dhaka it is 169tk. But if the products get returned due to our fault suppose wrong products or poor quality, then no RTO is charged for that.

3.1.1 BONUS And Payment

Another most important part is how resellers are getting their Payment! While reseller do their registration for Shopup they need to provide their Bkash number. After the delivery is successful, the income which I already discussed earlier, goes to their Bkash account on every Monday. But it's needing to be clear that the delivery was 100% successful. In addition to that, sometimes if someone place order more than tk 5000, 10% bonus is provided to them, which eventually means Tk500. This amount is entirely an extra income for reseller because they are receiving it apart from their basic income. All the payment, bonus and RTO were adjust to every week's Monday prior to successful and unsuccessful delivery.

3.2 Summary and Conclusions

To summarize, this study defines that the ways reselling department is evolving during pandemic and just by sitting in any part of the country with a single click, people are earning more than 5000tk each week. This is eventually boosting our country's economy as well. From housewife to students everyone is involved in reselling and no issue of going to stakeholder or any logistic problem either. Everything is technology based and both the reseller and stakeholder are earning good amount of money at the end of each month which is also reducing the number of families struggling from financial condition.

3.3 Recommendations

Although ShopUp has already maintained a standard in the market, I still believe they can be better as they are at the beginning of their growing phase. Even so, I would,

Propose some of the points in the following as a recommendation –

1. They should expand their human capital in reselling team and also provide them a lucrative pay.
2. Proper training of reseller and stakeholder before registering them.
3. Update the ShopUp software, website, and UI & UX apps for better usage
4. Should have a good interaction with Redx department since there were many delivery issues reseller need to face in consecutive time.

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