

Report On

Effective Ways to Negotiate with the Franchisee and Merchants to Bring Revolution in the Logistic Industry

By

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Id: 17104055

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:

Israt Jahan Jui

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Letter of Transmittal

Mohammad Atiqul Basher

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212.

Subject: Submission of Internship report titled “A study on effective ways to negotiate with the franchisee and merchants to bring revolution in the logistics industry”.

Dear Sir,

It is a great honor for me to have my internship report on “Effective Ways to Negotiate with the Franchisee and Merchants to Bring Revolution in the Logistics Industry”. A thorough analysis of Bongo Technology Limited " under your supervision as a part of the BUS 400 course required to complete a BBA degree at BRAC Business School.

I made every effort to complete the report with the necessary facts and the proposed suggestion in the most meaningful, compact, and thorough manner.

I am certain that the report will fulfill the expectations.

Sincerely yours,

Israt Jahan Jui

ID: 17104055

BRAC Business School

BRAC University

Acknowledgement

First of all, I would like to thank Almighty Allah for his grace to finish my internship report on time. I would like to express my gratitude to my academic supervisor Mr. Atiqul Basher from the bottom of my heart for her kind support, guidance, constructive, supervision, inscriptions and advice and for motivating me to make this report.

I am also grateful to Farjahan Akter as strategy and planning analyst at Bongos Xpress for giving me the opportunity to do an internship in Bongos Xpress Bangladesh. I would like to thank Mr. Ahsan Ahmed, Head of Sales for guiding me, helping me by providing me with several important information and giving me the path to write a fruitful report.

I am also grateful to the employees of the Marketing and Sales department for their warm acceptance. Mr Md. Razib, sales coordinator was too helpful.

He helped me a lot to collect the information correctly. The total sales team for extending their helpful hand to me. They have been very helpful in showing me

The work process and provided relevant information for my report when I approached him. It was a great opportunity to do an internship in such an organization. The experience I have gained will be a privilege for my future career planning.

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Executive summary

This internship report on one of the Logistic industries in Bangladesh. I was trying to gather information about the education and transmission of and freight forward business and evaluate the growth season of the company as a whole. There are key factors that perpetuate our organization project in the business and as a representative of Bongos Xpress, give them a trademark in the vend and uncomplicated access to any assistance. Because Bongos Xpress has wide web in the world. The aim of Bongos Xpress is to supply its customers with business assistance that minimizes mistakes made by customers to the Buyer end. Bongos Express is in charge of distributing customers finished and surplus products. Also deliver assistance as long as it is needed to persuade the end consumers. My job as a sales and marketing intern has provided me good intuition into the substantiality of the consignment forwarding industry of Bangladesh. In addition to my job duties at Bongo Xpress, I must send notice of our vending to my dash monitors within hard time limits. As a sales intern, I had to deal with the franchisee and merchants, visit in the market, do professional meeting with many well-known industries inside of my organization and additionally outside of the company. The Report keeps on with evaluate the organization by Porter's five forces analysis and SWOT analysis. I have added some sectors of development for both the logistics support and solution of the company. The strategic way of prevailing over technical problems and provocations has been intricated in the Recommendation part.

Chapter-1

Introduction

Overview of Internship


1.1 Student information:

Name	Israt Jahan Jui
Student ID	17104055
Program	Bachelor of Business Administration
Major/Specialization	Major in Human Resource Management

1.2 Internship Information:

1.2.1 Company Information

Period	July 2021 – October 2021
Company Name	Bongo Xpress

Logo	
Department	Sales and Marketing
Address	House: 69, Road: 7, Sector: 4, Uttara East, Dhaka

1.2.2: Internship Company Supervisor's Information

Name	Ahsan Ahmed Mollick
Position	Chief Operation Officer
Email	ahsan@bongotechnology.com

1.2.3 Origin of the report

Bachelor of Business Administration (BBA) is a technical undergraduate degree and in BRAC Business School after completing all the academic courses it requires to complete an internship program in an organization for three months' time period. This internship program is counted as a course which is called BUS400. Doing this internship program for completing undergraduate degree provides a mix of theory and experience. For a BBA student training is mandatory to complete the undergraduate degree and to do so a student needs to work in an organization to improve practical experience. The main objective of this internship program is to prepare a student to experience practical work environment of a professional job relative to the students major or minor concentrated area. The internship program is like a full-time job and it gives the students an opportunity to work in a particular department. It increases the learning capability of a student for an organization. Alongside with this, a student has to prepare an academic internship report which will reflect the learnings and work experience of the internship phase. I got the chance to do my internship in a start-up logistics company "Bongo Xpress". I joined in the organization as a Sales and Marketing intern and working in the Sales department. During my internship period it is required to prepare an internship report and the report is titled as "A study on effective ways to negotiate with the Franchisee and Merchants to bring revolution in the logistic industry".

1.2.4 Job Scope – Job Description/Duties/Responsibilities

In Bongo Xpress, I have worked as a Sales and Marketing intern in sales and marketing department. Since I was a Sales and Marketing intern, I had to work with the sales and brand team frequently. I used to do several works such as consumer survey, market visit, meeting with giant companies, approaching the franchisee and merchants and negotiating with them, fill up the daily

sales target etc. Also, I helped the customer support team to meet up the queries of the customers which used to come from the campaigns.

Also, I was responsible for updating and making important documents of customer registration records, calling records, follow-up records and had to report everyday about daily working list.

1.3.1 Student's contribution to the company:

The internship program is the understanding and learning process for undergraduate students before moving into the real corporate world. A student can learn about the corporate natural environment, culture, achieves real marketing-world experience, and impacts to the organization's growth. Apart from that, Bongo Technology Limited allowed me to contribute ideas for the organization's development and new features development. I learned a lot about how the logistics industry works during this period., how to deal with the franchisee and merchants and other important marketing staffs. During the three-month period internship, the student assisted with the following business activities for Bongo Technology Limited:

- Visited market and various organizations and gave presentation about our service and and it's USPs.
- Conducted corporate training sessions for the franchisees and merchants.
- Helped sales team to achieve their target months.
- worked as a KAM (key account manager) for the merchants who were closed and confirmed by me and took our service
- Made important documents and reports about the franchisees and merchants.

1.3.2 Benefits to the Student:

The internship program basically facilitates the student to learn lots of things that they cannot acquire from textbooks and bookish knowledge. Students can gain raw practical knowledge and gets the idea about the corporate world and market. A Student achieves a variety of unique benefits.

Such as –

- It helps students to develop a professional network.
- Students can progress and practice industry and market abilities during the internship.
- Internship helps students to acquire professional basic softs skills such as time management, punctuality, communication.
- Internship experience gives an extra advantage and increases portfolio in the job market to fresh graduate students.
- A good recommendation can be obtained for a graduate to use for future jobs as well as abroad college enrollment, and scholarship applications

1.3.3 Problems/Difficulties:

Bongo Xpress has a tremendous working environment. Due to Covid-19, all the interns had to stay home for few days and had to work from home in the lockdown period. After the lockdown physical office started but I got Covid Positive and I could not be able to attend few days initially,

however I extended those days. Regularly HR and my team contacted us and asked about our health and family situation. Also, my supervisor treated me very Bongo well all the time, helped me with all my works and always made work easy for me. During this 3-month internship program, I never faced any complications because of the assistance from my supervisor and other team members. He always advised me and guided me. By assessing all these facts, I can say that I never faced any issues or difficulties throughout my internship program.

1.3.4: Recommendations for future interns

Internship is a great learning process after all the courses. It is an important part of a student job life. This is the first taste of corporate world a student gets. In this wonderful time, one must need to do certain things to get the best out of it. Since it's the first experience, many students face problem to balance personal and work life. However, I managed it between my work and personal life. Future internees can gain a lot of skills from their internship, it's a never-ending learning process, clients can always learn thousand things every day. One must need to be eager to learn. By learning necessary skills will help clients to open a lot of opportunities and makes one confident. Also, in this time one must need to maintain punctuality.

However, anyone who must do course with internship should rethink it because it will be tough. Most of the top companies maintain regular office time, and they treat their intern as employees so they must need to do regular offices.

Chapter-02

Organization Part

2.1 Introduction

2.1.1 Primary Objective

The report I have done is about how I experimented and implemented the concepts, different theories of Sales and Marketing I have discovered from my faculties during my 4 years of undergraduate life. Also, this report finally ends the journey of me with BRAC university and BRAC Business School. This report is built on my learning during the internship period at Bongo Xpress.

2.1.2 Secondary objective

The secondary objective of this report is to compile the working result of 3 months and get the experience of how a sales team works in a logistics company. Moreover, this report analyses the procedures of negotiating with the franchisee and merchants. Furthermore, the real-life experience is showed in this report that shows the implementation of different knowledge I got from my undergraduate life.

2.1.3 Limitation

Working in Bongo Xpress is an excellent opportunity for me as it is a smart and fully tech-enabled logistics company in Bangladesh. Despite getting help internally and externally from Bongo Xpress, there were some limitations for preparing the report. The limitations are as following:

- As the internship period was fixed for three months, many aspects could not be discussed properly while preparing the report due to time constraints.
- The company has restrictions in terms of disclosing some confidential information. So, confidentiality of the data became a barrier while preparing the report.
- Employees from sales department always remained very busy with the work during the rush hour activity or had to conduct work outside of the office. Because of this collecting information from them became difficult.
- As it is a full-time internship it became tough for to prepare the report. The preparation required lots of hard work as Bongo well as the work load of the office was a lot. The common speed of preparing the report was decreased because of this.

2.2 Company Overview

2.2.1 Introduction and History of the Company:

“Bongo Xpress”, is the new revolution in the logistic industry, brings tech-enabled advanced delivery solutions and no bidding-basis online trucking at client’s fingerprints. The initiative of smart logistics idea has been brought by the mother company “Khan Luxury LTD.” To address inefficiencies in the last mile logistic sector and transform the way goods are transported around cities, enabling lakhs of businesses to move anything on-demand. Bongo Xpress is working so hard to bring the future technology and innovation in this sector to establish automation in logistics in Bangladeshi context. They provide tech-enables 100% app-based smart delivery support. They are aiming to streamline businesses with a seamless and dedicated 2PL delivery assistance- packing goods/products from pick-up location to customer’s doorstep. Down the road, they are working to bring a strong network of 3PL logistics support which will bring the ultimate fulfillment for client’s e-commerce business with tech enabled warehousing, flexible first mile delivery, reliable last mile delivery with API integration, smooth reverse logistics support. since the starting of its journey, Bongo Xpress has been positively impacting the productivity of businesses, creating tremendous value for their partner-drivers and delivering happiness to our valuable customers. As they serve parcel delivery, E/F commerce delivery, online truck rental, digital partnership, home/office moving and so on. Their delivery system is highly secured which is enrolled by advanced technology. Bongo Xpress provides one of the best solutions with the art of technology stack. To ensure end-to-end visibility and traceability along with the solution for proof of pick-up and delivery is their ambition.

Bongo Xpress (www.bongoxpress.com) offer the best logistics solutions with app-based delivery services. You will find exciting features directed to solve all of the delivery problems like:

- Digital Signature, Image and Notes for Proof of Pickup & Delivery
- Real-time tracking with Estimated Time of Arrival (ETA)

- Live Chat, In-app Voice Calling and Video Calling to communicate with Pilot, Hub Manager, Customer Support Team
- Real-time notifications to you and your customers
- The most secure delivery with auto-generated OTP for both Pickup and Delivery
- e-Way Bill as Digital Invoice with auto-generated Barcode
- Instant payment settlement with COD collection updates in the digital Wallet

And many more!

Bongo Xpress is owned by Bongo Technology Ltd and it was founded in 2021 with the aim of helping enterprises and entrepreneurs in providing flawless on-demand logistic solutions to the clients. They are well-known for their endeavors toward providing technological solutions to the traditional logistics industries. Till now, Bongo Technology has implemented successful platforms like smart delivery solutions (Bongo Xpress), on-demand tracking platform, on-demand marketplace apps, online platform for movers and packers and many more. Bongo Xpress is a licensed company under the Mailing Operator and Courier Service Act-2013 of the Ministry of Post, Telecommunications and Information Technology, and a proud member of the Courier Services Association of Bangladesh (CSAB).

2.2.2 Mission of Bongo Xpress

Understanding the challenges of the logistics and distribution industry, Bongo Xpress is dedicated to creating technology and new solutions. The mission of Bongo Xpress is empowering logistic industry with technology, provide e-commerce centric delivery solutions and easing e-commerce for customers. Also, staying in response to customer demands and finding innovative solutions

guides us to achieve customer satisfaction. Dare to start with 2PL in the current logistics industry and work to bring 3PL in the near future followed by 4PL as part of their foresight step in the industry.

2.2.3 Vision of Bongo Xpress

Their strategy sets up a fund for the sustainable success of Bongo Xpress. It includes all dimensions of sustainability: financial, social responsibility, spa and environmental protection. Build on their long-term financial stability and continue to invest in growth markets, new businesses and employee expertise, they deliver innovative products based on high execution processes and IT systems to ensure that our customers remain completely satisfied with our state-of-the-art network and industry solutions. By 2025, they will be the top employer in the logistics industry. They are an inspiring, diverse and international company that brings together people of all ages and professions. Their relationship is built on the principles of reciprocal belief and ordinary supervision. They provide an environment in which the individual needs and values available contribute to everyone.

Reality: like a commercial market superior, summit employer and eco-settler in logistics industry, Bongo Xpress will be a prime integrated transference and logistics provider in 2025.

2.2.4 Values of Bongo Xpress

The core values of Bongo Xpress are described below:

- **Accountability:** Accepting personal responsibility for effectively utilizing their resources, producing quantifiable outcomes and holding themselves responsible to sponsors, partners and most importantly their merchants.
- **Ambition:** They expect a lot of from them and their coworkers, they are so much ambitious about their ability so that set high objectives for themselves and are dedicated to their merchants and client's satisfaction by providing them the best logistics service.
- **Collaboration:** They are collaborating with the FMCGs, E-commerce marketplaces, super shops and many big industries for smart, reliable, affordable and amplifying business growth.
- **Creativity:** They are very proactive and predictive for any kind of logistics solutions, changing the trend with creative innovations and advanced technology.
- **Integrity:** They strive to uphold the greatest levels of personal integrity and behavior. They never jeopardize their reputation and always operate in the best interests of celebrating innovation, ignites passion and gives every vibrant voice a seat in the table.

2.3 Product and Service Offering:

Bongos Xpress has many products and service offers from Bangladesh as Bongos Xpress offers below product and service:

❖ Online Truck rental



With more than 6,00 registered vehicles with Bongo Xpress, 35,00 partners and nearly 7,00 pilots (rider), they are now present in all industrial areas to become a trusted logistics partner. Loyal customers in different cities are a testament to their first-class service and ever-growing presence. With their expertise and experience in handling a wide range of products, they have grown to become the market leader in logistics! They transport everything from wood to fruit and vegetables, FMCG to pharmacies and medical supplies. Other products they transport include frozen foods and processed foods. - Commercial and electronic products.

❖ Home and Office Movers



Moving to a new place should be pleasant and satisfying. Bongo Xpress make sure that their customers get the best service for clients costs for all kinds of moving (home / office / commercial) needs. With thousands of our reliable and professional local movers and packers, they provide a more flexible and professional packing and moving service that is tailored exactly to their customer's needs.

As they are well known and work as a fast-growing aggregator in the logistics and moving business, they strive to address our clients 'trust issues and convenience in as many ways as possible in their context to provide with an international service. After sharing the customer's needs, immediately they will appoint professional service providers near clients, visit for a verification visit soon. They will do the rest for the move. To reduce extra hassle, they have the option to select the number of manpower and electricians if needed.

❖ Best Packers & Movers at Client's Service:

Bongo Xpress is one of the end-to-end logistics providers in Bangladesh with a new dynamic face and strong, experienced roots. They are driven by the goal of making logistics and transportation activities hassle-free for our customers through our technological processes. Bongo Xpress bring professional movers and packers to client's fingerprints upon request. Through our mobile application, it has become easier to find the best mover & packer with the best possible prices for client's needs. In addition, it is always a safety issue while renting for relocation because not all movers & packers know how to handle different types of furniture, important documents and / or artwork clients have in client's boxes.

Bongo Xpress provides services to remove all the load of moving which is involved in housing displacement. Clients of Bongo Xpress get all the proficiency to take care simple to most complicated moving movements whether the move is local or long distance. Bongo Xpress provides best quality packaging materials such as cartons, wrapping paper, wooden boxes, etc. which are mainly utilized to maintain the security of the goods. All the processes of packaging are our professional packers and movers help clients take the whole hand of moving clients office.

❖ Parcel Delivery



With many years of research on radio transmission for delivery, Bongo Xpress understand the problems and hardships people have to send important packages / parcels to them. Bongo Xpress understand the city people want smart solutions with reliable suppliers. Residents send and receive packages from individuals within the city limits while Covid-19 is ubiquitous. In a heavy, secure manner and excludes prohibited items such as alcohol, recreational drugs, or dangerous and illegal substances.

❖ E-Commerce Delivery



Bongo Xpress are a growing carrier providing on-demand transportation for all products moving to every industry of every capacity. Bongo Xpress have facilitated direct communication between car owners, pilots and customers by eliminating the competition process and thus allowing for more car owners and reliable service to achieve customer satisfaction. Their team of technology and industry experts continues to push the boundaries to help all players in the transportation industry - manufacturing, shipping s, consumers, and customers. Lorries, trucks and above all exchange all the traditional goods of Bangladesh.

❖ Digital Partner



Bongo Xpress has brought innovation to automate the logistics sector. Clients can now have access to a logistics partner who can effectively manage client's needs. Bongo Xpress provide the technology to better manage the entire order cycle, starting with accurate communication about the job specification. Interestingly, clients can check the whole process live from their user-friendly mobile app.

❖ **Bongo Bonik**



To spread over the market and reach across the country, Bongo Xpress need delivery partners across Bangladesh. This partnership program has been named as “Bongo Bonik” through which BX are giving the opportunity to start independent delivery businesses of one's own. Bongo Bonik as their delivery partner will the fortunate one who can serve their merchants and operate their delivery business with the latest and modern delivery management solution.

Bongo Xpress do not believe in so-called franchise model happening around the industry; they are committed to provide Bongo bonik with an exciting and rewarding future that they control with dedicated support and they call it FOFO Model (Franchise Own Franchise Operate). Though franchising is the easiest way to start one's own business, it might cost huge investment,

unnecessary marketing expenses and ultimately bad names in the market if they are partnering with the wrong ones. Through Bongo Bonik (Delivery Partnership Program) make startup easy with business support and sophisticated technology; because Bongo Xpress believe strong partners make us strong.

2.4 Management Operations

Hierarchical Position of Bongo Xpress

In order to maintain the company functions efficiently the organization maintains a strict hierarchical structure. A talented group of people who are individually experienced and innovative have put huge effort to make this process smooth. Each individuals have the understating with everyone, which allows them to share ideas, work together, they do these things for the betterment of the company. The Managing Director of the company Mr. Bahadur Alam Shah directs the organization and has provided the Chief Operations Officer Mr. Ahsan Ahmed Mollick the task to maintain and report the organizations activities regularly. The overall observation and reports of the company is taken by the Department Heads and is reported to the COO. The same line of hierarchy is maintained by other positions that includes the Assistant Executive, Senior Executive and, Manager, Marketing Manager, Sales Manager. Moreover, Interns are also in the part of the process and is placed at the bottom of the hierarchy of this structure.

The organogram of Bongo Xpress is given below:

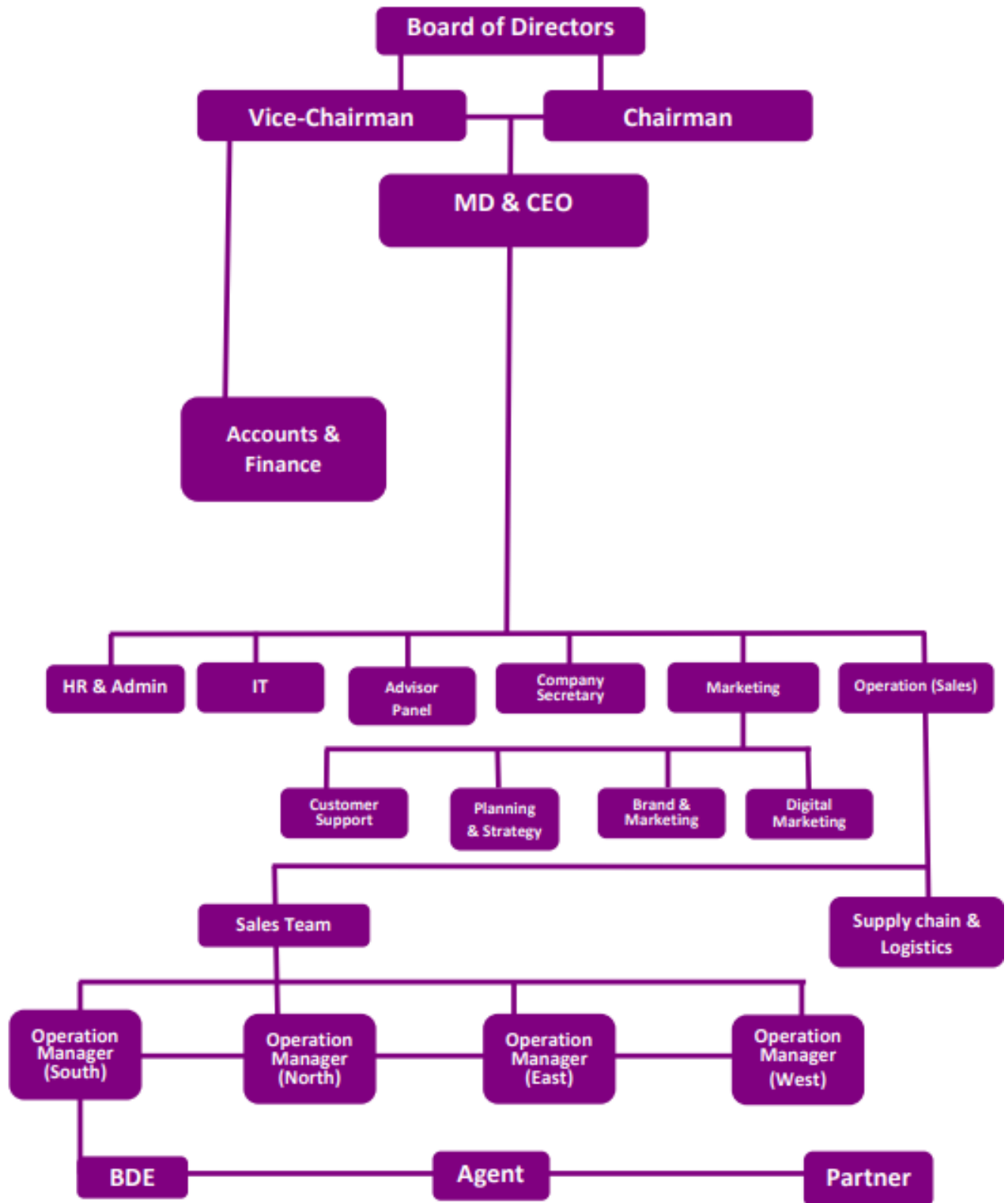


Figure: Bongo Xpress Organogram

2.5 Industry and competitiveness analysis

Porters five forces model:



Figure: Porters Model

This is an analysis of the competitiveness in an industry. It assesses the profitability chance and power of a company belonging to its own business strategy.

1. **Threat of New Entrants:**

- Economies of scale – this is an essential factor for newcomers. It is very tough to produce in large scale from the beginning and reduce the service cost at the very beginning for the newcomers.

- In case of access to channels of supply, Bongo Xpress has a broad line of suppliers. In every state of Bangladesh, they have their suppliers. So, it will be difficult for the newcomers to attain that much accessibility like Bongo Xpress.
- Making innovative features and make people switch delivery partner is possible and attractive for newcomers, since everyone is looking for newness.

The threat of new entrants is moderate.

2. **Competitive Rivalry:** This force is not challenging for Bongo Xpress.

- Number of Competitors: There are many companies like- Pathao, RedX, Paperfly, etc. all are the strong competitor of Bongo Xpress.
- Characteristics of products: The competitors usually give same delivery service but Bongo Xpress has some unique USPs which are competitive advantage for them but the others are leading in the industry because Bongo Xpress is still new in this industry. So, the rivalry is high.
- Industry growth rate: Industry growth rate is moving up day by day. Therefore, many people are looking to invest in this industry.

So, the competitive rivalry is high.

3. **Bargaining Power of Buyers:**

- There are so many logistics companies in market, thus buyers/customers have more scope to switch delivery partner.
- almost every other company providing newness means new features in their service and giving consumer best value for their money which makes the buyers bargaining power high.

So, the Bargain power of buyers are high.

4. **Bargaining Power of Suppliers:**

- Changing cost to another supplier is also low. Hence the power of buyer is high.
- There are other suppliers, but few suppliers maintain quality consistently.
- Since there is a highly competitive rivalry, often rival company acquire quality suppliers which makes very hard to bargain with them.

So, the bargain power of supplier is high.

5. **Threat of Substitute services:** The threat of substitute service is zero as there is no alternative of this delivery service.

SWOT Analysis



<p>Strength:</p> <ul style="list-style-type: none"> ✓ Tech- enabled logistic service ✓ 24 hours delivery service & Home delivery service. ✓ Highly controlled delivery system ✓ Online tracking facilities. 	<p>Weakness:</p> <ul style="list-style-type: none"> ✓ Difficulties in panel. ✓ Number of Riders. ✓ Zone allocation. ✓ Inputs in panel cause pickup problem.
<p>Opportunities:</p> <ul style="list-style-type: none"> ✓ Need of delivery service for online businesses. ✓ Helping to create business via F/E Commerce. ✓ New field of employment. ✓ Local competitor with poor service 	<p>Threats:</p> <ul style="list-style-type: none"> ✓ Old competitors ✓ Traffic problem of Bangladesh. ✓ Pricing of competitors companies. ✓ chance of failure of FOFO model

2.6 Summary and Conclusion

Bongo Xpress is applying and expanding its strategy and business growth seamlessly. Using service development and proper marketing implements, they obtain a strategic approach, essentially aiding them in meet up their business and corporate aspirations. Additionally, their unique selling propositions are pushing them to be the leader of the industry, causing in profit and a broader consumer base for their service. Apart from the weakness and threats, Bongo Xpress is increasing its business day by day.

2.7 Recommendation

- Introducing new features and modify some existing features
- Increasing the number of problem solution features.
- Improving the online marketing methods.
- Developing marketing ways.
- Create a more friendly working environment.
- Utilizing more pilots (riders) to be a first mover.

Chapter-03

Project Part

3.1 Background

Over the years because of ever-growing internet penetration, rapid growth of financial inclusion and digital initiatives, the e-commerce sector in Bangladesh is on a growth trajectory. Research-based experience suggests that digital logistics ecosystems are required to support these e/f-commerce businesses. Bongo Xpress is specially thriving to keep pace with the "Digital Bangladesh" vision of Bangladesh Government by bringing automation in the logistics industry. They are working with a grand mission to build a digital logistics ecosystem for e-commerce industry and to digitalize logistics sector with cutting-edge technology. According to Will Kenton (2020), logistics alludes to the whole procedure of managing how resources are obtained, stowed, and delivered to their final destination and logistics management implies identifying potential distributors and suppliers and adjudging their effectiveness and approachability.

Carla Tardi (2019) said that, a franchisee is a small-scale business possessor who runs a charter and he has acquired the privilege to utilize an live business's trademark, correlated brands, and other exclusive knowledge to market and vend the same brand, and endorse the same quality as the first business. Bongo Xpress is providing franchise all over Bangladesh where the franchisee will independently work for Bongo Xpress by giving the delivery service to his own location. According to E-commerce platform, a merchant is an individual or a company who vends a service or products and an e-commerce merchant vends his products/service over the Internet. E-commerce and f-commerce merchants are the main clients of Bongo Xpress and their main job is to help these clients to focus on their core business and reduce their delivery hassle. So far, no courier company is working to bring technological solutions to enhance the quality of services as everyone is competing with lower prices. In such a situation, Bongo Xpress is the pioneer in

Bangladesh who has brought the smartest and intelligent (AI + Cloud based) delivery management solution for the e-commerce friendly delivery services.

3.1.2 Objective

The basic purpose of this paper is to complete the BBA course at BRAC University as well as to obtain a complete understanding of the Bangladesh logistics industry, and specifically the delivery business. The minor purpose of my internship studies is to add value to the host organization. Bongo Xpress is a start-up logistics company which aims to lead in this industry with their technological competitive advantages. This internship study aims to identify the effective ways to negotiate with the franchisee and merchants to bring revolution in the logistics industry as well as to understand the complete workflow of a logistic company.

Broad Objective:

The broad objective is to detect the ways which are effective for negotiating with the franchisee and merchants who are the two main modules of a logistic company to leverage E-commerce experience and easing C-commerce for customers through bringing revolution in the logistic sector.

3.1.3 Significance

Internship report is important to evaluate a student's learning and knowledge about the internship. In this the theoretical and practical knowledge is combined. This helps a student to prepare and train himself for the workforce. In our country there are a lot of students who are graduates but unemployed. They lack practical experience and this is an important element in order achieve a job and gain professional knowledge of network. This is why it is important to complete an internship to graduate BBA degree in BRAC University so that a student can prepare himself for

the practical work life. Along with that, this report tries to discover the importance of effectual procedure to deal with the franchisee who will work for the company and provide the service in his own location and also the merchants who are the core part of the logistic company and will assist to detect the effective ways to negotiate with them to bring a change in the logistic industry. Moreover, this report tries to assist the other start-up logistic companies to gain a brief knowledge about how to handle the franchisee in an effective way to make them capable of providing best delivery service and mastery in last mile delivery and also how to convince the merchants effectively so that they can make a trust on the company.

3.2 Methodology

Methodology refers to the methods that are used to carry out the work or perform tasks. It is process of showing how the data were collected, analyzed and interpreted. Two sources of information are used in the report. They are described below:

Framework outline
Identifying data sources
Collection of the data
Analyzing data
Preparing the final report

Primary Data Collection Sources:

- Daily practical routine work
- Raw data gathering from the franchisee and merchants
- Making contact with the employees of the office
- Working with the Sales team
- Experience and information gathered from the physical visiting in vertical industries

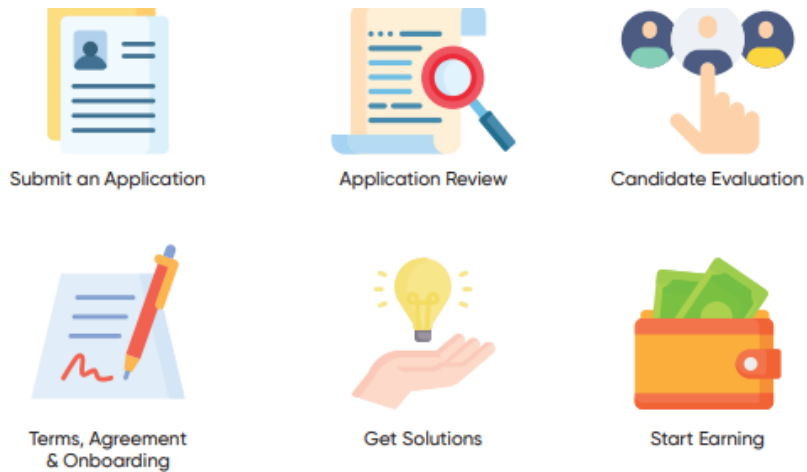
Secondary Data Collection Sources:

- Internal server of Bongo Xpress
- Website of Bongo Xpress
- Official files and folders of Bongo Xpress
- Journal and reports from the internet

3.3.1 Selection Process of Franchisee (Bongo Bonik)

Customer-obsessed people who loves developing teams in a high speed, an ever-changing environment, becoming a Bongo Bonik is an ideal opportunity for you. As an owner, the bonik will operate their delivery riders. They will be fully responsible for selecting and building a group of high-performing, hardworking drivers, while Bongo Xpress take care of getting you set up and ready to operate out of a delivery station in their city. Ensure the successful delivery of parcels in a 7 days/week, 365 days/year operation and earn endlessly. The interested people have to submit an application and the support and sales team review the applications. After the candidate

evaluation through field visits and several meetings, the finalized people go on the onboarding process and sign in the agreement papers. After that they start doing business with Bongo Xpress.



3.3.2 Workflow of Franchisees

➤ **Set up their business:**

they can apply for a customized package of Bongo Bonik suite to start their own delivery business and work with Bongo Xpress's network and their top service providers to keep operation continuing.

➤ **Build their team:**

Build their own driver pool from the local community. Recruit and retain solid drivers who will enable their ongoing success. Bongo Xpress also can help you in this regard.

➤ **Deliver packages:**

Their team of drivers/riders may deliver as many routes they want in a day and serving thousands of customers.

➤ **Creating team culture:**

Leading their team by following our guidelines so that they reflect Bongo Xpress's standards and customer-oriented culture. Bongo boniks have to motivate their team to eclipse expectations on every deliver.

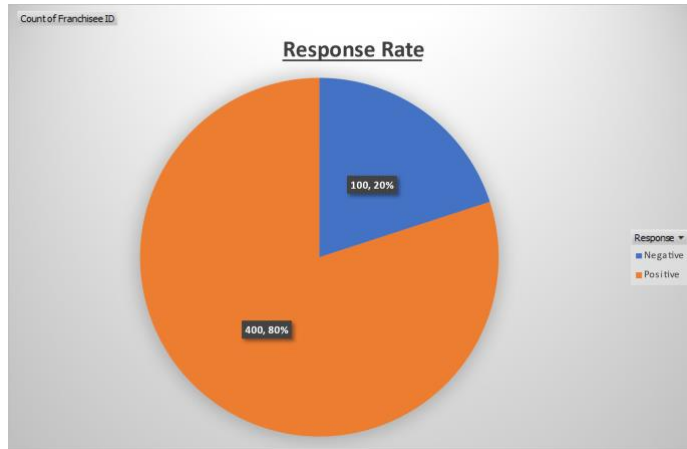
➤ **Grow their business:**

By delivering a great customer experience by their service and get the chance to recruit more people, deliver more parcels and grow their own business.

3.3.3 Finding regarding Franchisees

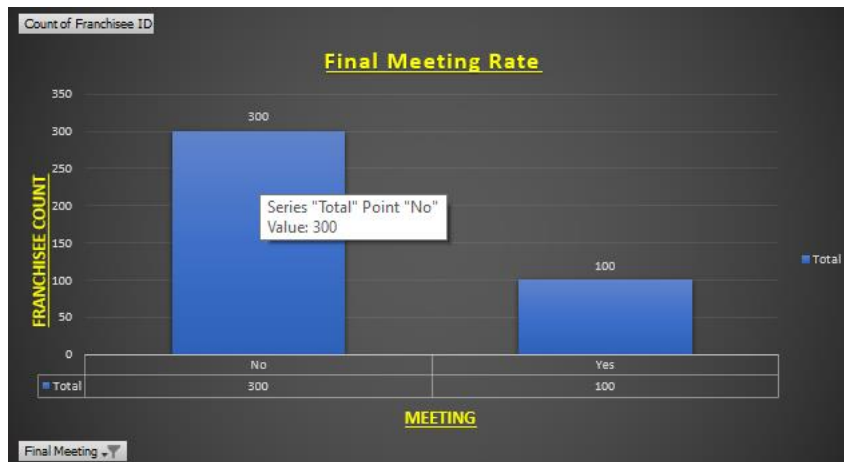
Response Rate:

After doing the campaign on social media and OVCs, thousands of people showed interest towards Bongo Bonik and did registration though the registration process. Many people communicated through social media platform and provided their phone numbers. All the data were collected and updated by the support team and forwarded to the sales team. The sales team called all the interested people from every state of Bangladesh.



In these three months, I have called near 500 people who showed interest for taking franchise and done their registration. From them, 80% people were positive on the first stage and were interested to go on the next procedures. 20% of people were negative and their data had been separated from the positive ones.

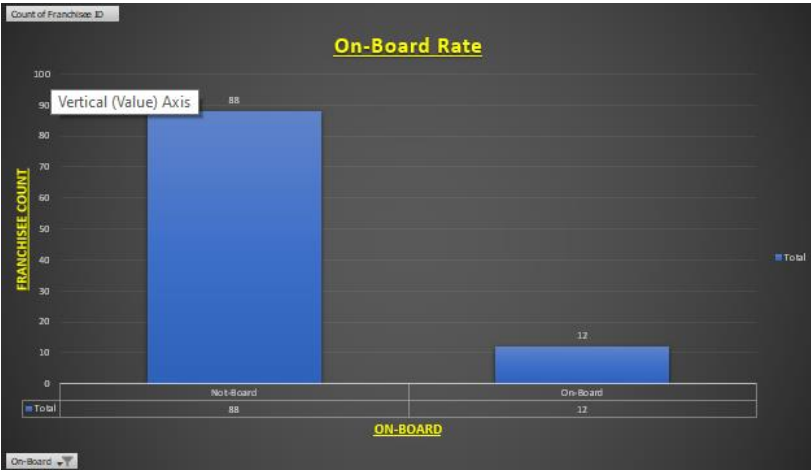
Final Meeting Rate:



Those who responded positively on the first stage which was 400, they were brought on the final meeting and the sales team talked with them about all the process and security deposits for their business. There they talked all the details about the business. From there 25% of people said yes, they really want to do Business with Bongo Xpress if they were chosen after the evaluation process and 75% said No.

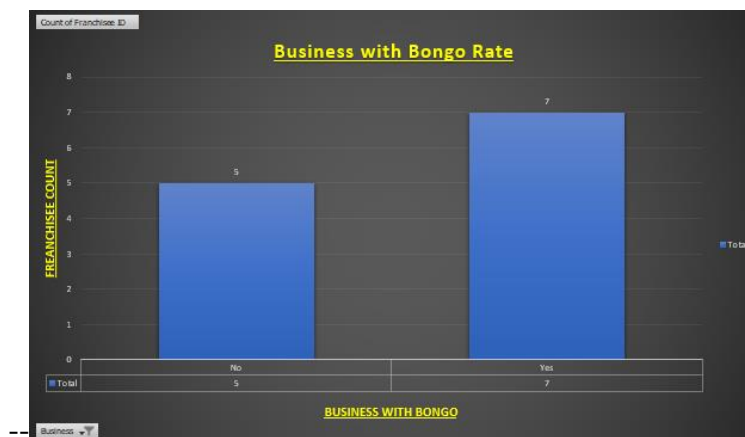
On-board Rate:

The rest of the people who were all positive for doing the business which was 100, our sales team went to visit them and investigated if they were actual capable of doing business or not. After the investigation process, they on-boarded 12% from the rest people and deducted the other 88%. These 12% of People become the Bongo Bonik.



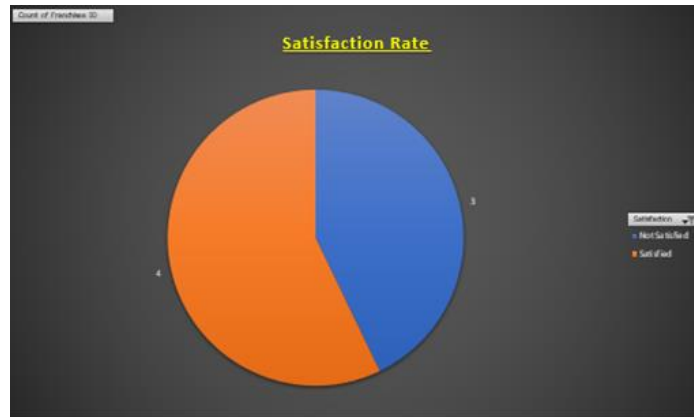
Business with BX rate:

The on-boarded people which was 12, were given training by the IT team of Bongo Xpress as it is fully a tech-enabled logistic service provider. After the training process, 58% started their business as they were all prepared and their area of business were commercially very active. And the rest took some time from Bongo Xpress in case of starting business.



Satisfaction Rate:

After doing business with Bongo Xpress, 60% Bongo bonik were satisfied as they got satisfactory level of parcels from the merchants and got benefitted by all sides. They are ready to expand their business more by the help of Bongo Xpress. The other 40% people didn't get enough amounts of parcels so they were not that much satisfied.



3.4.1 Dealing with Merchants

For the first time in Bangladesh, Bongo Xpress is offering First Mile, Last Mile, Parcel Delivery, Online Truck Rental (without bidding), Supply Chain Management, Distribution Management, Fleet Management Solutions from a single platform. Here, the all the E/F commerce like Daraz, Rokomari, Alishamart etc, the retail and groceries, the super shops, restaurants, industries for their bulk products delivery, the bank and financial companies all are their merchants.

There are some sales approach procedures that Bongo Xpress follows for dealing with the merchants.

1. **Prospecting:**

in this first stage, they find out who are their actual customers and determine whether they have a need for logistic service or not. They perform this stage very carefully because if they choose wrong customer, the whole procedure would be a failure.

2. **Preparation:**

in this stage, they take preparation for initial contact with a customer. They take preparation about how to deal the customer, how fruitfully they can present their service details and facilities to their target customer. Then they research about the market like as they are

providing logistic service to their customers so they research about their competitors who are leading in the industry. Then develop their sales presentation according to their potential customer's needs and demands.

3. **Approach:**

here, they make first contact with their client. It can be a face-to-face contact or virtual contact or can be over the phone. In their physical meeting they do premium approach by giving a gift to the respected one with whom they want to make the deal.

4. **Presentation:**

after approaching their client, they demonstrate how their service will fulfil their requirements and meet up their needs and demand and how their delivery hassle will be removed. For that, they use power point presentation to demonstrate the whole process.

5. **Handling objections:**

in this stage they listen to their clients concern and address them. Many sales people loose hope in this stage when the client theow any objection and they think this will not work out. But the experienced sales people don't give up and try their best to address the concerns of their clients. Many clients of Bongo Xpress make objection about their parcel security in first stage. But the sales team of Bongo Xpress explain how their Web-tracking and Proof of Delivery system can ensure and secure their delivery.

6. **Closing:**

in this stage, the sales team get the decision from their client. Here the team offers something extra to close the deal like sometimes they offer them a free month of service or a discount which will make them more interested about the service.

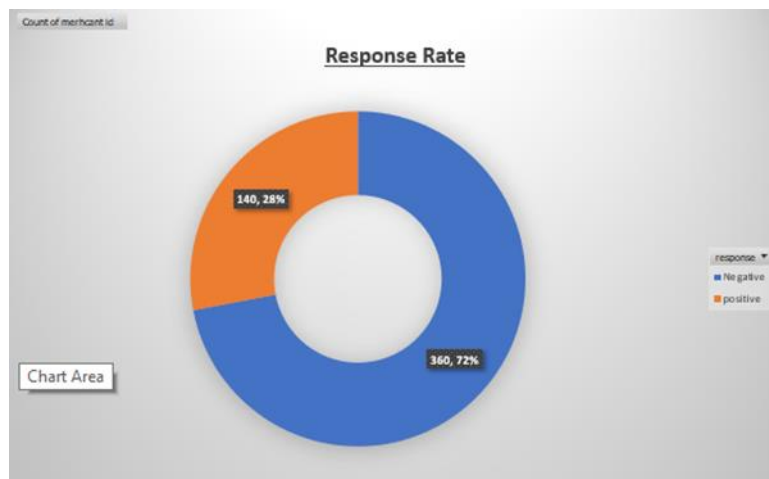
7. **Follow-up:**

once they closed the deal, their job is not done. in follow-up stage, they keep in contact with their customer. It's not only because that merchant is taking their service but also, they can work as a referral. So, maintaining relationship with their clients work as a key to successful growth for Bongo Xpress.

3.4.2 Findings regarding Merchants

Response rate:

After doing the campaign on social media and OVCs, many of people showed interest towards Bongo Xpress's delivery service and did registration on their customer app. Many people communicated through social media platform and provided their phone numbers. The sales people also listed thousands of merchants from E/F commerce, industries, restaurants and approach them.



On my three months of internship, I almost approached near 500 hundred of merchants from different aspects, different platform. From them, 28% were all positive and interested to try our service at the first stage. But rest 72% didn't want to change their existed delivery partner.

On-board rate:

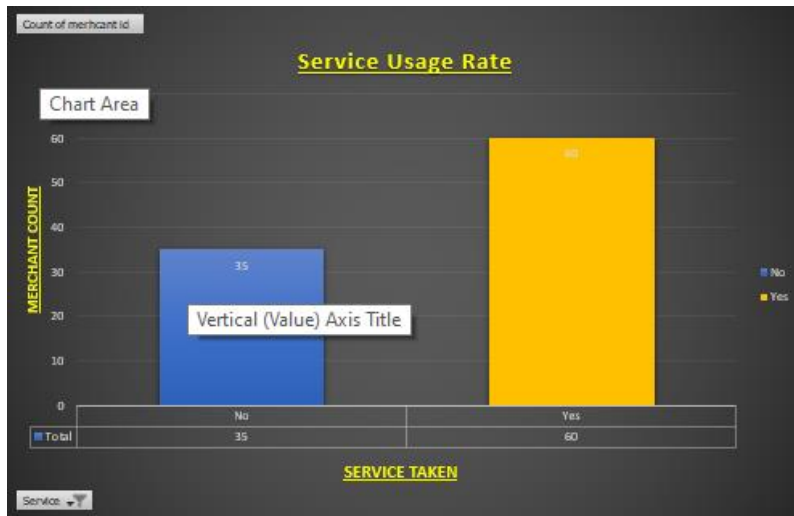
From the 28% of people which was 320, some rejected to take the service and their issue was the delivery charge is higher than the other delivery providers which is inside Dhaka 80 taka and outside Dhaka 130 taka. The percentage of rejection was 31% and the rest of the people were positive to taking the service even after knowing the delivery charge and that percentage was 69%.



Service usage Rate:

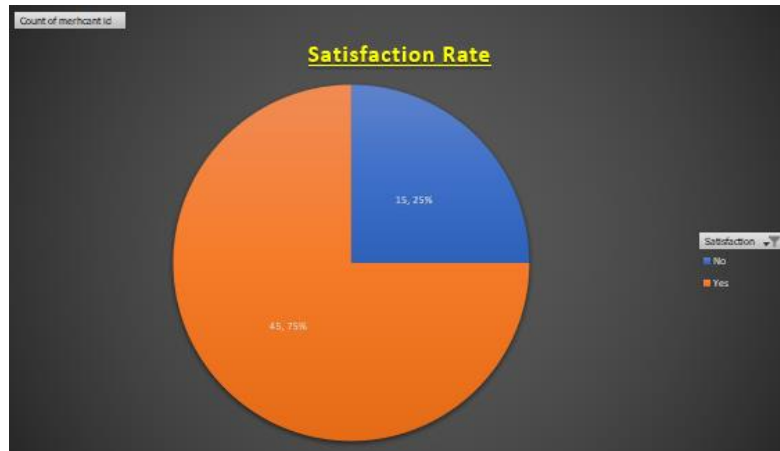
Among the 69% of people which was 95, some said they didn't have any parcel right now because their shipment is off due to covid situation so they will give parcel after their shipment and

percentage was 37%. The other people took the service and give their parcel to Bongo Xpress and that percentage was 63%.



Satisfaction Rate:

Among the 63% of people which is 60, some were very satisfied with service and the new features that has been brought by Bongo Xpress and continuously were giving their parcel to Bongo Xpress and that rate is 75%. The rest of the people had some objection like they technology that has been brought by Bongo Xpress is not that much user friendly so they were dissatisfied with the service that rate was 25%.



3.5 Effective ways of Bongo Xpress to bring revolution in Logistics

Industry

- **Effective Planning and Setting Objectives:**

The first and most important duty to contemplate is to plan the entire logistics process. Each tread of the shipping methods must abide by an actual vision. From the production of products and depots devices to their security and on-time dispatch to the final clients - everything is achieved by effective planned usage of time, dispatch and other frameworks to achieve highest profits. The most important thing is not to compromise on the standard. The schedule must be strictly adhered to for better monitoring, quality control and timely delivery.



It does not matter how perfectly the course of actions are schemed, the possibility of unexpected occurrences cannot be denied. Complications of the goods, transportations issues, timing issues can always arise. So having a backup emergency plan to deal with such situations always helpful for Bongo Xpress.

- **Training of Staff:**

The likelihood of an idea succeeding greatly relays on how the company's employees effective work schedules. These allows them to move on to another important factor that can help an organization increase its profit skillfully-instructed workers.



Role of HR:

In handling all instructions and information regarding using smart methods the workers must be well instructed. through an active and constructive role as HR, this can be attained. The HR department is accountable for training the workers conforming to what is essential and preparing the workers for this.

Notice and flyers:

In addition, notice of papers, brochures on different places of the workstation and chronic training conferences for the employees can be favorable to their executions and coherence in their work capability. It is crucial that every employee and stiff is made conscious of the updated strategy during the work process. Their comprehension should be expanded to a extent that is not difficult for them to recognize so that any goods-related deprivation can be kept away.

Proper taking care of Product:

Managing foodstuffs, fragrances and chemicals is a really soft task.

▪ **Adoption of Technology:**

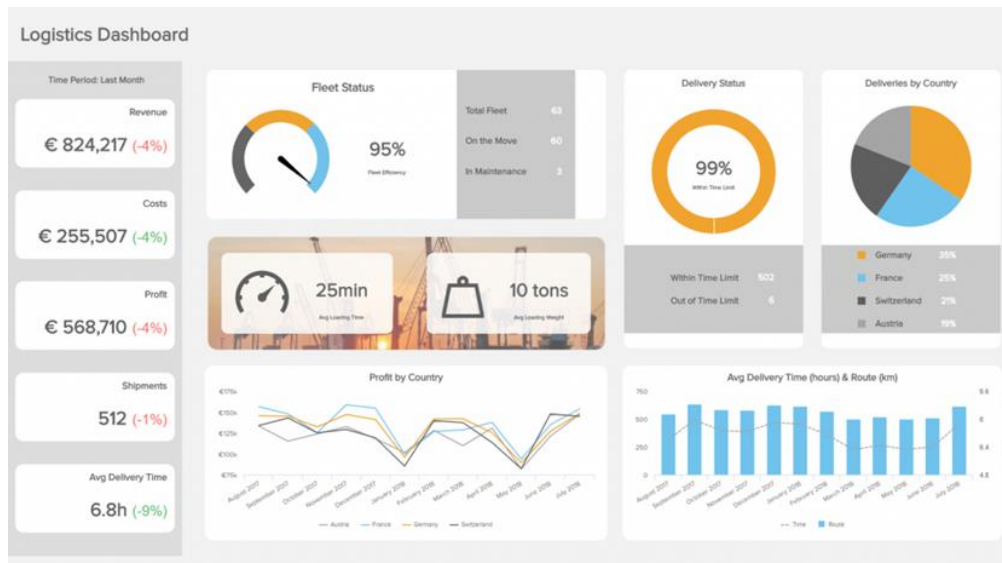
Day by day, advanced technology is introducing and has been in markets and homes as well. It is very important to combine the updated edge to handle contemporary problems and convey contemporary needs. The AI integration and latest-edge can assist customers work profitably with large quantity and small margins, as Bongo Xpress creates multiple tasks and do payments and meet target time limit.

Block chain:

Block chain is an updated edge that can assist in processing huge quantity of data that are organized or unorganized composed at different aspects of the supply chain. It can assist to run the money management, together with the clients and the availability of funds.

Voice boats and Catboats:

Mechanized voice bots and catboats have a very remarkable part in services of customers also in in categorizing the provisions and positions.



Inventory Management:

Radio Frequency Identification RFID is one of the functional edges in the supply chain and Bongo Xpress use this. It decreases the costs and make simpler the whole procedures.



Accessibility:

The cloud computing can streamline the entire supply chain by providing all the data online, and because it is available online and from anywhere of the world the report is available and everyone remains on the same page.

Using Social Media:

Advertising helps clients to have a good correlation with customers, as well as clients can also find out and get review from their customers or manufacturers.

3.6 Conclusion:

The report is based on the effective ways of negotiating to the franchisee and merchants of a logistics company. I continue to Intern in Bongos Xpress in Bangladesh. Bongos provides the highest importance to its customers satisfaction and standard sales. Bongo Xpress never compromises with quality and always gives importance to needs and demands of their clients. It Bongo Xpress has started from almost nothing and it hopes to become one of the leading logistics companies in Bangladesh. Xpress handling of bongos trained by the techniques is quite ordinary and also very attractive because of their USPs. Its diversified products and services to satisfy all types of customers. Their price is little higher than many other delivery provider companies who are operating in the same industry because of their better-quality service and so that seizes a notable segment of the whole market share. Bongo Xpress has some unique techniques to maintain long-term profitability for their company. But unfortunately, their unique techniques and features are not always very appreciated in Bangladesh because people here not familiar with these and they want lower cost which with higher standard of service. For every problem related to logistics, Bongo Xpress gas the solution. If they use their USPs effectively, they will be reached its customers all over Bangladesh and serve them with the best logistics solution.

3.7 Recommendation:

- Bongo Xpress should provide updated internet, features and other tech related facilities for faster and better communication among their departments and other branches and warehouses.

- Bongo Xpress should maintain good and efficient customer relationships for the company because a good relationship with customers will work as a referral for them. Their customers will refer them to others and by this they can expand their reach to their customers.
- Bongo Xpress should maintain facilities dialogue between employees. Because loyal employees are the main resource of a company so if the company give facilities to their employees and think about their betterment, the employees will also be loyal to their company.
- Bongo Xpress is quite over-confident about their features and technological advances, so they maintain a quite high charge for their service. But if they want to expand their service all over Bangladesh, they have to maintain a lower price so that they can grab customers from every region.

3.8 Reference:

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