

Report On

How E-Business Is Working During Pandemic

By

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16204064

An Internship report submitted to the BRAC Business School in partial fulfillment of the
requirement for the degree of

Bachelors of Business Administration

BRAC Business School

BRAC University

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Declaration:

It is hereby report declared that

1. The internship report submitted is my original work while completing a 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 that has been accepted or submitted for any other degree or diploma at a University or other institution.
4. I have acknowledged all of the main sources of help.

Student's Full Name and Signature:

Nusrat Sanjana Noor Upoma

16204064

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Mr. Jubairul Islam Shaown

Lecturer, BRAC Business School

BRAC University

Letter of Transmittal

November 2021

Mr. Jubairul Islam Shaown

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka- 1212

Subject: Submission of the Internship report.

Respected Sir,

I am glad to deliver my paper on "How E-Business Is Working During Pandemic," which I prepared using my smart judgment and following the procurement guidelines of The LAFZ. This report was written to meet the requirements of my assigned organization, The LAFZ's internship program.

I have been putting up my best effort to complete this paper. This analysis is focused on my real-world experience as a member of the PR & Communication team at The LAFZ. During my three-month Internship, I obtained a plethora of information from my studies and gained valuable experience and skills.

I appreciate your suggestions and encouragement while I worked on the report. If possible, I will gladly respond to and discuss any questions you may have.

Sincerely yours,

Nusrat Sanjana Noor Upoma

ID: 16204064

BRAC Business School, BRAC University.

Acknowledgment

To begin, I would like to express my deepest thankfulness to the Almighty. Without his blessings, I would not be able to finish this report in the time allotted while the entire world is in the grip of a global epidemic. Because of COVID-19, doing the internship physically by going to the office every day is a huge issue these days. I'd also like to express my gratitude to a few individuals. It would not have been possible without their assistance.

I would like to express gratitude to Mr. Jubairul Islam Shaown, Lecturer, BRAC Business School, for serving as my internship adviser and continued mentoring and assisting me throughout my internship. I would also like to express my gratitude to my colleagues at The LAFZ for their help, consideration, and learning experience. I have learned a lot throughout my internship, and I am grateful to be a part of The LAFZ.

Finally, I would like to express my deepest thanks to BRAC Business School, all of my faculty members, and every member of the BRAC University staff for helping me obtain this position and grow as a person over the last four years.

Executive Summary

LAFZ is the largest Halal Certified brand. Pte. Ltd. is the umbrella company and LAFZ is one of these four brands. The other brands are- Zayn & Myza, Dr. Rhazes, and Zayn & Myza Labs. LAFZ has started its journey with Halal Gas-based body sprays only and later on they have expanded their product line and within a very short period, LAFZ has become worlds one of the biggest halal-certified brands.

This study is based on the performance of LAFZ and their E-Business during the epidemic. LAFZ is a global brand that was hit by the COVID-19 problem all over the world, and the operation hasn't ceased since.

This research intends to examine the circumstances LAFZ found itself during and also after the pandemic, as well as the important techniques used by the overall PR and Communication departments to enable the company to continue to meet its needs and achieve targeted sales and maximum customer satisfaction.

This report includes my job responsibilities at LAFZ- how my journey is so far, the tasks that I am doing on a regular basis, my contribution to the company, the benefits I am enjoying and also the benefits the company is having after I have joined here and also the problems and difficulties I have been facing while working here. I have also mentioned the overview- the entire timeline- from the beginning to till date, functionalities, situations of the company during the pandemic and their different strategies which helped this company to survive. In this report I have mostly used the primary data and a few secondary data. Since I am working with the main team, primary data helped me the most to prepare this report. I have also mentioned their mission- to contribute to the cosmetics market with a better solution which is made of 100% halal ingredients for a vast religious community like Bangladeshi people; vision- to become one of the pioneers of the Bangladesh cosmetic market; corporate values and the four core values- passion, resilience, delivery, teamwork; product lines for both male and female, their management practice- here I have showed the organizational structure of LAFZ BD, how their organizational hierarchy works, the recruitment and selection process also I have slightly discussed about the compensation process. Moreover, their marketing practices, which includes how they are utilizing the social media platforms, advantages of

having Mashrafee Mortaza as our brand ambassador, utilizing the online portals, influencer marketing, telemarketing, sponsoring the most popular TV shows, etc. Moreover, I have focused on the major functionalities like operations management, information system, order placement methods, payment methods. I have included some of my analysis here, such as industry and competitive analysis, here I have done my analysis through the SWOT Analysis and the Porter's Five Forces Analysis. The SWOT analysis helped me to portray the strengths, weaknesses, opportunities and threats of this company; and the Porter's Five Forces Analysis helped me to analyse the threat of new entry which I found as modest, threats of substitutes- low, power of buyer- low, power of suppliers- high, and rivalry among the competitors as high. In chapter three, I have focused on my main project part which includes the background information of the company, their five core activities, and the objectives of this report. The fundamental objective of this report is to prepare a long-term aim, service compliance and adherence rate and future market demand whereas the other specific objectives are to identify the main factors making a difference to the total working environment, main adaptation strategy of E-business, what customers need the most in this pandemic, the purchasing behavior of customers on pandemic and the risk factors of the delivery process and money transactions. Lastly, I have conducted a survey and at first I faced some difficulties to conduct it as it was mostly LAFZ's product related and later on I got the permission from the top management and they allowed me to conduct this among the real time customers with a condition that I cannot disclose the identity of any of the customers at all by any means and cannot publish it anywhere and will have to share the outcome of this survey with them. The outcome of the survey was quite impressive and through the survey, I have found out the probable areas for improvement and lastly recommended certain things which may improve their overall quality for both products and services, such as- how they may smoothen the delivery process, minimize the challenges in global shipment, maintain the hierarchy and update the crucial teams, increase the product availability and gain more potential customers.

Table of Contents

<u>Cover Page</u>	<u>2</u>
<u>Declaration</u>	<u>3</u>
<u>Letter of Transmittal</u>	<u>4</u>
<u>Acknowledgement</u>	<u>5</u>
<u>Executive Summary</u>	<u>6</u>
<u>Table of Figures</u>	<u>10</u>
<u>List of Acronyms</u>	<u>11</u>
<u>Chapter 1: Overview of Internship</u>	<u>11</u>
• <u>1.1: Student Information</u>	<u>11</u>
• <u>1.2: Internship Information</u>	<u>11</u>
• <u>1.2.3: Job Scope</u>	<u>13</u>
• <u>1.3: Internship Outcome</u>	<u>15</u>
<u>Chapter 2: Organization Part: Overview, Operations, and a Strategic Audit</u>	<u>18</u>
• <u>2.1: Introduction</u>	<u>18</u>
• <u>2.2: Overview of the Company</u>	<u>19</u>
• <u>2.3: Management Practice</u>	<u>23</u>
• <u>2.4: Marketing Practice</u>	<u>25</u>
• <u>2.5: Operation Management & Information System Practices</u>	<u>26</u>
• <u>2.6: Industry & Competitive Analysis</u>	<u>27</u>
• <u>2.7: Summary & Conclusion</u>	<u>31</u>
• <u>2.8: Recommendation</u>	<u>32</u>
<u>Chapter 3: Project Part: How E-Business works during this Pandemic: A study on LAFZ Bangladesh</u>	<u>34</u>

- [3.1: Introduction.....34](#)
- [3.2: Methodology.....38](#)
- [3.3: Findings & Analysis.....39](#)
- [3.4: Summary & Conclusion.....50](#)
- [3.5: Recommendation.....51](#)

[Reference.....53](#)

[Appendix.....54](#)

Table of Figures

Figure 1: The Timeline of LAFZ BD	17
Figure 2: Four core values of LAFZ	20
Figure 3: The Organizational Structure	21
Figure 4: SWOT analysis of LAFZ BD	25
Figure 5: Porter's Five Forces Model	27
Figure 6: Stages of work accomplishment	31

List of Acronyms

CRM- Customer Relationship Management

ZM- Zayn & Myza

PR- Public Relations

BD- Bangladesh

SKU- Stock Keeping Unit

Chapter 1: Overview of Internship

1.1: Student Information

Name: Nusrat Sanjana Noor Upoma

ID: 16204064

Program: Bachelor of Business Administration

Major(s): Human Resource Management & E-Business

1.2: Internship Information

1.2.1

Period: 3 months

Company: The LAFZ

Department: PR and Communication, CRM

Address: The LAFZ, House- 49, Road- 13, Block- D, Banani, Dhaka

1.2.2

Supervisor's Name: Mr. Rajibul Hossain

Position: Senior Manager

1.2.3: Job Scope

Job responsibility as an Intern

It has been two months since I started working with LAFZ. And it is a great pleasure working with such an organization where I was never treated as an Intern, rather than considered an important team member of the CRM & PR and Influencer Marketing team. At the beginning of my internship, my supervisor took some time to understand my core challenges and he set up an ice-breaking session before assigning me to the core tasks.

As an active member of the PR & Communication team, my main job is to deal with the popular influencers and also the new influencers. At the end of every month, the BD team has a central global meeting with the department head and planners and design the next collaborations for the upcoming month. We try to fix two to three collaborations for each month and different targets and expectations have been set for each country and each team. This also includes the product lists that we plan to promote for next month. Then I communicate to the Product Management Team and send them the requisition for the products. After that, I sit with my supervisor and he divides the entire influencer list among the team members including me. Then, I prepare proposals for the collaborations and send them to my supervisor. After the approval, I finalize my list and start approaching the influencers from my list. I send the proposal, and terms and conditions. Whoever agrees to the proposal I make another list for them, which means I shortlist them. Then, I send the list to the delivery team slot-wise and I am instructed to give at least 30-50 in per slot. When the delivery agent sends me an email mentioning that they are going to start dispatching the parcels on the following day, I start sending messages to the influencers again stating that the dispatch has been started and to let me know after receiving the parcel, so that I can send them the content brief. In the meantime, I start preparing the content brief and whoever informs me that she has received the parcel, I send them the brief including the deadline and also, our requirements. I take note of the deadlines and keep following up with whoever did not receive the parcel. Then I make another list of them and send this to the delivery agent to get an update on those parcels. For the next slots, when I see that I cannot manage 30-50 influencers from the previous lists, I start doing my research on the new influencers, go through their profiles, contents, follower amounts, etc and do a cross-check if they exist in the

previous list. If not, then I again send them the proposals and have several meetings with them, and make them understand our expectations. If they agree and find it convenient, I follow the same procedure to send them free products. After sending 4 slots and while completing all the procedures, I start preparing the month-end report, which includes the names of the influencers, followers amount, products and shades that I had sent, video status (Done or Pending), the content links, and views of those contents till the month-end. Lastly, I keep on following up with the influencers for the contents, maintaining the deadlines, and if there are any product issues and delivery issues.

However, I also take care of the customers' queries. After one and half months of my internship period, they offered me a full-time job and I accepted that. I was the first recruit for their CRM and I used to deal with all the queries and issues by myself. Gradually the number of queries and issues got increased and I shared a plan of making a team for this CRM and the Senior Manager approved it. Then I posted a Circular on my social media platforms and collected the CV, took interviews, shortlisted them, and got another approval to onboard them. In the next month, a global CRM Manager was hired and I used to report to him also regarding the CRM-related issues. I took chats via Messenger, and Instagram placed manual orders, replied to the comments, solved any issues whenever a customer faced issues while making a purchase. I tried my best to provide the best shopping experience to each of the customers. After another month, I got promoted from the agent to the Team Leader of LAFZ BD CRM, made a team of 9 agents. Now, my work is to make the rosters, solve all the crucial problems, deal with the delivery agents for any issues regarding the product delivery, product team for any sort of product damage or missing products, make weekly reports on the current situation, challenges, achievements, and unique queries and submit it to the global team. I also initiate the exchanges, replacements, and refund issues. Recently, they have introduced the chatbot, so I also have to communicate with the Tech Team twice a week to ask for any help or any fee. And lastly, I try to be available to help and suggest to my teammates whenever they are stuck or feel difficulties regarding anything.

1.3: Internship Outcome

1.3.1: Students contribution to Company

Currently, I am playing two roles- PR & Communication Executive, Team Lead of LAFZ BD CRM. PR & Communication and the CRM both the teams are playing the most crucial roles in LAFZ BD. As an active member of the PR & Communication team and the team lead of the CRM team, I need to work very carefully to make better communication with our influencers. So that they get our message about the requirements and as a result, they can give a better outcome to us. However, previously the global team used to give only 300 targets to the PR and media team, which means our team needed to submit 300 new content each month. When I joined here, we had the target of a total of 500 content and I, myself, collected 145 content in the first month. In the second month, we were given a total of 600 content, and I, along with the team collected 676 content and the global team and the founder was really happy with our team performance. And finally, in the third month, he gave us the challenge to create and collect a total of 800 pieces of content, and successfully we ended up collecting a total of 851 content and we got appreciation from the founder directly.

Before joining as the CRM agent, everyone in LAFZ BD was trying to reply to the queries but they were unable to reply to all the queries and comments on time and most of the queries were pending. So, when I have taken responsibility for the same, I tried to reply to the new queries and also the pending ones. Then I try to educate myself about the product details, skin types, and customer preferences. So that, I can provide the correct information and assist the customers properly. After that, I focused on making a proper team for handling the queries. Since LAFZ focuses on customer satisfaction and it is their priority, so I train the recruits accordingly. So that, the customers get proper responses on time and have the best shopping experience with LAFZ. I have also worked on the gaps that the company did not notice. I try to highlight those facts and points and forward those to the concerned team. For example, most of the delivery, exchange, and refund issues were taking more time to resolve, so I started highlighting those spots and helped them by providing suggestions and feedback to them to solve the issue promptly. Though, after being the team lead I stopped taking chats but whenever a customer becomes furious about any issues or comes up with any critical issues, I

try to handle them by myself, listen to the problems that they are facing and take necessary steps to resolve the issue immediately. I also train my team members on the same. As a result, when the global team introduced the Verloop, a new chatbot with us, there is a feature where the customers can rate the customer support service and the rating was improving very fast.

1.3.2: Benefits of the Student

Working as an intern and a full-time employee in LAFZ BD helped me to understand how the start-up company works especially on a global pandemic like this. While working here, I have learned to deal with customers with patience and to work under immense pressure. Also, I have to follow up with the influencers regularly these three months, so it helped me to complete my targets within the deadlines. I have also gathered knowledge on different skin types, skin issues, and probable solutions to them. Moreover, I get to know about different ingredients used in different skincare products, the functionalities of these, common skin diseases, and also how to treat them. I gathered some practical knowledge on how to deal with different types of people with patience. I have also contributed to writing some articles, which are being published in different online portals like The Muslim Times (Article Name: Know Your Sunscreen), Bangladesh Post (Article Name: Can Your Facewash Exfoliate?), so it helped me to learn more about article writing. As this is the very first time that I am writing articles, my colleagues have also helped me in this.

1.3.3: Problems and difficulties I have faced

My time at LAFZ BD has been quite fascinating, and I have learned a lot of things that are completely different from what I learned at university. Because I started during the pandemic, it was a little difficult for me to grasp my responsibilities and get the briefing and training straight from my supervisor at first. However, for the CRM, I had to come to the office to get access and to get the primary brief. My supervisor guided me remotely well. In the first few days of my internship, my supervisor tried several ice-breaking sessions where I have faced the issue of dealing with different individuals. After those sessions, I have managed to deal

with different officials and get comfortable gradually. Moreover, due to the delivery issues, I could not communicate with the concerned person as I was not introduced to him at the beginning. Lastly, the refund policy of LAFZ BD was Cash on Delivery even if the customer paid the amount through Mobile Banking. So, initiating the refund for outside Dhaka residence was taking much time and I felt difficulties dealing with the customers regarding this refund issue.

1.3.4: Recommendations

The internship is significant not only because it is a requirement for completing the degree, but also because it leads to the formation of a professional career. Instead of simply completing the credits, take on challenges that will help you learn more in the future. For the sake of the future, students should endeavor to explore the new professional environment. The professional world is extremely different from what we study in school, so this three-month period is the first opportunity to move beyond the classroom to know and learn more, and this opportunity provides experience. This experience will come in handy whenever you start a full-time career.

Chapter 2

Organization Part: Overview, Operations, and a Strategic Audit

2.1: Introduction

2.1.1: Objective:

- To present an overview of LAFZ
- To understand different functions & areas of LAFZ
- To understand the situation of E-business during the pandemic
- To present how different strategies helped e-business to continue its operations.

2.1.2: Methodology:

Both Primary and secondary data have been used in this chapter. Primary data consists of my personal information throughout these three months of my internship where I had one-to-one conversations with the content creator, MD, my supervisor, and other colleagues, and the other members of LAFZ. I have also collected some important data from the official website of both LAFZ and Believe Pte. Ltd. and lastly from my learning and working experience.

2.1.3: Scope:

This internship report contains brief information about LAFZ and how its e-business operations operate during this global crisis. Brief details about some key strategies that have been used since the starting of the pandemic. This report will describe different factors that gave advantages to survive in this situation and as well as the disadvantages.

2.1.4: Limitations:

- Internship duration.
- Lack of information about operations.
- Lack of practical opportunities
- Lack of enough written resources to learn from.

2.2: Overview of the company:

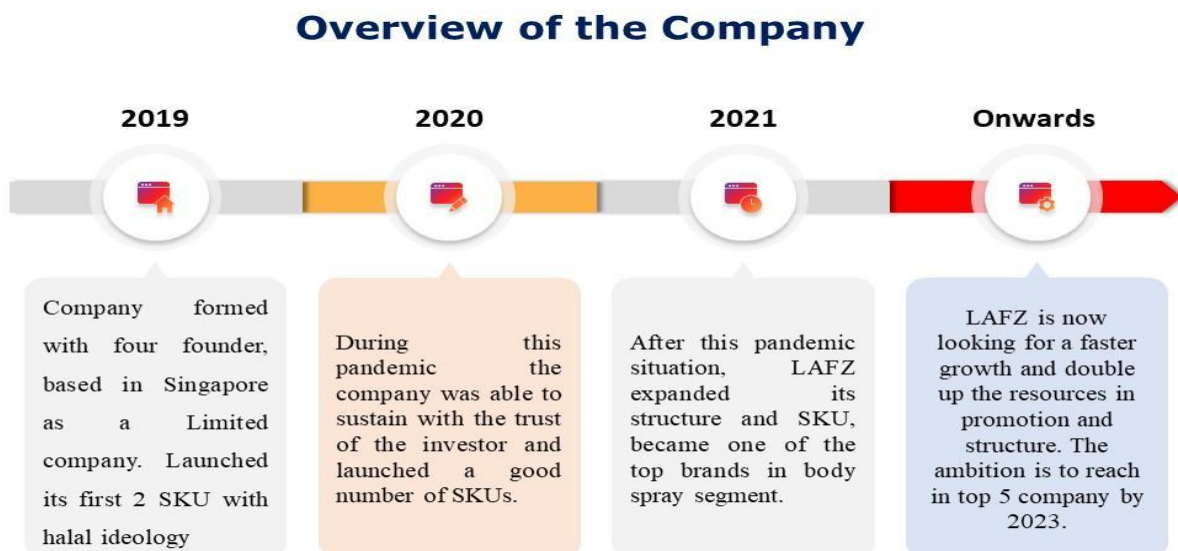


Figure 1: The Timeline of LAFZ BD

Within the last decade, the term halal lifestyle has become increasingly popular. This lifestyle refers to a part of Islamic sharia which is an obligation for Muslims to consume and use everything that has been proven halal. And it is very hard to discover a product when it is about cosmetics or fragrance. Historically Attar was one of the halal fragrances used by Muslim people. By the growing of time company founders realized to formulate something in a halal way to lighten the critical essential of Muslim people. From the scratch, they developed a formulation without alcohol and ignored all chemical nasties and harmful chemicals which are forbidden in Islam. Even they sold their product in front of different mosques to detect the market reaction. After evaluating the market demand, LAFZ launched six SKUs for males and females. This was the start. And till now they never need to look back. The fragrance market witnessed phenomenal growth. Within 2 years Lafz became the top fragrance brand in the country and launched several SKUs by following halal way. The rarely happened pandemic could not stop the growth ladder. Now it has become the biggest halal brand. The voyage was not simple to earn the faith of customers and stakeholders. LAFZ passed a very challenging road with all their good intentions and hard work. The vision of the company is well decorated and neat. Their ambition is to give a great opportunity to all Muslim people to follow the halal lifestyle. As a part of their continuous effort, they launched one after another a successful brand in the country and strengthened and doubled up its structure to reach every corner of the country to offer the halal lifestyle.

2.2.1: Corporate Vision:

As a cosmetic brand LAFZ wants to provide A-Z solutions in this market. Every beauty cosmetics-related product line will be available in the market. In short, becoming one of the pioneers of the Bangladesh cosmetic market.

By ceaselessly developing high-quality, natural, innovative cosmetic products friendly to the user and environment we aim to:

- take over the leading market position in the segment of cosmetic care products on the world market - to become the first choice of end-users as well as professional users
- increase our market share and corporate reputation in our other existing markets, and

- to break into new markets within and beyond Asia

2.2.2: Corporate Mission:

Successfully contribute to the cosmetics market with a better solution which is made of 100% halal ingredients for a vast religious community like Bangladeshi people.

As the leading Halal product segment, we have consistently met the desires, needs, and expectations of end and professional users with high-quality cosmetic products and services. We build and maintain partner relationships with our consumers as well as all other stakeholders based on trust and reciprocity. We strive for a pleasant working environment and do our best to contribute to the welfare of our local, as well as, the broader community. Our socially responsible stance is reflected by our support for several sports, cultural, educational, and humanitarian organizations and projects. Being aware of our environmental responsibility, we take particular care to preserve the natural world by continuously striving to improve the environmental aspects of our business operations and with rational use of energy, raw materials, and other natural resources.

2.2.3: Corporate Values:

- Established as a halal-certified brand
- Maintain cosmetics making ingredients as Halal way
- Building strong relationships with the customers
- Try to maintain a smooth delivery process
- Quick response to a customer's problem or any sort of query

2.2.4: Core values of LAFZ:

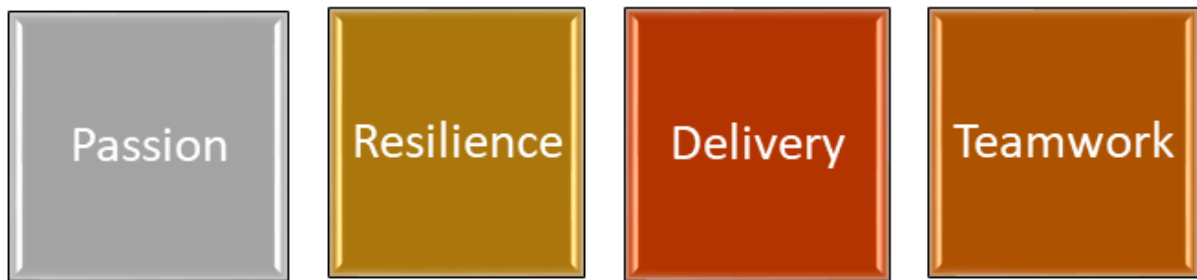


Figure 2: Four core values of LAFZ

Passion, resilience, delivery, and teamwork are the four core values of LAFZ. LAFZ appreciates employees who work, crackspalor,ce is hard to get the job done. Each individual is valued equally. They tend to provide enough flexibility to the employees so that none of the employees feel that pressure or discomfort while working here. There is no hierarchical or typical “boss” structure in the office. All work as a team under a team leader’s supervision.

2.2.5: The product line of LAFZ:

For Female:

- Facewash
- Sunscreen
- Moisturizer
- Face Serum
- Face Musk
- Hair Serum
- Body Spray
- Foundation
- CC Cream
- Primers
- Concealers
- Nail Enamel Remover

- Nail Polish
- Dip-Liner
- Lipsticks & Lip Colors
- Wipes

For Male:

- Facewash
- Sunscreen
- Moisturizer
- Face Serum
- Face Musk
- Hair Serum
- Body Spray

2.3: Management Practice:

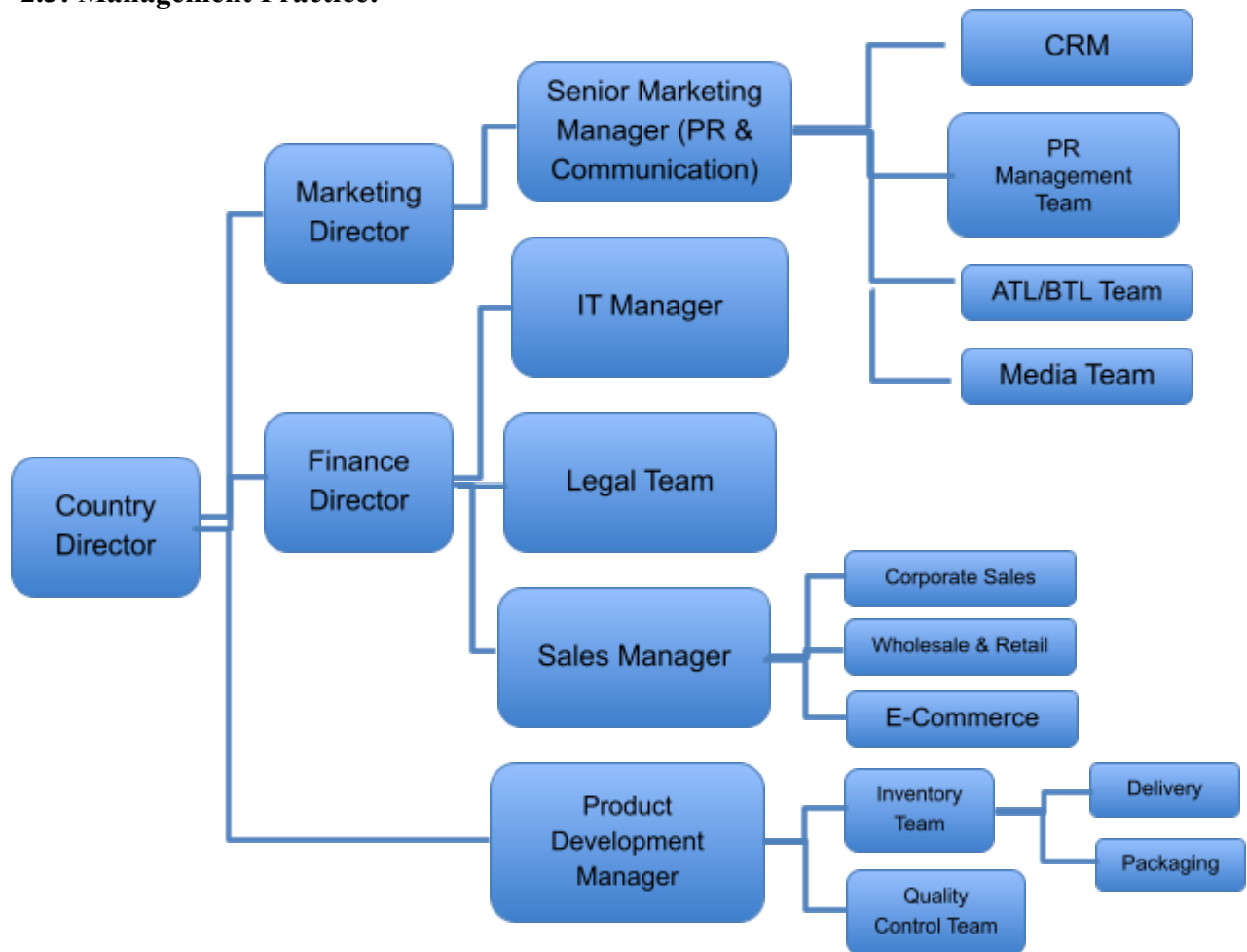


Figure 3: The Organizational Structure

Arefin Hossain is the country director of LAFZ Bangladesh. The entire Marketing team is managed by Mr. Rajibul Hossain and he reports to the Marketing Director, MD. Zahid Hasan. Then Mr. Nahid Alam takes care of the finance and accounts part. The IT Manager, Legal team, and the Sales Manager directly report to the Country Director. The sales manager takes care of the Corporate Sales, Wholesale & Retail Sales, and also the E-commerce sites. The Corporate Sales department cracks the deals with bigger banks, NGOs, corporate offices, etc. The Wholesale & Retail Sales team deals with the parlor, salon, super shops, and local vendors. The E-commerce team deals with the largest and popular e-commerce sites of Bangladesh, for example, Daraz, The Mall, shop.shajgoj.com, M-mart, etc. Moreover, the Product Development Team, basically engaged in studying the product quality. They do the

market research like what are the similar types of products, they purchase those and use them. After that, they try to understand the difference between those products and our products, the reasons why people are purchasing those, the demand of the customers and thus they make the reports and send the feedback to the manufacturing team. The Inventory Management Team keeps track of the products and keeps updating the available stock. They have their benchmark, whenever their stocks of any products reach that benchmark, they send the new requisition to the concerned team and they send the new stock to the warehouse. They also keep track of the source, quantity, and buyers, for example for what purpose who is taking what amount of products. The quality control team is also very active. They are always responsive to any of our product-related issues. For example, if any customer raises any complaint regarding our product, to be specific, one's skin reacts to one of our products. This team comes up with the probable reasons for that reaction, probable solutions to solve that issue as soon as possible. And they also send the report to the manufacturing team, if any major correction needs to be done. Lastly, the Inventory Management team also deals with the delivery and packaging of our products. LAFZ does the delivery through third-party delivery agencies as they do not have an in-house delivery team. And the packaging team is also under the Inventory manager's supervision.

This organization follows the autocratic leadership style. So, here the executives report to their respective managers and the managers and directors directly report to the country head. Here, the country headsets the goals to achieve, he has control over all the decisions.

2.3.1: Recruitment and Selection Process:

LAFZ BD tends to recruit from internal references. But, they try to examine the candidate in every way. The department heads or managers take the interview for their team and they try to know if the candidate has the time flexibility, adaptivity, can work under immense pressure, and has the thirst to learn. They are okay if anyone has a bit of a lack of knowledge on a particular work, they train the candidate from scratch. After finalizing the candidate, there is a 3 months probation period, and in the meantime, they get to know his/ her strengths and weaknesses and the supervisors try to work on those areas and help them to explore more

about themselves. When I got a call for the interview, I had to sit for 2 separate interviews with two different individuals, one was the Marketing Director, who focused on my previous work experiences, my working capabilities, is and knowledge and the other person was the Senior Marketing Manager, who focused on my interpersonal skills more and talked about their expectations from me.

2.3.2: Compensation System:

Within the four major types of the compensation system, LAFZ follows the Salary and Bonus as a monetary compensation system. If any team or any individual does tremendously well in any month or any particular task, the company offers bonuses to the team or the individual. When I started getting 5 stars in CRM in a larger amount, I got a 50% bonus in a month. Currently, they are offering life insurance to their employees also.

2.4: Marketing Practices:

After successfully launching in Bangladesh, LAFZ had to find out various methods of marketing strategy. Firstly they target social media platforms because of huge coverage in Bangladesh. This means the targeted group can be captured easily through these platforms. LAFZ had the advantage that they already gathered enough attention by launching their TV featuring Mashrafe Mortaza so the customers already started booking their preferable products. Later on, the database of old customers has been used for retargeting the existing customers. And this practice continued till now for social media promotions.

Then comes promotions on the online portals alongside social media promotion to gather a huge audience base. And by promoting LAFZ over online news portals, LAFZ gathers the attention of parents so that they can also relate to the product when it comes to the question of purchasing cosmetics.

But the result booster for LAFZ was influencer marketing. Early-aged people most likely love to relate themselves with an inspirational character. LAFZ started working with the influencers to gather those new customers. The process was LAFZ sent free promotional

products as gifts to those social media influencers, if they liked the products then they made influencing content and uploaded them to their platforms. Those contents are about how to use the products and their significance. So the followers of that influencer get a better understanding of the product and later on they tend to copy them by purchasing such products.

LAFZ has also sponsored multiple big TV shows including BIG BOSS. Recently in Bangladesh LAFZ started working with Dipto TV by sponsoring some Turkish TV series that has been dubbed in Bangla for the Bangladeshi audience. And TV promotions always have a big margin in terms of audience coverage.

Telemarketing is another aspect in terms of LAFZ's promotional strategy. The existing customers got SMS when any new product launches, new discount offer, and also the availability of any old product.

Mainly LAFZ's first approach is gathering enough response from the audience then pushing products to be purchased by promoting as a HALAL brand.

2.5: Operation Management & Information System Practices:

2.5.1: Information Management System:

At present, all traditional businesses are trying to improve their practices digitally. The same goes for LAFZ. They also keep the customers' information very safe for future promotional purposes on their own. LAFZ has some highly qualified IT specialists who work very efficiently to use the database safely and for the security of data. Customers first contact the end of purchasing product data kept by maintaining super confidentiality. All the departments of LAFZ also contribute to maintaining this kind of confidentiality.

2.5.2: Order Placement Methods:

Customers can place orders by various methods.

1. Website

2. Ads from Social Media Platforms
3. By directly communicating with the LAFZ sales team
4. Official Facebook Page and other social media platforms
5. E-commerce platforms
6. Local Cosmetic Shops

2.5.3: Payment Method of LAFZ

LAFZ Bangladesh accepts every payment method which is available in Bangladesh. Customers mostly prefer cash on delivery. But in recent times cashless payment is getting popular. On cashless payment, mobile banking like bKash is most popular. Nagad, Up, Nexus Pay are also getting popular day by day. Customers also love to use internet banking as well. And to mention all information about the payment kept by maintaining proper confidentiality and safety.

2.6: Industry and Competitive Analysis:

Since LAFZ is one of the fast-moving consumer goods industries and a game-changer in the world of growth or the online marketplace, there are several competitors which are considered as the biggest competitors in this industry. And our biggest competitors are Marico, Unilever, Inglot, Fogg, and Vini. They also provide similar kinds of goods but here LAFZ has the advantage of being the first halal-certified brand.

2.6.1: SWOT Analysis:

Strengths	Weaknesses
<ul style="list-style-type: none"> ● Imported products and manufactured in state of the art facilities (factory and technology) ● Value-driven product- Certified as Halal, animal cruelty-free, and free from any animal sources 	<ul style="list-style-type: none"> ● Dependency on global shipment ● Product Availability ● Dependency on third party delivery agents

<ul style="list-style-type: none"> ● Best quality with convenient pricing ● Dermatologically tested and suitable for all types of skin 	
Opportunities	Threats
<ul style="list-style-type: none"> ● Product preference is getting higher ● Exploring the untapped market ● Educating the target audience about halal products ● Value-driven lifestyle ● Creating awareness about halal products 	<ul style="list-style-type: none"> ● Lack of awareness about ingredients of the products ● Threats from potential competitors ● Change in duty regulations ● Impact of the pandemic or any other natural calamities in global shipment

Figure 4: SWOT analysis of LAFZ BD

Strengths:

Lafz International Ltd. is a global, Singapore-based FMCG conglomerate that provides market-ready solutions for customers by listening to their needs and designing products that suit their culture and life choices. From breakthrough personal care essentials to beauty products surpassing global standards, our worldwide team of experts uses cutting-edge technology, scientifically proven methodologies, and ancient knowledge to gift our customers. As the leading Halal product segment, we have consistently met the desires, needs, and expectations of end and professional users with high-quality cosmetic products and services. We build and maintain partner relationships with our consumers as well as all other stakeholders based on trust and reciprocity. We strive for a pleasant working environment and do our best to contribute to the welfare of our local, as well as, the broader community.

Weaknesses:

Apart from the strength and intention of the company mission and vision, still we have our limitation to raise the leadership in all brand segments. Import impediment is one, which restricts our product growth and sometimes creates a predicament of customer needs. New

launching products are key to driving faster growth but periodical launch sometimes creates stability issues. And last but not least we don't have our delivery system which is much more required to achieve the vision in a long time. Hiring a third party for the delivery system, we can not pass the negative feedback to other shoulders and impact heavily.

Opportunities:

According to a study in 2020, Islam has 1.9 billion adherents, making up about 24.7% of the world population. It is the second-largest religious group. In Bangladesh, 90% of the population is practicing Islam, As Islam ideologically supports the halal lifestyle so it is one of the prior practices in this group. Lafz believes in the halal way of living. Our products are halal-friendly and are recognized worldwide. There is no other competition to beat the segment and understand the need of the Muslim customers. Creating awareness will be the priority to spread out the beauty of Islam and can able to explore the market. Certification of recognized authority made the product trustworthy to all patrons. All Lafz products are Halal Certified and conform to the Islamic way of life. Therefore, they are safe and do not include animal byproducts in any stage of preparation, manufacture, storage, or transportation.

Threats:

Though the Islamic way of life is synonymous with the Halal lifestyle, people have very limited knowledge about the ingredients of products that can be used or ignored in daily uses. There are no initiatives from the Islamic society and government as well to make awareness. Also, local protectionism from the government and hostile regulation process creates major complications for the product import leading to unavailability of the product in the country.

2.6.2: Porter's Five Forces Analysis:

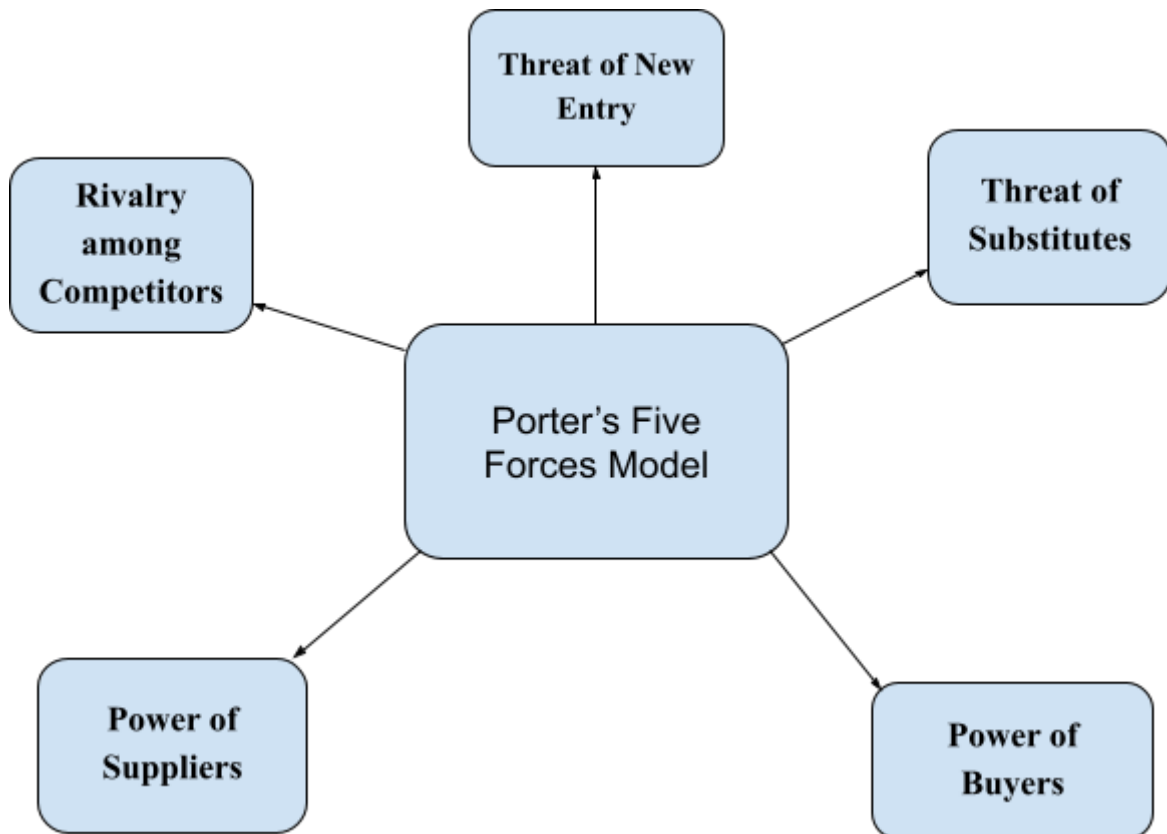


Figure 5: Porter's Five Forces Model

The threat of New Entry: A new company's arrival always poses a challenge to an old one. A strong strategy could lead to the acquisition of the brands of other companies. However, due to the current posture, the threat is modest. LAFZ is substantially more difficult to defeat.

Threats of Substitute: Some of the customers always search for the cheaper option in terms of their skincare products and choose lower quality instead of existing good ones. So losing customers is always a threat for a company or brand. And many established brands and multinational companies like Marico, Unilever, Inglot can not deliver similar types of goods. Because as of now we are the only halal-certified brand, so this threat is low.

Power of Buyer: In the case of LAFZ, the power of the buyers is low. Because there is no such way till now where they can bargain for anything. The price and the amount are fixed here, so the power of the buyer is also low in our case.

Power of Suppliers: The power of suppliers is high here. Because here, the suppliers can exert pressure on firms by raising prices, deteriorating quality, or reducing product availability. Moreover, they can put pressure on buyers by rising prices, and decreasing availability.

Rivalry among Competitors: There are many established cosmetic brands in Bangladesh. So there is always a competition where they fight to prove who the best is. Unilever is the toughest competitor for ours as they are dominating the market and the industry for a long period. So the rivalry among the competitors is high in this case.

2.7: Summary and Conclusion:

To summarize, LAFZ is working very hard to maintain the quality of the product as well as the customer support with the utmost priority. The tagline of HALAL is very much strong and sacred for a country like Bangladesh. Every step of promotion, quality measurement, Tagline, service needs to be top-notch to survive in this competitive market. LAFZ continuously monitors every aspect of the brand to stay as a strong competitor with the other pioneers of the market.

2.8: Recommendation:

As a company LAFZ international became a pioneer in a very short time due to their prompt and thoughtful response to the market. The biggest strength of the company is high investment policy and right target audience. Now a days Muslim people are more prone to practice Islamic way of life and searching for options. Increasing knowledge of Islam and halal ingredients will make the company stable in people mind. Buying capacity of this country is low to medium, so LAFZ can play a good role by launching products with low affordability. Low-income people choose products very carefully and try to stock with the low-cost quality brand. LAFZ will become successful in capturing the market if they can launch more cost-effective brands in the country. It can happen with the launch of manufacturing facilities in individual countries. Import price and restriction process become hostile day by day. So it will be difficult to do business with only import base products and at the same time they need to ensure the availability of all products. Own distribution and delivery process further make the compliance more strong and strong. Customer satisfaction should be the priority and in the mandatory list. Customers always need the faster delivery and refund process. There are also some other areas which can develop a strong heritage. Maximum coverage will ensure maximum sales. Knowledge of halal ingredients is also a challenge for all Islam practicing people. Increasing awareness of halal ingredients will enlarge the market capacity and also strengthen the brand trust. The new battleground of the marketing landscape is social media and LAFZ needs to capture the full opportunity of this platform. Social media might be one of the largest options where many people can be reached with the knowledge of halal lifestyle. During such interaction in social media, the spokesperson needs to be very careful as any kind of quirk explanation leads to a poor customer experience. Here are the recommendations list that need to adopt for future higher growth.

- Set up factories in our own country
- Study more about the market and run the product test more frequently
- Increase knowledge about the halal ingredients
- Increase the Human resources

- Increase the promotional activities and budget to reach every corner of the country and to serve the Muslim population
- Should arrange their delivery system to ensure faster product transportation

Chapter 3

Project Part: How E-Business works during this Pandemic: A study on LAFZ Bangladesh

3.1: Introduction:

In the year 2020, e-commerce generated 120 million taka in sales, representing a 45 percent increase in underlying sales. E-commerce currently accounts for more than 6% of our whole revenue. That rate was just over 4% at the end of 2019, so the speed with which it has increased is extraordinary.

A contributing element has been the Covid-19 lockdown, as well as an increase in the number of people shopping online around the world. Many people are discovering internet shopping for the first time, resulting in increased penetration. However, the pandemic isn't the only factor driving this rapid expansion. For years, our cross-functional e-commerce teams have been setting the groundwork for the development of this side of the business. We've gathered around 80 experts, including those with experience in digital and marketing, as well as Supply Chain, R&D, key account managers who work with our partner stores, and more.

3.1.1: Background:

The outbreak of COVID-19 has impacted our lives and multiple businesses across the world in an unprecedented way: marketing spending and activities of many brands have been paused, including various digital marketing initiatives. About 59 percent of the startups and micro, small and medium enterprises (MSMEs) in India are expected to scale down, shut down or sell themselves this year due to the impact of the second wave of Covid-19 pandemic, according to a survey by community platform LocalCircles. The survey said only 22 percent of Indian Startups and MSMEs have over 3-months of runway. About 41 percent are either out of funds or have less than 1 month of funds left. LAFZ Bangladesh was not apart from this pandemic impact. Moreover, the pandemic stopped the growth and rhythm required for a new startup company. One report said 40% of the small or startup business closed down in this pandemic situation. But fortunately, the leadership made a difference for LAFZ. Time needed to approach the market made them sustainable and strengthened the

structure. Since people are locked up in their homes, all activities including all business operations have gone online.



Figure 6: Stages of work accomplishment

The good thing is LAFZ prepared themselves for the online business from the very beginning and they emphasize their sales online including their website, e-commerce site, social media, and influencer marketing. All platforms were created to fight during the pandemic situation. They focus more on influencer marketing as people are passing their leisure time by these three months following their favorite celebrities. But still, the growth was in a down mood as people were struggling to meet their basic needs and they started to ignore their luxury. So, it becomes difficult to catch up with the growth for the fiscal year 2020. Moreover, outing and gathering of people reduced and people started to gather on the online platform. LAFZ observed a good response from their online business and social media site which is approximately 50% of their total estimated sales of 2020. LAFZ prepared exclusive digital promotional materials for engaging their platform and ensuring their presence in the electronic media and lifestyle section dynamically. Whatever, still they are facing barriers to sustaining their GP and margin. But LAFZ was able to inform the BOARD of investors about the situation and their continuous drive. So it seems the board of investors didn't lose their hope in them and continued the investment. Influencer marketing in social media and patching up with another online platform aids them to ensure their presence in the mind of the consumers' group. After passing the covid it had an immediate impact on the market.

The critical part was to ensure the availability of the products in the warehouse as the import process was restricted by different governments due to the covid breakout. Air shipment was blocked as well. It was really hard to keep all commitments and queries for the time being. LAFZ formed a special team for the well-organized transportation of products to Bangladesh. The team was formed to follow up and monitor the shipment of products. They explored all the possible ways to catch up with the product line and ensure transportation. The company didn't minimize its cost rather it emphasized product availability. This mindset upkeeps them sustainable and ensures their presence within the consumers.

Another complication was in the delivery system. Due to the pandemic situation, it was hard to ensure door-to-door delivery. With the proactive mindset, LAFZ was able to manage a delivery team that can deliver only their products by maintaining all safety and precaution.

The unique presentation was the formation of a new brand Dr. Rhazes. It was unique due to its characteristics and nature. When people are struggling with washing hands and maintaining the safety of their own and family, Dr. Rhazes came with a unique solution like 2 hours ultra-protection for skin and 7 days protection for the home. Within a very short time, it became the brand leader in the disinfectant segment. And most of the revenue came through online platforms. To promote the disinfectant segment, one of the biggest celebrities in the country Mashrafee-Bin-Mortoza recruited for the brand. It gave a great height to the brand to reach the mass people. The impression of the Bangladesh cricket captain helped the brand to get maximum faith and reach. Electronic media and social media are used to promote the product.

In summary, we can say, the proactive approach, faster action, and sustainable mindset helped LAFZ to survive in the pandemic and also gave an immediate impact just after the covid. The E-platform was used very intellectually to get the maximum output and reach. When other companies were thinking to shift their business to e-business, at that time LAFZ was ready with all the structure to run a campaign.

3.1.2: Objective(s) of the report:

The fundamental objective of this report is to prepare a long-term aim, service compliance and adherence rate and future market demand. Lafz International with the aim of fastest growth observed a pandemic situation at the very beginning of their business period and as they turned to online business so it is vital to see how the customer experimented their activities, process and products. The whole world shifted to online platforms overnight just to withstand their business. No one ever anticipated that and also there are very limited expert opinions and guidelines to handle such a type of platform. LAFZ faced these challenges and acted rapidly with the change of the environment. During the pandemic everything was a trial from product import to delivery to customers. LAFZ needs to deploy several teams in customer management, warehouse arrangement, product distribution, product refund and cash collection. All teams addressed every single requirement with high priority. They were required to be the top of the brand on their customers' minds and thus they deployed budget and human resources for the online platform. So, it was vital to know the service compliance rate that they provided during the pandemic and how customers valued the contributions. Successful business always wants to hear the customer's voice. It should have all the preparation to take feedback, grievance and thought of customers. The survey was designed to achieve the goal in a SMART way. This is one of the best ways to get effective results from the user end. As the company gave all effort to manage the customer each during a pandemic situation, it was needed to know some specific feedback like to know the right customer group, their age and their choice. Measurable is another point where LAFZ wants to know the rate of customer engagement with their social media and electronic media plan. How people came to know the product and choosing the right option for their own or nearest one. What people thought about the impression between the abstract design and the real product. This survey was designed to get real time feedback about the product quality and the gap between the commitment and the service, which is the crucial part to improve and ensure the sustainability of the customer after the pandemic situation. Online platforms or social media was not the only brick to pass the situation, rather it was a setup for the near future which can be adopted by the customers and they might follow it in normal life.

The key objectives are as follows-

- Identifying the main factors making a difference to the total working environment.
- Identifying main adaptation strategy of E-business
- Identifying what customers need the most in this pandemic
- Identifying the purchasing behavior of customers on pandemic
- Identifying risk factors of the delivery process and money transactions.

3.1.3: Significance:

Maintaining proper manufacturing quality with HALAL ingredients in this pandemic was a massive challenge for LAFZ. For such a situation finding an instant solution is impossible for the e-business industry, so finding and adopting a new strategy was the key challenge here. Though people were locked inside their homes for such a long time, skincare is also always necessary. So finding and reaching people who are budget-friendly and tend to adapt and try different branded products was the main challenge towards selling LAFZ's products. During the pandemic, people's income gets lower than before and for this, the purchasing behavior also gets lower which is the key factor to be concerned. About the purchaser point of view, they were more than before having the mentality to buy a product which will last long and relatively less price than other existing products on the market. Plus people were more likely trying to be religious than before so they also relate the concept of using halal products instead of regular brands.

3.2: Methodology

In this internship report, primary and secondary data have been used for preparing and every information is authentic. Firstly, I made the below questionnaire to learn more about what our customers thought about buying from online platforms during this pandemic. To get better authentic information from this survey I had to reach different age people from both male-female and demographics as well. Because the behavioral and purchase decision will be more classified then. The type of survey results was mixed with the Likert scale-based question, multiple-choice questions, and rate-based questions. I also used my point of view as

a purchaser as well as an employee of LAFZ, which helped to get a better understanding of the topic.

Besides the primary sources, some secondary data has also been used in my report to make my report more resourceful and authentic. I have also collected data from LAFZ and LAFZ's mother company BELIEVE officials. And lastly, my day-to-day basis observation and insights from my colleagues.

3.3: Findings and Analysis

3.3.1: Analysis of the Survey Response

The survey focuses on the online shopping experience of the customers. I have conducted this survey on real-time customers with permission from the company. But they did not allow me to disclose any of the customer's information, so I could not use any e-mail address or phone number, or any other information. When someone knocked on our social media accounts to place an order manually or knocked us back for any concern after receiving the product(s), I and my other team members requested the customer to participate in this survey.

I have got 53 responses from the survey. Survey responses were about 70% (69.8%) of females and the rest about 30% (30.2%) is male. As I am working with a cosmetic brand, that is why I got more responses from females than men. So from here, I can get diversified opinions for my report. And in the age group, I got a response of about 2% (1.9%) from age group 15-20 years old, about 25% (24.5%) from the age group 21-25 years old, about 38% (37.7%) from the age group 26-30 years old, about 28% (28.3%) from the age group 31-35 years old, about 8% (7.5%) from the age group 36-40 years old and lastly about 2% (1.9%) from the age group 40 years and more. Here we can see people from the 21-35 age group tend to purchase online during this pandemic even after the pandemic specifically it is over about 90% of people. All the companies and brands need to work effortlessly throughout the whole pandemic and LAFZ BD was not different. At the start of the pandemic, the employees of LAFZ BD started doing work from home. As all were in the same situation so we needed to think differently about how customers can purchase our products safely during this crisis.

As females are now more concerned about lifestyle, skincare and like using cosmetics and skincare products so LAFZ started to educate people and raise awareness about the skin, how to treat our skin well, DOs and DON'Ts, and lastly the need of our skin. And in that situation, most of the people started engaging more themselves into the social media platforms so LAFZ started increasing their engagement with the influencers to take a position on potential consumers and to let people know more about our brand.

As more people are watching promotional videos so they know about the existence of the product. Most of the companies started selling products online and people can purchase that any time being at home. About 72% of people got to know about LAFZ from social media and via influencers (52.8% from social media and 18.9% from influencers). The rest of the 28% of people got to know about this brand from other sources. To be specific, about 8% (7.5%) via friends and 17% from television advertisements, and about 4% (3.8%) from the newspaper and magazines. 0% of people voted for super shops because till now, we have not much visibility there, but soon people will get to see the products there as we are planning on the same.

In the next segment of the survey, we have seen that people are not 100% satisfied with the availability of the products. Since this is a startup multinational company, we have so many failings and gaps to fill up. We import our products from different countries and that is why sometimes we face difficulties refilling the products on time. In a few offline stores, they do not have all our products, sometimes due to offers and campaigns, certain items get out of stock, so at that time, we can not serve all the customers their desired products.

In the next segment of the survey, I asked how satisfied the customers are regarding the quality of the products. And about more than 83% of people are satisfied with the product quality and I think being a startup company is a big achievement. However, 17% of people are not that satisfied with the product quality. We believe that there are always areas of improvement and the customer's feedback is helpful and we take that much seriously and try to improve the product and quality accordingly.

Next, I had asked if the customers got the same product that they see on the website and everyone voted for Exactly Same, Mostly Same, and Neutral, and no one had voted for

Mostly Different and Totally Different. We always try to provide the same thing that customers are seeing before making any purchase and we think that we are most successful in this regard. But yes, there are slight differences between the pictures and the real products. Because product shades and colors may differ a little on different devices' screens and due to resolution. Previously we got a few complaints about the same and later on, we have changed and modified the pictures that are available on the website.

About the delivery duration, most of the people have responded positively, to be specific the number is more than 96%. From my personal experience, previously we were dealing with so many delivery-related issues. The duration was higher at that time. We used to do our delivery by RedX, E-Courier, and BD Parcel. Since customer satisfaction is our priority, when we were receiving many complaints, we changed the delivery agents and hired more manpower for the same. So, we have successfully reduced the complications in this regard. And, we have plans to have our delivery system, so that we can achieve 100% customer satisfaction with zero complaints regarding product delivery.

My next question was if the customers are getting a prompt response from the LAFZ representatives. Except for about 4% of people, everyone responded affirmatively. These representatives include call center agents. We do not have our call center facility, so we make it through third parties and I felt like they are not much responsible the way we are. Moreover, there is another reason behind this dissatisfaction and that is Verloop, the chatbot. Because there are so many people out there still not aware of the functionalities of the available buttons and procedures like- how to place an order through the chatbot, the structure of the e-mail address, business queries, and the functionality of 'Talk to an Agent'. So some of them find it difficult to reach out to us. Because till someone presses the Talk to an Agent, the chat will not be redirected to the CRM agents, and CRM agents are not allowed to give replies to the customers using Messenger or Business Suite. Moreover, on the satisfactory level of chatbot automated response, we got positive responses. When we started using the Verloop, I was instructed to make my team educated about the functionalities of Verloop first, and then we planned to educate the customers about it. So, in the beginning, we used to take chats manually, and at the end of the conversation, we shared some information on how they can reach us using the Talk to an Agent Button and that helped us a lot.

Sometimes, the bot could not integrate the customers' query and it kept asking customers the same questions again and again. To solve this, I have informed the Tech Team about this issue and they fixed it in such a way that if the customer asks something and the bot fails to process it twice, then on the third try, the bot will redirect the chat to an agent automatically who is active at the dashboard at that time. And this worked and helped us to reduce the hassles of the customers.

My next question was how helpful the customer support service was and I am pleased to see that we got a 100% positive response in this and only 7.5% of people voted for Neutral. I think the reason behind voting on Neutral is the chatbot because people are not aware of the chatbot yet and sometimes, they cannot even understand if he/ she is talking to an agent or the chatbot. I will consider this as the only reason because whenever an agent receives a unique query, we have an immediate meeting with the entire team and I make sure that everyone has the answer of the question after that meeting and I have made an FAQ file, saved responses on the Business Suite and also on Verloop they have the same facility so that the agents have the answers of all the queries and to provide a prompt response. Moreover, there are training sessions on the products, ingredients, and processes. So that they never provide any wrong information to the customers.

The next question that I had asked was if LAFZ products are budget friendly. A total of 83% of people voted affirmatively as they think LAFZ products are budget friendly. About 6% (5.7%) of people voted for Neutral and about 11% (11.3%) of people think that LAFZ products are not budget friendly. According to me, it is obvious because their price range is appropriate for higher middle class to higher class's people. But LAFZ has taken this issue into account. As a solution, they are offering upto 80% discount on selective products and to be specific, the products with higher demand, so that people from every class can afford our products. They collect this information from the CRM. Related to this question, my next question was how often do they get discounts on LAFZ's products. And the response was that about 98% of people have voted affirmatively that they get discounts on the LAFZ's products very often. Moreover, on Daraz, shop.shajgoj.com, MMart also offers discounts on our products.

My next question was, if the customers feel safe while sharing their contact details and a total of about 89% of people voted as they feel safe sharing their contact details with us. According to our privacy policy, we never share any of the customer's information anywhere or to anyone.

Next, I have asked questions about the convenient payment methods and about 79% of people have voted for cash on delivery and about 19% of people have voted for mobile banking. We have all payment methods available on our website, so the customers can choose any method which is convenient for them. However, we do not have the facility of international transactions, so that can be considered as a limitation.

In the survey, my next question was if the customers are happy with our overall refund policy and no one has voted for any negative options. I believe no one can have any issues with the refund policy. Because LAFZ always tries to treat their customers as king and customer satisfaction is their main concern. So, we are instructed in such a way that whenever a customer comes to us for any issues regarding the product, we initiate the refund immediately and the customer gets the refund on the same day he/she raises the concern with us.

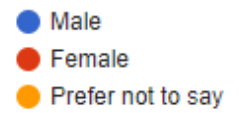
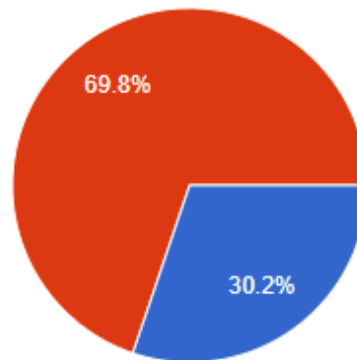
My last question was, if the customers would recommend LAFZ to others and about 98% of people have said that they will recommend LAFZ and we take the rest of the 2% of people positively, because there will be people who will have issues or negative thoughts and we always welcome those negative feedbacks and try to improve ourselves if possible and thus try to give them the best shopping experience.

3.3.2: Survey Results

1.

Select your Gender

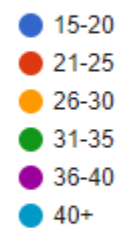
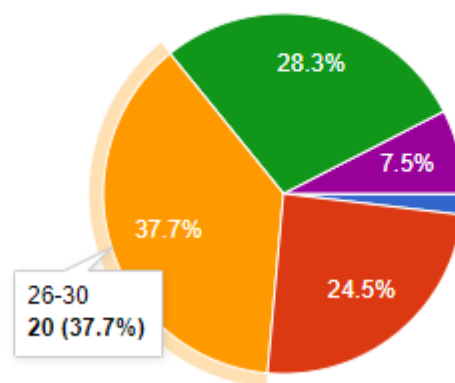
53 responses



2.

Age group

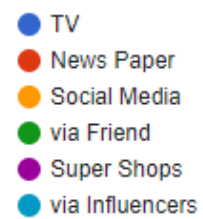
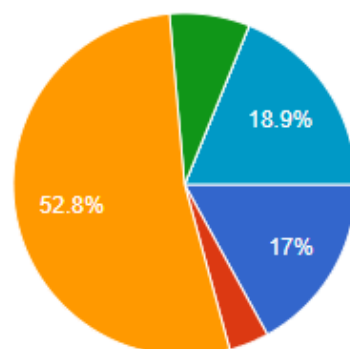
53 responses



3.

How did you know about LAFZ?

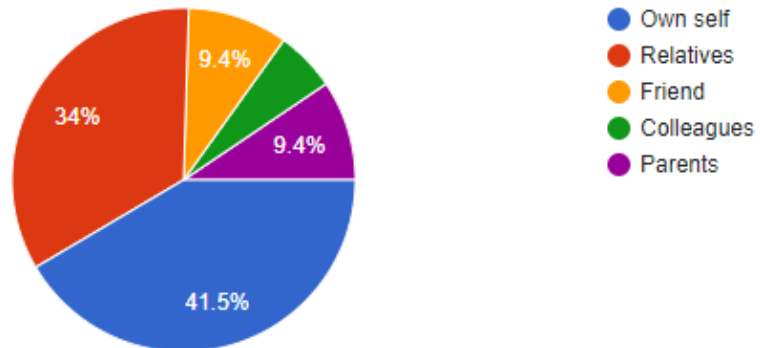
53 responses



4.

Who did you purchase for?

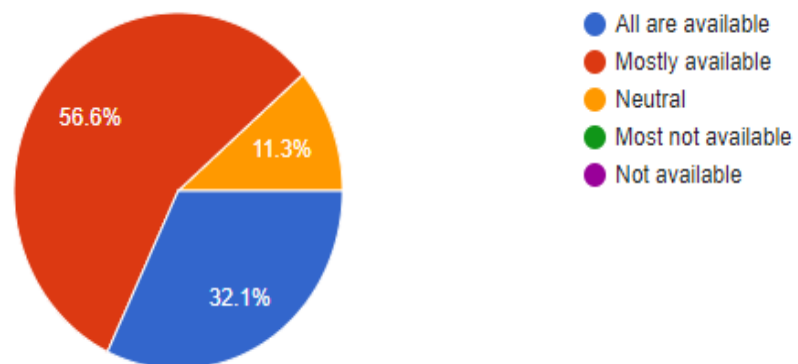
53 responses



5.

How satisfied are you with the availability of products?

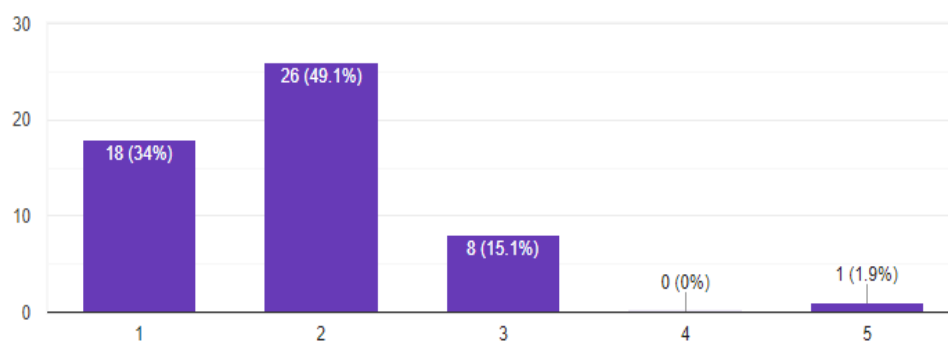
53 responses



6.

How satisfied are you with the quality of products?

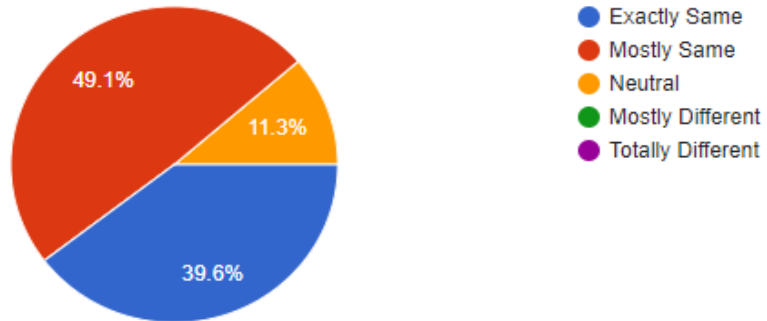
53 responses



7.

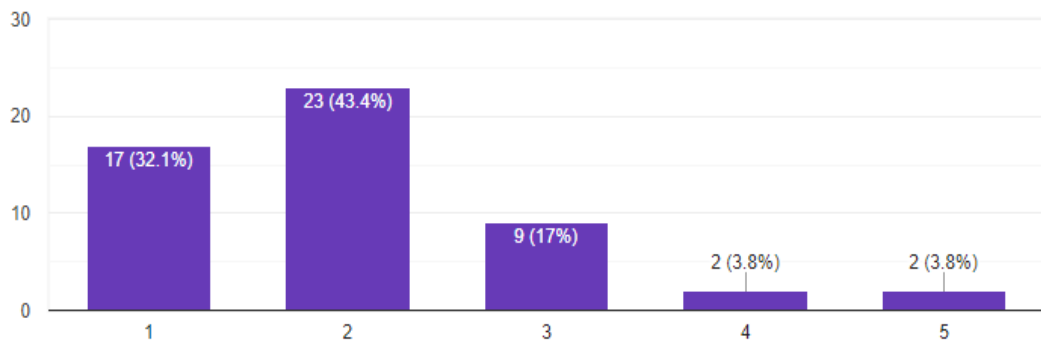
Do you get exact the same product that you see on website?

53 responses



8. How satisfied are you with the packaging of products?

53 responses

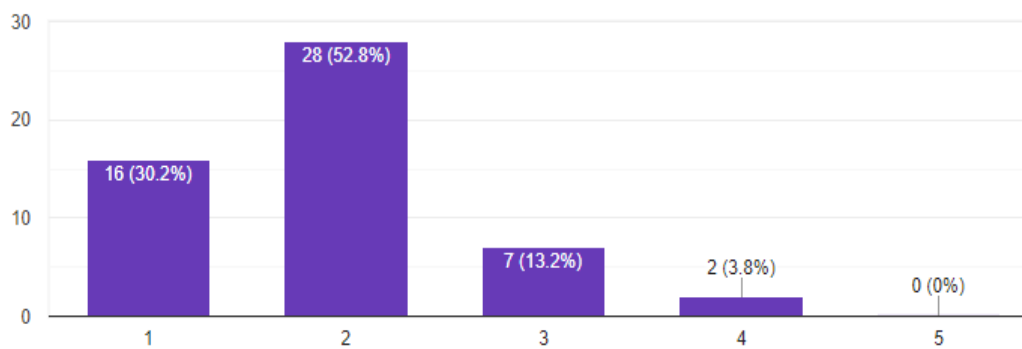


9.

How satisfied are you with the Delivery duration ?



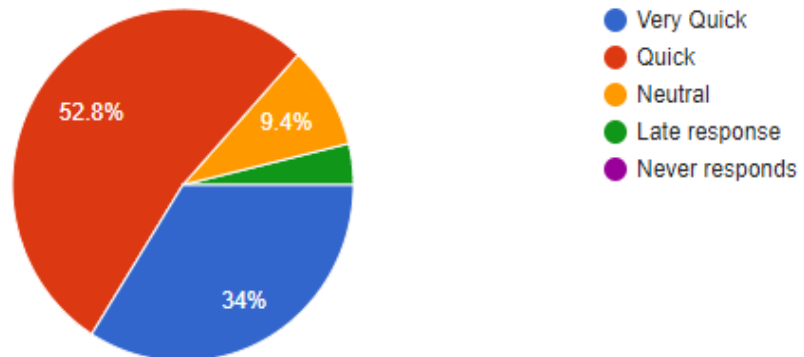
53 responses



10.

Do you get prompt response wherever you reach LAFZ's representatives?

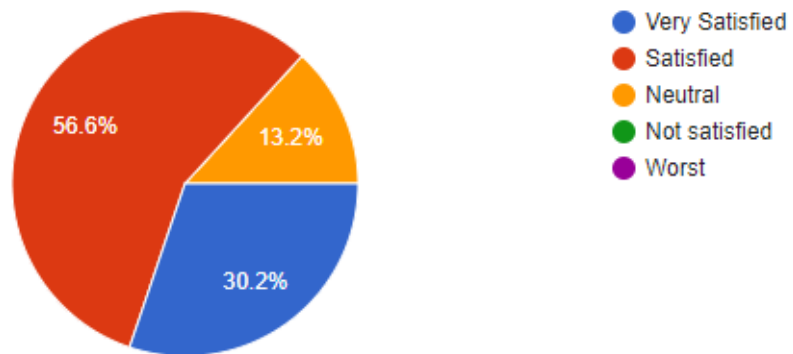
53 responses



11.

Are they satisfied about the chatbot automated response?

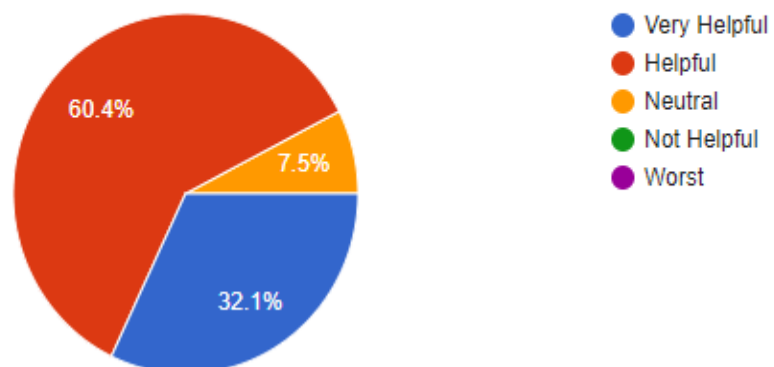
53 responses



12.

How helpful was the customer support service?

53 responses

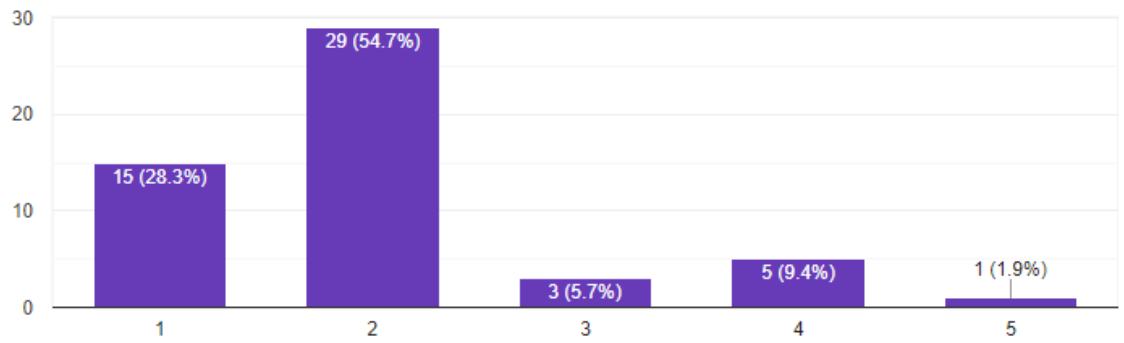


13.

LAFZs products are budget friendly.



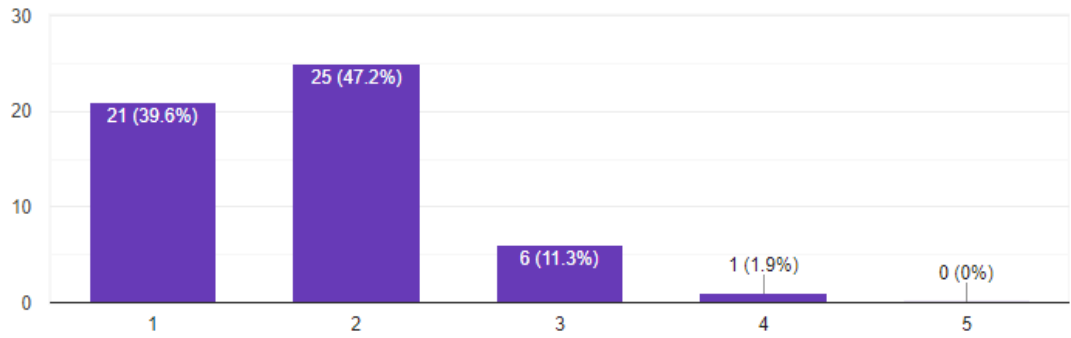
53 responses



14.

How often do you get discount on LAFZ's products?

53 responses

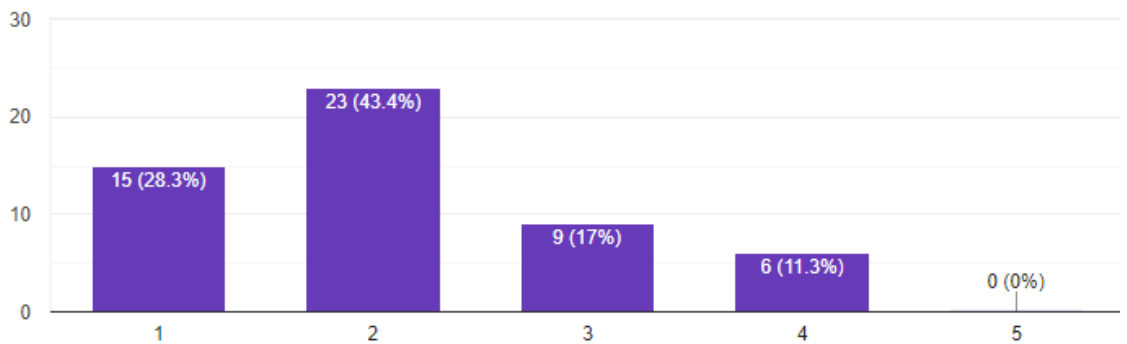


15.

How safe did you feel while sharing your contact details?



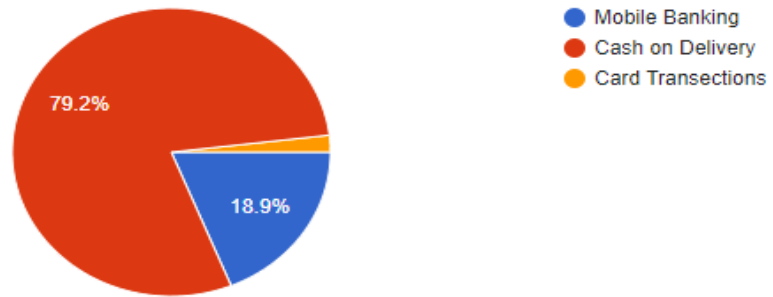
53 responses



16.

Which payment method is more convenient to you?

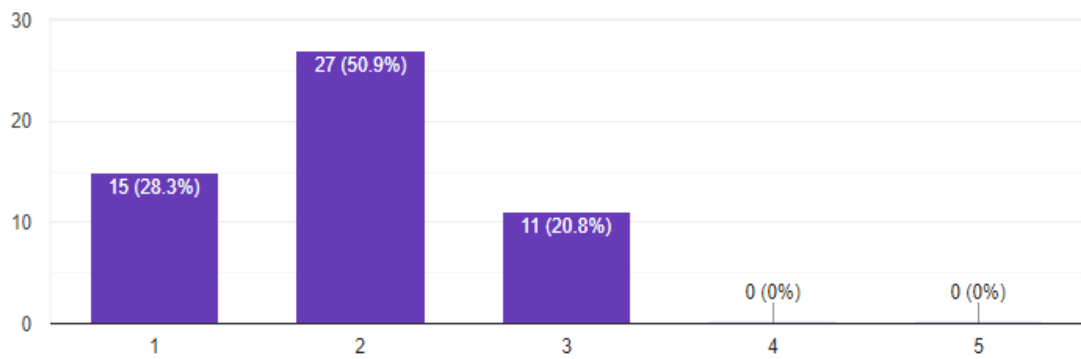
53 responses



17.

Are you satisfied with the refund policy of LAFZ?

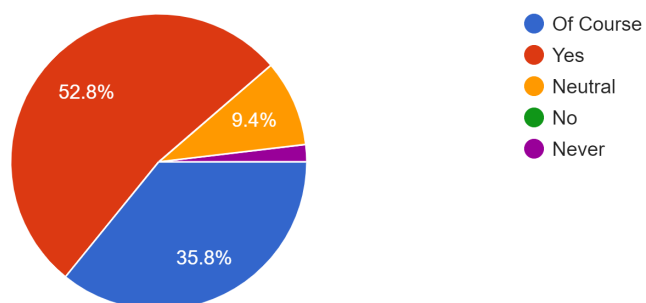
53 responses



18.

Will you recommend LAFZ's products to your surroundings?

53 responses



3.4: Summary and Conclusion:

In the Covid-19 pandemic situation, it is proved that there is no alternative market place but online. And the survey result unveils the current situation of LAFZ online place. Though the strategy took time to adapt among customers, it seems very impactful in every point of result and discussion. A recent study found, people between 25-34 years shop the most from e-commerce sites [The Daily Star; Dec 24, 2021]. This is the bright side of the study and it shows that LAFZ is on the right track to capture the youth market who are depending on e-commerce. In our survey it was also found that 89% of customers are from the above age group. And 90% of the sales came from this age group. In Bangladesh E-commerce is growing faster and very soon it will find a strong position after the USA, China and India. Moreover, this age group people are highly connected with social media, celebrities, influencers, bloggers etc. and they reached LAFZ through those channels. LAFZ should increase their presence with much effort to capture the millennial age group for future market and to obtain the position. Different experts commented that customer satisfaction during the delivery and refund process could make a bigger change to choose and sustain with a brand. LAFZ made a good impression among its purchasers. Participating customers are highly satisfied with the delivery and refund system which means LAFZ needs to continue the effort of these two processes. LAFZ is tapping multiple channels to sell products and it is effective to reach most of the customers. Another important point was the payment method and a recent study showed 95% of online customers prefer cash on delivery and the same reflected in the survey also though there were all options to pay. Different options of payment method will aid to capture all levels of customers in future. Last but not least, the positive suggestive brand impression will give the product a good rise after the pandemic situation. Most of the customers agreed to purchase or promote the product for their own or nearest one.

In conclusion we can suggest, LAFZ needs to continue their effort towards the online customers and preferably adopt a day by day approach to capture new customers and snatch the competitor share as well.

3.5: Recommendations:

LAFZ needs to improvise their delivery procedure, as people are more concerned about their health during these pandemic, we received complaints on the delivery man as they are not maintaining the safety measures properly, some of them are not wearing masks, some of them denied to deliver the products at their doorsteps, and as a result they had to go out of their houses just to receive the parcel. Moreover, there were many customers who wanted to pay through mobile banking after receiving the parcel to avoid any sort of interactions with the delivery man. But, the delivery agency had no facility like this. They refused to take the payment by any means except the cash. Since LAFZ is dependent on the third party agents to deliver their products, they have less authority to fix these issues. So, I would recommend creating their own delivery system where they can set their own procedures and protocols and provide smoother delivery service to their customers.

LAFZ spends a good amount of money just to import their products, as their products are being manufactured specially in India, Turkey and Italy. They also have to pay higher duty taxes for the same. So, I would recommend them to plant at least one factory in Bangladesh initially which will help to reduce their costs in the long run. Moreover, due to the pandemic and other reasons, the shipments do not arrive on time or sometimes it gets delayed. As a result, sometimes they fail to serve the products as per their customers' demand and this is the another reason for customer's disappointment. Sometimes, when they offer any sale or discount for any occasion, they fail to serve all the customers and later on this creates a chaotic situation and negative impression. I also would recommend them to have proper plans before executing any decision and have proper stock updates for all the products.

Sometimes when a situation occurs, it requires more time to solve an issue due to the lack of communication in all the departments. Till now I have understood that all the departments are interconnected, so good communication is necessary to solve any issue and to be on the same page. Moreover, for the CRM team, they need to have weekly or monthly meetings with the main teams and have all the updates on a real time basis. Because they directly connect to the customers, they need to have all the updates and information handy with them to serve the customers instantly with accurate information. They do their social media planning on a half yearly or annual basis. Sometimes the promotions go live on different social media platforms

but the CRM agents are not aware of it. As a result it takes more time to solve queries and this leads to customers' dissatisfaction.

LAFZ needs to have a proper plan on their product availability in the market. Sometimes, the customers want to purchase the products by testing and directly from the market. Because, even now people have less trust on online purchases. But they are still lacking behind to serve the customers traditionally. Moreover, in some outlets they do not provide sample products, so the customers cannot check the shades before purchasing. To overcome this situation, I would recommend having a larger amount of sample products available in the shops, hiring brand promoters with some proper knowledge about the color cosmetics and also to provide proper training sessions to the CRM agents and salespersons, so that they can understand the skin types and shades and suggest the customers accordingly. Furthermore, they need to establish their own showrooms to increase the visibility into the market and to serve the customers who still rely on traditional purchases.

Lastly, they have such skin care products which can be used by both men and women. But they always promote their products and in their official website they demonstrate the criteria in such a way, sometimes people think the skin care products available on the website are for women only or the men do not even know that they can also use those products. As a result, they are losing a good amount of potential customers. They always collaborate with the female vloggers, bloggers and influencers, make the TVC with female public figures and even their articles are also female centric. So, I would recommend them to focus on the male customers, educate them about the necessity of skin care and spread awareness among them because all human beings need to treat their skin well.

References:

1. <https://www.lafz.com/bd/>
2. <https://www.lafz.com/bd/our-belief>
3. <https://www.lafz.com/bd/blog>
4. <https://believe.sg/>
5. <https://www.lafz.com/bd/women.html>
6. <https://www.lafz.com/bd/men.html>

Appendix:

Feedback on the survey

1. Gender

1. Male
2. Female

2. Age

1. 15-20
2. 21-25
3. 26-30
4. 31-35
5. 36-40
6. 40+

3. How did you know about LAFZ?

1. TV
2. News Paper
3. Social Media
4. Via Friend
5. Super shops
6. Via Influencers

4. Who did you purchase for?

1. Own Self
2. Relatives
3. Friend
4. Colleagues
5. Parents

5. How satisfied are you with the availability of products?

1. All are available
2. Mostly Available
3. Neutral
4. Most are not available
5. Not Available

6. How satisfied are you with the quality of products?

Very Satisfied - Very Disappointed

7. Do you get exactly the same product that you see on websites?

1. Exactly same
2. Mostly same
3. Neutral
4. Mostly different
5. Totally Different

8. How satisfied are you with the packaging of the product?

Very Satisfied - Very Disappointed

9. How satisfied are you with the Delivery duration?

Very Satisfied - Very Disappointed

10. Do you get a prompt response wherever you reach LAFZ's representatives?

1. Very Quick
2. Quick
3. Neutral
4. Late response
5. Never responds

11. Are they satisfied with the chatbot automated response?

1. Very Satisfied
2. Satisfied
3. Neutral
4. Not Satisfied
5. Worst

12. How helpful was the customer support service?

1. Very helpful
2. Helpful
3. Neutral
4. Not helpful
5. Worst

13. LAFZs products are budget-friendly

Strongly Agree-Strongly Disagree

14. How often do you get discounts on LAFZ's products?

Very Often-Never

15. How safe did you feel while sharing your contact details?

Very Safe-Not Safe

16. Which payment method is more convenient for you?

1. Mobile BAnking
2. COD
3. Card Transactions

17. Are you satisfied with the refund policy of LAFZ?

Very Satisfied - Very Disappointed

18. Will you recommend LAFZ's products to your surroundings?

1. Of Course
2. Yes
3. Neutral
4. No
5. Never