

Report On

Transportation Operations Department enhancing nationwide delivery of
Daraz Bangladesh Limited

Submitted by

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ID: 17104166

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

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Declaration

It is hereby declared that

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

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Letter of Transmittal

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Subject: Submission of internship report on “Transportation Operations Department enhancing nationwide delivery of Daraz Bangladesh Limited”

Dear Sir,

With due respect, I am hereby submitting my internship report on Daraz Bangladesh Ltd. as a requirement of the BBA Program of BRAC University. I have prepared the report with the help of your guidance and in accordance with the guidelines of BRAC Business School where I briefly discussed my experiences working as an intern in Daraz Bangladesh Ltd. and its Transportation Operations Department.

I have tried my best to provide sufficient and supportive data needed for the report and hope that the report fulfils the desired requirements. Therefore, I pray and hope that you would be kind enough to accept my internship report.

Sincerely yours,

Md Tanzil Hasan

17104166

BRAC Business School, BRAC University

Date: October 5, 2021

Non-Disclosure Agreement

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

Md Tanzil Hasan

Acknowledgement

It has been an honor and privilege working as an intern and to preparing my internship report in accordance with the requirements for the Bachelor of Business Administration degree. It would not have been feasible without the ongoing assistance and direction of individuals who assisted me in preparing my internship report.

To begin, I want to express my gratitude to Almighty Allah for endowing me with the ability and capacity to complete my internship report. Additionally, in instilling in me the correct attitude and patience necessary to successfully complete my internship and prepare my internship report.

Secondly, I would like to express my gratitude to Mr. Feihan Ahsan, Lecturer at BRAC University's BRAC Business School, for his unwavering support and advice throughout my internship. Sir has managed to assist me in drafting my report despite his hectic schedule and has been really patient throughout.

Finally, but certainly not least, I would like to express my gratitude to Mr. Ehsanul Alam, Head of Performance & Cost at Daraz Bangladesh Ltd, and Mr. Rahbar Haque, Team Lead of Project & Claim at Daraz Bangladesh Ltd, for providing me with the opportunity to work as an intern under their guidance and supervision and for assisting me in preparing my internship report with the relevant information. Additionally, I really would like to show my gratitude to my colleagues, who assisted me during their busy schedules by providing me with vital instructions whenever necessary.

Executive Summary

This internship report highlights my experiences as an intern with Daraz Bangladesh Limited's Transportation Operations department. Additionally, the report discusses the company's overview and my project, "Transportation Operations Department Enhancing Daraz Bangladesh Limited's Nationwide Delivery." The report's objective is to provide a concise overview of the organization, its different functional divisions, their primary responsibilities, and how they conduct business. This report will detail the entire transportation operation's management, from order placement to delivery to the end consumer. This study was also constructed using primary and secondary sources of information. The majority of the information came from my everyday perceptions and interactions with people. Additional data was acquired through the Organization's employee handbook, website, and relevant materials. Due to their excellent drive, Daraz Bangladesh Ltd is Bangladesh's largest e-commerce organization. It was a pleasurable experience that also provided me with an excellent opportunity for learning. I've learned several business etiquettes, such as how to behave appropriately in the workplace, how to interact professionally with vendors, and how to operate within an organization from the inside, along with many other things. This internship phase enabled me to expand my horizons, sharpen my talents, and pick up a few new skills. I spent the most of my time in transportation operations, where I was solely responsible for the claims project. My daily responsibilities included reporting to work on time, appropriately assessing and resolving assigned cases, maintaining adequate claim documents, and acting as a liaison between the claims team, Daraz's internal logistics team (DEX), other third-party logistics and Partner Seller Centre (PSC) team. This research aimed to summarize what Daraz as an online business offers, how their many non-exclusive jobs are carried out, and how activities affect revenue. Finally, I attempted to write an unbiased report.

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Chapter 1: Overview of Internship

1.1 Student Information

My name is Md Tanzil Hasan and I am a student at BRAC University's BRAC Business School. My student ID number is 17104166. My undergraduate studies began in the Spring semester of 2017. I majored in Human Resource Management and minored in Marketing.

1.2 Internship Information:

1.2.1 Period, Company, Department and Address:

I got an opportunity to do my internship in Daraz Bangladesh Limited. Daraz Bangladesh is an e-commerce pioneer, having established a new trend of online retail platforms and a shift in Bangladesh's purchasing habits. They provide a diverse range of products from well-known companies in Bangladesh alongside China and guarantee a fast, secure, and easy online buying experience.

The period of my internship is three months that started from the month of August 16, 2021 and will conclude on November 13, 2021. My internship workplace is situated in the Tejgaon Sort Centre with the Transportation Operations department. The Tejgaon Sort Centre is located at 269-272, Dhaka, Bangladesh.

1.2.2 Company Supervisor's Information:

My internship is under the supervision of Mr. Ehsanul Alam, Head of Performance & Cost at Daraz Bangladesh Ltd. Her role is focused more in collaborating with regional teams with the purpose of exchanging best practices and information and execute innovative productivity and

cost-cutting measures, as well as to create business cases to support strategic and operational choices. I was also supervised by Mr. Rahbar Haque, Team Lead of Project & Claim at Daraz Bangladesh Ltd. His role is onboarding Daraz collection points & experience centers and overseeing ops claim team on overall claim performances & seller, customer, 3PL, DEX settlements as per Decision Matrix.

1.2.3 Job Scope:

I have been appointed as an intern with Daraz Bangladesh Ltd's Transportation Operation Department. I've been employed there for some months and have been given specific responsibilities. Despite the fact that I was accountable for certain errands, my experience was not limited to them. I learned about more projects in my area, the relevance of each of these responsibilities, and possible alternate lines of action if any difficulties arose.

In the Claim Department, I am responsible for resolving cases that were shared via the Xspace, a software platform where sellers may register their claims, and by email. I need to use TMS (transportation management software) and LNP to obtain information about sellers, customers, and orders. By obtaining sufficient information about the claims, I am able to make sound judgments using decision metrics. Decision Metrics is being used to ensure that all sellers and consumers receive equal treatment. Daraz carefully adheres to this DM, and its confidentiality and privacy must be always protected.

1.3 Internship Outcomes

1.3.1 My Contribution to the Company:

My internship is with the claim management department, which is part of the Transportation Operations Department. My major responsibility is to verify the vendors' and customers' claims and make determinations about whether to reimburse and, if so, how much. While processing seller and customer claims is a continual procedure, I am limited to processing filtered claims. The after-sales and return teams pre-screen claims, and I make the final verdict. I have to do a comprehensive investigation to ensure that the judgement is just and that the original responsible party is identified. Without the claim department, claims may go undetected, resulting in dissatisfied merchants and consumers, resulting in a significant loss for Daraz. As a result, my contribution to the firm is vital and complex.

1.3.2 Benefits to the Students:

As an intern Daraz Bangladesh I got have some must needed experience which will be a great treasure for my future life in the corporate life In Daraz I got some technical skill, people skill as well as some personal developments. Because of working the Transportation Operation Department, I got to have so many technical skills. IN claim I had to use Xspace, TMS, LNP which gave me so many exposures to other software. Other than these MS Excel, MS Word, MS Word, MS Team which gave me fluency in these. Every Alibaba concern is operated by their own software like Alilang, Ding talk, Alimail etc. All these things helped me to make me technically sound. The proficient life can be respectful and practical. It's another experience to procure each one of those character measurements and method of talking. As Daraz has open office strategy where there is no different limit to speak with everybody and the works are generally entwined

between divisions, balanced correspondence is done frequently. This improved my relational abilities and assisted with finding out about gathering work. From a personal experience in corporate life of zero to a great MNC experience, Daraz gave me the most important development of my life. Here I got to know about the corporate culture, lifestyle, problems etc.

1.3.3 Difficulties Faced During Internship:

The transportation operations office maintains a busy and stressful work schedule. As a result, I am occasionally required to work beyond than the stated work hours or even working days in order to support teams and departments. Additionally, as a private corporation, the company does not wish to provide much information and most importantly their financial statement. Due to which a thorough analysis of the financial conditions of Daraz couldn't be included in the report. This put me in a bind when it came to drafting my internship report, since I was forced to work with the scant information they provided about the organization.

Chapter 2: Organization Part

2.1 Introduction

In this chapter, I'll cover the company where I interned. I will be analyzing and evaluating how my organization operates. Additionally, the company's management, marketing, and financial practices will be discussed to the extent practicable based on the information I have gathered and that has been revealed to me.

Daraz Bangladesh Limited was the company where I interned. I worked in the Transportation Operations office, also known as the Tejgaon Sort Centre, of the respective group, which was

responsible for overseeing all of the company's business units' operations. Additionally, my internship was overseen by the Head of Performance and Cost Management, as well as the Team Lead of Claims and Project Management.

2.2 Overview of Company

2.2.1 Introduction to Daraz Bangladesh

Derived from an Urdu word, “Daraz” refers to the e-commerce industry as a whole as "Drawer." Daraz Confidently started its business as daraz.com.bd in Bangladesh. In the middle of 2013, a new website for a fourth internet service provider appeared on the scene. Daraz is on Facebook, where it has 4 million followers. Despite this, Daraz is keeping an eye on search engine optimization and is well-known in the online community. This means that when a consumer types in "Google's most comprehensive online website," Daraz usually comes up top. This South Asian e-commerce giant, Daraz, is the biggest.

In 2012, German Venture Capital created Daraz and became the company's founder. Bangladesh and Myanmar are also part of Daraz's South Asian activities. Pakistan and Nepal are Daraz's other major South Asian markets. When Alibaba bought Daraz outright in 2018, it did so with all of the company's outstanding shares. Daraz is one of them, and it operates its business in Bangladesh as an industry leader.

2.2.2 Mission and Vision of Daraz Bangladesh

Mission: Daraz's mission is to acquire all of the buyers in the marketplace. Daraz routinely offers a wide range of discounts to help customers save money on their purchases. Daraz likewise strives

to keep prices as low as possible for its customers, which is why the company's motto is "Happy Shopping."

Vision: Daraz Bangladesh's ambition is to get items delivered within an hour in Dhaka and within a three-hour window outside of Dhaka.

“To be the most solid commercial center and offering the best administration to our clients, customer and also the vendor or importer”. (Ahmed, 2016)

Goal: Daraz's goal is to provide the highest-quality goods at the lowest price feasible in the shortest period possible.



Figure 1: Area Covered by Daraz

With these statements, Daraz Bangladesh demonstrates its dedication to providing and serving its consumers with high-quality products and services, as well as its desire of dominating the industry and the country's economy.

2.2.3 Values of Daraz Bangladesh:

Daraz Bangladesh bases all of its business decisions and activities on these five core values. These ideals have been implemented throughout all of their business units while delivering goods and services. They're as follows:

- i. **Integrity:** DARAZ Bangladesh operates with the utmost integrity toward its business partners, employees, customers, and the community as a whole.
- ii. **Commitment to Customers:** Bangladesh dedicates their efforts and time to providing their customers with products and services that bring them delight and happiness. Customers' happiness and positive comments serve as the yardstick by which they judge their own success.
- iii. **Teamwork:** Bangladesh believes that everyone should have an ownership mindset, and they want our employees to make a difference to the company as a whole by doing their jobs well. They are able to do this because of the open and honest communication that exists inside the company.
- iv. **Embrace Change:** E-commerce is no exception to the norm that change is an inevitability. Everyone who works at Daraz is certain of this and has adopted an attitude of accepting it and carrying out their duties in accordance with it. You can see it in Daraz's growth from its inception until now.
- v. **Social Responsibility:** Daraz Bangladesh is committed to giving back and bettering the communities in which it operates. Sustainable business practices are part of their Identity. They employ a company strategy that takes ethical, social, environmental, cultural and economic spherical considerations into account when making business decisions.

2.3 Management

2.3.1 Organizational Structure of Daraz Bangladesh:

The Alibaba Group bought Daraz Group in full and officially assumed full operational responsibilities. Daraz's CEO Daniel Zhang expressed Alibaba's excitement for the company's ecosystem to become a part of Daraz's biological system, and better serve customers jointly.

Md. Mahbub Hasan, the group's managing director, oversees all of Daraz Bangladesh's business units and makes major decisions for them. In 2015, he joined as CFO, and in 2017, he was elevated to the position of Managing Director of Daraz Bangladesh. Daraz Bangladesh's Chief Human Resources Officer Kazi Mohammad Jafar Sadek is now in charge of human resources. It was in 2018 that he joined Daraz Bangladesh and has 13 years of expertise as an HR specialist with a strong track record in the clothing, banking, manufacturing, and e-commerce industries. The following diagram shows Daraz Bangladesh's organizational structure:

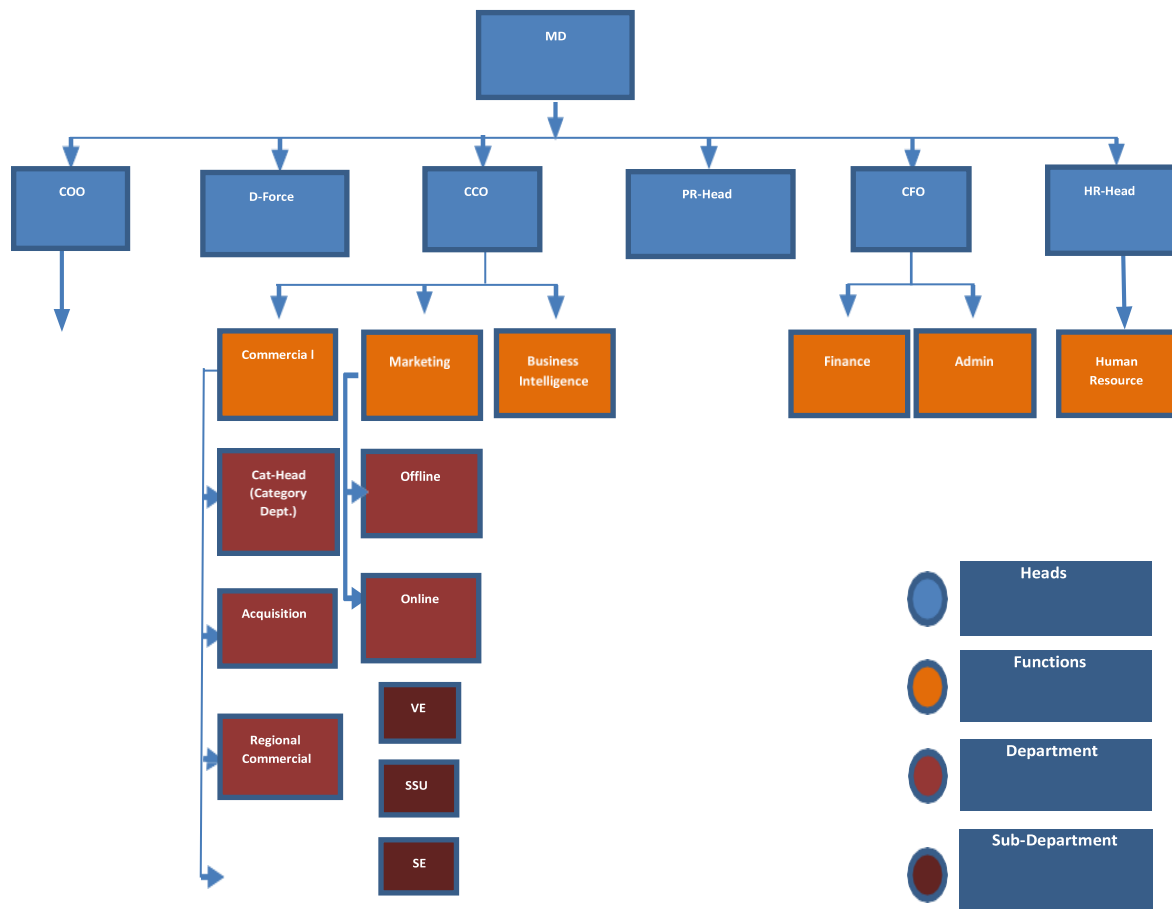


Figure 2: Organizational Structure of Daraz Bangladesh

2.3.2 Organizational Divisions of Daraz:

Depending on the size and nature of the task, each department of a business is vital. In their approach, the divisions are trying to be competitive from their point of view. Departments are staffed with a variety of skilled individuals in order to better complete the organizational goal. Since Daraz is a multinational e-commerce business, each department's activities are organized and executed according to the pattern defined by the Alibaba Headquarters. Daraz's key departments are:

Finance Department	Information Technology Department
Account Department	Department of Public Relation
Marketing Department	Onsite and Content Management Department
Human Resources Department	Issue and Resolution Department
Commercial Department	Graphic Design Department
Business Development Department	Operations Department
Administration Department	Customer Services Department
Sales Management Department	Department of Category Management

Sub-departments exist inside each of the departments. Daraz is Bangladesh's greatest online business platform since each department's operational operations are carried out in this manner.

2.3.3 Organizational Leadership Style

Daraz Bangladesh's leadership relies on a clear chain of command, stringent rules, and staff compliance. Thus, Daraz Bangladesh's leadership style is bureaucratic, in which a hierarchy of power establishes norms for administration and decision-making. The bureaucratic form of leadership of Daraz Bangladesh is continuously assisting the organization to reach newer heights every day. Some of benefits are in the following:

- It centralizes duties and roles within a team: Leaders in the bureaucracy want teams with well-defined responsibilities. The objective of this leadership style is to develop compartmentalized specialists, even if employees with the proper expertise are required to serve several positions from time to time. Each team member has a distinct job to do. As a result, everyone, including the leader, can put their energy into what they do best: making sure all inquiries are addressed by the right individuals.
- Hierarchy of Authority: There is a hierarchical structure inside the company, with lower-level employees reporting to and being supervised by those in higher positions. Employees in Daraz, for example, report to their department heads and are overseen by their team supervisors. The vice president of the department has final say over the actions of the department heads. The vice president is answerable to the CEO, who in turn is answerable to the board of directors.

2.3.4 HR Management Practices:

Human resources (HR) are a critical department for every business since it looks out for the interests of its employees. This issue has also caught the attention of Daraz Bangladesh's human resources department. The department is tasked with managing the HR needs of the organization, as well as payroll, regulations and policies, and so on. General manager maintains in contact with

HR department and takes care of any issues that occur and require higher authority involvement. General manager remains in touch with HR department. One of the primary roles of the deputy manager is to help the general manager with human resources issues at the organization. In the organization, the deputy manager works with the executives on the hiring process, payroll, training and development, and other HR-related issues.

Rules and Policies: Daraz Bangladesh has a strict schedule for its employees' working hours. They either work from 9:30 am to 6:00 pm or from 10:00 am to 7:00 pm. There are also three extra days for employees who arrive late. Employees are then subject to fines. Up to 14 sick days and a maximum three-day leave for other purposes are allowed by the HR department, including 20 vacation days per year and other paid time off. Human resources also ensures that employees receive their paychecks on time, usually during the first week of the next month the first week of the month is a busy time for the human resources department, since payroll for the employees must be processed. They must verify the accuracy of payroll information for all workers and also ensure the correct allocation of these employees. Employee benefits and incentives are also created by the HR department. For them to be effective, they need to make sure that they are relevant and that their design supports employee motivation. Additionally, the HR division has a zero-tolerance attitude for harassment or discrimination. Anyone caught breaching it faces allegation.

Recruitment Process: The HR department oversees hiring new employees. When other divisions require recruits, the heads of those divisions' places requisition. Later, he collaborates with the department heads to perform job analysis and create the job posting. The reason for this is that the HR department takes note of the specific tasks and obligations of each position's particular supervisor. After that, he places it on a variety of employment sites and social media. As well as this, he tries to spread the word about the job openings internally to see if they can help to find an

appropriate applicant. Occasionally, the head of a department may let him know about a qualified applicant they know through their own networks. This is how the HR department gets the hiring process started by gathering resumes. The executives help him go through the resumes that match the requirements specified by the department's chief. He schedules the interviews after speaking with the appropriate department head about his or her availability, and then notifies the applicants of the time and day of the interview.

Interview and Selection: Initial interviews are conducted with department heads to determine which candidates have the most potentiality. So long as they pass through the first phase, the candidates will be questioned by the deputy manager, who will verify their work history, credentials, and other introduction information. Additionally, the deputy manager performs a background check on all applicants, including contacting references and previous employers as necessary. Candidates are interviewed again if everything goes well and appears to be good, together with group managing director and general manager of the HR department. It's important to know that the organization only uses this third interview stage when hiring for higher positions. When it comes to lower-level positions, interviews are conducted in a second round, and candidates are chosen if all requirements are satisfied. Job candidates at the entry level must also pass an online exam known as the METTLE test, which evaluates general knowledge and aptitudes.

Onboarding and Training: The offer letter is sent to the candidates once they have met the requirements and they have a week or two to sign it. This is due to the company's need for fresh employees. Furthermore, for more senior positions, the signing period is limited to one month to allow for the completion of the candidate's prior employment obligations before signing the contract. HR offers the essential logistics like laptops, notebooks, and mobile sim cards on the first

day of employment to help new employees get up to speed quickly. Depending on their performance following selection, applicants are placed on probation for a month or two at most. They learn about their obligations and tasks throughout this period. Aside from that, some of them receive training on newer aspects of their jobs. Daraz Bangladesh relies heavily on on-the-job training. Employees who have successfully completed their probationary period begin working on the terms of the regular employment contract they signed before being hired by the firm.

Performance appraisal system: Daraz Bangladesh does not make use of a 360-degree evaluation method in their business practices. Furthermore, they favor self-assessment, in which employees give and receive feedback on their own performance and conduct in order to learn and grow. To supplement self-evaluation, Daraz utilizes done out of 10 marks among the line manager of each department to do assessments as well. A brief of marks along with the parameters are given in the following:

10 out of 10	Exceptionally Outstanding Performance
8 out of 10	Excellent Performance
7 out of 10	Strong Performance
6 out of 10	Meets Expectation
4 or below out of 10	Need Improvement

All these assessments take place four times a year, or quarterly. The frequency of evaluations varies according to performance and assessment results.

Compensation System: Daraz Bangladesh, as previously mentioned, gives its employees an annual raise if the KPI is met. Workers with a year of service or more are eligible for two festival bonuses annually on top of that. In addition, employees can take paid time off for vacations. Employees may also be eligible for paid leave encashment in this situation. Daraz Bangladesh pays all the costs for the phone sim card supplied to employees in addition to the monetary compensation. Every year Daraz Bangladesh organizes an event called Re-Treat where all the employees go on a vacation together for recreational purpose which might include as a non-monetary benefit.

2.3.5 Organizational Development and Employer Branding:

- Regular health sessions are held on office ergonomics. In these sessions, employees are taught how to use prompts/reminders to help them get up and move away from your desk and go for a walk outside if possible. They are also motivated to use the stairs instead of the lift, walk to a colleague instead of emailing or calling (when appropriate), and taught how to change their work tasks frequently throughout the day so that they can change your posture.
- Daraz offers a program called Future Leadership Program where potential candidates are selected and trained into being the most proactive and efficient Management Trainee.
- Daraz also provided the facility of free COVID-19 test during this pandemic to its employees who worked from office.
- D-Women is an initiative of Daraz Bangladesh basically working with some goals aligned with global operations to enhance women empowerment within the organization. Programs are

held with the female employees where they discuss their problems within the organization and find feasible solutions to overcome those and plan for the upcoming days regarding their concern as well.

➤ Daraz Bangladesh also arranges sports competition among departments. This helps the employees to strengthen their bonds, improve leadership and team playing skills, dedication towards individual department, develop relation with other department due to the mass gathering and participation and most importantly recreation of their monotonous minds.

2.4 Marketing Practices of Daraz Bangladesh Ltd.

2.4.1 Marketing Strategies of Daraz Bangladesh Ltd.

Daraz Bangladesh Ltd. conducts most of its transactions online. As a result, they place an emphasis on online marketing in order to boost sales. Even though online marketing has increasingly overtaken Offline marketing in recent years, the latter has not completely disappeared. Besides online marketing, Daraz Bangladesh Ltd. also engages in offline promotion. Some of them are discussed in the following:

➤ Online marketing is carried out by Daraz Bangladesh Ltd. through social media platforms such as Facebook, Instagram, YouTube and Twitter by creating their own contents like motion graphics or short videos.

➤ Daraz Bangladesh Ltd. gives advertisements on different websites all the time. If any visitor clicks on those advertisements, they will directly go to the webpage of Daraz Bangladesh Ltd. And also, does search engine optimization.

- Daraz Bangladesh also does affiliate marketing strategies with other notable brands existing currently in Bangladesh.
- Participating in different types of Events.



Figure 3: Daraz at Diwali- the Festival of Lights | Daraz Life

- Locating banners of Daraz Bangladesh Ltd. in different markets during their campaigns.
- Giving vouchers and offers to its consumer to get discounts in different campaigns e.g. 11.11 campaign, Anniversary sale, Super Sunday sell etc.



Figure 4: Daraz becomes Bangladesh cricket team sponsor

- Mentionable marketing strategy of Daraz Bangladesh is they are currently the title sponsor of Bangladesh National Cricket Team.

2.4.2 Targeting Strategies of Daraz Bangladesh Ltd.

Using a diversified marketing approach, Daraz Bangladesh targets distinct customer segments. Their initial objective was the city of Dhaka. Their client base has grown steadily throughout the country. As a result of demographic segmentation, they focused on the young generation and middle-to-higher-income groups in Bangladesh, where most internet users are members of the younger generation. Every year, Daraz introduces unique bargains for all days of the year, including Pahela Boishak, Valentine's Day, Black Friday, and Eid celebration.

Daraz Bangladesh's positioning claims include "best pricing in Bangladesh," "easy shopping," "best service in Bangladesh," and "100% genuineness." (Daraz, next year, 2020) This means that the same product will be available at multiple price points, and Daraz offers its customers 'the same for less' In the physical store or any other competitor's goods, Daraz sells the same things at a very competitive price that Daraz. It's significant since pricing comparisons on different websites give customers more satisfaction. The cost is not the same as in other internet stores. Their unique brand agreements allow them to provide savings of up to 70% on products from many different brands and corporations. The Daraz Bangladeshi film festival will take place in 2019. Since they are international corporations, Daraz holds a prominent position. While this is true, Daraz presents its company as a digital platform for shoppers by offering a discount voucher, shipping items as quickly as possible, and offering a hassle-free return policy.

2.4.3 Market Segmentation of Daraz Bangladesh Ltd.:

Geographic variables:

Daraz Bangladesh initially targeted the entire country as a single market segment. When Daraz Bangladesh first started operating in 2013, they were attempting to take the greatest part of the

country's booming e-commerce market. For the most part, they focused on the large cities of Dhaka and Chittagong. Daraz has been able to capture the entire country only through digital and online operations and is doing it in an extremely effective manner.

Demographic variables:

In terms of demographics, they target a younger demographic through marketing technological equipment. Furthermore, because today's youth are well-versed in fashion, technology, and fads, they have come to expect and want these items. However, browsing the Daraz website, I discovered that they provide a wide range of goods and services to suit a wide range of needs. They've got senior citizen baby goods. According to this, Daraz isn't interested in focusing on just one sort of segmentation. As a result, due to its wide range of products ranging in price from low to high, it is safe to infer that it caters to families of all economic levels. The Daraz Bangladesh's mission is to reach out to those without access to the internet.

Psychographic variables:

Daraz Bangladesh takes lifestyle, risk-taking, and leadership traits into account while creating its products and marketing them to customers. As a result, because Daraz is a digital marketplace, it places a high value on demographics and psychographics in order to better understand "who" its customers are and "why" they purchase. However, internet users, such as those on Facebook, Twitter, and email, were singled out as particularly essential customers.

Behavioral variables:

Behavioural aspects include things like the commodity's ability and benefits as well as its degree of usage by customers. Purchasing behavior, the usage of goods and services, benefit sought, and

heavy, medium-light users are some of the metrics used by Daraz Bangladesh It's a long shot. In other words, it doesn't only target the most loyal customers.

2.4.4 Marketing Mix of Daraz Bangladesh Ltd.:

An organization's marketing strategy is implemented through the use of what is known as the marketing mix. The marketing mix is a tool used to assess the effectiveness of a marketing plan's promotional efforts. Here the marketing mix of Daraz Bangladesh will be described in brief which is the all-possible marketing tactics combined to meet the company's marketing goal.

Product: Daraz is a business-to-consumer (B2C) marketplace. There are twelve different product categories for purchasers to choose from, and each area includes a few subcategories to aid customers in their search for the items and services they seek. Ashraf, the year of our Lord 2020. The categories include - Electronic Devices & Accessories, TV & Home Appliances, Health & Beauty, Babies & Toys, Groceries & Pets, Men's and Women's Fashion Accessories, Sports & Outdoor etc...

Place: Daraz is an online marketplace, therefore you make your purchase there. In other words, the site/virtual commercial center is where the arrangement is now located. Visit this website for more information: <https://www.daraz.com.bd/>

Price: Daraz offers a diverse range of items to its customers, with a collection that numbers in the 80 million. Thus, the value's range changes. When it comes to the online marketplace, Daraz strives to provide its customers with the highest level of service. Vendors are free to establish the item's price to their heart's content. In order to pay their employees' salaries, Daraz collects commissions from all transactions. Daraz will earn a bonus when agreements are completed inside the parameters. The commission ranges from 2 to 15%, depending on the product.

Promotion: Daraz makes its progress in part unconnected, but mostly online, which is their Facebook page, Instagram, or email advertising. Daraz does not have a website. In order to build a strong relationship with customers, they engage in several activities. Various articles on them have appeared in newspapers throughout the course of time. Besides that, they have a method for selling to individuals in which specialists collect commissions for the part of solicitation that they place via their record in order to help consumers Whatever the situation may be, the number of special workouts on their Facebook page has skyrocketed recently.



Figure 5: Daraz 11.11 campaign



Figure 6: Vouchers

People: In Daraz, the number of representatives working exceeds 2,000. They are continuously increasing the scope of their work. While they use their own delivery system, DEX (Daraz Express), to deliver goods within Dhaka, they rely on outside assistance. We work closely with eleven third-party delivery companies like Paperfly and Redex to ensure that your packages arrive on time and in perfect condition. Besides Dhaka, they have established five local center points in Chittagong, Mymensingh, Sylhet, Khulna, and Rajshahi, which are outside the capital city. Ashraf, the year of our Lord 2020

Physical Evidence: Customer purchases are processed through a virtual store. Ashraf, the year of

our Lord 2020 Daraz just launched a new line under the brand name "Yume." Whatever the case may be, the site has a variety of brands like Samsung, Xiaomi, Huawei, Apex, Bata, Yellow and many more.

Process: Even though online purchase measures differ from offline purchase measures, it is far more beneficial and takes far less time than the former. They use a variety of programs to keep the cycle going, including vendor focus, CRM, distribution center module, and delivery module, all of which I will express below:

- Seller Center: This product helps the merchants to keep up both cost and load of the item through speaking with the contact individual from Daraz. It likewise gives essential data to the division of business improvement and deals in Daraz for encouraging the arrangements, monitor stock and stock administration. (Ashraf, 2020)
- CRM: This tool aids merchants by allowing them to communicate with a Daraz contact person to keep track of both the cost and the load of an item. As a result, the division of business improvement and deals in Daraz has access to critical information for fostering agreements and managing inventory. (Ashraf, 2020)
- Warehouse Module: With a distribution center, it's much easier to obtain goods, stockpiles, and delivery measures with the board structure in place. (Ashraf, 2020)
- Delivery Module: It encourages outsiders to track the things being transported to the organization and grants the item the status of a conveyance. (Ashraf, 2020)

2.5 Financial Performance and Accounting Practices of Daraz Bangladesh Ltd.

2.5.1 Financial and Accounting Practices:

Financial operations at Daraz are highly reliant on the department of finance and accounts. The department is based in Banani's corporate headquarters, where it executes its roles and functions. The department is in charge of all financial transactions and accounting. As Daraz is a private ltd. company, it does not share its financial statements and detailed functions performed by the department is not disclosed. I have tried to describe the process as much as I could, with the information provided to me.

CFO: Daraz Bangladesh Ltd.'s CFO is Md. Mahbub Hasan FCA since 2019 and has proven himself to be an asset to Daraz Bangladesh. He is in charge of all of the company's financial affairs on a daily basis. Additionally, he is responsible for creating yearly budgets that are subsequently disseminated across the business. Only after receiving the CFO's permission and advice are any financial actions or decisions really carried out or taken into effect. The CFO must also address with the global CFO important financial problems that impact the firm as a whole as well as geographically. He also develops strategies for the company's long-term financial viability, including how to generate more income while spending less. All financial operations are carefully recorded and documented by the CFO, and they are only carried out once he has given his approval. This guarantees adequate accountability. The following are a few other tasks that the Finance department performs:

- a. Analyze and report on the health of the company's financial statements to management.
- b. Look after treasury and maintain strong and close relationship with key stakeholders.

- c. Maintain strong and deep ties with important stakeholders while looking after the treasury.
- d. Create strategies and SOPs that are in line with the company's objectives.
- e. Organize and lead a team that is dedicated to the department's goals.

Accounts Team: The accounts team of Daraz Bangladesh plays the role of handling all the financial transactions and activities. They must maintain records of accounts of all their businesses.

Some employees in the accounting department have been tasked with keeping track of and documenting the business' finances. To keep these accounts in good standing, they must be in continual communication with the Commercial, Operations, and Management departments. Various employees are tasked with the preparation of financial reports and the analysis of financial data that has been collected.

Daily bank statements must also be recorded and prepared by the accounting department. They also need to keep a close eye on their various bank accounts. Additionally, they must keep their account information up to date regarding loan payments, interest, and other expenses, as well as money received from sales. To put it another way, the accounts department deals with all of the account information, and they do it under the direction of the CFO.

There are two ways that the accounting department handles the payment of expenses. Two people work in the accounting department to handle these duties. Both employees pay with a cheque and keep track of it separately, whereas the one pays with a cash account and keeps track of it as well. Each one records these activities and passes them to the accounting team, which incorporates them into the company's daily financial and accounting procedures as necessary. This is how the entire finance and accounting division runs daily, according to experts.

Management Information System: For the management and documentation of financial and accounting activities, the organization makes use of a variety of software. I'm unable to provide you the software's name because it's a matter of privacy of the corporation. Microsoft excel is commonly used to keep track of data and generate reports. Apart from that, Microsoft excel is employed for storing and evaluating financial data that's been recorded. With the use of accounting software, businesses may streamline their processes and become more efficient. The integration of all financial and accounting functions will make it easier to keep tabs on and manage the operations.

As mentioned earlier, Daraz Bangladesh Ltd. maintains a strict policy in disclosing financial information and does not provide this kind of information. As a result, the financial statements remain confidential, and a proper analysis cannot be conducted regarding Daraz Bangladesh Ltd. However, it can be said that the company is performing well financially, helping them to expand their operations both regionally and globally. Daraz Bangladesh's performance has sparked an interest from Chinese giant Alibaba, causing them to buy Daraz Bangladesh's. This has helped Alibaba to slowly enter the south Asian market as well as bring in huge investment for Daraz Bangladesh Ltd... So, the company can be said to be in a good financial position.

2.6 Operations Management and Information System Practices of Daraz Bangladesh Ltd.

Management information systems, which include the people who utilize the systems as well as the hardware and software they employ, are responsible for keeping track of a company's data and making decisions based on it. To analyze, monitor, or make decisions, managers rely on information systems to gather, store, and synthesize critical pieces of corporate data. When it

comes to automating manufacturing operations, Daraz Bangladesh relies on computer-based information systems. They also utilize these systems to place orders, keep track of inventories, manage billing, and collect payments from vendors. Information systems are used in the majority of consumer interactions. The information systems capture and track the transaction and transfer the data to the required locations when any customer puts an order, or a seller delivers a product for delivery through internet.

Daraz is a complete online marketplace with proper process. They maintain different software of Alibaba group for different purposes.

- **Seller center:** It's a module that registers the business. Assort items, modify prices and post products on the internet to manage their online business. Vendor managers, on the other hand, keep track of sales, keep data current, and assess a wide range of situations and functions. The seller center is also supported by the warehousing and content departments.
- **Order Management System (OMS):** The operational and customer support teams both use the Order Management System. Keep inventory, manage orders, handle warehouses (single and many), manage returns, and drop ship are all made easier with this module. When working with customer care teams, it's utilized to validate orders from customers and to address their concerns by managing departments
- **Hub Management Tool (HMT):** When it comes to Market Place Cross-Docking (MPCD) and Market Place Drop-Shipping (MPDS), HMT is mostly utilized by the warehouse's operations staff to keep track of the merchandise. It's a good idea to ship the merchandise to the correct location and have it delivered there.

- **Delivery Module (DM):** Vehicle tracking, order and parcel management, and 3pl delivery partners are all made easier with this module. To keep track of daily delivery and collection records, the finance department utilizes this module as well.
- **Transport Management System (TMS):** The final status update of any order tracking is done via Transport Management System. This is one of the most used modules of more or less every department in Daraz Bangladesh. At the end of the day the finance department takes necessary decisions while giving money to the sellers depending on the Terminal Status updated on Transport Management System.



Figure 7: Transport Management System (TMS)

Logistics Network Platform (LNP): In essence, the Logistics Network Platform is an upgraded version of the TMS with access restricted based on who is using it at the time. Additionally, the

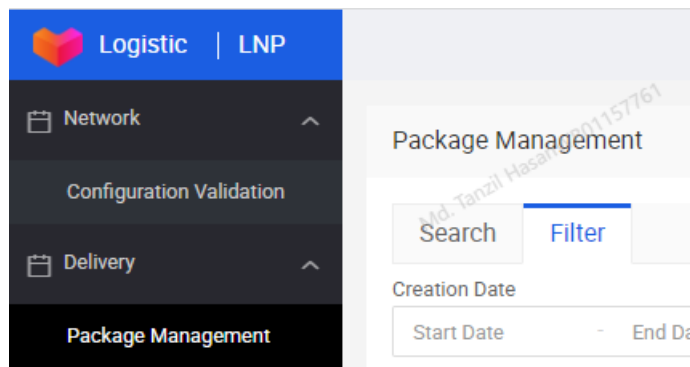


Figure 8: Logistics Network Platform (LNP)

Logistics Network Platform may acquire all essential data, such as shipper or recipient information, package unit pricing or retail price, weight, and any other insights.

- **Logistics Operation Platform (LOP):** This is the core module used by the Operations department. Orders may be monitored both forward and backward, and the entire product lifetime can be followed here by dedicated status level.

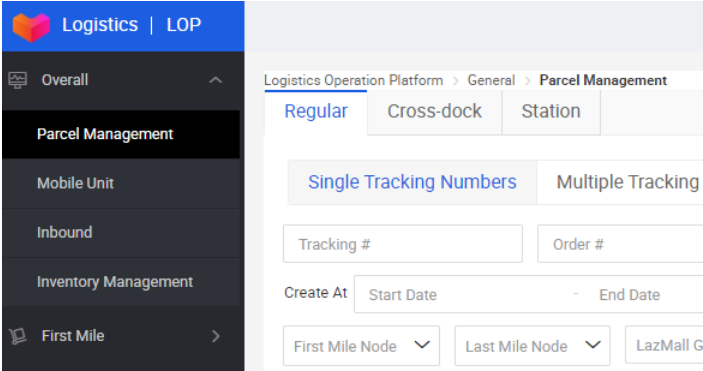


Figure 9: Logistics Operation Platform (LOP)

- **2.7 Industry and Competitive Analysis of Daraz Bangladesh Ltd.**

The study of the market structure illustrates the nature of the players in the business, the nature of the replacement goods, the entry barriers and the relative strength of customers, and suppliers. We will explain these things later in order to examine Daraz's industry structure.

The analysis of the market structure reveals the characteristics of the business's competitors, the type of substitute goods, entrance obstacles, and the bargaining power of customers and suppliers. In order to evaluate Daraz's industry structure, we shall describe these points in more detail in the following sections.

2.7.1 Porter's Five Forces Analysis of Daraz Bangladesh Ltd.

When analyzing the competitiveness of any business environment and estimating a company's profitability, Porter's Five Forces analysis is a good place to start which I have attempted to concentrate on the issues that have an impact on DARAZ in this report:

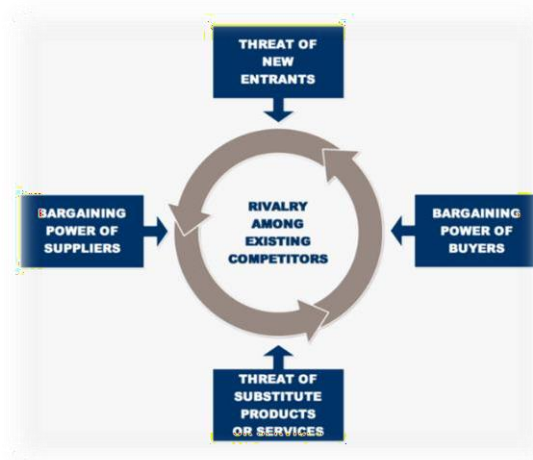


Figure 10: Porter's Five Forces

- I. **Bargaining Power of Buyers:** E-commerce customers have little or no bargaining power because the pricing is established by sellers that do business on-site. Most retailers charge around the same amount for the same item in different products. Rivalry reduces the number of options purchasers have when it comes to exchanging. As a result, customers have the option of purchasing from a variety of vendors while still using the same platform.
- II. **Threat of Substitute Products:** Products that may be substituted provide a challenge since a product can be purchased in person or through several different e-commerce sites. Consequently, you have a wide range of choices when it comes to making a purchase at this company. The Daraz site, which serves as a direct competitor, offers both the core and alternative items. Due to Daraz Bangladesh's wide selection of items, there aren't any risks involved. Daraz Bangladesh came up

with a variety of concepts and basic values-based solution options. They went to great lengths to establish themselves as unbeatable in the eyes of their clients.

III. Bargaining Power of Suppliers: Merchants do business on the Daraz platform for a commission only for utilizing the Daraz platform, therefore Daraz has no ties to the vendors there. Suppliers' negotiating power may affect sellers due to seller relationships, however Daraz and other e-commerce sites who conduct business in the same manner are immune to this. There is also a lack of negotiation power for suppliers due to the large number of them.

IV. Threat of New Entrants: As Bangladesh's e-commerce business grows and flourishes, new competitors pose a significant challenge. As an alternative, this firm is simple because anybody who can create an app and web site for a smartphone or tablet is already in business, even though it will take some time to expand. This is a very prosperous sector, but new entrants pose a severe threat. Due to the extensive governmental infrastructure, newcomers find it difficult to break into the market. As a result, new competitors have a lower chance of succeeding.

V. Competitive Rivalry: In Bangladesh, the e-commerce market has a large number of participants, indicating fierce rivalry. Furthermore, the positions of all other forces point to the same conclusion. As a result, it can be claimed that market competition is quite intense, making the industry appealing. As a prominent actor, DARAZ was able to successfully capture these concerns.

2.7.2 SWOT Analysis of Daraz Bangladesh Ltd.

In a SWOT analysis, marketing tactics and products are evaluated as a whole or by specific departments in order to determine a company's strengths, weaknesses, opportunities, and threats (SWOT). Overall, it assists a company in making better decisions and achieving more success in

its overall endeavors. The following SWOT analysis of Daraz Bangladesh Ltd. has been completed.

Strength:

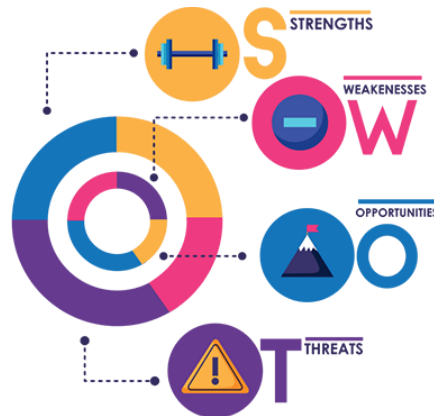


Figure 11: SWOT Analysis

- Better website and application than competitors: The DARAZ Bangladesh website and smartphone app outperform those of rivals such as pickaboo.com, clickbd.com, and bagdoom.com, which all provide similar services.
- Deals with well-known brands: Sale on well-known brands such as Samsung, Bata, and Apex at DARAZ Bangladesh.
- Reliability of customers: Because many companies provide certified warranties to consumers who buy via DARAZ Bangladesh, buyers are more likely to obtain legitimate products and have a window of opportunity to return them.

Weakness:

- High turnover rate: DARAZ A high turnover rate is seen in Bangladesh, where possibilities for growth are few and wages are low.

- No refunds on particular items: Items like Books and clothing, for example, cannot be returned or allow refunds.

Opportunity:

- Pioneer in online business: There is a lot of potential for Bangladesh's internet market, which is still in its infancy, to accept orders from outside the nation. Currently, Daraz ships items straight from China, but it plans to expand its reach to include orders from other nations in the future.
- In addition to cakes, cards, and flowers, DARAZ Bangladesh may provide a gift delivery service.
- Emergency delivery: If there is a need in the future, they may start offering emergency deliveries like same-day delivery.

Threat:

- International behemoths like Amazon or eBay may seize control if DARAZ Bangladesh fails to build a solid foothold in the market.
- Most of the potential customers for DARAZ Bangladesh cannot access it since Bangladesh is still a third-world country with poor internet connectivity.
- Emerging native rivals might be a serious threat. Because of this, there are a number of rivals on the market

2.8 Summary and Conclusion:

DARAZ Bangladesh Ltd. still has a huge opportunity to grow and capture majority share of the market in the coming years. The company has encountered numerous obstacles and setbacks during its course to reach its current position. It began as a relatively small unit and has grown to become a massive organization. Businesses in the e-commerce market should prioritize providing a high-quality product and service in order to propel the industry forward. Since, DARAZ Bangladesh Ltd is a decentralized company with shared fundamental values within its employees, working in changeable environments is easier than it appears. Each department works diligently, and the combination of an efficient workforce and superior technology infrastructure enables DARAZ Bangladesh to maintain its leadership position in the Bangladesh E-commerce market.

Chapter 3: Project Part

3.1 Introduction

I interned at Daraz Bangladesh's Transport Operations department. I was assigned to work with the department's Claims Team, which handled primarily seller-related claims. Additionally, I was required to collaborate with other teams such as the Sorting team, the business development team, Last Mile/First Mile team and the LNP management team on a variety of occasions to complete my job. In this chapter, I will attempt to explain my workflow while working in the claims department and to shed light on the fact that it is improving both the vendor and customer experience at Daraz Bangladesh, as well as developing the company to be the country's pioneer of e-commerce. Additionally, I will attempt to provide an outline of how the Transport operations department operates, which is a critical component of Daraz Bangladesh Ltd.'s operations as an e-commerce organization.

3.1.1 Literature Review

Online business, often known as e-commerce, is the process of buying and selling goods or services through the internet, as well as the exchange of money and information necessary to execute these transactions. Globally, the online industry is expanding at a rapid pace. Additionally, researchers project that by 2021, retail internet business transactions would total \$4.13 trillion. By 2040, it is anticipated that 95% of all transactions would be completed online. China is the world's fastest expanding internet business market, with an estimated \$672 billion in 2017 web-based business value. The United States has the highest penetration of internet commerce, with more than 80% of all web users making at least one purchase. The key reason individuals purchase online is to have the freedom to shop whenever they want, every day. Google search accounts for around 43% of all online company traffic (natural). Several further intriguing information from this study include the following:

Within five days, it is anticipated that around 35% of Google product queries result in purchases. Around 51% of advanced consumers initiate transactions through their mobile devices. If advanced clients are provided free delivery, they are almost certain to spend more. Around 93 percent of online customers responded that an online store's aesthetic attractiveness plays a significant role in their shopping decisions. Around 80% of online customers avoid purchasing from websites that provide unsafe product exchanges. According to estimates, Facebook accounts for over 85 percent of all online media platform transactions.

In 2016, \$50 million was spent in the internet business sector in Bangladesh. Foreign Direct Investment contributed \$10 million. In 2017, the business-to-consumer (B2C) internet industry generated USD 110-115 million (about BDT 9.0 billion), compared to the retail sector's BDT 1335.71 billion. According to the Bangladesh media transmission administrative commission

(BTRC), web penetration was 13.2 percent in 2016 and the country had a total of 66.6 million internet users. The number of online users climbed to 80.6 million in 2017, while penetration increased to 48.4 percent. The number of internet users climbed to 91.3 million in 2018, representing a 52.77 percent penetration rate. The overall number of web supporters stands at 96.199 Million at the time (June, 2019). Bangladesh's web-based business market, according to market analysts, is predicted to reach USD 20 billion by 2020. According to June 2019 BRTC research, 90.4 million customers subscribe to flexible web, 0.06 million to WiMAX, and 5.73 million to ISP + PSTN partnerships. Daraz, AjkerDeal.com, Bagdoom, Bikroy.com, Ekhanei.com, pickaboo.com, and amikinee.com are just a handful of Bangladesh's web-based businesses and online shopping sites. Numerous companies, like Paperfly, Redex, e-Courier, and Pathao, have been founded to aid online commercial organizations. The doors are open, and the country predicts an annual growth rate of 72 percent over the next few years. For example, Rocket Internet has contributed \$50 million in less than three years and has undoubtedly not completed the giving procedure.

Background of the Parent Company

Rocket Internet: As their brand slogan "We manufacture associations" suggests, Rocket Internet GMBH is the world's fastest-creating startup financial specialist association. Three brothers from Berlin came up with this web association in 2007. Their names are Marc, Oliver, and Alexander Samwer. Daraz Bangladesh was introduced to this country by Rocket Internet and suggested as the parent association of this internet webpage at the earliest opportunity.

These new companies must make a certain level of offer as part of their strategy, which is to establish small to medium undertaking associations. According to the company's website, Rocket

Internet is an introduction and endorsement company. Outside of the United States and China, it wants to be successful. Over 30,000 people work on it globally, and it's made up of over 100 different parts in 110 different countries. Most of the connections worth billions of euros were examined on April 8th, 2015. You'll find all the usual suspects here, such as Groupon, eBay, Facebook, LinkedIn, and Zynga, amongst others. The Asia Pacific Internet Group has put in a lot of effort and heart to create Daraz, and it has taken tiny steps to do so in three countries, namely Bangladesh, Pakistan, and Myanmar. Above all, Daraz began its adventure in Pakistan and quickly rose to prominence on the online platform. After that, they'll worked on expanding their reach in neighboring countries like Nepal and Sri Lanka.

Bangladesh is one of Rocket internet's quickest-growing new market segments. Rocket internet has relocated six businesses in the last two years, including Daraz Bangladesh. There are several Rocket Internet anecdotes from Bangladesh included below:

- Kaymu-Online Shop
- Foodpanda-Online Food Store
- Carmudi-Online Car Store
- Lamudi-Online Real State
- Jovago-Online Hotel Booking

Alibaba Group acquiring Daraz: Daraz Group, a major Bangladeshi and other South Asian web-based company organization, has been acquired by Alibaba, the China-based global online business giant, in an unprecedented move. This was confirmed by Daraz Bangladesh's ad and

correspondence chief Shayantani Twisha to the Dhaka Tribune. "Daraz Bangladesh will be a component of Alibaba starting today and for the foreseeable future," she said.

Chinese e-commerce giant Alibaba is expanding into the South Asian market. It has bought shares in major Indian and Pakistani computerized payment administrations. Daraz is Bangladesh's most popular business website, according to Alexa. According to the company, it caters to 5,000,000 customers across South Asia. Rocket Internet, a German financing company, sent the internet business website and a few other web-based administrations, such as Lamudi and Foodpanda. Daraz endeavors in Pakistan, Nepal, Sri Lanka, and Myanmar are remembered through the acquisitions. Work will be done under the Daraz label.

3.1.2 Objective(s)

The objectives of my report are as follows:

- To get an understanding of the organization, its functions, and the value it provides to the market and its consumers.
- To know how it conducts its different business units.
- The daily responsibilities and core functions of the Transportation Operations department.
- An overview of the whole transportation operation, from the time an order is placed until the time it is delivered to the customer's door.
- An overview of how Daraz acknowledges claims to its sellers/vendors.

3.1.3 Significance

Working at Daraz Bangladesh Ltd.'s Transportation department, I've seen firsthand how important it is for domestic and cross-border e-commerce to move products smoothly. Effective order

fulfillment is made possible by efficient road transport, ports, mail delivery, and customs. E-commerce expenses rise for all businesses, but especially for small and medium-sized ones due to inefficiencies in the logistics system (including freight transportation, warehousing, customs clearance, and domestic mail delivery). Many poor nations' cross-border e-commerce of physical commodities is hampered by a lack of adequate logistics. Since its efficient transportation departments and dependable logistic system, Daraz Bangladesh Ltd. has been a pioneer in Bangladeshi e-commerce. As a result, Daraz Bangladesh's transportation operations are critical to the company's future growth and viability in the market. Transport operations department's importance and functions are demonstrated in this chapter by using all the data I have collected, which improves the company's experience.

3.2 Methodology

The study was performed solely on the basis of job experience. Additionally, data is gathered from business corporate profiles, daily newspapers, other publications, and articles. The data is evaluated in terms of E-commerce businesses' Transportation-Operational functions. The study's primary drawback is that the majority of the data was classified, and I was limited in what data I could utilize.

Primary source: Insight from senior managers and executives from many departments and teams.

Secondary Source: This report was compiled using internal reports and other relevant materials on a regular basis.

3.3 Findings and Analysis

3.3.1 Transportation Operations Department Breakdown

Each member team of the Transportation Operations Department works diligently to ensure a continuous, unhindered, and credible delivery process maintained by Daraz Bangladesh, which has allowed Daraz Bangladesh to grow and realize its potential over time after it entered the market in a gradual manner.

To better understand Transportation Operations, I've attempted to provide a concise overview of the department's key teams in the sections that follow.

➤ **First Mile & Inbound Logistics:** Sellers can ship their goods to Daraz in one of two methods. There are two ways to get your items to Dhaka – Tejgaon Sort or Chittagong Sort: Daraz picks them up from the sellers/vendors, or you may drop them off there. The incoming Team receives the items from the First Mile team, who performs certain quality control checks. The Inbound Team is in charge of sorting the merchandise so that it may be sent to Dex or one of the other 3pl partners.

➤ **Outbound Logistics:** DEX begins loading the delivery vans with the sorted goods once they have been sorted. They pick up shipments from the sort center and deliver them to clients if you use third-party logistics (3pl) partners.

➤ **Receive/Reverse Team:** Failed Deliveries are items that were supposed to be delivered to the consumers but were never received. They make certain that the items are delivered to them in the same condition as when they were received by Outbound. If there's a problem, the Offer

Resolution Team will look into it and issue a refund to either the seller or the consumer, depending on the situation.

➤ **Transportation Management (Sub department of Logistics):** There is a team in charge of making sure that 3pl partners such as Paperfly, Redx, E – Courier, Pathao, and Bongo run smoothly. This team keep tabs on all of the deliveries they make to them. As Daraz Bangladesh is a company that is heavily focused on data, this is largely accomplished through data management. As soon as packages are given off, the 3pl team keeps track of them every step of the way until they are delivered or returned to us. 3pl team have regular meetings with the 3pl partners, and their responsibility is to make sure they stay on track in the direction the team want them to go. Multiple teams must be in constant communication to achieve a smooth procedure.

➤ **Claims Management Team:** It is the job of the Claim Management Team within the Transportation Operation Department to cross-check seller and customer claims and make conclusions on whether reimbursement is appropriate or not, and if it is, how much it should be in each case. Claims from sellers and customers are ongoing processes, but the claim management department team simply processes the filtered claims. Customer service and returns are essentially the first filters for claims, with the claim department making the final call. The claim department must conduct a thorough investigation in order to reach a just judgement and identify the original person responsible.

3.3.2 Process Map from Retailers Point of View

To begin, a client must first download the Daraz Bangladesh app for their smartphone or go to the company's website. The sellers are notified of the order via the app's Dashboard and may then check their inventory to see whether it is available. The vendor accepts or rejects the customer's purchase based on the availability of the ordered product. Seller takes orders and processes products in accordance with Daraz Bangladesh guidelines before delivering them to the nearest Daraz

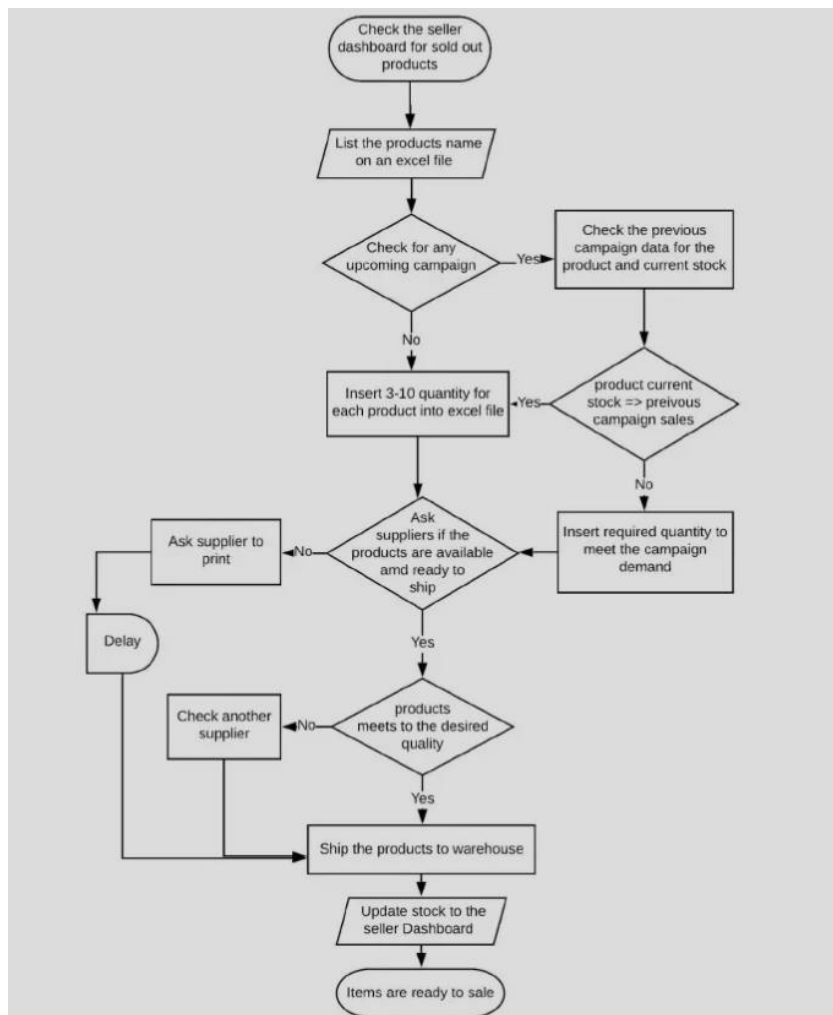


Figure 12 Process map (Retailers Point of View)

Bangladesh hub. Alternatively, a rider from Daraz Bangladesh's transportation department arrives at the seller to pick up their order.

3.3.3 Inventory restocking process map

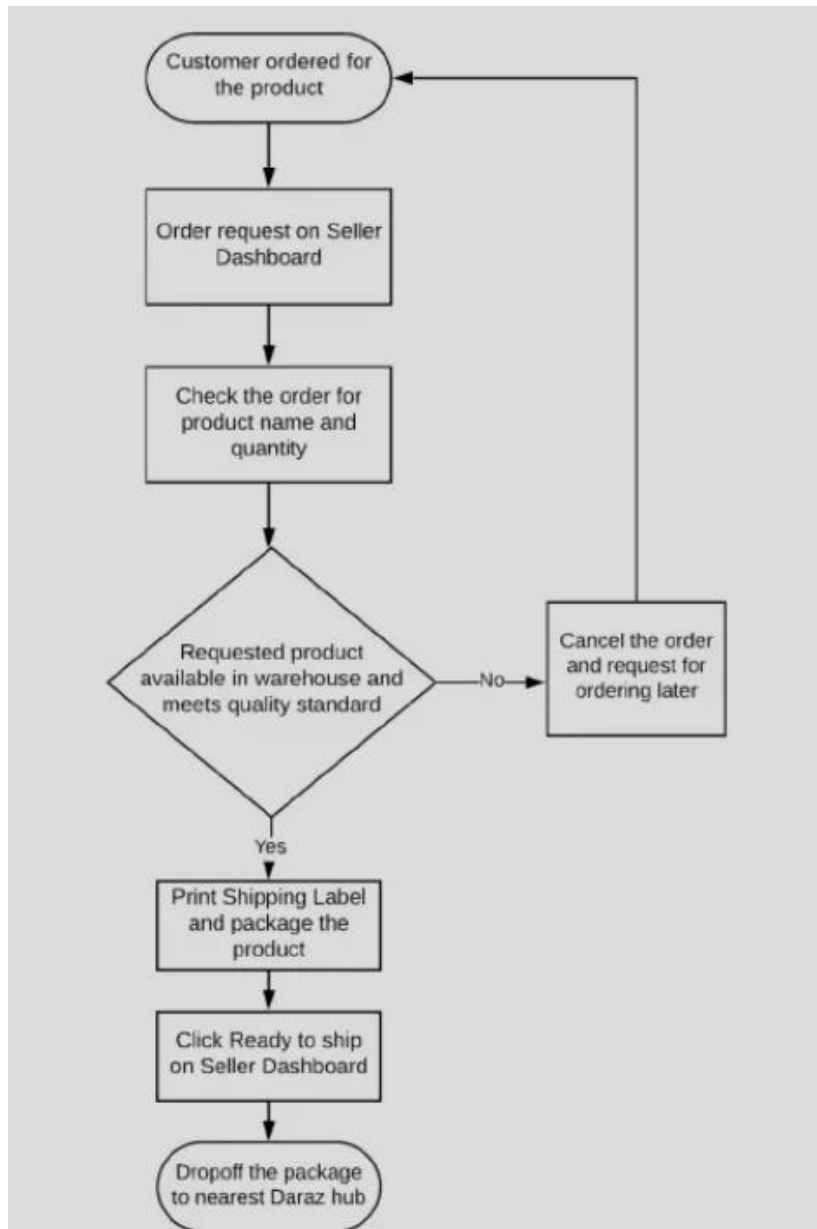


Figure 14: Inventory restocking process map

It's critical for e-commerce companies to know exactly how many goods they have on hand at all times. Every vendor has been informed of the change. A comprehensive list of all pertinent things is compiled and preserved as a record. Afterwards, it'll be forwarded to the merchant so they may double-check stock. When a new campaign is planned, the prior campaign's data is used to determine which goods are most popular and should be restocked. If the sellers make sure that the stock is available, their dashboard will be updated appropriately.

3.3.4 Return process map

A client can always return an item if he or she is dissatisfied with it for whatever reason. Daraz Bangladesh's transport team will send a rider to pick up or drop off the customer, depending on where they were picked up or dropped off. To ensure quality, returned items are sent to the Quality

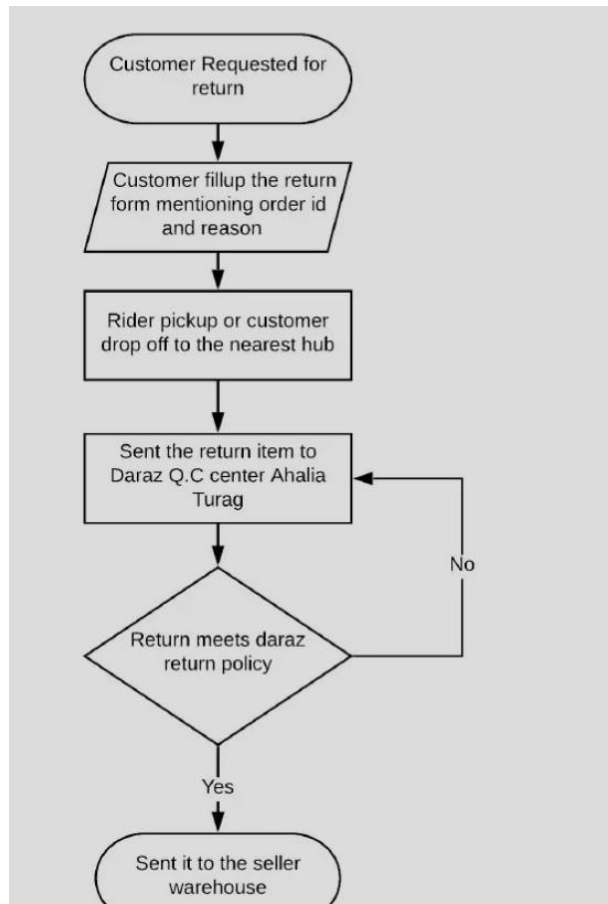


Figure 15: Return process map

Control (Q.C) team, who inspect them and issue a refund to the customer if necessary. The returned item(s) are then sent to a warehouse, from which the seller picks them up or a rider delivers them to the seller's location, depending on the situation. If the seller discovers a flaw or receives an incorrect item, he makes a claim for a refund, and the Claims Team jumps into action to investigate and make sure the offending party pays the penalty.

3.3.4 Operations Process Flow and Status Updates of Daraz Bd Ltd. (ideal scenario)

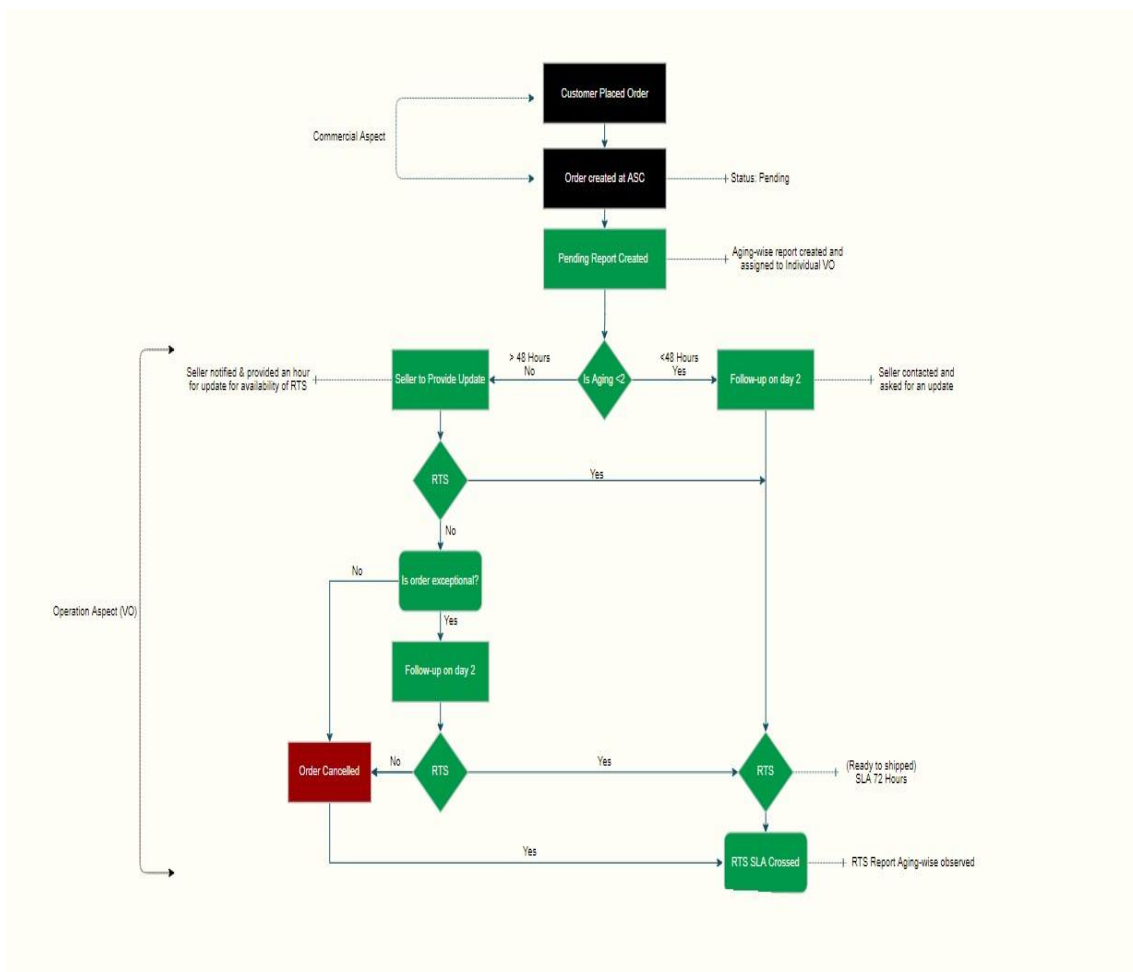


Figure 16: Operations Aspect Vendor Operations Team (VO)

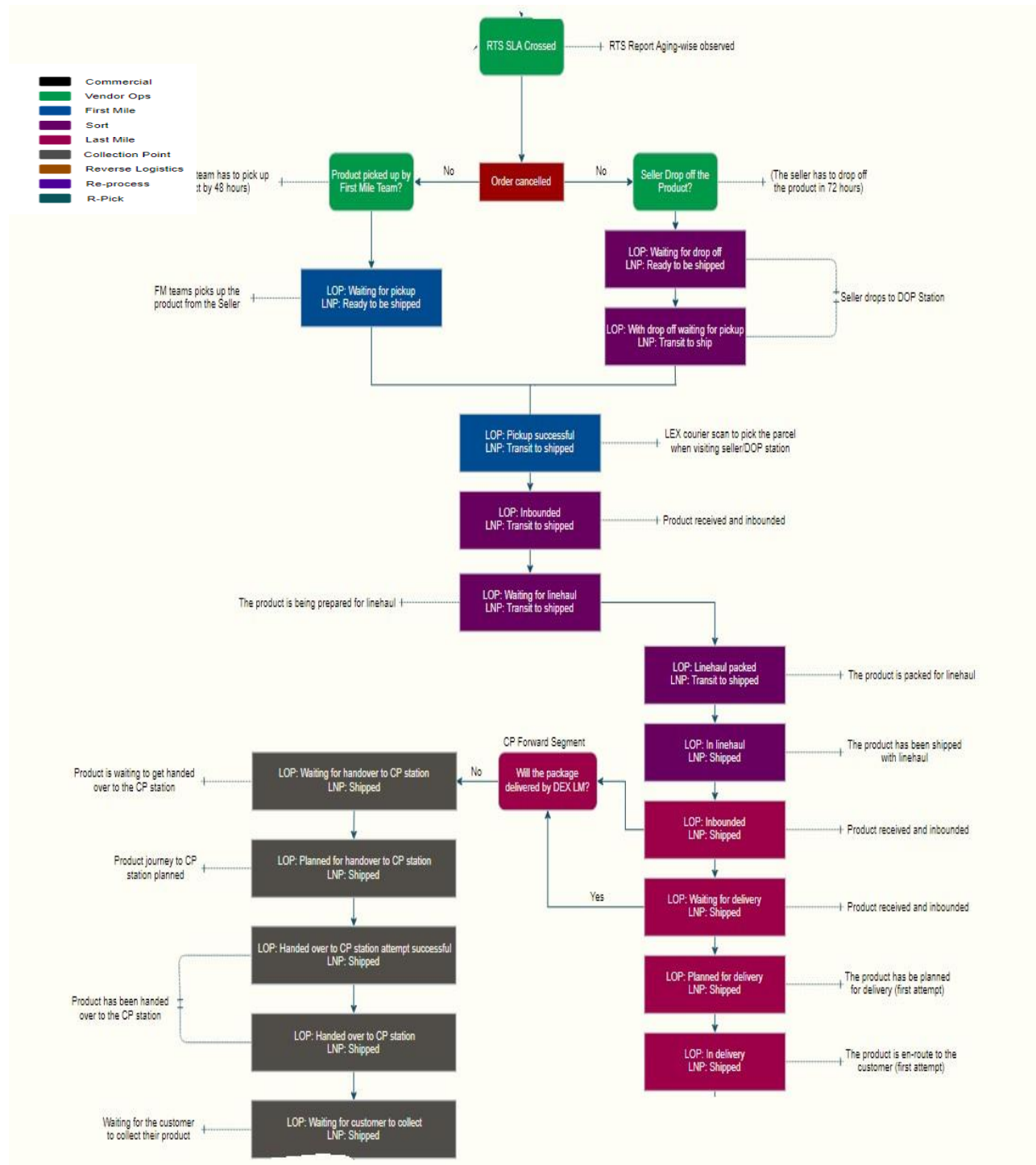


Figure 17: Operation Segment (core)

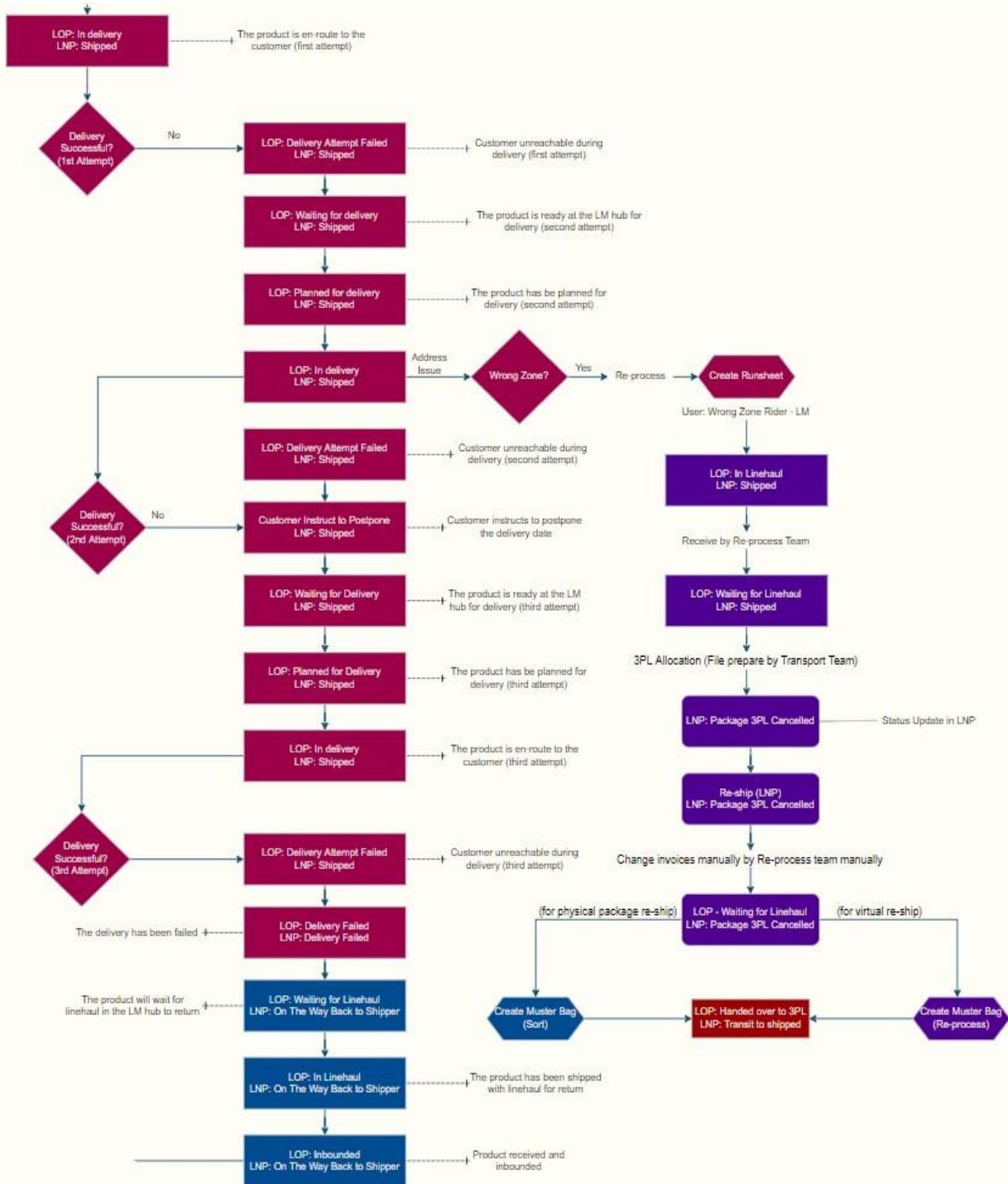


Figure 18: Operation Segment (core)

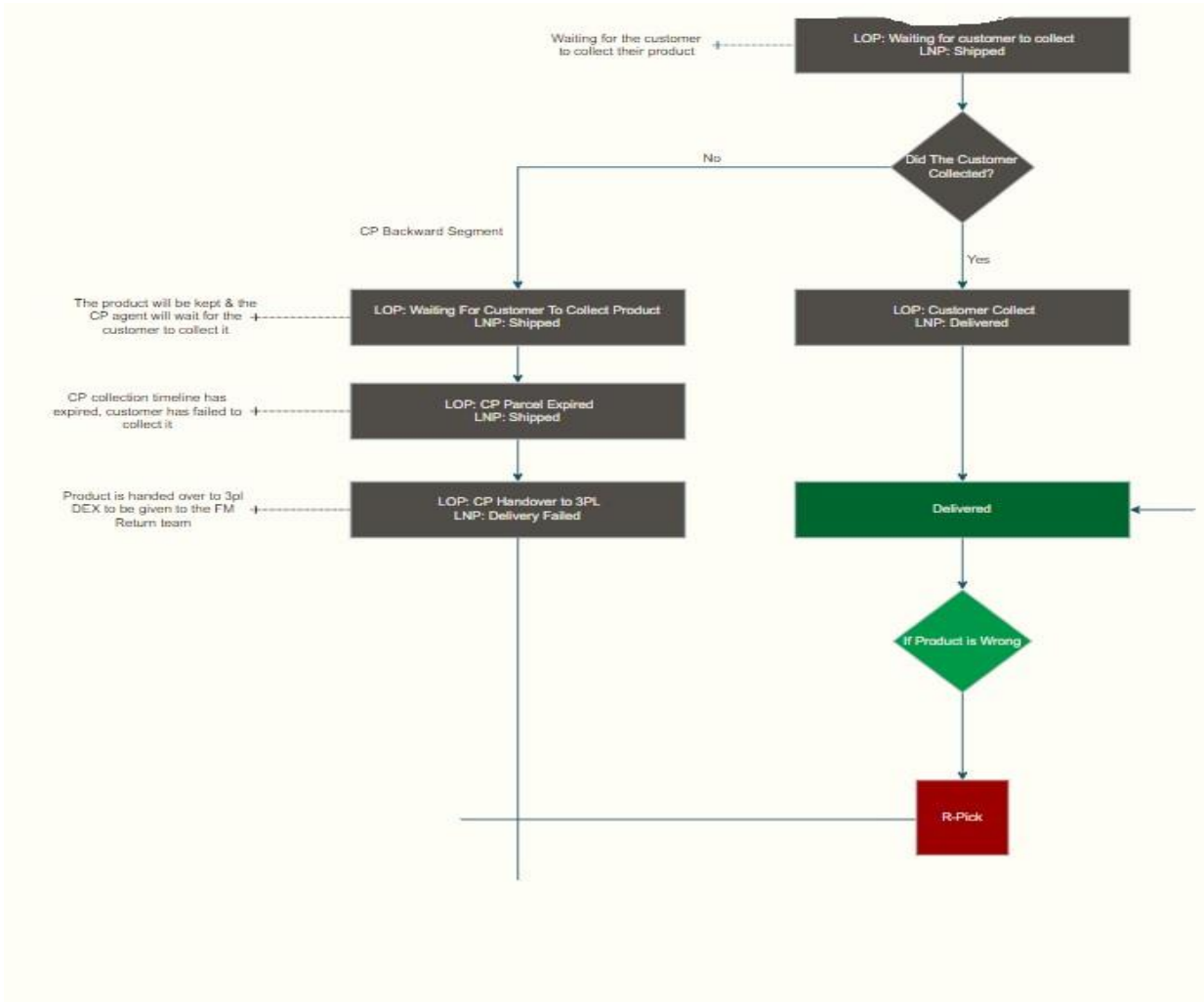


Figure 19: Operation Segment (core)

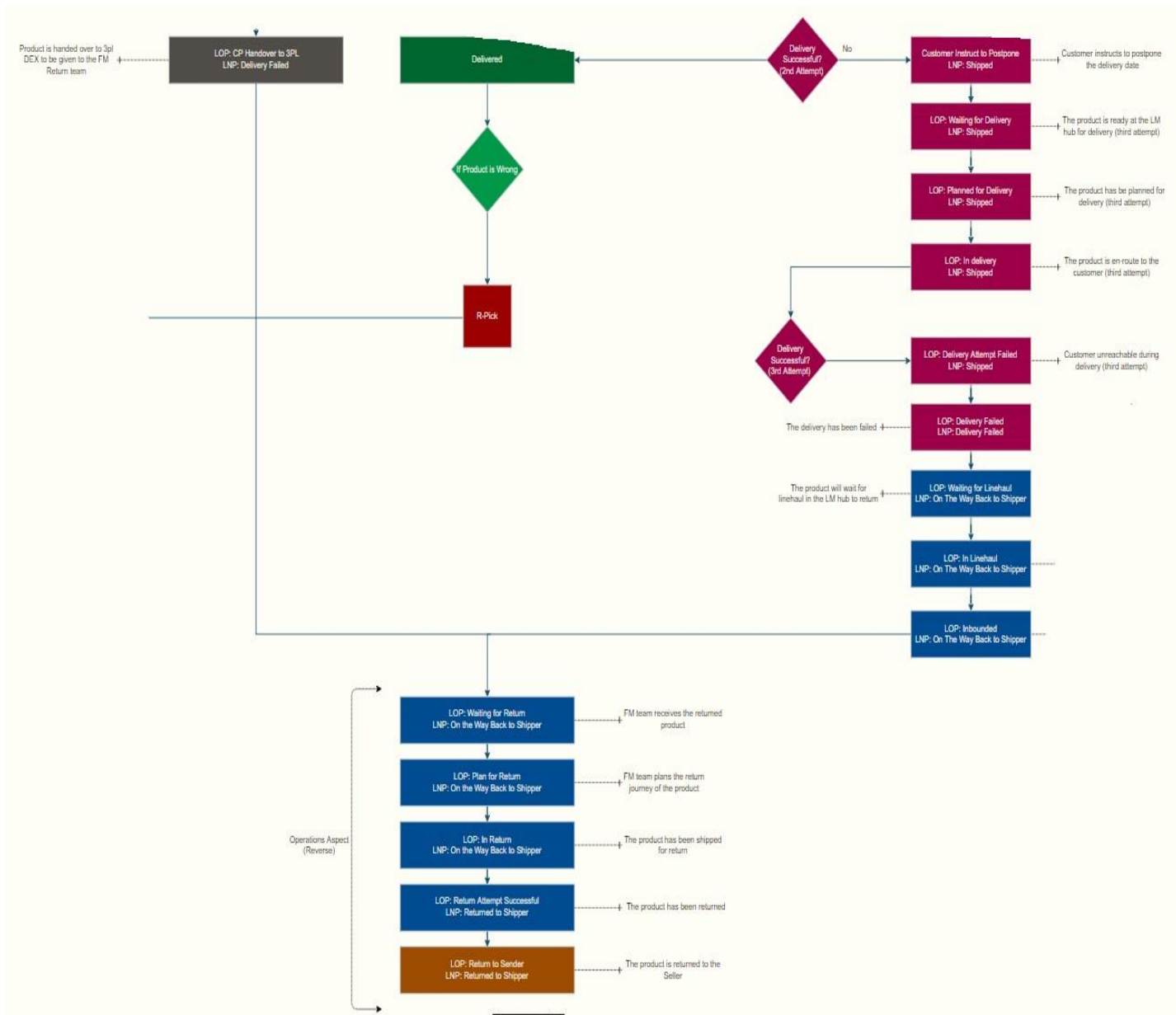


Figure 20: Operation Segment (core)

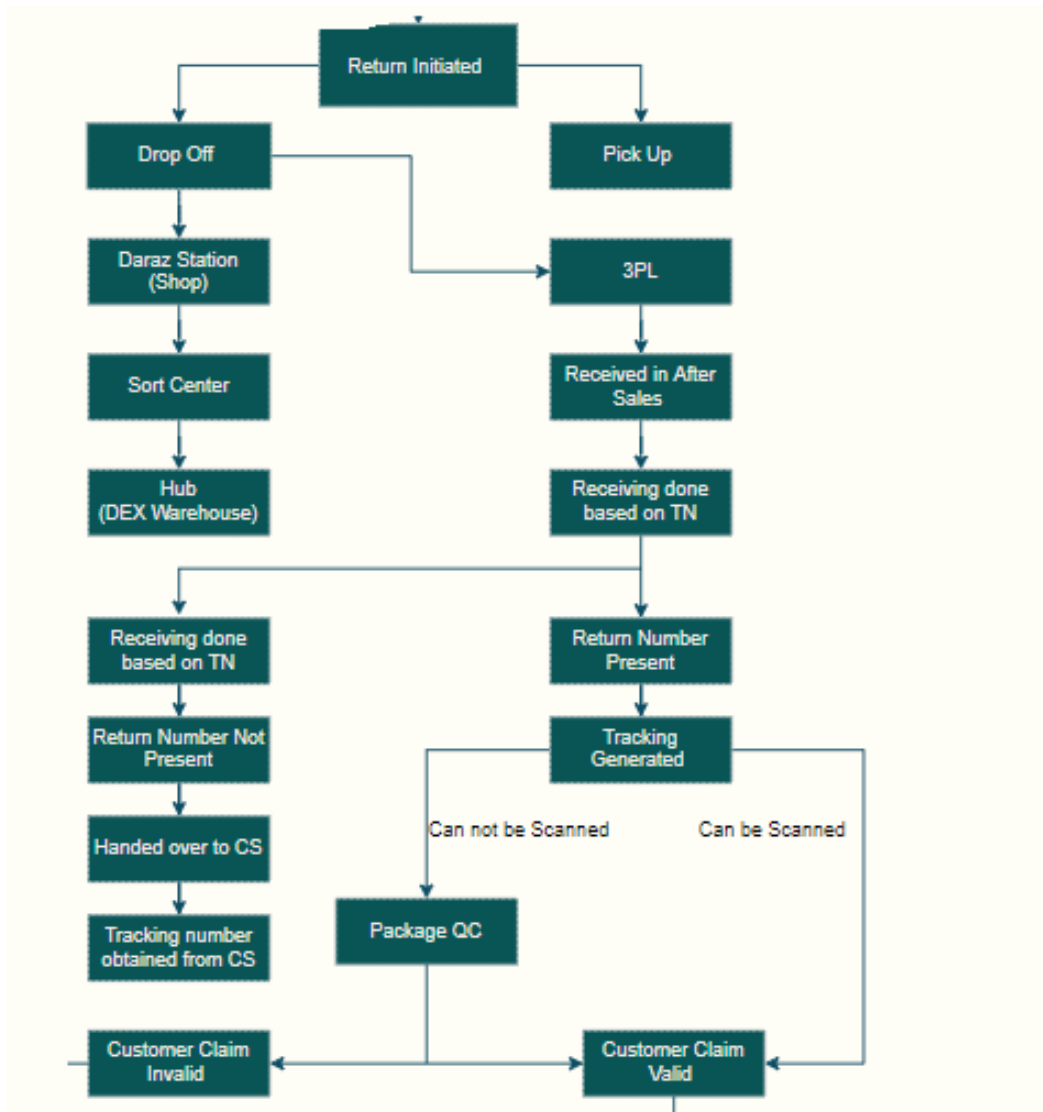


Figure 21:: Return process (core)

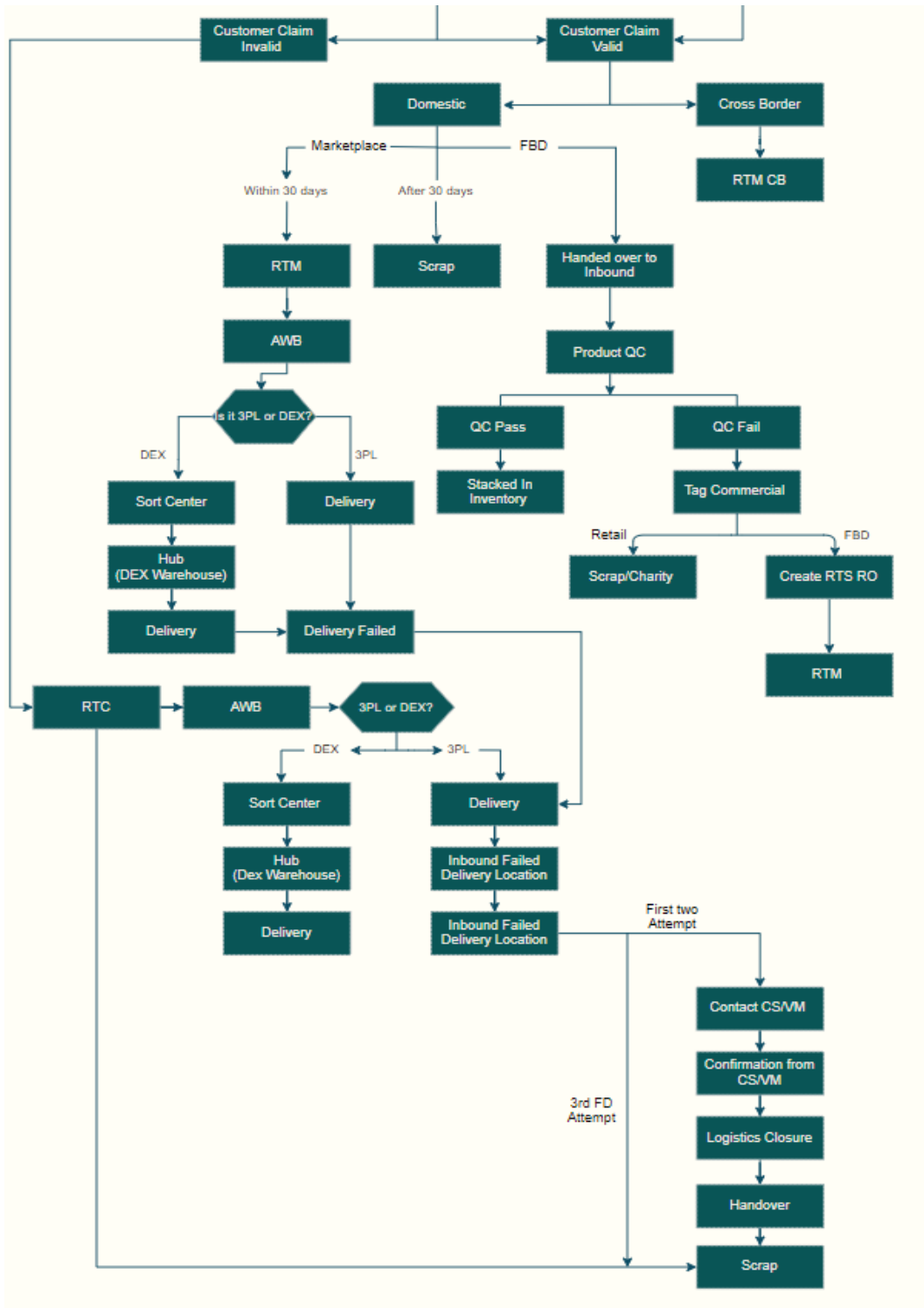


Figure 22: Return process (core)

Simply said, the seller receives instructions from the client to prepare the item in accordance with Daraz Bangladesh's processing rules when the order is placed. Daraz Bangladesh has two sorts of sellers: pick-up or drop-off. A drop-off vendor physically travels to Daraz Bangladesh's closest hub and drops the package there. Whereas a pick-up merchant uses Daraz Bangladesh's transportation operation to send a rider to pick up the processed goods for them. For legal reasons, a vendor is required to film a processing video. Customers' orders are processed through the first stage in the procedure.

After inbounding the order in the hub of Daraz Bangladesh Ltd. They are sent off to the Sort Centre where all the orders gather at the end of the day are sorted according to the place of destination by following the standard operating procedure (SOP). Then the orders are transited to ship (TTS). Here the second step of the order life cycle is completed.

After shipping from the Sort Centre, all the orders reach their dedicated divisions under the Last Mile department (LM). Almost 80% of the logistics activities are performed by Daraz Bangladesh's own delivery system known as Daraz Express (DEX) and the rest is done by the third party logistics (3pl) like Pathao, E-courier, RedEx, Paperfly etc. The logistics team then delivers the order to the doorstep of the customer if the customer's receiving method is home delivery otherwise the customer himself comes to the hub to receive his/her order if he asked for pick-up delivery while placing the order beforehand. Thus, an order is successfully delivered to the customer. And in case of a failed delivery where the customer did not receive the order, the order itself is then sent back to the hub where it was shipped. At this part of the order cycle, the order is counted as successfully delivered and updated as delivered on the system.

In case of a customer return, the order is then picked up or dropped off according to the nature of the delivery chosen by the customer. The package is then marked accordingly on the system and

sent to the QC team also known as Return Team (RT). If it is a failed delivery, the package is directly sent to the Return team and thus a return is being initiated and the final receiver is now the seller.

Returned packages are then sent to the dedicated sort center where they came from and the work is performed by the Return team. The First Mile team (FM) then receives the order in the sort center. From the sort center the order is then picked up or dropped off according to the nature of the delivery provided by the seller i.e., if the seller is a drop off seller, then he will come physically to receive the returned package. And if the seller is a pick-up seller, then a rider will deliver the returned package to the seller's address. Thus, the return cycle is completed.

Now if the seller receives a defected product or a product that was not provided by the seller earlier or the seller didn't get any package returns, then a case is being created by the PSC team and other team and sent to the claims team for investigation. The claim team then comes into the scene and investigates to find the party guilty for such inconvenience and also updates the nature of damage on the system for the records and better understanding of the cases. Co-operating with other teams involved in the delivery cycle like the sorting team, First Mile team, Last Mile team, Vendor Operations team, 3pl team, claim team then comes to a conclusion making the party payable for the reimbursement of the damage or loss.

3.3.5 E-commerce Transaction Scenario and DARAZ Bangladesh's Contribution in E-commerce

Figure 23: E-commerce transaction (Major Cities)

Among all major cities in Bangladesh, Dhaka consistently outperforms the others in terms of purchase and sell on e-commerce trading platforms, accounting for over 72-75 percent of total transaction volume. Citizen with the highest percentage of internet users is the primary reason for this situation, and being the capital city adds to it. Chittagong, dubbed the nation's port city, comes in second position (53-55 percent), followed by Narayanganj and Sylhet. The remaining transactions take place throughout the country's cities and rural areas.

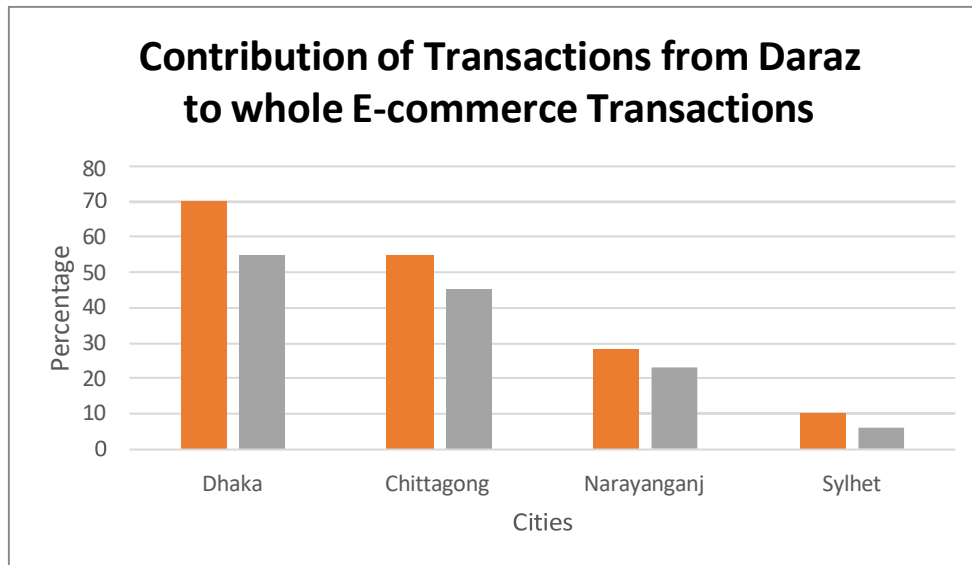


Figure 24: E-commerce transaction vs Transactions from Daraz Bangladesh

The orange bar shows DARAZ Bangladesh's overall transaction volume, while the ash bar represents Daraz Bangladesh's transaction volume. If we look attentively at the chart above, it is evident that Daraz Bangladesh is responsible for 3/4th of all e-commerce transactions in our country. This is all due to Daraz Bangladesh's efficient transport operations department. DARAZ Bangladesh's delivery system has successfully earned the trust of their customers by delivering their products on time and via pick-up. The claims team, as well as the 3pl team, are constantly working to increase vendor satisfaction, which makes it simpler for vendors to conduct business with DARAZ Bangladesh in the long run.

3.4 Conclusion and Summary:

Finally, because there are no other alternatives, we may state that Daraz Bangladesh Ltd. is now experiencing a high volume of sales. Consumers, on the other hand, are likely to change, and when a better option becomes available, their purchases will drop. Many believe it is untrustworthy and unworthy of confidence. There are extremely few and negligible causes for purchasing back from

Daraz Bangladesh. As a result, Daraz Bangladesh has to increase its service offerings and establish a devoted client base. Though Daraz Bangladesh has its own transportation system that facilitates third-party logistics, they must attempt to acquire more logistics in Bangladesh in order to provide a 360-degree delivery system in a shorter amount of time. Thus, if a large corporation, such as Amazon, decides to establish a presence in Bangladesh, Daraz Bangladesh will have a devoted client base and the most effective delivery system. Consumers perceive this business as fast expanding and volatile. Always prepare for the long term and establish a dependable, strong brand image.

3.5 Recommendation

Working at such large moreover multi-national corporations is usually difficult. There are always opportunities to develop new skills and face new problems. During my tenure in Daraz Bangladesh Ltd., I got a wealth of expertise and knowledge. I was able to make some critical observations and will therefore be able to make some critical recommendations.

The company's time management needs to be improved in terms of event and work scheduling. Additionally, the company's operations should use more upgraded technology. The department in which I work is currently understaffed, which, if filled, would enable them to execute operations and make business decisions more efficiently and effectively. Additionally, it would assist them in dividing and appropriately assigning duties to personnel, thereby ensuring productivity and discipline.

Even though Daraz Bangladesh has consistently performed well, there are several areas where it falls short. As an operations department intern, I've seen opportunities for the firm to succeed in a few areas. Perhaps the most critical suggestion is that its operations department adopt quicker

internet access, since this would allow multiple departments' activities to be better integrated. It would make data analysis and complex software operations more efficient for them. Daraz Bangladesh also must strengthen their service offerings and build a strong client base if they want to remain competitive. Daraz Bangladesh's client base would progressively shrink if a large company like Amazon decides to begin operations in Bangladesh as this industry is rapidly expanding and inconsistent, it's always best to plan ahead and create a trustworthy brand image in the minds of the target customers.

Since it Daraz Bangladesh started its movement in Bangladesh, they are improving each second. Regardless, it can wind up being essentially more unmistakable and better than now. While making this report I have been viewed a couple of concerns existing as for made by Transportation Operation Department. Along these lines, I must indicate some proposition which can be material for Transportation Operation Department similarly with respect to various divisions of Daraz Bangladesh Limited. Particularly outside the center district region of Daraz Bangladesh, where there is less supervision, outcast cooperation bunches are required for travel in regions where a few incidents occur. It is necessary for Daraz Bangladesh to increase the size of its fleet in order to provide authentic transportation while also reducing the amount of lost property. To ensure that customers are paid for the difficulty, there should be a comparable agreement and disciplinary structure between untouchables and Daraz Bangladesh in case of a negative circumstance. Moreover, Daraz Bangladesh must employ more workers to support the weight of existing agents and create appropriate methods for workers that make it easier to work. If the concept of the product isn't in line with the value, buyers will get uncertain. Likewise, it is necessary to increase the customer and seller service gathering, as well as provide more scheduled programming, in order to provide consumers with quick and effective assistance.

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