

Report on

# Employee Branding and Employee Engagement at Daraz Bangladesh Ltd

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

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BRAC University  
May, 2022

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**Letter of Transmittal:**

Mr. Jubairul Islam Shaown

Lecturer

BRAC Business School

BRAC University, BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on the topic “Employee Branding and Employee Engagement at Daraz Bangladesh Ltd”

Dear – Sir,

It is an immense honor and privilege for me to present you with my Internship Report on "Employee Branding and Employee Engagement at Daraz Bangladesh Ltd." Following a successful internship at Daraz Bangladesh Limited, I am submitting my internship report as a requirement of the BBA program. Under your guidance, I completed the BUS-400 course and prepared the entire internship report. In this report, I've summarized my three-month internship at Daraz Bangladesh Ltd. I'll focus on the tasks performed in the Human Resource Organizational Development & Talent Management (OD & TM) department, but I'll also include others.

I've tried my hardest to provide enough and sufficient data for the report, and I hope it fits the requirements that was asked. Finally, I expect you to review and assess my internship report by providing me with your valuable suggestions and judgements.

Sincerely yours,

Nurun Nahar Islam Mahim

ID- 17304145

BRAC Business School

BRAC University

May, 2022

**Non-Disclosure Agreement:**

**[This page is for Non-Disclosure Agreement between the company and the student]**

**This agreement is created & signed up by the company and the assigned student**

**(Nurun Nahar Islam Mahim, ID-17304145)**

**At BRAC University.**

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**Declaration:**

The following declaration made states that:

1. The internship report I am presenting was created when I was pursuing a degree at BRAC University.
2. The report does not include anything that has been previously written or authored by any third party, unless it is properly cited with complete and correct referencing.
3. The report does not contain any information that has previously been accepted or presented for a degree or certificate from another university or institution.
4. I have expressed gratitude to all of my main proponents.

Students Full Name & Signature:

Nurun Nahar Islam Mahim

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**Student's Full Name**

ID: 17304145

Supervisor's Full Name & Signature:

Jubairul Islam Shaown

*Jubairul Islam Shaown*

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**Supervisor's Full Name**

Lecturer

BRAC Business School

BRAC University

## **Acknowledgement:**

Working as an intern and submitting my internship report according to the requirements for the Bachelor of Business Administration degree has been a great honor. It would not have been possible without the ongoing support and direction of people who assisted me with my internship and the preparation of this report.

Working as an intern for Daraz Bangladesh Limited has been a life changing experience for me, since it has taught me and helped me develop the skills I never knew I possess. I'd want to thank the organization for assisting me with my internship report by providing me with all necessary data, information, and materials.

To begin with, I want to express my gratitude to Mr. Jubairul Islam Shaown, my respected and valued faculty and internship report supervisor, for his remarkable supervision in providing me with all forms of assistance and responding to any type of enquiry.

Lastly, but definitely not the least, I really would like to express my gratitude to Md. Arif Imran Khan, Head of OD & TM and Enamul Hassan Huzaiifa, Executive of OD & TM at Daraz Bangladesh Ltd, for allowing me to work as an intern under their observation and for supporting me in compiling the essential information for my internship report. I'd also like to show my thankfulness towards my coworkers, who have assisted me throughout their busy schedules by providing me with vital instructions as needed.

## **Executive Summary:**

Over the last few years, the e-commerce sector has become increasingly important for Bangladesh's economy. Bangladesh's e-commerce industry has risen dramatically. Bangladesh now has over 20 e-commerce platforms in existence as of 2021. In terms of scale and market share, Daraz is currently Bangladesh's largest e-commerce company.

This internship report is mostly concentrated on Daraz Bangladesh Limited's employee branding and engagement. Here are some insights into how Daraz maintains employee branding and employee engagement activities to keep their employees motivated throughout their work life. Furthermore, the report details the various HR operations that are now ongoing at Daraz Bangladesh.

Furthermore, the report details the various HR operations that are now ongoing at Daraz Bangladesh. This internship report is structured into three parts, each with sub-chapters that address various areas of the research in accordance with the internship guidelines. The first chapter, named "Overview of Internship," covers information such as my name, student ID, institution name, name of organization with which I interned, roles, responsibilities, and obligations, and much more. It also contains details about my contributions to the organization for which I worked, as well as the benefits I received while working for this organization.

I discussed the organization's overview in the second chapter, which covered subjects such as general management and marketing strategies, operational activities, financial analysis, and SWOT analysis of Daraz. Furthermore, this report will clarify how the OD and TM operations are planned and carried out. In order to complete this section of the report, I used both primary and secondary sources. The vast majority of the information came from my regular perceptions and interactions with my colleagues and others. Additional information

was gleaned from the company's employee handbook, website, social media platforms, and other relevant materials.

According to the internship program's requirements, the last chapter dives into the components of employee branding and employee engagement events such as the Pohela Falgun program, Women's Day Program, and Mother's Day Program. Furthermore, discusses in depth the trainings that Daraz Bangladesh has been undertaken and will conduct, as well as various conclusions and analyses of this organization. Aside from the findings, I've included some key outcomes that this study is projected to produce. Basically, this chapter will summarize my overall experience at working for Daraz.

Finally, my study concludes with recommendations that will provide insights into how employee branding and engagement can be elevated to new heights, as well as references to the materials I used to complete my analysis.

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# CHAPTER: 1

## Overview of the Internship

## **Chapter 1: Overview of the Internship**

### **1.1 Student Information:**

My name is Nurun Nahar Islam Mahim. I am currently pursuing my under-graduation from BRAC University under the program of BRAC Business School (BBS). My student ID is 17304145. I enrolled at BRAC University in the summer semester of the year 2017. I am majoring in Human Resources Management while minoring in Marketing.

### **1.2 Internship Information:**

#### **1.2.1 Period, Company, Department and Address:**

**Period of the Internship:** The period of my Internship is for 3 months (90 days). It began on 23rd January, 2022 and is expected to complete by 21st April, 2022. However, my internship tenure was later extended till 15<sup>th</sup> June, 2022.

**Company name:** Daraz Bangladesh Limited provided me with the opportunity to complete my internship. I feel Daraz is an excellent place for an internship program since it has allowed me to grow and develop as a person both personally and professionally.

**Department:** The department in which I have secured my internship is in the Human Resource department at Daraz Bangladesh Ltd. Since, I have majored in HRM, it is the most suitable field for me to work in. Subsequently, I believe that I am being able to put forward my theoretical knowledge into my practical work and also, learning new ways every day to excel in the field of Organizational Development & Talent Management which is a function of the Human Resource Department.

**Address:** My office is at the Daraz Head Quarter. It is situated at the peak of Banani, Dhaka. The detailed address is stated Daraz HQ, Asfia Tower, 11th floor, House-76, Road-11, Banani, and Dhaka-1213.

### **1.2.2 Internship Company Supervisors: Name, Position:**

Name: Md. Arif Imran Khan

Designation: Head of OD & TM

Department: Human Resources

### **1.2.3 Job Scope & Job Responsibilities:**

I started my Internship at Daraz Bangladesh Ltd and was appointed in the HR, Organizational Development and Talent Management (OD & TM) department. With a tenure of four and a half months. During this time, I was provided with different tasks and responsibilities in order to enhance my skills and knowledge on my specific departmental function. Furthermore, I was also given the opportunity to work with other departmental functions as well, for instance, HR Operations and Talent Acquisition. Moreover, I also learnt about new projects in my field as well as other sub departments, the importance of each of these tasks, and the possible backup plans in the event of problems that arose.

The job responsibilities that I was allotted to carry out is stated below:

- Coordinated in arranging training sessions, Awareness sessions webinars as well as offline workshops for the employees and much more
- Assisted with the periodic Induction training twice every month to onboard new employees of the organization
- Took the budget approval from the beginning of an event or training and end it with the bill settlement of the vendors, submit the overall bill to the finance department

- Assisted the head of OD & TM both in internal and external branding
- Managing all the employee engagement activities (gifts, games, food distribution) for approximately more than 8500 employees of Daraz across Bangladesh
- Decorating all the Daraz offices premises in Bangladesh such as the ISD and OSD ventures using materials that correspond to the campaign/festival concept
- Coordinate with the design team to prepare designs for X Banners, employee testimonials and a lot more when the time of the events arrives.
- Aid in managing the operations of the social media pages for instance LinkedIn and Facebook which goes by the name of Daraz Corporate.

### **1.3 Internship Outcome:**

#### **1.3.1 Contributions toward the Company:**

Working as an intern in Daraz's OD & TM function of the HR department was a fantastic experience for me. I believe that my contribution towards Daraz has helped me grow on a professional level. I have contributed on many events which was organized by the OD & TM function of the Human Resource department. Even if, I was an intern at Daraz, I believe that I was given Tasks and projects which was challenging but even so, my line manager believed in me and gave me opportunities to showcase my capabilities.

At Daraz employees are given utmost respect, which often leads employee happily doing much more than what their regular job description projects, not out of fear but out of love and well-being of the organization. There were many contributions I made during my internship tenure. Some are listed down below:

- Aided in giving the trainees an opportunity to learn something new and takeaway insights which they will remember to broaden their horizon. Meanwhile, also learning something new every day myself.
- Contributed to Daraz by organizing events so that the employees feel more engaged towards the company
- Made budget sheets for taking approval of any financial related events or decisions that took place from the Chief Human Resources Officer Md. Riyad Hossain and our Managing Director Syed Mostahidal Hoq.
- Assisted in making various different policies which was formulated to provide the best for the employees of Daraz Bangladesh.
- Coordinating Campaigns for the employees of Daraz Bangladesh. For instance, dental campaign with PromiDent dental care and beautification campaign with collaboration with Bio-Xin.

Moreover, I have contributed to Daraz, bits and pieces of my entire four years of academic experience learned at Brac University. Even if my contribution towards my organization is less, I believe that through such contributions Daraz has shaped me up professionally for my future endeavors.



*Figure 1 Employees celebrating Pohela Falgun 2022*



*Figure 2. International Women's Day 2022*



*Figure 3. Training on "Emotional Intelligence & Stress Management" at Six Seasons Hotel*

### **1.3.2 Benefits to the student:**

This internship has undoubtedly improved my skills and given me more confidence and self-assurance. This had a range of effects on me and resulted in significant life improvements. As an intern at Daraz Bangladesh, I gained valuable experience that would be invaluable in my future career in the corporate world. At Daraz, I learned technical skills, people management skills, and personal development. As an intern, I have been greatly benefited from directly participating in numerous Human Resource department responsibilities and tasks.

Working for the Organizational Development and Talent management has allowed me to understand how corporations arrange various different training programs, Awareness sessions, and workshops for all the employees of the organization, the costs involved and incurred while conducting the training session. As training is one of the most crucial parts of the OD function, being present during these training sessions have also helped me in gaining knowledge on such topics. Furthermore, I have acquired the knowledge of budget approval for an event to the final bill settlement when the event comes to an end. These will help me in the long run when I have to organize such events, training sessions, awareness sessions and more.

Moreover, working at Daraz has provided me with the advantage of proficiently learning and using MS Excel, MS Word, MS Word and MS Teams. Other than Microsoft office, I had the opportunity to work with Ding Talk, Alimail, Alilang, and Team File which are Alibaba's own software. This has helped me to become technically sound.



### **1.3.3 Difficulties/ problems faced during internship tenure:**

- Since I had never worked before my internship, in the very beginning I had trouble interacting with my colleagues and understanding how the corporate culture is at Daraz. However, each and every colleague of mine has been very supportive and helped me cope up with the company culture of my organization.
  
- My internship was scheduled throughout Ramadan. For a month, the office hour, which was previously nine hours long, was shortened to five hours. It was quite difficult for me to compress nine hours of work into five hours. This was stressful to ensure that all of the necessary tasks and duties were performed within this time frame.
  
- The Human Resource function's OD & TM organizes activities for all Daraz employees in Bangladesh. We rely on third-party contractors to assist us with printing and setting up decorative items in our office. Since the vendors did not always arrive on their allocated time, the events sometimes started later than intended. Which was problematic as we couldn't finish the program on time.
  
- During undergraduate program, our assignments and presentations mostly done using Microsoft Word and PowerPoint however, during my internship I got to be aware of the fact that Microsoft Excel is the most commonly used software. I had to understand different functions of Microsoft excel such as Vlookups, Conditioning, making use of different formulas while compiling or assembling different documents. In many cases, I had to watch various videos in order to learn extensively how the functions of MS Excel works.

# CHAPTER: 2

## Organization Part

## **Chapter Two: Organization Part**

### **2.1 Introduction:**

This chapter will represent the analysis and the evaluation of my company's operations. In addition, based on the information I have acquired and that has been provided to me, the company's marketing, management and financial practices will be discussed to the vast extent possible.

Daraz Bangladesh headquarter is where maximum of the organization's departments operates. The departments are HR department, Commercial department, and Marketing department, there are also corporate affairs and many more. Most of the major and important departments are functioned from the headquarters of Daraz Bangladesh Ltd. Along with this Daraz has its operations all over the country. There are 116 Hubs and Packing stations (PS) in total both in Dhaka as well as other parts of Bangladesh. We have almost 36 Hubs and Packaging Stations inside Dhaka and over 82 outside Dhaka. However, in terms of operations the most prominent locations are Daraz Headquarters, Tejgaon sort center and Dhanmondi Customer and Seller support.

In addition to all of these, I will analyze Daraz's SWOT analysis, elaborately discussing their strengths, weaknesses, opportunities and threats. Moreover, I will be also pointing out the porter's five forces theory, the marketing mix like the 7p's and also the financial activities of my organization and also my department

### **2.2 Background of the Company:**

Daraz began its operations in 2012 in Pakistan. The name Daraz is derived from an Urdu term which refers to the entire E-Commerce platform as a "Drawer". It officially started its venture in Bangladesh from the year of 2015. Daraz was considered to be the 4th E-Commerce platform in Bangladesh alongside its competitors such as OLX, Ekhanei.com,

and Click BD. The People of Bangladesh back then were just getting used to the online retailing platforms. Therefore, gaining popularity in a very initial stage of the venture. Now Daraz is considered as the leading E-commerce platform in the markets of Bangladesh. Apart from Bangladesh and Pakistan, Daraz is active and operates in countries like Sri Lanka, Myanmar and Nepal.

In the year 2018 Daraz was acquired by the globally renowned Chinese E-Commerce giant Alibaba group. Since the acquisition took place, Daraz has undergone some prominent changes throughout different countries they operate in.

Daraz became Bangladesh's biggest e-commerce platform by user base as well as market share in 2021. Daraz's primary markets include over 450 million people in Bangladesh, Sri Lanka, Nepal, Pakistan, and Myanmar, with young people accounting for more than half of its user base.



*Figure 4. Areas covered by Daraz*

Considering Bangladesh has such a large population, the firm has a lot of room to develop by delivering an online purchasing experience. The number of internet users in the nation has been quickly increasing over the previous decade, and there are now over 12 crore people in the country who are actively using the internet, with a large chunk of them accessing different online services through various digital means. The e-commerce business is now one of the most expanding industries. As per an article in The Daily Star, since Bangladesh

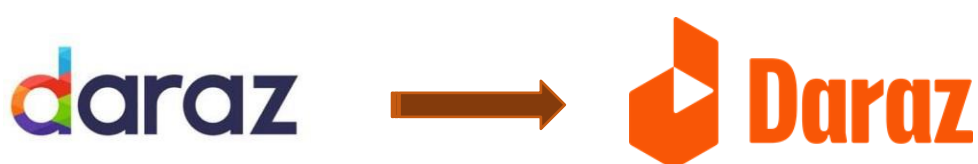
Bank allowed online transactions in 2009, the number of products and services associated to internet platforms has increased dramatically. The usage of numerous social media platforms, in particular, has had a significant impact on the growth of e-commerce business.

### **2.2.1 Rebranding of Daraz:**

One of the most significant changes occurred during the rebranding at the end of 2021. The new look of Daraz still signifies their primordial values but with a new approach in order to provide more enhanced shopping experience for their customers (Markedium, 2022). Through inspiring communities, Daraz hopes to bring a new viewpoint to everyday life.

According to Mr. Tajdin Hasan, Chief Marketing officer, Daraz Bangladesh, “We envision virtual shopping for products that meet our needs, wishes, or expectations when we think about e-commerce platforms. We all embark on a journey when we start scrolling through websites in quest of the products we want. Daraz's new logo is similar, with its brightest orange so it ensures a one-of-a-kind and exhilarating shopping experience! It refers to a new e-commerce era, bringing hope with it. Human minds are built in such a way that they can reinforce the emotional-color relationship regardless of the object. Color is also significant in rebranding for this reason. With its new logo and upgraded customer experience, Daraz is communicating a stronger message that aligns with customers' evolving needs and desires. Above all, this makes use of Daraz's already established brand recognition.”

The new logo, which portrays a parcel and depicts how the e-commerce platform physically connects SMEs with the purchasers, is a huge step forward. The icon's central arrow emphasizes the focus on progress and speed, but it also resembles a "play button," indicating Daraz's continuous innovation to provide customers with a more dynamic shopping experience.



## 2.2.2 The Mission & Vision of Daraz:



Figure 5. The Mission, Vision & Objectives of Daraz

### **Mission:**

The Mission of Daraz as stated in their website is “To make it easy to do business anywhere in the era of digital economy”

### **Vision:**

The Vision in which Daraz strives for is “To be a champion of South Asia serving 100 million by 2030” The vision of Daraz clearly states what they want from their business. They are already heading to success since Daraz has reached its vision to be the “Champion of South Asia.” Daraz is considered to be the largest E-commerce platform in the South Asian region working with 5 ventures in different countries like Bangladesh, Pakistan, Nepal, Myanmar and Sri Lanka.

### 2.2.3 Core Values:

Daraz Bangladesh bases all of its business decisions and activities on four of its core values. These ideals have been implemented throughout all of their business units while delivering goods and services to its consumers. Their prime values are

**Make it personal:** which implies that Daraz wants to connect to its employees on a personal level. They want all the customers to trust Daraz while shopping through digital platform. Since, Daraz knows how hard it is to trust E-Commerce sellers but Daraz aims to create a business that will be trustworthy to all.

**Continuously innovate:** Daraz believes in constant innovation of their products and services. It regularly updates its website so that customer find all the new and hyped products right when the open the site. It also wants to provide better, faster and smarter ways to be innovative so that they can find greater ways to attract their customers.

**Deliver on our promises:** Daraz always keeps the promises made to its customers. The promise maybe in terms of lower price, fast delivery or a wider product range, Daraz has everything covered to give their customers an exceptional shopping experience. For instance, If Daraz has given a word to deliver the product in a speedy manner, they will go out of their way to deliver them.

**Generosity of spirit:** Daraz always try to positively influence other and give back to the society as much as possible. Daraz does not only think about doing business and increase their profit margin, rather Daraz is customer orientated and want what is the best for them. Daraz wants to sustain in the industry for a really long time and keep on providing its customers with good quality products but at an affordable price.

# Our Values

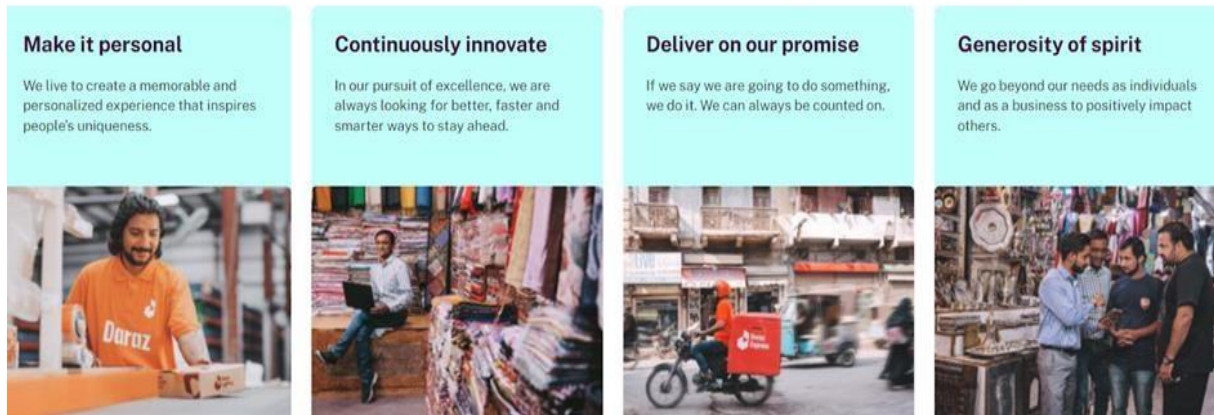


Figure 6. The Core Values of Daraz

## 2.2.4 Objective:

The primary goal for this report is to understand and get better insights of how Daraz Bangladesh Limited and its numerous business operations run in the organization. This report focuses on providing details concerning major operations, activities, policies and legislation and also organizational practices in departments such as Human Resource management, marketing, finance and administrative procedures, among others. Moreover, analyzing how employee engagement and employee branding benefits Daraz in terms of employee satisfaction, motivation as well as employee retention. Simultaneously, another important goal is to use SWOT analysis in conjunction with Porter's five forces theory to assess the organization's strengths, weaknesses, opportunities, and threats.



## 2.2.5 Company Organogram:

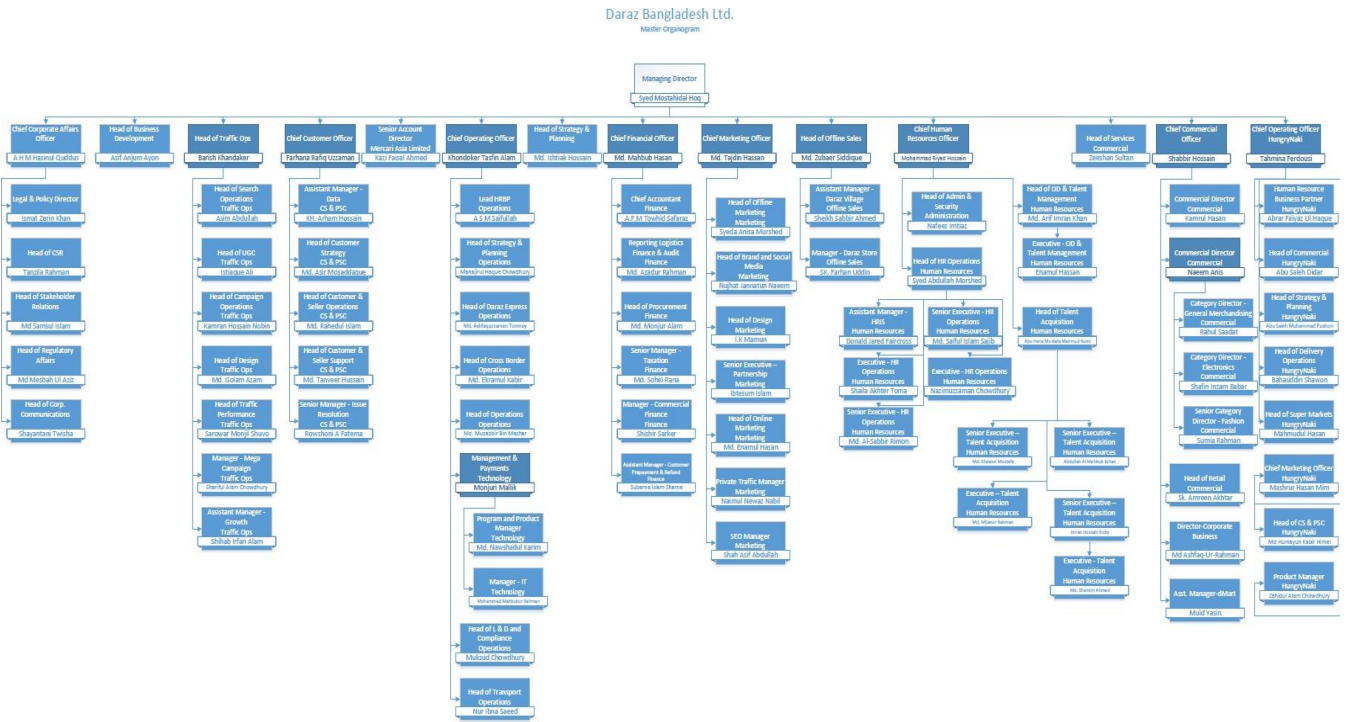


Figure 7. The company organogram of Daraz Bangladesh

## 2.2.6 HR Departmental Organogram:

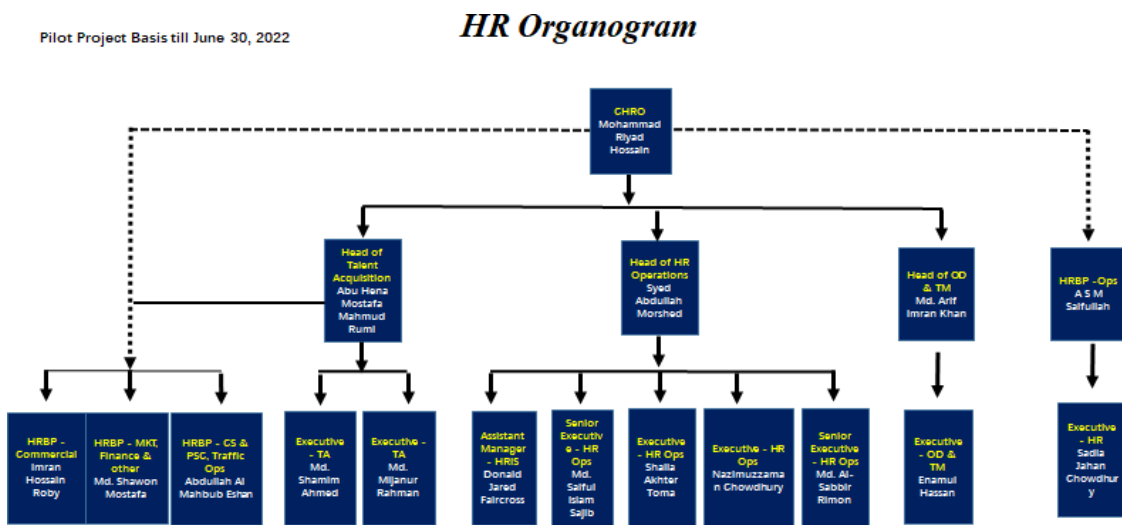


Figure 8. HR Departmental Organogram of Daraz Bangladesh

### 2.2.7 Organizational Divisions of Daraz:

Each company department is significant and vary according to the size and type of the work. The divisions are attempting to be competitive from their perspective in their approaches. In order to better achieve the organizational objectives and goals departments are staffed with a diversity of skilled employees. Considering Daraz is a global e-commerce company, each department's activities are planned and carried out in accordance with the pattern established by Alibaba Headquarters. The following are the important departments of Daraz:

Finance Department	Information Technology Department
Human Resource Department	Accounts Department
Marketing Department	Administration Department
Commercial Department	Graphic Design Department
Onsite and Content Management Department	Customer Services Department
Corporate affairs	Sales Management Department
Issue and Resolution Department	Department of Public Relation
Operations Department	Department of Category Management

### **2.2.8 Organizational Culture:**

Daraz's organizational or workplace culture is very dynamic, active, employee-friendly, and well-integrated. The majority of the workforce is youthful and brimming with enthusiasm. Daraz gives each employee a sense of ownership over their work, which motivates them to work more and produce more. The organizational culture is both empowering and engaging. People in the same department share a space and a desk, making all forms of communication simple and clear. People discuss their troubles and experiences with one another while at work, which helps them overcome problems by offering a greater deal of understanding between them. One of the best things that I believe is that at Daraz Bangladesh, the people will make you feel at home. I was not treated as an intern rather like a valuable employee of this Organization.

Employee engagement programs are held throughout the year at various campaigns and events, for example this year Daraz organized Pohela Falgun' 2022, International Women's day 2022 and Mother's Day as well. All these events help to make employees feel like they are a part of the organization. It also allows the employees to have a sense of refreshment in between their work. These engagement activities uplift employee morale and further motivate the employees to increase their productivity. The employees also participate in different mystery box challenges, fun games, and photo contests to win vouchers and prizes, among other things. In addition to that, customers and sellers are the most important stakeholders for Daraz, as they are the ones that keep the firm functioning from both ends. Daraz recognizes that its most valuable asset is its people, and it strives to serve their best interests. Daraz ensures that its clients and sellers are completely satisfied while conducting business and using its numerous services.

### **2.2.9 Strategic Business Units/ Subsidiaries:**

Apart from operating in the five countries in South Asia, Daraz Bangladesh currently has two strategic business units or subsidiaries. Hungry Naki and Mercari Asia Limited are a

part of Daraz's company operations. Even though they are a part of Daraz, they each have their own separate entities and serve different purposes.

**Hungry Naki:** HungryNaki is Bangladesh's first online food delivery company, which launched its operations in 2013. Hungry Naki has grown its operations to 17 major cities in Bangladesh since 2013. More than 6000 restaurants have joined Hungry Naki, with over 400,000 items added to their menus to provide their consumers with the finest meal experience possible right at their doorstep. Furthermore, Hungry Naki refers to their delivery personnel as "Delivery Tigers," referring to the approximately 4000 tigers who bring food to the company's clients. Hungry Naki operates a "HN Dokaan" that delivers grocery products and medicine to its customers in addition to its meal delivery services.



*Figure 9. Hungry Naki - Subsidiary of Daraz Bangladesh*

**Mercari Asia Limited:** Mercari Asia Limited is another Daraz subsidiary that works independently as a marketing consultant firm that serves a variety of other businesses including companies such as Bangladesh Youth Leadership Center (BYLC), Sanofi, UNICEF, Dell and much more. Mercari was established in the year of 2019 as an expansion project of Daraz Bangladesh.



*Figure 10. Mercari Asia Limited - Subsidiary of Daraz Bangladesh*

## **2.3 Management Practices:**

### **2.3.1 Overview of Human Resources Activities:**

The Human Resources Department is responsible for monitoring the entire organization's employees as well as its operations. Daraz Bangladesh Limited is a dynamic and a successful company. This department is in charge of the entire organization's workforce in Bangladesh. It ensures that all of Daraz's activities are running smoothly. The HR department is in charge of people management and the retention of its employees as much as possible. HR's responsibilities as the company's strategic ally includes not only administrative tasks, but also effectively working in the best interests of the company's employees. The general manager communicates with the human resources department and addresses any concerns that require higher-level involvement. The prime responsibilities of the deputy manager is to assist the general manager with human resource issues and the problems that arises. Employer branding, organizational development, talent acquisition, and HR operations are all part of the HR department's key sub functions. Each one is administered independently, with its own department heads and staff reporting to them.

### **2.3.2 Trainings:**

Every employee must be developed to their full potential in order to be competitive on this day. Training is a procedure that keeps individual employees up to date on the newest trends, methodologies, and latest innovations. As a result, people who have been trained will be able to support the business with new ideas and increased productivity.

Daraz Bangladesh offers eligible applicants fully funded training programs to help them reach their full potential. The majority of training programs are entirely funded by the organization, and worthy individuals can take advantage of them. Training programs are available for many departments and levels of staff across the board. There has been a couple of training which took place in the Year 2022, some of the prominent training were ‘The Art of Storytelling’, Unconscious Bias and frequent training on the HR activities and operations.

### **2.3.3 Policies and Regulations:**

Daraz Bangladesh continuously keeps on developing new policies to ensure that the organization is running rhythmically. Crafting policies enables an organization and its employees a better understanding on where the company sees itself heading. Daraz has recently launched a new Anti-Harassment policy which promises that there will not be any tolerance of any sexual or verbal harassment for both male and female employees, Their the new Insurance and provident fund Policy which provides the full time employees with Insurance and provident fund which ensures that their health related problems or accidents are being covered by the insurance company and flexible hours.

### **2.3.4 Employee Engagement & Employee Branding:**

The OD & TM sub function of the Human Resource department which is responsible for employee engagement and employee branding for the organization. This year the OD & TM organized events for the whole of Daraz. One of the most successful events was the Pohela Falgun 2022 for all over Bangladesh, International Women’s Day as well as Mother’s Day

was well celebrated throughout the HQ, Sort and CS center as well as different parts of Dhaka and outside Dhaka.

They are also responsible for Women of Daraz which 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.

OD & TM also arranges sports competitions such as cricket and football 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.

Moreover, at Daraz Bangladesh, health and safety of the employees are one of the top priorities. So, as part of employee engagement program there are regular health awareness sessions both online and offline mediums as well. For the year of 2022, Daraz organized webinars on “Awareness on Breast cancer”, “The effect of Osteoporosis” as well as “Fatty liver, liver” each from different hospitals like Evercare, United hospital and Praava health.

### **2.3.5 Recruitment & Selection Process:**

Daraz Bangladesh Limited's recruitment and selection process is thorough, dynamic, and well-organized. The company prioritizes employing people that are not just a good fit for the company's aims and objectives, but also have the potential to flourish in their current position. Daraz believes that men and women should have equal opportunities in the workplace.

Daraz's recruiting process is always being upgraded in order to improve its ability to hire talented and efficient employees who are suitable for a certain position while adhering to the company's requirements and standards. Various academics have demonstrated over the last

few decades that the recruitment process is critical in identifying the top applicants for a particular post. As a result, Daraz Bangladesh places a high value on the quality of the recruitment and selection process.

### **2.3.6 Compensation & Benefits:**

Compensation and benefits are the most important aspects of any firm, and they are often the deciding factor in whether people join, stay, or leave. If an organization's remuneration and benefits aren't up to par with industry standards, it's unlikely that high-performing and qualified applicants will be interested in working there. However, if a company offers competitive and industry-standard pay and benefits, it will be more likely to recruit and retain high-performing employees.

Daraz, as a well-known multinational corporation, provides industry-standard compensation and benefits, as well as a world-class working environment. Apart from all other benefits such as maternity leave, flexibility hours, Festival bonuses, Mobile Allowance, Insurance. The income range is slightly above the industry average in several aspects.

The human resources department permits 14 sick days and a maximum of three days off for other reasons, as well as 20 vacation days and other paid time off every year. The first week of the month is a busy time for the human resources department, since payroll must be handled for the employees. They must guarantee that all payroll information is correct, as well as that all employees' assignments are correct. Employee benefits and incentives as mentioned above are also handled by the HR department.



### 2.3.7 Performance appraisal system:

In their business processes, Daraz Bangladesh uses a 360-degree assessment system. They also promote self-evaluation, in which workers provide and obtain feedback on their own performance and behavior in order to learn and evolve. To support the self-evaluation practice, Daraz conducts evaluations among the line managers of each department on a scale of one to ten. The score of 10 symbolizes that the performance of the employee was exceptionally well. The employee is then rated based on his/her performance, attendance and other factors which affect the employees overall score.

### 2.3.8 Corporate Social Responsibility (CSR):

Daraz is well-known among government and non-government organizations for its industry-leading corporate social responsibility activities, which have had a long-term impact. Daraz Bangladesh's three prestigious CSR initiatives are:

1. **Ektu Ushnota:** Daraz empathizes with individuals who are in need of basic essentials. As a result, Daraz Bangladesh employees stepped up to contribute and offer winter essentials to those who are in need in various parts of the nation. This activity is initiative of our Amar Daraz program.



*Figure 11. Winter Essentials Distribution*

2. **Alok School:** Amar Daraz has begun extracurricular activities for Alok School, which provide a learning disorders program. The Amar Daraz team created Alok Story-time with the goal of improving children's dyslexia and memorization capacity. Daraz employees interact directly with the children during these sessions, encouraging them to read and develop their imaginations.



*Figure 12. Alok School for the children with Dyslexia*

3. **Sneher Eid Upohar:** In partnership with Dhaka North City Corporation, Daraz Cares, a social concern of Daraz Bangladesh, hosted an event called "Sneher Eid Upohar" for EidT-UI-Fitr 2022. This event was created to provide new garments to 14,000 underprivileged children who would otherwise be unable to participate in Eid celebrations. Atiqul Islam, the mayor of the DNCC, and high-ranking Daraz officials presented new garments to youngsters aged 2 to 9. It was a wonderful occasion to spread Eid delight with the children who had gathered from various parts of Dhaka.



*Figure 13. "Sneher Eid Upohar" for underprivileged children*

## **2.4 Marketing Practices:**

### **2.4.1 Marketing Strategies:**

Daraz Bangladesh, being the top-notch e-commerce platform, has its own marketing tactics in place to remain competitive and acquire a high market share over time. In this part, I will use the 7Ps to discuss Daraz's marketing techniques.



*Figure 14. The 7p's of Marketing*

1. **Price:** Whenever it comes to price, it is one of the most important variables in determining a company's success and long-term viability. If we look at the current development in Bangladesh's e-commerce business, we can witness the emergence of new e-commerce platforms with questionable and exaggerated pricing that many buyers fell for. Within a year or so, one of the country's biggest e-commerce scandals revealed what their true business goal was. Many of them fled with hundreds of millions of takas in consumer money, and many individuals lost everything.

Daraz Bangladesh, on the other hand, has never engaged in dishonest business tactics such as making unrealistic proposals. Rather, it concentrated on providing customers with the finest e-commerce experience possible, as well as with the most relevant and competitive price. Additionally, it gives discount offers that are both reasonable and provide clients with some incentives throughout different campaigns throughout the year. As a result, Daraz has risen to the top of the e-commerce industry, with the largest market share and best customer satisfaction. It has become the most adored e-commerce brand not only across Bangladesh but also in different countries in South Asia as well.

2. **Place:** Daraz offers clients a virtual shopping experience, but it also maintains offices and distribution hubs across Bangladesh's 64 districts to guarantee a flawless service. It has over 36 massive delivery hubs and packing stations in Dhaka alone, as well as over 10 office branches. Daraz operates not just in Dhaka but also outside of the city. There are over 80 hubs scattered throughout the nation. Daraz now employs over 10,000 people in different positions, both contractual and full-time, to give the best possible e-commerce service to clients.
3. **Process:** Despite the fact that online purchase measurements vary from physical purchase measures, this is significantly more helpful and requires far less time. To

keep the cycle running, they utilize a number of programs, including vendor focus, CRM, distribution center module, and delivery module, all of which I will discuss below:

- **Center for Sellers:** This tool supports merchants in maintaining both cost items by communicating with a Daraz person of Contact (POC). It also gives essential data to Daraz's business development and negotiating section in order to support agreements, monitor stock, and manage stock.
  - **CRM:** By allowing retailers to speak with a Daraz contact person, this technology assists them in keeping track of both the pricing and the weight of an item. As a result, Daraz's business improvement and negotiating section gets access to critical information for creating agreements and inventory control.
  - **The warehouse module:** With the board framework in place, obtaining goods, commodities, inventories, and delivery measures is much simpler with a distribution center.
  - **The Delivery Module:** The Delivery Module allows outsiders to monitor items being delivered to the organization and gives them the status of the transportation from the company's warehouse to the door of the customer who has ordered the product.
4. **Product:** Daraz is a digital platform that offers millions of clients' e-commerce services and allows them to buy a variety of items. Daraz markets its platform using a variety of methods, including the app store, website, television commercials, and Google AdSense and much more. Daraz has a massive range of products that they offer to its customers. The website is designed in a way which enables customers to easily search for the products they need. In addition, there are different coupons, discounts and a lot more which are easily accessible when shopping from Daraz's website.

The usage of online platforms or services has skyrocketed, and most individuals are now used to or has knowledge about online purchasing. As a result, Daraz uses a variety of online platforms to promote its services, such as YouTube, Facebook, TV commercials, and online affiliate marketing, and so on. It has had a lot of success utilizing these platforms to promote and sell its services and to let others know about it.

5. **People:** There are around 9000 representatives in total working for Daraz. They are constantly expanding the scope of their work. While they have their own transportation system, DEX (Daraz Express), they depend on outside help to distribute items outside of Dhaka. To guarantee that your products reach on time and in great condition, we collaborate with eleven third-party delivery providers such as Paper fly and Redex. They have created five local center points outside of Dhaka city, namely Chittagong, Mymensingh, Sylhet, Khulna, and Rajshahi.
6. **Physical Evidence:** A virtual shop is used to handle customer purchases. Daraz has recently introduced a new range called "Yume." Whatever the case, the site offers a wide range of brands, including Samsung, Xiaomi, Huawei, Apex, Bata, Yellow, and others. Daraz also boasts Daraz Express and Daraz Mall, both of which provide a diverse choice of products for its clients to enjoy.
7. **Promotion:** Daraz's growth is partly unconnected, but largely based on online, using their Facebook page, Instagram, and email marketing. Daraz has created a website that is both easy and user-friendly, as well as broadly accessible to a large number of clients. They participate in a variety of activities in order to develop strong customer relationships. Various pieces on them have appeared in newspapers throughout the years. They also have a strategy for selling to persons in which experts get commissions for the portion of the solicitation that they put via their record in order to

assist customers. Whatever the case may be, the number of unique exercises on their Facebook page has suddenly increased dramatically.

Daraz has also teamed with a number of other businesses. Daraz recently sponsored the Cricket World Cup. Furthermore, Daraz Bangladesh maintains its marketing by signing MoUs with other firms so that their employees can use up to 75% discounts as well as other benefits with those companies they have signed alliances with.

## **2.5 Financial Performance and Accounting Practices of Daraz Bangladesh Ltd:**

Daraz's financial operations are highly dependent on the finance and accounting department. The department operates at headquarters, where it fulfils and executes its responsibilities. The department looks after and are responsible of all accounting and financial transactions. Daraz being a private limited firm does not prefer sharing its financial accounts or the specific responsibilities performed by the department. With the facts accessible to me, I tried to explain the process as best I could.

**2.5.1 Chief Finance Officer:** Md. Mahbub Hasan has been the Chief Finance Officer of Daraz Bangladesh Ltd since 2019 and has shown to be a valuable asset to the company. He is in charge of the company's financial issues that occurs on a daily basis. He's also in responsible of generating annual budgets, which are then communicated throughout the company for an entire fiscal year. Any financial activities or decisions are only carried out or implemented after receiving the CFO's approval and recommendations. The CFO must also discuss critical financial issues with the global CFO that affect the company not only in Bangladesh but globally as well. He also devises long-term profitability measures for the organization, such as how to generate more revenue while spending less amount of money. The CFO meticulously records and documents all monetary operations, and they are only carried out once he has given his approval. This ensures that proper transparency is maintained.

**2.5.2 The Accounts Team:** Daraz Bangladesh's accounts department has the responsibility of all financial transactions and activities. They must keep detailed accounting records for all of their business's transactions, be it a small amount or large. Accounting department employees are responsible with keeping track of and documenting the company's finances. They must maintain constant connection with the Commercial, Operations, and Management departments to keep these accounts in a good form. Preparation of financial reports and the analysis of financial data collected are assigned to various employees.

The accounting department must also record and prepare daily bank statements. They must also maintain track of their many bank accounts. Additionally, they must keep track of loan payments, interest, and other expenses, as well as money collected from sales, in their accounts. To put it another way, the accounts department is in charge of all account information and works closely with the Chief Finance Officer.

The accounting department handles expense payments in one of two ways. Both employees use a cheque and keep track of it separately, but one uses a cash account and maintains track of it as well. Each of them keeps a record of these operations and reports them to the accounting department. This is how the finance and accounting department functions on a daily basis.

## **2.6 Management Information System:**

The organization employs a variety of tools for the management and recording of financial and accounting processes. However, due to corporate privacy, I will not be unable to share the software's name. But, even so, Microsoft Excel is a popular tool for keeping record of data and producing reports. Aside from that, Microsoft Excel is used to store and analyze financial data that has been recorded. Businesses should simplify their procedures and become more efficient by using accounting software. All financial and accounting functions will be integrated, making it easy to keep track of and manage operations.



As previously stated, Daraz Bangladesh has a very rigorous policy when it comes to providing financial information and does not give this type of information to anyone. As a result, the financial accounts remain classified, and making a proper analysis of this organization is difficult. However, the business is doing well financially, which is allowing them to expand their activities both regionally as well as globally. Daraz Bangladesh's success has attracted the eye of Chinese e-commerce giant Alibaba, who has decided to purchase the company. This has aided Alibaba's steady entry into the South Asian market, as well as helped in Daraz Bangladesh Ltd.'s huge investment. As a result, the company's overall financial position might be described as healthy.

## **2.7 Industry & Competitive Analysis**

### **2.7.1 Porter's Five Forces Analysis of Daraz Bangladesh:**

Porter's Five Forces analysis is a useful tool to examine the competitiveness of any business environment and predicting a company's profitability, I've tried to focus on the concerns that affect Daraz in this research. Porter's five forces analysis is a well-known method of assessing an organization's present market condition.



*Figure 15. Porter's Five Forces Analysis*

### **I. Buyer Bargaining Power:**

E-commerce customers have little or no negotiation power because prices are determined by sellers that conduct business on-site. Most vendors charge nearly the same price for the same item in different goods. When it comes to trading, the number of options available to buyers is limited by competition. As a result, consumers can shop from a variety of vendors while staying on the same platform.

### **II. The Threat of Substitute Products:**

Substitute products are a concern because they can be purchased in person or through a variety of e-commerce sites. As a result, you have a lot of choices when it comes to buying a product at this company. Daraz, being a direct competitor of these sites, offers both core and alternative products on its website. There are no risks because Daraz Bangladesh offers such a diverse range of products. Daraz Bangladesh came up with a number of concepts and value-based solution options. They went to great lengths to show their customers that they want what is the best for their customers and offer quality products to them.

### **III. Supplier Bargaining Power:**

Daraz has no ties to the merchants because they do business on the platform in exchange for a fee. Bargaining power of the suppliers may affect sellers due to bad or good seller relationships, however Daraz and other e-commerce sites that function in a similar manner are unaffected on this. There is a lack of bargaining power for suppliers due to the large number of them.

### **IV. Threat of New entrants:**

As Bangladesh's e-commerce business grows and develops, new entrants pose a significant challenge. Instead, anyone who can develop an app and a website with

a smartphone or tablet can get started in this E-commerce market right away, even if expansion will take some time. Although this is a successful industry, entrants pose a severe threat. Because there is little to no barrier to entry, new businesses can easily get up and running. Newcomers, on the other hand, find it difficult to get into the market due to the extensive government rules and regulations. As a result, new competitors are less likely to be successful since Daraz has a first mover advantage.

#### **V. Competitive Rivalry:**

Bangladesh's e-commerce sector has a large number of competitors, meaning that there is fierce competition. Furthermore, the placements of all other forces point to the same conclusion. As a result, it's fair to say that market competition is severe, which makes the business appealing. As a major performer, Daraz was able to successfully capture these difficulties. Furthermore, Daraz has benefited from the first mover advantage, which implies that it has grown in popularity since it was one of Bangladesh's earliest E-commerce platforms.

#### **2.7.2 SWOT Analysis:**

SWOT Analysis is a popular framework for analyzing a company's strengths, weaknesses, opportunities, and threats in the market and determining its competitive position in order to design new strategies.

Here is a SWOT Analysis of Daraz Bangladesh Limited to assess its competitive position and examine its strengths, weaknesses, opportunities, and threats that Daraz faces through its operations in the industry. We must always keep in mind the weaknesses as well as the threats when analyzing the market trends. Since every organizations must always assess their weaknesses and try to improve their lacking in comparison with their competitors.



*Figure 16. SWOT Analysis*

### **1. Strengths:**

Considering the current situation in the e-commerce industry and as an organization Daraz has the following strengths-

- Abundance of funding from parent organization Alibaba. In this way, it helps Daraz to minimize their costs and use funding in other sectors for improvement and development.
- Good brand image in the market. Building a good brand image is necessary and takes time. However, once a good brand image is created, customers will not be hesitant to buy products from Daraz. Moreover, customers may suggest to this platform to other people as well.
- Largest market-share in the e-commerce industry. This definitely helps Daraz to enjoy economies of scale by having a cost advantage and increase their profit margins. Through this they can expand more and operate on the greater scale.
- Strong and rigid administrative system to control all the operations. This improves efficiency to a great extent and decreases the chances of miscommunication.

### **2. Weaknesses:**

In context of the present state of the e-commerce business and as a company, Daraz has the following weak points:

- Lack of strong quality check before delivery. This small mistake can create a huge negative impact on the company since it will not satisfy the customer needs. So, building a good customer relationship and meeting their exact demands is necessary. Since, there are over 100,000 and above products that gets shipped and delivered to the customers doorstep, tackling the exact product may sometimes be hard to maintain but however, I believe Daraz has addressed this problem and is working continuously to solve problems as such.

- Lack of importance in verifying genuine sellers who will provide authentic service. Some sellers who are not authentic, may create a bad reputation for the firm overall since the customer may be dissatisfied and may not want to take services from Daraz anymore. Hence, it is necessary to validate and verify the sellers in order to maintain a good image.

### **3. Opportunities**

Given the current state of the e-commerce business of Bangladesh, Daraz has the following opportunities as a company:

- Capture the market to its maximum potential considering the current situation in e-commerce.

- Grow and retain the trust of customers by providing with better quality of delivery. Fast and better delivery will make the customers buy products from Daraz even more. Also, through this, other people will be influenced through word of mouth and so more sales can be generated.

- Enrich the logistics support in districts outside of Dhaka. Daraz has a good quality DEX (Daraz Express) service which quickly delivers the goods to the customers. However, DEX is not that supportive when it comes to other parts of Bangladesh. The delivery is much slower if compared to Dhaka. So, Daraz has opportunities to enhance their logistic support outside the capital and the prominent cities of Bangladesh.

- Become the leading e-commerce provider in South Asia. Daraz not only aims to provide their services nationally but internationally as well. Exporting goods of Bangladesh to other countries will not only help Daraz grow internationally but will boost the economy of the country as well.

#### **4. Threats:**

Considering the current situation in the e-commerce industry and as an organization

Daraz has the following threats-

- New arrivals in the market due to easier access and technological advancement. Increase in competition has both negative and positive sides. Due to increase in competition, there may be changes in price and so the cost may increase in order to develop their services so that it is different from other firms.
- Potential intervention from government hampering its day-to-day operations and consumer trust after the recent e-commerce scandal of different companies. When government set barriers in operations a lot of services and access to resources are limited, so it may be difficult to attain a goal which may be beneficial for both the firm as well as the customer.

#### **2.8 Summary and Conclusion:**

The overall Chapter describes Daraz and how its operations are executed. I included the management practices which involves what Daraz does to keep the employees engaged to their core values. For instance, I provided insights on the trainings that happened till this date, the compensation management, new policies that Daraz introduced and so on.

I have also assessed the SWOT analysis of Daraz Bangladesh as well as the Porter's five forces in order to see how competitive Daraz is at the market a much more.

In the coming years, Daraz Bangladesh Ltd. still has a significant possibility to grow in order to maintain its current market share. Throughout its journey to where it is now, the

organization has faced various challenges and losses. It began as a small company and has now developed into a massive organization. In order to move the e-commerce market ahead, businesses should focus offering high-quality of product and services. Working in changing environments is easier than it appears since Daraz Bangladesh Ltd is a deconcentrated firm with shared fundamental values among its employees. Each department works hard, and is able to maintain its leading position in the Bangladesh e-commerce sector due to a number of an efficient workforce and outstanding technological capabilities.

# CHAPTER: 3

## Project Part

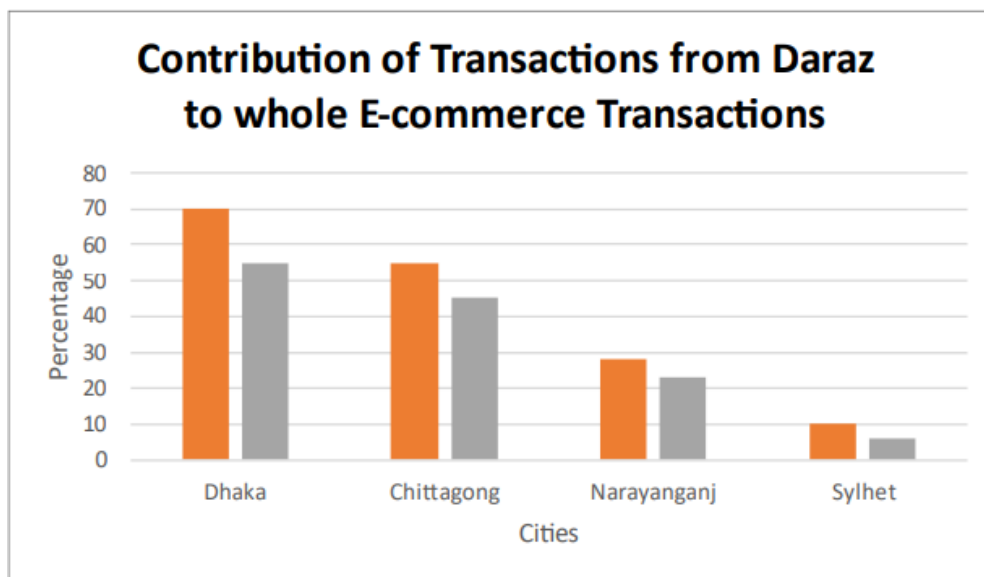


## **Chapter Three: Project Part**

### **3.1 Introduction/ Literature Review:**

The practice of purchasing and selling goods or services through the internet, as well as the exchange of money and data required to complete these transactions, is referred to as online business, or e-commerce platforms. The online sector is rapidly growing over the world. It is projected that by the year of 2040, according to Buffam, it is expected that 95% of all purchases would be done via social media platforms and internet channel worldwide (Buffam, 2000). With an estimated \$672 billion in web-based business value in 2017, China is the world's fastest growing internet business market. With more than 80% of all web users making at least one purchase, the United States has the highest penetration of online business.

### **E-Commerce transactions VS the transaction of Daraz Bangladesh Ltd (2019):**



*Figure 17. E-Commerce VS Daraz transactions*

In the graph projected, the orange bars represent the overall transactions via e-commerce platforms. On the other hand, the grey bars depict the percentage of people shop virtually from Daraz Bangladesh. Among all the prominent cities of Bangladesh, as expected Dhaka holds 55% of the sales of the products through their websites. Followed by Chittagong,

with a percentage of forty-five. Hence, we can say that Daraz is more popular in Dhaka city than the rest of the cities in Bangladesh. We can say that these numbers are because the employees of Daraz go an extra mile to provide the best for its Customers by continuously updating the website with the latest and the trendiest items. Employee Engagement and employee branding also works extensively in order to keep these employees motivated to work towards achieving a better Daraz every day. As we know, the more motivated an employee are, the better the productivity. So, Daraz can benefit from a productive and a pro-active workforce.

Organization development (OD) is a process that focuses on aligning strategy, structure, people, rewards, measurements, and management processes to improve an organization's potential on the other hand Talent management (TM) is referred to as the process where the organization manages its employees effectively. It is a process of keeping the employees at the company for a longer period of time and reduce employee turnover as much as possible.

Being a part of OD & TM has taught me a lot of employee engagement and employee branding processes which will further assist me in my career. Organizational Development is a vast topic hence, they have a lot of scopes to work towards at Daraz. The OD & TM department is fairly new thus there are ways to create more employee engagement and branding for all over Daraz Bangladesh. The OD team is coming up with new policies frequently so that the employees have a sense of direction to how they will be acting in the workplace and get to know the basics rules and regulations.

### **3.1.1 Methodology:**

The study mentioned is solely based on my practical on the job experiences. Either through conversations with my colleagues, interviewing them or also by observing my peers till date. This has helped me to acknowledge the work of not only my sub department but also the other sub departments as well. Speaking with my line manager has provided me with

valuable insight on how organizational development and talent management (OD & TM) operations are carried out. I also learned how the Human Resource department's other functions operate. I gathered information from the Talent Acquisition team as well as the HR operations team. These will help me in the future in my career path. In addition, I have been using various online sources such as the company website and other online articles, newspapers, and social media platforms such as Daraz's official Facebook and LinkedIn pages to further analyze and look for data that will assist me in completing my internship report and help me in learning more about the organization where I interned at.

### **3.1.2 Limitations:**

Although, there were several limitations but one of the most impactful was time. For a detailed report like this, we need more time to get a better understanding about an organization's various operations and functions. Specially, for a massive organization like Daraz, the time we got for preparing the report was very limited. There were other limitations such as privacy concern for confidential information which impacted the financial portion of the report and so on.

Since Daraz is such a large company, it might be challenging to keep all of the processes running smoothly and efficiently. Daraz uses Dingtalk, an app that allows employees to communicate with one another about their job. Some employees, on the other hand, tend to ignore work-related messages, resulting in missed deadlines. Another most important limitation of my internship report was in getting quality data from the survey. Most employees weren't truthful while filling out the form rather they thought about what answers will be more pleasing to me. Thus, the answers provided wasn't their genuine answers which has impacted my research a great deal.

### **3.1.3 Significance of the report:**

The main aim in writing this report is to convey to the readers about the basic insights of how Daraz Bangladesh effectively functions their business venture especially on the provided topic above which is “Employee Branding & Employee Engagement at Daraz Bangladesh Ltd.” In Addition to explaining the topic, I will be providing my understanding of the situations or the shortcomings regarding employee branding and employee engagement that Daraz faces on a regular day to day basis.

### **3.2 Findings and Analysis:**

**3.2.1 Use of Academic Theories in the Workplace:** Brac University's undergraduate program offers a variety of courses that will help us succeed in the workplace. The most help I got was from the content of my major Management courses such as Training and Development (MGT423) and Industrial Psychology (MGT431). MGT423 helped me in acknowledging the importance of various trainings for the employees as well as the organization. I got to know the steps regarding pre and post training procedures and also assisted me in analyzing what kind of training and trainers will be more suitable depending on the training needs analysis (TNA).

In addition to that, Industrial Psychology (MGT 431) has assisted me understanding the human behavior at the workplace. Moreover, analyzing and evaluating the organization’s culture, and so much more. Learning industrial psychology has been a great help since Employee satisfaction, motivation, health, safety, and well-being are all addressed in this branch of industrial psychology. The main aim of Employee Engagement and Employee Branding is to assess employees' well-being and pleasure at work, identify methods to improve the workplace, and implement work-life balance programs for the employees.

**3.2.2 Lack of Manpower and Regional pressure:** Another finding that occurred to me is that the Organizational Development and Talent Management (OD & TM) does not have adequate number of people in the team in order to execute the immense work load. Sometimes the quality of work deteriorates due to lack of manpower. The work could have

been done easier and more productively but since the team did not yet appoint another employee, the work load at times gets too much to bear. Moreover, on top of that, since the OD team work along with the regional team which operates in Pakistan as well as other departments. A lot of work gets piled up with tight deadlines that has to be met. These added work pressure on top of another often leads to missed deadline which cannot be alright since we always want to get the work done on time and also of a high standard.

### **3.3 Survey Research:**

#### **3.3.1 Research Design:**

This study used a descriptive research design because it allowed the study's specified goals and objectives to be accomplished.

#### **3.3.2 Sample Size:**

In total of 50 participants were chosen from the employee of Daraz Bangladesh at random to fill out a google form with questions directly linked with Employee Banding and Employee Engagement of the OD & TM, Human Resource department. This survey has helped me understand in a much deeper extend the way employees at Daraz Bangladesh perceive different benefits that comes their way. I have circulated this form using Dingtalk to the employees of Daraz Bangladesh to only get information from the employees only.

#### **3.3.3 Findings of the analysis:**

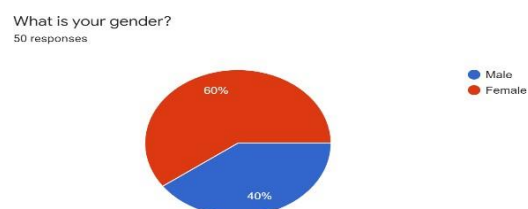


Figure 1

This study depicts the gender of the respondents. We can see that out of the 50 participants 60% of them are female employees, whereas, 40% of the respondents are male employees of Daraz Bangladesh. We can see that; the female employees were more interested in participating in this survey than the male employees.



Figure 2

Since I used the DingTalk platform, which is used by all the employees of Daraz group. It was easier to reach to a wider number of employees regarding this survey. I tried to keep employees from all of the departments of Daraz Bangladesh so that I can get a wider variety and also proper insights. Since the survey selection was on a random basis, I was skeptical on whether I will get any responses on the first place but

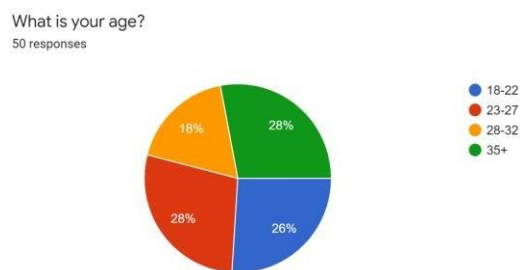


Figure 3

Figure 3 demonstrates the age range of my respondents. The employees at Daraz Bangladesh are young adults. They mostly from the age of 23 to 27. Here, we can see that

28% of the total participants belong from this age range. There are also 26% employees from the age range of 18 to 22. These employees are mostly blue color employees such as delivery man or Drivers working in different Hubs either inside Dhaka or outside Dhaka.

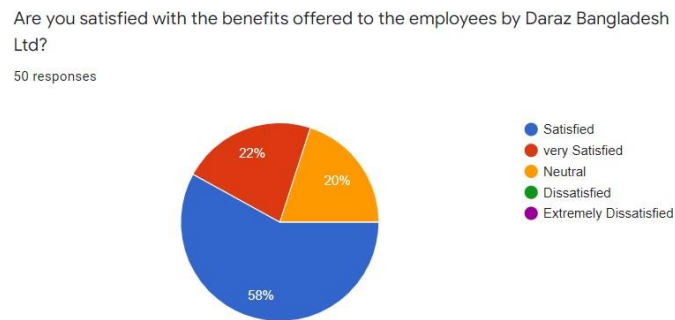


Figure 4

The above Pie Chart shows whether the employees of Daraz Bangladesh Ltd is satisfied with the benefits that the OD & TM team has introduced for them. We can see that 58% of the 50 respondents have chosen that they are pleased with the policies and benefits. New policies such as Anti-Harassment policy, Flexible Working Hours, Pool Vehicle are created in order to provide the best for the employees. Moreover, the OD & TM function continuously comes up with attractive employee engagement as well as employee branding activities incorporating them with the “Women of Daraz” approach as well as “Daraz Revitalize” approach for the welfare of the employees at Daraz Bangladesh. In addition to this, 22% of the total 50 participants has chosen very satisfied with the OD & TM’s work towards the people of the company.



Figure 5

The “women of Daraz” project is one of the most prime projects of OD & TM. This project is directed by the regional and executed in all the 5 ventures of Daraz. Balancing the equality of male and female employees is the key reason to start an initiative as “women of Daraz”. Figure 5 depicts the kind of benefit Daraz can offer their female employees. 52% of the total respondent wanted all of the benefits for instance, Maternity leave, pick and drop especially for the female employees, sanitary Napkin vending machine and Childcare care facilities. The OD & TM sub department has already taken initiative regarding maternity leave and provides about 5 weeks of maternity leave to the new mothers.

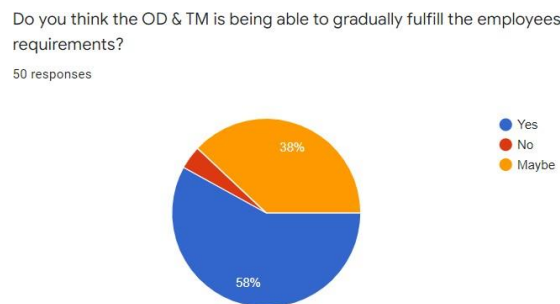


Figure 6

Figure 6 depicts whether the OD & TM team is being able to fulfill the needs of the employees of Daraz Bangladesh. Here, 58% of the employees have provided that they are satisfied with the overall operation of Organizational Development and Talent Management. We believe that we are working towards the betterment of the employees with the help of making policies and creating a working environment suitable for all the employees.



### **3.4 Recommendation for Daraz Bangladesh:**

It is crucial for all businesses to have a strong connection with the marketplace by increasing sales volume by delighting their customers to the fullest extent possible in this increasingly dynamic and competitive world. Keeping up with new developments is essential for any e-commerce-based organization. Daraz Bangladesh should think about:

- Since we already have employee engagement activities at Daraz, we need more customer engagement activity campaigns in order to raise awareness and stay in the minds of customers.
- To increase their sales volume, different strategies and policies must be developed to successfully determine the elements that will determine how productive the Employees are. However, now that the OD team looks over drafting new policies. This part will be a key highlight for the team.
- If a consumer finds issues or technological challenges while ordering items, or if a customer has complaint about any products, the customer service department should address the problem and delegate the issue to the respective departments. In other words, the purpose is to give the customers a speedy service facility.
- The employees of Daraz must encourage and pitch major brands and new companies to join their marketplace as vendors, If the vendors notice that there are added benefits when being a part of the Daraz Vendors, they will likely help to pitch in more brands to Daraz as well.
- Daraz can put out an employee satisfaction as well as a customer satisfaction survey which will assist Daraz in determining the lacking and in which specific area Daraz needs to improve.

### **3.5 Summary and Conclusions:**

The aim for writing this report was to convey an outline of the elements that influence Daraz Bangladesh, the most prominent e-commerce platform of Bangladesh. Daraz Bangladesh is quickly becoming one of most popular e-commerce sites in this country. It is adapting to the present market culture which aids Daraz in getting more consumers while also upgrading overall quality of service as well as quick delivery, driving them forward to sustain further. Another method for reaching out to additional target groups is to make the platform more user-friendly and aligned to customer preferences. Since the number of e-commerce marketplaces is expanding by the day, it is more important than ever to stay on top of the mind of the customers by retaining brand loyalty as well as customers to gain long-term business viability.

I concentrated on the qualities that have helped Daraz to become the most popular online shopping platform throughout this report and also understand what factors Daraz implemented to influence its consumers to gain trust in them. In addition to this, I have tried to analyze how employee engagement and employee branding has helped Daraz reached a wider customer base. Furthermore, I have also tried to provide an outline of the lacking in the OD & TM function of the HR department and also come up with recommendations for entire Daraz Bangladesh's operations.

To summarize this entire report, Daraz is already a market leader and a preferred platform for customers in different south-Asian provinces. Daraz must therefore ensure consumer loyalty, as the e-commerce market is a rapidly evolving sector with many new competitors emerging daily. This can be accomplished simply by providing better service and focusing on improving the customer experiences. However, I strongly believe that, changes must occur internally before impacting the customers. In this case, the way Daraz Bangladesh decides to use its employee engagement and employee branding tactics will ensure how productive the workforce of Daraz is, therefore making sure that the customers get the best version of Daraz Bangladesh every day.

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**Appendix:**

1. What is your gender?
  - Male
  - Female
  - Other
  
2. Which department do you work at Daraz Bangladesh Ltd?
  
3. What is your age?
  - 18-22
  - 23-27
  - 28-32
  - 35+
  
4. Are you satisfied with the benefits offered to the employees by Daraz Bangladesh Ltd?
  - Satisfied
  - very Satisfied
  - Neutral
  - Dissatisfied
  - Extremely Dissatisfied
  
5. What benefits can Daraz Bangladesh offer to only Female employees only?
  - Maternity Leave
  - Pick and Drop
  - Sanitary Napkin Vending machine
  - Childcare Facilities
  - All of the Above
  
6. Do you think the OD & TM is being able to gradually fulfill the employee's requirements?
  - Yes
  - No
  - Maybe

