

Report On
**Impact of online business model in product development:
ShopUp**

By

Shashwato Pratik
Student ID: 16104079

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

BRAC Business School
Brac University
September, 2020

©2020. Brac University
All rights reserved.

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.

Student's Full Name & Signature:

Shashwato Pratik
Student ID: 16104079

Supervisor's Full Name & Signature:

Ms. Tanzin Khan
Lecturer, BBS
BRAC University

Letter of Transmittal

Tanzin Khan

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir / Madam,

This is my pleasure to display my Internship report named **“Visual content and their impact on consumer attention resulting better campaign outcome: scenario on ShopUp”** which I was appointed by your direction..

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.]

Sincerely yours,

Shashwato Pratik

Student ID: 16104079

BRAC Business School

BRAC University

Date: September 27, 2020

Non-Disclosure Agreement

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

Acknowledgement

This report would have been unimaginable without the important commitments and boundless assistance of few people. I have been profited by numerous individuals in the culmination of this report. They have liberally provided perceptive remarks, supportive recommendations, and commitments all of which has logically enhanced the description of this report.

I would love to thank my supervisor Tasnia Ahmed for providing me the chance to do my internship program under the supervision of her in ShopUp. I would also like to express my humble gratitude to the co-workers of the team of mine that not merely helped me to make the article but additionally helped me with the guidance of theirs and by revealing the valuable knowledge of theirs. During the preparation of mine, I did not face any major difficulty instead I enjoyed every moment.

I'd love to voice my deepest appreciation to my regarded internship advisor Ms. Tanzin Khan, Lecturer of BBS from BRAC University, for offering me the proper suggestions to prepare this Internship Report. Without the help of yours, this article would not be easy to finish properly. The support of yours and direction provided me the courage of making the article.

Executive Summary

ShopUp is the e-commerce website which works with e-commerce sites from Bangladesh. E-commerce business sites particularly Facebook where individuals do the business of theirs and that is promoting facebook buying platform. ShopUp specifically made a platform for sellers Facebook just where they can operate their business smoothly with no hassle. ShopUp give all the support required for the sellers of theirs. It's several functions that they created for the seller facebook for instance, methods Store Management, program delivery, facebook support as well as promotion, sellers grooming periods etc. This statement is about contributing ShopUp in e-commerce industry, precisely how ShopUp help these internet sellers and make an internet platform where sellers can talk about and also have the proper option of the problems of theirs. This statement is the product of a three-month long internship program carried out in ShopUp and well prepared as a necessity for the conclusion of the BBA program of BRAC Faculty. In this particular article I've discussed ShopUp The key options that come with the vision, mission methods, the record, the control of the stores of theirs including something store management, support Delivery, order management, Improve and marketing and e-Loan etc. The following is the responsibility of mine as an intern what difficulties I experience and the day design of effort and I'm learning from it. Then, the contribution ShopUp in industries including e-commerce, dining session seller, delivery, microfinance loans etc as well as limits of my internship experience observing the suggestions about e-commerce sites from Bangladesh.

Table of Contents

Declaration	2
Letter of Transmittal	3
Non-Disclosure Agreement	4
Acknowledgement	5
Executive Summary	6
Table of Contents	7
List of Acronyms	9
Chapter 1: Company Profile.....	10
1.1 Organizational background	10
1.2 How ShopUp Works	12
1.3 Structure of ShopUp	13
Chapter 2: Introduction of the Study	15
2.1. Rationale of the Study.....	15
2.2. Problem Statement.....	16
2.3. Scope of the Study	17
2.4. Objectives of the Study	18
2.5. Limitations of the Study.....	18
Chapter 3: Literature review.....	20
4. Methodology of the Study	23
4.1. Research Methodology and Data Analysis Tools.....	23

4.2.	Research Instruments	23
4.3.	Sampling.....	23
5.	Analysis and Interpretation of the Data	24
5.1.	Survey Analysis.....	24
5.2.	Interview Analysis	30
6.	Findings of the Study.....	31
7.	Recommendations.....	33
8.	Conclusion.....	35
	Appendix A.....	36
	References.....	39

List of Acronyms

E-commerce Electronic commerce

F-commerce Facebook commerce

Chapter 1: Company Profile

ShopUp is a Facebook business management application. It is an one stop solution for Facebook business sites. Business pages are able to allow ShopUp segment on the Facebook page of theirs, making use of which they are able to categorize the products of theirs as well as provide the buyers flexibility to shop together. Through ShopUp platform one can easily deal with the orders, Inventory information, regulate both cash and delivery on delivery of the merchandise as well as increase the product marketing post.

1.1 Organizational background

ShopUp begin the journey of theirs in 2016 also the concept is of Afeef Zubair Zaman and together with him there Ataur Rahim, Sarwar and siam Ahmed were soon joined properties. It's the individuals who founded ShopUp f commerce in the industry of ours. From 2016 ShopUp has tremendous business growth and is growing by the day. As a startup company ShopUp create stimulating contribution in the e-commerce industry and offers an online seller Facebook platform on which they are going to run their business smoothly.

Facebook is regarded as a social networking platform in the world with 2.23 billion monthly active users, of these staggering numbers, Facebook has twenty eight million active users of Bangladesh ("Asia Internet Usage Statistics Facebook and 2018 Population Statistics", 2018). millions of everyday folks login to Facebook from Bangladesh to escape the working life of the stress of theirs and get some memes funny comedy for fun, share stories and photos with family and friends and connect with loved ones, but for some folks get into Facebook is as go to the office at 9:00 in the morning. For folks this's work, this's the office of theirs, the market of theirs for the operation of business behavior. This is where a huge number of new business owners who take advantage of the e-commerce industry is much evolved from Bangladesh.

For any business, employers are having trouble finding funding, hire employees, office space, business location, find out the target audience and the products of theirs to market. These issues have a solution with a big price tag, for small businesses like startup costs high is a major obstacle, because Facebook may be the simplest way to make a virtual store and reach the products of theirs to millions of users Facebook without minimum cost (Gilchrist, 2018). Based on the Facebook ad platform more than 300.00 Bangladesh online retail and business that is small selling cosmetics, clothing, household goods, accessories, shoes, in any basic that can be legally purchased in the country are sold through Facebook (Gilchrist, 2018). Thus, the e-commerce industry is much evolved from Bangladesh, Facebook is a preferred market for every young and new entrepreneurs or perhaps businesses to make use of the growing number of internal and local markets.

This's exactly where the 3 developed a solution in 2016 where they reimagined how broad market up can be used very easily by the Bangladeshi entrepreneurs to get into and most importantly manage the business from home with a laptop with internet connection base.

Afeef Zaman who's the CEO (Chief Executive Officer) of ShopUp, with Siffat Sarwar who's COO (Chief Operating Officer) and Ataur Chowdhury, a CTO (Chief Technology Office), they're the 3 folks who co founded and created ShopUp.

1.2 How ShopUp Works

In terms, ShopUp is a totally free to utilized PC application which is incorporated with the functions of Facebook 'pages' with what purchasers are able to see and browse and order items the same as various other e-commerce websites. Additionally, it created a mobile app for the quick access to ShopUp products through the resellers smartphone.

ShopUp users are known as reseller, when a reseller uses ShopUp in their Facebook page/shop, a ShopUp button will appear as marked on the left tab of that page. When customers click on the ShopUp button they get a view of the items for sale and set order the same as any e-commerce site, but here you will find no startup or development cost.

After the buyers selects the choice of theirs of product and click buy a using a white box.

Clicking the buy button, a brand new box appears where they are able to go for 'checkout' to finish shopping or perhaps they can 'add to cart' to keep looking for more products.

If the buyer clicks the checkout option, they're brought to the simple e-commerce practice of checkout process exactly where they get the information of theirs, check if the selected product will work for purchase after which gives their payment details, in this case customers have the choice to use "Cash on Delivery (Pay or cod)" service though bKash, as many individuals don't have access to debit or credit cards, cash on delivery is regarded as the ideal choice of buyers to buy items online.

When the checkout process completes, reseller get an order notification in their phone through a quick message or perhaps SMS, wherever they are using the ShopUp reseller account panel to process the order as show in the picture below. The place that the reseller has access to each of the ShopUp services to process the order and sent it for delivery to the buyer in couple of minutes.

i. Order Management (Orders) - Where reseller are able to process received orders and send

of delivery to the buyers.

ii. Store Management (Products) - Where reseller are able to upload products with price, discounts, and product image and info for selling.

iii. Facebook Boosting - It's where reseller are able to make use of Facebook Boosting feature to reach the products of theirs to millions of buyers online. This's probably the most effective tool where reseller are able to target certain group of customers based on the target market of theirs and project ads on the Facebook news feed of theirs. As most users lacks the knowhow of using the boost feature, on behalf of the reseller ShopUp places those targeted ads to reach more potential buyers.

iv. Delivery - This's among the foremost service of ShopUp where ShopUp also acts as a delivery agent to procure the product from the resellers house and deliver it with the buyers and get the money on behalf of the reseller that is later payed though bKash or perhaps bank deposit to the reseller account, the transaction is made 3 times per week so that reseller are able to get the money of theirs the moment a sale is made by them

1.3 Structure of ShopUp

ShopUp consists of 4 teams which work parallel with one another, the teams are organized in such a manner that no one team is depended on another team. The respected teams are as follows:

I. Business Development Team - This team is headed by Siffat Sarwar who's the COO of ShopUp. This team has the responsibility to acquire new resellers, form new partnerships, look for funding opportunities, maintain relationship with existing partners and look for new opportunities in the fiend of e-commerce.

II. Tech Team - This team is led by CTO of ShopUp Aatur Chowdhury, is liable for building any and every software solution required for the reseller and the company.

III. Product Team - This team is led by Afeef Zaman, CEO of ShopUp. This team consists of 2 product designs that are an authority in the area of user experience (UX) and user interface (UI). This team constantly researches on designing the most effective process and software for building friendly reseller experience IV. Logistics and Delivery - This team is definitely the biggest in ShopUp which includes aproximatelly fifty employees that are in charge of shipping and delivery of the products, procuring the product from the reseller's location as well as deliver to the buyers.

V. Finance - The finance team is responsible for processing reseller payment, handling loans, official expenses and inventory management for the office supplies.

VI. Human Resource - This team is responsible for recruitment, hiring and dismissal of employees upon any violation of contract, employee evaluations, enforcing rules and policies for better corporate citizenship and manage various events and exercise programs for the employees.

VII. Customer support Team - They've the responsibility to assist the existing resellers and potential resellers with any queries made regarding using the software to each and every services we provide.

VIII. Lead Generation Team - This team handles all of the marketing and Facebook boosting requests made by the resellers, in addition to that the group has to be kept up to date on the most recent change and policies of polices made by Facebook in terms of their boosting services.

Chapter 2: Introduction of the Study

2.1. Rationale of the Study

Current active users of ShopUp is much more than 60000+ resellers who're actively using Facebook to conduct the business operations of theirs. With the growing demand of the program because of its simplicity and free to make use of more, more, and nature resellers are being on boarded every day. Based on ShopUp's customer service, for majority of the resellers using the desktop software on the go or even in the mobile which the software program wasn't optimized for is a huge issue, as the application was mostly constructed to be used using a desktop computer or perhaps laptops, resellers face difficulties with the services that ShopUp offers.

Moreover, on account of the latest rise in cell phone users in Bangladesh increased from 128.3 million in January 2016 to 150.4 million in April 2018 according to the Bangladesh Telecommunication Regulatory Commission ("Mobile Phone Subscribers in Bangladesh April, 2018. | BTRC", 2018). And the increased demand for affordable smart phones that are commonly available in Bangladesh for consumers, stepping towards a mobile friendly platform in the form of a Mobile Application appears to be the correct direction for ShopUp. But in order to assess this assumption more research has to be carried out to find out whether the existing resellers and the potentials resellers will adopt the mobile application solution for ShopUp, that will be primary study of this research paper.

Not just that, moving to a mobile friendly solution means that, far more folks will have the ability to use ShopUp easily, they'll have the ability to get faster process and notifications the orders of theirs and manage buyer queries at any time and any place without the necessity for a computer that will reduce the extra cost of buying a pc. Because a simple smartphone is much more economical than any desktop or laptop computer that potential resellers needs to buy. Therefore opening the door to a much broader range of business owners who can use ShopUp and run their respected business.

2.2. Problem Statement

Considering such issues mentioned in section "2.1. Rationale of the Study", ShopUp has a program to deal with these by optimizing the product to a mobile friendly platform though which the seller is able to make use of the whole ShopUp product to do their daily operations starting from managing and processing orders from the buyers anytime in any location, including using Facebook boosting to promote the product they sell, deliver the product to the buyers and get loans to expand the business of theirs ("ShopUp - One stop solution for

Facebook Shops.", 2018). But just optimizing the platform to a mobile application doesn't solve the issue completely, since the increased number of smart phones users in the country ShopUp want to encourage the users to shift from desktop to mobile for all the activities of theirs, in order to do it they wish to increase the features which are essentials for running a company on one day to day basis and refine the main features that are present in the platform now ("Market Insight: The Smartphone Industry in Bangladesh - LightCastle Partners", 2018).

To conclude, this research paper is going to be research on "ShopUp's viability on moving from a desktop computer platform to a mobile platform through merchandise and extension".

2.3. Scope of the Study

This research is based upon main research information through surveys and a mix of unstructured and structured interview. Survey is completed with present ShopUp users who's very small to large online shops depending on the quantity of sales per month.

There's no specific age or gender class identified because of the eligibility in the survey, in easy business owners who're presently using ShopUp and has a proactive online retailer and if possible uses every one of the ShopUp services.

The surveys is performed inside ShopUp workplace because, ShopUp has many training sessions as well as meetups for different part of ShopUp users that exist within and outside Dhaka, resellers who's heavy sales per week, resellers with reduced sales, resellers who'd wish to use for loans, along with brand new resellers who just began utilizing ShopUp. Now the reseller meetup is Facebook live based due to COVID-19. There are approximately one to two live session per week and every session has over twenty participates, thus this can serve as the best chance to do the survey as well as speak to the resellers for feedbacks and opinions.

2.4. Objectives of the Study

The objective of this analysis is to,

- I. Develop an optimized version of the item within the mobile platform for brand new and existing business owners to operate their business functions very easily at their convenient location and time
- II. Built an application whereby consumers are able to keep track of all the business activities of theirs as well as view products as well as customer analytics to help in decision making.
- III. Improve the current wedge dependent on customer's necessity and requirement. New users are acquired by.
- IV. As this won't require using a desktop or perhaps laptop pcs, so anybody with a smartphone is able to make use of it.
- V. And lastly, increase the amount of loans provided by ShopUp.

2.5. Limitations of the Study

The limits because of this analysis are as follows,

- I. Time and budget restrictions are a huge factor causing this particular exploration, because there are lots of Reseller's that exist outside Dhaka however in various places of the nation that will take longer time and costly to go from a single spot to yet another.
- II. The majority of the Reseller's don't possess a qualified company, just the people with excessive amount of sales i.e. the giant retailers have a legal industry license to do the business of theirs, consequently unlicensed Reseller's are afraid to speak and discuss the views of theirs and opinions because of tax relevant issues. Thus, less co operation from Reseller's.

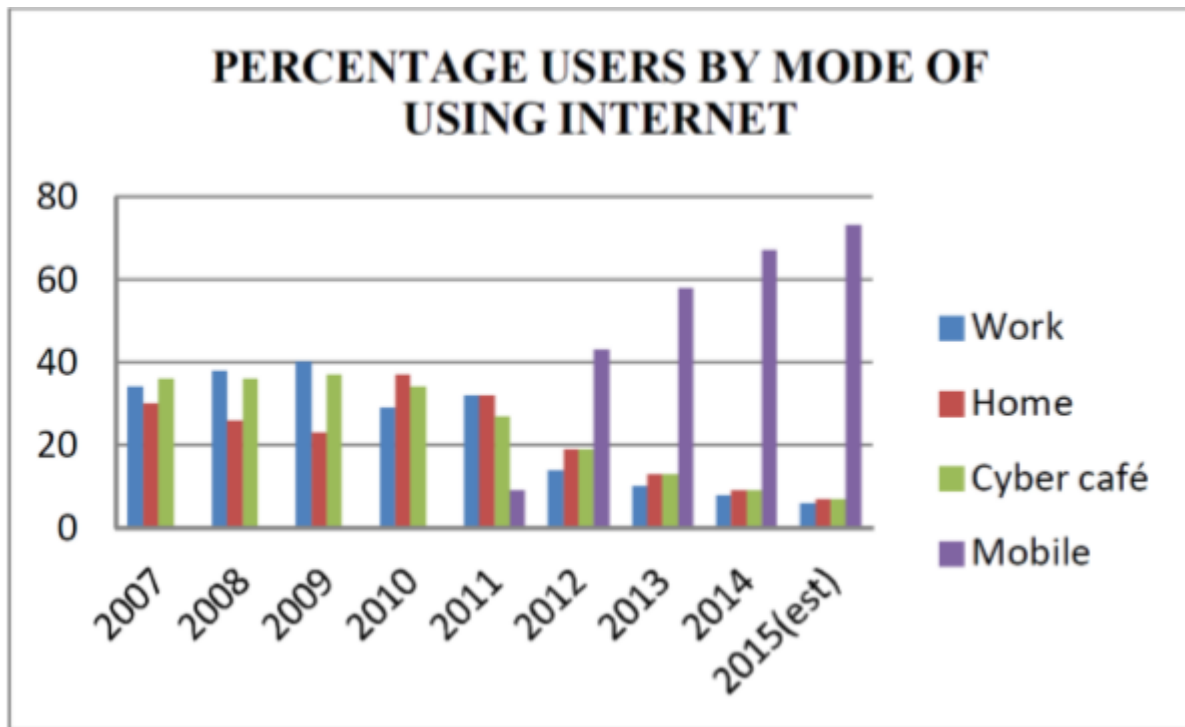
III. Finally, many Reseller's run the business of theirs with numerous partners, thus it is really hard to have complete info on the operations of theirs as their steps are split among the partners.

Chapter 3: Literature review

The main literature review for this specific study is going to be a primarily based 1 an Indian article, assuming that both Bangladesh and India are neighboring countries and thereby revealing characteristics that are similar in regards to culture, traits, customer behavior, training quality, buy capability, e-commerce development as well as technology adaptation fee, unlike choosing a report primarily based on western customers where there's a much wider gap.

Based upon a report on Indian customers, and that studies the change to mobile phones from pc computers for purchasing and selling of services and goods. Based on the article, virtually all of the favorite e-commerce market place are switching to a mobile friendly and also handheld device solution, due to the handy, easy and portable to transport dynamics of the mobile cell phones (Kumar, Arif & Bashir Malik, 2017).

The snapshot below shows the platforms though which consumers are already accessing the web. Based on the information represented below it could be observed that from 2012 to 2014 the usage of mobile phones to use online has grown from aproximatelly forty two % to aproximatelly seventy five %, this's because the price of smartphone is considerably dwindling over time (Kumar, Arif & Bashir Malik, 2017).



Not merely that, for developing nations as India, individuals are searching for all in a single option that they could make use of on the go, on account of the quick moving life associated with a working women and men, they often don't wish to spent enough time on plugging in to the pc or maybe laptop pc to make use of the web (Kumar, Arif & Bashir Malik, 2017). In addition, mobile phone manufacturers are fighting with each other and also providing the very best value for money to obtain most market share. In a nation as large as India with an estimated smartphone subscriber of 530 million, and also for nearly all of the ecommerce industry utilizing mobile web has become the standard online because vast majority of online users currently use the web utilizing their mobile phones ("Asia Internet Usage Stats Facebook as well as 2018 Population Statistics", 2018).

In order to enhance the report of Indian customers, an additional article is utilized from Digital Clarity Group, Inc. that directs that individuals aren't going to mobile platform simply for convenience but also because the majority of the software program used to operate a small business or maybe daily operations in standard computing products are made in in

mobile cell phones (Walters, 2012). Walter utilized a phrase "Mobility initiates ubiquity" meaning as mobile phones are an important, a typical item utilized by individuals for daily exercise, an unit that folks will depend onto are everywhere utilized as a mode of interaction (Walters, 2012). Mobile phones would be the option and also a crucial aspect to do some task easily. All the main smart phone operating systems as Google 's Android as well as Apple's iOS in iPhones have program which covers a broad range of software solution free wear unlike widely used desktop software program as Microsoft Office that presently retails for aproximatelly 69.99USD per year based on the Microsoft site, that is a huge expense to take into account for folks in developing countries (Walters, 2012).

In easy, smartphones are popular and also purchased not because of its portability and convenience but in addition because of its "smart" capabilities, the capability to have built in GPS to locate and also track locations, make use of the word wide web, media as well as entertainment usage, official and personal communication, the usage of a camera, several desktop class computing software program in the type of mobile program that are very easy to use and they have significantly less learning curve, and ultimately the capability making calls. Thus the reason to shift from a desktop computer platform to a mobile friendly program solution

4. Methodology of the Study

4.1. Research Methodology and Data Analysis Tools

The main research technique of this particular research is going to be quantitative study technique, and also the information collection procedure because of this investigation is survey questionnaires. The survey form is produced using Google Forms, but every survey will likely be performed in person rather than online so that individuals are far more comfortable and in case any clarifications are required by them it could be accomplished very easily. The outcomes of the survey will be tabulated as well as translated by using Microsoft Excel though different types of pie charts as well as bar graphs.

4.2. Research Instruments

The survey will likely be split into various sections depending on re-search questions, the questions will include a mix of several choice, Likert scale for understanding and also quantifying the knowledge and emotions of the Reseller's. Additionally, with one open ended question for Reseller's to jot down whatever they really want as a brand new feature in ShopUp designed to help make their life easy and issue about ShopUp which annoys them the best which has to be repaired quickly.

4.3. Sampling

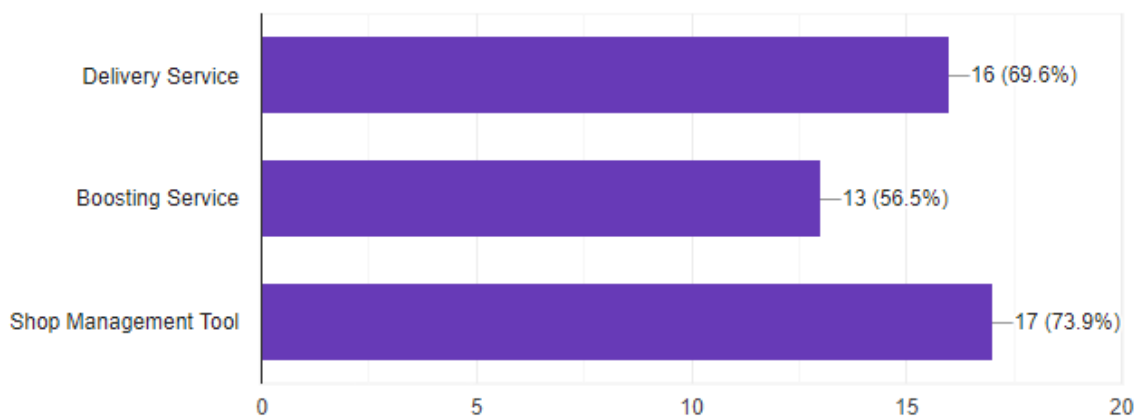
In this particular analysis, the individuals present Total participants and shopup users for this particular investigation will be 50, where there'll be a combination of current and new ShopUp owners with small to big online shops.

5. Analysis and Interpretation of the Data

5.1. Survey Analysis

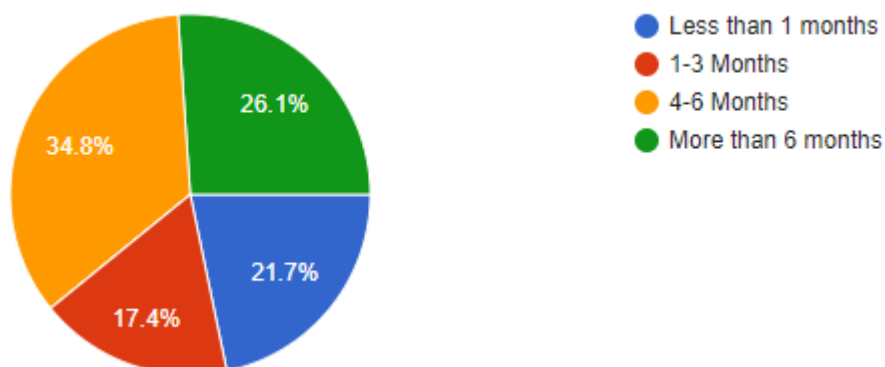
The final information represented below are of 46 participants who successfully conducted the survey plus several remained unfinished because of resellers concerns regarding misuse and privacy of info.

1. What are the ShopUp services you use?



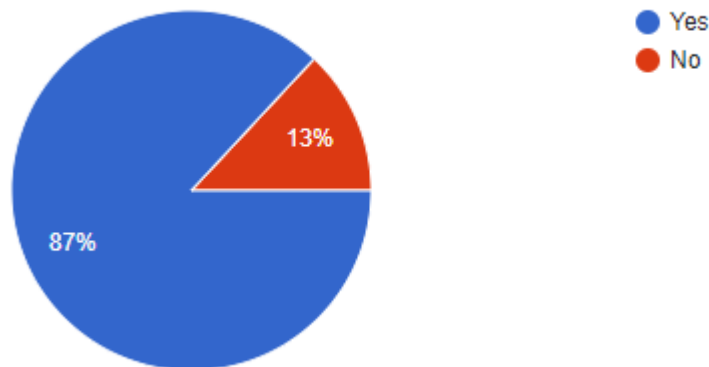
Based on the above mentioned data, it could be seen that the most widely used service utilized by the Reseller's are the Shop management tool with 73.9% accompanied by Delivery service with 69.6 % and the least used program of ShopUp is their boosting tool with 56.5%

2. How long have you been using ShopUp?



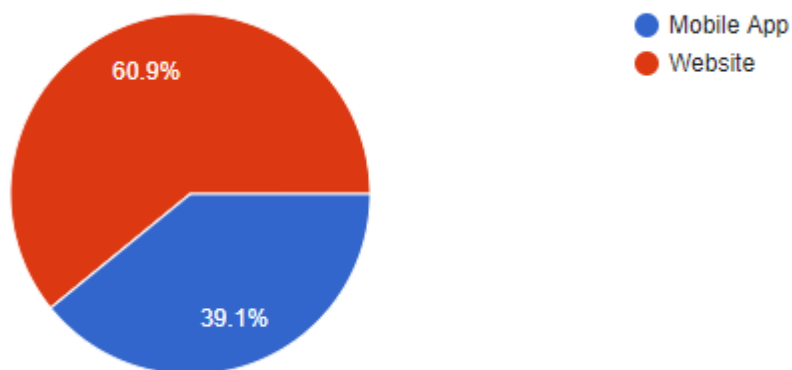
As it can be seen in the above pie chart that most of the resellers using ShopUp for 4-6 months and after that other resellers have been using it for more than 6 months. New resellers number are quite significant too

3. Do you use a smart phone?



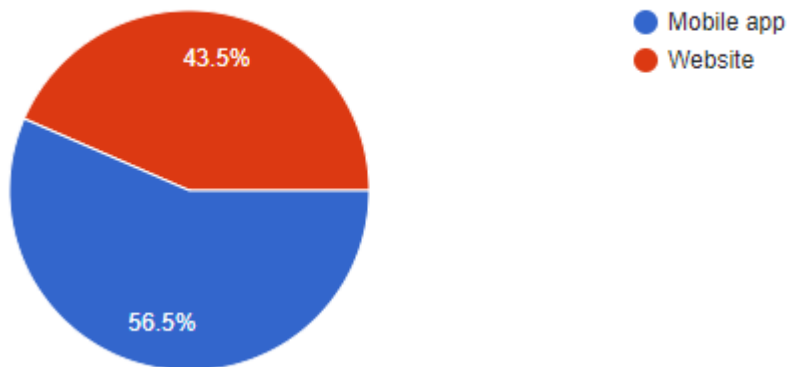
Most of resellers uses smartphone, only few of them do not.

4. Which platform do you use for ShopUp reselling?



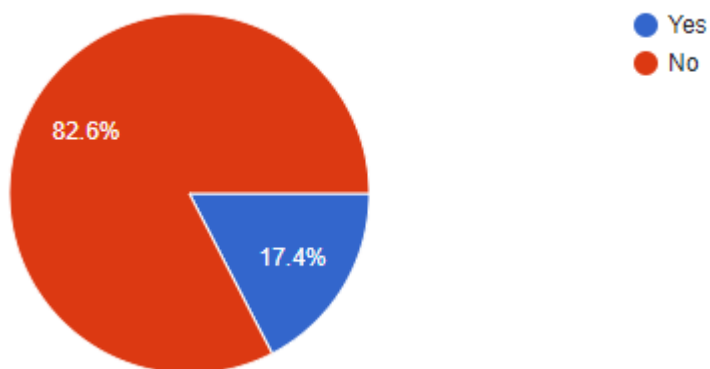
In the above pie chart we can see the number of mobile app users are dominating but the website users are also in good numbers

5. Which platform is comfortable for you to use ShopUp?



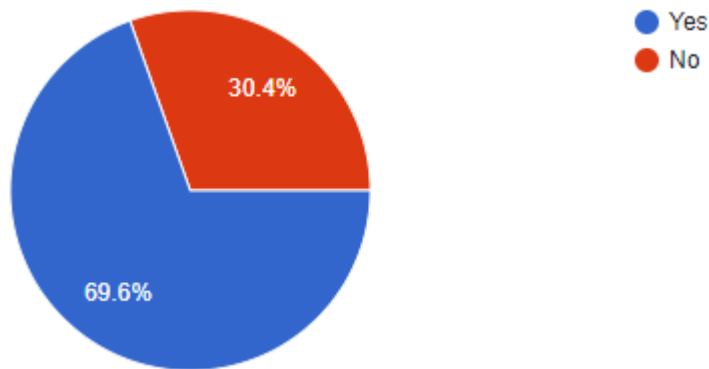
Most resellers prefer to use the mobile app for doing business through ShopUp and website users are not far behind with 43.5%

6. Is the Mobile application of ShopUp good enough to run your business?



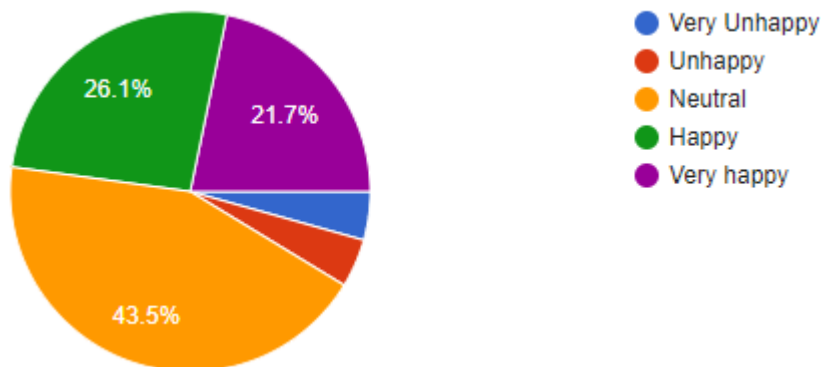
According to the reseller's response the mobile app of ShopUp seems unconvincing to use for doing business, 82.6% of them feel the app is not good enough for running their business

7. Will it be helpful to run your business completely through ShopUp mobile app?



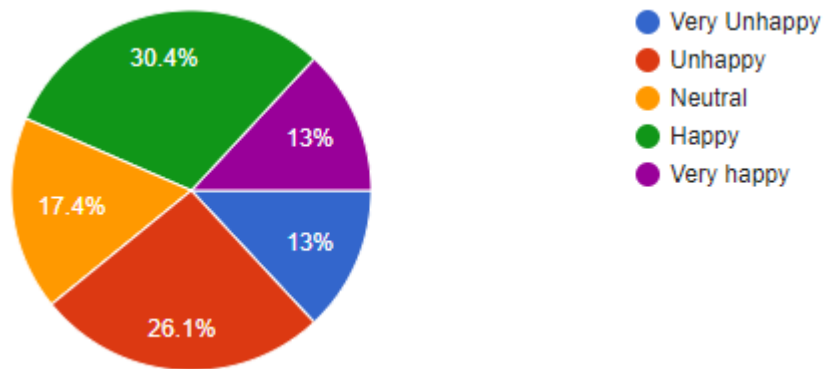
Corresponding to the survey almost 70% of reseller's think it will helpful for them to run business completely through ShopUp mobile app.

8. How contented or disappointed are you with ShopUp's Store Management service?



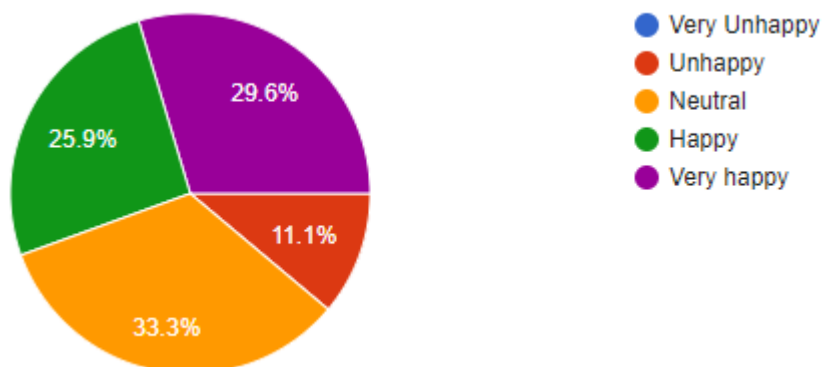
The most used service of ShopUp is their management tool which gets a good feedback from the reseller's.

9. How contented or disappointed are you with ShopUp's Delivery service?



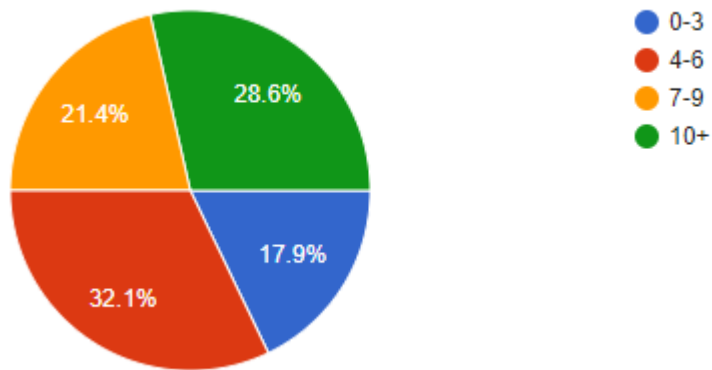
The delivery service of ShopUp gets a mixed response from the response. It is hard to figure out if its compelling to the reseller's or not.

10. How contented or disappointed are you with ShopUp's Boosting service?



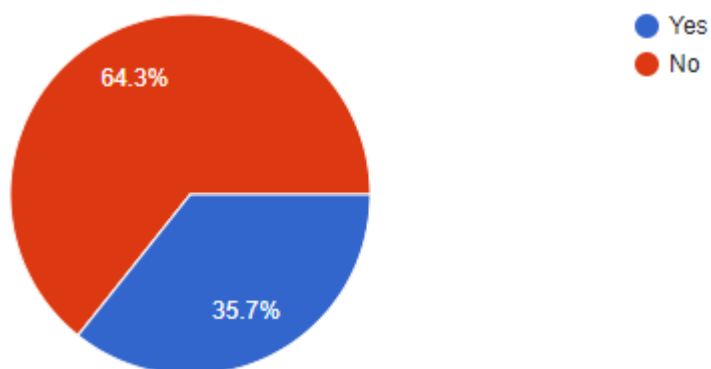
Boosting service is one the compelling service of ShopUp to the reseller's according to the above-mentioned chart

11. The amount of order you receive per week:



Significant number of reseller's get weekly orders of 4-9 times. Percentage of 10+ orders per week is 28.6%. Lowest percentage of orders are 0-3 weekly. Which means most of the reseller's get quite good amounts of order per week.

12. Would you like the option to apply for online loans in the application?



5.2. Interview Analysis

As the majority of the Reseller's offer items as female clothing; males clothing, personal care accessories, jewelry, gadgets, watches. Consequently the Reseller's have been somewhat uneasy and reluctant to share info, thus rather than being far too intrusive on their company matter the subsequent question was directed and also the results are as follows:

1. What features do you believe you have to put your company through the ShopUp mobile app?
 - I. Delivery tracking plus delivery status, wherever Reseller's are able to envision the improvement of the parcels of theirs like the parcel is on the right way to the customer next it needs to signify that that parcel is "in progress", when the parcel is delivered subsequently the condition must be "delivered", if the parcel becomes lost or even damaged subsequently the status must claim "lost" or "damaged".
 - II. Ability to determine that are the best purchasers, best selling products, total amount of sales in a day/week/month or perhaps selected time period.
 - III. An easy procedure managing inventory, wherever they Reseller's are able to establish the quantity of goods they've in inventory and instantly alterations to "out of stock" whenever the item is actually sold out.
 - IV. Reseller's will wish to receive notification in addition to text message within the cell phone whenever they get an order. Much love every other notification like when somebody present you with a friend request on Facebook you obtain a little sound along with a statement and that states "you have a brand new buddy request", just that way the Reseller's would like the same task for purchase that "you received a brand new order".

6. Findings of the Study

The following would be the findings dependent on the evaluation from the survey as well as interview:

- I. The majority of the Reseller's uses smartphone, consequently and also according to the evaluation vast majority of the them would want using the ShopUp mobile program.
- II. Reseller's want the choice to get much more regular payment for the cash deposited to ShopUp financial though Money on Delivery process. III. Boosting and Delivery program are likely the most utilized and also well known providers of ShopUp by the Reseller's.
- III. The longer time Reseller's benefit from the ShopUp program, the number of theirs of sales increase in the long run.
- IV. Vast majority of the Reseller's have difficulty with the ShopUp desktop program through mobile phones, thus creating a mobile friendly program can help then significantly and Reseller's are ready to wear it.
- V. Reseller's believe that keeping the application program can help them to operate in any place at any moment, managing store and processing order is more quickly, it'll be less difficult to have compared to a laptop/computer, get immediate notification upon getting an order is extremely beneficial & it'll be very easy to operate, than a desktop/laptop pc with a reduced learning curve.
- VI. Vast majority of the computer users are not able to make use of the shop management attribute resulting from its boundaries like not enough available feature, powerless to publish product variations, powerless to create and be counted inventory, unable to label products.

- VII. Reseller's are extremely pleased with the dealer delivery service apart from the event problems including get appropriate condition of parcels like delivered, in progress or even broken or even lost.
- VIII. Reseller's are delight with the Boosting program of ShopUp so that as no complain with regards to this particular service.
- IX. Vast majority of the Reseller's would love to find out the profit of theirs and loss data, though a considerable amount is indifferent relating to this notion along with a bit of part do today wish this particular feature since they don't need ShopUp and/or any other to learn about the sales of theirs and tax issues on account of managing the company with no industry license.
- X. Information like best customers, majority offered items, total amount of purchases at any time, frequency of buyers decreasing or increasing and also increasing or perhaps decreasing sales rate will assist them to have much better business decisions.
- XI. And lastly, vast majority of the people will want applying for loan although the application program, but several are indifferent along with a tiny part have taken loans.

7. Recommendations

The suggestions based on the finding are as follows:

- I. In line with the evaluation, it could be observed that most of the owners are having difficulty utilizing the current desktop program though through mobile phones, additionally to that many of the users are utilizing smart phone and would want using a mobile application for the convenience of its, added brand new features, ease of accessibility and use. Therefore, ShopUp could set up their home in a mobile platform in addition because of their current desktop application to hold brand new reseller's who doesn't have a chance to access a pc or maybe laptop pc and make the lifetime of the existing clients simpler to operate the business of theirs.
- II. ShopUp need to possess a far more regular payment process for reseller's who offers though money on delivery, so the reseller's obtain the money of theirs the moment a sell is made by them.
- III. ShopUp must include the next function that is going to aid the reseller's to have much better business decision, the characteristics are as follows:
 - a. Top buyers
 - b. The majority of sold products
 - c. Total amount of purchases at any time
 - d. Frequency of buyers decreasing or increasing
 - e. Product sales rate, decreasing or increasing
- IV. ShopUp should consist of notifications as well as status updates for delivery and orders straight to the reseller's for greater transparency on shipping status.

- V. Considering that most of the reseller's aren't thrilled with the shop management feature, ShopUp must focus on making the feature more appropriate according to the reseller's necessity.
- VI. ShopUp likewise must bring feature for people to open the profit of theirs and loss stats, but survive an optional feature in which the person is able to decide to not put it to use in case they don't desire to.
- VII. Also to be able to boost the amount of loans provided by ShopUp, they must include the feature to use for loan inside the application program because nearly all of the reseller's will wish to get the choice depending on the evaluation.

8. Conclusion

In this article, I managed to discover temperature it justifies for ShopUp to shift to a mobile friendly option from their present desktop platform or even make modification and adjustments of their current desktop platform. Based on re-search it could be recommended that ShopUp must relocate to a movable helpful platform from their desktop computer program for their new and existing reseller's for a more and better user friendly experience. Not merely that, to create the reseller's company knowledge simpler and also helping for a far better business decision making, brand new feature like company analytics as frequency of product sales, top customers, low and high performing merchandise with profit & loss calculations will be a fantastic inclusion of the reseller's depending on the evaluation. Moreover, virtually all of the services or maybe features provided by ShopUp are functioning very well, unlike their shop management element that has be re evaluated to really make it much better and also much more helpful for the reseller's to take appropriate advantage or even make use of the feature.

Appendix A.

Survey Questions

1. What ShopUp services you use? *

-Delivery Service

-Boosting Service

-Shop Management Tool

2. How long have you been using ShopUp?

-Less than 1 months

-1-3 Months

-4-6 Months

-More than 6 months

3. Do you use a smart phone?

-Yes

-No

4. Which platform do you use for ShopUp reselling? *

-Mobile App

-Website

5. Which platform is comfortable for you to use ShopUp? *

-Mobile app

-Website

6. Is the Mobile application of ShopUp good enough to run your business? *

-Yes

-No

7. Will it be helpful to run your business completely through ShopUp mobile app? *

-Yes

-No

8. How contented or disappointed are you with ShopUp's Store Management service? *

-Very Unhappy

-Unhappy

-Neutral

-Happy

-Very happy

9. How contented or disappointed are you with ShopUp's Delivery service? *

-Very Unhappy

-Unhappy

-Neutral

-Happy

-Very happy

10. How contented or disappointed are you with ShopUp's Boosting service? *

-Very Unhappy

-Unhappy

-Neutral

-Happy

-Very happy

11. The amount of order you receive per week: *

- 0-3

- 4-6

- 7-9

- 10+

12. Would you like the option to apply for online loans in the application? *

-Yes

-No

References

-*Asia Internet Usage Stats Facebook and 2018 Population Statistics*. (n.d.).

<https://www.internetworldstats.com/stats3.htm>

-Karen Gilchrist. (2018). *Facebook and 3 millennials are changing the*

start-up scene in Bangladesh. [https://www.cnbc.com/2018/07/17/shopup-](https://www.cnbc.com/2018/07/17/shopup-bangladesh-start-up-uses-facebook-to-help-micro-entrepreneurs.html)

[bangladesh-start-up-uses-facebook-to-help-micro-entrepreneurs.html](https://www.cnbc.com/2018/07/17/shopup-bangladesh-start-up-uses-facebook-to-help-micro-entrepreneurs.html)