

Report On
Employee Satisfaction & Attitude Towards ShopUp Ltd.

By

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

BRAC Business School
BracUniversity
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Declaration

It is hereby declared that

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

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Letter of Transmittal

Ms. Ummul Wara Adrita

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66 Mohakhali, Dhaka-1212

Subject: Internship report on “Employee satisfied attitude towards ShopUp Ltd.”

Dear Madam,

With due respect I would like to declare that I have completed my internship report on the topic: “Employee satisfied attitude towards ShopUp LTD.” which is as a part of BUS400 course. While preparing my report, I tried my best to follow all the directions.

I have tried my best to finish the report as compact and comprehensive as possible with the essential data and recommended proposal.

This report is the result of my learning from my tenure and I hope that I have been able to make it informative and analytical so that it may come to good use to the readers.

Sincerely yours,

_____Ahsanuzzaman Khan_____

Ahsanuzzaman Khan

16104145

BRAC Business School

BRAC University

Date: January 11, 2021

Non-Disclosure Agreement

This agreement is made and entered into by and between ShopUp Ltd and the undersigned student at Brac University Student Ahsanuzzaman Khan ID 16104145.

Acknowledgement

During my 4 months at ShopUp, I have had one of the best experiences in my life and learned so much which was immense for my career.

First of all, I would like to thank my Supervisor Ms. Ummul Wara Adrita miss for her help during this Internship period with everything.

Secondly. I would like to thank my Supervisor Makame Mahmud bhaia for his wisdom and learning sessions. Additionally, Habiba Akhter apu, Golam Rabbi bhaia, Rimon bhaia, Afsana apu, Suma apu, Shushmoy bhaia for their constant support and because they made the work environment to feel like home. And also, too my Internship partner Pujan Dewan Jum with whom I have sat next to and had my lunch every day during this exciting period.

Finally, I would like to thank my mother Afroza Begum and also Zumana Hayat Khan for their constant support and belief in me.

Executive Summary

This report is being done in an attempt to complete the BBA program at BRAC University. It summarizes my 4 months tenure at ShopUp Ltd and also my personal experiences, what I have learned in this period and what differences the internship period means for a student.

It includes 3 chapters whereas in the first chapter I have mentioned my company name, my supervisor name, my brief job description during my internship period, scopes and learnings at that time.

In the second chapter I have described the company profile, its achievements, history and how their management and operation work at ShopUp Ltd. Moreover, I have conducted Porter's five forces theory for a smooth and effective Industry Analyses. Also, I have conducted SWOC Analyses to find out the strengths and challenges the organization have and is going to face in near future and made some recommendations accordingly.

In the third chapter I have tried to find out the employee satisfaction level and what indicators works for employee satisfaction. For that, I have conducted an inline survey and gathered the information and analyzed and summarized the findings to see the result. Then concluded with my own recommendation from working experience and from the analysis that I have conducted in this report.

Keywords: Report; ShopUp Ltd; management; analysis; recommendation.

Table of Contents

Declaration	ii
Letter of Transmittal	iii
Non-Disclosure Agreement	iv
Acknowledgement	v
Executive Summary	vi
Table of Contents	vii
List of Figures.....	x
List of Acronyms	xi
Chapter 1 Overview of Internship.....	1
1.1: Student Information: Name, ID, Program and Major/Specialization	1
1.2 Internship Information	1
1.2.1 Period, Company Name, Department/Division, Address	1
1.2.2 Internship Company Supervisor’s Information: Name and Position.....	1
1.2.3 Job Scope – Job Description/Duties/Responsibilities.....	1
1.3: Internship Outcomes:	2
1.3.1: Student’s contribution to the company	2
1.3.2: Benefits to the student.....	2
1.3.3: Recommendations (for and suggestions to the company on future internships).	2
Chapter 2 Organization Part: Overview, Operations and a Strategic Audit.....	4
2.1 Introduction (Objective, Methodology, Scope, Limitation and Significance)	4

2.1.1 Objective	4
2.1.2 Methodology.....	4
2.1.3 Scope.....	5
2.1.4 Limitations.....	5
2.1.5 Significance of the study.....	5
2.2 Overview of the Organization	6
2.2.1 Company Profile.....	6
2.2.2 Company History.....	7
2.2.3 Company Achievements	7
2.2.4 Services Provided by ShopUp.....	8
2.2.5 Mission.....	8
2.2.6 Slogan.....	8
2.2.7 Shared Values of ShopUp	9
2.3 Management Practices	9
2.4 Marketing Practices	10
2.5 Financial performance & Accounting Practices.....	10
2.6 Operations Management and Information System Practices	10
2.7 Industry and Competitive Analysis	11
2.7.1 Porter’s Five Forces (Industry Analysis)	11
2.7.2 SWOC Analysis.....	13
2.8 Recommendation	14

2.9 Summary and Conclusion	14
Chapter 3 Employee Satisfaction and Attitude towards ShopUp LTD.	15
3.1 Introduction	15
3.1.1 background	15
3.1.2 Objective	15
3.1.3 Significance of the study.....	15
3.2 Methodology	16
3.3 Findings and Analysis.....	16
3.3.1 Analysis.....	16
3.3.2 Major findings	23
3.4 Summary and Conclusion:	23
3.5 Recommendation	23
References.....	24
Appendix A.....	25

List of Figures

Figure 1 Shopfront Ltd logo	7
Figure 2 Gender Diagram.....	17
Figure 3 Different age group	17
Figure 4 Employment level	18
Figure 5 Working Period.....	18
Figure 6 Manager Appraisal	19
Figure 7 Connecting to the colleagues	19
Figure 8 Attachment to the company	20
Figure 9 Frequency of workload.....	20
Figure 10 Flexibility at place of work.....	21
Figure 11 Satisfaction with reward	21
Figure 12 Recommendation to loved ones	22
Figure 13 Total level of job satisfaction.....	22

List of Acronyms

BBA	Bachelors of Business Administration
HR	Human Resource
HRIS	Human Resource In0formation System
CV	Curriculum Vitae
MNC	Multinational Corporation
B2B	Business to Business
MSMEs	Micro, Small and Medium Enterprises
SEO	Search Engine Optimization
CEO	Chief Executive Officer
CTO	Chief Technology Officer
BD	Bangladesh

Chapter 1

Overview of Internship

1.1: Student Information: Name, ID, Program and Major/Specialization

This report is organized by MD. Ahsanuzzaman Khan, ID:16104145. It is organized to wrap up the academic internship Program which is a compulsory field to complete the Undergraduate BBA program at BRAC University. My specialization/major is Marketing and minor is Supply Chain Management.

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

The duration of the internship was 4 months. I started my internship from 20th August 2020 and it ended on 19th December 2020. I have worked in the Human Resources department. The address of ShopUp corporate office is House: 112, Road: 06, Mohakhali DOHS, Dhaka 1206.

1.2.2 Internship Company Supervisor's Information: Name and Position

During my 4 months tenure as an Intern at ShopUp Ltd, my supervisor was Makame Mahmud, Deputy Manager – Recruitment & Talent Acquisition.

1.2.3 Job Scope – Job Description/Duties/Responsibilities

My main responsibility was to complete the creation of personal files of existing and new employees of ShopUp Ltd and also input that information into HRIS as well. Moreover, I have helped the team by completing the onboarding procedures of new employees. Another one of

my tasks was to make interview phone calls and job confirmation phone calls and also coordinate interviews as well. My job description also included sourcing candidates for interviews by searching through CVs on BDjobs, Smartrecruiter, Different Facebook groups etc.

1.3: Internship Outcomes:

1.3.1: Student's contribution to the company

During my internship period, I have completed the back log joining of employees who joined During the Covid-19 lockdown period via online interview and onboarding procedures. I have also completed the day to day joining of employees in different departments. In total, during my 4 months at ShopUp I have completed the joining of approximately 300 employees from entry to top level. Moreover, I have also updated their information into HRIS software and coordinated interviews and made interview and job confirmation phone calls.

1.3.2: Benefits to the student

Internship is the first experience of an undergraduate student to see the corporate culture and learn from it. It is the one single point which helps the student to leave his/her undergraduate life and enter into the corporate life. During my internship, I have learned many things from my supervisor such as conducting interviews, how to speak to different levels of people, how to earn ownership among ourselves and be responsible for the job. I have also learned how a startup company operates and how it is different from big MNCs. These valuable words will help me throughout my career.

1.3.3: Recommendations (for and suggestions to the company on future internships)

There are some ways that the internship procedure can be smoother. Such as:

- There should be more training sessions among interns so that they can prepare themselves well for the corporate world.

- Being a startup, it is understandable that there will be continuous changes in plans, diagrams and policies but it also creates difficulties for interns and entry level officers to work during this period.

Chapter 2

Organization Part: Overview, Operations and a Strategic Audit

2.1 Introduction (Objective, Methodology, Scope, Limitation and Significance)

2.1.1 Objective

The main goal of the research is finding out the main components which influence the satisfaction level of the workers in the organization.

Like the primary objectives there are several secondary objectives as well.

Several of the secondary goals are:

- How the HR department of a company manages to keep as well as enhance the working atmosphere.
- To determine the way the HR department of a company implement strategies to adjust to the rapid growth and regular changes in operations.

2.1.2 Methodology

Since ShopUp Ltd. is nonetheless a startup business and there is not a lot of info on the internet so I have had to work with generally primary data that I gathered during my tenure at ShopUp and also with the help of seniors from the company. Moreover, by doing an online survey helped me to get the information that I needed to complete the report.

To make this report more understandable, I have additionally incorporated the theoretical knowledge of mine.

2.1.3 Scope

Being a startup and a private company, as mentioned above, there are few studies available about ShopUp Ltd. And those are not enough or did not talk about the employee satisfaction or how ShopUp treats its employees. So, from this study, we will be able to know how the employees feel about their workplace and moreover the environment around them and how ShopUp can improve its environment to make it an even better and friendly workplace.

2.1.4 Limitations

Although I have a much better learning opportunity from ShopUp, because of info being confidential generally there were higher difficulty to prepare the report. Moreover, I have had to keep the fullest confidentiality in utilizing the info I gathered while employed in the business. The limits I experienced while preparing the report:

- Because of confidentiality, I could not discuss many ingenious info regarding the organization and the topic
- Because of not enough time, I was not capable to collect comprehensive info on the functions of other departments
- As there is fewer secondary information available about the business, I had to obtain the majority of the info primarily

2.1.5 Significance of the study

Job satisfaction is among the key components for an employee to be dedicated and effective. The satisfaction of the workers is among the key factors which lead to more efficiency and success of an organization. The motivation behind this study is to figure out the satisfaction of the employees of this organization. This particular study is going to be ideal for the organization as well because they are able to see what their employees think about doing work here and if the company need, they are able to do the study in far more comprehensive and focused manner.

According to the research they are able to apply strategies to boost the satisfaction of the workers that will result in a greater functioning of the business. Additionally, this particular study is essential for the individuals who are ready to work right here down the road as they could understand about the job environment as well as the problems of the present employees.

2.2 Overview of the Organization

2.2.1 Company Profile

Shopfront Limited or ShopUp, the popular name to each of the micro entrepreneurs in E-Commerce business, appears as a brand.

Shopfront Limited will be the biggest Tech organization of Bangladesh with a quest to allow large numbers of micro entrepreneurs to grow. ShopUp, originally started with an aim to deliver a groundbreaking change in the E-Commerce market of Bangladesh via giving the market stakeholders a chance to access finance together with a selection of services that had been solely made for the stakeholders. But as the organization expands with time, it had incorporated different providers for large businesses too. ShopUp is currently also operating as a distribution channel for a lot of major giant organizations. And it does not desire to restrict its' services to just for the E-Commerce merchants, it really wants to distribute all over Bangladesh. It really wants to take all of the microentrepreneurs that are spread all over Bangladesh in a single platform, to provide all the materials needed to run their day-to-day business.

It is Bangladesh's top full-stack B2B platform for minor enterprises. ShopUp offers simple access to B2B sourcing, last-mile logistics, digital credit and business management solutions to minor Enterprises. ShopUp is currently helping over 500k MSMEs to develop their businesses ("ShopUp - Enabling Small Businesses via Technology.", 2021).



Figure 1 Shopfront Ltd logo

2.2.2 Company History

ShopUp began the journey of theirs in 2016 as well as the thought of ShopUp was from Afeef Zubair Zaman together with him there was Aatur Rahim and Sifat Sarwar. These are the individuals who established ShopUp in the E-commerce industry of ours. From 2016 ShopUp has remarkable development also it is still developing day by day. As a startup business ShopUp creates an amazing contribution in the e-commerce business and giving Facebook re-sellers a platform where they are able to operate the business of theirs smoothly.

2.2.3 Company Achievements

One of the best accomplishments for ShopUp from its' inauguration phase, is being financed by Sequoia Capital, an American venture capital firm, as reported by one of its' cofounder Mr. Afeef Zubair Zaman. However, the accomplishments have not yet ended in this case. Lately, ShopUp has accomplished the award of being, "The Best Startup of the Year 2019, Bangladesh" "(nawmi, 2020).

Apart from these accomplishments, ShopUp has additionally crossed the borders of their nation and spread throughout India and Singapore, lately. ShopUp has purchased Voonik, a huge tech-based company on Bengaluru, India.

Moreover, in October 2020, they have got the Series-A investment from Sequoia Capital India, Flourish Ventures and VEON Ventures. They have raised over \$22.5 million, which is the largest series-A funding in Bangladesh ("ShopUp - Crunchbase Company Profile & Funding", 2021).

2.2.4 Services Provided by ShopUp

ShopUp originally began with services solely created for just E-Commerce merchants. As it's growing up, it has included service for giant businesses too. And it is additionally opened up the premium E-Commerce services for all the merchants that are not directly involved in E-Commerce business. Services offered by ShopUp,

- REDX: Delivery services for merchants, both that are indirectly and directly associated with E-Commerce
- ShopUp re-seller: Promotion and also boosting for E-Commerce merchants
- E Loan facilities for F Commerce merchants
- Product tracking down for merchants, both that are indirectly and directly associated with E-Commerce
- Free site facility to resource and sell products
- Unicorn Distribution Ltd: Distribution services for E Commerce merchants, merchants that are not directly associated with E Commerce market and for huge businesses (The Daily Star, 2020).

2.2.5 Mission

The underlined missions of ShopUp are:

- to allow the micro entrepreneurs to get better and faster
- to help local and small entrepreneurs getting a chance to access a broad range of services
- to act as a bridge between giant organizations & local micro-entrepreneurs
- To serve as an excellent distribution channel for big organizations
- To make an excellent effect in the economy through youth empowerment as well as Financing.

2.2.6 Slogan

“One stop platform for small business”.

2.2.7 Shared Values of ShopUp

At ShopUp, co-founders, upper management and all employees put a greater value in the direction of the organization's shared values. Values are:

- Merchant First
- Think 10x.
- Pace over perfection
- Own your number
- Disagree & commit

2.3 Management Practices

The management of ShopUp is more developed. The board of management guarantees the company works in an efficient way.

The Human Resource Management department includes several sub sections. These are the Payroll unit, talent acquisition unit, Performance and Organization development unit and in the future, there will be a unit for development and training. The activities of every unit lead to an excellent pool of skilled workers working efficiently and effectively.

The talent acquisition department is accountable for the recruiting, joining, pooling talents, along with a lot more. The recruitment is completed somewhat from both external and internal sources. Nevertheless, the recruitment procedure differs for various vacancies. Certain vacancies need bulk recruitment like Customer care associate, sales representative, Van Drivers, sales etc. and as for the position associated with executive or higher-level jobs an extended practice of recruitment is needed which includes many interviews as well as assessments including excel assessments.

The payroll unit is liable for establishing policies of compensation, benefits, bonuses, salaries etc. for the company and moreover their core job is to work efficiently every month so that every worker of the organization gets their salary on time.

Performance and Organization Development unit works with appraisal, job confirmation, promotion and organization structure development.

2.4 Marketing Practices

At ShopUp, there is not any dedicated department or team for Marketing Practices. And ShopUp does not rely heavily on digital marketing tools as well. There are some departments that use digital marketing tools highly such as the re-seller department. They are somewhat called the marketing team as they work with Facebook re-seller page boosting, website boosting, SEO etc.

2.5 Financial performance & Accounting Practices

Although the company is not a financial institution, it nevertheless does massive financial transactions each day. To have effectively structured monetary system the financial department of the company operates through Oracle Net Suite financial application for inputting fiscal entries, log entries and for a lot more functions. This particular application helps the group to keep a thoroughly clean monetary record. The finance department are generally accountable to type in the transactions as well as all of the daily monetary calculation of the business. The financial information then at the end of the day is uploaded to a main server that is accessible to the finance department as well as the management board.

Moreover, ShopUp being a private company and strict policies, I am not being able to share the financial performance reports with everyone. But just to say that, ShopUp has become one of the largest organizations within Bangladesh in 2 years and currently have some of the most talented and creative people working for them.

2.6 Operations Management and Information System Practices

The entire operation of the company is led by Chief of Staff Afsana Zarin. She is then reporting back to the CEO Afeef Zubair Zaman. Afsana apu is reported by every Head of the departments which basically holds the designation of Senior Managers or General Managers. Head of the Department is then reported by the deputy managers under him/her who basically reports about the financing and operations of the business for the following week. Every week there is a meeting in Thursday morning where every departmental head along with the Chief of staff meets with the CEO and reports back to him about the weekly operations and finance done by

that particular week and what challenges are every department facing and what can be done to resolve those issues.

Information system of the organization is basically led by the CTO Aatur Rahim who is also one of the co-founders. He is then Reported by the Product Managers and there are certain number of Computer Science Engineers, Software Developer works under each Product Managers and report back to them. Moreover, the re-seller team also uses Facebook boosting, SEO, Digital marketing tools to promote the business of different re-seller. Also. The HR team uses a software called TalentX which is also known as the HRIS. There all the information needed about each employee can be found and can be used if needed.

2.7 Industry and Competitive Analysis

2.7.1 Porter's Five Forces (Industry Analysis)

There are different tech-based companies that work in the same way such as ShopUp. ShopUp is a tech-based platform that provides B2B services to big and small entrepreneurs. ShopUp's competitors can be:

1. Daraz BD
 2. Pathao BD
 3. NGO's that helps small businesses
 4. ARC Distribution Ltd.
 5. Evaly BD
 6. FoodPanda BD
- Power of Buyer: ShopUp performs for the small and big entrepreneurs and business and helps them by providing services as well. Here, the power of buyer means the small and big businesses who takes those services.
 - Those companies can take those services from other companies like distribution can done through Arc Distribution and transportation can be done through Pathao or by their own transport and loans can be completed through NGO's.
 - But also, ShopUp is providing them a good interest and helping them to get rid of the distribution and transportation business etc. which lessens their hassle.

So here, the Power of buyer is Medium.

- Power of Supplier: here for ShopUp, the suppliers are Unilever, Merico, Square, different banks who provides loans etc.
 - Those companies can supply their products to the buyers through different mediums or by their own.
 - But that will make them to create their own distribution or transportation services or relying on other businesses which might not be as efficient as ShopUp.

Thus, the Power of Suppliers is Low.

- Threat of new Entrants: ShopUp has made themselves a cornerstone in the last year and have become a motivation for all the new entrepreneurs who might follow the same business platform of ShopUp.
 - Thus, there is a high chance from threats coming from new entrants.
 - But at the same time, it is highly unlikely for a business to sustain like the way ShopUp did because they have got the first mover advantage.

So, Threat of New Entrants is Medium.

- Threat of Substitutions: There is always the threat that buyer can go the substitution if the service is not good and efficient enough.
 - Substitution can be providing the services on their own or they can go to different a different channel or business to get the same service which is highly unlikely.

So, the Threat of substitution is Low.

- Rivalry among Competitors: here, the tech-based companies who have transportation and somewhat distribution system are Daraz, Pathao, Evaly, Foodpanda etc.
 - So, it is common for this start-up companies to fight among themselves and snatch potential market and grab the next territory.

Thus, Rivalry among Competitors is High.

2.7.2 SWOC Analysis

- Strength:
 - ShopUp is a tech-based service providing b2b company which gives them an edge over its rivals.
 - Most of their buyers are small business owners who needs investment and help to grow their business which is provided by ShopUp and as there are huge number of start-ups in our country, it is a big bonus for ShopUp.
- Weakness:
 - It is still considered as a start-up because their operations have been running fully for not more than 2 years. Although they have done tremendously well in this 2 year but it is still early to predict the future of ShopUp and whether they can be as sustainable as Square, Akij, MGH etc.
- Opportunity:
 - ShopUp has just launched their business in India by buying a tech-based company Voonik. So, there is still the scope to capture the huge potential market of Indian small and large businesses.
 - As there are a growing number of start-ups in our country, thus they can really exploit the opportunity by helping them to grow which will eventually help ShopUp to grow as well.
 - Moreover, in the future after being sustainable in Bangladesh and India, they can also think about capturing the Market of the Whole Asian Region.
- Challenges:
 - Mostly, the challenge comes from the new businesses who can be motivated from ShopUp's success and might do that as well can become a good rival.
 - Moreover, other tech-based companies such as daraz or Evaly can follow the footsteps of ShopUp and start their business following the same model and can become rivals within a short time

2.8 Recommendation

During my 4-month tenure at ShopUp, I have come up with some recommendations which they can use in the long run:

- They can really use extensive SEO and digital marketing tools like Daraz and Evaly to make themselves more popular to people.
- In the long run. They can think of opening up a b2c business unit as well.
- They should focus more on employee training and development as this will make the employees more efficient and skillful who will in return help the company to grow.
- Although it is a still start-up and it is normal for them to change structure, policies and make up new rules but it creates problem among employees when it is done often, so they can work on this matter as well.

2.9 Summary and Conclusion

ShopUp is a tech-based service providing company in the b2b platform. Although they are new but they are doing a great job to run the operations smoothly. It is being done by the efficient and effective Human Resources team. It helps the organization to provide the manpower needed when it is required. They have a huge pool of jobseekers and when needed they provide employees from that pool to make the operation smooth and sustainable.

In conclusion, they have become one of the largest companies in Bangladesh within 2 years and still they are counted as a start-up. Though their initial success put them in limelight, now is the time for the company to keep growing and become one of the leading organizations in Bangladesh.

Chapter 3

Employee Satisfaction and Attitude towards ShopUp LTD.

3.1 Introduction

3.1.1 background

The learning of academic life enables students to acquire knowledge of various business sectors. The subject "Employee Satisfaction and attitudes towards ShopUp Ltd" has been selected from the interest of mine from working in the Human Resources Management as from there I have learned that fulfilling the employee needs are one of the greatest indicators of Employee Satisfaction which results in better performance by employees.

This internship report is performed to achieve the goal which is needed to complete internship in an effort to complete BBA undergraduate system. The statement and the findings as well as the analysis is founded and performed by me while working in the company. The statement involves the blend of the academic knowledge of mine that I have gathered while finishing the BBA program of mine at BRAC University and also the actual real-life experiences that I've gathered from the observation of mine while working there.

3.1.2 Objective

The main purpose of this research was to find out the degree of employee satisfaction at ShopUp Ltd. In addition, another target was to figure out the difference between what employees thought about the organization as well as what the organization feels about the employees.

3.1.3 Significance of the study

The final outcome and the findings will help to better understand the key elements affecting the level of employee satisfaction and motivation. This influences the company's productivity directly or indirectly, thus also the success rate. Moreover, this study would assist the company

to consider what measures can be taken to implement strategies to enhance the degree of employee satisfaction.

3.2 Methodology

The study has been conducted through an online survey. Here some important factors such as the motivation of supervisor, compensation and incentives, rewards etc. were taken as independent variables to determine the degree of employment satisfaction properly.

In addition, the survey was fast and simple so that more response can be gathered in shortest possible time. The questionnaire consists of 15 questions regarding employee satisfaction and it contains multiple-choice, scale, yes/no type questions. Also, there is no disclosure of personal data of any of the personnel in this study.

However, this research contains only the primary data as it was not possible to get the secondary data from other sources due to the company policy.

Moreover, for this research I have selected 60 people as a sample size.

3.3 Findings and Analysis

3.3.1 Analysis

There was a series of questionnaires in this survey where the employee was asked to provide an opinion about their impression, preference, and level of contentment while working in the organization. The study incorporates the variables that affect the attitudes of workers and helps to assess the degree of satisfaction. Factors for assessing worker satisfaction are- performance assessment; incentives and motivation; working conditions; compensation and benefits.

Gender
60 responses

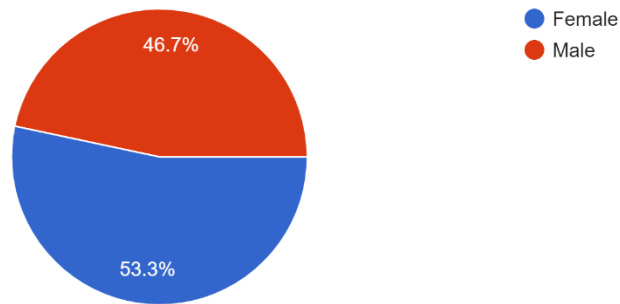


Figure 2 Gender Diagram

In this survey 60 responds were taken. Among them 32 were female which is 53.3% (Figure1) and 28 were male which is 46.7% (figure 1). It shows that the company is gender discrimination free. The chart shows that the number of male and female is almost equal but the percentage of female is bit higher than the male which also adds a positive value towards women empowerment.

Age Group
60 responses

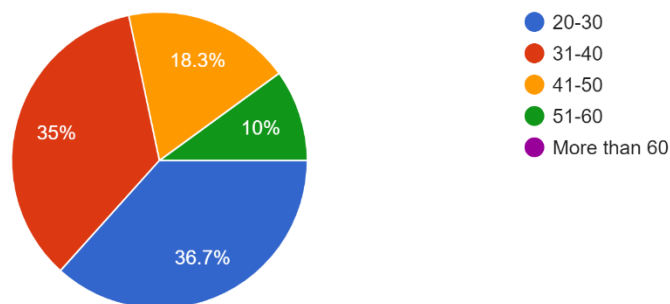


Figure 3 Different age group

Employment level according to position
60 responses

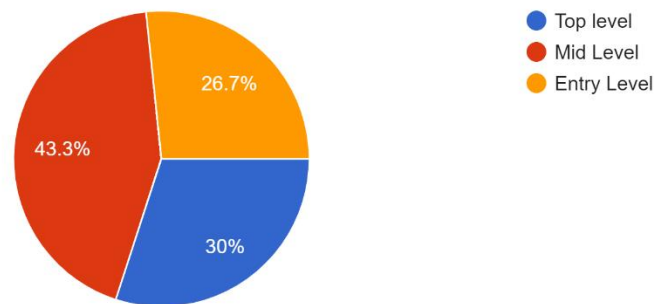


Figure 4 Employment level

Have been working in this company for
60 responses

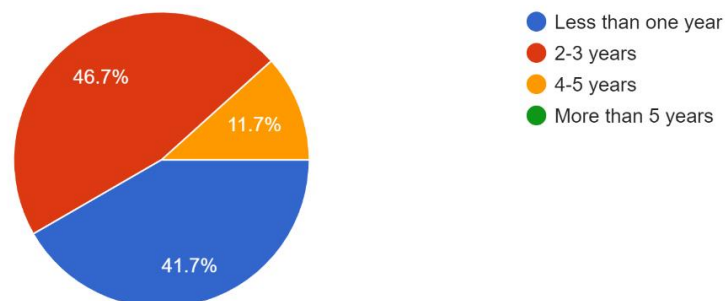


Figure 5 Working Period

Figures 2, 3 and 4 clearly demonstrate that various age groups have been employed here in different roles for different periods of time. This means that the organization is actively recruiting over the years.

How frequently does your manager recognize your achievements and efforts?

60 responses

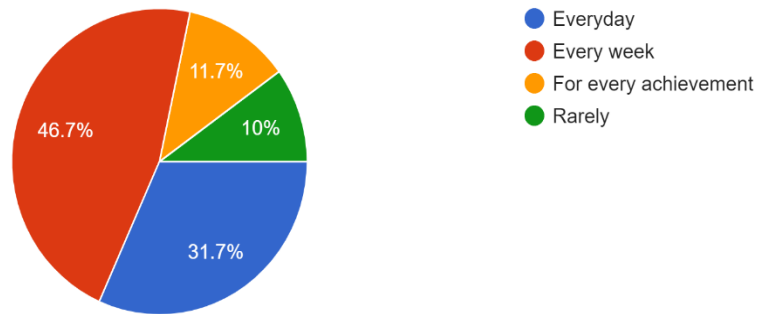


Figure 6 Manager Appraisal

In figure 5, it has been shown that 46.7 % and 31.7% employee get appraisals for their efforts every week and everyday respectively. And 11.7% says they get appraisals for every achievement. Which is in total 90.1%. That is an incredibly positive attitude towards the employee's as appreciating the employees on a regular basic is a best kind of scenario in recent job market.

Do the employee feel connected to the coworkers while in the office?

60 responses

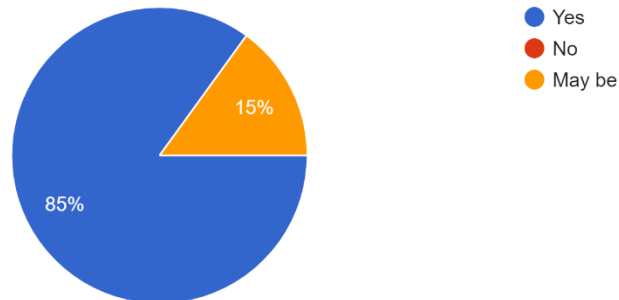


Figure 7 Connecting to the colleagues

Here, it has been shown that 85% thinks that they feel connected to their coworkers which is another sign of a positive work environment.

Are you inspired by the purpose and mission of ShopUp LTD?
60 responses

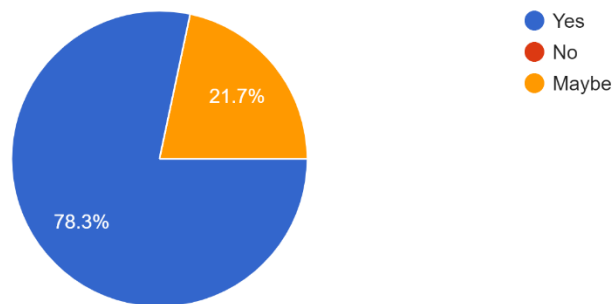


Figure 8 Attachment to the company

Here it shows that 78.3% participants are inspired by the purpose and mission of the company and the rest 21.7% are not sure but there is not negative respond found.

How frequently do you feel stressed out at work?
60 responses

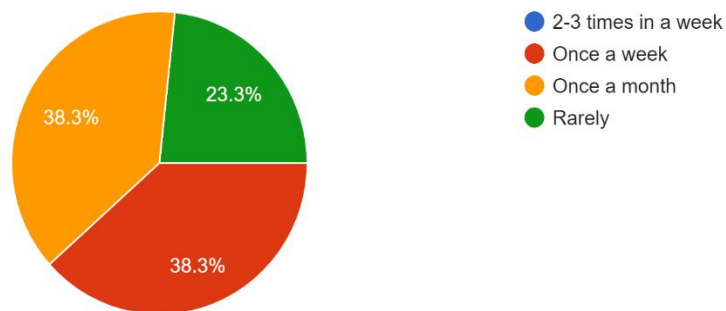


Figure 9 Frequency of workload

38.3% has responded once a month and another 38.3% has responded once a week and 23.3% has responded rarely they feel stressed out at work.

Flexibility of ShopUp LTD with in term of personal problems or family issues
60 responses

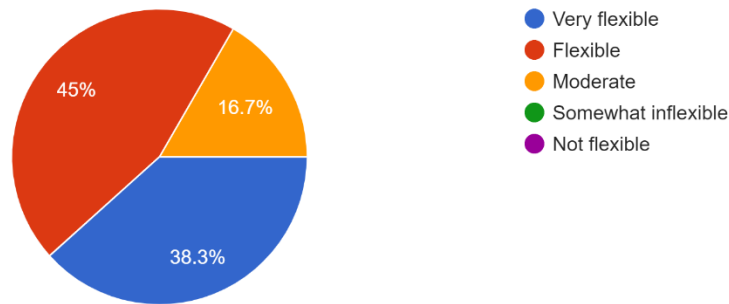


Figure 10 Flexibility at place of work

This chart shows that ShopUp Ltd gives enough flexibility in term of personal problems or family issues as 45% of them and 38.3% of them said that the company is very flexible, respectively. that means 83.3% of them agrees that the company is flexible enough in term of personal problems or family issues.

Are you satisfied with the incentives (both financial & non-financial) given by the organization?
60 responses

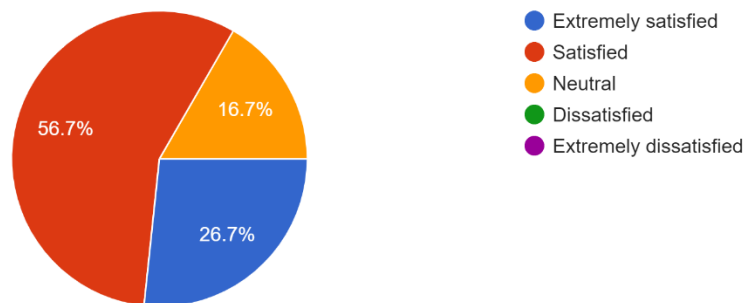


Figure 11 Satisfaction with reward

83.4% respondents are satisfied with the incentives given by the organization among then 56.7% of them satisfied and 26.7% of them extremely satisfied. Incentives are one of the major motivational factors in case of employee satisfaction. It is a proven fact that it encourages the employees to work more to increase growth in career.

How likely are you to recommend your workplace to a friend or a family member?(Here 1= Not recommending; 5= Highly recommended)

60 responses

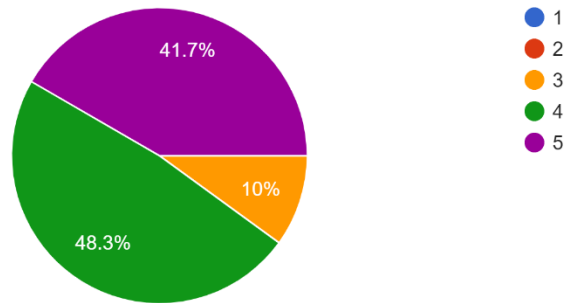


Figure 12 Recommendation to loved ones

90% of the employees responded that they would recommend ShopUp Ltd to a friend or a family member. This mean the working place is safe and secure and for that reason so many of them are recommending it to their closed ones.

Are you satisfied with your job overall?

60 responses

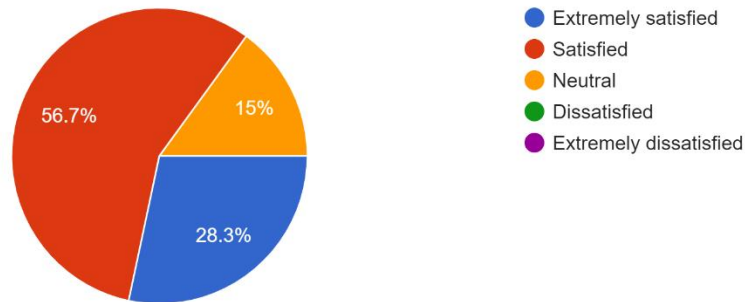


Figure 13 Total level of job satisfaction

Lastly, this chart shows that 85% of the participants are satisfied with their job overall. Where 56.7% are satisfied and 28.3% are extremely satisfied. That means the company is ensuring positive environment for the workers. And it leads a positive attitude among the employees towards ShopUp Ltd.

3.3.2 Major findings

Based on the main factors, some results have been found from this survey, which are given below.

- The manager frequently motivates and cares for the workers.
- Provides good incentives for personal development and growth.
- ShopUp Ltd provides a healthy working environment that contributes to job satisfaction.

3.4 Summary and Conclusion:

From the analysis and findings, we can understand that Employees puts great affection towards ShopUp and also ShopUp treats their employees very well and with care. Moreover, ShopUp employee benefits, bonuses, incentive package is also great which motivates the employees towards greater achievements as well.

In conclusion, I would like to say that being one of the new companies ShopUp provides great care towards its employee base and they constantly try to improve the work environment and make it healthier and more sustainable for all because they understand the value of employee satisfaction.

3.5 Recommendation

During my 4 months tenure at ShopUp, I have met some great people and they had one of the best working environments, but there are some things that can improve:

- In near future, they will become a big organization and the start-up tag will not be there. So, they need to focus on how to maintain a huge employee base because it is always difficult to maintain more people.
- Moreover, being a start-up, employees often need to work extra hours. So, Managers always try to find ways to make sure that their employees work are valued.
- The company need to implement the 360-degree employee performance review form. It is a new technique of employee performance evaluation which provides a holistic approach.

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Appendix A.

Research Question

1. Gender
 - Female
 - Male
2. Age group
 - 20-30
 - 31-40
 - 41-50
 - 51- 60
 - More than 60
3. Employment level according to position
 - Top-level
 - Mid-level
 - Entry-level
4. Have been working in this company for
 - Less than one year
 - 2-3 years
 - 4-5 years
 - More than 5 years

5. How frequently does your manager recognize your achievements and efforts?
 - Everyday
 - Every week
 - For every achievement
 - Rarely
6. Does the employee feel connected to the coworkers while in the office?
 - Yes
 - No
 - May be
7. Are you inspired by the purpose and mission of ShopUp?
 - Yes
 - No
 - May be
8. Do you feel your compensation is fair according to your responsibility?
 - Yes
 - No
 - May be
9. How frequently do you feel stressed out at work?
 - 2-3 times in a week
 - Once a week
 - Once a month
 - Rarely

10. Flexibility of ShopUp LTD with in term of personal problems or family issues

- Very flexible
- Flexible
- Moderate
- Somewhat inflexible
- Not flexible

11. Are you satisfied with the incentives (both financial & non-financial) given by the organization?

- Extremely satisfied
- Satisfied
- Neutral
- Dissatisfied
- Extremely dissatisfied

12. ShopUp LTD provides appropriate training and guidance to develop skills and abilities.

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

13. How likely are you to recommend your workplace to a friend or a family member?

(Here 1= Not recommending; 5= Highly recommended)

- 1
- 2
- 3

- 4
- 5

14. Do you feel valued at work?

- Yes
- No
- May be

15. Are you satisfied with your job overall?

- Extremely satisfied
- Satisfied
- Neutral
- Dissatisfied
- Extremely dissatisfied