

Report On
“An overview of inventory management and vendor acquisition
operations at zDrop”.

By
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21164084

An internship report submitted to the Brac Business School
In partial fulfillment of the requirements for the degree of
Master of Business Administration

BRAC Business School
Brac University
22th June, 2023

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Declaration

It is hereby declared that

1. I created the internship report that was submitted while completing my degree at Brac University.
2. Except when properly referenced by complete and precise referencing, the report does not contain any previously published or written by a third party content.
3. No material that has been approved or submitted for another degree or diploma at a university or other institution is included in the report.
4. I have acknowledged all significant sources of help.

Student's Full Name & Signature:

Md. Abdullah Abu Sayed
21164084

Supervisor's Full Name & Signature:

Dr. Md. Arif Hossain Mazumder
Assistant professor, Brac Business School
Brac University

Letter of Transmittal

Dr. Md. Arif Hossain Mazumder,
Assistant Professor
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report on “An overview of inventory management and vendor acquisition operations at zDrop”.

Dear Sir,

I would like to submit my report titled “An overview of inventory management and vendor acquisition operations at zDrop” prepared as a part of the requirement for MBA program of BRAC Business School. zDrop Bangladesh Limited hired me first as a content executive and then as a vendor excellence executive. I learned a lot from working on this report, especially about the distinctions between theoretical and practical work. I hope you will find the report to be unbiased, organized, and trustworthy.

I would want to take this chance to express my gratitude for all of the advice and support you have given me, which I hope to continue receiving in the future.

Sincerely yours,

Md. Abdullah Abu Sayed
Student ID: 21164084
BRAC Business School
BRAC University
Date: 22th June, 2023

Non-Disclosure Agreement

This is Md. Abdullah Abu Sayed, a student at BRAC University. The undersigned and zDrop Bangladesh Limited have reached an understanding. The information in this report will remain confidential between the organization and the student. All data and information provided here will be treated with the utmost confidentiality due to the sensitive nature of the issues discussed in this study. In order to achieve the maximum level of transparency, the material presented in the document has also been thoroughly reviewed by the responsible party within the company. It would be immoral to reveal the information to anyone other than the firm and the student. To protect its privacy and integrity, the data will only be exchanged between the responsible party for the university and me. The department of content and business development provided assistance in improving the material in this report. Additionally, a number of facts have been covered in this article at various times. This report will only be shared with the business and myself due to privacy concerns. Since zDrop Bangladesh is a highly moral organization, all of its members concur that private customer data shouldn't be disclosed to outside parties. I must sign this agreement as an intern, swearing not to reveal anything I find out while working for the business.

Acknowledgment

At the outset of writing this report, I'd want to express my gratitude to Almighty Allah for his help in finishing it. This internship report represents the culmination of many people's efforts. I am grateful to a lot of people who assisted me in organizing this report, as well as for their kind opinions, recommendations, instructions, and support, as well as proper guidelines for this report. I received constant assistance and guidance from a variety of sources while doing this report. I would like to take the opportunity to offer gratitude to everyone for assisting me.

First and foremost, I would like to express my gratitude to my internship supervisor, Dr. Md. Arif Hossain Mazumder, Assistant Professors, BRAC University, and my co-supervisor, Dr. Suman Paul Chowdhury, Associate Professor, BRAC University, for their constant advice and support in the writing of this report. Their insightful counsel has greatly aided me in drafting my paper. I am extremely grateful to them for their assistance during my internship. Next, I'd like to thank Saukat Elahi, Head of Business at zDrop Bangladesh Limited, for his organizational supervision at zDrop Bangladesh Limited. He directed me in the right direction and frequently checked in on my progress on this report.

I would also like to thank Md. Saif Chowdhury, Operation Lead at zDrop, B2C Sr. Executive T. M. Shakib Mahmud, and content executive Anika Abantika for assisting me in comprehending the method; without their assistance, I would not have been able to complete this report.

Executive Summary

Every year, we see a considerable increase in the number of internet users. People are more interested in conducting business online. Most individuals in Bangladesh are familiar with Amazon, Alibaba and Flipkart. Daraz, Chaldal, Bikroy, zDrop, Foodpanda, Othoba and others are among our e-commerce enterprises. Because it is a booming market, there are numerous sectors to concentrate on to improve the online purchasing experience. Problems had to be recognized in order to improve a service. This report was produced with the intention of learning about the overview of inventory management and vendor acquisition operations at zDrop. To have a deeper understanding of the industry so that effective recommendations may be made to the company. zDrop has been in operation since November 9th, 2020 and has developed through time. However, there are areas that act as roadblocks to providing clients with a better online purchasing experience. For the corporation, this is a concerning issue. It's an extremely competitive market, so if the service isn't up to par, the company will struggle to stay in business in the long run.

In this report, I describe the content activity, inventory management and vendor acquisition operations at zDrop. In zDrop, once the vendor acquisition with inventory management documentation was submitted and the content was uploaded to the website, the product or service was made accessible online on the zDrop platform. Following that, the consumer can look over the full item or service, including all of its characteristics. Customers shop on the zDrop website in a similar manner to how they would at a real store.

Keywords: Inventory Management, Vendor Acquisition, Business development, B2C

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List of Acronyms

B2B	Business-to-business
B2C	Business-to-consumer
VE	Vendor Excellence
HQ	Headquarters
BNY	Bangla New Year
QC	Quality Control
Dept.	Department
B1G1	Buy 1 Get 1
CMS	Content Management System
SKU	Stock Keeping Units

Chapter 1

Overview of Internship

1.1 Student Information

Name: Md. Abdullah Abu Sayed

ID: 21164084

Program: MBA

Major: Finance

1.2 Internship Information

1.2.1 Internship Company Name and Duration

Period: 3 Months

Company Name: zDrop Bangladesh Limited

Department: Content and Business Development

Address: Star Center Plot -2A, Block SE (C) ,Road 138 (Ground & 1st Floor),
Dhaka-1212.

1.2.2 Internship Company Supervisor's Information

Name: Saukat Elahi

Designation: Head of Business

1.2.3 Job scope

As a content team member, get product information from manufacturers, suppliers, or internal teams. Product names, descriptions, SKUs (stock keeping units), prices, dimensions, weight, and any other pertinent details are often included in this data. Format and arrange the product details in a logical and consistent way. Create intriguing and educational product descriptions that highlight the characteristics, advantages, and distinctive selling aspects of each

product. Obtain or make in-house high-quality product photos from vendors. Make sure the photographs are true to the product and adhere to the website's image standards. Enter the product details, descriptions, and photos into the backend or content management system (CMS) of the e-commerce platform. Include all required information in the fields, including product names, SKUs, prices, amounts, categories, and tags. Verify the accuracy and consistency of all the data you submitted by checking it again. To guarantee the smooth integration of product material, work with other departments such as marketing, merchandising, and inventory management. Keep abreast of market developments, consumer opinions, and rivals' tactics to raise the standard and applicability of the product's content.

As a member of the vendor acquisition team, Meeting with vendors to persuade them to promote their goods on our website. Assisting the content uploading team with uploading all of the vendors' products Encourage vendors to sell their goods through our marketplace and often update pricing by persuading them to give more promotions, such as discounts. Encourage vendors to provide additional specials, such as discounts or buy one, get one offers. Preparing fresh advertising initiatives and promotional deals for a big event.

1.3 Internship Outcomes

1.3.1 Students' contribution to the company

The primary duty of my position as a content executive on the Content Management Team is to gather the product excel file that the Vendor Excellence Team provides. The task itself starts at this moment.

- First I have to determine the type of the product, choose a certain category, and then review the product specifications.
- I have to begin looking up the product's specifications, including its image and price, on other websites.
- After obtaining specific data and entering it into the system, I must speak with the vendor team to inquire about the need for stock, seller prices, and zDrop prices.
- Prior to making the product live, I must first determine the commission pricing percentage that is required for the e-commerce site.
- Lastly, while the stock update process is underway at hubs, I must control inventory alongside the operation team

I was then moved to the Vendor Excellence Team. There are various different kinds of responsibilities that an individual must complete in the "Vendor Excellence" area. Every two weeks, a list of inactive merchants is delivered. Each VE employee receives an equal share of these sellers. The list contains two different categories of inactive vendors: new inactive sellers and old inactive sellers. The task itself starts at this moment.

- First I have to learn about and keep track of the issues that the allocated sellers are experiencing through their accounts.
- Next, I need to start calling the vendors to ask them why they aren't active and if there is a problem, meeting with merchants to urge them to sell their product through our marketplace.
- Collaborating with content uploading team to upload all the products of the vendors.

- Convince vendors to provide additional bargains like discount or Buy 1 Get 1 offer (BIG1).
- Planning fresh campaigns and promotional offers for unique occasion.
- Contacting vendors periodically to continuously revising the pricing

The Inventory Activity objectives of zDrop are as follows:

- I have to know how much stock is available.
- In order to avoid waste,
- To avoid running out of stock
- To deliver greater customer service

	A	B	C	D
1	Product Name	Link	Product ID	Stock
2	MamyPoko Diaper Pant L 40 (9-14 kg).	product/mamypoko-diaper-pant-l-40-9-14-kg-diaperbaby-diaperba	16898732	5
3	Hosen Mushroom - 2840gm.	https://zdrop.com.bd/product/hosen-mushroom-2840gm-8028810	16898462	4
4	Nestle Lactogen-2 Infant Formula 1.8kg.	om.bd/product/nestle-lactogen-2-infant-formula-18kg-baby-milk-p	16894730	3
5	Huggies dry pants XXL belt 14+ kg, 32 pcs.	/product/huggies-dry-pants-xxl-belt-14-kg-32-pcs-diapersbaby-dia	16872704	Stock Out
6	Neocare Baby Diaper L 7-18 kg, 50 pcs.	/product/neocare-baby-diaper-l-7-18-kg-50-pcs-diapersbaby-diape	16846709	9
7	Huggies Dry Pants XXL 32 (15-25 kg).	product/huggies-dry-pants-xxl-32-15-25-kg-diapersbaby-diaperbab	17845792	7
8	Aptamil 1 from birth to 6 month 800gm.	com.bd/product/aptamil-1-from-birth-to-6-month-800gm-baby-mi	16479732	3
9	Aptamil 2 From 6-12 month 900gm.	om.bd/product/aptamil-2-from-6-12-month-900gm-formula-milk-p	16789757	Stock Out
10	Aptamil 3 From 1 to 2 years 800gm.	om.bd/product/aptamil-3-from-1-to-2-years-800gm-formula-milk-p	16898775	2
11	Boots Baby Organic Cous Cous 7+.	zdrop.com.bd/product/boots-baby-organic-cous-cous-7-baby-food-	16898782	3
12	Kellogg's Corn Flakes Original Breakfast Cereal 475gm.	bd/product/kelloggs-corn-flakes-original-breakfast-cereal-475gm-c	16898752	Stock Out
13	Nestle Nido Fortified Full Cream Milk Powder 900gm.	m.bd/product/nido-fortified-full-cream-milk-powder-900gm-milk-p	18566712	6
14	Olio Orolio Olive Oil 5 Ltr.	https://zdrop.com.bd/product/olio-orolio-olive-oil-5-ltr-9526398	16898731	3
15	Olitalia Olive Extra Virgin Oil - 5 Ltr(Tin)	/zdrop.com.bd/product/olitalia-olive-extra-virgin-oil-5-ltrtin-7295	16777772	Stock Out
16	Clariss Extra Virgin Olive Oil 5 Litres.	s://zdrop.com.bd/product/clariss-extra-virgin-olive-oil-5-litres-612	16898735	7
17	Olitalia Olive Pomace Oil Tin 5ltr	ps://zdrop.com.bd/product/olitalia-olive-pomace-oil-tin-5ltr-3967	18563882	5
18	Samyang Buldak Hot Chicken Flavor Ramen Cup Noodles	com.bd/product/samyang-buldak-hot-chicken-flavor-ramen-cup-no	16508770	9
19	Samyang Buldak Hot Chicken Flavor Ramen 5pack - 700gm	m.bd/product/samyang-buldak-hot-chicken-flavor-ramen-5pack-7	16898000	Stock Out
20	3x Spicy Hot Chicken Flavour Ramen Noodle - 140gm	com.bd/product/3x-spicy-hot-chicken-flavour-ramen-noodle-140g	16848730	3
21	Samyang Jjajang Hot Chicken Noodles - 5packs	drop.com.bd/product/samyang-jjajang-hot-chicken-noodles-5packs	17058722	2
22	La Oliva Extra Virgin Olive Oil 5Ltr.	ps://zdrop.com.bd/product/la-oliva-extra-virgin-olive-oil-5ltr-8543	16908778	Stock Out
23				
24				

Figure 1: Inventory management of zDrop.

1.3.2 Benefit to the student

I strongly believe that the main advantage of an internship at a firm for a student is learning. I'm quite grateful for the chance to support zDrop Bangladesh and ultimately get a lot of knowledge in return. I had to put up with product names, descriptions, SKUs (stock keeping units), pricing, measurements, weight, and any other relevant information that was frequently included in this data because inputting material was my major responsibility. Enter the product information, descriptions, and images into the e-commerce platform's backend or content management system (CMS). Fill in all fields with necessary data, such as product names, SKUs, prices, quantities, categories, and tags. It was introducing me too many software and suitable usage techniques. My communication skills improved as a result of the regular interactions I had to have with various vendors as part of my second responsibility, seller acquisition. In addition, I have to bargain with sellers regarding commission, which improves my bargaining abilities. I have the chance to work on actual projects and pick up first-hand knowledge in these internships' fields. My internship at zDrop helped me get a better knowledge of the market, including current trends and best practices. Learn about the most recent tools and technologies being utilized in the field. zDrop internships provide me the chance to network with industry people, which often results in new employment prospects or beneficial contacts.

1.3.3 Problems/Difficulties (faced during the internship period)

Throughout the internship, my company's supervisor was incredibly supportive and assisted me whenever I ran into issues. As a member of the content team, I was typically stuck filling in the blanks with the information that was required, such as product descriptions, high-quality photos, or issues with image

background removal. More research was required to get particular product data or photographs since it was difficult to discover detailed product descriptions with high-quality images online.

Second, I had to acquire new sellers for our marketplace, which required me to persuade the vendor to offer their goods there. Most of the vendors turned me down since we are new to the market. No seller is willing to offer us commission if a seller agrees to work with us but there are issues with the commission portion. Making conventional vendors comprehend the idea of internet commerce and how this business model operates was another issue I had with them. Because we can't make significant sales right away, managing connections with vendors is another difficulty. Eventually, they lose interest. Therefore, it's really challenging for me to continuously update the product's pricing and supply levels.

1.3.4 Recommendations (to the company on future internships)

One of my biggest blessings is getting the chance to intern at a company with the reputation of zDrop. I think they could teach me even more if their internship program lasted longer than three months. They can teach me a lot, I'm sure. Despite this, I think their method and approach to intern treatment were great, and I did not find any other opportunities to enhance their internship program.

Chapter 2

Organization Part

2.1 Introduction

zDrop is an e-Commerce website that is dedicated to providing clients with an easier and more convenient international online buying experience. On November 9th, zDrop formally started its journey. It quickly attracted notice and gained popularity, making it the top internet retailer in Bangladesh. eBay offers as an example of how it should be done in this situation. The website serves as a conduit between buyers and sellers under the eBay business model. The vendor acquisition team member acquires a seller in line with the needs and expectations of the client as the first phase in this process, which is known as the seller acquisition. Depending on the brand or the goods being acquired, the acquisition procedure might take anywhere from one week to one month. The product or service was made accessible on the zDrop website once all the required legal steps of the process had been completed. After that, the consumer may see the product or service, and this visibility includes all of the product's features. On zDrop's website, which operates very similarly to a typical marketplace, customers browse for the goods they want. For each and every sale it makes, zDrop employs a commission-based business model. The most practical payment methods, such as card payment, cash on delivery, and bKash, are available to people across the country. All consumers place their purchases on the zDrop website, and the delivery service employee will deliver the goods to the address they provide. The parent company of zDrop is the Zaynax group, which has operations in a number of industries, including engineering solutions, health care, and steel. The managing director of this group is Zaeem Ahmed, chairman of Prime Bank. zDrop is dedicated to offering the highest quality items at competitive rates with the quickest turnaround times. It also features a more straightforward return

and refund procedure. Payments are done at zDrop because it is a virtual marketplace. As a result, this commercial process takes place on the website/virtual marketplace. This is the website's address: <https://zdrop.com.bd/>


NAME OF THE COMPANY	zDrop Bangladesh Limited
ESTABLISHED	2020
PARENT COMPANY	Zaynax Group
HEAD OFFICE	Star Center Plot -2A Block SE (C) Road 138 Ground & 1st Floor, Dhaka 1212
LOGO	
WEBSITE	https://zdrop.com.bd/
E-MAIL	support@zdrop.com.bd
PHONE NO:	09638121212
MANAGING DIRECTOR	Zaeem Ahmed
CHIEF OPERATING OFFICER	Parvez Ahmad
NO. OF EMPLOYEES	200+

Figure 2: Profile of zDrop Bangladesh

2.2 Overview of the Company

An e-commerce site called zDrop offers thousands of products that are listed in its catalog and delivered from manufacturers, merchants, and suppliers at competitive prices with a variety of alternatives and brisk delivery times. By fusing state-of-the-art technology and efficient supply chain management, we are expanding the bounds of what is conceivable. The goal of zDrop is to make online purchasing for its clients easier and more enjoyable. You can access goods at zDrop that are only available there. zDrop has been in operation since November 2020, although the company did not formally launch until October 2022. It is presently acknowledged as among the most

promising e-commerce firms in Bangladesh. People in Bangladesh previously had a very limited understanding of online buying. In addition, because they lack knowledge in the field, many people feel anxious while making purchases online. The average Bangladeshi customer is increasingly keen to make purchases online as a result of improvements in internet access and the expansion of online websites. They become more conscious of the ease and convenience that online shopping offers. With the help of a multivendor system, zDrop Bangladesh is able to purchase a variety of goods from various providers. However, they focus on specialized industries like hotels and the pharmaceutical industry. The B2C sector, on the other hand, focuses on a huge variety of consumers across the nation. The goal of zDrop is to provide the highest-quality goods in the shortest amount of time and at the most competitive pricing. One of the defining characteristics of the zDrop community is the emphasis on individual liberty and self-determination. A high degree of cooperation and cross-functional collaboration are made possible by the organization's flat organizational structure. Employees are urged to think for themselves and to act on their own initiative. As seen by the numerous perks and advantages provided to employees, including flexible work schedules and free health consultancy support, zDrop's culture places a significant focus on maintaining a healthy work-life balance. Another way the business encourages creative thinking and product creation is through the annual vacation it offers to its employees. Additionally, zDrop has a culture that values openness and transparency in communication, as seen by its regular all-hands meetings. Executives address queries from employees and present firm information at these gatherings (Anonymous, 2020).

- **Mission:** The mission of zDrop is to buy the whole purchaser base. zDrop usually delivers numerous solid offerings to help with our aim. zDrop is offering to provide the best-quality goods at a discounted price within a short period of time for home

delivery. zDrop also offers products at the lowest possible price so that customers may buy something pleasantly, which is why zDrop's tagline is "Committed to Changing Your Online Shopping."

- **Vision:** zDrop's vision is to capture the whole online consumer base.
- **Objectives:** There must be certain objectives in order to complete the mission and meet the vision.
- **Goal:** ZDrop's mission is to provide the highest quality goods in the shortest amount of time for the lowest possible price.

2.3 zDrop's Business:

zDrop acts as a middleman between merchants and customers, allowing vendors to display their products and shoppers to purchase everything at once. It is an internet B2B and B2C product, and the business model appears to have received positive feedback from clients. zDrop is focusing on extending its client base even more by introducing additional sellers to the website. It is a location where customers can simply identify sellers and select from a large range of product options. zDrop presently has twelve distinct categories available. Initially, zDrop focused on fashion items (men's, women's, and kids) and grocery items, but when the business ran with profits, zDrop focused on electronic devices and accessories, home appliances, cosmetic items, baby necessities (food, diapers, milk, toys, etc.), watches, sports and outdoor items, motorcycles, etc.

2.3.1 zDrop Organization and Management

zDrop's journey in Bangladesh began in 2020, and the company has since grown with its many sections. At the moment, two hubs are working outside of Dhaka, while other offices are operating within Dhaka to help the organization run more efficiently. Sellers are welcome to join zDrop as they arrive. The organogram

is becoming increasingly sophisticated and important as the organization grows.

A diagram depicts zDrop organizational structure is given below:

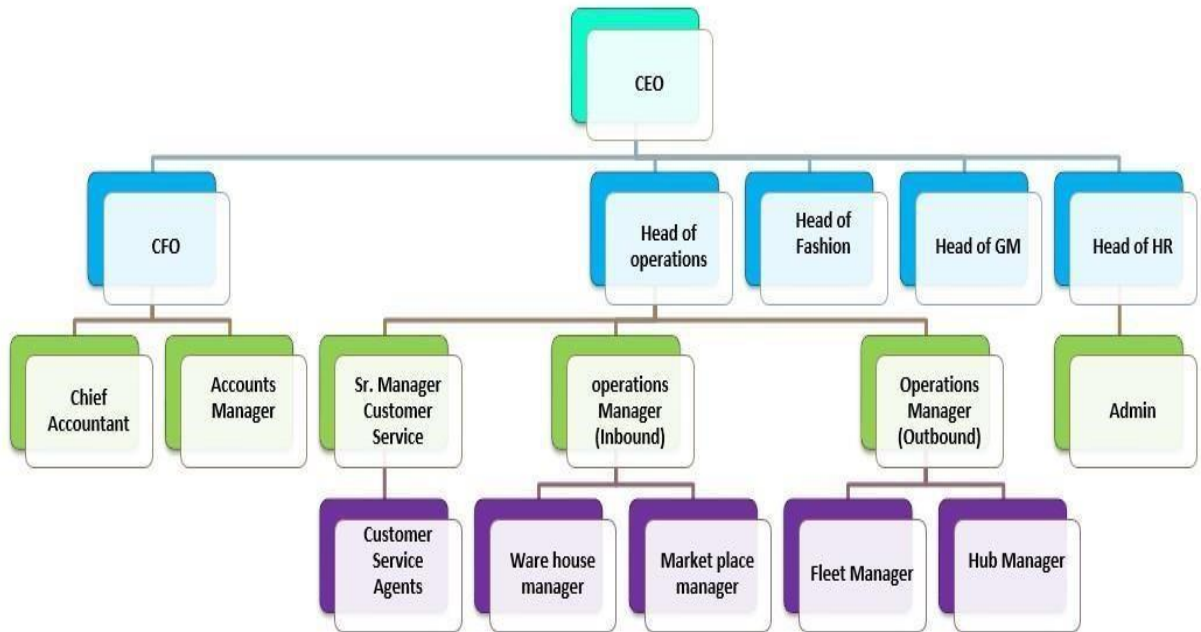


Figure 3: Organogram of zDrop

2.3.2 zDrop Commercial Department

The business development team identified the seller and contacted them to get involved with zDrop, and they collected all the information about the products, such as product category, price, stock, picture, and any discounts available. Then gather all the information and share it with the content department. After that, the content team checked and searched for the details of the product, took pictures, and uploaded them to the website. The vendor excellence (VE) team monitors the seller's activity, and they always contact them for any kind of price or stock issue, which is shared with the content department. Other sectors, like the accounts department, deal with payment issues, and the operation department deals with product pickup from vendors, product delivery, product returned, etc.

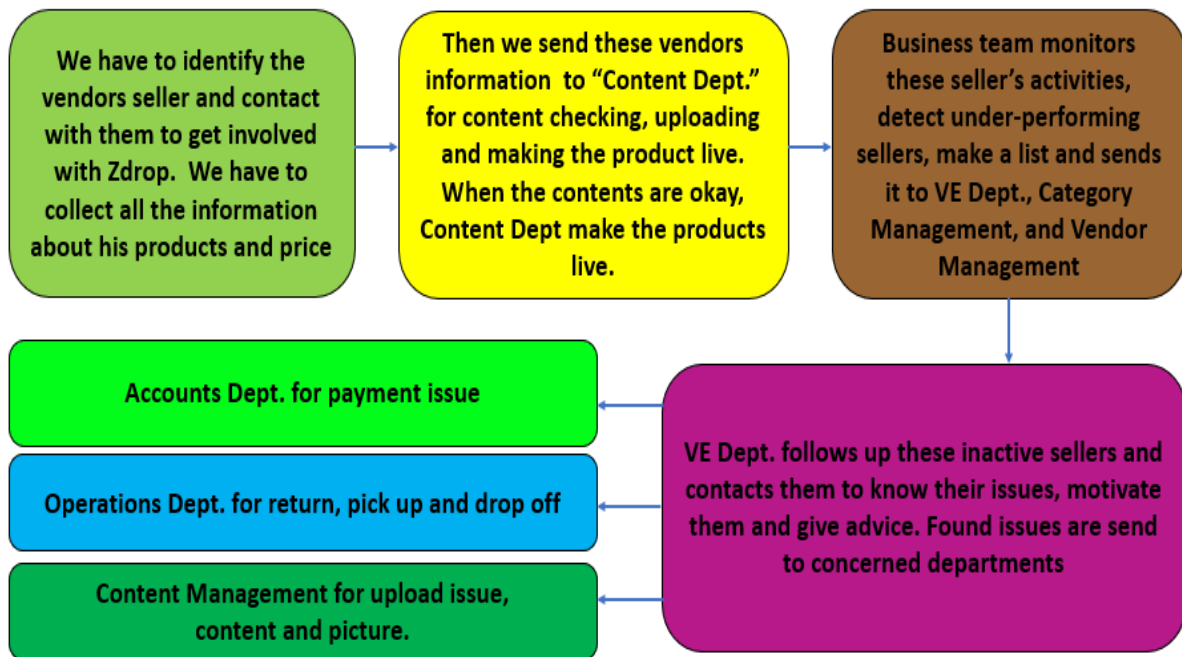


Figure 4: Workflow diagram of zDrop

2.4 Business Model of zDrop

zDrop is an online platform for conducting business that can be used with an internet connection on a PC, laptop, tablet, and Android mobile device.

2.4.1 Business Model

The sellers who are interested in working with zDrop first agree on the company's business practices and commission. Depending on the type of the product, commission varies. When a customer places an order for a product using the zDrop portal, the seller packages the purchase and delivers it to the closest zDrop hub or Warehouse. Sellers are instructed to have the ordered product prepared for shipment within 24 hours (at most 48 hours), so that zDrop can finish the delivery process quickly to guarantee a quicker delivery. zDrop transfers the purchased item to the consumer after receiving it from the merchant, either using its own delivery personnel or using outside logistics. Once the customer has the merchandise in their possession, they either pay cash on delivery or directly use a credit card or mobile banking (Bkash, Nagad, or

Rocket) while placing the transaction. When the merchandise is delivered to the customer, the delivery man also collects the customer's payment for the delivery fee. After the consumer receives the merchandise, zDrop deducts the agreed-upon commission from the selling price and transfers the remaining funds to the seller's bank account. zDrop operates in the market in this way.

2.4.2 Value Proposition to customers

People are becoming busier and more reliant on the internet these days, therefore zDrop gives value to this demographic. They are now unable to find the time to go shopping. Even if they have the time to shop, they lack the motivation or stamina to actually go out and buy things for them. People can get anything they want from zDrop by placing an online order now that they are using the internet and zDrop is also serving clients online. Customers can gain the following advantages in this way:

- **Save time and money:** If the customer purchases anything online at a discounted price and later receives home delivery at a low cost without going to the market physically, It will save money and time for the customer. Because customers go to the market physically, they have to search for the products in several shops; if the products are found, they cannot get the discounted price, and they also carry the product all the way home, which is time-consuming for customers. zDrop charges only 60 taka for home delivery. On the other hand, if the buyer pays with a bKash, Nagad, or Standard Chartered Bank Credit card, they will receive 20% instant payback.

- **Conserve physical and mental energy:** Because the consumer won't be visiting a physical business, there will be no need for them to travel outside in the bad weather and heavy traffic. As a result, he or she can unwind physically and psychologically without having to deal with the inconvenience.
- **Product search:** A buyer might not always be aware of where to purchase a certain item. However, because zDrop is an online marketplace and retail platform, it provides a wide range of goods and categories. The zDrop website makes it simple for customers to find their products.
- **Best and most secure product:** zDrop makes sure to use sturdy packaging to prevent harm to the customer's requested goods while keeping the product safe and secure in the box.

2.4.3 Value Proposition for sellers

Here are some advantages for sellers:

- **Business expansion:** If a vendor can get his products to sell online, he may grow his company in addition to his physical location. As an illustration, if a vendor has a real-world store in Gulshan, then those locals are his target market. But if he sells goods online, he may draw clients from all over, even outside of Dhaka. His consumer base will grow, which will boost his profit.
- **Startup vendors:** Vendors who wish to open a business and have great product ideas but are unable to do so because they lack the funds to pay rent and run a physical store. They are unable to sell their items to their intended audience as a result. However, they can continue operating

their business online using the zDrop portal and avoid the expense of leasing and maintaining a physical location.

- **Promotion:** zDrop introduces new sellers where the seller uploads their products on the zDrop website, and zDrop makes money by selling those things. zDrop runs advertisements for those products with discounted prices, which can create more sales.

Chapter 3

Project Part

3.1 Introduction

E-commerce refers to any business transaction that takes place over the internet. E-commerce is classified into six types, but in this study, I will cover only the B2C business model. Because these are widely used in Bangladesh. My professional experience has also taught me that e-commerce in Bangladesh is fast expanding. However, it also shown that the experience that the customer expects is not delivered. The procedure is not as good as those used by Amazon, Flipkart, or Alibaba. This raises the question of whether, if any of these corporations begin operations in Bangladesh, other companies will have a chance or their sales will plummet.

3.1.1 The Background of Study

In this context, I'm curious since we all know what the term "E-Commerce" means, but many of us don't know exactly what it means. It is an online market place where a customer can buy any kind of good-quality product at a low cost without going to the market physically. It displays how a client may browse and order a product online by examining the product description and image. There will also be sellers that will sell their products on this platform via the internet. In this expanding business sector, time is more valuable than anything else. So nowadays, a customer does not have to go shopping in a market physically. Now customers can choose any type of item with a discounted price that is lower than the real market, order it, and then later receive the product while sitting at home. As a result, we can conclude that there is more opportunity and growth in the e-commerce market in our country. However, most of the customers are currently dealing with a variety of challenges, such as searching for and browsing internet

items. To alleviate this disadvantage, zDrop ensures it adheres to the highest quality standards.

3.1.2 The Objective of Study

The main purpose of this report is:

- To comprehend zDrop's business model.
- Determine and understand the e-commerce industry
- To gain a thorough understanding of zDrop's marketing strategy.

The secondary purpose of this report is-

- Working in a professional setting will help me develop my sense of responsibility, collaboration, time management, and understanding of the corporate environment.
- To complete the academic requirements for the MBA degree.

3.2 Data Collection Procedure and Research Methodology

This report was created using 'Exploratory Research,' which refers to the style of research. This exploratory research was carried out using expert interviews, my work experiences.

- **Primary source:** The primary source was gathered through working at zDrop and questioning supervisors and other employees while working at zDrop HQ.
- **Secondary source:** Secondary source was gathered from various websites, articles, and discussions with other people who were interested in zDrop.

3.2.1 Research Limitations

I faced some difficulties while completing this report, which are given below:

- Information problem
- Not to disclose any sensitive information.

- Don't get permission for all types of information.
- The internship period isn't enough to gather all the information.

3.3 Findings and Analysis

zDrop's marketing strategy is very applicable and business-oriented to our daily lives. Because they offer huge offers and discounts for their customers. zDrop Bangladesh Ltd. runs various types of offers or campaigns. Following are some of the campaign's main characteristics:

- Every Friday, zDrop Bangladesh Ltd. starts this promotion. They launch this campaign in partnership with them in various brand shops, and they offer discounts in it. The reductions range from 5% to 10%.
- The Pohela Boishakh or BNY (Bangla New Year) campaign is a component of the marketing plans and practically lasts a month. Discounts are offered throughout this campaign.
- zDrop is offering a variety of grocery items at a discount during the Groceries Flat Sale campaign.
- All of the grocery items are discounted and sold in different varieties.
- zDrop Bangladesh Ltd.'s "Eid Fashion Week" is yet another effective marketing initiative. Every year, the company successfully launches it to sell fashion items and provide a sizable discount.
- zDrop's "Autumn Sale" is yet another effective marketing initiative. zDrop successfully deploys it once a year.
- Mobile Accessories Week is a further effective marketing initiative of zDrop. Every year, the company successfully launches it. In this campaign, mobile accessories and mobile phones from all brands are sold at a discounted price.

- In the modern day, offline marketing has maintained its strength. Offline marketing is also done by zDrop by attending different kinds of fairs or promoting in the daily Newspaper.

3.3.1 SWOT Analysis of zDrop

In SWOT analysis, the internal environment, or strengths and weaknesses, is the first category. The hazards and possibilities that originate from the environment outside the organization are referred to as the external environment (Awais, M., & Samin, T., 2012). The SWOT analysis is a type of environmental analysis. Here are the results of zDrop's SWOT analysis:

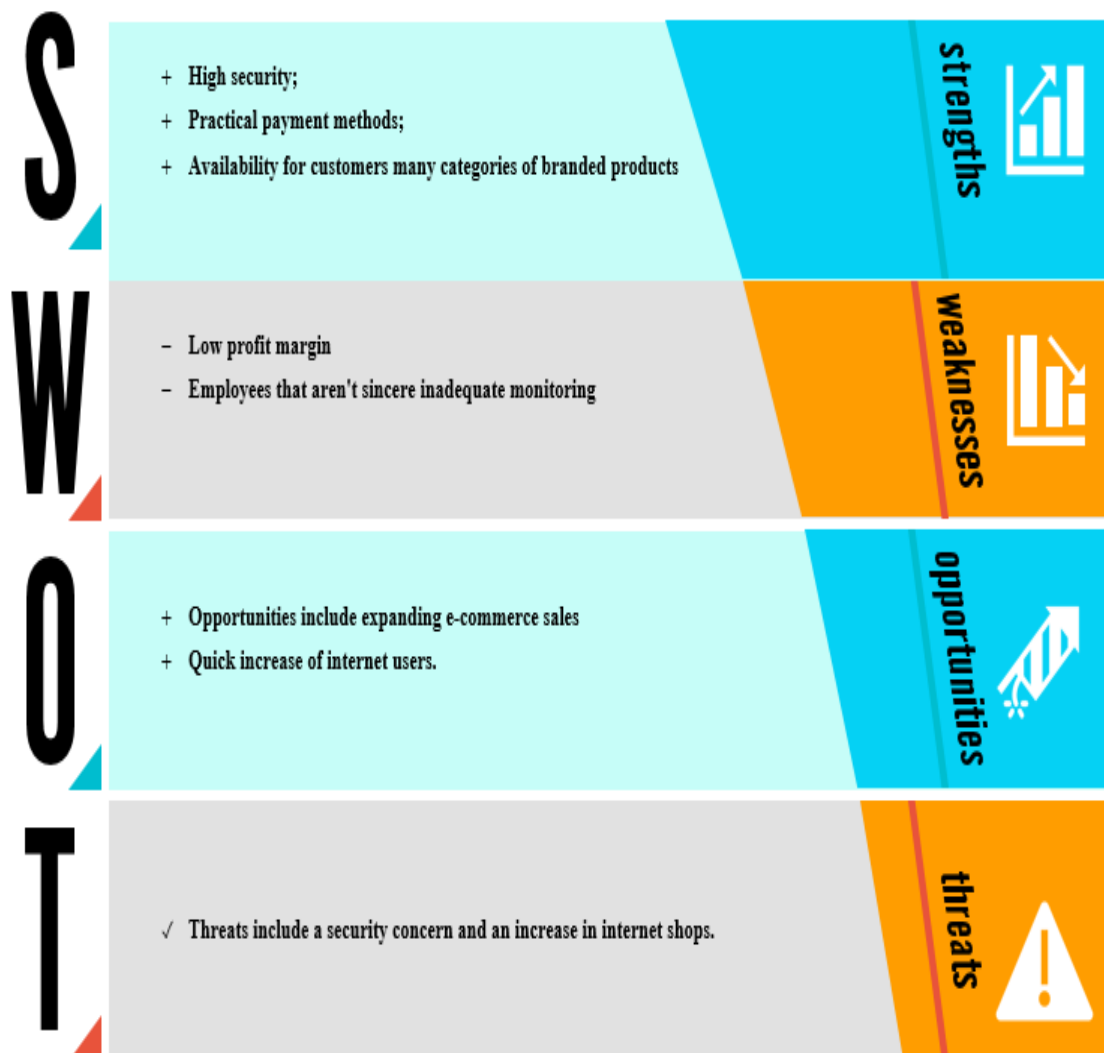


Figure 5: SWOT Analysis of zDrop

3.4 Conclusion

Finally, my internship at zDrop, an e-commerce platform, was really beneficial and satisfying. In addition, I had the ability to work with several areas inside the firm, including marketing, content, and inventory management operations. This cross-functional exposure improved my ability to cooperate effectively and gave me a comprehensive understanding of how various teams collaborate to achieve common goals. I was able to apply the theoretical information I obtained in my academic studies to real-world settings throughout my internship. This practical application enabled me to hone my problem-solving abilities, adapt to fast changing conditions, and think critically in order to come up with creative answers. Furthermore, the loving and supportive work environment at zDrop aided my personal and professional development. I was guided and mentored by experienced experts who were always eager to share their knowledge and provide critical comments. This setting not only assisted me in developing new abilities, but it also increased my confidence in confronting obstacles. Overall, my internship with zDrop was a rewarding experience that taught me a lot about the e-commerce industry. I am glad for the opportunity to have worked with such a dynamic and innovative team, and I am convinced that the knowledge and skills I have gained will help shape my future career in e-commerce.

3.5 Recommendations

As an e-commerce company, ZDrop always performs better than its rivals to sustain this competitive market. There are some issues I found while working there that have to be fixed if zDrop wants to sustain itself for a longer period of time. Those are given below:

- They have to always ensure the best-quality products, which can easily satisfy the customer. So, the customer will choose this e-commerce platform for their future orders.
- Recruiting more delivery Crew is necessary for rapid fasting or any urgent delivery. I've seen zDrop fail numerous times to deliver urgently. If you can't deliver faster, it will hamper the company's reputation and customer satisfaction.
- zDrop has to provide strong customer service. Because when the customer receives any products, if they receive defective products and they want to change it. zDrop has to be concerned about the customer's issue and take the necessary steps. If the customer is satisfied, they will always choose this company for their future purchases.
- Offering exclusive goods and deals is the best option for the clientele. A unique offer is always preferable for any customer when they find out there is no alternative to purchasing from zDrop.
- Finally, zDrop faces many challenges and wants to survive in this competitive market in Bangladesh as a startup company. So, zDrop has to provide top-notch service to the customer and build a strong relationship with the vendor.

References

Anonymous. (2020). About zDrop, Retrieved from- <https://zDrop.com.bd/about>

Awais, M., & Samin, T. (2012). Advanced SWOT Analysis of E-commerce. *International Journal of Computer Science Issues (IJCSI)*, 9(2), 569.