

Report On

How digital marketing platforms are contributing to the small and entrepreneurs' businesses - in Bangladesh E-Commerce Industry

By

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An internship report submitted to the Brac Business School in partial fulfilment of the recruitments for the degree of Bachelor of Business Administration

Brac Business School

Brac University

September 30, 2020

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Declaration

It is hereby declared that

1. My internship report is my own original work while completing my 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 reference .
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 Full Name and Signature:

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Letter of Transmittal

Rahma Akhter
Lecturer,
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Brac University
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Subject: Submission of Internship Report.

Dear Madam,

This is my pleasure to display my position in the Business Development department of ShopUp, Shop Front LTD. which I was appointed by your direction.

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

I trust the report will meet the desires.

Sincerely yours,

Romana Yasmin Monika
16304184
Brac Business School
Brac University
Date: September 27th, 2020

Non-Disclosure Agreement

This agreement is made and entered into by and between ShopUp, Shop Front LTD. and undersigned student at Brac University. Here in my project I have used basic and business information of ShopUp, Shop Front LTD. and have used the data that is specified and directed by my organizational supervisor. I have used all the information for my report after having permission from my organizational authority. The organization agrees that in order to complete the criteria of the course in which it is enrolled, the applicant must make a detailed presentation about the project and that this application includes information on the company to the audience that has not signed any non disclosure agreements. ShopUp helped me to avoid using confidential information. This Agreement may not be altered except by written instrument signed on behalf of each party.

Name of Company: **ShopUp, Shop Front LTD.**
Supervisor Name: **Afsary Adiba Priyanka**

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Description of Report: **“How digital marketing platforms are contributing to the small and entrepreneurs' businesses - in Bangladesh E-Commerce Industry.”**

Acknowledgement

In the very first place, I would like to show my gratitude toward my Almighty for keeping me in good health during this pandemic situation throughout my internship period and letting me to complete the internship report on time, an internship program is a mandatory requirement in order to pursue the Bachelor of Business Administration Degree, completing the course “BUS400” of Brac University. I would not be able to complete this report properly without the guidance and proper instructions of the people of my academic place as well as the people at my workplace. I am very grateful to my internship supervisor and honorable faculty of Brac Business School, Miss Rahma Akhter, Lecturer for providing me the proper guidance to write down the report and submit in the proper manner. I am so thankful to Afsary Adiba Priyanka, Junior Manager, Marketing, Reseller Life Cycle Management for selecting me as an intern of the department and I would like to show my heartfelt gratitude to my co-workers of Shop Front LTD. for giving me the chance to work in the team. Except her guidance in all the ways, it would not be possible for me to write the internship report. Finally, I would like to thank the honorable faculty members of Brac University, as well as my colleagues, family, friends and well wishes for believing in me and supporting me every step of the way.

Executive Summary

Internship is the chance to get the experience of a practical work environment. The actual objective of the report is to evaluate the contribution of digital marketing platforms to the small and entrepreneurs' businesses. Firstly, this report gives us an overview of the E-Commerce sector in Bangladesh. After that, it concentrates on the literature review of the E-Commerce sector and the brief on digital marketing platforms to identify challenges and their contribution to the small businesses. Thirdly, the Job overview is given in detail. In the last part, the finding and analytical data from the entrepreneur's point of view is given regarding the usefulness of the platforms used for digital marketing. The report is made to find out the effectiveness of digital marketing in the entrepreneur journey.

Keywords: E-Commerce, Digital marketing, Entrepreneur, Platforms.

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List of Acronyms

MFS	Mobile Financial Services
EDI	Electronic Data Interchange
UX	User Experience
UI	User Interface
GMV	Gross Merchandise Value
NMV	Net Merchandise Value
MTD	Month Till Date
LMTD	Last Month Till Date
TAT	Turn Around Time
SME	Small Medium Enterprises

Chapter 1

Introduction

1.1 Problem Statement and Purpose of the Study

The E-Commerce industry is blasting in Bangladesh as of late. With convenient access, incorporation and reliably creating internet users, the scope of ecommerce is amazingly developing for the most recent few years.

Directly use of innovation in each and every part has been especially normalized. In this era of globalization, we can scarcely find any part working without using innovation. Another skyline has been opened up for business, to be explicit electronic commerce (E-Commerce) as a matter of fact one and only internet based. E-commerce includes the use of the Internet in the showcasing, recognizable proof, installment, and delivery of products and services all are done by online based businesses using the internet. In Bangladesh with a population of 165 million with 33% versatile online merchants, the E-Commerce market is by all methods impressively potential in each day. Near to, e-commerce is a rule generally adjusted to the Mobile Financial Service (MFS) as it's method of installment, which complements one another and exhibits unbelievable assurance to create.

The buyers and sellers both have a lot of intensity these days because of the enormous use of technology advances similarly as the internet. A huge bit of the business at present is working under the online business standards over advanced organizations. The internet associates everybody within the organizations. The E-Commerce market in Bangladesh, took a quantum leap in 2017; creating at a staggering 70% from 2016. In 2017, the B2C E-trade business market measure signifies USD 110-115 million (around BDT 900 crore) against the 133,571 crores all out retail market. Despite what might be expected, the proportion of the Indian super internet business market stays at USD 17 billion. As shown by the government, Bangladesh E-trade

business is at a stage where the Indian market was undoubtedly 5-7 years earlier. The degree of the E-trade business market crossed the Tk 17.0 billion-stamp in 2017 from Tk 4.0 billion of every 2016, as demonstrated by the data available with the E-Commerce Association of Bangladesh (e-CAB). The market measure is depended upon to reach Tk 70 billion (Tk 7,000 crore) by 2021.

E-Commerce in the Asia-Pacific in general is impacting 71 percent of APAC buyers making an online purchase. Bangladesh is an essential part in this locale. Beginning in 2016, an entirety of \$50 million was put into this area. Of the aggregate, \$10 million came as Foreign Direct Investment. Retail E-Commerce is creating at 72 percent a month in Bangladesh. As of now, 35,000 people and 25,000 Small and Medium Enterprises (SMEs) are incorporated with this division. The amounts of E-Commerces websites and E-Commerce pages are 2,500 and 150,000 separately. The amount of delivery is evaluated at 15,000 to 20,000 at the retail level each day.

As shown by market examiners, Bangladesh's E-Commerce business market will flood to USD 20 billion by 2020, by when, according to Goldman Sachs, India's online retail market is required to reach USD 69 billion. Overall monetary speculators who are making a beeline for India are beginning to make a visit to Bangladesh. The business possibilities in Bangladesh incited Delhi-based advanced showcasing organization MoMagic Technologies to begin in certain web based business platforms, which is timing month to month salary of USD 600,000.

Extensively, E-Commerce is divided into four classifications: Business to Business or B2B (Cisco), Business to Customer or B2C (Daraz), Purchaser to Buyer or C2C (eBay) and Business to Government (B2G). Business to business online business includes arrangements between the organizations and organizations. Dissemination of the executives, stock services, channel the board, provider the board and installment the executives are a portion of the regions wherein B2B applications are generally utilized. In Bangladesh, Deshify.com and ShopUp are instances of B2B platforms. B2C business includes online business among organizations and the buyers. This type of e-commerce business includes the acquisition of any type of customer products. It likewise incorporates acquisition of programming, digital books, games, tunes just as e-banking. Ajker bargain, daraz, pickaboo are a few instances of B2C. Preferences of B2C

platforms to organizations are diminished working costs, greater effort, globalization, client comfort and information to the board. From buyer to seller, E-Commerce includes transactions between singular customers. For example, online sale, shared framework for cash or document trade can be delegated types of C2C internet business. In Bangladesh, bikroy.com, click bd.com are instances of C2C platforms. B2G is typically utilized for authorizing measures, public buying and other government activities. B2G web based business is somewhat irrelevant when contrasted with the other three structures. Notwithstanding, B2G can be one of the main thrusts for running the public area is known as e-governance.

However, comfort and flexibility of the marchants is the main factor for the B2B E-Commerce platforms due to which they are trying to make the business easy and convenient for their clients in every possible way by adding values to their respected services consistently. To accomplish this determination, in this era of digitalization the companies are using the digital tools to make their services more smooth and efficient for their clients in their most convenient cost effective manner. The motive of the report is to find the contributions to the small businesses by using the digital marketing platforms from the B2B e-commerce end in Bangladesh. This report is written under the supervision of Rahma Akhter, Lecturer, Brac Business School, Brac University and Afsary Adiba Priyanka, Junior Manager, Business Development, ShopUp, Shop Front Ltd.

1.2 Origin

Since I am a student of Bachelor in Business Administration (BBA) understudy, this is essential to stay attached with a company which is approved by OCSAR for internship, for a time limit of 3 to 4 months in the wake of finishing all the respected courses. The internship gets done to use as well as relate the curriculum study plan to get the practical idea of the corporate places for real. This program is called Internship. For this essential part for completing graduation, I was able to get the chance to accomplish my internship in one of the leading e-commerce companies of Bangladesh. ShopUp, Shop Front Ltd. with the assistance of my onsite supervisor Afsary Adiba

Priyanka, Junior Manager, Business Development, I have done my internship report on “ How digital marketing tools are contributing to the small entrepreneurs' businesses through E-Commerce platforms in Bangladesh”. My academic supervisor Rahma Akhter has also gave me the approval of the chosen topic and helped me prepare the report as an important part of completion of internship.

1.3 Objective

E-Commerce is growing dramatically in Bangladesh on a day to day basis. Moreover, the country is moving very fast towards digitalization. Due to such convenient and favourable conditions people from almost all types of backgrounds are stepping into the business profession. The main object of this report is to find out the strong impacts of the usage of digital marketing platforms through the ecommerce industry on the small entrepreneurs' businesses.

1.4 Research Question

Research questions are the main objectives of a research report or the targeted issues which are supposed to be solved through rational findings. Choosing the relevant research question is the crucial part for quantitative research as well as qualitative research. In order to conduct the research, we will be looking for two key questions related to the topic as follows -

1. How are digital platforms works in the e-commerce industry?
2. Weather the entrepreneurs' businesses are getting benefited using the digital marketing facilities?

1.5 Methodology

Research methodology is a deliberate method of gathering data and information to do the certain research. My research topic is "How digital marketing platforms are contributing to the small entrepreneurs' businesses through the E-Commerce industry in Bangladesh". To fulfil the requirement of the research I have gathered primary data as well as secondary data.

Limitations

The interpretation of the research would have limitlessly enhanced if there were no such difficulties as explained underneath -

1. Constraint of time in the midst of my whole plan of the report was a critical block to vanquish.
2. Due to the pandemic situation could not reach the entrepreneurs in person to get the clearest information of their experience.
3. Being an intern, I was not permitted to get many access.
4. All the co-workers helped at whatever point I required however they didn't share a lot of inward data. Thus, I was unable to gather adequate data relating to this report.
5. The organization doesn't have adequate wellspring of secondary data and existed given data was not smooth.

6. Since the company data was extremely certain as well as well secured it was a great challenge for me to get the information for my research purpose.

Primary Research:

Primary research data is the raw information which is gathered by whoever executes the certain research themselves based on the reason as main concern. I collected the primary data by one to one introductions with the certain merchants about their experiences and people who work directly using the certain tools within the organization. I went through a few hours consistently all through the internship time frame to gather information by watching the entire cycle.

Secondary Research:

Secondary data collection refers to the data which is already collected by someone else and stored. All the secondary data which is collected for the research from the following means-

- Published research papers
- Related articles
- Data banks
- Digital support websites
- Relevant books etc.

Chapter 2

The Organization

2.1 B2B E-Commerce in Bangladesh

Electronic commerce, usually known as online business or e-comm, alludes to the buying in purpose of selling of products or services over electronic/online communications, for instance, the internet and other computer networks. Electronic commerce draws on such innovations as electronic support move, flexibly chain the executives, online displaying, online exchange managing, electronic data interchange (EDI), stock service reports and reports on sorted data. In present the ecommerce companies regularly utilize the Internet in every event at one point in the data transaction, in spite of the fact that it might envelop a more extensive scope of advancements, for example, email, cell phones and telephones etc.

Business to business (B2B) depicts business transactions among organizations, for example, between a producer and a distributor, or between a distributor and a retailer.

The size of B2B transactions is quite higher than the size of the transaction of B2C market. The major purpose behind such occurrence is, in a common marketplace place supply chain there are a large number of B2B transactions including sub segments or raw materials, and only one transaction end user, explicitly offering the completed product to the ultimate user. For instance, the pickle producers make kgs of pickle in order to B2B transactions, then it gets canned and sold to the end consumers (B2C).

B2B, in which organizations base on offering to many other organizations, is the one of the greatest kinds of online business. Companies are working with each other, for instance, producers are

offering to wholesalers and wholesalers are offering to retailers. Esteeming relies upon the measure of orders and is normally negotiable.

Business Performance
The capacity and utilization level of bandwidth by the company is presented as follows:

Particulars	2016-17	2015-16	2014-15	2013-14	2012-13
Equipped Capacity (Gbps)	500.00*	200.00	200.00	200.00	200.00
Utilization (Gbps)	246.98	132.16	33.52	22.50	38.75
Capacity Utilization (%)	49.40	66.08	16.76	11.25	19.38

* Total System Capacity of BSCCL from SMW-4 and SMW-5 Submarine Cable is 1800 Gbps.

. Figure 1 Business Performance

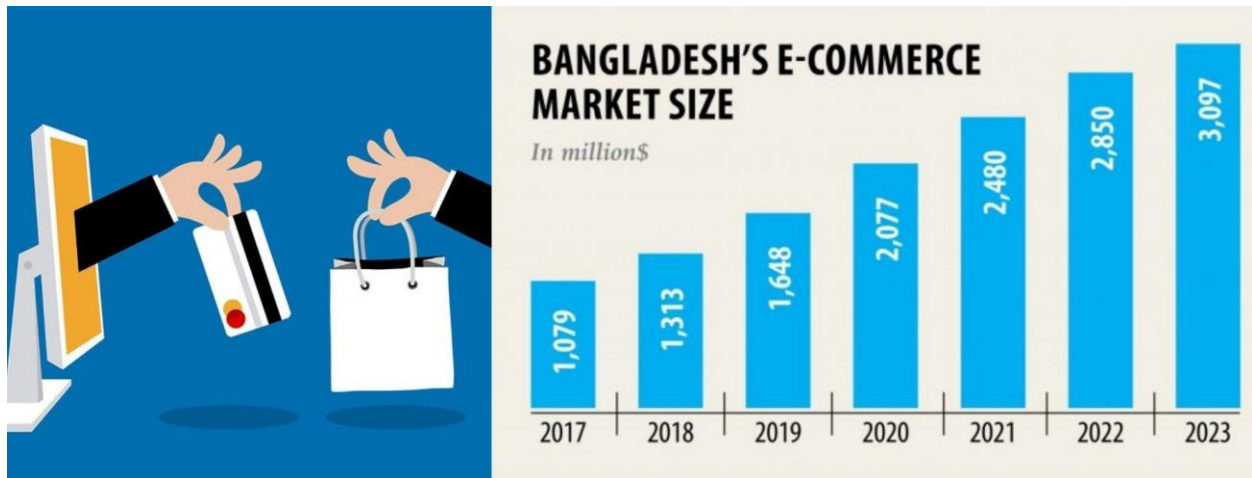


Figure 2 The E commerce industry in Bangladesh

2.2 The Company Overview

What is ShopUp, Shop Front Ltd.?

ShopUp primarily works as an aid for all types of entrepreneurs and small size businesses. It's a one-stop answer for small businesses, especially for Facebook page based businesses. Business pages can be empowered by ShopUp on their Facebook page, utilizing which the merchants can palace order for their products and services and furthermore give the merchants opportunity to

shop all the while. Through ShopUp's platform one can deal with the orders, Stock information, oversee both delivery and payments of each of the ordered products and furthermore support the posts which are made in order to sell products. Addition to that one needs no investment to get all these facilities but an internet connection.



Figure 3 Campaign of ShopUp

ShopUp began their journey in 2016 and the possibility of ShopUp was from Afeef Zubair Zaman and alongside him there was Aatur Rahim, Siam Ahmed and later on joined Sifat Sarwa. These are the people who set up ShopUp in our e-commerce industry. From 2016 ShopUp has had huge business development and it is as yet creating step by step.

As a new business ShopUp made an astounding commitment in the e-commerce industry and gives facebook merchants a platform where they can maintain their new business easily. Primarily they started their startup to provide the best support for Small Medium Enterprises (SMEs).



Figure 3: Shopup Supports

2.3 What does ShopUp do?

Facebook is viewed as the world's biggest web-based media stage with month to month dynamic clients of 2.23 billion, from this amazing number, Facebook has 28 million dynamic clients from Bangladesh ("Asia Internet Usage Stats Facebook and 2018 Population Statistics", 2018). Day by day a great many individuals sign into Facebook from Bangladesh to get away from their distressing work environment life and look into some interesting comedic image for satisfaction, share stories and photographs with loved ones and associate with the friends and family, yet for certain people signing into Facebook is much the same as going to office at 9:00AM in the first part of the day. For those individuals this is a work environment, this is their office, their commercial center to direct business tasks (Gilchrist, 2018). This is the place a great many new business visionaries are exploiting the immensely developing online business industry of Bangladesh (Gilchrist, 2018).

For any new startup, business visionaries experience difficulty searching for financing, an area of business, an office place, enlist representatives, finding an objective market and getting out their items for selling. All these issues have an answer with excessive cost labels, for such independent

companies high startup cost is the significant impediment, accordingly Facebook is the most effortless approach to set up a virtual shop and arrive at their items to a huge number of Facebook clients without practically no cost (Gilchrist, 2018). As per Facebook's publicizing stage in excess of 300,00 Bangladesh's online retails and independent company are selling makeup, garments, family unit merchandise, adornments, shoes, in straightforward anything that can be lawfully sold in the nation are sold through Facebook (Gilchrist, 2018). Along these lines, in this immeasurably developing e-commerce industry of Bangladesh, Facebook is the favored commercial center for any new and youthful business people or organizations to exploit the developing number of nearby and interior markets.

In straightforward, ShopUp is an allowed to utilize work area application or programming which is incorporated with Facebook's 'pages' include through which purchasers can see or peruse items and request simply like some other internet business site.

The photos beneath show how the purchasers utilize the facilities on Facebook when they visit a store who are utilizing ShopUp.

ShopUp clients are mainly the resellers, so when a marchen utilizes ShopUp in their Facebook page/shop, they get a perspective on the items ready to move and prepared to arrange simply like any online business site, however here there are no turn of events or startup costs.



Figure 4:Shopup Management

Through this facility the resellers or the merchants are able to manage all the vital roles of their business from posting for getting orders, promotion to the end delivery. As a social media digital marketing platform ShopUp has created their benchmark in the e-commerce industry.



Figure 5The Order Creation

The above image is the current facilities ShopUp clients are utilizing to make the most efficiency out of their small businesses in the most cost effective way. The merchants are also using ShopUp Reselling App on their smartphones to get all the facilities in a more handy way. Moreover, ShopUp is providing the entrepreneurs e-LOAN service which is a collaboration with IDLC Finance.

- **ShopUp Store:** Where marchants can make their post using the Reselling App and handle the orders and their information in the automated way.
- **Store Management (Products):** Where marchants can transfer products with value, limits, and product pictures and content for selling.

- **Facebook Boosting:** It is the place marchants can utilize Facebook Boosting to make the reach of their products to a large number of potential purchasers on Facebook. This is the most integral asset where marchants can target explicit gathering of purchasers dependent on their objective market and task promotions on their Facebook news channel. As most clients come up short on the ability of utilizing the lift highlight, for the benefit of the business ShopUp places those focused on promotions to arrive at more likely purchasers. This service of ShopUp executes by ShopUp Assist Boosting segment.
- **Delivery:** This is one of the most significant help of ShopUp where ShopUp additionally goes about as a delivery specialist to get the products from the seller's place and deliver it to the buyers and get the money in the interest of the business which is later paid however bKash or bank store to the merchant's account, the installment is made three times each week so merchants can get their cash when they make a order.

2.4 Structure of ShopUp

ShopUp comprises four teams which work corresponding with one another, the teams are sorted out so that no team is relied upon by other teams. The regarded groups are as per the following:

I. Business Development Team:

This team is led by Shabab Din Shareq. This team has the duty to get new dealers, structure new associations, search for subsidizing openings, keep up relationships with existing accomplices and look for new open doors in the market of e-commerce.

II. Teach Team:

This group is driven by CTO of ShopUp Aatur Chowdhury, is liable for building any and each product arrangement required for the company. Since the company is e-commerce based this team plays the most vital role in the growth of the company and maintenance of all other operations.

**III. Product Team: **

This group is driven by Afeef Zaman, CEO of ShopUp. This group comprises two product designs, which includes user experience (UX) and user interface (UI). This group continually investigates on planning the most proficient programming and cycle for building inviting customer experience. This team is driven by Afeef Zaman, CEO of ShopUp. This group comprises two product designs, which includes user experience (UX) and user interface (UI). This group continually investigates on planning the most proficient programming and cycle for building inviting customer experience.

IV. Logistics and Delivery:

This is one of the biggest teams in ShopUp which incorporates more than 70 delivery persons who are answerable for delivering the items, securing the items from the wholesaler's area and delivering to the end buyers. This team is named REDX. They provide support as a third party delivery service to other businesses as well.

V. Accounts:

The accounts team is answerable for preparing all types of payments, taking care of advances, official costs and stock services for the workplace supplies.

VI. Human Resource and Admin:

This team is answerable for enrollment, recruiting and excusal of employees upon any infringement of agreement, employee assessments, upholding arrangements and rules for better corporate citizenship and overseeing different occasions and preparing programs for the workers. Moreover, the admin team is responsible for the maintenance of the workplace and security of the resources and each of the employees.

VII. Customer Support Team:

They have the obligation to help the current customers and expected carchants with any inquiries made in regards to utilizing the product to every single service we give.

VIII. ShopUp Assist Team:

This team handles all the special and Facebook boosting demands made by the marchents, notwithstanding that the team should be refreshed on the most recent approaches and change of policies made by Facebook regarding their boosting services.

2.5 Marketing Mix Strategy of ShopUp

- **Product:** ShoUp has different types of services for various types of buyers. Since marchants are getting more centered around product reselling and boosting service, ShopUp has had the option to snatch that market by bringing new products and offers to customers. Such presentation of new offers has expanded the revenue of ShopUp essentially.
- **Price:** Estimating the price of their products and services is an exceptionally hard task for ShopUp, since they need to screen their marchants' requests and needs and furthermore observe the competitors pricing. ShopUp keeps on finding marchants' buying behavior from past records and market visits to know the genuine interest and what price marchants' will have the option to give.
- **Place:** ShopUp provides each of their services through online interaction. So the company basically target their customers from all of the areas of Bangladesh.

- **Promotion:** The greater part of the promotion of various types of services of ShopUp are done through text messages, sending notifications on smartphones, social media promotions and event sponsoring and furthermore through advertisements on websites and applications with the assistance of various digital tools.

- **Packaging:** Since ShopUp mostly provides services so all of them are given to the customers in digital form. The physical products which are resold through the resellers get packaged in cardboard boxes with proper protection so that the products do not get broken or damaged easily.

- **Positioning:** The positioning of the company refers to the most nearest and easy way to support the entrepreneurs. Beside that people have the mindset of a source of income without any capital on ShopUp.

- **People:** ShopUp's one of the main values says, "Merchant First". The merchants of the business are the resellers of the retailers. So, anyone from any profession and background whoever is interested in reselling business or already has a running business are considered to be the merchants of ShopUp.

Chapter 3: Job Overview

3.1 Designation

Prior to beginning internship, I thought of increasing new experiences and the taste of corporate life through temporary jobs and ShopUp has given me that chance. Subsequent to joining ShopUp as an intern, so far I have encountered that the nature of ShopUp is so benevolent and the co-workers with whom I have been working with are the most amiable. Being an undergraduate, I was not given numerous works from the very beginning. They have shown me how to function in a team and handle critical business related circumstances. I was prepared to work in various kinds of tools and panels which later transformed into my ordinary works. Step by step my work pressure expanded since I was getting familiar with their method of work and I was prepared to take on new responsibilities. All of my responsibilities were totally desk work, since I didn't get the open door for any sort of market visits or going to any sponsored occasion of ShopUp due to the ongoing pandemic situation. I didn't know about the E-Commerce Industry and how they work, however subsequent to joining ShopUp, I have begun to pick up information about the E-commerce Industry. Since the day I joined ShopUp, I have begun to increase another feeling of polished methodology and a more clear perspective on what it intended to be in the expert world. I am figuring out how to function more expertly in Microsoft Excel and Microsoft Powerpoint, turned out to be more timely about planning, figuring out how to impart and have begun to fabricate organizing with various types of people identified with work. ShopUp has been a great opportunity and experience. I am hoping that my experience with ShopUp will give me great chances to create

a great personality in me and furthermore utilize the collected understanding to apply in my future activity and build a bright career.

3.2 Core Responsibilities

As an intern, I was appointed to various sorts of work at ShopUp, yet there were some fixed works that I needed to do each day. These are the tasks which were offered legitimately to me by my line manager and later used to be presented in front of the team head. I was chosen for the Supply and Reseller Lifecycle Management Team. In the Supply Management team I was assigned to corporate through a panel for problem solving related to the wholesalers. On the other hand, in the Reseller Lifecycle Management team I had to make numbers of reports based on reseller everyday purchase behavior and competitors updated products and offerings, generate ideas for increasing sales, communicate with the resellers and find out challenges to solve them. Here, list of my some of my works, which I did under this teams:

- Bulk notification Tool
- Bulk SMS Panel
- Hotchilli Escalation
- WhatsApp Communications with Resellers
- Facebook Broadcast
- Daily Sales Report
- Progress Report of Targeted Resellers
- Updating Daily Inventory List
- MTD vs LMTD Report
- Assisting KAMs
- Writing Contents

Bulk notification Tool:

To keep the resellers updated about new offers and everyday highlights the company uses a digital tool called “CleverTap”. By using this tool, a certain number of segments of the resellers get the notifications with relevant banners on their smartphones whoever have installed the ShopUp Reseller App on their phone. So that they can work according to the offers and given deals to get better income. Using this tool was quite time consuming because there were a lot of requirements to fulfill for using the tool effectively. For example, I needed to make reports based on the sales of the merchants and then segment them in proper ways based on their placed order. Addition to that, to send the notifications based on the merchant segments, I had to categorize notification contents and banners as well.

Bulk SMS Panel :

ShopUp use their own panel to send SMS to their targeted resellers, asking them to join any MeetUp session or update them about their purchased offers and update of their requested product delivery. This was a very important task to do. Since the merchants get updates of their orders or requested services, they cannot keep track of their concerned services. This work was an easy task to do and less time consuming.

Hotchilli Escalation:

This is the panel which is used for customer problem solving. Here, the customer support team input the customer queries regarding their placed orders and forward to the respected team to solve the issues or answer the queries. On average 120 escalations were supposed to be solved from my side on a daily basis. This was the most monotonous task among all. During the campaign seasons,

the escalation number even used to cross 500. So it became a huge pressure of work to solve all of the problems within the turnaround time (TAT) given on the panel.

WhatsApp Communications with Resellers:

I was supposed to contact my target resellers to know about the insights and if they were facing any sorts of issues and had to take initiatives according to that. Sometimes, the instructions from the line manager included pushing the target resellers for placing orders. Since a target of GMV used to be given every month to achieve, so this communication played a very vital role to achieve the goal and this small initiative of one to one communication with the resellers contributes a lot in the company's growth.

Facebook Broadcast :

ShopUp have their own community management facebook group, from where the resellers get updates, answers of their query questions and shares their experiences with ShopUp. Here, I was supposed to post for latest deals and most wanted offers with my own made relevant banners with certain contents. It also is a very helpful task to do for better communication with the merchants. For example, for every hour bonus offer I had to schedule the Bonus Offer post, so that the merchants could react to the offer instantly.

Daily Sales Report :

This report used to be based on previous day's purchased data. The data was collected from their own server called "Metabase" and later on sorted based on products and service category and total amount of purchase which is Gross Merchandise Value (GMV). In this report, I had to show how much of GMV has achieved from different segments of the merchants. Moreover, this report depicts the product categories based on different incomes.

Progress Report of Targeted Resellers :

The second report was based on the progress of the given target resellers, where their everyday Gross Merchandise Value (GMV) and Net Merchandise Value (NMV) were mentioned compared with the everyday targeted GMV and NMV. This report shows the data of how many of the merchants get activated and how many of them become the churned merchants. Using this report the team manager can estimate the future offers and design the upcoming campaigns.

Updating Daily Inventory List :

This task was supposed to be done every morning. This task includes analysing the product data from their data server called “Metabase” and putting the update of the categorized product list on a certain google sheet from where everyone can see the data and use it when necessary.

MTD vs LMTD Report :

MTD implies Month till Date and LMTD implies Last Month till Date. From the “Metabase” server any of the members of the team can collect the data which contains the gross of all out of the apparent multitude of significant components of ShopUp. For instance: Total Revenue, Total Recharge Amount, Gross New resellers, Newly onboarded resellers, Total Amount of Deactivation, Total Amount Bonus, Sums of Online Payment, and so forth. There are in excess of 50 components like these in the data among which I was given some particular or chosen factors vital for the insight to increase sales and to find out which resellers are not performing well. I consistently gathered information from the Metabase and made the MTD and LMTD report. In the wake of summarizing, I needed to look at the all out estimations of the days that went in the current month with a precise number of all out estimations of days that went in the most recent month and

afterward discover the level of distinction and make a report on those outcomes.

Assisting KAMs :

While working with the supply management team, I had to assist the Key Account Managers (KAMs) dealing with the suppliers. It was one of the tough jobs I did at ShopUp. I had to communicate with the wholesalers on behalf of the KAMs to know their issues and solve them in every possible way. For example, if a seller was not getting their payment from the accounts team I had to collect the Product Requisition (PR) invoices against which he/she did not get paid and send the PRs to the accounts team. Moreover, whenever the wholesalers needed to add stock, I had to collect and merge the product picture along with the proper content and details and send it to the content team to update on the website. Addition to that sometimes the wholesalers used to face problems regarding pick-up personnel delay, in that case I had to collect the contact details of the pick-up personnel from RedX and contact him to make the wholesaler know the update.

Writing Content :

Content writing was one of my favourite tasks to do. To make the merchant know about ShopUp's updated features and how to use those, the contents used to be written by me. Since ShopUp continuously update their features it used to be one of the regular jobs. These contents were posted both on their websites and facebook community groups. So that the merchants could use the knowledge while working with ShopUp or buying a service from ShopUp. Moreover, one more type of content posts used to be written by me which were related to the tips and techniques to run a new business successfully by an entrepreneur

through which the entrepreneurs could get the assistance to maintain their business page on facebook in the cleverest way.

Chapter 4

Findings

From the whole study I have tried to sum up the most relevant insights of the entrepreneurs who run small businesses and are the merchants of ShopUp. Following are the discoveries dependent on the research from the review and interviews:

- I. The merchants are satisfied with the smartphone Reseller application but not with the whole service process.
- II. Reselling products and boosting those are the most utilized and mainstream of ShopUp by the merchants.
- III. III.The merchants are getting quite well responses by the boosting service.
- IV. The notification updates are proved to be very helpful for the merchants since they can make better income utilizing different discount and bonus offers.
- V. The merchants face some challenges sometimes while they try to boost their facebook page by themselves. They face problems such as it takes too much time to get activated, some types of content and picture does not get boosted etc.
- VI. VI.The merchants expect ShopUp to fulfill all of the operations very smoothly within a few hours, but unfortunately the services take some time to be accomplished.

- VII. The longer merchants are spending time on the website or the application the more they are able to select products for their respective page and get better responses out of it.
- VIII. Merchants are quite satisfied with the Boosting service of ShopUp but yet they want such offers like boost for below tk. 100.
- IX. Large portion of the merchants might want to see their profit and loss statement in a pictographic manner. Addition to that they also want to be aware of the tax related issues.
- X. Data, for example, top purchasers, most sold items, all out number of buys at some random time, recurrence of purchasers expanding or diminishing and expanding or diminishing deals rate will assist them with taking better business choices.
- XI. Many of the clients might want to boost using the smartphone application, yet some are impassive and some are happy with the website based boosting.
- XII. A numerous number of merchants want ShopUp to expand their facilities and services to help creating and growing websites just like Shajgoj.com, Banglashoppers.com and The Mall etc.
- XIII. The merchants expects the core digital marketing support which is considered to be the Search Engine Optimization (SEO), addition to the Social Media Digital Marketing.
- XIV. The merchants want more advancement in the marketing segments. For example, some of the merchants ask for affiliate marketing support so that they can get better insights of their target customers and make better offers based on those.

Recommendations

Based on the findings of the study and analysis the recommendations I want to add as follows:

- The service experience needs to be improved since there are a lot of operation errors which causes merchants dissatisfaction.
- ShopUp needs to add value to the reselling service as well as their boosting service. So that a big portion of their revenue can be achieved from these two segments very easily.
- Since the notification update has proved to be a helpful initiative for the merchants, ShopUp should upgrade their “CleverTap” subscription so that they make better use out of it with more features.
- ShopUp can offer their merchants some bundle deals along with Reselling products and Boosting. For example, if a merchant can cross a fixed amount of reselling target, he/she will get facebook boosting for the next 7 posts.
- ShopUp should work on their TAT as it is already seen that delays are hampering the experience of the merchants.
- The company can add another feature on their website or on the smartphone application which will count the percentage of profit and also will show the tax related data based on the income information of the merchants.
- The addition of boosting feature on the Reselling application can result in great satisfaction for the merchants.

- ShopUp can broaden their business by providing necessary support and solutions for opening websites for small businesses. In the long run journey it can let ShopUp achieve the top position in the e-commerce industry.
- ShopUp can launch (Search engine Optimization) SEO features for the entrepreneurs so that, when someone searches for any specific product the first results would be of them. Through this the small business can catch a great growth to reach like other large businesses. Besides, even if the merchants of ShopUp seek this type of digital marketing support from any third party it is never a cost effective and sustainable way out for them.
- Moreover, affiliate marketing would be another way of attraction for the entrepreneurs by which they can optimize the data and get better responses as well as the leads for their businesses.

Conclusion

In this report, I had to justify the connection between the entrepreneurs and the digital platforms. ShopUp is a startup company in Bangladesh in the e-commerce industry which is moving very fast toward technological advancement. The company is providing all the possible digital services to their merchants. So that, the business has become so easy for them to operate and make the best income out of it. Addition to that, ShopUp have helped more than 60,000 entrepreneurs to build their own business and get employed. So, using social media as the business platform and getting digital assistance from ShopUp with no such investment, a large number of people are now successful business persons. In Bangladesh, the platform like ShopUs plays a very vital role to lessen the unemployment rate and to let the country have the taste of the rushing technology advancement.

Already ShopUp have gained a huge growth within a very short period of time with the use of technology advances. So to utilize the digital tools well in order to customer support and to enhance the pace of the growth the company should launch the core digital marketing support services so that the merchants can utilize the tools and feature to take their business to a next level of success and profitability.

All in all, based on learnings and findings of this paper, both ShopUp and Bangladesh is going towards a major technology shift. So, in the near future we can expect a lot more value addition to the digital marketing platforms which can create a remarkable change in the E-Commerce industry in Bangladesh.

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Appendix A.

- Do you like the type of support ShopUp is currently providing?
- Which of their services do you prefer to experience the most?
- What additional services would you like to have from a digital business support platform such as ShopUp?
- What features are yet needed for better merchant experience using ShopUp?
- What type of marketing support do you expect from a digital service-oriented company like ShopUp?