

Report On

An examination of the use of operations and information technology management in a start-up
logistics firm

By

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Student ID: 21164082

**An internship report presented to the BRAC Business School as a component
of the necessary prerequisites for the Masters in Business Administration
degree.**

BRAC Business School

BRAC University

September, 2023

BRAC University

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Declaration

It is thus claimed that

1. The internship report presented is my/our own original work completed while studying at BRAC University.
2. The study contains no previously published or written by a third-party content, unless properly cited through thorough and correct referencing.
3. The report contains no content that has been approved or presented for a different degree or certificate at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

MD Riajul Islam Riaj

Student ID: 21164082

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Assistant Professor

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Letter of Transmittal

11th September, 2023

To,

Md. Hasan Maksud Chowdhury

Assistant Professor

BRAC Business School

BRAC University

66 Mohakhali, Dhaka – 1212

Subject: Submission of Internship Report

Dear sir,

I am pleased to deliver my internship report on "REDX Logistics LTD." to you. I have been employed as an intern in an entry-level position at this organization since the beginning of this year, since it was a prerequisite of my graduate degree at BRAC University. I'd want to thank you and the BRAC University administration for steering me in the right direction. This job experience provided me with the necessary exposure to launch my career while also allowing me to explore my areas of competence and interests. I did my best to prepare this report with all of the information that was required and to incorporate my most key lessons from my time as an internship.

I hope my efforts can live up to your expectations. I would appreciate it if you could share your views and opinions on this report. If you have any more questions concerning this report, please contact me. I will always be accessible to answer any queries you may have. Thank you very much.

Sincerely

MD Riajul Islam Rijaj

ID: 21164082

BRAC Business School

BRAC University

**Non-Disclosure Collaboration: Please find a scanned copy of my
NOC from "REDX Logistics LTD" attached.**



Ref.: REDX/Cargo LTL/EC/5005236#2426/2023

May 7, 2023

TO WHOM IT MAY CONCERN

Dear Concern,

It is our pleasure to write on behalf of MD Riajul Islam Rijaj (ID-5005236), Intern in Cargo LTL Department is a temporary employee at REDX Logistics Limited from March 1, 2023 to till date.

During the tenure mentioned above, MD Riajul Islam Rijaj has remained involved with his duties and responsibilities. He has been competent and active with sincerity and determination for the organization. He has proven himself helpful in the establishment repeatedly.

We wish him all the best in his future endeavours.

Best Regards,

A handwritten signature in black ink, appearing to read "M M Rahman Arafat".

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Acknowledgement

This trip has taught me a lot, not just about the business world, but also about how real life is and how to deal with it. And none of this would have been conceivable without the assistance of a few incredible people who have been a consistent source of support for me throughout this entire journey.

So, to begin, I'd want to express my appreciation to the Almighty, who has kept me well and functional enough to complete my internship and the report.

I'd want to express my gratitude to my boss, Md. Mojammel Hossain (Assistant Manager, REDX Logistics LTD.). I would not have been able to complete my internship without the tremendous amount of assistance he has offered. Prior to my internship, I had no clue what the true business world was like or how I would cope with it. I was utterly lost, and he was the one who helped me get through it all. He taught me the intricacies of the profession and helped me become a more efficient version of myself. When I started my internship, I still had a few academic courses left to complete, and all of my examinations and classes were in full flow. I would not have been able to complete this internship if my supervisor had not allowed me to balance my academic and internship duties. As a result, I will be eternally grateful for all of his assistance.

I would also want to acknowledge Md. Hasan Maksud Chowdhury (Assistant Professor, BRAC Business School) for his invaluable guidance and instructions. I couldn't have finished my report absent your insightful comments and recommendations.

Next, I'd want to express my thanks to the BRAC University administration for introducing me to such an outstanding curriculum. It is critical for every student to have some prior understanding of the employment sector before entering it. It trains students to do their best on the work and advance their careers. And I am grateful that BRAC University provided me with this opportunity.

I would also want to thank the authors of all the reports, articles, and write-ups that I used to create my internship evaluation.

Executive Summary

Bangladesh has recently emerged as a hub for innovators. Dozens of small firms have been launched and have established themselves in the competitive marketplace. These firms have grown to represent a significant part of the Bangladeshi economy. With the massive expansion of small e-commerce-based firms, the need for logistical assistance has become an absolute need. The need for high-quality home delivery services has increased dramatically, particularly during the Covid19 epidemic. We've had multiple lock-downs in the last two years. It has been difficult for everyone to obtain their daily necessities in such a condition. Many was afraid of contracting the sickness and avoided going out. Almost all workplaces in both the corporate and public sectors were relocated to home office arrangements, while marketplaces and retail centers were closed for an extended period of time. As a result, the ease of having all of our critical products delivered to our door become one of our fundamental daily demands. REDX logistics was founded with the intention of providing that vital service to the people of our country at the time. REDX began its journey as a sister business of Shop-Up on March 1, 2020, and then ultimately evolved into an independent organization. Since then, REDX has worked to help our country's small businesses. Throughout the pandemic scenario, all kinds of businesses were devastated, and small enterprises were particularly hard hit. REDX has assisted them in continuing their business by delivering their items to the clients' doorsteps. REDX provides delivery services to homes throughout the country, including rural villages. REDX operates successfully in all sixty-four districts and more than four hundred and nine subdivisions in Bangladesh. REDX not only supports small businesses, but also individuals and large corporations. REDX offers logistics services to both individuals and businesses, as well as huge corporations for heavy items.

Keywords: REDX; Logistic service; Internship; lockdown; small business; Economy; ecommerce; online

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Chapter one: Overview of Internship in REDX

1.1: Student Information

Name: MD Riajul Islam

ID: 21164082

Program: MBA

Major: Operations management.

1.2: Internship Information

1.2.1: Period, Company Name, Department/Division, Address

Each learner at BRAC University must volunteer as an intern at an organization for at least three months in order to gain real-world job experience.

So, I had to do it as well. During my final academic year at BRAC University, I worked as an intern in the Ops Accounts department of REDX Logistics Limited. For their high-quality services, REDX Logistics is regarded as one among the country's premier logistics firms.

Throughout the course of my internship, I worked at the REDX headquarters, which is located in the SKS Tower.

I am working with organization as an intern from 1st March 2023 and the intern will over 31th May 2023.

The part of the organization where I interned was named Ops Accounts, and just like the title implies, the major aim of this department is to assist operations and oversee payments. In simpler words, this department solve hub and zone operation issues and also check and verify the expense, monitor them and make sure hub is working smoothly by disburse the expense with the help of finance team.

1.2.2: Company Supervisor's Information

Throughout my time working at REDX, I got the opportunity to collaborate with many wonderful people. a number of whom was Md. Mojammel Hossain, my in-person commander. He is the Assistant Manager of the Ops Accounts Team. I've learnt a lot from his excellent leadership and standards.

1.2.3: Job Scope /Job Description/Duties/Responsibilities

As I've already indicated, I worked as an intern for the Ops Accounts department, so naturally the tasks I was given had to do with supporting operations and accounts. REDX Ops Accounts is divided into a number of teams based on its functionality and primary objectives.

Online 3PL Express is the name of one of the teams. Their primary duty is to monitor operations, speak with potential Hubs over the phone, ascertain the situation, and, if any problems develop, resolve any accounting-related problems. To ensure that Marchant's received their money on schedule, this staff also does case reconciliation.

The other team is LTL who is responsible for same activity but offline

I have learned a lot about this industry throughout my time there. One of my most significant duties there was to work with the Hubs and Zone on problems that came up with day-to-day operations. I had to identify the causes, examine them, and then work with the regional and zonal operations teams to develop solutions. I was also in charge of verifying and approving the bill of conveyance, which covered the cost of parcel delivery.

I also learnt how to teach new techniques and educate others so that Hub Managers could manage their daily tasks with ease. Another significant duty I had was case reconciliation to ensure that Marchant's, who utilize REDX service to distribute their goods to customers, received their money on time.

1.3: Internship outcomes

1.3.1: My contribution to the company

On March 1, 2023, I began an apprenticeship with REDX delivery. I was assigned to the Ops Accounts department. Despite the fact that I am an operations major, therefore my first desire was to work in the operations division, owing to a vacancy scarcity, they assigned me to a support team called Ops Accounts inside the Operations department. This team consists of four employees who are known as operational associate billing, or Ops. The main job of this department is to maintain operation, dealing with issues, verify bills and follow-up disbursement and cash reconciliation. As an intern, the first job I was assigned was cross checking bill by phone call with zonal and regional and on the basis of visibility approve the bill for farther processes for disbursement to the hubs. Also, we collect data of the amount of monthly disbursement amount and make report regarding the condition of petty cash and so that operation team can take decision for new instruction. After 5 days I was included in the Ops Accounts onboarding job.

After one month. When I was doing good at my current task. They assigned me a new task. In this task, I need to do cash reconciliation so as part of this task hub send their received money from the consumer via Pay-well, Bank, bKash and Nagad and the send invoice in SAP panel. We collect the amount by cross-checking transaction ID.

1.3.2: My gains from the Internship

There are several things that this internship has taught me. It has not only prepared me for the real world for the first time by teaching me invaluable lessons about the business world. I had previous work experience, but it was all in the BPO sector, and I had no knowledge of how the corporate world operated. I received the direction I required at this work to develop in my career.

I've met so many incredible individuals along the road, and they've all inspired me in various ways. I've had supervisors who have helped me become a better version of myself. Every day, I have had coworkers who have helped me cope and motivated me to do better.

I was a full-time student while performing this internship, meaning it was a full-time obligation. My lessons and examinations for one course were in full swing. Balancing all of this at the same time was a major struggle for me. As a result, I had to become extremely organized and timely. I became more productive than I believed I could be while keeping both of my responsibilities. I've gotten a lot more industrious, and perhaps most importantly, I've gained confidence in myself.

Through this employment, I've met hundreds of people from various business sectors. I've learnt about their fields and how they work. During this apprenticeship program, I learned a lot about individuals as well as business.

1.3.3: Problem and difficulties I faced

My internship experience was rather easy. As coworkers, I've worked with some incredible folks. My coworkers were like family to me. They were always there for me professionally. I've had fantastic seniors that treated me like a big brother. They have treated me extremely nicely and have assisted me anytime I have had an issue.

1.3.4: Benefit for the students

1.3.4.1: Time-Management

In REDX there are a lot of opportunity from which a student can learn from root level to the core. With the strong working environment, a student can easily cope up the pressure and do his or her duties. Since here in REDX all the students are instructed to follow the schedule, that's why they learn about time management. With the learning of time management, a student become punctual and from REDX a student can teach that too.

1.3.4.2: Technology-Oriented

REDX is vastly tech-based organization where they always use google drive to execute all them activities. REDX tech team always focus on updated technology-based activities and to ensure this

they use their several softwares, website to make their daily work easier. This broadly tech-based operation makes an intern expert in many technology-based works. The students become more knowledgeable using those in their daily based duties.

1.3.5: Limitation

The overall internship program is a very short phase for the student but they have to cope with several program.

1.3.6: Suggestions for REDX on future internship

I am quite pleased with the internship program that REDX presently offers. I considered myself fortunate to have my first job experience in such a pleasant and welcoming setting. If I were to make any advice about REDX's internship program, I would just say that they should provide interns more opportunities to participate. As a result, I would recommend that REDX enable interns to be more involved in the major activities.

Chapter Two: Organization REDX

2.1: Introduction

In recent years, Bangladesh has emerged as a nation of entrepreneurs. Nowadays, starting a new firm is more appealing than working for an existing organization. The economy of Bangladesh has benefited greatly from this shift in outlook. The recent rise in our GDP has been greatly influenced by these tiny firms.

In the past, it was widely believed that after earning a given school credential, one should hunt for employment with a reputable corporation or in the government. And that was regarded as the pinnacle of accomplishment in our nation. But that has altered recently.

Today, everyone has a cell phone and internet access thanks to the proliferation of information technology. This has made it much simpler to approach individuals. And that created a big market. Now, starting a firm doesn't require a significant financial commitment. Companies don't anymore need to hire a physical store or even a warehousing. We now have the freedom to launch a business from the comfort of our home thanks to the internet.

As a result, practically everyone has been using their talents to generate income. A significant opportunity for another area of company has also arisen as a result of this procedure. This is the logistics industry. Many small businesses have emerged in the recent years; the majority of them are based on e-commerce, and they operate from their own houses. Therefore, their things must be delivered to the consumer, which is never simple for the seller to do themselves. The logistical businesses enter at this point. These delivery service providers make sure the items get to the intended clients.

REDX Logistics represents one of numerous logistics companies that have joined the Bangladeshi market in response to growing interest from innovators and small enterprises. However, many of people all around the country have come to trust them because of the high quality of their products. When the corona different outbreak was at its worst, at the beginning of the year 2020, REDX was founded as a sibling company of Shop up. During that time, REDX began its journey with the

intention of assisting these small businesses. REDX continued to provide its merchants with service even while nearly all other businesses folded in order to survive.

That explains why, inside three years, REDX established nation's leading delivery service.

2.1.1: Objective

Prior to the crisis, which devastated practically all commercial and economic sectors worldwide, Bangladesh was expanding quickly and had increased its GDP at a commendable rate. Before COVID-19, we had a GDP of 8.15 percent.

However, with the covid-19 epidemic, this scenario underwent a significant transformation. There were thousands of instances, and the number was rising daily. As a result, nearly everything was shut down by the government. For a considerable amount of time, all companies and public and private organizations were shut down. And that had a very negative impact on the economy. Due to this circumstance, experts believe that the GDP may drop to 4%.

Nearly every business, from little shops to large corporations, has been harmed by this cunning circumstance. yet small company owners were those who were most impacted. local business owners. They had to think of a new strategy to survive, and they decided to turn to the internet. Almost all small firms moved their operations from analog to virtual. Almost everyone had a social networking firm or was registering for the internet marketplace.

They thus need a trustworthy source that could act as a middleman and deliver those sold goods to their final clients. That was done for them by REDX. The major goal of REDX was to assist such companies and help them get through that difficult period.

In just three years, REDX has expanded its service to every region of the nation. This organization now operates more than 128 HUBs across the 64 districts of the nation. REDX has assisted hundreds of retailers in realizing their goals. REDX has hired hundreds of people in addition to helping those tiny start-ups thrive.

2.1.2: Methodology

I employed two ways of data gathering sources in this investigation. To compile my paper, I used both primary as well as secondary information.

2.1.2.1: Primary Source

We can obtain primary sources, also known as primary information, by having firsthand experience with the topic at hand. In my instance, working for the firm is where I got most of my information. I had to collaborate with employees from practically every department while I was employed with REDX, not just those in my own.

I learned about the company's rules, management techniques, operation strategies, and other things during this procedure. I had the chance to speak with the hub managers and operation leaders, learning about their perspectives and expectations.

2.1.2.2: Secondary source

Materials that have already been published nor investigation that has previously been conducted on the subject are known as secondary sources. Since REDX has been in operation for more than three years, I lacked many resources, such as papers or reports. I thus sought assistance from those who had previously interned at this business and had conducted in-depth research for their internship reports. I used their works as models and discovered other work online.

2.1.3: Outcome of the Report

The overall study paper will provide a high-level overview of REDX blueprint. This paper will assist in understanding how the business operates its overall operation in the face of various challenges. Furthermore, it will provide an overall proposition on how the effect of technological development has several influences on various services of them. The major focus of this paper will be bestowing their tactics to bring a solution to all Process, as well as providing services such as B2B, courier/parcel delivery, demanding customers. This research paper will provide an overview

of how REDX is making their customers' lives a little bit simpler and making Bangladesh Pace with perfection.

2.1.4: Scope

A business like REDX has enormous development potential in the current Bangladeshi market scenario. Our nation has revalued entrepreneurship, and the majority of the new start-ups are headquartered online. We urgently require high-quality logistical services to maintain the expansion of the start-up culture, and this requirement will only expand in the future.

REDX has only been on the market for three years, but in that short period, it has already shown that it has the capacity to not only become the top logistic service in the nation but also one of the finest globally.

In the country of Bangladesh, there were other delivery firms, but REDX was the first to offer doorstep delivery. REDX has been providing its services even in the most remote areas of the country.

This enterprise not only mobilizes new entrepreneurial ventures, but it also creates work chances for our nation's young.

As a result, a firm like this has enormous potential to contribute to the growth and sustainability of our economy.

2.2: Overview of REDX

One brand that is well-known among microbusiness owners in our nation is Shop-Up. Shop-Up began its journey in 2016 with the goal of empowering our nation's microbusiness owners by giving them access to an infrastructure they may depend on. Mr. Afeef Zubair Zaman, Mr. Aatur Rahim, and Sifat Sarwar are among the initial personalities that instantly spring to mind each time we talk about Shop-Up. These are the individuals that founded the business with the goal of improving Bangladesh's e-commerce industry. Since then, Shop-Up has seen tremendous success and has continuously launched new businesses. REDX is one of the Shop-Up's most lucrative businesses. The small business owners in our nation may get all of their logistical needs met by REDX. In

addition to giving its merchants the broadest coverage, REDX also offers fulfillment, allowing them to track their packages in real time, and offers a wide range of other amenities.

Launched by Shop-Up, Unicorn was previously known as Mokam. It is a service provider area designed to offer assistance to Shop-Up resellers. Shop-Up resellers ran across several difficulties delivering their goods right away. Then, in 2020, REDX was developed to address the delivery-related difficulties. The REDX team as a whole put in a lot of effort to serve the resellers group by offering delivery service. The unexpected Covid-19 epidemic struck our nation in March. The entire country was forced to deal with one of history's greatest difficulties as a result of this lockdown. It also affected REDX. However, it also gave REDX a chance to think creatively. It offered small company owners a chance to operate their enterprises as well as a psychological boost to the resellers. The first business in this sector to introduce a digital credit system was REDX. Many companies who were facing sustainability risks during the lockdown were saved by REDX. REDX assured delivery to the doorstep and picked up the item from the doorstep. After three months, Mokam was under severe threat as a result of the lockout, and the resellers also stopped operating as a result of this danger. REDX supported Mokam and generated significant growth at the conclusion of the year, saving the company.

2.2.1: Vision

Since they are both extremely new companies, Shop-up and REDX. None of these businesses has yet to articulate its public vision. Although This is still a private ideal, not a public pronouncement, REDX has a vision, just like any other well-functioning and successful organization. Redx is committed to making things simpler for its merchants, who are also its consumers. And because it has just been doing it so well, it has even higher aspirations. REDX's goal is to establish itself as Bangladesh's first unicorn company. There isn't a firm in Bangladesh that meets the definition of a unicorn—it's a start-up with a net worth of at least \$1 billion—but REDX's goal is to create one.

2.2.2: Mission

REDX wants to use cutting-edge technological logistics solutions to change Bangladeshi enterprises. Equally skilled in providing for both SMEs and large businesses. As with many other groups, REDX has its own goals. REDX is pursuing a number of specialized missions, including the following:

- Assisting small businesses to thrive and succeed.
- Bringing all types of logistic services simple and accessible to small business owners.
- REDX also intends to connect large firms and macro-businesses in our nation.
- To create a dependable distribution system for all companies across the country.
- To bring the national unemployment rate down.
- Having a significant and beneficial influence on the national economy.

2.2.3: Core Values of REDX

To give our clients the finest service possible and to create an atmosphere that fosters both personal and professional progress, REDX abides by the ideals set above. The primary and most significant basic principles that this organization upholds are

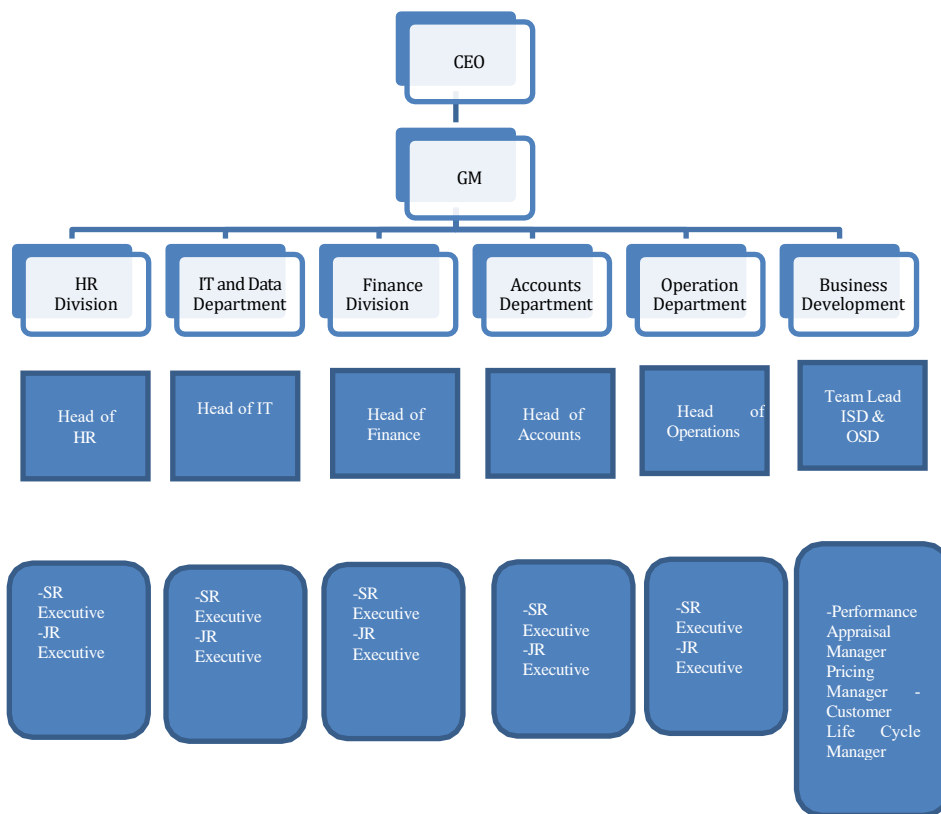
- Think 10X - we hold conviction in making our consumer experiences as pleasant as possible. We are dedicated to helping them with an assistance that solves all of their distribution channel problems. And, in order to become a one-stop shop for our businesses, we must conduct ourselves differently. 10X.
- We've taken an oath to prioritize our merchants before all else.
- Pace over perfection.
- Own your number.
- Disagree & commit.

2.2.4: Departments of REDX

There are currently Five departments in REDX Delivery service:

- Financial Division.
- Human Resource Division.
- IT and Data Team Division.
- Operation (Field and Head Office) Division.
- Business Development Team.

2.2.5: Management Team



Department Head	Department Head	Department Head	Department Head	Department Head	Department Head	Department Head	Procurement
							Finance and Accounting and IT

Table: 01

2.3.2: Management manners of REDX

2.3.2.1: Maintaining engagement among staff members

Employees who are not given the opportunity to participate in policy-making and decision-making tend to be less productive. Employees would simply labor for a salary if the firm did not guarantee employee engagement, and no innovation or spectacular results would result from them. Therefore, REDX ensures that every decision is made with the input of all of its employees.

2.3.2.2: Reword culture

Someone needs rearrangement if they are working extra hard to do a task perfectly. Nobody enjoys exerting effort for something that will never be acknowledged. Praise for good work and rewording for great achievement are therefore crucial. As a result, REDX has a fantastic reword culture. Every month, one person from each department is honored by the firm as monthly employee of the month. and presents them incentives



Figure: 02

2.3.2.3: Supervisors and employees must communicate the vision clearly

A very prevalent issue with virtually any business is that eventually, they appear to stray from their mission and fundamental principles, and that is when a great firm begins to fall. Regarding its mission and basic beliefs, REDX takes great care. The corporation makes sure that every management and employee is aware of the vision and is planning each and every action they will take to carry out the company's vision and purpose.

2.3.2.4: Prioritize team accomplishment

Every employee matter to the growth of a firm through their individual efforts, but it's the group success that really counts. Sometimes businesses are so preoccupied with enhancing and praising individual contributions that they neglect to work on fortifying their teams. Any major firm would be foolish to make such error. In REDX, team success is regarded more highly than individual success. This business adheres to the maxim "one company, one goal."

We all work together as one team here at REDX with the one objective of giving our customers the highest-quality, all-in-one logistical solution available in the nation. This is what makes our management style so effective.

2.4: Marketing practice

One of every organization's most crucial functions is marketing. The organization's approach for maintaining a strong relationship with its clients. The firm can create new revenue streams thanks to marketing. Marketing encompasses more than just product promotion and sales growth. Additionally, it provides information about a company's clients and market that may be used to inform future business decisions. It is crucial to establish a brand name and uphold it.

2.4.1: REDX sections and operations for marketing

Like any other different successful business, REDX places a high priority on developing and maintaining relationships with its customers. Two marketing departments dominate REDX.

Telemarketing is one of them, and the development of businesses Group is another. The business development team is once more split into two teams: B2B and B2C teams. Each team and department within the corporation is equally essential.

2.4.2: Telemarketing

Telemarketing, as the name implies, is the technique of speaking with clients directly via mobile phones. A very effective and productive telemarketing crew works for REDX. The group is made up of 25 young, vibrant telemarketers with a lot of promise.

The primary responsibility of the telemarketing staff is to make phone calls to prospective clients and engage in conversation. Following the pitch, the company's service was suggested to those potential clients.

REDX constantly has great discounts and offers available. As a result, another responsibility of the telemarketing staff is to transmit all of the special deals to the merchants.

This team's efforts are not limited to attracting new customers; they also assist the business in retaining its current clientele by maintaining open lines of contact and forging bonds with them.



Figure: 03

2.4.3: Business Development Department

The primary marketing division at REDX is said to be the business development division. 50% of the entire number of merchants are attracted by this team alone. Because of its importance, this department is carefully managed. The most capable and intelligent professionals are in charge of this department. The B2B team and the B2C team are the two minor groups that make up this department.



Figure: 04

2.4.4: The B2C Team

Despite the name B2C, which stands for business to customers, this team. However, in practice, it functions alongside other companies, or "merchants." Here, the department's focus on relatively smaller firms is the primary distinction. growing internet enterprises, as an example.

This team consists of eight KAMs, all of them are extremely seasoned and talented marketers. Their initial task is to do extensive research and compile a list of possible consumers.

They then get in touch with those clients. initially through the phone, emails, or social media. Once Entrepreneurs take an interest in their products, they schedule a meeting to go through the details of the contract. Additionally, special offers are supplied to the retailers if they ask for them.

2.4.5: The B2B Team

The B2B team is particularly interested in larger companies like huge firms. This team's workflow is much the same as that of the B to C team.

The team members must first identify the possible prospects to whom they may make sales proposals.

And the majority of the leads for this squad come from within.

The customer is then given a thorough and official presentation of all our services and facilities at a formal corporate meeting that is often scheduled for the client's office.

And after the vendor is persuaded, the transaction is concluded by signing a binding agreement.

2.5: Financial Performance Accounting Practices of REDX

2.5.1: Financial practice

The company's budgetary discipline refers to the procedures along with the systems used by its finance department to perform financial recording, budgeting, each of and other monetary exercises for the corporation. I'll go over the procedures that the finance department takes in REDX delivery.

- There are two kinds of packages that a business or a customer sends to REDX. One is cash on delivery, while the other is prepayment.
- COD packages are those that need payment upon delivery. For is, REDX is responsible for collecting payment from the end user and remitting it through the retailer.

- The consumer previously paid the retailer in the pre-paid way, thus REDX does not need to collect it from them.
- In this situation, the COD REDX charges merchants 1% of the payment, but in the already paid mode, it simply charges its client firm the service price.
- REDX ensure the following day payment and disbursement for its vendor partners.
- Marchants can make their payments via banks, Pay-well, bKash, or Nagad, whichever is most convenient for them.

Here is a breakdown of the fees that REDX collects for their services.

Inside City				
Up to 1 kg	1 kg to 2 kg	2 kg to 3 kg	3 kg to 4 kg	4 kg to 5 kg
60 Tk	75 Tk	90 Tk	105 Tk	120 Tk
City Suburb				
Up to 1 kg	1 kg to 2 kg	2 kg to 3 kg	3 kg to 4 kg	4 kg to 5 kg
Tk 100 + 1%	Tk 115 + 1%	Tk 130 + 1%	Tk 145 + 1%	Tk 160 + 1%
COD	COD	COD	COD	COD
Outside City				
Up to 1 kg	1 kg to 2 kg	2 kg to 3 kg	3 kg to 4 kg	4 kg to 5 kg
Tk 130 + 1%	Tk 160 + 1%	Tk 190 + 1%	Tk 220 + 1%	Tk 250 + 1%
COD	COD	COD	COD	COD

Table: 02

2.5.2: Accounting Procedures

A company's accounting Procedures will develop and keep track of business transactions using accounting practices. Like any other business, REDX does its own accountancy on a regular basis. A few of the accounting regulations that REDX carefully adheres to are listed here.

- REDX aims to establish internal supervision over all of its activities.
- This entails adhering to a specific method of accounting. There are primarily two types of reporting: monetary accounting and real budgeting. REDX adheres to actual budgeting.
- REDX Using well-designed and trustworthy software that automates its accounting.
- Using a payroll automation system and time monitoring allows for greater comprehension of the firm's competitiveness.
- Always concentrating on optimizing the chart of accounts.
- Managing and keeping meticulous track of the company's accounts payable and receivable

2.6: REDX Logistics' Operations Control and Data System Methodologies

Operation management is the practice of planning and supervising the production of a products or service that is provided by a certain firm. The administration of operations might be viewed as the foundation of a business.

2.6.1: REDX Operations Division

In this organization, the operation department is of utmost importance. This division is responsible for keeping the business running. In order to meet the increasing demand from our merchants, a sizable number of employees—both at the official level and on the ground—work day and night.

The operations division of REDX is split into two parts. Operational excellence is one of them, and core operation is another. Both divisions are crucial to the company's performance and play a significant role in it.

2.6.2: Operational Excellence

The department in charge of overseeing the performance of the entire operation, identifying any issues, and also resolving them, is operational excellence. They must also gather information regarding operational management's performance and provide recommendations for new procedures and policies. The IR team, which stands for problem resolution, and the CT team, which stands for control tower, are two separate teams within this department.

2.6.2.1: IR (Issue resolution)

Issue resolution, or IR, refers to the group of 17 highly skilled issue resolution officers, or IRO. This team's major responsibility is to resolve all the problems brought up by the company's many stakeholders. It is not just IR's job to fix problems brought on by merchants. All kinds of problems, both internal and external, are resolved by it. The challenges that all internal departments, including IR addresses issues that the marketing group, the customer care HUBs, and each other's marginally important bid function of the firm face. Here is an explanation of IR's trip step by step

- REDX features a specialized panel dubbed IR display in its principal software. Everything is escalated on this committee for the IROs to work against.
- When a consumer or merchant has a complaint, they go to their app and pick their complaint window.
- On their computer screens, a list of issue categories is displayed.
- The consumer or merchant chooses the best category for his problem and submits it by explaining it in detail in the comment box.
- Following that, the challenge is instantly directed to the selected IRO's profile, and the person starts functioning straightaway.
- The IRO would follow the shipment in question and look into the issue.
- HE / She would call the relevant hub or ministry and guarantee that the problem is resolved as soon as possible.

2.6.2.2: CT (Control Tower) Team

The REDX control tower is called CT team. As its name implies, this team is in charge of keeping an eye on each and every action that every employee in every department of operation division does. All internal observation and analysis are carried out by the CT team. This team is responsible for preparing the company's assessment of performance and internal insights. The creation of the company's policies and plans is mostly the responsibility of this team.

2.6.3: Operations Fundamentals (Core)

Where the main work is done, the core operation. One sort of work type in the core operation is a desk job, and the other type is a field job. To satisfy the crazily rising demand and maintain the quality of red X's service, those participating in both types of operational tasks work equally hard day and night.

2.6.3.1: Desk Level Operation

2.6.3.1.1: The operation's commander

These are the people that work at the REDX headquarters. The operation head oversees all activities in this section of the operation. He serves as the department's leader and is in charge of the whole division.

2.6.3.1.2: Ops KAM

Ops KAMs are present. They are tasked with offering the large merchants a one-stop shop for all of their issues. They are allocated to a large merchant who will give them with individual service.

2.6.3.1.3: Zonal Leads

The Zonal Leads are the last group. The REDX coverage region is separated into zones, with each zone having a specific officer assigned to it. All of these persons are in charge of everything that occurs in the HUBs inside that zone. They are in charge of handling any conflicts that may arise, reporting all activity, and maintaining the hub operations.

2.6.3.2: HUB Level

REDX has over 128 HUBs around the country, with over 26000 riders dedicated to ensure that customers receive their packages on schedule. The HUB level's job is demonstrated step by step. [here](#)

- First and foremost, a merchant initiates a pickup request.
- He needs to enter with his store's mailing address, cellphone number, and product kind, and then some of our motorcyclists from the nearest hub will go pick up the delivery.
- They would subsequently bring it towards the mother hub, where all shipments are going to be examined.
- The goods would next go through sorting pursuant to their intended destination.
- They'll be loaded into the line hole truck.
- It will arrive at its final location HUB.
- A single rider would have to be engaged to transport it to the consumer.
- Finally, according to schedule, the parcel would be delivered to the consumer's doorway.



Figure: 05

2.6.4: REDX Systems of Information Practice

Being an IT-based logistic business, REDX naturally benefits greatly from information technology. To address all IT-related issues from all internal sources, we have a sizable IT staff.

We have a staff of highly trained engineers handling every aspect of software and high-tech activities. Following is a short summary of the IT capabilities available at REDX.

- SAP is a program that is a top workplace for all of the organization's professionals.
- Additionally, there serves as an IR panel where concerns from everybody involved such as consumers, merchants, HUB, marketing departments, and customer service departments are escalated. and it is routed straight to the IRO's profile for resolution.
- For computerized financial operations, REDX features a financing panel.
- It additionally features an accounts panel for automating accounting processes.

- They use a program called Meta-base. This contains all of the comprehensive information on every package that has ever been registered with REDX.
- Customers can access REDX via a mobile app. Where people may register with the firm, order services, as well as numerous other things.
- There are some few more apps that they are using for their internal use.

2.7.1: Industry and Competitive Analysis

A marketing technique called an industry analysis or competitive analysis is used to assess a company's standing in relation to its rivals. The finest available chances for the firm may be found by doing the most effective market research, which you can do with the aid of competitive analysis.

A corporation may learn about its distinctive features through competitive analysis and use them to their advantage. A few tools and techniques can be used to do this analysis. SWOT analysis, however, is the most often used.

2.7.2: SWOT analysis

The most common and efficient method for assessing a company's existing position in the market before implementing a new strategy is through a SWOT analysis. It assists a firm in realizing its strengths and shortcomings and enables it to identify the largest market risks and opportunities.



Figure: 06

2.7.2.1: SWOT analysis for REDX

Based on my expertise, I conducted a swot analysis on REDX logistics.

S = Strength

- REDX secures payments from sellers inside one of those dispatches.
- REDX provides one of the nation's most accessible and inexpensive COD prices.
- REDX Payment choices include financial institutions, Pay-well, Nagad, and bKash.
- REDX it's a single firm that offers reversal shipment.
- REDX is the first in the country to allow merchants to keep tabs on their packages in real time.
- REDX compensates businesses in the event that there's harm or unaccounted for merchandise.

W = Weakness

- The Responding to the increased demand, the organization has not been able to hire enough personnel. As a result, there is a shortage of employees.
- The connection between the hub layer and the workplace level activities is opaque.
- REDX There is no distinct line haul for liquid items, and there is no specific packing for delicate commodities.

O = Opportunities

- REDX becomes the first firm to use live monitoring, which might give them a significant competitive edge.
- There is no other delivery firm that permits consumers to transport liquid items, thus this might open up a completely novel marketplace for the company like REDX.

- REDX is the sole business that provides delivery to homes service, thus expanding it to even the most distant places might offer them an edge over their competitors.

T = Threat

- The fastest threat to REDX would be a failure to keep up with the service's rapidly increasing request.
- Paper-fly and other delivery services Tiger is also launching delivery services to homeowners, which might pose a challenge to the company like REDX.

2.7: Limitation

There are many aspects of REDX that are imperfect because it is a young business that is still developing. REDX is primarily a sister firm of shop up, a project started by a foreign business. It requires time for foreign administration to acclimate to all of the variances in culture and establish themselves in a new country. REDX and shop up are relatively new contributions to our country's commercial environment.

During working for the firm, I witnessed a couple of these limits firsthand. One of REDX's most significant shortcomings, in my opinion, is a shortage of resources.

As I've already indicated, REDX has recently joined this industry, and in that short amount of time, it has established itself. Unbelievably fast growth has been seen in the demand. Additionally, the business has been finding it difficult to handle the strain as a result of this unexpected development. Particularly on the field level, there is not enough manpower.

REDX offers a wide range of goods. starting with common clothes items, glass products, food, and fluids. However, they don't have any unique or specific arrangements for the delicate goods. I thus see that as a significant barrier to its development.

Chapter Three: Project Part.

3.1: Introduction

Any student who wants to use their academic knowledge in a real-world situation and explore their career options should take advantage of internship programs. They get to network and meet new people, which may help them succeed in people's career's goal. I learned things from this internship program that I will remember forever. The practical experience I gained was crucial in helping me choose my next professional choice. even if my major is operations management. I was assigned to the Operational Accounts division for the duration of my internship program.

REDX is a logistics company, though, and since operations and supply chain management is closely related to my major, it didn't really matter that I wasn't in the operations department. I was still collaborating extensively with operations on a desk- and field-level.

3.2: Objectives

My main goal was to identify the underlying reason for the customers' discontent that was causing them to stop using our platform. with the aid of appropriate study and analysis of the outcomes for the investigations. Keeping track of every discovery and sharing it with the operations team will help to ensure that any issues resulting from customer dissatisfaction are resolved by implementing the appropriate process improvements. the cause of the increased delivery procedure costs. identifying the problem that affects regular operations. Write down the cause of the problems with the cash flow, deliveries, cash amounts received, and mismatches.

3.2.1: Primary Objective

- Finding out the root cause behind Consumer dissatisfaction which was leading them to leave our service. with the help of proper research and proper analysis of the finding of that research.

- Documenting all the findings and communicating those with the operations team so that the problems associated with consumer dissatisfaction could be eliminated by making.
- Identify necessary changes in the process.

3.2.2: Secondary Objective

Furthermore, there are some particular aims, which are as follows:

- To identify their market, competitor and competitive analysis on the basis of market.
- To identify the impact of their strategies to achieve their targeted revenue.
- To identify their prospective investment that can improve their competitive market.
- Identify places where cost can be minimized.
- Generate report to sorting the problem with proper possible ways.

3.2.3: Significance

My coworkers and I only had one objective in mind for this project: to determine which aspects of the delivery and service costs were causing customers to stop using our services. And in order to achieve this big goal, we had to divide it down into several smaller goals that could be more quickly and readily accomplished. So, these are the major goals of the project. The first and most crucial goal is to find solutions for the delivery and missing parcel problems. Afterward, we should give them hope that the problems will be handled so we may regain our clients' trust. The project's protection of the brand name was another important goal. We contacted the customers who frequently voiced their unhappiness on open forums because of this. Another important goal was to observe them and identify the underlying reasons why they departed in the first place in order to ensure that future instances of the same issues would not arise.

3.3: Literature Review

Our lives are significantly impacted by REDX, which provides a number of advantages that can improve our efforts in both our personal and professional life. We are given quick and effective delivery from REDX, which helps us save time. We can rely on REDX to manage the logistics so that we don't have to personally travel to a location to deliver a delivery. This helps busy people and businesses with time-sensitive deliveries since it frees them up to concentrate on other crucial

responsibilities. REDX provides easy choices for pickup and delivery, frequently offering delivery to your doorstep. This makes shipping more convenient and accessible by removing the need for people to go to post offices or shipping facilities. We can plan pickups, manage transports, and get delivery updates from the comfort of our homes or offices thanks to online booking systems and tracking technologies, which further improve convenience. REDX has vast local networks that link individuals and organizations from various companies and providers. They enable the nationwide delivery network, making it possible for people and businesses to transmit parcels and papers throughout Bangladesh. The economic expansion and improved accessibility of products and services are both influenced by this connectedness. The safe and secure transportation of parcels is a REDX priority. To guarantee the security and integrity of Delivery, they use qualified staff, effective packing methods, and cutting-edge tracking technologies. Customers are able to transmit sensitive or precious things through REDX with confidence because to the dependability and security of the service. With the growth of e-commerce, courier services are essential to making it possible for people to purchase and do business online. They take care of the shipping and delivery parts, enabling seamless interaction between online retailers and customers. This promotes the development of e-commerce by making it simpler and more practical for people to buy things from anywhere in Bangladesh. REDX provide crucial assistance to companies, particularly those engaged in supply chain management. They aid in order fulfillment, inventory management, and distribution, assuring prompt and effective product delivery to clients. Customers are more likely to be satisfied, make more purchases, and use reliable courier services like REDX. A greater societal influence is also made by courier services like REDX. They make it possible to send crucial papers, medical supplies, and humanitarian help to remote or inhospitable locations. They also assist the gig economy and remote workers, giving them the chance to work as delivery workers.

In conclusion, REDX offers convenience that saves time, nationwide connection, dependable delivery, and assistance to both enterprises and people. They have a variety of positive effects on our modern life, from aiding e-commerce to assisting social efforts.

3.4: Methodology

logistics businesses to efficiently handle the movement and storage of commodities, employ a variety of approaches and strategies. Here are some typical procedures employed by REDX logistics LTD.

1. 1. Supply Chain Management (SCM): REDX focuses on streamlining the supply chain to improve overall productivity. This entails controlling the flow of resources, including money, information, and goods, between point of manufacture to the place of ingestion.
2. 2. Transportation Management: REDX creates transportation plans to guarantee the prompt and economical transfer of commodities. This involves choosing the most efficient path to reduce costs and delivery times from the mother hub to the sub hub using their own vehicle.
3. 3. Warehouse (HUB) Management: For logistics organizations, effective warehouse management is essential. To maintain efficient operations within the warehouse, they use strategies including just-in-time inventory management, appropriate storage and labeling systems, inventory tracking, and order fulfillment processes. REDX currently has 130 HUB spread around over Bangladesh, allowing them to offer help everywhere in the country.
4. 4. Technology Integration: REDX uses technology to improve business processes. To automate procedures, track deliveries, manage inventory, and enhance overall accessibility and integration, REDX uses a centralized Shop-Up platform with an admin panel, SAP panel, FIN Panel (financial record), transportation management systems (TMS), warehouse management systems (WMS), and other panels.
5. 5. Reverse Logistics: REDX also focuses on controlling the flow of commodities in the other direction, such as refunds. They put methods into place to successfully handle reverse logistics while reducing costs and increasing client satisfaction.
6. 6. Lean and Six Sigma: To decrease waste, increase effectiveness, and decrease variability, REDX adopts lean and Six Sigma techniques. These techniques seek to raise client satisfaction, boost quality, and streamline procedures.
7. Cooperation and Partnerships: In order to improve operations, REDX works with vendors, carriers, and other parties. To increase general effectiveness and cut costs, pooling resources, knowledge, and technology may be necessary.

I employed two techniques for gathering data for this investigation. To finish my report, I used both primary and secondary sources. We can obtain primary sources, also known as primary information, by having firsthand experience with the topic at hand. In my instance, working for the company is where I got most of my information. I had to collaborate with employees from practically every department while I was employed by REDX, not just those in my own.

I learned about the company's policies, management techniques, marketing strategies, and other things along these lines during this procedure. I had the chance to converse with customers and business owners and learned about their perspectives and expectations. The materials that have already been published or the research that have already been done on the subject are known as secondary sources. Due to REDX's recent establishment, I did not come across many similar papers or reports. I therefore sought assistance from those who had previously interned at this business and had conducted in-depth research for their internship reports. I used their works as models and discovered other work online.

3.5: Analysis and Findings

In the project, I have worked with almost more than 200 people that have stopped working with REDX for several reasons. I have directly talked to them and tried to figure out the problems delivery issues. Bulk Parcel missing issues. Excessive cost behind delivery in different location imbalances. have noted those very carefully and documented them in an organized manner. I have tried to describe all those findings of mine in this part of the study. I will try to mention the key reason with the effect and consequences so it would be easier to understand.

According the communication maximum employee in field level like hub have lots of responsibility like receive parcel from the mother hub, sorting them according to delivery date, arrange labor for load unload, place them in hub house, planning for delivery, arrange vehicles and load them for door-to-door delivery, collect cash on delivery amount, submit Cash to the company parent bank account, prepare conveyance bill, give entry to the system, maintain google sheet and many more. As this is a lot of work and for a person to handle the amount of work load need more employee. For lack of man power and excessive work employee stop working with REDX. To maintain process and delivery system live they recruiting new people continuously. As they are new so they do not have proper training to maintain the hub, cash flow and delivery which create massive issues.

The amount of Parcel to delivery quantity is huge. So that proper monitoring is not possible for huge bulk amount of parcel. This lack of monitoring creates parcel missing issues. Consumer claim their missing product demerge value. As per terms and condition REDX need to pay them the value the lost to delivery. Its start missing in various place like hub, vehicles, delivery man. These missing issues are loss for the company and their service which create a dissatisfaction. So, consumer stop using REDX service.

REDX do not have their own assets for delivery. They rely on third party transport service. As a result, the amount of cost for transfer parcel hub to hub as well as hub to door of consumer is higher than their received amount.

As per data of costing we can see that REDX cost against Delivery service conveyance is increasing regularly. In this 2023 their cost increase in every month till now which following: 31%, 31%, 11%, 7%, 28%, 29% from the base value of their budget. Their cost minimization process is not up to the mark. Also, hub placement new hub building increasing their cost which is more than 12% as their budgeted value. Emergency customer satisfaction methodology is also creating high costing. This analysis proves that their growth in market is good but their profit percentage is not up to the mark which may cause un-wanted failure.

3.6: Summary and Conclusions

For all of a small business owner's logistical need, REDX is a one-stop shop. With the intention of empowering Americans who are attempting to support themselves independently by straying from the norm, REDX was founded.

REDX began operations at the beginning of 2020, and in just three years, it has accomplished what most businesses can only hope for. It has grown to be one of the leading IT-based transportation companies in the country.

REDX is currently operating smoothly in every area of the country. They supply services in 490 sub-districts across the country's 64 districts.

REDX helps small-business owners realize their dreams while also engaging around 3000 individuals, including 2,500 delivery guys.

A greater than ever need for product conveyance results from the emergency situation. So, it's important for both vendors and customers to choose a delivery service that will maintain cleanliness, security, and wellbeing. Any seller or merchant may use any of the online product courier services to ensure that their goods are delivered to clients securely because they are all guaranteed to adhere to this boundary while providing excellent assistance. REDX commits a lot of resources to the F-trade sector of the online business sector. Every other day, REDX offers something fresh and new to its customers in an effort to improve their lives and provide a platform on which they may unquestionably manage their businesses. They concentrate on both consumers and sellers, or merchants. Anyone who visits their website may quickly learn about the pleasant attitude of both the vendor and the consumers. Due to the pandemic condition, the businessperson was in ruins when they first began their adventure, but REDX has since arrived and has quickly won the confidence of both sellers and customers. They began transporting goods and documents of any type both inside and outside of Dhaka. A competent and efficient delivery team from REDX Delivery will arrive, pick up the merchandise, and deliver it to the designated recipient. Company began by providing services from door to door. They're able to offer the fastest delivery method in Bangladesh, transporting the merchandise directly from the seller's door to the selected region. This entity is in charge of all seller goods responsibilities.

3.7: Recommendations

In this cutthroat industry, it takes one association to beat various associations and establish a standard without being quickly harmed by other rivals. Although REDX is a fantastic professional cooperative, it has the potential to grow and improve. However, there are a few obstacles REDX is facing, and in order to overcome them, they will need to alter a few of their methods. The following list includes some of the obstacles to REDX's development and viability as well as the solutions that are suggested-

- Because REDX has hubs in 64 districts. However, they must concentrate on establishing additional a subdivision hub in order to supply products quickly throughout the sub-district region.
- This company charges shipping fees dependent on the weight of the merchandise. Charges grew in tandem with a rise in the product's price per kilogram. Competitors like Pathao, Sheba, and e-Courier do not impose shipping fees as REDX does. In order to sustain their company over time, they have thus changed their prices.

- REDX cannot provide delivery right now. For instance, if a buyer purchases a goods, they will receive it the following day. So, in order to deliver in an expressway, they must concentrate on this specific issue. This guarantees that the goods will be delivered to the consumer on the day they bought it.
 1. Regarding liquid items, use a separate line haul.
 2. Obtaining a unique packing technique for fragile and glass items.
 3. Creating a separate operation division for groceries.
 4. Recruiting higher-performing personnel.
 5. Building up more HUBs in different location for easy excess.
 6. Recruiting higher-performing personnel in the HUB level.
 7. Keeping the interactions amongst field employees and workspace level operations more explicit.
 8. Implementing stronger employee-friendly practices.
- They should increase the number of their own vehicles to reduce the need to lease other vehicles, such as trucks. They possess a modest number of their own cars. They should increase their car fleet as their firm grows and more people trust them.
- REDX should put more of an emphasis on providing training to both its staff and riders. Customers frequently claim that they occasionally treat them poorly. Customers are disappointed by the motorcyclists' extreme rudeness toward them. Therefore, they ought to set up some training for both their workers and riders.
- They should put greater emphasis on excellent customer service. a majority of the moment, when consumers phone the customer service department to express their dissatisfaction about their services, they do not provide satisfactory assistance at that time, leaving customers even more frustrated.

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