Report On

An Analysis of the Content Development Process
&
The Required Human Resource Management Planning for it in Zdrop Bangladesh

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

BRAC BUSINESS SCHOOL

BRAC UNIVERSITY

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Declaration

It is hereby declared that

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

Student's Full Name & Signature:

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Letter of Transmittal

Mr. Zaheed Husein Mohammad Al-Din
Senior Lecturer
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66 Mohakhali, Dhaka 1212

Subject: Submission of internship report on "An Analysis of the Content Development Process & The Required Human Resource Planning For it in Zdrop Bangladesh Limited"

Dear Sir,

It is a great pleasure for me to present the internship report titled "An Analysis of the Content Development Process & The Required Human Resource Planning For it in Zdrop Bangladesh Limited" for my bachelor of business administration degree. Zdrop Bangladesh Limited is one of the fastest growing Ecommerce websites in Bangladesh. It is an honor for me that I got an opportunity to work under Zdrop Bangladesh Limited. Throughout my internship program I tried to follow all the instructions. I also tried to relate my study with the organization work . This internship program gave me an opportunity to increase my knowledge and gain some experiences.
I have tried my best to complete the report with necessary information and suggested recommendations.

I am very thankful to you for your guidance and cooperation at every step of my internship report. It will be very helpful for me if you kindly go through the report and evaluate my performance.

Sincerely Yours

Tahia Tasnim
ID: 18104164
Brac Business School
Brac University
Date:

Non-Disclosure Agreement

This agreement is established and entered into by and between Zdrop Bangladesh Limited and Tahia Tasnim ,a student of Brac University. The information in this report will remain confidential between the student and the organization. To protect its privacy and integrity, the data will only be shared between the responsible party for the university. There won't be any sensitive, hazardous, or important information in this report that could have an impact on Zdrop Bangladesh Limited.

Acknowledgement

First and foremost, I am deeply grateful to Allah for giving me a chance to complete my internship program successfully and for completing my report on time. I would like to extend my appreciation to my academic supervisor Zaheed Hosein Mohammad Al-Din ,Senior Lecturer of Brac Business School ,Brac University for the mentorship and guidance during my internship.
I would like to express my gratitude for the opportunity to intern with Zdrop Bangladesh Limited and for the guidance and support provided throughout the internship period. Specially thanks to Soukat Elahe ,My team lead for giving me all the guidance and support throughout the internship program. It has been an invaluable experience that has allowed me to gain practical insight into the Zdrop Bangladesh Limited and to further develop my skills and knowledge in the field of content development and human resource planning. I am confident that the experience and knowledge gained during my time at Zdrop Bangladesh Limited will significantly contribute to my personal and professional growth.

Executive Summary

As a requirement for completing my BBA program ,I have finished my internship at Zdrop Bangladesh Limited. The purpose of this paper is to identify the content development process and required human resource management planning for it in Zdrop Bangladesh Limited. In this report there is a detailed history of Zdrop. As a content employee my job responsibilities were in the content department. Creating contents ,Developing and managing contents. Also I got an opportunity to see what types of human resources planning was required at Zdrop. Zdrop always maintains a specific calendar to plan and organize the whole content process. In essence, this study provides an overview of the content developing process and human resource planning for Zdrop. Also some recommendation was given by me in this report after working at Zdrop.

Chap : 1
Introduction

Introduction

1.1 Background

Nowadays internships have become an integral part of education in many fields. They offer students the opportunity to apply theoretical knowledge in real world settings, gaining practical experiences and skills that are often highly valued by employers. BRAC University provides an opportunity known as the "Internship Program" that allows prospective business graduates to gain three months of real-world experience.

I got an opportunity to work as an intern at Zdrop Bangladesh Limited. My Paper titled "**An Analysis of the Content Development Process & The Required Human Resource Management Planning For it in Zdrop Bangladesh Limited"** was written as part of the internship requirement.

1.2 Scope of the study

The scope of the study for this report was based on the content development process and required human resource planning of the Zdrop Bangladesh Limited. This will help to understand how the content development process is important for an e-commerce company. Also, it will help to understand the HR planning process.

1.3 Contribution of students to the company

It was a great opportunity for me to work with Zdrop Bangladesh Limited ,One of the Fastest Growing e-commerce companies. I was an intern in the content department ,My responsibilities are content creation and managing the contents for companies website.

There was a team for vendor acquisition ,they managed different sellers so that those sellers could sell their products on our website. Vendors team collected content of the product and information from the sellers and gave it to the content team. We content team were responsible for creating specific details of those contents and uploading those on our seller panel for the website of the company. For creating the content, we had research about that specific product to know the details about that specific product. In the seller panel, we had to write the actual name of that product in the product name section. After that there is another section named product categories like; food ,households ,electronics ,fashion etc. We had to select the exact category of the products. Then in the details section we have to write some valid details of products so that customers can easily know about product like; products manufacturing ,product quality or the ingredients of products. Also we had to add the picture of products for visualization. Pictures of products are most important to attract customers more. There is a specific keywords section

where we wrote some keywords so that customers can easily find our product on the website by searching those keywords. For keywords we had research on it to know what kinds of keywords customers can use for that product. There is a specific section for price and stocks of products. We had to carefully fulfill the section so that customers can know the price of products. Daily we had to make these content of 80-90 products to fulfill the target. Also we managed a specific file for each and every content. We were responsible for showing those contents on the website for the customers.

1.4 Objective of the report:
1.4.1 Broad objective

The broad objective of this report is to know the process of content development and also the required human resources planning of Zdrop Bangladesh Limited.

1.4.2 Specific objective

- To experience the content creation and content development process

- To experience required human resource planning

- To Improve Communication skill

- To gain real life work experience

- To gain experience on problem-solving

1.5 Methodology

In this study, exploratory research was done to learn and understand more about the content development process & required human resource planning for Zdrop Bangladesh Limited. I have used different types of sources to collect the information for this study.

1.5.1 Source of data

Data can be sourced from various places and methods ,depending on research and information needs. Both primary and secondary data, gathered from many types of sources, are used in this section.

Primary Sources

. Direct observation while working
. Conversation with office employees and supervisors
. Hand on experience of my work
. Face to face discussion with the department heads

Secondary sources

. Official website of Zdrop Bangladesh Limited
. Internet like ; Facebook ,Linkedin
. Online newspaper ,journal ,articles etc.

1.5.2 Procedure for data collection

As primary and secondary data had been gathered for the information. First of all I had to do observation to collect information. I had face to face conversation with my office supervisor and also employees. I went through different journals and articles published by my company. Beside these, I also read different articles from other companies from where I got to know more about content management and required human resource planning for organization.

1.5.3 Questionnaire

For this research I have also prepared a Questionnaire to make this research more effective. I provided a questionnaire to the employees of Zdrop Bangladesh Limited to get their response. This questionnaire system was more helpful than asking questions face to face. I have attached the questionnaire with a report.

1.5.4 Limitation of the report

A research limitation is the result of a restriction on the research plan for the entire project. This paper does have a few limitations. Content management was totally new for me also in required human planning the authority resisted disclosing crucial information in order to protect company secrets. Only the website of Zdrop Bangladesh Limited was not enough to collect all the information. I have tried my best to make the report good despite some limitations.

Chap : 2
Overview of the company

2.1 History of the Zdrop Bangladesh Limited

Zdrop is a new ecommerce company ,launched by Zaynax group. Zdrop started its journey officially on 9th november 2022. Tahmina Rahman ,the chairman of Zdrop and the chief operating officer Parvez Ahmed came up with the idea to open this platform. zDrop has over 100 million products listed on its website. In a very short period of time ,it gained fame and attention from people. Although Zdrop Bangladesh is new in the e-commerce sector, it is still competing with other older e -commerce companies. Zdrop is dedicated to offering the best quality products at competitive prices with the quickest delivery times. There is a refund and return policy also. At zDrop, customers may purchase a variety of high-quality Products at incredibly low prices. Customers can find products easily on its website by searching.
A few months back, Zdrop started its online camping program to grab customers' attention more. For example, in summer camping they offered summer friendly comfortable t-shirts which grabbed the attention of many customers. Zdrop is also a promotion platform for many sellers. Through Zdrops website they sell their product which helps customers to know about them and their products also.

2.2 Mission

The mission of Zdrop Bangladesh Limited is to deliver high quality products and services in the shortest amount of time at the most competitive pricing.

2.3 Vision

The vision of Zdrop Bangladesh Limited is to revolutionize online shopping with cutting-edge technology and unmatched convenience for the modern consumers.

2.4 Swot Analysis

Strength :

. One of fastest growing e-commerce platform in Bangladesh

. Competitive pricing strategy

. Customers Satisfaction

. Offering everything from electronics to fashion and home goods

. Marketplace for small seller

Weakness:

. Highly competitive market like ;amazon ,daraz

. Customer acquisition cost

. Lack of knowledge about cyber security

. Financial vulnerability as a new e-commerce startup

. Limited brand recognition

Opportunities:

. Introducing subscription based models for specific product categories

. Enhancing support for small and local businesses

. Leveraging social media platforms for marketing and sales

Threats:

. Competition with strong brand value

. Sale hampered by political turmoil

. Inflation in the economy

2.5 Salary & Salary Increment Policy

Salary policy is essential for any company. Like every company Zdrop also designed a salary policy that aligns with its business goals ,values and ability to attract and retain top talent.
A fixed amount of money paid to employees on a regular basis ,often determined by factors such as employees roles ,experience and market rate for similar positions. In Zdrop bonuses and commissions tied to an employee's individual or team performance which motivates employees to get high rewards.
For salary increment there is a specific policy in Zdrop. First of all after six months of joining employees are given a salary increment based on their performance. If any employee is not regular or not performing well, in that case his/her salary is not incremented. Also, salary increments tied to annual performance reviews. Employees' job performance ,achievements and contribution to the company are evaluated during these reviews. Like other companies Zdrop also associates salary increments with promotion or change in job roles. Moving to a higher level position often comes with a salary increase.

2.6 Payment Method

Zdrop believes in cash on delivery processes. Customers place an order on their official website and pay for it with cash when the product is delivered to their doorstep. Offering cash on delivery can build trust with customers who may be skeptical about online transactions. Customers can check their products in front of the delivery man and then they can pay. Mobile wallet services like bKsh and rocket available at Zdrop. Customers can easily pay with their bKsh and rocket accounts for their purchases. Also customers can pay for their purchases by using online payments; visa card ,mastercard and bank stock market card. Customers can transfer the purchase amount directly from their bank account to the company's bank account. EMI option is also available for customers at Zdrop. Mastercard is accepted in EMI payments for any purchases totaling greater than 10,000 Taka. Customers can utilize this interest-free EMI for either six or twelve months.

2.7 Product Delivery System

The choice of product delivery system often depends on factors like the nature of the products ,customers preference and the logistical consideration. Zdrop has its own delivery man to deliver their products. zDrop buys the products from the merchant after getting the customer's consent. The Logistics department confirms customers' orders. If the ordered products are in house ,there's no need to collect products from sellers. But if the product is from different sellers, a person from Zdrop collects the items from vendors. The vendor checks the product specs after receiving an order, and then packages the items properly to be shipped. Zdrop tries to deliver products to the customer within two days if it's inside Dhaka. Outside Dhaka they take four days. They use couriers to ship their products outside of Dhaka. Zdrop also allows customers to schedule their delivery times, which can be particularly useful for individuals with specific delivery preferences.

2.8 Refund & Return Policy

Refund and return policies for e-commerce companies in Bangladesh can vary depending on the specific company and its terms and conditions. Like other companies Zdrop has also some policies on refund and return. Zdrop always tries their best to provide the best quality products to the customers still there are return policies if sometimes customers receive any wrong or

damaged items. There is a specific timeframe within which customers must request a return. If customers receive any damaged or wrong products ,they can claim for it within seven days from the date of delivery. The delivery crew receives the complaint after the customer service team has verified it, and they then send a rider to the customers to pick up the returned goods. Then the product that has been delivered damaged is checked for quality control. If the product is actually broken ,the customer will be reimbursed via Bitcoin, a port wallet, or a refund voucher. Sometimes the company offers exchanges the customers want.

2.9 Promotion

The main marketing tool of Zdrop is promotion. For Zdrop use social media marketing like; facebook ,Youtube ,instagram etc. Sometimes Zdrop collaborates with local influencers and bloggers ,they review and promote the products for the audience. Also often Zdrop participates in different fairs where they promote their products.

2.10 Content Development process of Zdrop

The content development process in Zdrop typically involves creating and managing various types of content to engage and inform customers ,showcase products and drive conversions.

Product Research:

At first the vendor team collects seller Id ,product information from the sellers. After receiving information, the content team is responsible to do research on that product to know about product details. Also the target audience so that they can add this in product details for Zdrops website.

Products Category:

There is a specific sector in Zdrops panel ,where the content team has to select the category of products. So that customers can find the products easily by searching the category.

Content Strategy:

Developing content strategy so that business can reach its goals. Determine what types of content will be created.

Content Calendar:

Zdrop always creates a content calendar to plan and organize content production. Like; blog post ,promotion and other content activities.

Website Content:

Zdrop ensures that its website is well structured with high quality product descriptions so that they can attract customers easily to their contents.

Feedback and Improvement:

Customer satisfaction is everything for Zdrop. Zdrop always gathers feedback from customers reviews to improve their content strategy.

2.11 Required Human Resource Management Planning for it in Zdrop

Human resource management planning at Zdrop is dynamic ,responsive and always focuses on attracting ,retaining and developing that can drive the company's growth and competitiveness. Here's some required human resource management planning framework for Zdrop.

Strategic Alignment:

Zdrop always ensures HR strategies align with its business goals to understand how HR can contribute to achieving these goals.

Workforce Assessment:

Zdrop analyzes its current workforce to understand the skills ,competencies and demographics of employees. Identifying areas strengths and areas that need development.

Future Workforce Needs:

The HR team of Zdrop collaborates with the head of business and senior management to forecast Zdrops future shifting needs. Considering factors like expansion plans ,product launches and market trends.

Skill Gap Analysis:

To identify gaps between skills available in the current workforce and those needed in the future ,the HR team of Zdrop performs a skill gap analysis. This informs requirements and training strategies.

Requirement and Talent Acquisition:

Develop a requirement plan to hire employees who process the skills and competencies required to fill identified gaps. Define job roles ,create job descriptions and set requirement budgets.

Training and Development:

The HR team creates a training and development plan to enhance the skills of current employees and prepare them for future roles. Include both technical and soft skills training. Sets different training for different departments like; training for content team ,training for logistic team.

Performance Management:

Establish a performance management system that sets clear expectations ,measures employees performance ,provides regular feedback and supports professional growth.

Communication and Employee Engagement:

Communicate HR policies ,changes and initiatives transparently to employees. Encourage open communication and engage employees in discussion about their career and development.

Continuous Monitoring and Evaluation:

Monitoring Hr strategies also monitoring how employees use the strategies in the workplace. Also evaluates employees based on their performance.

2.12 Core Value of Zdrop:

The core values of any organization can vary based on its mission ,culture and guiding principles.

Customer Centricity:

Zdro always places the customer at the center of all decisions and operations, with a focus on providing exceptional customer service and meeting customer needs.

Innovation:

Zdrop embraces continuous innovation and stays at the forefront of technological advancements to enhance the customer experience and remain competitive.

Quality:

Delivering high quality products and services is the main goal of Zdrop to ensure customer satisfaction ,and building reputation for excellence.

Teamwork:

Teamwork is very important for Zdrop. Zdrop promotes a collaborative work environment where employees work together effectively to achieve common goals and share the company's success.

Continuous improvement:

Zdrop always collects feedback from customers so that they can work on their mistakes and can do improvements daily.

Chapter -three:
Challenges & Lessons From the Internship Program

3.1 Challenges

As a content intern at Zdrop ,I faced challenges related to creating and managing content for the company.

3.1.1 Lack of Experience & Skill:

As an intern ,I did not have any previous work experiences. Also creating and managing content was totally new for me. Also my skills were not enough for the content department. This was a big challenge for me to adapt to the workplace and understand industry specific practice.

3.1.2 Technology Issue:

As a content intern I had to work on a seller panel . Seller panel was created by the technician team. At first, I faced technical issues using the seller panel. I had to start working on any content from the beginning if I made one mistake in the middle of creating content. But after working 12/15 days I started enjoying work on the seller panel for creating contents.

3.1.3 Communication

In the beginning, communicating with team members and supervisors was a big challenge for me. I felt hesitant to communicate with them on some matters as they all are senior than me. But the team members of my team and supervisors were so helpful that I did not face any problem later communicating with them.

3.1.4 Company Culture

Understanding and aligning with the company's culture was also challenging for me. Doing an internship was my first work experience in any company. It took some times for me adapt with company culture

3.1.5 Performance Pressure

In the content department, we had a target that we had to complete 80 to 90 contents per day. And our team lead had informed our supervisor for day to day content creation. So sometimes I feel pressure to fulfill my target and perform well.

3.2 Lessons I have Learnt From The Internship

This internship program provides me valuable opportunities for learning and personal goals. I believe the lessons I learnt during my internship will be helpful for my future career.

3.2.1 Content Strategy

My work was creating ,developing and also managing contents. So I learnt how important content is for any e-commerce company. I learnt the importance of content strategy that aligns with the company goals and target audience.

3.2.2 Keyword Research

I developed skills in conducting keyword research to optimize content for search engines and improve online visibility.

3.2.3 Time Management

Time management is very important for daily life. I had daily targets to complete. I had worked on two to three sellers in one day where I had to create 80/90 contents ,developing contents and managing them on file. Balancing multiple content creation tasks and deadlines improved my time management skills.

3.2.4 TeamWork:
Every department of Zdrops has to work in a team. I learnt how teamwork is important in organization.

Chapter four :
Analysis & Findings & Recommendation of the Study

4.1 Survey Analysis of Zdrop Bangladesh Limited

Survey analysis plays an important role for any research. For my internship report, I made a survey to gather some information from my employees at Zdrop. This survey analysis really helped me a lot to know about some information from employees for content development and required human resources planning. For survey analysis, I made 5 questions in google form which are related to the content development process and required human resource planning for Zdrop to know what are the employees feedback about these. The google form link was given to the employees where the name and designation of employees was hidden so that no can heritage to fillup the form.

Q1. Are you satisfied with the quality of contents as an employee?

Are you satisfied with the quality of contents as an employee.?
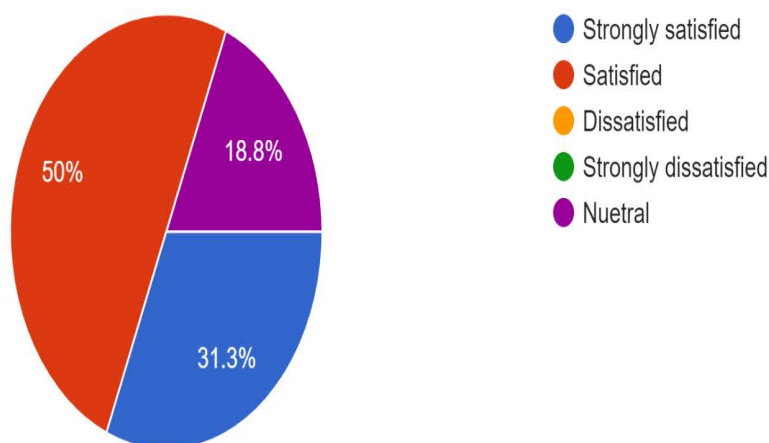16 responses

- Strongly satisfied
- Satisfied
- Dissatisfied
- Strongly dissatisfied
- Nuetral

50%   18.8%   31.3%

Chart: Employees Feedbacks on contents quality od Zdrop
Analysis: Here the chart shows 50% of employees are satisfied with the company's content quality while 31.3% employees are strongly satisfied with the content quality. 18.8% of

employees gave neutral responses for this question. So here the chart shows that the majority of employees are satisfied with the content quality.

Q2. Which category of content do you think would be better for the company to develop more?

Which category of content do you think would be better for the company to develop more?
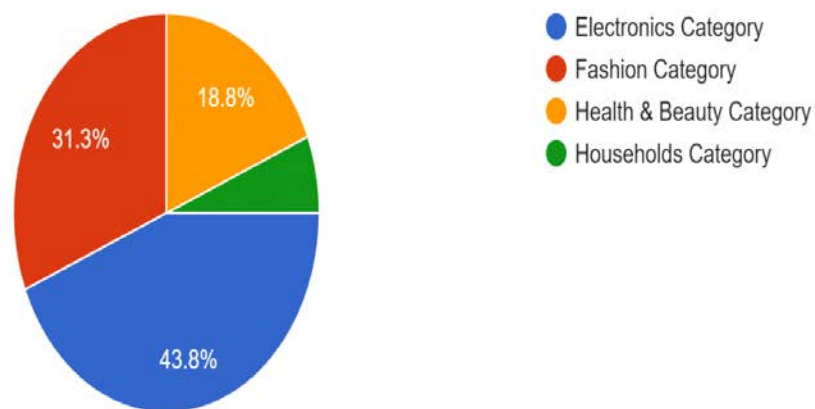
16 responses

- Electronics Category
- Fashion Category
- Health & Beauty Category
- Households Category

18.8%

31.3%

43.8%

Chart: Employees feedback on content categories for development

Analysis: This chart indicates that 43.8% of the employees think that the electronic category needs more development for the good of the company. 31.3% of the employees answered for the fashion category while 18.8% of the employees gave their response for the health and beauty category. 6.3% of the employees think that it's a household category. So here the majority of employees think developing in the electronics category will be more good for the company.

Q3. Are you satisfied with current training program?

Are you satisfied with current training program?
16 responses
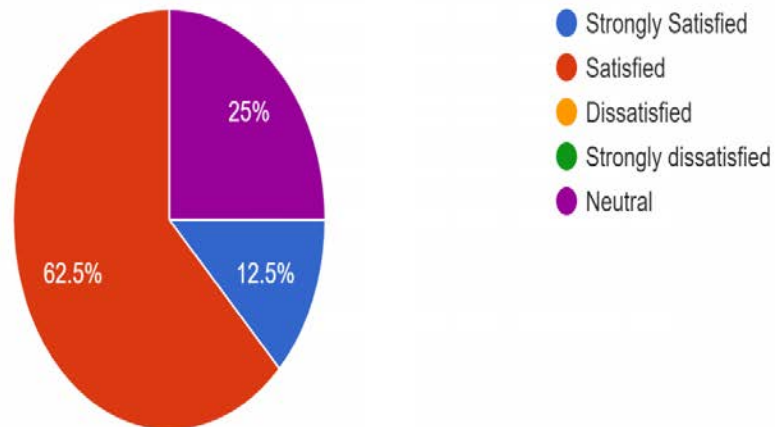
Char: Employees feedback on training program

Analysis: Here the chart shows 62.5% of the employees are satisfied with the current training program of Zdrop. 25% people answered neutral for the question while 12.5% of the employees are strongly satisfied with the current training program. No one was dissatisfied with the training program. So here, it shows that the majority of the employees are satisfied with the current training program.

Q4. Do you feel that the performance evaluation process is fair and accurate?

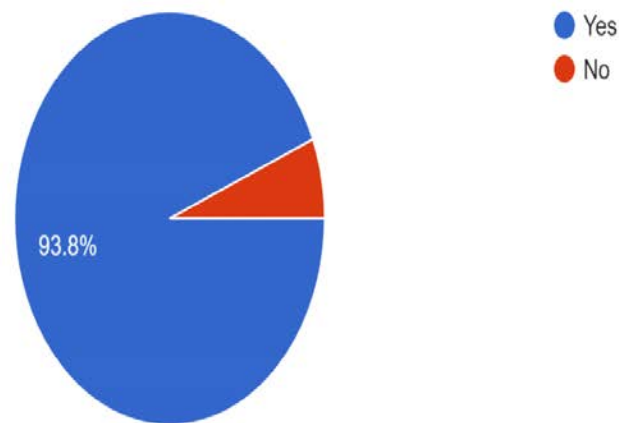Do you feel that the performance evaluation process is fair and accurate?

16 responses

93.8%

Yes
No

Chart: Employees Feedback on Performance Evaluation

Analysis: 93.8% of the employees answered yes for the performance evaluation system. They think that the performance evaluation process is fair and accurate. Where 6.3% of the employees means one employee among 16 employees answered No for the performance evaluation process. So this chart shows that almost all the employees think that the performance evaluation process is fair and accurate.

Q5. Are you satisfied with the company's culture and environment?

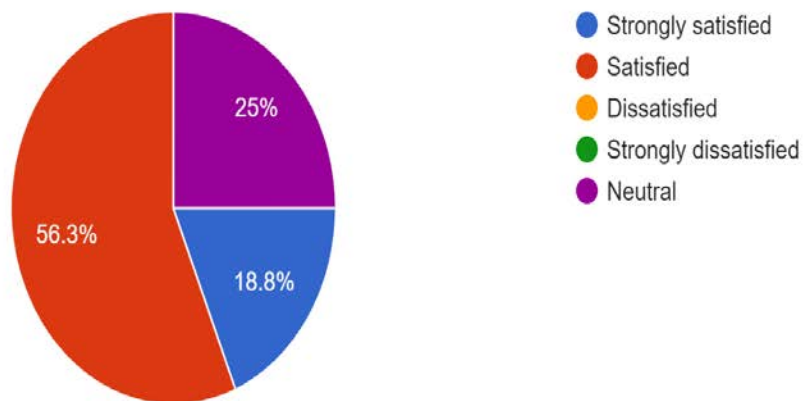Are you satisfied with companys culture and environment?
16 responses

Chart: Employees feedback on the company's culture and environment

Analysis: This chart indicates that 56.3% of the employees are satisfied with the culture and environment of the company while 18.8% of the employees are strongly satisfied with the company's culture and environment. 25% of the employees answered are neutral for the question. So the culture and environment of the company is good as the majority of the employees are satisfied with it.

4.2 Findings & Recommendations:

The aim of this report is to provide in depth analysis of the content development process and the required human resource planning for Zdrop Bangladesh Limited.

Findings:

.The quality of content is high to attract customers. Content produced is generally okay and accurate

. There is a good collaboration between content developers and vendor acquisition teams

. Zdrop maintains a content calendar to plan and organize the content

. Necessary training programs are given to employees

. Rewards are given to the employees based on their performance

. Good office culture and environment

Recommendation

I had like to share some ideas ,and the following is a list of them in no particular order:

. Training programs should be elaborated so that it can be useful for each employee of Zdrop

. They need to use more images of products for content to attract customers more

. They can arrange transportation for pickup and drop service for employees

. They need to give medical benefits and life insurance for the employees

. Developing a clear comprehensive content strategy to archives company's goal

. They should do more promotion on social media

Conclusion:

E-commerce marketing is growing rapidly nowadays all over the world including Bangladesh. The "Bangladesh B2C Ecommerce Market Report 2022" encompasses social media-based trading pages, unregistered online platforms, and registered e-commerce businesses, said the research institute.

Zdrop Is one of the fastest growing e-commerce companies in Bangladesh. In order to assure its accountability to its consumers, zDrop has taken a number of safeguards and was created with a customer-first attitude. Customers can rely on zDrop's timely and responsible customer support, which is accessible around-the-clock to help them with any problems they could run into. They are to be had 24/7 to help customers.

This research helped me to understand the content development process and also human resource planning for the company. Customers are the main weapon for Zdrop. They always try to create good content to attract customers and try to give good quality products to gain customers' trust. I had an awesome experience at Zdrop. My team lead and the members of my content team were very helpful. I have learned a lot about contents like;how to create ,develop and manage content. Also I was able to use the tools of the company's software. Also I had a great team work experience. I was able to understand the company's training system and performance management system. Though there was work pressure because of fulfilling the target but that helped me a lot gain experience. It helped me to understand how to work on time under huge work pressure.

For doing this report I was able to research various things. I was able to learn about the current e-commerce situation in Bangladesh. I was able to know more about Zdrop and also other e-commerce companies in Bangladesh. At last this was a great experience for me to do an internship at Zdrop and also doing the report.

Reference

1. Rezul Karim (September 2022). Bangladesh e-commerce sales to more than double by 2026: research. Journal of the business standard.

2. (Nov 2022).[online]. Zdrop new e-commerce platform launched. Journal of The Daily Star.

3. (Mar 2023). Zdrop: when trust and transparency are the way to go. Journal of The Daily Star.

Appendix

This survey was proposed by me for the content development process and required human resource planning for Zdrop Bangladesh Limited. Employees' information like; Name, Designation were hidden.

Q1. Are you satisfied with the quality of contents as an employee?

. Strongly Satisfied . Satisfied .Dissatisfied . Strongly Dissatisfied .Neutral

Q2. Which category of content do you think would be better for the company to develop more?

. Electronic Categories . Fashion Category . Health & Beauty Category . Household Category

Q3. Are you satisfied with current training program?

. Strongly Satisfied . Satisfied . Dissatisfied .Strongly Dissatisfied . Neutral

Q4. Do you feel that the performance evaluation process is fair and accurate?

. Yes . No

Q5. Are you satisfied with the company's culture and environment?

. Strongly Satisfied . Satisfied . Dissatisfied . Strongly Dissatisfied . Neutral