

Report On  
The Impact of Customer Relationship Management on Customer Retention in aspect of Daraz  
Bangladesh LTD.

By

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ID: 20304096

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

**Student's Full Name & Signature:**

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**Rahnuma Masud**

Student ID: 20304096

**Supervisor's Full Name & Signature:**

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**Ms. Tanzin Khan**

Senior Lecturer, BRAC Business School

BRAC University

# Letter of Transmittal

**Ms. Tanzin Khan**

Senior Lecturer  
BRAC Business School  
BRAC University  
66 Mohakhali, Dhaka-1212

Subject: Submission of Academic Internship Report.

Dear Madam,

I am pleased to submit my Internship Report as part of my internship experience at Daraz Bangladesh Ltd.'s Customer Relationship Management Team. Over the past months, I had the privilege to work alongside the dedicated professionals in the CRM department, learning and contributing to the company's customer relationship strategies.

The study presents an analysis of CRM practises and methodology, and their influence on customer retention within the context of Daraz. The document provides an overview of the methodologies used, the results gained, and the suggestions put out, all of which are derived from my observations and analysis. I express my gratitude for the invaluable experiences and guidance bestowed upon me by the Customer Relationship Management (CRM) team.

I hope this report proves beneficial, reflecting the dedication and enthusiasm I put into my internship.

Sincerely yours,

---

**Rahnuma Masud**

Student ID: 20304096  
BRAC Business School  
BRAC University

## **Non-Disclosure Agreement**

This Non-Disclosure Agreement is between Rahnuma Masud and Daraz Bangladesh Ltd. The Intern acknowledges access to confidential information during their internship. They agree not to disclose such information without prior written consent. All materials containing confidential information shall be returned upon request or upon internship termination. Breach may lead to legal action.

**Rahnuma Masud**.....

## **Acknowledgement**

I express my sincere appreciation to Ms. Tanzin Khan, my respected supervisor, for her consistent support, advice, and mentoring during my academic internship with the CRM team at Daraz Bangladesh Ltd. The individual's specialized knowledge and perceptive observations afforded me an in-depth understanding of customer relationship management methods inside the e-commerce sector.

I express my gratitude to the whole Customer Relationship Management (CRM) team at Daraz for their collaborative efforts and eagerness to exchange information, which greatly contributed to the enhancement of my internship experience. The individuals' display of patience and encouragement facilitated my acquisition of knowledge and personal development, for which I am really grateful for their valuable contributions to my professional growth.

I would like to extend my gratitude to my institution for its facilitation of this internship opportunity and for the acquisition of information I have attained over this duration.

Finally, I would like to express my sincere gratitude to my family and friends for their unwavering support and unwavering faith in my capabilities. The assistance provided by them was of great use in ensuring that this internship was a significant and fulfilling effort.

## **Executive Summary**

The study intended at assessing the effectiveness of Customer Relationship Management (CRM) strategies used by Daraz and their impact on customer retention in the rapidly evolving e-commerce industry of Bangladesh. By conducting a comprehensive analysis of Daraz's customer relationship management (CRM) practices and administering a survey to a sample size of 100 customers, significant trends and patterns were identified. The most significant factors influencing customer retention were found to be personalized communication, effective grievance resolution, and customized loyalty programs. These findings highlight the need to adopt a customer-centric strategy to enhance brand loyalty and, therefore, maintain a high level of customer retention. This research not only contributes to the advancement of knowledge about customer relationship management (CRM) dynamics within the e-commerce industry, but also offers practical suggestions that may be implemented by Daraz Bangladesh Ltd. Through the process of enhancing personalized communication channels and optimizing loyalty programs, Daraz has the potential to enhance consumer satisfaction, cultivate long-lasting customer connections, and establish a competitive edge within the market.

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## List of Acronyms

PN	Push Notification
MC	Message Centre
NL	Newsletter
CRM	Customer Relationship Management
CTR	Clickthrough Rate
CR	Conversion Rate
DAU	Daily Active User
GMV	Gross Merchandize Value
SEO	Search Engine Optimization
PPC	Pay Per Click
CB	Cross Border

## **Chapter - 01: Overview of Internship**

### **1.1 Student information**

Name: Rahnuma Masud

ID: 20304096

Program: Bachelor of Business Administration

Major: Marketing & Human Resources Management

### **1.2 Internship Information**

#### **1.2.1 Details about Internship**

Company Name: Daraz Bangladesh Ltd.

Company Address: Asfia Tower, House # 76, Road #11, Block-E Banani, Dhaka – 1213

Department: Marketing

Team: Customer Relationship Management

Internship Period: 2nd July - 29th September

#### **1.2.2 Internship Company Supervisor's Information**

Name: Tahmidur Rahman

Position: Head of CRM

Email: tahmid.rahman@daraz.com.bd

#### **1.2.3 Job Scope**

##### **Job Description**

Within a firm that prioritizes managing and enhancing connections with customers, a position in a CRM team is essential. CRM is a strategy that integrates people, processes, and technology to

successfully understand, interact with, and service consumers. The CRM team's contribution to the accomplishment of these goals is essential.

At Daraz Bangladesh, the maximum target customers know about the offers, deals, and products through push notifications. So, being an intern, my job includes helping the team with all these tasks of segmenting customers, creating proper communication channels with them, assessing the reports, and searching for better ways to pull more customers. The core responsibilities in this job include:

- Plan and schedule Push notifications and emails daily.
- Assist CRM team with daily operational tasks.
- Assist CRM team with daily reporting.
- Any tasks assigned by the CRM team.
- Should have the capacity to effectively operate in stressful conditions and stick to time limitations.
- Should have great communication skills.

### **Duties & Responsibilities**

The duties and responsibilities of a CRM (Customer Relationship Management) team can vary depending on the organization's size, industry, and specific goals. Daraz is a multinational company operating in 5 countries of Asia and they are- Bangladesh, Pakistan, Sri Lanka, Myanmar, and Nepal. In Bangladesh, the target consumer base is huge as the population using e-commerce sites is quite big in number. During my internship period, the role required to act in these areas:

- **Customer Communication:** Assisting team members in designing and executing communication strategies, including email marketing, app notification, and personalized messaging to engage with customers.
- **Customer Segmentation:** Assisting in the analysis of customer data to facilitate the segmentation of the customer base into distinct groups according to diverse factors, such as demographic data, attitudes, or interests.

- **Analytics and Reporting:** I helped to use data analytics to measure the effectiveness of CRM initiatives, track key performance indicators (KPIs), and generate reports to provide insights for decision-making.
- **Technology Proficiency:** Pushing the notifications, emails, and other content through Alibaba Group's internal software depending on the segments of the target audience.
- **Interdepartmental Collaboration:** Assisting in collaboration with other departments to ensure proper communication of discounts, deals, offers, and vouchers with the customers.

## 1.3 Internship Outcomes

### 1.3.1 Student's contribution to the company

Daraz's attempts to uphold and enhance its ties with customers are assisted and supported by my work on a Customer Relationship Management (CRM) team. Despite my inexperience, I provide a variety of valuable contributions to the CRM team and the company's overall performance. The duties and contributions of an intern on a CRM team are detailed below:

- **Customer Research:** I gather information about current or future consumers. To assist the team in better understanding their requirements and behavior, this entails obtaining information on their preferences, purchasing patterns, and other pertinent data. This study can inform marketing tactics and client involvement initiatives. This task of mine specifically involved Web Push Notification (WPN) to be shot.
- **Content Writing:** The job is hugely influenced by content marketing since push notifications (PN), message centers (MC), and newsletters need to have strong content to attract customers properly. Also, the goal is to engage customers and keep them informed and interested in the company's products or services. The customization of content for distinct customer segments is imperative due to the inclusion of personalization techniques such as greeting customers by their first name, suggesting items based on their

previous buying decisions, and delivering material that matches with their individual interests and preferences.

- **Communication and Correspondence:** I help with the writing of emails, newsletters, and other communications that are used to notify clients about special offers, changes, and new goods and services. Additionally, my position contributes in the strong and clear expression of the message of various product categories and offers.
- **Customer Segmentation:** I support customer segmentation initiatives by helping to classify clients according to numerous factors, such as demographics, behavior, or past purchases. The CRM team can provide customized marketing campaigns and communications thanks to this segmentation.
- **Feedback Collection:** I also contribute to getting input from customers via reports, results of the offers, or other means. The CRM team will be able to use this information to pinpoint areas for enhancement and make the required changes to improve the customer experience.

### 1.3.2 Benefits to the student

I can obtain a variety of advantages and priceless experiences as an intern on a customer relationship management (CRM) team, which can support your personal and professional development. The following are some benefits of working as an intern for a CRM team:

- **Practical Experience:** I possess the capability to effectively use the theoretical knowledge acquired through my academic pursuits in practical scenarios through my involvement in a Customer Relationship Management (CRM) team. I have obtained practical expertise in customer interactions and communication, which are extremely important in the current corporate environment.
- **Skill Development:** I have the chance to improve a variety of abilities, including managing projects, data entry, data analysis, content development, and presentation. These abilities are adaptable and helpful for a variety of employment routes.



- **Understanding Customer Behavior:** My internship with a CRM team has given me knowledge about consumer behavior and preferences. In numerous careers, being aware of how companies use and analyze consumer data may be an asset.
- **Exposure to CRM Tools:** I work with tools and CRM software that are widely utilized in the sector, more especially in the Alibaba company. Knowing how to use these technologies may be a great value for my job.
- **Problem-Solving Skills:** Working on a CRM team involves Dealing with customer problems and challenges. This assisted me in improving my problem-solving abilities as I tried to fulfill customer demands and make content more interesting to draw them in.
- **Career Direction:** My internship experience can assist me in identifying my interests and professional aspirations. It may help me investigate similar fields, such as marketing, sales, or data analytics, or it may reinforce my enthusiasm for CRM and customer-focused employment.

### 1.3.3 Problems/Difficulties (faced during the internship period)

My internship on a Customer Relationship Management (CRM) team has been a really valuable experience, but it can also come with its fair share of challenges and difficulties. Here are some common issues that I faced during the time of internship:

- **Lack of Experience:** It was difficult for me to comprehend the complexity of customer relationship management strategies and processes since I needed to gain relevant practical expertise. Understanding the perfect way to grab the attention of the company's target customer was a bit tricky.
- **Complex Tools:** CRM applications are complex and feature-rich. It was difficult to learn how to utilize these technologies successfully since most of them were driven by the mother company Alibaba Group where Chinese is the prior language.
- **Limited Access to Sensitive Data:** I only had restricted access to critical customer data due to security concerns, which may limit my capacity to fully participate in CRM activities.

Content Creation: It was difficult for me to come up with engaging and effective content for CRM campaigns and communications, especially when I had to consider the consumer's needs.

#### **1.3.4 Recommendations (to the company on future internships)**

Since I have worked in the company for almost 4 months, here are some recommendations which can be acknowledged to create a better environment for the employees.

- It should be the priority to improve the quality of servers and software tools as they sometimes crash under heavy traffic.
- More importance should be given to collaboration with the design team since a lot of tasks get stuck or delayed because of the designs to put in the content.

## **Chapter - 02: Organization Part**

### **2.1 Introduction**

E-commerce encompasses several ways for conducting commercial transactions using electronic networks, including digital information interchange, email, the World Wide Web (WWW), internet applications, and networking applications. These technologies facilitate the purchasing and selling of items and services in the online marketplace. E-commerce assists companies, governments, and charitable organizations daily in increasing their productivity and performance. Today's population has limited time. They make every effort to conserve their resources, and here is where e-commerce excels, conserving the two most priceless resources: time and money.

Instead of visiting the market, people may purchase and sell their goods online. Due to its substantial population, Bangladesh attracts a lot of companies trying to advertise their products. But because of the absence of technological advances, many of the newest and greatest conveniences of the modern world are still unavailable to Bangladeshis. Digital advertisers have challenges since nearly all of Bangladeshis are not internet literate. Since its start, the e-commerce industry has thrived and is steadily growing.

#### **2.1.1 History of Daraz**

Bangladesh's biggest and most renowned e-commerce site is rapidly expanding into Daraz. Only the Amazon business model, which includes customers engaging suppliers and sharing things, was known to the population in Bangladesh. Daraz invented the Amazon business model in Bangladesh. Daraz makes up one of the five Bangladeshi companies owned by Rocket Internet GmbH. It aims to imitate the strategies of productive online initiatives that originate from creative countries, like the United States, in emerging markets. The sole E-Commerce site in Bangladesh that supports B2C sales is Daraz Bangladesh Limited. Alongside OLX, Ekhanei, and ClickBD, Daraz became the fourth major e-commerce platform in September of 2013. The

establishment of Daraz Bangladesh sought to bring about a transformative shift in the shopping habits of individuals inside the nation.

### **Early Years (2015-2017):**

The establishment of Daraz Bangladesh in 2015 was driven by the increasing accessibility of the internet inside the nation. During its early stages, Daraz prioritized the development of a platform that is user-friendly, the expansion of its product offerings, and the establishment of collaborations with both local and worldwide businesses. The primary objective of the organization was to provide a



comfortable and safe experience while shopping online to customers in Bangladesh.

*Figure 26: Old logo of Daraz*

### **Growth and Expansion (2018-2020):**

During this particular time frame, Daraz Bangladesh has seen substantial expansion in its client base, assortment of products, and collaborative ventures. The platform expanded its range of product categories to include many sectors such as electronics, fashion, cosmetics, home appliances, and other related areas. Daraz used a range of promotional strategies, discounts, and sales initiatives to enhance client acquisition and stimulate sales growth.

Daraz Bangladesh has also prioritized the enhancement of its logistics and delivery services in order to guarantee punctual and dependable deliveries to consumers across the nation. Furthermore, the organization made strategic investments in marketing and promotional endeavors to expand brand recognition and entice prospective customers.

### **Acquisition by Alibaba Group (2018):**

In the year 2018, the acquisition of Daraz Group was carried out by Alibaba Group, a prominent global entity in the field of e-commerce. The purchase facilitated the augmentation of Daraz Bangladesh's resources and skills, hence enhancing its competitive position within the e-commerce industry in Bangladesh.

### **Recent Developments (2021-2023):**

Daraz Bangladesh probably persisted in its efforts to augment its platform, better customer service, and broaden its range of products. The corporation has potentially implemented novel functionalities, mobile apps, and payment alternatives in order to provide its consumers with an easier buying experience. Furthermore, Daraz Bangladesh probably used a range of marketing and promotional activities in order to enhance client acquisition and drive sales growth.

Their main issues are the buyers and vendors of it. The retailers who advertise their goods on Daraz are its clients. Daraz prioritizes its suppliers because they provide the majority of its income. Daraz profits more from vendors who sell more, whereas it loses less from merchants who sell less. Since they desire to deliver their clients unique, high-quality items at prices that are often less expensive than the standard price, the company searches for only excellent and genuine sellers.

### **2.1.2 Mission of Daraz**

The objective of Daraz Bangladesh was to facilitate seamless commercial operations in the digital age. Described below is the organization's mission statement:

***‘Empower Entrepreneurs to Seize Digital Opportunities in Bangladesh.’***

The previously mentioned objective exemplifies the dedication of Daraz Bangladesh in establishing a platform that facilitates the growth and prosperity of entrepreneurs and enterprises inside the digital realm. Daraz facilitates merchants in accessing a broad client demographic, expanding their enterprises, and capitalizing on the burgeoning e-commerce phenomenon in Bangladesh via the provision of a safe and simple online marketplace.

### 2.1.3 Vision of Daraz

Daraz emphasizes that the Internet influences everyday existence at a more profound and expeditious pace than first anticipated. Our objective is to maximize the acquisition of online consumer expenditure inside our respective marketplaces. Interpreted that Daraz's vision statement is:

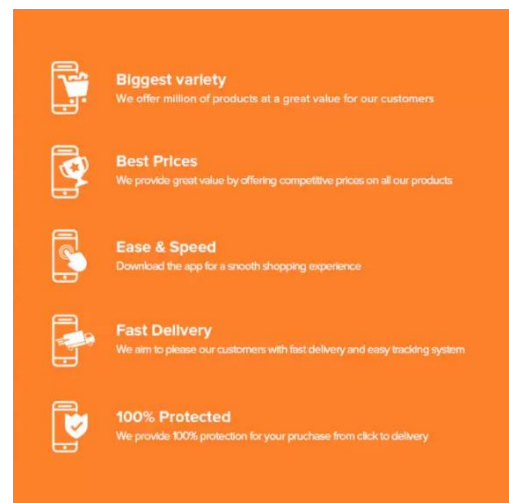
***‘To Be Bangladesh’s Most Trusted and Preferred E-commerce Platform, Enhancing Lives Through Innovation and Seamless Shopping Experiences’***

The above-mentioned vision statement highlights the company's aim to establish itself as a reputable and authoritative figure in the e-commerce sector within the nation of Bangladesh. This statement suggests a dedication to cultivating trust among clientele, offering inventive solutions, and establishing a retail setting that enriches the experiences of both buyers and sellers.

### 2.1.4 Goal of Daraz

Daraz attempts to provide items of superior quality while ensuring competitive pricing. Daraz endeavors to deliver its consumers with the latest and most popular items.

- **Enhanced Customer Experience:** Enhancing the complete client experience across several interactions, comprising the usability of their website and app, the quality of customer support services, and the provision of expedited delivery alternatives, may constitute a noteworthy objective. The potential areas of emphasis might include the reduction of delivery times, the assurance of product quality, and the streamlining of the purchase process.



- **Diverse Product Offerings:** One potential objective may be to enhance the assortment and quality of items offered on their site. This may include establishing collaborations

with a broader range of local and worldwide brands and vendors in order to provide clients with a wide range of options.

- **Seller Empowerment:** The objective is to provide assistance and enable sellers, particularly those operating as small and medium-sized enterprises, via the provision of tools, resources, and training that will facilitate their success within the digital marketplace.
- **International Integration:** The enhancement of relationships with the global e-commerce community has the potential to facilitate foreign vendors in accessing the Bangladeshi market, while also assisting local sellers in expanding their presence on a worldwide scale through their Cross Border (CB) products.

## 2.2 Overview of Daraz Bangladesh Ltd.

Rocket Online GmbH is a German-based online entrepreneur. The corporation in question was founded by the Samwer Brothers, with its main office located in Berlin, Germany. Rocket Internet is a company that specializes in the establishment and operation of internet-based startup ventures, while also maintaining ownership interests in other online enterprises. Some of their companies include Daraz, Foodpanda, Jabong, Kaymu, Carmudi, Jumia, Lamudi, Jalong, Kaymu, and Zalora, among others.

Over the last two years, Rocket Internet has initiated the establishment of five startup ventures in Bangladesh, namely Carmudi, Lamudi, Foodpanda, Kaymu, and Daraz. Daraz capitalized on the chance to penetrate the expansive market of Bangladesh, given its status as a burgeoning market that has not yet embraced online marketplaces like eBay, Amazon, and Flipkart. (2016, Rocket Internet)

### 2.2.1 Background:

Daraz Bangladesh operates as an entity of Daraz Group, an enterprise established in 2012 by Rocket Internet. In the year 2018, the acquisition of Daraz Group took place, with Alibaba

Group, a prominent global e-commerce corporation, as the acquiring entity. The purchase of Daraz has furnished the company with substantial resources and knowledge, therefore enhancing its market position in the e-commerce sectors of South Asia and Southeast Asia, particularly Bangladesh.

### **2.2.2 Operations:**

Daraz Bangladesh functions as an electronic commerce platform, facilitating the connection between buyers and sellers across the nation. The online marketplace offers an extensive selection of items including several categories such as electronics, fashion, cosmetic products, home appliances, food items, and other products. The platform offers an easy-to-use reliable digital retail experience enabling consumers to explore, analyze expenditures, and complete transactions from the convenience of their homes.

### **2.2.3 Seller Ecosystem:**

Daraz Bangladesh allows many different types of vendors, including small and medium-sized enterprises, access to a large number of potential buyers. The platform offers a range of tools and assistance to merchants, allowing them to effectively display their items, oversee inventories, and rapidly process orders. The presence of this seller network plays a significant role in fostering the development of local firms and entrepreneurs inside the digital marketplace.

### **2.2.4 Customer Experience:**

The primary objective of the platform is to optimize the client experience via the provision of dependable logistics solutions, reliable payment alternatives, and a commitment to customer satisfaction. Daraz Bangladesh conducts various sales events, discounts, and promotional activities in order to attract customers and enhance sales.. Furthermore, the company allocates



resources towards the development of customer support services in order to effectively handle inquiries, problems, and difficulties promptly, therefore guaranteeing client pleasure.

### **2.2.5 Social Impact and Corporate Responsibility:**

Daraz Bangladesh actively participates in environmental and social activities and demonstrates a commitment to corporate responsibility. The company's dedication to creating a beneficial impact on society is evident via the implementation of various initiatives such as environmental sustainability programs, charitable contributions, and community development projects like empowering women, creating awareness about environmental threats, etc.

## **2.3 Management Practices**

### **2.3.1. Leadership style of Daraz Bangladesh Ltd.**

Daraz's style of leadership is characterized by a democratic approach, whereby employees and other stakeholders of the company are allowed to actively participate and share their thoughts. Individuals possess the autonomy to engage in the exploration of novel concepts and afterward present them to the managers who hold positions of authority within the hierarchical structure. Due to its affiliation with Alibaba, Daraz, as a prominent e-commerce entity, requires the management of a broad spectrum of sectors, categories, and departments.

Operating an e-commerce enterprise has significant challenges due to the requisite comprehension of a nation's culture, societal norms, behavioral patterns, and traditional practices, alongside those specific to its consumer base. In light of this consideration, it is imperative for individuals in leadership positions to effectively oversee, revise, and administer their organization. Consequently, they must possess an understanding of the perspectives and viewpoints held by other members of the business concerning any decisions made for the advancement of the organization. The task of decision-making within an e-commerce

organizational structure becomes challenging when the hierarchy lacks access to the many viewpoints and perspectives of its workers. Daraz implements this procedural approach while making choices in order to attain their goals and satisfy their objectives.

### **2.3.2 Talent Acquisition:**

In order to find and hire the most qualified candidates, Daraz Bangladesh most likely uses extensive recruiting procedures. This entails the recruitment of employees who possess the requisite skills and expertise, as well as those who demonstrate compatibility with the company's culture and values. This organization uses several channels, such as online job portals like LinkedIn, BDjobs, social media platforms, and industry networks, to effectively engage with prospective applicants. Furthermore, they sometimes participate in university recruiting initiatives in order to access a pool of young and talented individuals.

### **2.3.3 Employee Training and Development:**

The implementation of continuous employee training and development is of the utmost significance to maintain a competitive edge within the ever-evolving e-commerce sector. The implementation of continuous employee training and development is of the utmost significance in order to maintain a competitive edge within the ever-evolving e-commerce sector. Daraz Bangladesh engages in frequent training sessions, seminars, and skill development programs to augment the capabilities of its staff. The training topics included in this context encompass customer service excellence, comprehensive product knowledge, effective sales strategies, as well as the use of innovative technology. In addition, employers foster a culture that promotes employee engagement in courses and certifications as a means to continuously enhance their skill sets and hold seminars on topics like stress management, anger management, health and safety, and skill enhancement. Also, they train employees in software like PowerPoint, Advanced Excel, and Data Analysis, Power BI, etc.

### **2.3.4 Performance Management:**

The implementation of a strong performance management system is crucial for fostering employee development and achieving organizational success. Daraz Bangladesh has recently launched a software named Daraz One for performance evaluation procedures that includes periodic feedback sessions, goal-setting activities, and evaluations. The provision of well-defined performance indicators facilitates employee's comprehension of their respective tasks, duties, and expectations, hence resulting in heightened levels of productivity and job satisfaction. Also, employees can easily find their salary certificates, experience certificates, apply for leave, see their progress chart for each month etc. Basically, this portal will be useful for the employee performance management that it will boost their interest and overall visibility of efficiency.

### **2.3.5 Activities and Functions of Daraz**

Daraz structures its management activities into several parts in response to customer requests and preferences, enabling users to conveniently navigate and get information according to their unique interests and desires. Here are some of the actions that have been undertaken, as follows:

#### **Daraz Express**

Daraz Express is a premium logistic service that efficiently transports items across the country of Bangladesh. Our esteemed customers will never again experience any delays. The delivery service in Dhaka is known for its exceptional speed, offering a guaranteed delivery timeframe of 24 hours. Additionally, it guarantees a level of excellence and mitigates the occurrence of cancellations due to insufficient supply.

#### **MyBiz**

MyBiz is an internet-based application developed by Daraz, serving as a digital platform for sellers to exhibit and sell their merchandise through a decentralized network of intermediaries,

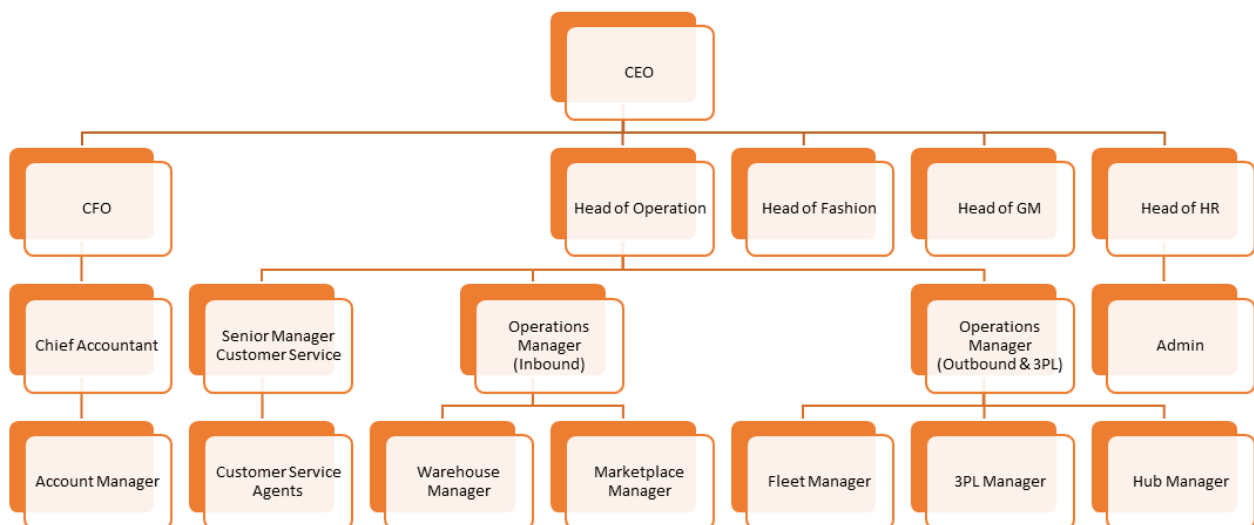
with a particular emphasis on large quantities of items. In contrast to the conventional Daraz application, MyBiz provides vendors with the capability to offer items in large numbers.

The primary objective of MyBiz is to serve as a marketplace that offers enhanced accessibility for sellers, enabling them to expand their client reach outside prominent urban areas like as Dhaka and Chittagong. This platform facilitates the showcasing and commercialization of extensive product inventories by wholesalers, hence creating avenues for entrepreneurs originating from rural localities to get merchandise at wholesale rates.

The MyBiz platform offers merchants the opportunity to enhance the scope of their operations and establish connections with a wide array of consumers. This facilitates the ability of entrepreneurs in small towns to get a diverse range of items at reduced expenses, hence stimulating economic expansion and nurturing the formation of businesses within the area.

### 2.3.6 Daraz Organogram

The organizational structure of e-commerce businesses demonstrates significant differences compared to traditional businesses. Many individuals engage in online employment and software-related tasks, some of which include automation, resulting in notable distinctions. Presented below is the organizational chart, or organogram, illustrating the hierarchical structure of Daraz –



## 2.3.7 Management of Daraz Bangladesh Ltd

### Management team

Our leadership team is made up of globally recognised experts within their field and leaders who deeply understand their home markets.



Bjarke Mikkelsen  
Chief Executive Officer and Founder



Edouard Gheerbrant  
Chief Business Officer



Zori Zafirova  
Chief Operating Officer



Ahmad Hassan  
Chief Financial Officer

*Figure 30: Management team of Daraz (Source: Daraz, 2023)*

## 2.3.8 Departments of Daraz Bangladesh Ltd.

The implementation of a hierarchical structure is reliant upon the scale of the firm or organization, facilitating the efficient management and execution of its activities. The absence of an established organizational and departmental framework poses significant challenges for the corporation in effectively managing its operational operations. Daraz, being a multinational corporation and an e-commerce platform, has a well-defined hierarchical structure to effectively and efficiently manage its operations. The following is a list of departments within the organization of Daraz.

- Administrations
- Legal
- Marketing
- Human Resource
- Finance
- Technology
- Commercial

- Livestreaming
- Business Development
- Sales and Accounting Management
- Onsite and Content Management
- Issue and Resolution
- Customer Relationship Management
- Public Relations and Communication
- Customer representatives
- Operations
- Graphics and Design
- Category Management

## 2.4 Marketing Practices

### 2.4.1 Marketing Strategy of Daraz Bangladesh

Daraz, similar to several prosperous e-commerce platforms, presumably implements a comprehensive marketing plan to effectively target customers, increase brand exposure, and stimulate sales. The following are essential elements that might potentially comprise Daraz BD's marketing strategy:

- **Digital Marketing:** Daraz allocates substantial resources towards digital marketing, employing diverse channels such as search engine optimization (SEO) to enhance online presence, pay-per-click (PPC) promotion for specific targeting of online advertisements,

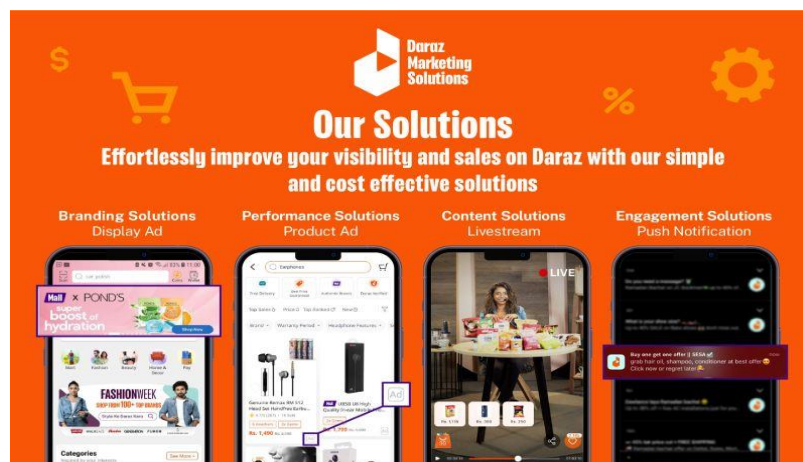


Figure 31: Daraz Marketing Solution (Source: Daraz, 2023)

and social media marketing (including Facebook, Instagram, and Tiktok) to actively interact with the target audience and endorse products. They probably use online advertising and competitions as a means to maintain user engagement.

- **Email Marketing:** Email marketing is used as a means to effectively communicate with clients, providing them with pertinent information like current promotions, discounts, and newly introduced products. Daraz BD probably employs a strategy of regularly disseminating newsletters and personalized email campaigns to its subscribed users, to keep them informed about the most recent offers and foster repeated transactions.
- **Social Media Engagement:** Daraz effectively manages its social media presence by maintaining active accounts on popular sites like as Facebook, Instagram, and Tiktok. These channels serve as valuable tools for not just promoting items but also fostering meaningful interactions with consumers. They engage in consumer communication, facilitate the sharing of user-generated content, and organize social media competitions in order to augment client engagement and foster brand loyalty.
- **Partnerships and Collaborations:** Daraz engages in strategic partnerships with influencers, bloggers, and celebrities like Mehzabin Chowdhury, Afran Nisho, Sakib Al Hasan within the Bangladeshi market. Collaborative endeavors of this kind serve to enhance the prominence of a brand, particularly among the younger demographic. In the realm of social media marketing, influencers have the ability to promote items or provide content pertaining to Daraz, therefore expanding their reach to a broader demographic.
- **Sales and Promotions:** Daraz BD incorporates frequent sales activities and offers as a crucial component of their marketing strategy, particularly during holiday seasons and special occasions. Promotional events such as the "Daraz 11.11 Sale" and the provision of unique discounts serve as incentives for consumers to engage in purchasing activities. The use of limited-time deals and flash sales induces a perception of urgency, hence improving the volume of purchases.

#### **2.4.2 Target Customers & Positioning Strategy**

The target consumer of Daraz is the people who value the lower price for greater quality.

- Daraz seems to primarily target to a demographic of youths who hold a strong familiarity with technology and exhibit a high level of comfort while engaging in online buying activities. This category often comprises of students and young professionals who seek the most recent technological devices, fashion trends, and lifestyle commodities.
- Fashion enthusiasts, who are persons with a keen interest in fashion, seeking stylish apparel, accessories, and beauty goods, represent a substantial target demographic for Daraz. This demographic include individuals of both genders who actively engage in staying up-to-date with contemporary fashion trends and priorities the convenience of online buying.
- Daraz caters to the needs of people and families seeking home appliances, home design items, and daily living goods. This group include persons who engage in homemaking activities and those who are in the process of establishing their households.
- Daraz seems to cater to a market base of individuals with a keen interest in contemporary technology, gadgets, cellphones, and associated accessories. This sector comprises those that possess a strong interest in technology, including tech enthusiasts, gamers, and professionals who heavily depend on state-of-the-art technological advancements.
- Value shoppers, who are budget-conscious individuals actively seeking discounts, bargains, and items that provide good value for their money, represent a substantial target audience for Daraz. This demographic includes individuals who are students, young professionals, and families seeking cost-effective alternatives that do not compromise on excellence.

The positioning of Daraz Bangladesh in the market is established based on the following components:

- Convenience is a key aspect of Daraz's positioning strategy, as it aims to serve as a comprehensive online marketplace that caters to diverse consumer needs. By providing a vast array of items, it eliminates the need for customers to physically visit different brick-and-mortar locations, therefore streamlining their shopping experience.
- Daraz presents itself as a marketplace that offers a wide range of products, hence providing clients with a diverse selection across many categories. This particular



assortment accommodates a wide range of tastes and preferences, making it attractive to a heterogeneous clientele.

- Affordability is a key aspect of Daraz's business strategy, as seen by its focus on providing a diverse range of items at low prices. Additionally, the company often offers discounts to further enhance its commitment to affordability. The strategic placement of products caters to clients who prioritize cost-effectiveness, guaranteeing that they get satisfactory returns on their financial investments.
- The reliability of Daraz may be attributed to its affiliation with Alibaba Group and its emphasis on customer care, which enhances its reputation as a dependable and credible online platform.
- Daraz has the potential to establish itself as a technologically advanced platform by including novel features and technology that aim to improve the overall client experience. This may include individualized suggestions, special offers available only via the application, and streamlined payment alternatives.

### **2.4.3 7P's of Daraz Bangladesh Ltd.**

The 7P's of marketing provide a conceptual framework that aids organizations in directing their attention toward fundamental components throughout the promotion of their goods or services. The 7P's framework encompasses the following elements: Product, Price, Place, Promotion, People, Process, and Physical Evidence. This analysis will now consider the potential use of these features within the context of Daraz Bangladesh.

#### **Product**

Daraz operates as a business-to-consumer (B2C) marketplace. Customers have the option to choose from a diverse range of product categories. Mobile devices such as phones and tablets, televisions, audio equipment, cameras, computer devices, gaming consoles, household appliances, goods for home and lifestyle, sports and travel equipment, beauty and health products, items for mother and babies, groceries, and other similar categories.

When a customer sees a product of interest, they engage by clicking on it to access further information, including visual representations, textual descriptions, available payment options, and pertinent delivery particulars. Customers have the ability to efficiently locate their chosen items by using relevant keywords. Customers can use Daraz's sophisticated search functionality to refine their search criteria and enhance their shopping experience with more convenience.

## Price

Daraz provides a diverse range of products. The pricing structure of the Daraz service is influenced by multiple elements. Buyers do not incur any cost. The pricing of products on Daraz is determined by the respective sellers. Daraz operates primarily as a business model that relies on fees for its revenue generation. The e-commerce platform, Daraz, is entitled to a commission from the vendor for each sale transaction that takes place.

In essence, Daraz functions as a middleman, facilitating transactions between vendors and buyers. Strategic price reductions, flash sales, and special offers serve as supplementary components to regular competitive pricing. During big events such as the "Daraz 11.11 Sale" or times of celebration, substantial reductions in prices are implemented with the intention of enticing and maintaining a loyal client base. The inclusion of price transparency and consistent promotional activity enhances the overall value offer.

## Place

Daraz only conducts its operations through its online platform, which encompasses both its website and mobile application. The site has been intentionally developed to prioritize user-



Figure 32: Daraz Website Serves as Place

friendliness, ensuring a smooth and effortless browsing and buying experience. The company's goods are widely available across the whole country of Bangladesh, including both urban and rural regions. The primary focus is placed on expeditious and dependable transportation, guaranteeing that patrons may simply get their purchases. In the above scenario, the transaction occurs on an online platform or virtual marketplace. The webpage in question may be accessed using the following hyperlink: <https://www.daraz.com.bd/> leads to the website of Daraz, an online marketplace in Bangladesh.

### Promotion

The marketing campaigns conducted at Daraz Bangladesh include a diverse range of strategies and approaches. They use social media channels extensively for the purposes of advertising and actively interacting with consumers. Various digital marketing strategies such as search engine optimization (SEO), online promotion, and email marketing campaigns are used to effectively expand the target audience's reach. Daraz utilizes alerts on its application to effectively communicate unique discounts and offers, guaranteeing users are well-informed about current promotional opportunities. Partnerships with influencers and celebrities contribute to the amplification of brand exposure.



Figure 33: Social Media Promotional Post (Source: Daraz Facebook Page)

Additionally, they actively participate in other public relations activities. Regularly, newspaper stories are published about them. Additionally, the company employs a personal selling system wherein agents get commissions for facilitating client orders through their own accounts. Additionally, affiliate marketing might be seen as a viable alternative. Nevertheless, the promotional activities on their Facebook page have seen substantial growth in recent times. (Faisal, 2018). Additionally, they began the promotion of their page using other social media platforms such as TikTok, Instagram, and others. Below, I have included a selection of their Facebook marketing initiatives and email marketing campaigns. The hyperlink to visit the Facebook page of Daraz is: <https://www.facebook.com/DarazBangladesh>

### **People**

Daraz now employs a staff of over 4000 individuals and is seeing consistent growth in its employee base. The company utilizes its own delivery system, known as Daraz Express, to execute its delivery operations. The individuals made efforts to expedite the distribution of their own merchandise around the nation. Furthermore, the company employs an external channel of distribution to effectively cater to many specialized markets in which their products are distributed. In terms of its distribution protocol, the company collaborates with RedX, Sundarban Poribahan, and several other entities.

### **Process**

The operational side of Daraz Bangladesh, functioning as an electronic commerce structure, has significant importance in guaranteeing a smooth and effective service for both customers and suppliers. The company has a website and mobile application experience that is designed to be easily navigable and accessible for users. The interface has a high level of intuitiveness, facilitating consumers' seamless navigation across a variety of categories, items, and promotional offerings. After a customer has placed an order, the platform promptly proceeds with gathering the relevant information about the order. The process involves the verification of payment,

receipt of availability of the item through communication with the vendor, and the generation of an order confirmation for the buyer. The automation of this procedure has resulted in increased efficiency, hence minimizing the possibility of mistakes and delays.

The platform provides a variety of delivery alternatives, including both normal and express delivery services. Customers are provided with up-to-date tracking information, enabling them to actively follow the progress of their delivery. Daraz Bangladesh has established a clearly defined procedure for handling returns and addressing product-related issues. Customers can begin a request for returning a product using the designated platform, whereby they are required to provide a specific cause for the return. It prioritizes the implementation of efficient and client-centric procedures to create a smooth and satisfactory experience for both buyers and sellers on their platform. This approach aims to cultivate trust and promote loyalty among their customer base.



*Figure 34: Daraz Delivery Process (Source: Daraz, 2023)*

### Physical Evidence

Within the framework of online commerce, the concept of physical confirmation may be seen as the representation of the digital encounter. The website and mobile application of Daraz function as the main platforms for user engagement. The interface has been thoroughly designed to possess visually captivating features, an intuitive user experience, and a highly responsive ecosystem presenting a favorable digital representation of the brand. (Zaman, 2018). Customer evaluations and ratings play a significant role in shaping consumer behavior and affecting purchase choices by providing public proof.

Due to the absence of a real store location. The many brands are available inside their application, allowing users to make purchases of items, and they are -

- Marico
- Unilever
- P&G

- Nestle
- Bata
- Apex
- Lotto
- Minister
- Walton
- Samsung
- Xiaomi
- Realme
- Oramo
- Louiswill
- Woodland



*Figure 53: Marico Flagship Store at Daraz*

## 2.5 Financial Performance and Accounting Practices

Daraz Bangladesh Ltd., a startup enterprise supported by its parent organisation Rocket Internet, has established a breakeven period of four and a half years. The firm promotes the participation of both small and large sellers in a collaborative online marketplace, drawing inspiration from the business model employed by Amazon.

**Revenue Growth:** The rise of revenue serves as a key metric for assessing the financial well-being of a corporation. In the context of e-commerce platforms such as Daraz Bangladesh, the sustained increase in income over successive years may be seen as a favorable indication. The above-mentioned expansion might be attributed to the amplification of revenue amounts, the enlargement of the customer base, or the penetration into emerging markets. An upward slope in income signifies the company's adeptness in attaining and fulfilling client demands.

**Gross Profit Margin:** The gross profit margin is a financial metric that quantifies the proportion of profit that surpasses the cost of goods sold (COGS). Sustaining a robust gross profit margin is of utmost importance for an e-commerce business. A large margin signifies the company's ability to sufficiently meet its operational expenditures while still generating profit. Furthermore, this aspect also demonstrates the organization's aptitude in effectively managing the trade-off between maintaining affordable prices and ensuring profitable growth.

**Return on Investment:** Return on investment (ROI) is a term used to evaluate the profitability of investments concerning their initial cost. In e-commerce, Daraz Bangladesh allocates resources toward many domains such as marketing initiatives, technological backing, and customer support. A review of the return on investment (ROI) of these expenditures facilitates the company's comprehension of the specific domains yielding the most value. The optimization of assets, return on investment (ROI) have a substantial influence on the general financial performance of a business.

**Cash Flow Management:** The efficient management of cash flow is essential for the success of any firm. E-commerce businesses such as Daraz Bangladesh Ltd. must effectively manage the interplay between generating revenue, operating expenditures, and investment projects. The maintenance of a healthy cash flow is important for a business as it enables the organization to meet its daily operational costs, pursue development prospects, and effectively manage unforeseen financial crises.

Daraz produces revenue through the sale of merchandise using its online platforms. Sellers provide their agreement to engage in commission-based purchases when attaching their signature to a contractual document. The firm generates revenue by the collection of earnings on all transactions conducted on the Daraz portal. Daraz has shown consistent growth and progress since its establishment. Given the rapid growth in Daraz's seller and order figures, it is reasonable to anticipate that this company will inevitably achieve its maximum capacity in due course.

## **2.6 Operations Management and Information System Practices**

Daraz is a multinational firm that is overseen and administered by a regional team based in Pakistan. Pakistan has responsibility for overseeing all guidelines, work stages, platforms, and instructions. The following sections outline the many operational sectors inside a firm.

### **2.6.1 Commercial**

The primary responsibility of Daraz's commercial department is in the domain of selling. They engage in negotiations with suppliers, manage sellers' transactions on the platform of Daraz, and communicate with clients in any concerns or requests related to products. The division oversees a diverse range of sectors, including Fashion, Lifestyle products, Motors, Electronics, FMCG goods and several other areas. Each individual has their own list of sellers and engages in communication with the vendors in a manner that is appropriate and specific to their own circumstances.

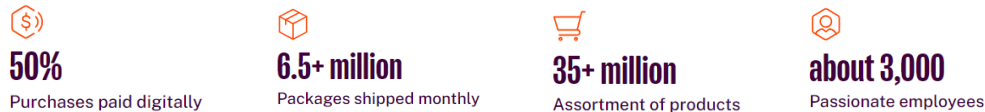
### **2.6.2 Traffic Operations and Marketing**

The Daraz traffic operation section is a substantial base with nationwide coverage. Significant shortcomings characterize the traffic management of the biggest e-commerce site in Bangladesh. This industry encompasses many areas, including Livestreaming, CRM, Onsite, Social media, Branding, Affiliate, Payment team, Search, and Merchandising. They play a crucial role in the process of defining a certain customer demographic and building an effective means of communicating with them. The department in question is responsible for managing various traffic operations, including the delivery of alerts, messages, online notifications, newsletters, social network postings, consumer monitoring, analysis of purchase patterns, data collecting, and other related tasks. On the contrary, the marketing department assumes responsibility for overseeing marketing activities, encompassing strategies to convince consumers to adopt our platform, management of influencers to endorse our platform, as well as the creation of visual elements for the web platform and media, advertising, and engagement with individuals via networking.



### 2.6.3 Operations

The operations department includes many functions such as warehouse management, product listing, and vendor operations, among others. All items that are placed on order are received at the warehouse, where the operations department has responsibility for cataloging and managing these products inside the warehouse facility.



*Figure 54: Daraz Operation (Source: Daraz, 2023)*

### 2.6.4 Daraz Desk

The Daraz desk serves as the central hub for the coordination and administration of the delivery system. It is necessary to input the daily quantity of provided items and the shipment of warehouse items into a database to collect data. The Daraz desk is responsible for overseeing the management of all delivery personnel, effectively categorizing them into distinct zones and coordinating the arrangement of items based on these zones.

## 2.7 Industry and Competitive Analysis

### 2.7.1 SWOT Analysis

The SWOT analysis has significant importance inside organizations as it serves to sustain and enhance their daily operations. The acronym SWOT is often used in the business context to represent an analysis of a company's internal strengths and weaknesses, as well as external opportunities and threats. When a corporation does a SWOT analysis, it enables them to get insight into the challenges and possibilities that lie ahead. Given that Daraz operates as an e-commerce platform, they need to do a thorough study of their strengths, weaknesses, opportunities, and threats

### Strengths -

- Daraz, a prominent e-commerce company in Bangladesh, has a powerful level of brand recognition due to its established reputation and reliability. This is further strengthened by its affiliation with the reputed Alibaba Group, a worldwide entity, hence boosting its overall credibility.
- Daraz provides an extensive selection of products, such as electronics, fashion, cosmetics, and household items, so accommodating a diversified customer and serving as a comprehensive shopping platform.
- Daraz has a strong logistics infrastructure and establishes alignments with its own delivery system, hence guaranteeing punctual deliveries.
- The Daraz mobile application offers a comfortable and user-friendly platform for consumers to engage in purchasing activities, allowing them to make purchases easily.

### Weaknesses -

- Daraz depends on outside suppliers to provide a diverse range of items on its marketplace. The possible effects of its reputation may be influenced by the inconsistent quality of products and customer service.
- To protect client details and maintain assurance, Daraz, as a digital service responsible for managing consumer data and transactions, must consistently allocate resources toward enhancing cybersecurity measures.
- A high incidence of employee turnover happens often as part of cost-cutting measures which causes harm to the productivity of the company even for a few times.

### Opportunities -

- Daraz has the ability to explore possibilities for expanding its market penetration, therefore extending its reach to unexplored areas inside Bangladesh.
- The formation of strategic alliances with local companies like bKash, Nagad, suppliers, or global brands has the potential to increase Daraz's range of products and broaden its customer base.

- Daraz has the potential to implement or enhance digital means of payment and banking services on its platform, taking advantage of the increasing prevalence of digital payments in Bangladesh.

### **Threats -**

- The fake or poor products on the platform have a chance to negatively impact Daraz's brand image, so giving leads to significant legal consequences.
- Inventory shortages and delivery delays can occur as a result of interruptions in the supply chain caused by incidents like natural disasters, global crises, like COVID-19 or political imbalances like strikes, blockades.
- Daraz Bangladesh Ltd. may face obstacles and see an increase in operating expenses due to changes in local rules and tax policies about e-commerce.

## **2.7.2 Porters Five Forces**

### **Threats of new entrants- Low**

Daraz is considered one of the most well-known online buying platforms, which implies that those who are new to the market may have a comparatively lower rate of return. New joiners will experience an extended amount of time to reach a certain level of proficiency, requiring an enormous amount of effort. Daraz has established itself as a prominent entity within the e-commerce business.

### **Threats of Substitutes-High**

Alongside Daraz, several other well-recognized e-commerce platforms may serve as potential alternatives. In addition, they provide an equal amount of service to that of Daraz. Consumers have a preference for engaging in purchases in traditional shops as opposed to online shopping due to the large number of physical stores available. Consequently, a significant risk of replacement is present in this context.

### **Bargaining power of suppliers-Low**

This e-commerce marketplace has an extensive selection of sellers for each items. Many suppliers have entered the industry, so providing e-commerce enterprises with a wider range of options to get items from wholesalers at a reduced price. Consequently, the negotiating power of suppliers has been limited inside this industry.

### **Bargaining power of Buyers- Low**

Even though Daraz operates as an electronic commerce platform with a pre-established pricing structure, all customers must return the listed amount for the items they purchase. The concept of a deal is subjective and lacks a universally agreed-upon definition. Many consumers show a willingness to accept the price stated without engaging in negotiation.

### **Competitive Rivalry- High**

Within the space of e-commerce, many kinds of both direct and indirect rivals may be seen. The organization effectively manages its operations, leading to a positive impact on its financial performance. Therefore, Daraz fails to develop better items, the level of competition will intensify significantly.

## **2.8 Summary and Conclusions**

The field of e-commerce platforms has had significant advancements in recent years, being a relatively new area of study. The leaders and managers of the platform are effectively elevating the organization by introducing improved services and optimizing user experience on the platform. Daraz has a significant impact on inspiring people to engage in entrepreneurial initiatives, with some individuals doing this by buying goods from Daraz at wholesale rates. Daraz aims to educate and engage customers residing in rural locations who lack awareness of the e-commerce platform, therefore motivating them to conveniently and securely purchase from the comfort of their homes.

Moreover, Daraz has established commercial partnerships with a variety of organizations, engaging in activities such as sponsorship, therefore attaining significant achievements for the

organization. In contrast, the organization seems to have challenges in maintaining product quality, as well as facing issues with fraudulent merchants who offer defective products, hence creating obstacles. Despite its many problems, Daraz is a prominent organization that strives to consistently provide high-quality products and services to its customers.

## 2.9 Recommendations

Some of the notable recommendation for the company to work smoothly on their mission and vision might be -

- The organization may recruit experienced designers and traffic operations professionals to enhance the growth of the platform to make the website and app more appealing to the audience.
- Daraz may take measures to reduce the presence of fraudulent sellers on the marketplace and enhance the attraction for genuine sellers so that customers do not get cancellation problem often or even duplicate, broken product which does not match with the provided image on the app.
- The company must preserve category alignment to improve consumer's ability to easily find and understand product specification inside a certain category. For example, for a mobile charger is displayed then it should mention the material, USB Ports, Capacity, Voltage etc. so that customers know what they are ordering and expect the product accordingly.
- The organization should take steps to enhance its shipping operations to the greatest extent possible, while also implementing more user-friendly return and refund procedures. As now Daraz do not promote on-spot checking and returning procedure, so if added the customers will be benefitted. Again, with the better delivery process, customers outside Dhaka city will get the order faster.

## Chapter 3: Project Part

### *Impact of Customer Relationship Management on Customer Retention in aspect of Daraz Bangladesh LTD.*

#### 3.1 Introduction

##### 3.1.1 Background

In the current context of e-commerce, there has been a significant transformation in the dynamics of consumer interactions. Customer retention is a crucial aspect that e-commerce firms prioritize, as it involves the capacity to maintain and nurture loyalty among current consumers, thereby increasing their long-term worth to the business. The comprehension of the complicated relationship between strategies in Customer Relationship Management (CRM) and the retention of customers has come out as an essential task. (Karim, 2020).

The primary objective of this study project is to investigate the complexity of customer relationship management (CRM) implementation and its direct impact on customer retention inside Daraz Bangladesh Ltd, a prominent e-commerce platform in Bangladesh.

The Dynamics of E-commerce in Bangladesh: Bangladesh has seen a significant rise in its internet user population and a notable improvement in digital literacy, hence creating favorable conditions for the expansion of e-commerce. Daraz Bangladesh Ltd. is an important force in the ongoing digital revolution, serving as a major online marketplace that provides a wide range of goods and services to a broad consumer base.

In the dynamic and rapidly evolving world of electronic commerce, the task of client retention has assumed increased significance, presented more difficulties and needed increased attention. The objective extends beyond the acquisition of new consumers, including the cultivation of loyalty among current customers, so promoting repeat purchases, and positive word-of-mouth endorsements. (Hoque, 2021).

The Role of Customer Relationship Management (CRM): Customer relationship management (CRM) is the use of data analysis techniques to enhance business connections by using information on customers' past interactions with the company. The primary objectives of CRM are to optimize client retention rates and stimulate sales growth. It is crucial to comprehend the intricacies of customer relationship management (CRM) practices and their influence on client retention in the context of Daraz Bangladesh Ltd. (Sakib, 2021). This study examines the strategies used by Daraz to optimize client experiences and foster customer loyalty via the utilization of technology, data analytics, customer feedback, and personalized services.

Daraz uses personalization of content, exclusive offer communication, lucrative price range to attract customers and ensures continuous offer procurement to sustain the customers for repeat purchases. Alongside with social media marketing and brand communication, CRM mainly impacts the retention process since it is the only direct medium to connect with customers. (Imran, & Hasan, 2022). To connect with the audience for a longer period, CRM tools are properly used, and the content and word choice also matter. For customer retention, the CRM team of Daraz Bangladesh promotes the pages with offers like Best Price Guaranteed (BPG), Everyday Low Price (ELP), Free Delivery, Hot Deals. Hence, these offers, voucher communication helps to grow more CR, CTR and DAU which ultimately causes more repetitive purchase behavior.

### **3.1.2 Problem Statement:**

**Scope of Research:** Research focusing on the compressed ability to retain customers for all the categories over a certain period of time of the emerging e-commerce website Daraz Bangladesh LTD.

### **3.1.3 Objectives**

The main objective of this study is to look at and analyze the customer relationship management (CRM) techniques used by Daraz Bangladesh Ltd., with a particular emphasis on their influence on customer retention. The research seeks to provide practical insights and innovative ideas by

thoroughly comprehending these methods. These proposals have the potential to enhance Daraz's CRM practices and make a valuable contribution to the wider discussion on CRM within the e-commerce industry. Furthermore, they can help cultivate a customer-centric and loyal environment in the digital marketplace. (Momotaz & Hasan, 2018).

**Broad Objective:** *To perceive the factors that can impact customer satisfaction and repurchasing behavior from every category of products. The study is expected to detect ways of engaging customers more in different categories so that they become loyal for a longer time.*

**Specific Objectives:**

- To analyze the effect of customized promotional notifications based on targeted segments of customers.
- To interpret the effectiveness of applicable vouchers in case of repurchasing behavior.
- To evaluate the impact of offers and promotions on the repetitive purchasing of high-valued customers.

### **3.1.4 Significance**

Daraz's customer communication is known for its funny content and language which people can relate to. But every type of content does not seem to generate revenue or DAU which fails to bring customer retention. The significance of this research is of utmost importance within the competitive e-commerce environment in Bangladesh. This study is intended to address a significant information gap by examining the effectiveness of customer relationship management (CRM) strategies used by Daraz Bangladesh Ltd. Gaining a knowledge of the impact of customer relationship management (CRM) practices on customer retention not only offers useful information into the efficiency of Daraz's business model, but also presents significant lessons and benchmarks for other organizations operating within comparable markets. (Uddin & Uddin, 2022)



Moreover, due to of the worldwide trend towards e-commerce, particularly driven by the continuing challenges presented by the COVID-19 pandemic, the details of consumer engagement and loyalty have gained increased significance. (Hie, 2022). This project takes place in the relationship of technology, marketing, and consumer behavior, with the objective of understanding the methods that improve Daraz's capacity to maintain customer loyalty amongst the always evolving market dynamics.

## **3.2 Methodology**

To understand which factors actually triggers customer loyalty for e-commerce industry, it requires to know the customer point of view. Hence, for this research, both primary and secondary data have been used.

### **3.2.1 Developing Research Framework**

Based on the objective, the main keywords here are - CRM strategies, customer retention metrics, customer satisfaction indicators. The fundamental concentration of the framework is the different strategies used by Daraz Bangladesh Ltd. within CRM. These elements include of consumer data analysis, personalized communication, loyalty programs, and focused marketing initiatives. The system analyses the impact of these methods on the overall customer experience, including factors such as the simplicity of the user interface, personalized product suggestions, seamless transaction procedures, and post-sales assistance, with the ultimate goal of achieving elevated levels of customer satisfaction. Increased customer satisfaction and the development of positive interactions have been shown to foster customer loyalty.

### **3.2.2 Google Form Survey Design**

A google form has been created with questionnaire related to the objective in order to get the actual response from customers directly. This is the direct way to communicate with the customers of Daraz and get their opinion in a convenient manner. The questionnaire includes a wide range of topics, including customer experience, interactions with CRM systems, value perception, satisfaction, and loyalty. In order to ensure the accuracy of the survey, questions that are put here, include both quantitative and qualitative aspects. Quantitative elements are designed by using the Likert scale.

### **3.2.3 Target Population**

The target population for this research is the customers who already purchase from Daraz Bangladesh irrespective of their age and region. People from all over the country was chosen through the buyer database dashboard. Among the customers, who has bought or ordered at least 4-5 times from 2018 to present days are the main target population.

### **3.2.4 Sample Size**

This study studies the influence of Customer Relationship Management (CRM) on Customer Retention. A total of 100 customers were chosen as the sample size for this research. The choice of this sample size was made with the intention of finding an appropriate balance between statistical reliability and practical feasibility.

The selection of a sample size of 100 participants facilitates a thorough investigation of various customer experiences employed by Daraz. In order to improve the relevancy of the results to the larger population of customers of Daraz Bangladesh LTD, a random sampling method has been used to choose the sample from the bigger customer base.

The sample comprises a heterogeneous range of demographics, covering various age groups, genders, and purchasing frequencies, in order to provide a representative cross-section of the consumer base.

### **3.2.5 Data Collection**

Direct data has been collected from customers of Daraz. Firstly, data was collected from 100 people who have been purchasing from Daraz. As the target population is indefinite, the research called for non-probability sampling techniques such as convenience sampling. Through their response, CRM communication effectiveness, customer satisfaction levels, and retention factors are discussed. How they perceive the acceptance and to which level can be measured from this Data. Also, through the reports from workstation dashboard where the CR, CTR, DAU is calculated helps to know about people's interest more.

#### **Primary Data:**

- Direct interview of company personnel as well as survey through google form.
- Personal experience from working in the company.
- Personal observation of different teams in the organization.

#### **Secondary Data:**

- Review different scholar's paper to understand customer retention and the ways to keep them attracted more e-commerce industry.
- Analyze the previous CRM team reports to understand the difference of CR and CTR over time.
- Collecting data and information from various category teams about the offers, unique selling points (USP), voucher allocation information.

### 3.3 Findings and Analysis

#### 3.3.1 Effectiveness of CRM Strategies

##### Push Notification

Daraz sends notification to its users based on segmentation for different category as per their gender, search history, wish list, purchasing behavior. They are mostly in Bengali, which maximum people of the country can understand and sometimes includes mixture of Bengali and English just like how people talk. In such a way, the offers are communicated and Daraz Bangladesh let people know about the campaign offerings. Usually, one customer receives 6 PNs per day.



Figure 55: Push Notification example

##### Message Centre

This feature also allows users to know about current offers and discounts and specially segmented voucher for individual customers but in a more attractive way. As it includes pictures and designs, graphical reference to the offers, people can visualize them. Again, MCs do not get vanished and stays in the list for 7 days, people may get back to it later. This lets the users be



Figure 56: Message Centre Example

more loyal as there is a chance to get imagery reference and the communication gets strong in mind.

### Newsletter

The Daraz Newsletter works as a significant resource for both customers and subscribers. By subscribing to receive the Daraz newsletter, customers are provided with frequent notifications about unique offers, recent product introductions, and upcoming promotional events, sent straight to their email inbox, once in a week. On mega campaigns like 11.11, Eid, customers receive 2 newsletters in a week. This feature provides customers with an efficient way of staying updated on the most recent product offers and promotions, hence boosting their overall purchasing experience on the app. (Sheba, 2018).

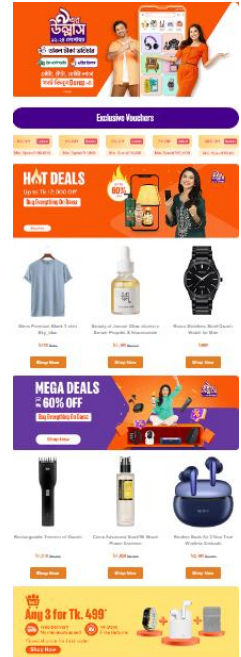


Figure 57: Newsletter Example

### SMS (Text Message)

CRM team sends text messages in a frequent manner to let the customer know about their win on certain competition, special voucher acquisition which are not for mass people just a few members need to know. This strategy is not always served rather it is used for the times of necessity, hence there is no specific time for this.

Mostly, PNs bring effective result in form of CR, CTR and DAU. As per the internal report from dashboard, in the last week of October, the sent PN brought approximately 523,549 DAU which means this many people were averagely active on the app. Furthermore, average DAU on second last week of October was 405,507 coming from MCs. again, from 1 newsletter in a week, DAU was 1254. Significantly, for Daraz Bangladesh, PNs work the most in terms of GMV and revenue.

### 3.3.2 Enhanced Customer Experience

Irrespective of the gender and age, 100 people attended the survey and among them, everyone is a customer of Daraz Bangladesh. However, most of the respondents, numerically 66% of them, are from 20-25 years age group who are habituated in today's online shopping.

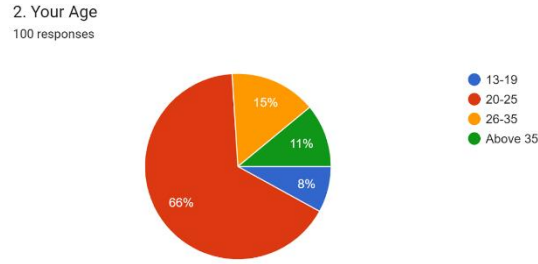


Figure 76: Age of the Respondents

Among the respondents, everyone buys stuff from every category available in Daraz website and app. So, we can say that we have the opinion about purchasing behavior from every possible product buyers. Though most of the people shop from Electronics, Home & Lifestyle and Fashion, still customers purchase Automotive & Motorbikes, Mother & Baby etc. Since our

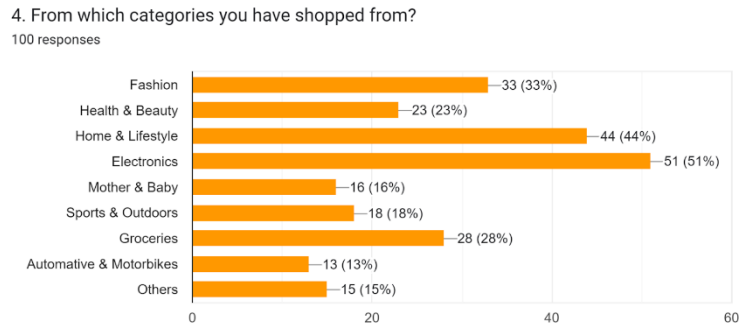


Figure 77: Shopping Categories

motive is to find out the impact on every category, the sample is acceptable for this research.

Most of the people from respondent, here 72% people receive daily notification and 28% might have stopped the notification panel for the Daraz app. Again, 43% people agreed on to have direct influence of the notification and emails in their purchase behavior.

6. Do you buy products from push notification or email?  
100 responses

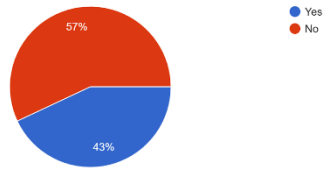


Figure 15: Buyer from Notification

5. Do you get notification or email from Daraz?  
100 responses

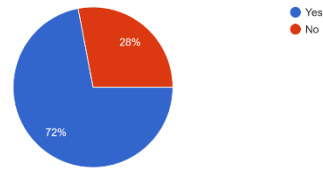


Figure 16: Notification Receiver

Throughout the process, the survey included questions about what type of notification communication have influence on people to make them buy stuffs. For that, most of them, 59% people respondent in a positive way that they prefer discounts and offer communication in their buying process. Then, 20% of respondents prefer getting personalized notification in their

7. What type of notifications have influenced you to buy things?  
100 responses

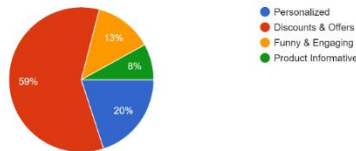


Figure 78: Influence of Notification

ordering journey. 13% of the people likes to get funny and engaging contents and lastly, least of the respondents, 8% of them wants information about products.

In case of customer experience, customers of Daraz, who buys from notifications and email offers, feel that personalized communication have a strong influence over their purchasing decision, and they are useful to find products easily since they directly land them over a top selling product based on the visit and search history of a customer.

9. Do you find personalized notifications helpful to search products easily?  
100 responses

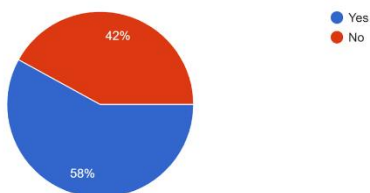


Figure 97: Helpful for Searching Product

8. Does personalized notifications influence you to buy stuff?  
100 responses

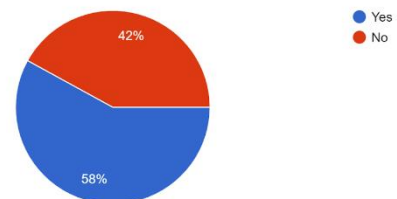


Figure 96: Effect of Personalized Notification

Again, people feel like their preference and interest is valued and the products of their choice are being shown receiving customized notifications which really enhances customer experience. This opinion is for 65% of the total respondents. Furthermore, to be asked what the possibility for them to continue purchasing repeatedly getting customized notifications is, they answered in a positive manner. To show it in a likert scale, high rated answers are from scale 3 to 5 which means positive attitude towards the question. 43% of respondents reacted for scale 3, 19% of them answered for scale 4 and lastly, 13% of them responded their opinion on scale 5.

To improve the customer buying experience, hence Daraz CRM should be more focused on sending customized PNs and MCs, even if not most of them, some PNs might include the name of the customers.

### 3.3.3 Impact on Customer Loyalty and Retention

10. Do you feel your choice and preferences are valued in personalized notifications?  
100 responses

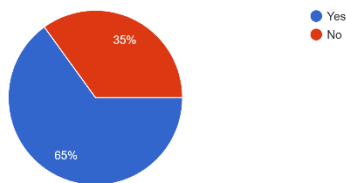


Figure 98: Acceptance of Personalized Notification

11. How likely are you to continue purchasing from Daraz after receiving customized notifications?  
100 responses

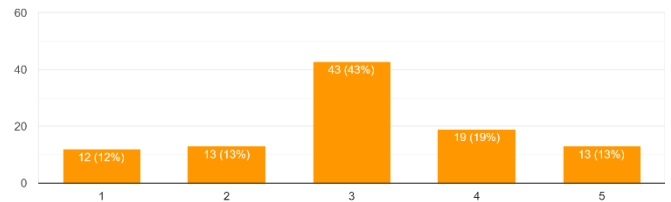
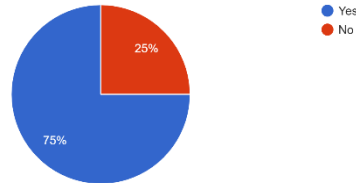


Figure 99: Repurchasing for Personalized Notification



As found from the survey, 75% repeat purchase depends on the offer communication. If the notification or email contains offer like free shipping, everything under 499, budget deals, people tend to repeat their purchase from Daraz.

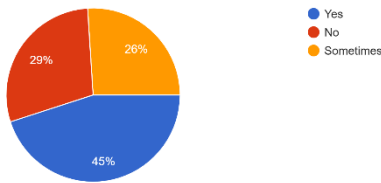
12. Do you tend to repeat purchase if there is offer communicated?  
100 responses



*Figure 118: Repeat Purchase when Offer Communicated*

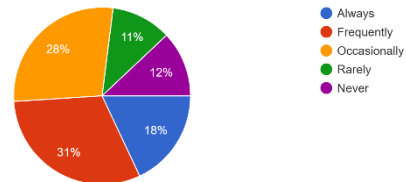
Customers fancy vouchers while making a purchase, specifically from online. 71% respondents of the survey agreed to wait till getting a voucher for their purchase. Collaboratively, 77% of the survey agrees to proactively explore and use relevant vouchers for subsequent purchases. 12% of the customers basically never and 11% rarely seeks for vouchers while buying something.

13. Do you wait for vouchers to make a purchase?  
100 responses



*Figure 120: Importance of Voucher*

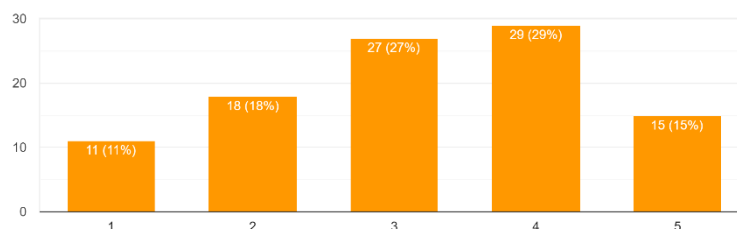
14. How often do you actively seek out and apply applicable vouchers when making repurchases from Daraz?  
100 responses



*Figure 119: Voucher in terms of Repurchasing*

Upon asking if the lack of relevant vouchers has impacted their choice to engage in repeat purchases, maximum people responded positively on a likert scale. The result are shown below-

15. Do you believe that the availability of applicable vouchers has influenced your decision to repurchase from our company?  
100 responses



*Figure 121: Voucher Influencing Repeat Purchase*

Also, when asked that what type of picture respondents find attractive, most of them 37% in number finds the offer everything within Tk. 499 most appealing in terms of repeat purchasing. Furthermore, according to the survey people finds the posters with offers or vouchers the most lucrative rather than product informative ones.

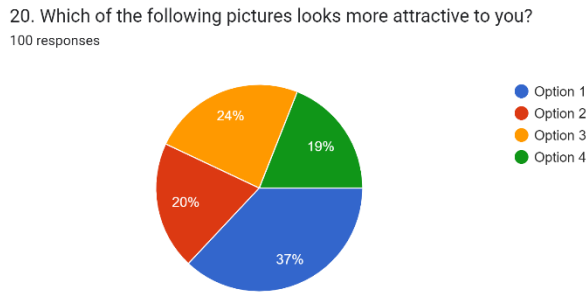


Figure 122: Visualization of Offer Communication

To move forward, one of the prominent loyal customers offer is called Daraz club. The members of this can avail extra 10% discount with free delivery on most of the categories. Also, in teasing

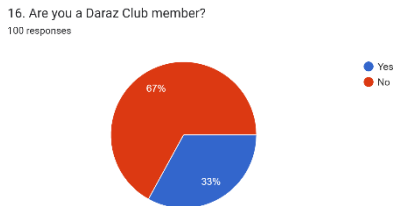


Figure 127: Club Member Respondents

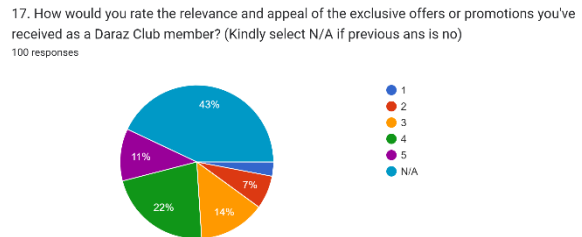


Figure 28: Daraz Club Member Offers

phase for some campaigns they can avail early chance to add to cart option and collect early bird, fireworks vouchers. Among the respondents, 33% of them are Daraz club members. Since the offer is for the gold customers only, the number of respondents is not that less.

Moreover, among the club members, 77% people loves to get promotional offers and discounts being a special part of the company. Most of them, 14%, 11%, 22% of the respondents rated 3, 4, and 5 respectively on the appealing scale. Being high valued customers, based on their experience and loyalty towards the company, 78% of the respondents would recommend others to be a customer of Daraz.

18. How much more likely are you to make repetitive purchases from our company when you receive exclusive offers or promotions?  
100 responses

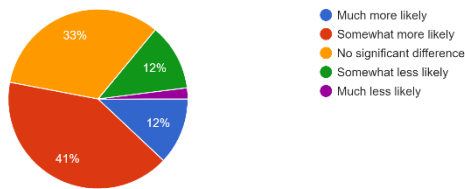


Figure 29: Repeat Purchase for Offers

19. Would you recommend Daraz to others based on your customer experience and the exclusive offers or promotions you receive?  
100 responses

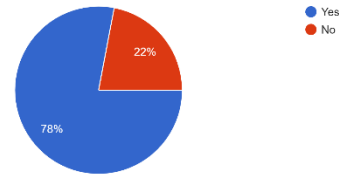


Figure 30: Recommendation through Word of Mouth

### 3.3.4 Major Findings

From the detailed response of the existing customers of Daraz, here is the summary of the major findings of this study -

- Customers mostly expects to get more information about discounts and offers when getting any notification or emails and then they prefer haing personalized notifications which make them feel valued.
- Existing customers find it helpful to find products quickly and most of them agreed to be influenced to order products by them.
- Customers who already are associated with Daraz club, loves their offers but still their repeat purchase depends on the discounts communicated through notifications.

### 3.4 Summary and Conclusions

In short, the research evaluated the complex relationship between customer Relationship Management (CRM) techniques and customer retention in the specific scenario of Daraz Bangladesh Ltd, a notable e-commerce platform. Several major conclusions resulted from the broad surveys and intensive review of relevant literature. Daraz uses personalized communication strategies, loyalty programs, mechanisms that enhance the overall customer buying experience. Moreover, the implementation of personalized communication and loyalty programs has been shown to have a substantial impact on customer loyalty, as seen by an increase in repeat buying and the promotion of the brand by loyal customers.

The results emphasize the significant impact of customer relationship management (CRM) in shaping customer experiences and developing loyalty. The use of personalized techniques and effective active vouchers greatly contributes to the improvement of customer satisfaction and, therefore, the rates of customer retention. It is important to address offers mostly with relevant content, to maintaining consistent communication.

### 3.5 Recommendations

As a part of the company, monitoring every communication closely, some recommendations are given below -

**Consistent Omnichannel Communication:** It is essential to establish and maintain consistency in discounts and offers communication across all platforms, on emails, social media, and mobile applications notifications. This allows to monitor all the results of customer interaction under one roof and improve the timeline when needed.

**Improved Personalization:** Enhance the efficacy of personalized marketing initiatives. Customise product suggestions, offers, and discounts by using specific consumer preferences and

purchase history. The use of machine learning algorithms may be employed to effectively forecast client requirements.

**Consistency of Offers for Special Members:** Daraz club members are already valuable but they should also be offered with some new vouchers or offers rather than their usual offers to encourage them for making repeat purchases.

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## Appendix A.

### Survey on your purchase behavior from Daraz Bangladesh Ltd.

This questionnaire will be used for a research work. All the information provided by you will not be changed or misused and your name or any other information is well secured. Sincerely, asking for your co-operation and honest replies. Thank you.

rahnuma.masud@g.bracu.ac.bd [Switch account](#)



Not shared

\* Indicates required question

1. Your Gender \*

- Male
- Female

2. Your Age \*

- 13-19
- 20-25
- 26-35
- Above 35

How often do you make purchases from Daraz? \*

- Very frequently
- Fairly often
- Occasionally
- Very rarely

4. From which categories you have shopped from? \*

- Fashion
- Health & Beauty
- Home & Lifestyle
- Electronics
- Mother & Baby
- Sports & Outdoors
- Groceries
- Automotive & Motorbikes
- Others

5. Do you get notification or email from Daraz? \*

- Yes
- No

6. Do you buy products from push notification or email? \*

- Yes
- No

7. What type of notifications have influenced you to buy things? \*

- Personalized
- Discounts & Offers
- Funny & Engaging
- Product Informative

8. Does **personalized notifications** influence you to buy stuff? \*

- Yes
- No

9. Do you find **personalized notifications** helpful to search products easily? \*

- Yes
- No

10. Do you feel your choice and preferences are valued in **personalized notifications**? \*

- Yes
- No

11. How likely are you to continue purchasing from Daraz after receiving **customized notifications**? \*

- 1      2      3      4      5
- Not Likely                        Most Likely

12. Do you tend to **repeat purchase** if there is offer communicated? \*

- Yes
- No

13. Do you wait for **vouchers** to make a purchase? \*

- Yes
- No
- Sometimes

14. How often do you actively seek out and apply **applicable vouchers** when making repurchases from Daraz? \*

- Always
- Frequently
- Occasionally
- Rarely
- Never

15. Do you believe that the availability of **applicable vouchers** has influenced your decision to repurchase from our company? \*

- 1      2      3      4      5
- Not at all                        Strongly Influenced



16. Are you a **Daraz Club** member? \*

- Yes
- No

17. How would you rate the relevance and appeal of the exclusive **offers or promotions** you've received as a **Daraz Club** member? (Kindly select N/A if previous ans is no) \*

- 1
- 2
- 3
- 4
- 5
- N/A

18. How much more likely are you to make **repetitive purchases** from our company when you receive exclusive offers or promotions? \*

- Much more likely
- Somewhat more likely
- No significant difference
- Somewhat less likely
- Much less likely

19. Would you recommend Daraz to others based on your customer experience and the **exclusive offers or promotions** you receive? \*

- Yes
- No

20. Which of the following pictures looks more **attractive** to you? \*



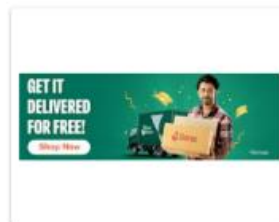
Option 1



Option 2



Option 3



Option 4