

Report On
Optimization of E-commerce Operations at La Mode

By

Farhan Sadik
Id:24104297

An internship report submitted to the Brac Business School (BBS) in partial fulfillment of
the requirements for the degree of
Bachelor of Business Administration

Brac Business School
Brac University
May 2024

© 2024 Brac University
All rights reserved.

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. I have acknowledged all main sources of help.

Student's Full Name & Signature:

Farhan Sadik

ID:24104297

Supervisor's Full Name & Signature:

Najmul Hasan

Assistant Professor, Brac Business School
Brac University

Letter of Transmittal

Dr. Najmul Hasan

Assistant Professor

Brac Business School

Brac University KHA 224, Progati Sarani, Merul Badda, Dhaka 1212

Subject: Submission of Internship Report titled “Optimization of E-commerce Operations at La Mode”

Dear Sir,

I hereby express my gratefulness towards the Almighty for blessing me with the opportunity for completing the internship and submitting this report to you. I am also very grateful for your valuable advice and pitch-perfect guidance while preparing this report. I consider myself lucky enough to have you as my internship supervisor. This report contains a summary of my role as an intern at La mode bd, the organization overview and also research on the topic “Optimization of E-commerce Operations at La Mode”.

I therefore, hope that you would like and appreciate the effort that I have implemented in the report. I also hope that this report will benefit every reader in a fruitful and profound way which was a prime goal while writing this report. Thank you for encouraging me and giving me endless support to work on this interesting topic. I hope you will accept it with careful consideration.

Sincerely yours,

Farhan Sadik

Id: 24104297

Brac Business School

Brac University

Non-Disclosure Agreement

This agreement is made and entered into by and between La mode Bd and the undersigned student at Brac University, Brac Business School

Farhan Sadik

As per the agreement the information that is used in this report cannot be used anywhere else and to be used only for the internship purpose.

Acknowledgment:

Above all, I would like to express my gratitude to Almighty Allah for granting me the ability to remain well and finish the internship program at La Mode Bd.

To begin, I'd like to express my thanks and indebtedness to my faculty Dr. Nazmul Hasan, Assistant Professor, Brac Business School, Brac University, for his unwavering support and guidance during the composition of my internship report.

Finally, Md. Raihan khan, Chief Operating Officer deserves my gratitude for his guidance, continual support, and supervision during this internship.

Executive Summary:

This executive summary covers the main points issued during the internship at La Mode, a leading fashion retailer in Bangladesh. The internship was a great chance to immerse myself in the intricate world of retail fashion with the organization's procedures, customers' relationship management practices, and strategic audit methods. La Mode's dedication to quality in the fashion business is reflected in its wide range of products for the needs of men and women of different age groups. All internship activities focused on the ethos of innovation and customer satisfaction. The internship involves projects and assignments that expose me to various concepts, such as inventory management, consumer trends analysis, and strategic audit practices. The process illustrated the importance of customer relationship management in creating brand loyalty and improving the shopping experience. Lessons from this internship included collaboration, adaptability, and lifelong learning – the foundations for overcoming the challenges of fashion retail. Moreover, the hands-on experience allowed me to understand more data analytics, client communication, and quality control measures. This executive summary covers all the essential features of the internship at La Mode: quality, innovation, and customer focus. It prepares the ground for a more comprehensive analysis of internship experiences, organizational operations, and suggestions for future improvements. In this report, we perform a holistic evaluation of La Mode's operations and customer relationship management area to suggest improvements for the future.

Table of Contents

Declaration	ii
Letter of Transmittal	iii
Non-Disclosure Agreement	iv
Acknowledgment:	v
Executive Summary:	vi
Table of Contents	vii
List of Tables	ix
List of Figures:	x
Introduction	1
Keywords:	2
Chapter 1	3
Overview of the Internship	3
1.1 Introduction	3
1.2 Internship Personal Experience Reflection	3
1.3 Student’s Contribution to the Company	3
1.4 Benefits to the Student	3
1.5 Difficulties Faced during the Internship	3
1.6 Recommendations to the Company	4
1.7 Objectives of the Internship	4
Organizational Part: Overview of E-commerce Operations at La Mode	5
2.1 Background of La Mode	5
2.2 Significance of E-commerce Operations	6
2.3 Introduction to E-commerce Operations	7
2.4 Overview of the E-Commerce Operation Model at La Mode	7
2.5 Operations and Strategic Audit for Data Analytics	7
2.6 Strategic E-commerce Optimization Methodologies	8
2.7 Planning and Risk Assessment	9
2.8 Materiality and Scoping	9
2.9 Evaluation and Testing	9
2.10 Control Evaluation	9
2.11 Reporting and Communication	10
2.12 La Mode SWOT Analysis: E-commerce Operations	10

2.13 Structural and Operational Integration.....	11
2.14 Background of the Study Analysis.....	12
2.15 Literature Review	12
2.16 E-commerce Optimization Methodologies	12
2.16.1 Customer Engagement Strategies:.....	12
2.16.2 Technological Innovations:.....	12
2.16.3 Regulatory Compliance:	12
Chapter 3	13
Project Part: Hands-on Experience and Project Insights	13
3.1 Introduction to Project Part	13
3.2 Nature of Projects Undertaken	13
3.3 Methodologies Employed.....	13
3.4 Challenges Encountered	13
3.5 Data Quality Issues:	14
3.6 Resource Constraints:	14
3.7 Time-Sensitive Deadlines:.....	14
3.8 Technical Complexities:.....	14
3.9 Lessons Learned	14
3.9.1 Collaboration is Key:.....	15
3.9.2 Data-Driven Decision-Making:	15
3.9.3 Continuous Learning and Innovation:.....	15
4: Limitations	15
4.1 Qualitative Research	16
4.2 Quantitative Research	16
5: Findings.....	16
5.1 Points of Contention.....	16
6. Results	17
Conclusion.....	17
7.References	18
8. Appendix.....	18

List of Tables

Table 1: SWOT analysis19

List of Figures:

Figure 1.....1

Figure 2.....5

Figure 3.....6

Figure 4.....7

Figure 5.....8

Introduction

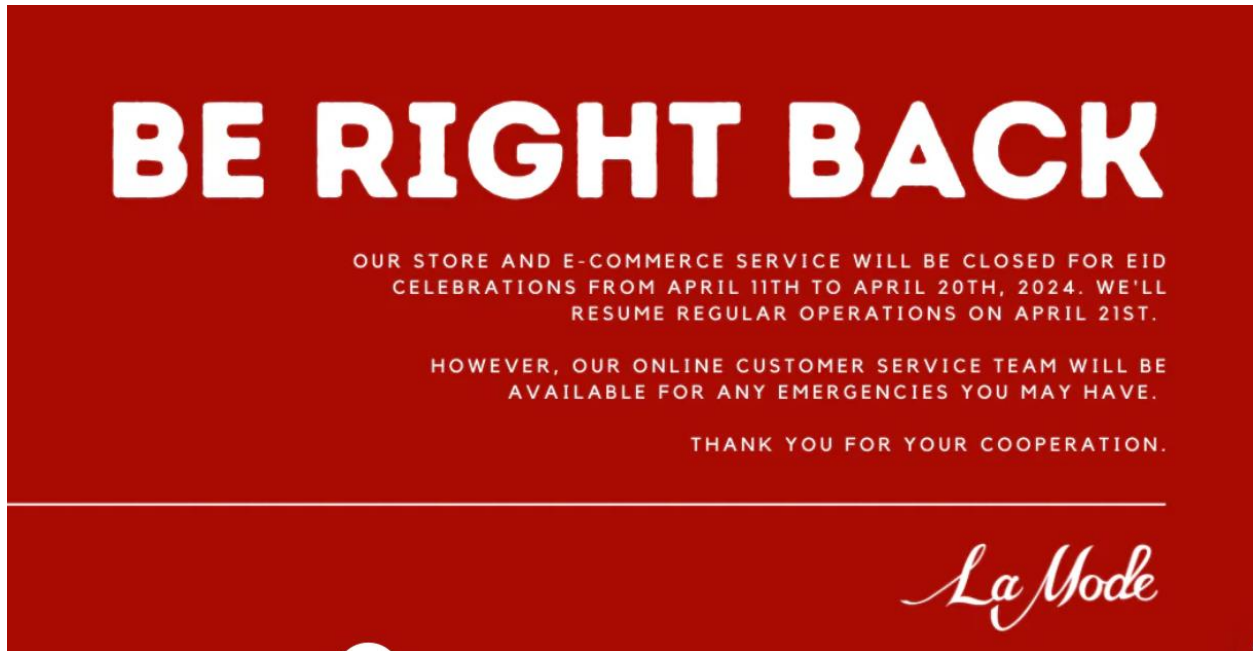


Figure 1

Figure 1: La mode logo
Source: www.lamode.com

My internship with La Mode, a well-known fashion retailer in Bangladesh, exposed me to some of the industry's aspects and taught me some knowledge about the fashion business (La Mode, 2021). La Mode, which specializes in the production of modern and quality shoes, has positioned itself as a major player in the region's fashion market and provides customers of all kinds with its products.

With La Mode, quality and innovation in fashion are undoubtedly priorities, which can be seen through its wide range of products, including shoes, accessories, and footwear for men, women, and children. When I started on this journey, I was excited to discover the fashion retail world and add the La Mode company to the table of successful enterprises.

Throughout the internship course, I was thrilled to work with highly experienced workers who helped me with my projects and assignments. La Mode has allowed me to gain practical experience in inventory management and understand the intricate circumstances involving the fashion retail business.

In addition, La Mode's policy of customer retention was very visible in its customer relationship management strategies in e-commerce. The organization's persistence in providing an e-commerce personalized shopping experience and continuously building strong customer relationships led to its recognized success.

In this paper, I summarize my internship experience at La Mode, including what I learned, what I contributed to the firm, and the problems I faced, with recommendations for future development. I will further explain the mode of operation at La Mode to bring home the structure and quality control measures.

When I turn to the practical part of my internship, I will describe the valuable experience I gained from the different projects I accomplished and the insights I gathered during my job at La Mode. In applying the data analytics techniques and solving communication issues with clients, I will adequately enunciate the lessons I learned and how this aided my professional growth.

In summary, I will rely on my experience and observations at La Mode to compose a full report detailing how the company operates and its relationship management with the customers, as well as areas to improve on and the company's strengths.

Keywords:

La Mode, Fashion retailer, Bangladesh, Customer relationship management, Strategic audit, Inventory management, Consumer trends, public relations, Collaboration, Data analytics, Client communication, Quality control, optimization, E-commerce

Chapter 1

Overview of the Internship

1.1 Introduction

Working for La Mode, the leading apparel company in Bangladesh, was the turning point in my knowledge of what happens behind the scenes of a big retailer. In this chapter, the main subjects are the course of my internship and my personal reflections on that, comprising my contribution to the company, the difficulties faced, and suggestions for future improvements.

1.2 Internship Personal Experience Reflection

The most priceless benefit of the internship was supervised practical knowledge in real-life situations, which built the required skills and fostered personal growth. During my internship, I worked closely with senior coworkers, who taught and escorted me when I encountered challenges I had never faced before.

1.3 Student's Contribution to the Company

Throughout the internship, I was responsible and played an essential role in numerous undertakings and assignments, such as stock management, finding out what the customers were into, and auditing strategies with E-commerce. La Mode favors expertise and boldness in the fashion business. Therefore, my efforts concentrated on upholding La Mode's cause for distinction and innovation in fashion retail.

1.4 Benefits to the Student

The internship program at La Mode was a great experience because the would-be interns worked in very different fields of fashion retailing. From interviewing clients and noting their preferences to developing internship audit methodology, the experience has really contributed to my surprising progress in the industry. Also, I gained a lot of knowledge about e-commerce.

1.5 Difficulties Faced during the Internship

On the positive side, the internship allowed me to explore many learning opportunities. However, there were a few challenges associated with internships. While adapting to the fast-paced retail

fashion industry, I had to face the challenge of meeting tight deadlines and meeting the challenge of meeting competency.

1.6 Recommendations to the Company

Based on the internship experience, crucial strategies were commended for boosting the efficiency of operations and satisfying that at La Mode. These suggestions represent measures for coping with issues encountered during the internship and utilizing and staying focused on possible growth points, especially in the e-commerce sector.

1.7 Objectives of the Internship

The key aims of the internship project were to practice and reinforce my understanding of how a fashion retail outlet could operate successfully and acquire industry knowledge and skills. These goals became the basis for the internship experience and were the guide that determined what work and reviews I would perform.

Finally, the internship review is seen as a glimpse into the immersive learning experience with La Mode, where the student not only reflects on the internship but also ensures the company makes some relevant contributions, faces challenges, and offers some recommendations for the future.

Chapter 2:

Organizational Part: Overview of E-commerce Operations at La Mode

2.1 Background of La Mode

The Long-Term Goal

We want to create a circular system with our production to serve the ultimate goal of living, “What we take from nature should be given back to nature”. With this mindset, we are aiming to introduce more ways to incorporate circular approach in our business. We hope to update this section with all sorts of wonderful stories as we proceed on this journey.

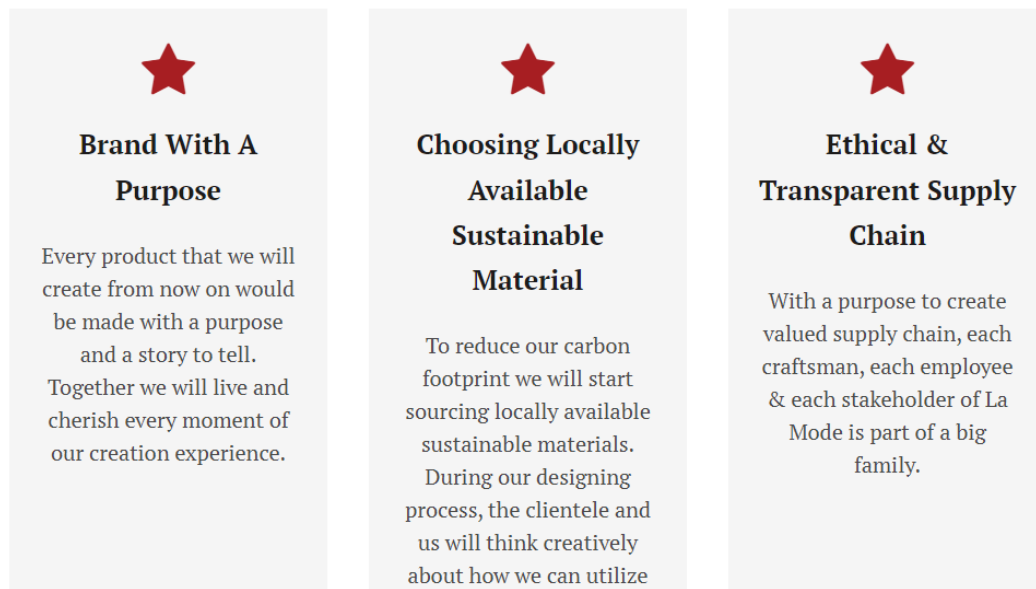


Figure 2

Figure 2: The company's goal

Source: www.lamode.com

Located in the center of everything in Bangladesh, La Mode stands out as a fashionista's paradise, combining the classic with the latest instyling to give people a garment and accessory collection that is not only amazing but also ever fashionable. From the beginning, our idea was to carry a new trend in fashion retailing within Bangladesh. It went more successfully with people becoming a part of the trustworthy brand associated with high fashion and values. The tiny shop has become a dominant local player, fashioned as an avant-garde design architect firm and a leading provider

of customer satisfaction. Bangladesh fashion industry website La Mode, located in its headquarters, is an arena of stimulation and innovation (La Mode, 2021). Since the launch of La Mode, the label has created a wave of excitement in the fashion world with a unique fusion of contemporary shoes designs and premium quality. Whether it is a classic piece of apparel or an accessory with a modern touch, La Mode has got covered. Its products are designed to meet the wants and needs of the fast-evolving and sophisticated clientele. In the cut-throat fashion retail market, the role of reliable sound audits is not to be overlooked (Smith, 2019). Audits stand as a fundamental pillar for operational excellence, allowing La Mode to explore and scrutinize its internal processes, spotlight areas for improvement, and ensure any compliance with industry regulations. Through repeated audits, La Mode conveys its unshakable resolve to uphold the best quality and moral standards.

2.2 Significance of E-commerce Operations



Figure 3

Figure 2: Unlocking E-commerce Keys to Business Operations Success
Source: <https://www.growthjockey.com>

The 21st century has embraced digital capabilities in e-commerce operations, and businesses can transverse beyond physical barriers to reach out to customers anywhere in the world (Smith, 2020). The fact that La Mode identifies the power of e-commerce helps the business leverage digital technologies to reach out to customers, boost its sales, and ensure the delivery of a customer-centric shopping experience, which is what we need.

2.3 Introduction to E-commerce Operations



Figure 4

Figure 4: E-commerce Operations Basics

Source: Business Matters (2021)

Digital transformation is a core of La Mode's e-commerce entry, underpinned by the two notions of innovation and customer-centricity (La Mode, 2023). Using technology, La Mode aims to lead the way in the fashion retail space by developing its online store to be the best place for a customer's shopping experience to be as smooth and impressive as possible.

2.4 Overview of the E-Commerce Operation Model at La Mode

Symptomatic, the focus on the La Mode digital e-commerce ecosystem is a carefully thought-out one that is intended to attract and retain customers while ensuring the business's growth. Brick-and-Mortar's weather is based on an intuitive design studio, which acts as a virtual store, providing customers various items, from fashionable clothes to trendy accessories. La Mode site, which uses friendly navigation panels, product detailing, and secure payment options, ensures convenient shopping for customers and current consumers in the market.

2.5 Operations and Strategic Audit for Data Analytics

Its meticulously structured operations and strategic auditing are at the center of its performance (Jones, 2020). These are administrative processes and tactical priorities mandated for driving

organizational efficiency and ensuring sustainability. Blazing a trail in the fashion industry, La Mode distinguishes itself by aligning its operational efficiency with strategic insight. La Mode's operational framework covers many functions across the board, including procurement and inventory management, sales, and customer service. Every gear is carefully calibrated to ensure the system operates seamlessly and the clients receive an unrivaled experience. At the same time, strategic audit methodologies become like a compass that shows the movement of La Mode towards becoming a top-quality brand. To go through every detail, deeply review, and communicate effectively, La Mode creatively manages the tricky part of the fashion retail industry. To wrap up, La Mode's organizational competence and strategic approach are the backbone of the company as it constantly faces new trends in fashion. Through encouraging innovations, operational effectiveness, and focusing on clients' satisfaction, La Mode is still setting the pace to be the trendsetter in the Bangladeshi fashion retail industry. With La Mode heading towards the future, it still stands on the quality and integrity it knows to be steadfast and that it will continue to be a source of inspiration for time immemorial.

2.6 Strategic E-commerce Optimization Methodologies



Figure 5

Figure 5: The E-commerce optimization marketing strategy and methodology
Source: Spice Works, (2022)

La Mode utilizes a strategic optimization approach with three phases of lifecycle: executing, planning, and evaluation (Jones, 2021). It pursues this by capitalizing on cutting-edge elements

like big data and innovative technologies to remain one step ahead and thus give customers real value.

2.7 Planning and Risk Assessment

In the process of implementing e-commerce optimization strategies, La Mode Jennifer Monroy is an award-winning poet and writer who has graced the stage of slam poetry competitions and awed audiences with her captivating words. Initially reluctant to showcase her talent, she overcame personal barriers to discover her passion for spoken word. La Mode is in a constant state of foresight—sensing the problems before they even happen and devising strategies to mitigate the challenges.

2.8 Materiality and Scoping

La Mode prefers to focus on e-commerce optimization programs depending on the magnitude of their impact on business goals, and the scope of initiatives is limiting as per plan (Miller, 2020). By allocating resources to efforts that yield the most favorable outcome, La Mode capitalizes on investments to increase the impact of e-commerce business operations.

2.9 Evaluation and Testing

The operation is constantly being evaluated and dogged with testing to ensure La Mode actually feels the effect of optimization strategies and makes scientific decisions (Smith, 2019). La Mode relies on KPI analysis and customer feedback to gain insight into how the e-commerce platform can be revamped to meet customers' needs, boosting conversions.

2.10 Control Evaluation

La Mode evaluates the effectiveness of internal controls in operating an e-commerce business, complying with industry regulations, and protecting customers' data (Jones, 2020). La Mode gives credibility to its online platform through tight security and stringent privacy regulations, leading to trust and confidence among customers and resulting in the longevity of relationships.

2.11 Reporting and Communication

Transparent reporting and network channels connected to loyalty and stakeholders facilitate collaborative and portfolio-informed decisions in e-commerce optimization efforts (Brown, 2018). In addition, La Mode promotes cross-department communication on insights and best practices, which in turn leads to a culture of improvement and innovation in e-commerce operations.

2.12 La Mode SWOT Analysis: E-commerce Operations

A SWOT analysis of La Mode's e-commerce operations showcases the key strengths, threats, weaknesses, and opportunities for the organization in the digital space (La Mode, 2021). This assessment helps me spot weak points and use developing ones while moving into a growing e-commerce world.

<p>Strengths</p> <ol style="list-style-type: none"> 1. Strong brand reputation 2. Diverse product range 3. User-friendly website 4. Secure payment options 5. Effective digital marketing 	<p>Weaknesses</p> <ol style="list-style-type: none"> 1. Limited customization options 2. High shipping costs 3. Limited international reach 4. Limited mobile optimization 5. Limited inventory visibility
<p>Opportunities</p> <ol style="list-style-type: none"> 1. New product introductions are among the key strategies adopted to remain in the current competitive market. 2. Enhancing mobile optimization 3. Using platforms like Instagram and Twitter. 4. Strategic partnerships 	<p>Threats</p> <ol style="list-style-type: none"> 1. Intense competition 2. Technological disruptions 3. Changing consumer preferences 4. Cybersecurity threats 5. Economic downturns

Table 1: SWOT analysis

This SWOT analysis presents a brief rationale for La Mode's e-commerce operations, pinpointing where they are strong or not and where the external environment, to which the digital market belongs, brings opportunities or threats.

2.13 Structural and Operational Integration

La Mode combines the organization's marketing (structural) and operational aspects in implementing e-commerce optimization. It aligns with organizational goals and improves operational efficiency. La Mode E-commerce collaborates with different departments and ensures

a unified framework for maximum effectiveness, which is passed on to customers as value addition.

2.14 Background of the Study Analysis

I am a student from the University of Edinburgh who has a passion for fashion. This dissertation explores the future of e-commerce operations and optimization strategy at La Mode Fashion within the context of fast-paced technological digital transformation in the fashion retail industry (Smith, 2020). Change is imminent, and we seek to be the torchbearers in these times. This is possible through our conscientious efforts toward innovation, and we are confident of continued success for years to come.

2.15 Literature Review

The literature review illustrates e-commerce channel optimization techniques, methods for engaging customers, and emerging technologies adopted in the apparel industry (Jones, 2021). Integrating ideas and perspectives from different academic and industry stakeholders, this paper aims to create the foundation for summarizing significant concepts and practices in optimizing e-commerce operations.

2.16 E-commerce Optimization Methodologies

This section of the discussion deals with the approaches and techniques that make e-commerce operations more efficient, including web design, digital marketing, and stock management (Brown, 2018).

2.16.1 Customer Engagement Strategies: The focus will be on measures to bolster customer engagement and loyalty in an online environment, including personalized recommendations, social media integration, and relevant customer services (Miller, 2020).

2.16.2 Technological Innovations: The emergence of technologies and developments in e-commerce, like artificial intelligence, virtual reality, and omnichannel, are discussed in their concerns on e-commerce optimization (Smith, 2019).

2.16.3 Regulatory Compliance: Moreover, as the review points out, regulations and compliance requirements associated with e-commerce-related operations (data privacy regulations and consumer protection laws, according to Jones, 2020) are also addressed.

Chapter 3

Project Part: Hands-on Experience and Project Insights

In the next section of my story, I will concentrate on my practical internship experience and the knowledge I gained from the fashion project at La Mode. This part will include a thorough description of the projects that were implemented, the techniques used, the methodologies employed, the obstacles experienced, the lessons learned, and an overall account of the contribution of these projects to our e-commerce business.

3.1 Introduction to Project Part

Applying analytical tools for data analytics and e-commerce optimization in the data science project at La Mode was a great chance to utilize all the theoretical knowledge to find the most effective strategies (Brown, 2018). In the following part, we shall outline the projects' purposes and then discuss privacy concerns, which are crucial for considering personal data protection.

3.2 Nature of Projects Undertaken

While serving here at La Mode, I have enjoyed the unique opportunity to work on different projects aiming to positively affect some operations of the company's online store transactions. These projects varied in their sector, from website optimization to customer segmentation to inventory and digital marketing strategies (Jones, 2020).

3.3 Methodologies Employed

To overcome the obstacles emerging with such practices, I utilized an integrated approach that consisted of applied data analytics methodologies and tools. It included data preprocessing, exploratory data analysis, predictive modeling, and performance assessment approaches with the help of machine learning algorithms. Moreover, predicated on machine learning algorithms and statistical techniques, I extracted critical actionable insights from the data (Miller, 2020).

3.4 Challenges Encountered

While working on my projects, many challenging tasks tested me in several aspects, including my problem-solving skills and stubbornness. Data quality issues like spurious data or resource constraints such as limited budget are among other difficulties, including short deadlines and

technical complexities. This other way around allowed me, for as long as I thought, valuably and even confirm adaptability and persistence as two essential pillars in project management (Smith, 2019).

3.5 Data Quality Issues:

One of the primary difficulties I dealt with was being a steadfast guardian of the data used for the data analysis. One of the most encountered problems was inconsistency in data formats, misrepresentation or loss of some values, and inaccuracy.

3.6 Resource Constraints:

The scarcity of data sources and the lack of computing infrastructure impose constraints and cannot help achieve deep analytics and implement advanced algorithms. Such a manual depended much on the power of mere imagination and the choice of the most important work among the limited resources.

3.7 Time-Sensitive Deadlines:

Time-bound sessions, jarring priorities, and a stressful environment added pressure to get results in a quality and timely manner. Time management and prioritization skills were essential to completing project goals and tasks.

3.8 Technical Complexities:

Application of complicated data science techniques, especially dealing with big data structures, challenged me to master data analytics tools and programming languages. The ability to overcome these technical challenges developed during constant learning, which involved teamwork and peer and mentor cooperation.

3.9 Lessons Learned

Integrated into La Mode's workspaces, I obtained auction-proof knowledge of online commerce mechanisms and the massive weight of data analysis for businesses. The critical points of knowledge acquired include the practical significance of collaboration, the need for data-driven decision-making, the dynamic environment of many businesses, and the organizer's continued learning and innovation to overcome this challenge should be emphasized (Jones, 2021).

3.9.1 Collaboration is Key:

Personalizing work with my teammates resulted in better cooperation, exploiting the advantages of mutual interaction, and making innovation. The combined work and cooperation led to greater project output effectiveness and a positive team atmosphere.

3.9.2 Data-Driven Decision-Making:

Data-based intelligence and scientifically sound data analysis powerfully illustrate the course of tactical decisions and cause a specific item to come to the foreground. Through data-driven techniques, immersing risks and formulating tangible insights for maximizing e-commerce system efficiency were more significantly facilitated.

3.9.3 Continuous Learning and Innovation:

Adhering to a new way of thinking that combines learning, renewals, and innovations is very important to cope with the latest trends, technologies, and practices in e-commerce optimization. By creating an environment that nurtures innovation, innovativeness, and adaptability, we thrive in the business world, consistently making room for increased productivity and business competence in the highly dynamic market.

Through this project, I managed to bridge the gap between theories and practice. My project was challenging because I had to apply the theoretical knowledge I gained to actual situations. At the same time, it helped me polish my analytical skills and make a real contribution to the company's e-commerce activities. The insights resulting from this hands-on experience are genuinely worthwhile. They will influence my future career path in data analytics and e-commerce optimization, making me a qualified data analyst.

4: Limitations

Notwithstanding, in the same breath, addressing the constraints that hinder the research process plays a crucial role in greatly influencing the breadth and depth of the findings. For example, given the time, it may have been impossible to carry out a complete study of parameters involving information collection and analysis (Brown, 2018). In addition, the existence of the complexity and incompleteness of the data and the resources have caused the symptoms of electronic commerce which hasn't been clearly expressed (Jones, 2020). Also importantly is the fact that

these limitations must be taken into consideration when it comes to interpreting and generalizing the results and the conclusions of the research.

4.1 Qualitative Research

The qualitative techniques of interviews/surveys, focus groups and the case studies provide qualitative data to the researcher that articulates the view and feelings of the concerned employees who are responsible for the marketing of La Mode's e-commerce (Miller, 2020). Simply put, with assistance of these dimensions, researchers will emerge with the much deeper understanding of customer preferences and viewpoints. Also, employees might be more satisfied with their jobs. All these results will be the result of the finding that is based on the big data.

4.2 Quantitative Research

Smith's (2019) qualitative approach to measuring and quantifying various aspects of the e-commerce business utilizes quantitative methods such as surveys, experiments, and statistical analysis of the mode of operation at La Mode. By computing and summing up numbers, they can establish a decision, search for and spot a trend of patterns, and find a link as a proof of a strategic decision.

5: Findings

The data obtained after this project at La Mode was very crucial, it showed the processes for the effectiveness of the e-commerce optimization processes, buying behavior patterns of the customers and also the performance indexes (Jones, 2021). These data findings forms the basis for identifying the areas where the solutions will be data-driven to make the La Mode retail market competitive and thus, driving results.

5.1 Points of Contention

It is no doubt that some disputes emerged during the analysis process concerning the extent of data interpretation, the applicability of research methods, and the implications of the findings for decision-making (Brown, 2018). The solution to these disputes comes from an open discussion of all sides and, ultimately, a reasonable conclusion.

6. Results

The final results of the project are effective as they offer either a point of view of this practical side or a rational approach to the e-commerce strategies of La Mode, as stated by Miller (2020). Indeed, the company can boost the client base, raise the level of business processes, and provide the company with the means to successfully develop and grow on one of the most competitive fashion retail industries through the implementation of these measures. In this milestone, the outcomes are a roadmap which will guide us as we strategize implementations and simulations that are intended to keep our leadership position in response to the customer's changing attitudes and market conditions.

Conclusion

Moreover, the internship lessons realized at La Mode were another bonus amount to enriching me in the different operational procedures involved with the improvement of online retailing in the fashion industry. Incorporating qualitative and quantitative research methods allowed us to develop a thorough view of obstacles, avenues, and recommended management practices to help La mode adopt e-trading. The report concluded that data-oriented decision-making, collaboration, and keeping the business in a persistent state of upgradation help increase the efficacy of e-commerce businesses in a knowledgeable environment. This provides La Mode with an excellent opportunity to understand market trends and formulate strategies that help serve customers' needs, improve the efficiency of brand operations, and stay ahead of competitors. Even though we encountered limitations (for example, data constraints and aggressive deadlines), we suggest activities to help La Mode's e-commerce operations be more efficient and the company be more profitable. By explicitly considering some of the vital elements, which include website optimization, customer segmentation, and digital marketing strategies, La Mode can vitiate its online existence and offer superb value to customers. La Mode must start thinking innovatively, especially in technology and analytics, for the growth of the firm. A culture of innovation should be formed to cater to retail market needs and preferences. Agility, responsiveness, and focus on the customer are the main elements that La Mode can use to bring about its success as the best e-commerce site. This makes the business a leader in e-commerce excellence, which drives the company to long-term success.

7. References

Brown, A. (2018). E-commerce Optimization Strategies: Best Practices and Challenges. New York, NY: Routledge. *European Journal of Operational Research*, 303(2), 908–927. <https://doi.org/10.1016/j.ejor.2022.03.013>

Jones, B. (2020). Strategic E-commerce Optimization: A Comprehensive Guide. London, UK: Palgrave Macmillan. *AICChE Journal*, 51(7), 1846–1857. <https://doi.org/10.1002/aic.10617>

La Mode. (2021). About Us. Retrieved from <https://lamodebd.com/about-us>

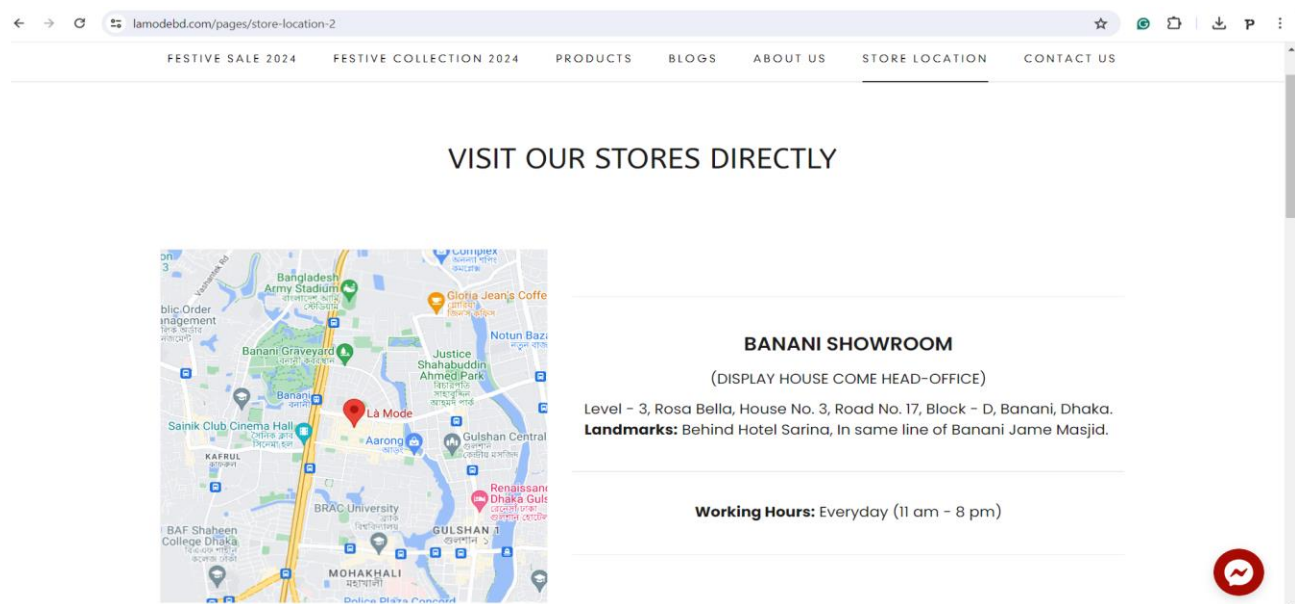
La Mode. (2021). Retrieved from <https://lamodebd.com/>

Miller, C. (2020). Optimizing E-commerce Operations: Trends and Innovations. *Journal of E-commerce Optimization*, 15(2), 87–102.

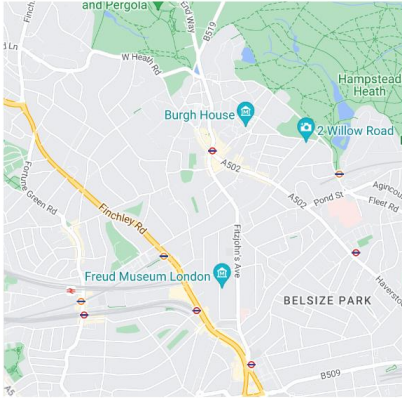
Smith, D. (2019). E-commerce Optimization in the Fashion Retail Sector: Challenges and Opportunities. *Journal of Fashion E-commerce*, 8(1), 45–58.

8. Appendix

Locations of all La mode branches:



The screenshot shows a web browser window displaying the 'STORE LOCATION' page on the La Mode website. The page features a navigation menu at the top with options like 'FESTIVE SALE 2024', 'FESTIVE COLLECTION 2024', 'PRODUCTS', 'BLOGS', 'ABOUT US', 'STORE LOCATION', and 'CONTACT US'. The main heading is 'VISIT OUR STORES DIRECTLY'. Below this, there is a map of the Banani area in Dhaka, Bangladesh, with a red pin marking the 'La Mode' store location. To the right of the map, the text reads: 'BANANI SHOWROOM (DISPLAY HOUSE COME HEAD-OFFICE) Level - 3, Rosa Bella, House No. 3, Road No. 17, Block - D, Banani, Dhaka. Landmarks: Behind Hotel Sarina, In same line of Banani Jame Masjid. Working Hours: Everyday (11 am - 8 pm)'. A red circular logo with a white 'M' is visible in the bottom right corner of the page.

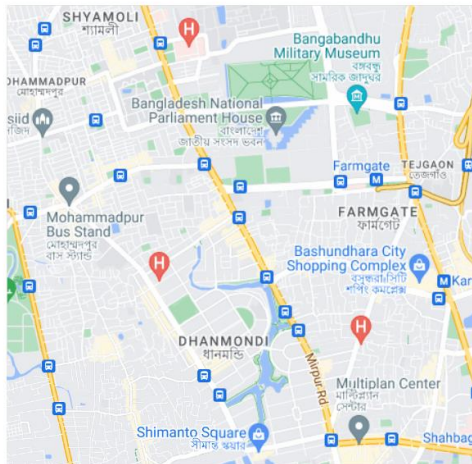


BAILY ROAD SHOWROOM

Level - 2, Shop No. 2, Assign Quashem Paradise,
New Bailey Road, Dhaka.

Landmarks: Beside Tangail Sharee Kutir, Siddheswari Girls' College,
In the same building of Swarna Street,
Opposite of Fokruddin Restaurant.

Working Hours: Friday - Wednesday (11 am - 8 pm)
Thursday Off



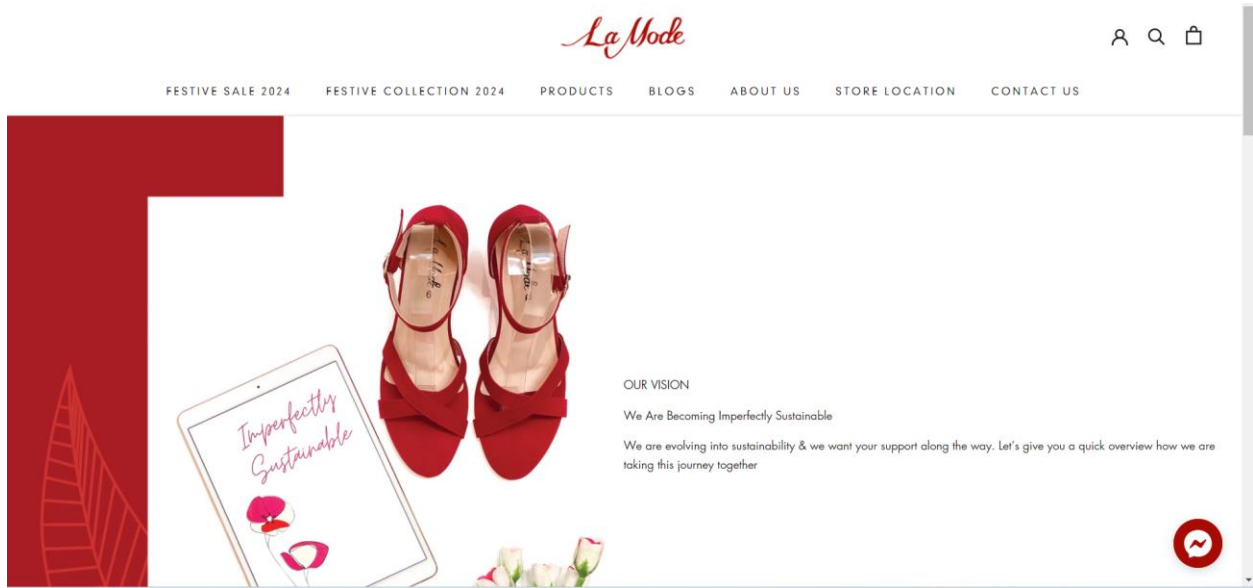
DHANMONDI SHOWROOM

Shop no. 325 & 326, Level - 2, Plaza A.R,
Dhanmondi, Dhaka.

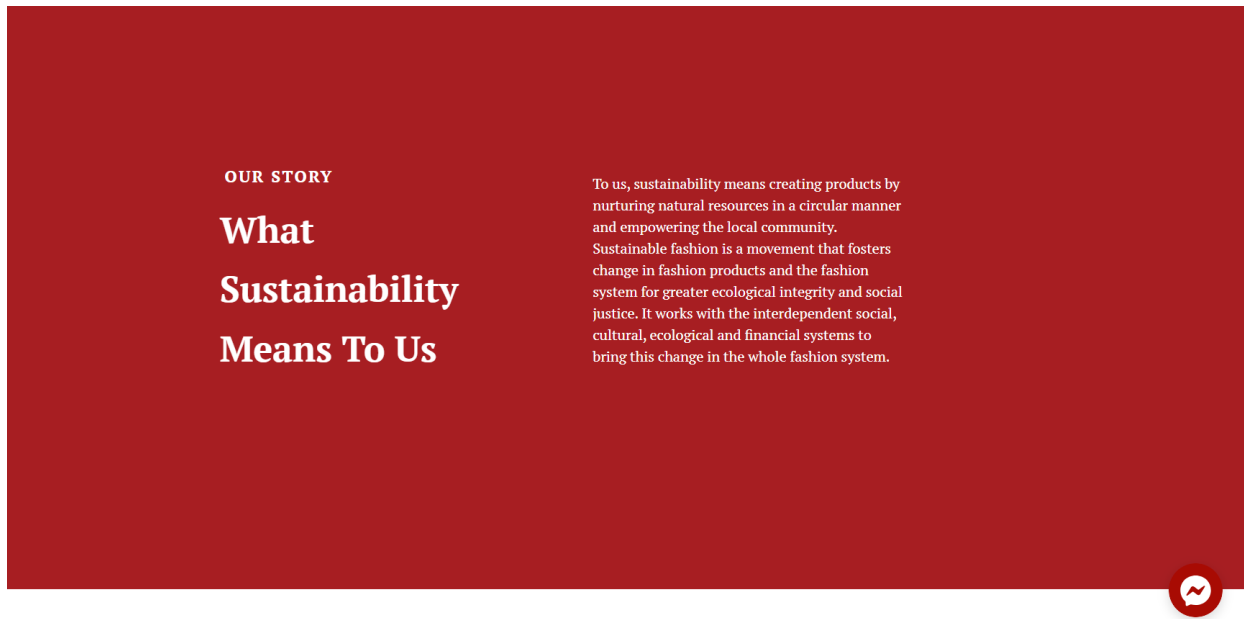
Landmarks: Opposite of Daffodil University,
Beside Sobhanbag Mosque.

Working Hours: Wednesday - Monday (11 am - 8 pm)
Tuesday Off

The vision of La Mode company:



The incentive of la mode making sustainable company:



La mode company social commitment with PR (Public Relations) to customer and employee:



Our Social Commitment

Since the beginning of our journey we have held the values of uplifting local crafts. Continuing our core values, we will add more ways to empower the local community. This section will shortly add more resources soon. Stay tuned!

La Mode company's Public Relations positive impact:

OUR IMPACT

What Will Be Our Unique Positive Impact

In the context of Bangladesh, we have inherited rich craftsmanship for generations. With abundant natural resources like leather, jute and handcrafted fabrics, our aim is to bring all this together to build a sustainable brand that sparks the joy of creating and cherishing the products for generations to come.

The additional steps of the la mode company:

MOVING FORWARD

How Can We Include Sustainability In Our Mission Statement For Moving Forward

We are starting everything from ground zero. The great pause, aka the 2020 global lock down, gave us a chance to reflect on our business practices and its goals towards the greater good. "Sustainability" is no longer an option for us, it has become a basic right of consumers and we truly honor that. That's why we started to rethink: how we produce, what materials are we using, how our product will create an impact on consumers and how our products will have their afterlife on this planet. We have started researching possible solutions. Soon they will become a part of our mission statements for which our brand will be valued for.

A good message from LA modes towards customers and employee:

Our First Steps Towards Sustainability

There are numerous ways to follow but we looked into our current business state and found the best way to start is by reducing how much we produce. Wasteful production is a very concerning point in our business, a realization that came to us as the "Great Lock down" resulted in a major portion of our inventory to remain stuck for several months. It left us to rethink if we needed to produce this much!?! So, we decided to reduce the number of products we make every year. Previously we would release 6 new collections annually which included, • Spring Collection • Boishakhi Collection • Festive Collection • Monsoon Collection • Fall Collection • Winter Collection.