

Report On  
Operation System of  
Bikroy.com

By

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An internship report submitted to the Marketing in partial fulfillment of the  
requirements for the degree of  
Master of Business Administration

Marketing  
Brac University  
October 2021

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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. I/We have acknowledged all main sources of help.

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

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**Rahbir Islam**  
19164053

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

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**Syed Ibrahim Sajjid**  
Adjunct Faculty, GSM  
BRAC University

## **Letter of Transmittal**

Syed Ibrahim Sajjid  
Adjunct Faculty, GSM  
BRAC University  
Kha 224 Bir Uttam Rafiqul Islam Ave, Dhaka 1212

### **Subject: Internship Report.**

Dear Sir / Madam,

It is a great opportunity for me to prepare my internship report on operational mechanism of Bikroy.com I am really grateful to you for given me the opportunity to work on this particular topic. I have given my best report in preparing this report. It has been a great experience for me to complete my internship report under your supervision. Your suggestion and guidelines was really helpful for me.

I have given my best in the process for making this report. It will be really great for me if you give me your suggestion regarding any flaws of my report.

Sincerely yours,

---

Rahbir Islam  
Student ID: 19164053  
BRAC Business School  
BRAC University  
Date: October 5, 2021

## Acknowledgement

I am thankful to almighty for giving me the opportunity of successfully completion of my report. I would like to convey my gratitude to Brac University for guiding me in correct path and giving me the opportunity to complete my report. During my time in Brac University I have learned variety of things from my honorable faculty members which will help during future path of my life.

I am really thankful to my honorable instructor Syed Ibrahim Saajid and supervisor Md. Khairul Alam for providing all the necessary aid that was required for the successful completion of my report. Their suggestion was really helped a lot throughout my internship journey.

## Executive summary

Bikroy.com is the leading Market place website in Bangladesh. As a part of the operation team I do have insight about how the operational system of Bikroy.com runs. I have all the necessary resources available which are required for the making of this report. Although I work in the operations department but during the making of this report I got to know many more interesting facts about operational system of Bikroy.com.

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# Chapter 1

## Overview of Internship

**Student information**

I am Rahbir Islam a student of Brac University. My Brac University ID is 19164053. I am doing my MBA program. My major is marketing. During my MBA program I have learnt about different theories of Marketing through honorable faculty members.

### **Internship Information**

I am currently working for Bikroy.com as a full time employee. I am working in the Operations department. Bikroy.com's Office is Banani, Road 11, Kamal Ataturk Avenue.

### **Supervisor Information**

My internship supervisor name is Mohammad Khairul Alam who is working is Assistant Manager in Operations department.

### **Job Duties and responsibility**

I work in operations department under email support team of Bikroy.com. My main responsibility is responding to customers through email. Users send email to us through our official email address regarding any trouble they face while Bikroy.com. Bikroy.com use a platform call Zendesk where all the emails come. Usually customer sends two kind of email one is support related emails. Support related email contains issues like ad not published, payment issue and ID related issues on the hand other second type of emails contain report related issue these email mainly contains when an ad poster report against any ad. I have reply to users email within 24 hours. I also bestowed with the responsibility of forwarding memberships leads into different vertical and also providing aftersales service to members. On the other hand when I receive any report related mails make proper investigation of the complaint and take necessary action against the reported ad.

### **Making calls**

In terms of critical issues like payment related issues I have to make call to users and inform them why their ads are not being published after making payment. In such I have to offer them refund of their payment or voucher code and have to make necessary inputs accordingly.

### **Handling social media:**

I am also responsible of handling social media platforms like Facebook and Google Play store for Bikroy.com. I have reply the queries which consumers make in different post of Bikroy.com.

# Chapter 2

Organization part

## **Introduction**

Bikroy.com is an online platform where you can sell both new and old things. It is platform your where buyers and sellers can communicate among themselves across the country and can buy or sell their old and new products at a competitive price. Bikroy.com is platform where its users can sing up through their email address or Facebook completely free and post ad any legal item.

Bikroy.com has become really popular across the country as it's allow its users to sell their used products in the most easiest way ever possible yes this concept is not first introduced by Bikroy.com in Bangladesh but what they did is that make that platform as much easy for its users and that helped them to survive this far. Bikroy.com is a platform where you allowed to sell any product which are not restricted by the local law.

Basically there four main category of Bikroy.com under which users can post and this four categories are divided into sub-category. All ads posted in Bikroy.com are reviewed carefully before coming online.

### **Company overview**

Bikroy.com started its operation in Bangladesh in 2012 as a classified website where ad posting was completely free of charge in wide range of category which worked in their favor. Free ad posting in wide range of category helped Bikroy.com to attain huge number of users. Bikroy held its first media conference in 18 October 2012. This conference was covered by all the popular media platform as it was first classified online market place in Bangladesh. Bikroy.com was titled as the “Country’s first bilingual classified website” by The Daily Star. Since then they have achieved many more recognitions because of the service they are providing to its users.

The parent company of Bikroy.com is a Swedish company name Saltside Technology. Saltside is company which focuses on developing website for emerging markets. Currently Saltside is considered as one of the most renowned company which operates top classified website. There websites are following

- Bikroy.com in Bangladesh
- Ikman.lk in Sri Lanka
- Tonaton.com in Ghana

### Mission of Bikroy.com

Mission of Bikroy.com is to build the biggest online market place for the underserved market and creating sustainable value for the community

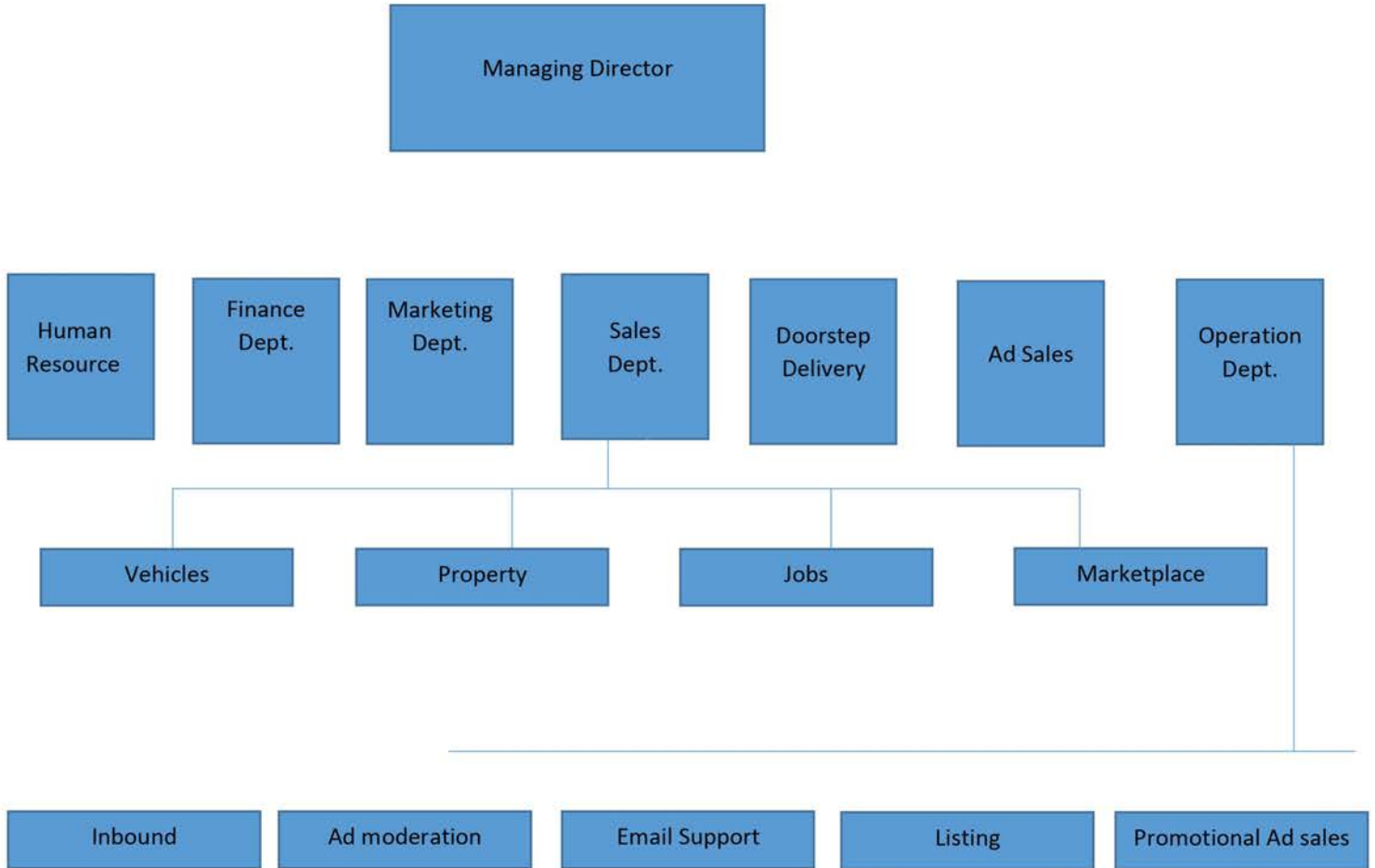
### Vison of Bikroy.com

Bikroy.com aims to extend its service for its users and business partners which will facilitate the online buying and purchasing activities of its users. Bikroy.com has launched new service call Doorstop delivery which allow its members to delivery their products to consumers through their delivery service across the country.

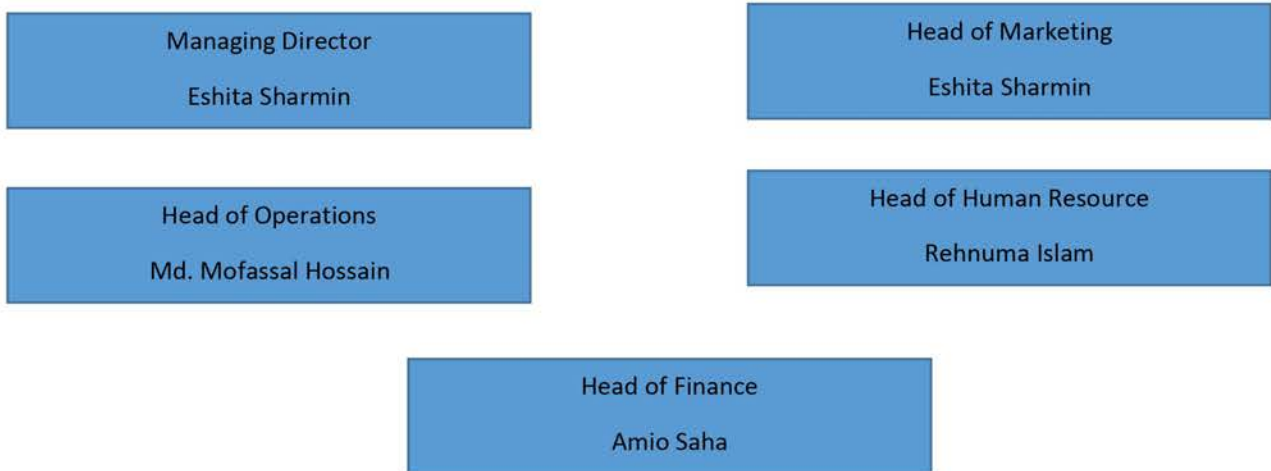
### Values

- You make the call
- Do fewer things better
- It's okay to make mistake
- Know your KPI
- Results speak louder

### Organogram



### Head of the Department





**Service provided by Bikroy.com**

- Membership
- Listing fee
- Banner ad
- Promotional ad sales
- Doorstep delivery

### Office

Right now Bikroy.com has only one headquarter which is located in Dhaka but they have employees across Bangladesh who are working for the sales team they help to aid the sales team

### Achievements

Throughout Bikroy.com ten years journey Bikroy.com has been awarded with many achievements. In 2016 Bikroy.com was ranked third in the internet sites in Bangladesh by TOM survey. The survey was conducted among 1008 local internet users across Bangladesh. In 2018 Bikroy.com was also awarded as Best Employer Brand Awards. They were also awarded with the Brand Leadership award at the CMO Asia Presents Bangladesh Master Awards in the same year.

## Ad posting category

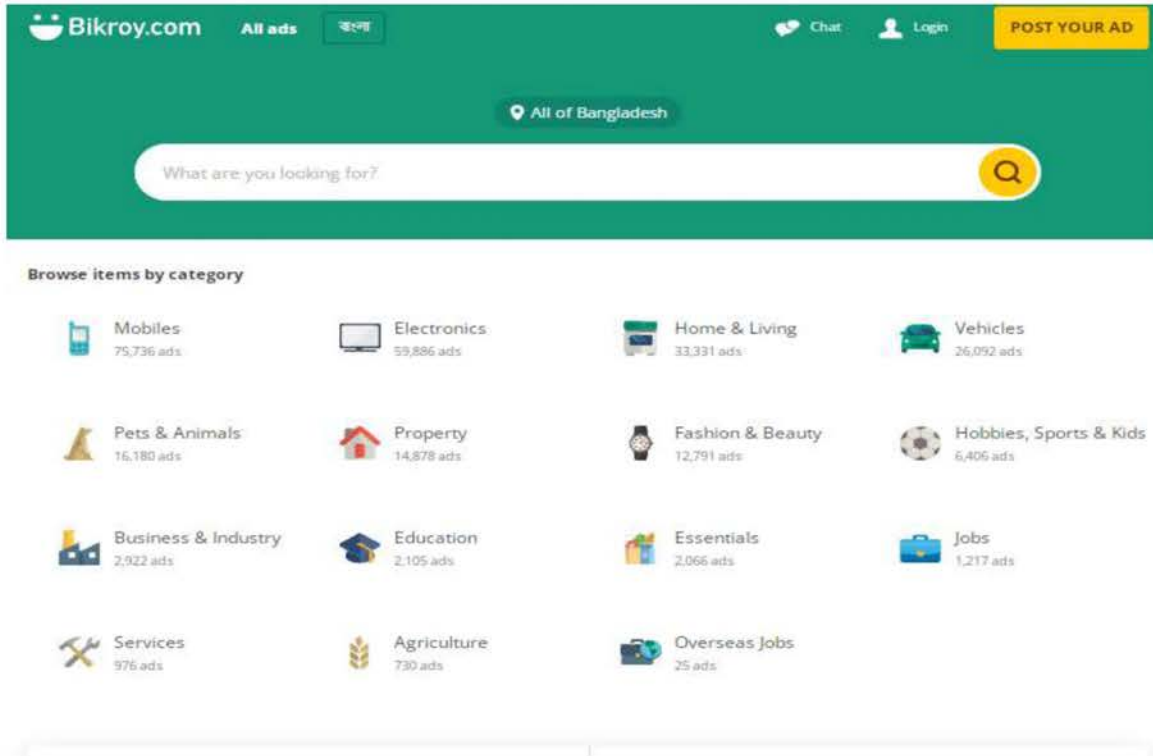


Figure 3 Ads category



# Chapter 3

Objective part

### Objective of the study.

Bikroy.com is one of the most well-known online market place in Bangladesh where can sign up within 2 minutes and sell and buy their used and new products. Yes they are not pioneer of such market place in Bangladesh but they are the lone survivor in this sector. This report is about how the operations team functions and aid other verticals in their area of work.

The broad objective of my study is explaining the operation team run its operation to ensure the smooth running of the company.

### Specific objective

- How they are different from other e-commerce platform
- How they generate their revenue

### Methodology

In the way of preparing my report I used both primary and secondary data. Here we I have talked out Bikroy.con Background, history and how they run their operations team from secondary sources. Beside I have given information from my day to day work experience, supervisors and my colleagues.

### Primary sources

- Day to day work experience
- Team meetings
- Daily standups

### Secondary sources

- Bikroy.coms website
- News release
- Online articles

### E-commerce

When buyers or sellers involved in buying goods or services through the internet service is known as e-commerce. E-commerce transaction can occur between business to business and business to consumers. With the emergence of e-commerce websites like Amazon and eBay this sector has flourished a lot in last decades. E-commerce is an online store where consumers can browse and place their order through their devices.

### Online Market place

An online market place is a platform where consumers have opportunity to engage in shopping from multiple sources. In online market places the operator does not have its own inventory. The concept on online market place is presenting the inventory of others and aid users in the shopping process.

### What makes Bikroy.com stand out from E-commerce website?

Although Bikroy.com is a market place but majority of users in Bangladesh consider it as an E-commerce platform and that is happening because users are not aware of the point of difference between an E-commerce platform and marketplace. One of the major objective of this report is about enlighten about the difference between this two platforms

#### 1 Target market and marketing approach.

The first point of difference between an E-commerce website and a market place website is their target market and marketing approach. While an e-commerce website mainly focuses on buyers through their product range on the other hand a market place have to approach both buyers and sellers. In an E-commerce sellers have to on board products in his shop which have more demand among users in order to sustain in the market. On the other hand market place is consist of both individual sellers and sellers who own an online shop in the website through availing membership package. In markets places website individual users do not get the opportunity to of marketing their product. For example the website of Daraz is only consist of merchants and their products. Users can browse through their shop and order product according to their choice. On the other hand the website of Bikroy.com consist of both individual ad posters and merchant users can buy product according to their will

#### 2 Scalability

A market place website do not indulge themselves in buying and selling of goods of service what they do is just build up the website in such way that sellers and buyers can connect among themselves to buy and sell their products. On the other hand an e-commerce website have invest in the product line. They have make different approaches so that their products can get maximum amount of sale so they have to take on some sort if risk as there is chance of product not getting desired sale. If we look at Bikroy.com they do not give any guarantee to its ad posters of their product getting sale and thus they do not take any commission from ad posters On the hand and e-commerce website have to give assurance to its merchant that their product are more like to get sold here. Merchant have to give commission over the sales volume in an e-commerce website.

#### 3 Bigger inventory

In a market place yes building up the category is in the hand of the company but availability of product in not up to their hand so whether a product is available in their inventory is mostly dependent upon ad posters. On the hand in an E-commerce website inventory mostly depends on the hand of the company. In terms market place when a certain category of product do not have desired amount of product they can just deactivate that particular category. But in term of E-commerce platform when a certain category do not give fruitful sale they have to lower the price in order clear the inventory.



#### 4. Market trend

Following the market trend is equally important for both e-commerce and market place website. A market place website change their policies according the market demand of particular product. For example Bikroy.com reduces free ad posting limit according to ad posting trend when people post more ad in certain category they reduce the free ad limit in that certain category. On the other hand E-commerce also have to follow market trend they have on board those products which are more popular among users.

#### 5. Liability

From perspective of taking liability this two platforms stand in different point. A market place do not take any labiality of financial transaction between buyers and sellers. Buyers have to follow the guidelines when they are involves in any kind of transection with a seller although the website try their best to ensure safe online shopping for buyers by tracking fraud ad posters and blocking their ID from the website. But in terms of an e-commerce website they have to take responsibility for the financial transaction as they are on boarding those members through proper authorization

### Source of revenue

At the initial stage of Bikroy.com ad posting in all categories were completely free of charges which really worked into their advantages to get the attention of huge number of people who want sell their product. But as time passed by they have made changes in their policies right now apart from vehicles in all other category posting ad is free but there is a limit of free posting. Every month a user can post a certain amount of ad completely free if they avail their free then they have to pay listing fee for posting ad in each category.

### Membership service

Bikroy.com launched its Membership service on May 2016. Memberships are packed with extra features that will help you reach a wider range of potential customers. Members receive a dedicated Shop page on Bikroy.com, which gives them the opportunity to showcase all their products in one place. Bikroy.com's trained agents help members post high-quality ads in their Shop, which allows them to sell their products faster. Bikroy.com has two types of Membership packages

- Business plus
- Business premium

### Listing fee:


Listing fee is another source of Bikroy.com revenue. Apart from vehicle ad posters can post free ads in Bikroy.com up to their free ad limit every month. When an ad poster exceeds his or her free limit they have to pay listing fee to post ads in Bikroy.com which varies according to the category of the product.

### Banner advertising:

Banner advertising also aids Bikroy.com to earn revenue. Banner ads are a service provided by Bikroy.com to other business organizations through which they can promote their brand through Bikroy.com's website. Bikroy.com offers four types of banner ads and they are leaderboard, Skyscraper, Large mobile banner, Square

**Bikroy.com** সকল বিজ্ঞাপন English চাট লগ ইন আপনার বিজ্ঞাপন দিন

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**জনসমাগম এড়িয়ে  
বাসাতেই থাকুন**

**Buy now**

MARVELLA ULTIMA RO+UV Classic Mineral RO+MP

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🛡️ ডোরটেক ডেলিভারি এর মাধ্যমে যেকোনো পণ্য নিরাপদে ও নিশ্চিত ডেলিভারি  
 দিন এক্সপ্লোর করুন

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📍 অবস্থান নির্বাচন করুন
📍 শ্রেণী নির্বাচন করুন

আপনি কী খুঁজছেন?

সার্চ

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অন্যান্য করুন করে দিন

তারিখ: সকল প্রথমে

বিজ্ঞাপন ফিল্টার করুন

আরও

ফোকাসে ফিল্টার

স্ট্যাটাসের প্রকার

সকল

শ্রেণি

সকল শ্রেণী


মিতা প্রযোজনীয় সামগ্রী (২,০৭৫)

মোবাইল (৭৫,৮৯৮)

Kvxtk78seaScx-M0... ৩)

হোমপেজ > সকল বিজ্ঞাপন মাঝে বাংলাদেশ


সারা বাংলাদেশের রুম, ভাড়া কিংবা বিক্রি করুন যেকোনো কিছু  
 এর জন্য ২৫৫,২৬৪ টি বিজ্ঞাপনের মধ্যে ১-২৫ টি দেখাচ্ছে



**Computer Operator**

৳ ৩,০০০ - ৳ ৩,০০০

📍 ঢাকা



**Apple iPhone 5S 32GB ধামাকা (New)**

📍 ঢাকা

**বুকিংট অ্যাপ-এ**  
 যে কোন  
**VISA**  
 মাঝে  
**টাকা Add করুন**  
**খুব সহজেই**  
 নিশ্চিত করুন

Figure 1: Banner ad

## Doorstep Delivery

Doorstep delivery is a new service introduced by Bikroy.com in 2020. Under this service Bikroy.com take the responsibility of delivering the product to the consumers which they order online. Doorstep delivery is only available for those who avail Bikroy.coms Membership package. When someone order something through Doorstep delivery it's covered by Bikroy.coms buyer's protection program.

The screenshot shows the Bikroy.com website interface. At the top, there is a green navigation bar with the Bikroy.com logo, 'All ads', a search bar, 'Chat', 'Login', and a 'POST YOUR AD' button. Below the navigation bar, the main content area features a 'Doorstep Delivery' banner with a '100% Buyer Protection' badge and an illustration of a delivery person on a scooter. The banner text reads: 'Quick, safe and easy - from Bikroy to your doorstep!' followed by a sub-headline: 'Buy from our trusted members directly on Bikroy without leaving your home. Just click on Order Online to place an order, and the item will be delivered to your doorstep.' Below this, it states: 'When you buy using Doorstep Delivery, you are covered by our Buyer Protection program. This means that if the delivered item is not as described in the ad, it will be replaced for FREE!'

Below the banner, a section titled 'How Doorstep Delivery works' contains a three-step process diagram:

- 1. Click on Order Online and place your order.** (Accompanied by an 'Order Online' button icon)
- 2. Either the seller or Bikroy will call you to confirm the order and arrange a delivery time.** (Accompanied by a headset icon)
- 3. The item will be delivered to your doorstep.** (Accompanied by a delivery truck icon)

Figure3: Doorstep Delivery

Promotional Ad sales:

Bikroy.com offers different premium service to its users. This premium services are designed in such manner that it will help an ad to get more views and response in the website. More response means more interested buyers. Right now Bikroy.com offers five kind of promotion and they are following

- Spotlight
- Top ad
- Bump Up
- Urgent
- Urgent bundle

If a user want to avail this services they have to spend a certain amount of money. A user can promote his or her ad for 3/7/15 days on the website.

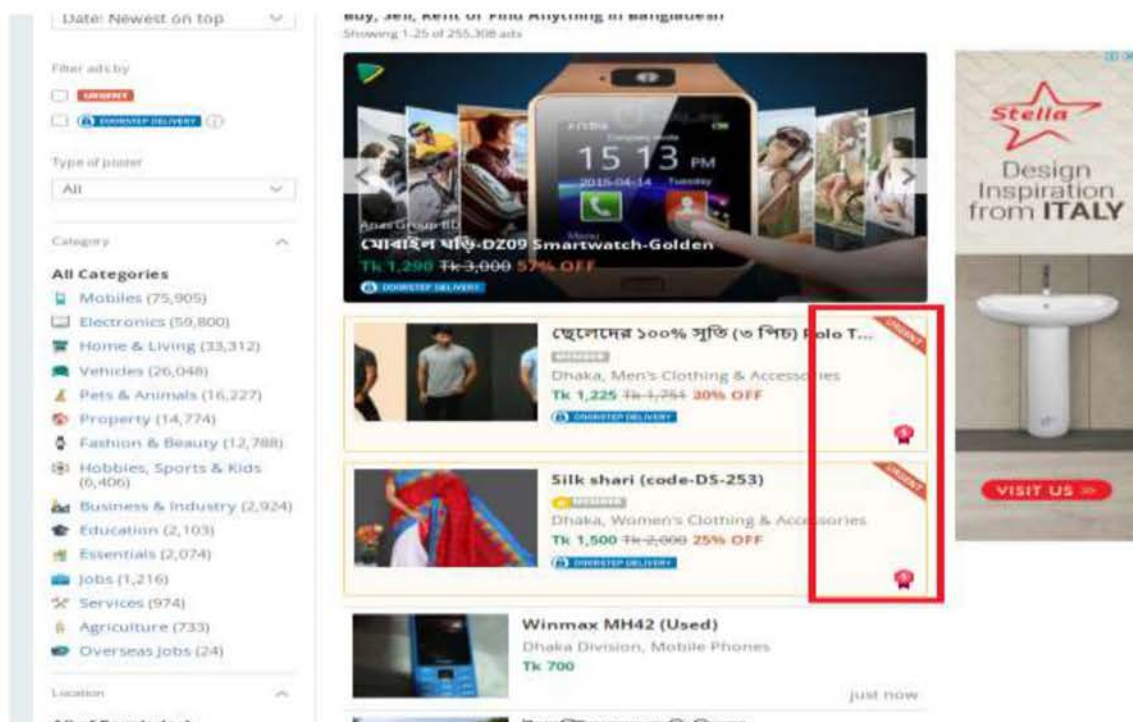


Figure 2: Ad promotion



### How the operations team of Bikroy.com works

The operation team of Bikroy.com plays a crucial part in smooth running of operational activities of Bikroy.com. Operation team is largest team of Bikroy.com. The operation team consist of four team and they are following

- Ad moderation team
- Email team
- Listing team
- Promotional Ad sales
- Help desk

Ad moderation team:

Ad moderation team is responsible for approving the ads in the comes in the que. There are four que general, edit, listing and membership. Ad moderation team have follow the guidelines of ad approval when they are approving any ad. When someone post an ad its first comes to general que ad moderation team click the approve button and the gets published in the website. When ad poster edit his or her already published ad its gets into que edit. On the other ads which requires listing fee gets into listing que and membership consist of ads of members. The maximum amount of time that requires to publish an ad is three hours. If an ad get rejected user get a email containing the rejection reason.

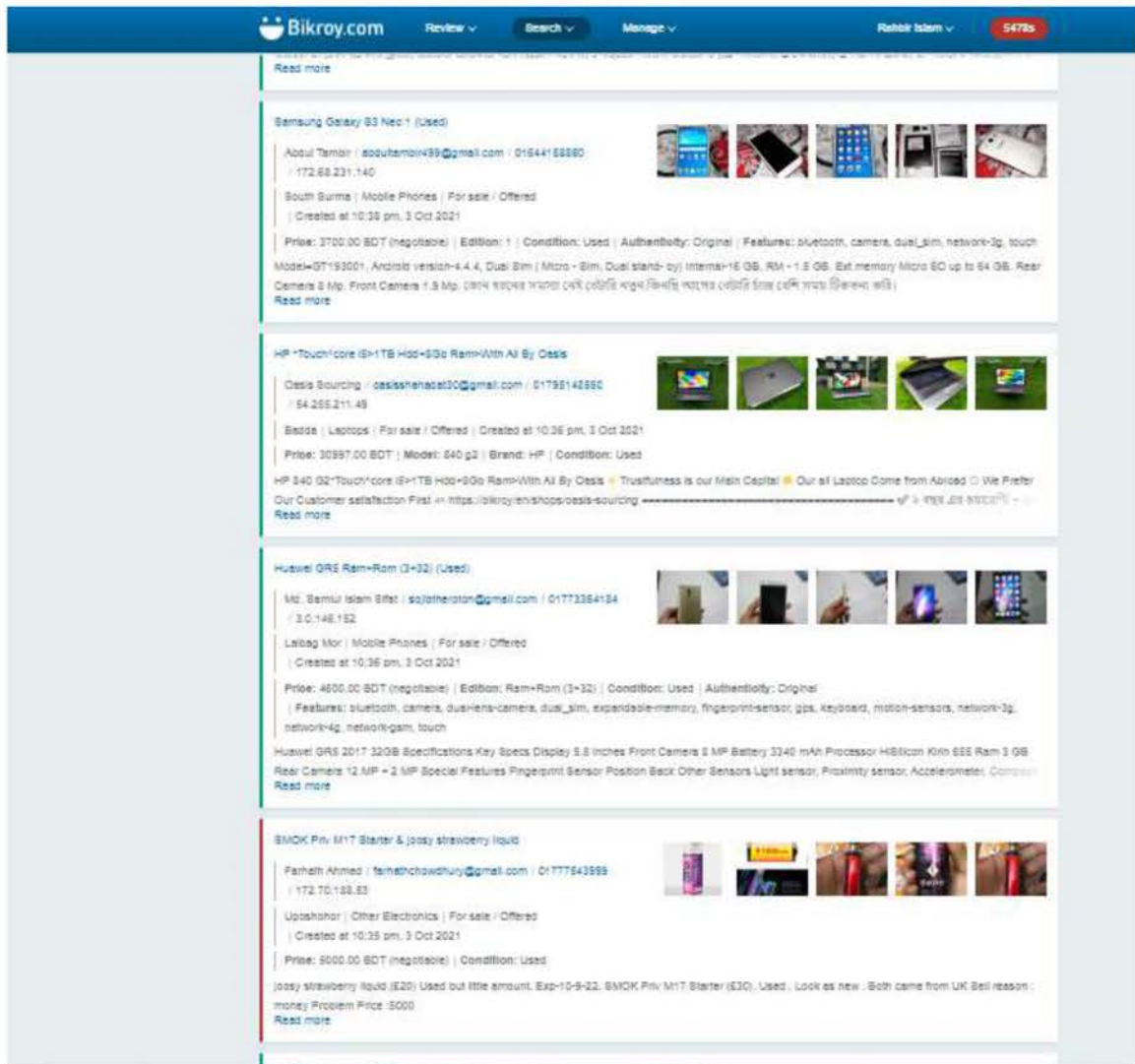


Figure 4: Ad moderation Admin

## Email team

Email support team is responsible for replying the email that uses send. Basically users send two types of email one is support related email which contains problems like ad publishing, payment issues, Account related issue basically any issue that an user face while they are using Bikroy.com. On the other hand report related mail contains when an ad poster report against any ad. Email team is also responsible replying quires that comes through social media platforms.

### Listing team

Listing team is responsible for making calls those ad posters whose ads requires listing fee before publishing. Listing team make call from IP and peruse ad poster to pay the listing fee in order to get their ads published in the website. They describe what are facility the when the ad get published in the website.

### Promotional ad sales

Promotion is a premium service offered by Bikroy.com. Promotion helps an ad to get more views in website. Bikroy.com has different promotion service like Spotlight, Bump up, Urgent, Top ad and Urgent bundle. The price of promotion depends on ad publishing category and location. Promotion ad sales team make call and peruse ad poster to promote ad. They describe the facilities of different promotional service.

### Helpdesk

Helpdesk is the helpline of Bikroy.com. Users make call in helpdesk about different quires. Helpdesk team suggest solution according to problem of users. Helpdesk team is available from 9 am to 9 pm every day.



## Conclusion

The journey of Bikroy.com was not so smooth they have been through many ups and downs. But they have survived all the ups and downs and leading the market and now they are leading market place website in Bangladesh. They are introducing new services which are introducing values in the life of its users. They have introduced new service call Doorstep delivery by which they are delivering products in the doorstep of its users they have also introduces a new category call Essentials during the pandemic under which people can see the ads of daily essential products. Bikroy.com always make policies which not only facilitate its users but also empower its employees.

## References