

Report On
Shop Up: Creating and Developing New Entrepreneurs Through
Technology To Eradicate Unemployment From Bangladesh

By

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Student Id: 17304029

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

Brac Busienss School

Brac University

May 2022

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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:

Faiz Ibne Farid
17304029

Supervisor's Full Name & Signature:

Md.Shamim Ahmed
Lecturer, Brac Business School
Brac Univerisy

Letter of Transmittal

Mr.Shamim Ahmed
Lecturer, Brac Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Shop Up: Creating and developing new entrepreneurs through technology to eradicate unemployment from Bangladesh.

Dear Sir,

This is my utmost pleasure to inform that I was appointed as a Sales intern at Reseller department, Mokam division of Shop Up, a leading startup of the country. My internship period was of three months and I worked with my maximum potential to bring out that experience in this internship report. I am ever grateful to you as with your strong guidance and supervision I was able to prepare myself for this internship report on 'ShopUp: Creating and developing new entrepreneurs through technology to eradicate unemployment from Bangladesh.

In my internship journey I was appointed Sales intern under the supervision of Mr. Shahadat Hossain Mazumder, Head of sales. I was able to learn so much from him and my experience team members as well about corporate culture and professional life. This will definitely be reflected in the report. The learning that I experienced will help me in my professional life in the future.

I have tried my best to bring out the experience and essential data of the internship period in my internship report. My humble request to you to pardon any of my mistakes despite my attempt of following recommended proposition. I trust that the report will meet the desires.

Sincerely yours,

Faiz Ibne Farid
17304029
BRAC Business School
BRAC University
May 14, 2022

Non-Disclosure Agreement

This agreement is made and entered into by and between ShopUp and the undersigned student Faiz Ibne Farid at BRAC University.

Faiz Ibne Farid
17304029

Supervisor's Full Name & Signature:

Shahadat Hossain Mazumder
Head OF Sales,Shop up (reseller),Moakm division

Acknowledgement

I am ever glad to acknowledge that preparation of this internship report on Shop Up: creating and developing new entrepreneurs through technology to eradicate unemployment from Bangladesh' was a tremendous learning experience for me. With the experiences that I have gained has definitely prepared me as a more worthy candidate for the future professional life.

The internship was a part of my completion of Business administration degree at brac university. Appointed as a sales intern at Shop up's mokam division in the reselling department, I tried be best to put together my experience of internship journey. I am every grateful to Mr. Shamim Ahmed Sir, my supervisor, under his guidance and advisory I was able to put together this report with recommended standards. His direction not only helped with the report but also help on to make me a more skilled and prepared Business graduate for the future.

I would also like to thank my onsite supervisor, who guided me through my three months intership period. Not only I was able to learn new and effective things but also he and his team was able to bring out full potential in workplace. I lastly wasn't to acknowledge shop up for giving me the scope to be a part of their wonderful family and without this opportunity it would be difficult me to carry on this intership journey.

Executive Summary

As completion of My Business administration degree I was directed to do the intership at Shop Up a leading startup in the country to gather my practical knowledge about the workplace and corporate culture. Based on my internship experience I wrote this intership report on ‘Shop Up: Creating and developing new entrpreneurs to eradicate unemployment from Bangladesh. The internship report my practical knowledge, wisdom and relevent data and findings about my three months of experience. The report contains factual data, analytical judgments an applied knowledge grathered from working in the company.

The internship report is a mirror my journey in the company for three months. Working as a Sales intern there I tried to discuss the intership topic and the analyse the company. The report consists my work as a sales intern in the company, how was I able to prove my works in the department and the learning I had over the three months. The reports then potrays how Shop up is reaching and providing it’s services to general people to establish them as entrepreneurs . The report contains the company’s insights, organizational structures and financial performance and analysis as well. as lastly from an intern’s perspective how it can take some steps to be better on some fields. The report is strongly directed to analyse and interpret how Shop Up a B2b sourcing start up is going ahead to reach it’s objecives.

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The graphic features a woman in a purple sari sitting cross-legged and using a laptop. Behind her is a yellow kiosk with a green and white striped awning. Two yellow circles with the '₹' symbol are positioned above the woman. The background is a gradient of blue and green with white wavy lines at the bottom.

ShopUp
ENABLING
SMALL BUSINESSES
VIA TECHNOLOGY

 **mokam**
10,000+
wholesale products

 **REDX**
Nationwide
last-mile logistics

 **Baki**
Easy digital
embedded credit

Chapter 1

Overview Of The Internship

1.1 Student Information:

Student information:

Name: Faiz Ibne Farid

Id: 17304029

Program: BBA

Major: Marketing

1.2 Internship Information

1.2.1

Period: Three Months

Company Name: Shop Up

Department: Reseller Department(Marketing),Mokam division.

Address: House no 112, road 6,Shop Up Head Quarter,Mohakhali DOHS,Dhaka.

1.2.2

Supervisor's Information:

Name: Shahadat Hossain Mazumder

Position: Head of sales,Reseller department,Shopup (Mokam)

1.2.3

Job Scope :

Assigned as a sales intern in the Reselling Department of the company my job was mainly sales and marketing related. Sales related activities associating with the department was my part of job. Calling to new potential customers, resellers of the company, talking to suppliers about products, handling client issues and problems, driving sales through social media pages, websites these were the main activities of my job. Got to learn so much about Microsoft excel related functions as doing various data based functions was a part of my job. Data sourcing, Data finding these were every day functions of the job on excel. Besides meeting with team members and coming up with best possible ideas and solution was also was a part of my job.

1.3 Internship Outcomes:

1.3.1 Students Contribution to the company:

As a marketing student working I have always tried to pour every bit of my knowledge to the reselling department and could see bright results. As a sales intern I was given the task to drive sales through social media pages and accounts of shop up products and bring on new resellers to the company through sales calls. With analytical digital marketing strategy and promotion I was able to drive the targeted amount of sales to the department. Besides through sales calls and proper communication I was able attract new reseller who were very much interested work in the company as resellers and place larger orders for their business. Besides, I was also successful in doing various Microsoft excel activities which was very much helpful in completing company's day to day tasks.

1.3.2.

Benefits to the Students :

The internship helped in various ways through developing my analytical skills, communication, negotiating skills and many other areas that will certainly help me in my professional life. It improved my intellect as well as my personal self as well. Getting to communicate with new

and experienced team members and seniors certainly opened the doors to gather knowledge about corporate and professional life. Besides knowing how companies operate, how corporate culture works, how to work in a plan with team to reach objectives and goals were a part of my learning. Moreover, working as a sales intern I also went on to learn the fundamentals of selling, negotiating, promotion, marketing and how to drive sales was also a part of this internship journey. Last of all, learning the etiquettes of corporate culture was an essential thing for me as it is something that I will follow for the rest of my career.

1.3.3

Problems/Difficulties faced during the internship period:

During my internship period I faced some difficulties that created some problems to my work. For example while promoting products in social media accounts there was an insufficiency of budget that slowed down our promotional activities. Besides, another problem was lack of specialized digital marketing team or specialist. With insufficient people specialised in digital marketing our marketing plan was not upto the mark. That's why it was a major concern for driving growth through sales channels.

1.3.4

Recommendation:

My recommendation for Reselling team on future internships will be to give a more detailed knowledge and insight about digital marketing and the sales calls. This will make the interns more efficient in their tasks and the results will be much more brighter. Giving special lessons by specialized marketers and sales people will broaden the knowledge of the newly appointed interns.

Chapter 2 : Organization Part



2.1:Introduction:

Background:

Shop Up is a Bangladeshi start-up which started its operation with the motto to create new entrepreneurs in the digital age through technology. It is a full stack B2b commerce platform for small businesses that uses technology to access its customers with B2b sourcing and last mile logistics. Shop up provides all sorts of business solutions, supports to small business owners to help them run their business operations smoothly. Shop up has its own product base, logistics service and digital financing service. These services are divided into three business divisions which are called Mokam, Redx delivery service and Baki.

Shop Up started its journey with a very noble mission of eradicating unemployment problems from Bangladesh. Getting awarded 'The best startup of the year 2019 Bangladesh' by the honorable prime minister and an investment of 75 million dollars from foreign investment, it has become more inspired and focused to fulfill its mission.

Objectives :

1. The purpose is to find how Shop Up is using its resources to run operations in different departments to meet its mission.
2. How it is positioning itself in the market to grab and acquire customers in the market
3. The internal management process within departments and the company as a whole to run the company

4. Analysing its market and getting an insight about how its competing against its competitors

5. Collecting and analysing insights financial performance and statistics to know how the business is overall performing.

Methodology :

I have used mainly both primary and secondary resources to complete my research. The internet was a key source to finding relevant secondary data about the company and its market. Besides primary data were collected from the company's annual and financial statements and talking to a lot of employees related to different departments were very helpful to gather my relevant information.

Significance :

This analysis will briefly describe how different departments of the organization works and how the business is operating through its management and marketing practices. Besides this analysis will thoroughly explain business financial performance and insights through strategic audit. Besides what is recommended for the business to grow and attain its customers to keep its market share will also be described here

2.2 Overview Of the company:

Shop Up is a Bangladeshi start up which started its operation with a vision to create new entrepreneurs in this digital age by using internet and technology. It is full stack B2B commerce platform for small businesses with a goal to provide small businesses with easy access of b2b sourcing and logistics services. Shop up has its own product base, logistics company and digital financial services. The company is divided into three business divisions providing three of its services which are Mokam, Redx and Baki.

Shop up plans to revolutionize digital and online business sector by providing all sorts of necessary services necessary. The company started its fund raising journey in three stages which are stage a, b and c. With successfully raising funds of 75 million dollars in the second stage from foreign investment. This was certainly a major accomplishment not only for the company but also for the whole country that a Bangladeshi company was able to get so much attention and support from foreign investors. Not only that the company got 'The best start-up of the year' award in 2019 from Prime minister Sheikh Hasina which shows that this is company which has tremendous potential.

The company runs its operations in three divisions which usually provides three of its services. They are Mokam, baki and Redx.

Mokam:	: Mokam provides thousands of every day items in various categories to small businesses including grocery, lifestyle and more.
Redx:	: Redx delivery service which is the logistics support service of Shop up provides last miles logistics supports to these businesses. Lastly
Baki:	: Baki is the financial service provided by shop up which provide loans and credit to small business owners who finds it harder to take loan from other financial institutions.

The Mission statement of shopup is 'Enabling small businesses with technology'. Means the company is determined to serve and boost up small businesses with the help of technology and it's going strong with to fulfil it's mission.

2.3

Management Practices:

Shop Up has a very structural and well choreographed management system. The company has different levels of employees and key leaders at the top who makes the end decisions. Analysing the management process of the company it can clearly be told that The company follows a very democratic style which is leaders being very opened to the opinions of the employees and executives and then consideration of the leaders.

Shop Up's Democratic management system: Shop has different levels of employees and some leadership people at the top who finalizes every decisions. So whenever heading towards any goals or objectives the key leaders listens and takes into consideration opinions and advices of the executive. This make the whole team of employees participate in the management process, builds up team spirit, trust among everyone, growth of the employees and promotes creativity. The leaders or the top management takes the end decision after evaluating everyone's decision. This is how shop up's management process has become a democratic leadership style.

The human resource planning process of shop up is a very structured one. The company follows a step by step policy while recruiting and selecting candidates and employees. Firstly the recruitment notice is published on different mediums of social media, interent and job sites where the applicants are encouraged to send their CV. After gathering all the applications the recruiters generally calls the top applicants and from them the highest valued candidate is selected for the post. The employees and newly recruits are usually compensated according to

the company policy. Where, the employees are compensated based on their position and experiences. Besides, there is an extra benefit package and bonuses with the compensation.

The employees are trained very well and in a very professional manner to get them ready for the corporate culture and the job position. Giving training on basic skills, the particular skills that are required for the job and essential computer skills training are given to the employees. This is how an employee is trained for the future in the company.

2.4:

Marketing Practices:

Shop Up happens to be a large company with hundreds of employees which is growing rapidly. Shop Up has a full blown marketing department which functions in different sub departments. Shop Up since the start of their operation has a very in depth marketing plan and strategy which will now be discussed in the following.

Marketing strategy: Shop Up has very broad and detailed marketing strategy. Shop Up being a full stack b2b sourcing company for small businesses basically plans their marketing strategy based on their potential customers which are the resellers and small business owners.

Shop Up specially my department which is the reselling department's marketing strategy is to spread the message of our business model to the potential customers through phone calls, fb and youtube ads, internet ads and making them aware how we can give them premium products at low price than the competitors and deliver premium services to the customers which will help them to establish their business. We then offer discounts and offers and various ad campaigns on our page and website to draw the attention of buyers.

While targeting the small store or grocery shop owners we generally send our sales representatives door to door of the shop owners showing our products and how we can delivery good products on a lower price with faster delivery. Besides we have warehouse on every districts so we can delivery products faster.

Target customers, targeting and positioning strategy:

Shop being a one stop B2b sourcing platform for small business and ecommerce owners it usually targets small or medium store, grocery shop owners and ecommerce business owners and resellers. Shop up focuses on young students, unemployed young adults, housewives who are into small businesses or are willing to start small businesses and need help of some platform. We try to encourage, motivate them how our products and services will be helpful to their busniesses form sourcing to logistics and so on.

We position our brand as a technology based B2b sourcing which have great quality products a in a relatively low price with last mile logistics service. We want to be the number one B2B sourcing brand which has all the features of helping small business owners with little to no investment. So our tagline has always delivered the message of doing business with no investment at all which delivers the message of convenience and ease of doing business.

Marketing Channels for products as well as services:

Shop Up usually has a structured marketing channel. the products are usually sourced from the producer then then it needs confirmation of the whole seller/distributor then its gets through our packaging and processing to finally end consumers.

Our products, service and company message is delivered through digital and print media. Internet, fb, youtube and other social media plays a vital role in dleivering marketing message of shopup.

Branding activities: Shop up has always tried to establish itself as a brand that promises to make entrepreneurs with no investments. Our branding activities include bringing brand awareness between people through digital marketing and print media marketing. We position ourselves as a brand which promises good quality product of every category to people who wants to be involved in small businesses with little to no investments. We run campaigns often that promises great products and services wrapped in in the best deals for the customers to build their brand.

Advertising and promotional activity: Shop up typically promotes its product, brand name and services through digital and print media. We deliver our messages with the help of fb, youtube ads or some times word of mouth from our sales representatives. Moreover, arrange seminars on a weekly basis where we educate thousands of new resellers, small entrepreneurs about our services and business activities. Besides, we always keep contact with our clients, customers and potential leads through phone calls emails and other messaging apps to gather insights, problems they are facing and gather orders in bulk. So, it can be said that shop Up has a very comprehensive strategy and plan for their advertising and promotional activity.

2.5 Financial Performance And Accounting Practices:

Shop Up intends to raise Capital in three stages that are Stage A, B and C. The company has successfully raised capital in two stages which are stage A and B. The company has raised a total of 137 million dollars by today. With that investment the company is running its operation. Now we are going to analyze the company's previous years of financial statement here,

Company Income statement for the year 2021

Revenue	3450000000
Cost of Sale	1920000000
Gross Profit	1530000000
Expenses(operating)	
selling	200000000
adminstrative	95000000
Expense (Depriciation)	14500000
Total expense (operating)	296450000
Operating income	1233550000
Interest expense	20000000
Income tax	100000000
Net Income	1113550000

Accounting practices: By evaluating the income statement it can be said that the company follow accrual based accounting practices which means when revenues are earned it is recorded.besides the company.Besides the company also follows the accounting cycle properly from identifying transactions to closing the books.So it can be said that the company has a very strong accounting practice record.

2.6 Operations management and information system practices:

The company follows certain softwares and tools that help to collecting storing and processing information and handle stake holders and clients.Besides the company has it's own metabase

that is used by the employees to extract insight, information and relevant data.

Beside the operation team consists of operations manager, executives and interns apart from the top management who handle all the operational activities that is necessary for the operating team to function and complete their activities.

2.7 Industry and competitive analysis:

Shop Up is in the B2b sourcing and logistics service industry. There are competitors in the market for Shop Up which creates a rivalry in the market. Shop Up has direct rivalry with Chaldal, Swapno, Pandamart, Priyozone, Circle.

For the rivalry the bargaining power of the suppliers are very high. Because the suppliers that we have got the power to increase or decrease the quantity or price of the products. And in this industry having great quality of suppliers is a must.

There are lots of competitors for Shop Up who is already trying to enter the market to grab market share. Among them Chaldal, Panda Mart, Priyozone and Circle are top substitutes who work quite similar to Shop Up. These are head to head rivalry and making strategic decisions to get competitive advantage from these substitutes is a crucial for Shop Up.

Threat of new entrants is a major challenge for Shop Up. Every now and then new B2B source companies are entering the market with attractive packages to grab the attention of the consumers. So Shop Up needs to pay attention to these new threats and create their business strategy to stay ahead of the competition.

Bargaining power of the buyers plays a vital role in this industry. The buyers can produce pressure on the suppliers to produce higher quality products in a lower price to get the best out for the business.

So, this is how the industry rivalry is for Shop Up with some tough competitors and rivalry.

Implimenting the SWOT analysis we can figure out the strenths of Shopup as a company and how it has competitive advantage over other comapeteters.

Strengths: There are definitely various key strengths in Shop Up.Among them faster product delivery,versatile product base and great suppliers with good quality products is noticable.Strong marketing and advertising is also a key strength of shop up as it has been able to spread the message of doing business without investment very well to grab the attention of the customers and resellers.These are some imitable and distintive strengths that make shop up get a competitive advantage.

Weakness:

A weakness of the company is some times the due to the increase of demand and lack of product supplies.Reseller and customers sometimes doesn't get their desired products even after ordering because of their limited stock.Another,issue is sometimes there are wrong product given to the customers due to sourcing issue.

Opportunities: Shop up being a successful b2b startup has a lot of opportunities.The company raised about 75 million dollars from foreign investors which led the company diversify it's business opportunities.The company is rapidly growing it's product base and services and so the market hsrae is also increasing and it's becoming one of the top brands in the country.

Threats:

Shop Ups threats will be the upcoming new reselling sites and b2b companies.These companies are giving attractive offers and varieties of products in lower prices to grab the market.So shop up needs to keep an eye on these threats.

2.8 Summary and conclusion:

Shop Up being one of the best start-ups in the country is ran by some talented individuals who are taking the to a new standard through excellent and efficient management, marketing and operational practices. With successful campaigns and proper management of the company operation and resouces it will surely be able to reach its goal. It has already established itself as a trustworthy b2b commerce brand and slowly beating it's competetors to grab the market. Through three of it's business divisions providing quality service and product it certainly is getting to where it wants to head.

2.9 Recommendation:

Although Shop Up is a bright start up, it certainly can improve some of the areas:

1. Hiring some specialised marketers who's core job will be to get the messages out in crowd fast
2. Minimize it's logistics service delivery charge
3. Giving the employees enough benefits and reward to reward them
4. Creating structured plans in ach department and building teams to meet those objectves
5. Work with the best suppliers to develop their product base.

Chapter 3 : Project Part

3.1 Introduction

3.1.1 Background:

Shop Up is a Bangladeshi B2b sourcing platform which provide B2B sourcing and logistics services to the small business owners through technology. In an era, where Bangladesh is facing mass unemployment problem and people are getting frustrated because of lack of job Shop up comes into rescue. Marketing using the digital platforms like internet, social media and other internet platforms Shop Up is spreading its message of 'start your business without investment' to the general people of Bangladesh. By doing reselling business with shop thousands of unemployed people are getting the scope to earn extra money and being able to get financial independence. Through the help of technology and digital marketing Shop up is reaching to thousands of people across the country with its products and services. The company has seen tremendous growth over the years and been able to raise about 75 million dollars of foreign investment. Besides, The company has been awarded "Startup of the year 2019" by the prime minister Sheikh Hasina. Without a doubt Shop Up is raising to the significant heights where it will set up a standard for the other startups in the country.

3.1.2 Objectives:

My main objective of this project was to how Shop Up is being able to market and sell its products, services and how it is establishing its brand name using the internet. Besides, also my

purpose was to analyze how the company has been able to create thousands of entrepreneurs in the country to eradicate the major issue unemployment.

- Explain my experience in Shop Up as a Sales intern and giving an overview how it is operating its business in different departments
- How the company is marketing, selling and branding itself using the internet and digital technology.
- How the people of the country are being able to create their businesses with the help of the company.
- How the company is creating a change in the unemployment scenario of the country.

3.1.3 Significance:

The significance and importance of this research is very deep. The overall operations of the company, marketing and selling and the impact of the organization can be learned from here. The internal marketing operations, the company policies and the overall results of the company can be learned from here.

3.2 Methodology:

I have mostly used both primary and secondary resources. As primary resources I have interviewed Shop up employees, resellers and customers and as a secondary resource I have collected data from internet journals and other online based surveys. I have tried to collect the most relevant amount of data.

3.3 Findings and analysis:

In the findings and analysis part my objective was to figure out how Shop Up is marketing its product services and brand name to general people to spread their business message. My purpose was also to figure out how the general people are being benefitted by the Shopup products and service and how they are establishing their small businesses to eradicate unemployment problem from Bangladesh.

3.3.1 Marketing through Digital Media:

Shop Up aims to spread its marketing and branding message through savvy digital marketing strategy. The company promotes its products, services, brand message and reaches to customers through Facebook, YouTube ads, internet ads and email marketing. Besides the company has its own website and an app called 'Shop Up' reselling where all the products of shop are placed and customers can order from there.

3.3.2 Marketing through traditional Ways: Shop Up tries to educate its clients through traditional marketing ways as well. Educating people through phone call, in person persuasion to motivate and encourage customers to use Shop Up products and services is a key tool to bring up the customer base. Sales team is always trying to persuade new customers through in person negotiation.

3.3.3 Branding message “start business without investment” to motivate people to start entrepreneurship:

Shop Up's brand message has always been 'Start your business without investment'. The key strength of this message is that it created an encouragement to general people of the country to start their businesses to overcome their financial struggle. Shop tries to position itself as a B2B sourcing brand which is always beside small business owners to support them in their thick and thin. Being able to provide high quality products at a very reasonable pricing it has become a very trustworthy brand.

3.3.4 How Shop Up has created an impact on the unemployment scenario of Bangladesh:

Bangladesh being a very populated country has always been struggling with the unemployment problem. The country has thousands of young adults and individuals who are getting frustrated

because of lack of jobs in the market. In this scenario it is necessary for the people to take their destiny in their own hands to reach their financial freedom.

Shop Up with a mission to create new entrepreneurs started its journey few years back. Within a few years the company has been successfully able to create thousands of entrepreneurs and eradicate unemployment problem from a big portion of population. Thousands of women, young educated people and even older generation of people has created and established their small businesses with the help of Shop Up. This is a huge achievement in the start up industry of Bangladesh. Shop Up is now moving ahead with a social mission as well. As an appreciation the company got awarded the 'Best startup of the year award 2019 award' By the honorable prime minister Sheikh Hasina.

3.4 Summary and conclusion:

Shop Up is small business owner friendly startup which is trying to bring a revolution in the small business sector. The company has become a trustworthy brand in the minds of the consumers because of faster delivery, quality product base and lower price point product. Beside the company always takes special care of the entrepreneurs demands, needs and problems. That's why Shop up has become a very strong name in the industry.

Working in Shop up has been a great learning experience for me. Getting involved with various skilled employees and team has taught me so much. Knowing about the company culture, business policies, corporate culture has given me ample knowledge to prepare myself for the future road of the corporate life.

3.5 Recommendation:

Some sides shop Up can work on to maxmise it's perfoemnace

- 1.Reducing the delivery time to deliver product
2. Diversify the product collection base
- 3.Knowing the demand and issues of the customers to work on that
- 4.Work on building a better marking specialized team.

References

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