

## **Report On**

**“A study on eCourier & MTBL newly launched “Social Media Commerce Prepaid Card”.”**

Md Sadikul Islam Khan

Student ID:17104116

An internship report submitted to the BRAC Business School in partial fulfillment of requirements for the degree of

BBA - Bachelor of Business Administration

BRAC Business School

BRAC University

NOVEMBER 2022

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## Declaration

It is officially declared that:

1. The internship report given is my own original work completed at BRAC University while pursuing a degree.
2. The report does not include anything that has been previously published or authored by a third party unless it is properly cited with complete and correct referencing.
3. The report does not contain any content that has been accepted or submitted for any other university or other institution's degree or diploma.
4. I've acknowledged all major sources of assistance.

Student's Full Name & Signature:

MD Sadikul Islam Khan

Supervisor's Full Name & Signature:

-----

Supervisor Full Name: MS Raisa Tasneem Zaman

Senior Lecturer, BRAC Business School

BRAC University

## Letter of Transmittal

MS Raisa Tasneem Zaman

Senior Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

**Subject:** Submission of Internship Report.

Dear Ma'am,

It is my pleasure to present my internship report to you, written based on the topic "A Study on eCourier & MTBL newly launched "Social Media Commerce Prepaid Card". The report was written using the knowledge I obtained as an intern and while conducting research under your supervision.

With your gracious assistance, I did my best to express my entire experience in the report and satisfy all of the needed data. I believe this report satisfies all of the standards.

Sincerely yours,

MD Sadikul Islam Khan

ID: 17104116

BRAC Business School

BRAC University

28th September 2022

## Non-Disclosure Agreement

The following information used within the report is made and entered into by me and eCourier LTD and the undersigned student at BRAC University MD Sadikul Islam Khan ID: 17104116. The purpose of doing so is to refrain from disclosing data and related information of the organization which might be confidential.

### Signature of Student

MD Sadikul Islam Khan

ID: 17104116

BRAC University

Signature

Urme Akter

Specialist

Business Growth

Ecourier LTD

Signature of Supervisor

MS Raisa Tasneem Zaman

Senior Lecturer, Brac Business School

Brac University

## Acknowledgment

Following the completion of my internship report, it brings me great joy to move to appreciate the guidance, assistance, and work of informed individuals to whom we express our gratitude; without them, I would not have been able to complete my report.

I'd like to thank Ms. Raisa Tasneem Zaman and Ms. Rehma Akhter of Bangladesh's BRAC University for offering extensive insight and guidance on this study. She has consistently offered us helpful advice for finishing this job.

I should also acknowledge the Internet, countless publications, research papers, and BBA students from various universities, without which we would be unable to obtain some critical information. Those who graciously saved their time, went to the bother of recording details, and helped us finish our review. We also emphasize that their assistance and cooperation are greatly appreciated.

Furthermore, I am grateful to the entire Business Development team at Ecouries Ltd, as well as my direct supervisor, Urme Akter ma'am for providing me with vital information and assisting me in adapting to the workplace atmosphere. I'd like to express my gratitude to Urme Akter, Business Specialist of eCourier Ltd Business Development Department, for her continuous assistance and support. It was my pleasure to get a chance to work as an intern over here and to get practical knowledge about the business development and challenges of the Tech sector which was made possible to learn smoothly through their moral support and motivation that they have showcased upon me.

Finally, the ultimate gratitude should be given to Almighty Allah for keeping me safe and healthy during this challenging time and due to his blessing today I am able to complete my internship journey.

## Executive Summary

In this paper, I've discussed eCourier's newly launched social media commerce prepaid card. I've also talked about some of the difficulties they would want to address in order to empower small women entrepreneurs. This report is based on my three months of on-the-job training at eCourier LTD. This internship program taught me about the practical side of running a business. eCourier is a renowned logistics network offering tech-enabled one stop delivery solutions organization in Bangladesh

The report, in my opinion, also provides recommendations and findings that could help the department and the organization expand more effectively.

## **Keywords:**

Business development, Web Usability, F-Commerce, SEO, Digital Marketing Strategy, Consumer Behavior, Small Entrepreneurs.

## **List of Acronyms:**

✓ MKT

Marketing

✓ ELB

eCourier limited Bangladesh

✓ SME

Small and Medium Sized Entrepreneurs

✓SWE

Small Women Entrepreneurs

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# Chapter 1 - Overview of Internship

## Information of the Internship

**Name:** MD Sadikul Islam Khan

**ID:** 17104116

**Program:** Bachelor of Business Administration

**Area of Specialization (Major):** Marketing & Human Resource Management

## 1.1 Internship related information

### 1.1.1 Information Related to Internship Organization:

**Period:** 8th august 2022 – 8th November 2022

**Company Name:** Ecourier LTD

**Department** – Business Growth

**Address** Uday Tower, Level 12, Plot 57,57/A Gulshan Avenue, Gulshan-1, Dhaka-1212, Bangladesh.

### 1.1.2 Information related to Internship

#### Company Supervisor:

**Name:** Urme Akter

**Position:** Specialist – Ecourier LTD

### **1.1.3 Job Scope:**

#### **Job Description**

The following were my responsibilities and commitments at work:

1. First of all I would collect the potential merchant list from the company portal their records in MS excel file.

2. I would communicate with them through calls and physical visits.

3. Then I would tell them about the initiative of the project and collect their opinion and record them and send out details and Application form for the card.

4. Interest merchant would submit the form and I was responsible for making sure that I finalize all the forms and review it through my supervisor and finally send them to the bank for further process.

7. After receiving the card I would reach out to them in person and hand over the card to all the eCourier merchants in person.

## **1.2 Internship outcomes**

### **1.2.1 My Contribution to the company:**

I would like to demonstrate my contribution to the company by the following opinion:

I have assisted my supervisor by communicating with all the merchants from collecting the form, rechecking, reviewing and sending those to the bank and distributing the cards. Furthermore, I have input the data or records of the merchant that i was able to deliver the card and list of interested and non-interested merchant list. I have helped my supervisor make presentations and reports. In addition to my job description, I had to monitor which candidates are responding to our initiative through marking and advertisement. And collect their data and respond to them.

### **1.2.2 Benefits received while working at eCourier LTD:**

I have learned a lot about my classes and degree, Marketing & Human Resource Management, as an undergraduate student at Brac University. I did not, however, have the chance to think creatively or critically before I started my internship, and this circumstance changed. Here, I was gaining firsthand knowledge from corporate experts while experiencing a taste of real-world situations. It has increased my capacity for thought because I was viewing everything in a new way. Working alongside the experts was a wonderful experience, and I have not only observed people at work in a true business setting but also participated in one myself. These lessons will be useful to me in my future career.

I gained the ability to be on time, maintain proper dress, handle situations professionally rather than emotionally, and appreciate the different viewpoints of my coworkers. Everyone at Ecourier ltd has a really laid-back work environment, and they all get along well with one another. I developed improved time management, task division, and deadline-meeting skills. My time spent here has also taught me better pressure-handling techniques and how to set and achieve goals. They showed me how to discriminate between appropriate behavior and uphold good ties with coworkers.

Working here allowed me to develop my leadership and communication abilities. I became more determined to keep improving both my hard and soft talents during this time. I've gained knowledge about the organization as well as about my strengths and areas where I need to develop personally.

### **1.2.3 Difficulties faced while working as an Intern:**

It was a pleasure to work for Ecourier LTD. Even though the overall experience was wonderful, I want to mention some challenges I ran across.

- Since I frequently had to work past my regular office hours, it was unbalanced to try to focus on producing reports or managing my personal life. Furthermore, the majority of the resources were confidential, making it necessary to access them over the course of an entire day before bringing the bulk of the work home.
- My learning possibilities during this time were constrained by the repetitive nature of my duties and the rarity of opportunity to collaborate or work with other departments.

### **1.2.4 Recommendations for the future internships to the company:**

I enjoyed my experience as an employee at Ecourier LTD. However, I would want to suggest a few recommendations for the near future and suggest ways to enhance some parts of internships.

An orientation session should teach the interns a lot about the organization. It also aids the interns in better understanding their responsibilities. For the interns' job to go smoothly, they should be provided with the newest or at the very least a laptop that is of a moderate level of technology. A temporary ID card should be provided to the interns so they can enter the office. Additionally, handbooks for future interns can be provided so that they are more familiar with their workplace and the necessary policies. The intern can even participate in official meetings and should have more learning exposure. Future interns can benefit from flexibility that allows them to work in hybrid mode as necessary, which will motivate them to finish their assignments rather than feeling overburdened. Finally, they ought to offer internal training to potential interns so that they can develop the skills necessary for the positions they will be assigned. Additionally, the interns should be given time to perform their study.



## Chapter 2: Organization Part

### 2.1 Introduction

Bangladesh being one of the world's fastest growing economies is thriving in the Logistic business. eCourier LTD is the most reliable on-demand last-mile logistics network in Bangladesh.

- One Stop Solution

eCourier LTD knows how to implement logistics for their retail partners' benefit successfully. While their partners concentrate on running their core operations, it is their responsibility to see that everything else runs smoothly.

- Wide Coverage

eCourier LTD has a specialized delivery network consisting of about three hundred fifty delivery agents in Dhaka and Chattogram. In addition, they have formed partnerships with more than fifty franchises throughout the United States.

- Full Tracking

The ability to trace the delivery at every stage is available to the merchants in full. eCourier LTD offers comprehensive real-time tracking tools through email, text messages, and QR codes.

- Confirmation of delivery along with an OTP

Two-factor authentication, also known as one-time password (OTP) verification, is carried out at the time of delivery to give an extra layer of protection to the package that is being delivered.

- Fastest Service

The eCourier LTD team works nonstop to achieve the quickest delivery possible and the lowest possible cancellation ratio so that we, as a business partner, can contribute to expanding our customers' businesses.

- Cash on Delivery (COD)

We will collect cash from your customer and promptly transfer it to you using a proper banking channel. Of course, we will provide you with all the necessary supporting paperwork.

I have thoroughly discussed eCourier LTD in this part.

In the next segment I have talked about the “segmentation”, “targeting”, “positioning” and the “4ps” of the company’s marketing strategy.

Additionally, I discussed the organization “Operations management and information system practices” in which I discussed the various Microsoft tools that the company employs for its business operations. At the conclusion of this section of the study, “Industry Competitive Analysis” has been completed, using various tests to determine the company’s competitiveness, including Porter’s Five Forces and SWOT. Data for discussing the Finance and the accounting portion, however, could not be obtained for reasons of secrecy. The report concludes this section with a summary, a conclusion, and some recommendations for the project.

## **2.2.1 Overview of the Company**

eCourier is the most reliable on-demand last-mile logistics network in Bangladesh, and it offers tech-enabled delivery solutions at a single point of contact. Since the company's establishment in 2014, our objective has been to become the operating system for e-commerce in Bangladesh by utilizing infrastructure on a world-class level, logistics operations of the greatest quality, and technological capabilities that are cutting-edge. We are responsible for the fulfillment of orders as well as the collection, transportation, tracking, and delivery of packages. We are the first company in Bangladesh to establish a one-of-a-kind network with home delivery and Store Pickup & Return services, which has allowed us to improve the overall customer experience while simultaneously reducing overall expenses.

### **Mission of the Company:**

The mission of eCourier is to provide rapid delivery services to its valued clients and customers in an environmentally responsible manner. They shall continue to exist as long as We recruit and keep their current clients. If they follow this adage to the letter, they will find that everything else falls into place.

### **Vision of the Company:**

To be the no. 1. It is no longer necessary for an online retailer to search far and wide for various logistical providers. eCourier is not only a delivery service; instead, it offers a comprehensive logistical solution. We offer online merchants' multiple benefits, such as storage, packaging, an SMS booster, and customer support. An online retailer can turn to eCourier for assistance with any aspects of the logistics process. We provide comprehensive logistical service solutions.



## **Primary data:**

I spoke with my supervisor and completed my assignment to collect the initial data.

Additionally, I looked over the structure of the company, watched people at work in the business development department, and chatted with my coworkers over tea and lunch.

## **Secondary data:**

I have gathered the secondary data from these sources:

- Internet
- Textbook
- Website.
- Newspapers\s

### **2.2.2 Scope:**

I did not have much of an opportunity to examine the full scope of the organization's activities, such as its financial and accounting reports, audit system, and marketing tactics because their policy does not permit interns to intervene in other departments. Having said that, working for this company as an intern gave me a wide variety of educational and professional development opportunities. My studies in marketing and human resource management allowed me to learn about some of the essential functions and practices of marketing in a real-world setting. I took advantage of this opportunity. My experience conversing with the merchandise has taught me a great deal about dealing with a seller. All these new insights will help me improve my capacity to implement changes and work more effectively as a merchant in the coming years. During my time here, I had the chance to meet and speak with a wide variety of exceptionally successful business entrepreneurs.

### **Limitations:**

Completing the report's criteria was incredibly challenging., Some of the limitations are listed here

- Confidentiality policies of eCourier LTD were a limitation
- Time constraint or deadline by the University was a limitation
- Busy working environment reframed from enough work outside discussions.

## 2.3 Management Practices

### 2.3.1 Organization's leadership style

eCourier LTD is a company that thinks 'participative' leadership is the way to go. Team members can help make decisions and give feedback, but the leader will make the final choice. The style of leadership called 'participative leadership' has been shown to help company reaches its goals. The company wants all its employees to be good at business, and its goal is to get more customers and parcels from the f-commerce business industry.

At eCourier LTD, we know that diversity and inclusion are topics that are continually being talked about. It requires you to think outside the box and see the world differently. It promises to ensure that people with less money, less power, and different ideas are heard. We also think that diversity, inclusion, and getting the most innovative people from all over the world working together could help us rethink our business and drive innovation.

This means getting, keeping, and working with talented people. It means committing to work practices that are open to everyone. Also, we put money into our staff so that they can give our clients incredible service. The most important thing is to treat everyone with fairness and respect.

This is how we get brands that want to grow to do so. A wide range of perspectives and experiences helps us develop practical work that helps our clients connect with their different customers. Simply put, we think having a diverse culture gives us an edge over our competitors. In order for there to be an inclusive culture, there must be three things. The first is People. We must provide the resources needed for our people to perform at their highest level. The second is Process, which entails thinking up fresh and novel methods to collaborate. Making workplaces safe and respectful is the third objective. Because of this, the organization is evident in its leadership style, which puts the happiness of its employees first. People who work at these companies can say what they want and make suggestions about how decisions are made. The top executives and all staff teams make plans for the next season every three months. When employees are engaged, they feel like they are in charge of their work, which makes them act and think positively at work.

### 2.3.2 Compensation system and Benefits:

eCourier LTD makes sure that all of its organizations have the best HR practices. It uses the same HRM standards as the rest of the world. The starting salary for a new employee is more than the local industry standard. They make sure that there is a good balance between work and life and that the employee is happy with his or her pay. So, the HR department at eCourier LTD makes sure that employees get paid by the end of the month. In addition to the gross pay, the employee gets things like lunch and dinner snacks, a medical allowance, life insurance, a performance bonus, a project bonus, and a promotion. The base pay is based on the skills, years of experience, and goals of the employee.

Aside from their salary, employees also get the following benefits and bonuses:

- Holidays and weekends start on Friday because they follow the Bangladeshi calendar.
- Up to 15 days of paid time off.
- No limit on paid sick days

eCourier LTD pays for outdoor activities like picnics, sports, and lunch or dinner. Twice a year, there are “Festival Bounces” Employees get health insurance and life insurance.

How employees time off is handled:

To use the time off, the employee needs to let his boss and the HR department know. After the leave is approved, he or she must get the signatures of the two managers and send them to the HR department so that the information can be put into the software.

## **2.4 Methods of Marketing**

Since eCourier LTD is a logistics-based company, it does have a Demographic segmentation. But because they are a global company with clients all over the world, they have to follow some marketing strategies.

### **Geographic segmentation:**

Geographic segmentation is the separation of a company's market by geographical area. The corporation also uses geographic segmentation since the majority of its customers are from different countries. F commerce makes up the bulk of eCourier LTD's clients.

### **Targeting:**

For each group, eCourier LTD has a distinct marketing strategy that takes into account the product, pricing, positioning, and advertising campaigns.

### **Positioning:**

eCourier LTD, which currently occupies a dominant position in the market, targets all local businesses owned by Bangladeshi f-commerce entrepreneurs. They are consistently raising their productivity. They also take no shortcuts when it comes to marketing strategies and effort, avoiding dangers from rivals.

## 2.4.1 The 4ps of the company

### **Product:**

eCourier Ltd. provides services related to packaging. It offers a comprehensive solution, ensuring that only safe and thoroughly researched materials are used so that goods can be delivered to customers in pristine condition. Boxes, polybags, bubble wrap, and other types of packaging are just some of the examples of the many different types of materials, shapes, and dimensions that we offer.

### **Price:**

Retailers can select the standard packaging or have their boxes branded with their own logos at eCourier Ltd., which offers competitive pricing for both options. Our knowledgeable and experienced packaging experts are able to provide individualized packaging solutions for the protection of any product during shipment.

### **place:**

Our team of devoted professionals will collect packages from the location that you specify. We make it a point to personally hand each package off to the respective customers and deliver them to their homes, no matter where in the nation they may be. You are able to track each of the packages that we handle in real-time at any time of day or night and from any location in the world. Because we are a business partner to our customers, our devoted team works nonstop to ensure the quickest possible delivery and the lowest possible cancellation ratio. This allows us to look out for our customers' best interests.

### **Promotion:**

eCourier Ltd has an integrated tracking system and provides real-time updates; they have ten offices, more than three hundred and fifty employees, and zero channel partners, and they deliver packages for more than twenty-five thousand businesses, organizations, and individuals.

## Chapter 3: Project Part

### 3.0 Introduction:

A Social Media Commerce Prepaid Card is a debit card that allows eCourier registered commerce merchants, especially women entrepreneurs, to benefit from Facebook commerce without requiring any bank account hassle or trade license paper. Instead, they can apply through our registration link and avail of this card.

According to Meta, formerly known as Facebook, in 2021, women created 40 percent of entrepreneurship-related Facebook groups in Bangladesh.

eCourier showed that women constitute 80-90 percent of F-commerce entrepreneurs in Bangladesh. As such, this prepaid card will be essential in enabling women entrepreneurs to run and promote their businesses on Facebook. Women business owners won't need to act as eCourier's go-in people because the company will transfer money directly to customers prepaid cards.

Due to the card's dual currency capability, female business owners will be able to promote their Facebook accounts without the assistance of a third party. Co-branding prepaid cards will bring about a number of financial advantages. This card will make it easier to expand business and trade in Bangladesh to expand the F-commerce sector.

### 3.1.1 How does a Debit Card Works?

Debit cards function somewhat like a hybrid of credit cards and ATM cards. With the former, cardholders can use them to withdraw cash from an automated teller machine at a bank. With the latter, cardholders can use them to make purchases. Debit cards issued by significant card-payment processors like Visa or Mastercard are increasingly taking the place of the standard, one-use ATM cards used by many banking institutions. Their checking accounts automatically includes such debit cards

The debit card works the same way whether it's being used to get cash or make purchases: It immediately takes money out of the associated account. As a result, the amount of money that Cardholders can spend is capped by what is in their checking account, and it varies daily along with the balance of their account.

Debit cards typically contain daily purchase limits, which prohibit cardholders from making excessive purchases with them during a 24-hour period.

You can use a PIN or not when using a debit card to make a purchase. If the card bears the logo of a reputable payment processor, it can frequently be used without one, much like a credit card.

### **3.1.2 The benefits of Social Media Commerce Prepaid Cards(Emotional Grab).**

- Cardholders do not have to rely on or depend on anyone else for Facebook boosting. Their success is their achievement of themselves.
- Hassle-free purchase of products from any international website like AliExpress, Amazon, or eBay. Cardholders do not have to depend on anyone. Their success is their achievement of themselves.
- Pamper yourself and your loved ones. Be on or create the occasion by availing yourself of amazing offers from partner merchants with their MTBL card.
- Plan their next trip with the freedom and convenience of a dual currency card, explore their bucket list-Rome Malaysia, Thailand, Bali, Dubai, turkey-enjoy the local cuisines-meet new people. All with eCourier MTBL prepaid card.
- Exclusively only for Cardholders as a valued eCourier merchant, discounted annual fee.
- Feel the freedom of going cashless. Get the benefits of POS transactions. Withdraw cash at their convenience—all with eCourier MTBL prepaid card.
- Extend their business ideas just like cardholders want. Capital is not an issue anymore. Get a loan without any bank account or hassle. Scale their business without any hassle or dependency.
- Live the life Cardholders always dreamt of. get your premium experience just like a successful business person. enjoy the airport lounge when traveling.

### **3.1.3 The characteristics and objectives :**

- Dual Currency prepaid card for page promotion and Facebook boosting
- International purchase of goods for resale in BD.
- Discounts from various hotels, restaurants, resorts, and lifestyle shops, just like credit card
- Dual currency card for international travel
- Discounted annual fee.
- ATM, POS, e-commerce, and QR transactions supported
- Loan without a bank account
- Access to airport lounge
-



### 3.1.4 Background and Literature Review

Mastercard, in collaboration with Mutual Trust Bank and eCourier, on the 1st of June launched the first social media prepaid card focusing on F-commerce in Bangladesh, said a press release.

The prepaid card is specifically made for eCourier women business owners to take advantage of Facebook commerce. The first-ever co-branded prepaid card for female entrepreneurs have been announced, according to Biplob Ghosh Rahul, chief executive officer of eCourier. This collaboration with Mastercard and Mutual Trust Bank Limited is really exciting for eCourier. For the past eight years, eCourier, the first private logistics and courier brand in Bangladesh, has supported women entrepreneurs and their endeavors by providing them with specialized, cutting-edge logistics solutions. To date, it has delivered more than nine million parcels throughout 64 districts in Bangladesh.

“MTB has always been a pioneer in introducing cutting-edge payment solutions, and we are happy to cooperate with Mastercard and eCourier in announcing the Co-branded Prepaid Card,”; said Syed Mahbubur Rahman, MD & CEO of Mutual Trust Bank. Additionally, the card provides additional savings to cardholders at grocery stores, clothes stores, jewelry stores, and e-commerce portals.

Social media has exploded in popularity over the past few years. The COVID-19 epidemic has accelerated social media use among US people, and there has been a significant increase in its use (Thota, 2018). (Samet, 2020). Additionally, the expansion of social media platforms has changed the dynamics of the online market by fostering social networks for customers, opinion leaders, and subject-matter experts. The significance of social media marketing was demonstrated by Kumar et al. (2020), who discovered that integrated marketing promotional messages can successfully affect consumers perceptions of product image and result in consumption habits.

People are drawn to social media for a variety of reasons. Malik et al. (2016) investigated the rewards that Facebook users receive from their social media use using the Uses and Gratification Theory. They specifically identified six different forms of satisfactions from sharing images in their online study of 368 Facebook users. They discovered that attachment, attention seeking, habit, knowledge sharing, disclosure, and social influence can all lead to user delight.

Social media’s impact on e-commerce is becoming increasingly important. If information is shared on social media, it may be browsed by many users, disseminating information. In order to learn more about a business, brand, or product, 70% of consumers use social media websites such discussion boards, social networking sites, and blogs, according to OTX’s social media and the purchase intention research report from 2008 [37]. Additionally, nearly half (49%) of these customers decided to make a purchase based on the knowledge they gained from social networking websites. There is currently few research on social networking and how it influences e-commerce, despite the fact that interest in the topic is

expanding.

According to (Arora & Sivakumar, 2017), The definition of social capacitance is “Activities

linked to information assimilation, transformation, and exchange in a content management system (CMSEs). Customers, staff members, businesses, clients, partners, governments, nongovernmental organizations, and other organizations can view, create, share, and use knowledge repositories and databases stored in virtual communities and networks thanks to this dynamic and developing organizational-level construct.”

SMA, or social media apps, are frequently used to streamline private discussions. They are used as a means of communication by businesses with their clients. Studies that look at how SMA is utilized in the business-to-business setting are, however, limited (social media Benchmarking Report, 2014). We offer one of the first empirical studies examining the relationship between SMA’s capabilities (transmission velocity, parallelism, symbol sets, repeatability, and processability) and B2B communication and business success using a model based on Media Synchronicity Theory (MST).

Raihan (2001) observes that 50.53 percent of SMEs lack formal access to financing. Only 35.79% of SMEs have unlimited access to appropriate credit. Only 13.68% of people are eligible for full legal recognition. Only a small percentage of business owners, however, have access to bank credit, which frequently only covers 20% or less of their total spending. Only 59.6% of SMEs who apply for bank loans to cover their working capital needs actually get them.

Ahmed, M.U (2001). An analysis of the prospects and challenges of Bangladesh’s small and medium enterprises (SME) and the impact of globalization on their competitiveness  
International Management and Business Journal.

## **3.2 Importance and Significance**

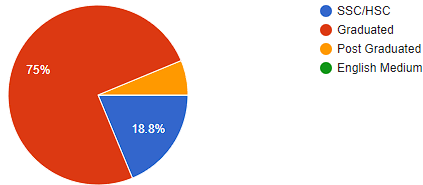
eCourier LTD, a logistic-based company, supported the report in acquiring all the information for the papers by providing their data. ecourier.com.bd's website, social media sites, and competitors are analyzed. While conducting the study, I learned much about e-commerce entrepreneurs, particularly those that offer online purchasing services. I also met various people who shared their stories while completing the research. The paper also provided readers with general e-commerce operations, online product mechanisms, and associated legislation and requirements. The report aims to provide unique methods for small entrepreneurs who strive to become an emerging business platform from a startup or a small scale.

### **3.3.1 Digital Marketing Tactics**

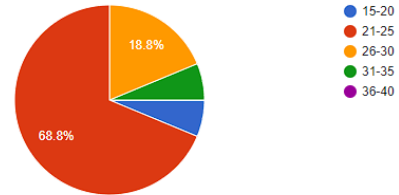
Digital marketing is a marketing approach widely utilized to promote a business's products or services and get consumer awareness through digital platforms. It is a broad phrase that includes social media marketing, mobile marketing, internet marketing, email marketing, and other related activities. eCourier has almost adopted all digital marketing platforms since the entire country is feeling the vibrations and power of the internet. Since last year, total internet users in Bangladesh have expanded dramatically, indicating that the country is genuinely digitizing, with significant prospects for future marketers.

### 3.3.2 Customer Behavior Analysis

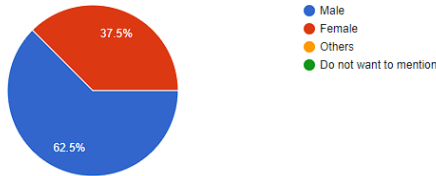
1. Please choose your education level  
16 responses



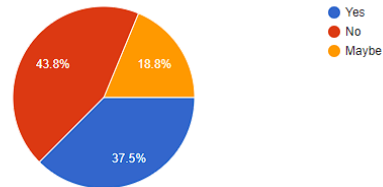
2. Select your age .  
16 responses



3. Select your Gender  
16 responses



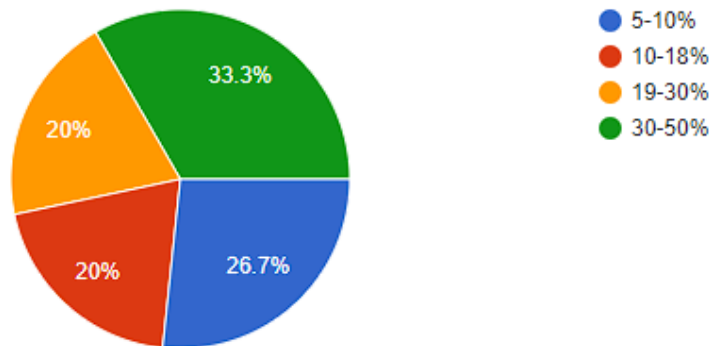
Do you know about eCourier LTD.  
16 responses



As a result, we can see in these graphs that most of our participants are postgraduates between 21 and 25 years old. Of these participants, 37.5% are female, and 62.5% are male. So, 37.5% of participants are aware of eCourier. A vast majority of people are not even aware of eCourier. We can at least say that people of the country are not that aware of eCourier, which is problematic. So, some good work and marketing need to be done to grab their attention regarding this.

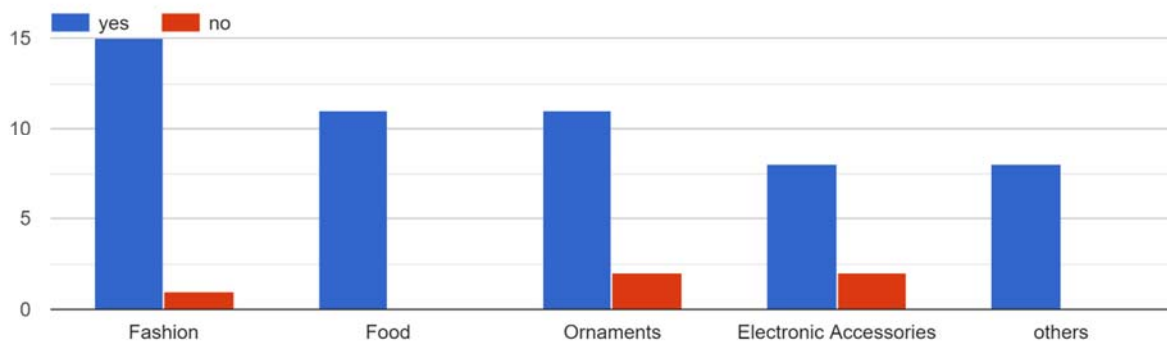
4. What percentage of females in Bangladesh do you think want to be entrepreneurs?

15 responses



However, participants think 33.3% of females want to be an entrepreneur, whereas over 83 million women live in Bangladesh. Women of Bangladesh are mostly busy with household work. Nevertheless, educated females are significantly less likely to start a business. Most of them go for jobs or become homemakers. Because if we talk about jobs, then all a person has to do is maintain a schedule and invest their best effort. However, in business, a person has to look after so many things such as when the imported product is coming or how the service should be introduced, how to reach people, how to bring new things to attract them every time and maintain the business with the trend and be futuristic all the time, etc. If the business grows more, then the person might have to think about expanding it by renting an office or hiring people to take care of some of the responsibilities.

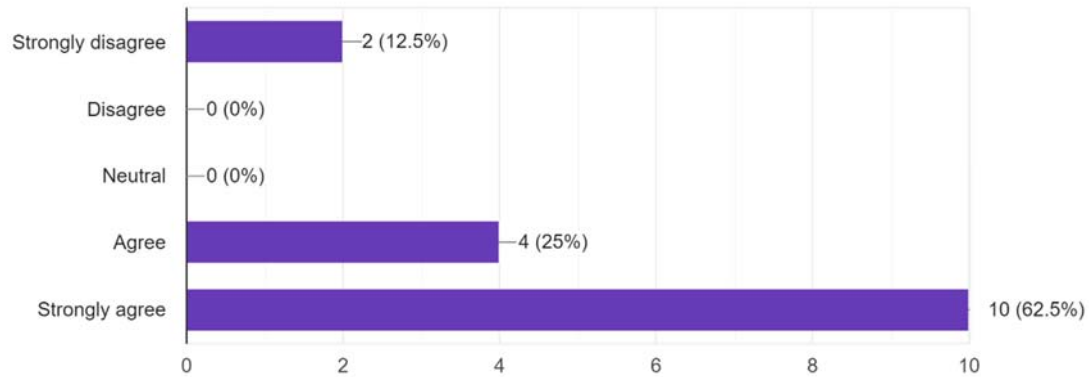
5. What type of market segment do small entrepreneurs want to grab?



We can see in the graph that most of the participants voted for the fashion market segment. People would instead go out to a restaurant or a resort with friends or family and then eat food at home. However, most of them shop for clothes online shopping. People can find their desired design or order from the desired brand's online store. So, online fashion shops can easily attract people if an entrepreneur comes up with a unique design and strategy. With little targeted profit and better tactics, an entrepreneur can fulfill his or her target profit, and it is easier to start than making food or starting a restaurant.

6. Do you think digital marketing is essential for any industry as a future entrepreneur?

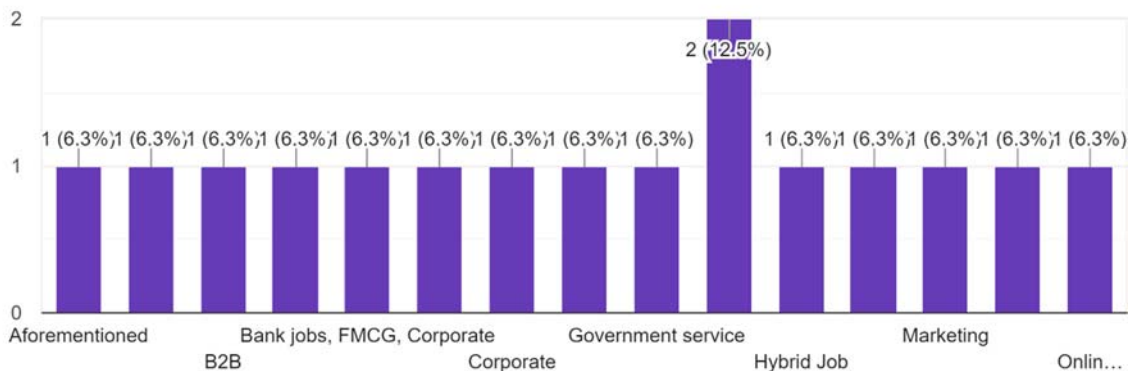
16 responses



Nowadays, digital marketing is one of the core keys of marketing. It is the new trend, and this is the most effective tactic which can be used in any industry. With proper tactics and strategy implementation, an entrepreneur can advertise and spread his or her product or service very fast and most effectively online.

7. Which job types do you think provide the best work environment?

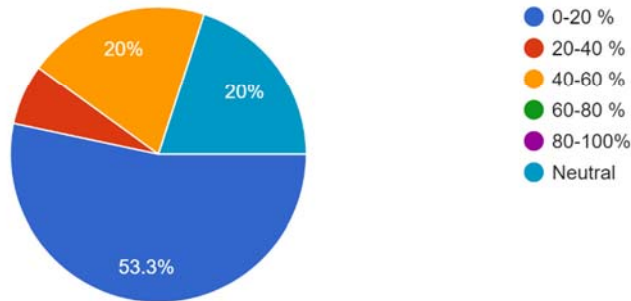
16 responses



Different people have different opinions regarding this question. Some say corporate jobs, some say bank jobs, some say government jobs, and some say it depends on an organization's ethics and culture. It is crucial to have an environment-friendly office. Band environment discourages an employee's ability to work hard and be strong mentally. Nowadays, this is one of the most desired expectations for an employee.

8. What percentage of people in Bangladesh do you think to go for a bank loan for a startup business?

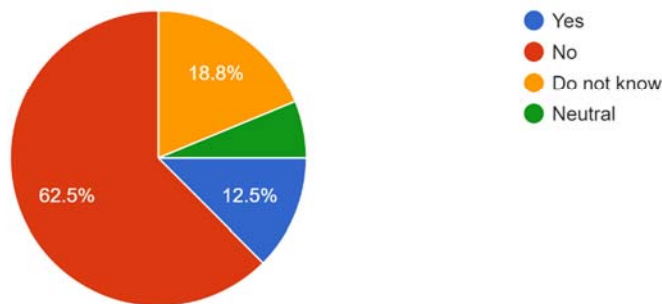
15 responses



Only 0-20% of people go for a bank loan for a start-up business. It is common these days as most banks or financial institutions seek business at least two years of age. This system was initiated because many small-time people in business faced a significant loss in business and lost the ability to repay their debt.

9. Does the bank allow small entrepreneurs to avail of debit or credit cards without a trade license or in?

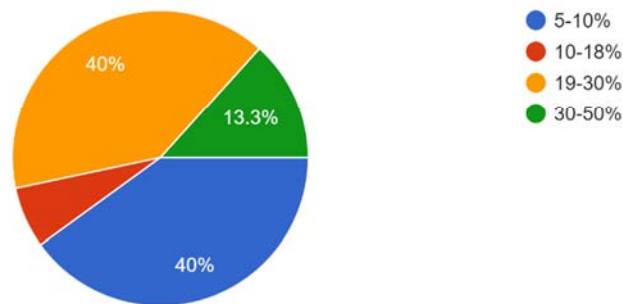
15 responses



62.5% think banks do not allow small entrepreneurs to avail of debit or credit cards without a trade license. 18.8% of participants do not know about this matter, over 6% are neutral about it, and 12.5% think banks allow small entrepreneurs to avail of debit or credit cards without a trade license. An entrepreneur needs a trade license to open a business account, and the business credit card does come with it.

10. What percentage of small entrepreneurs in Bangladesh do you think use credit or debit card?

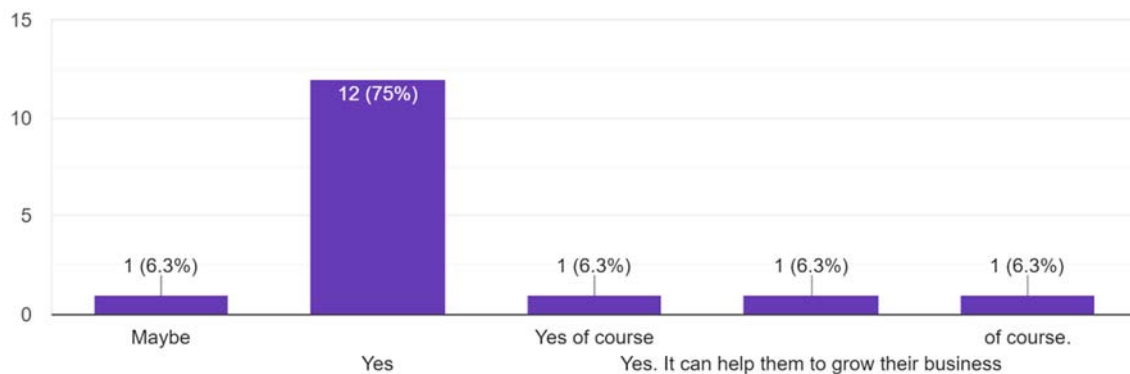
15 responses



Very few, like 19-30% of small entrepreneurs, can use debit or credit cards as their target is to aim for a small profit, then go further. Furthermore, most of them fail to meet the formal requirement to get debit or credit cards.

11. Do you think dual currency debit or credit cards can be an excellent help for Female entrepreneurs?

16 responses



75% of the participants think it will be beneficial for female entrepreneurs. It is a massive boost for online transactions. Especially in Bangladesh, entrepreneurs often look for third parties for some payments, such as Facebook boosting. This initiative will attract more female entrepreneurs to join in starting their businesses. Furthermore, this activity will surely boost our economy.



### **3.3.3 Methodology**

I used both primary and secondary data to carry out this research. Employee-directed surveys, my internship experience, and interviews with the organization's senior management were all used to gather primary data. A direct evaluation of the subject was carried out to help improve comprehension and implementation. Data from interviews provided critical support and paved the way for understanding how crucial this card is to help the section of underprivileged women and small entrepreneurs. Additionally, to expand the study's scope, a Google form was used to collect the essential data and information from various sectors and related organizations.

### **3.3.4 Limitations:**

Firstly, there is a technological barrier in our country. People are not advanced technologically. They are not supposed to use it in the first place. However, illiteracy is the root cause of not using this facility. Due to a lack of education, SMEs and women are ignorant of business technology. It will also reduce the credibility of the card. As it is an entirely new technology in the market, it will be tough to promote easily, and as a result, it

may take time to be popular with people. Moreover, it is safer to remain with what your customers are familiar with rather than stepping into uncharted waters. Uncertainty surrounds new items, from figuring out strange production procedures to exposing clients to offerings they may or may not desire.

### **3.3.5 Recommendations:**

By appealing to customers who are tired of using and seeing the same products all the time, a new product development approach will aid this company in keeping up with the times. Engage everyone on the team so they may receive input at all levels. Utilize their assets, including demographic and marketing information. Create the most comprehensive idea you can, and throughout the protracted process, review your product development plan. Companies host events of promotion outdoors, brand promotion parties, meetings, seminars, and stage programs. This card can lead to promoting these services and products on social media. They also conduct indoor events like purchasing the product at a low price and joining the team networks. The card is mainly done to promote the product within the network circle and all the country branches. There will be an option where clients can express their satisfaction, or if there is any complaint, this will help the company to reduce its mistakes and make it effective.

### **3.6 Conclusion:**

This idea is being generated from the problem of purchasing different services from abroad in foreign Currency. There are not so many available and accessible ways of getting dual currency facility cards. So, entrepreneurs having small businesses have to struggle to find a sustainable, easy and affordable solution for this problem. Here eCourier has come up with a revolutionary idea to solve this problem where small entrepreneurs will get a dual currency facility and a small loan with an affordable interest and unadorned condition. eCourier hopes that this will accelerate their business and make an impact on the economy of our country. eCourier is also planning some future developments. We hope to see a better future ahead.

## Appendix

1. Please choose your education level
2. Select your age
3. Select your Gender
4. What percentage of females in Bangladesh do you think want to be entrepreneurs?
5. What type of market segment do small entrepreneurs want to grab
6. Do you think digital marketing is essential for any industry as a future entrepreneur?
7. Which job types do you think provide the best work environment?
8. what percentage of people in Bangladesh do you think to go for a bank loan for a startup business
9. Does the bank allow small entrepreneurs to avail of debit or credit cards without a trade license or in?
10. What percentage of small entrepreneurs in Bangladesh do you think use credit or debit card
11. Do you think dual currency debit or credit cards can be an excellent help for female entrepreneurs?

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