

Daraz holds interactive session at BRAC University



Daraz Bangladesh Ltd conducted an interactive session titled, "The future of e-commerce - Presenting opportunities for BRAC University" at BRAC University auditorium on November 9, 2015.

Present at the event were Sumeet Singh, managing director and co-founder of Daraz Bangladesh, Sumit Jasoria, head of marketing, Bangladesh, Myanmar and Pakistan, Antonio Fantappiè, business

development manager, head of sales force, Munawwar Mahmood Chowdhury, associate manager, marketing and Naushaba Salahuddin, head of public relations, Daraz Bangladesh.

The speakers at the session were Sumeet Singh and Antonio Fantappiè. Sumeet Singh opened the session by walking the students through an educational and captivating presentation on Daraz and how it operates. He also announced that daraz.com.bd will be adapting the concept of Black Friday and introduce it as "FATAFATI Friday," the biggest online sales event of the year, on November 27. Discount offers starting from 30% and going up to 80% will exclusively be offered on the website for that day only.

D-force, a new programme developed by daraz.com.bd was then introduced to the audience explaining in details how it gives freelance employment to students and part time workers. Selected students will be given a special log-in ID and will be able to place orders and work for Daraz as sales consultants. The programme promises to give free sales training to best performing agents and offers certification from Rocket Internet and Daraz Bangladesh. D-force also offers salary based on commission which will increase with

performance. As a programme that has had previous campus activations at IUB, ULAB, they will be going for their next activation at University of Asia Pacific on November 10, 11 and 12 from 10am.

Sumeet also mentioned, "The D-force programme is a great opportunity for students from all backgrounds and different degrees. This innovative model of freelance selling will give them all a chance to get real working experience, shape their selling skills and, last but not least, boost their CVs. Nowadays, in a globally competitive labour market, all these elements are indeed more and more crucial in order to start a bright career in the business world. Daraz Bangladesh, owner and pioneer of this project, can proudly state that the response received so far has been impressive, and the everyday growth can only confirm a great future ahead, both for D-force and students." ●

