



BRAC UNIVERSITY

Internship Report On Product Delivery Module of Kaymu.com.bd

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Kaymu.com.bd

Department: Logistics

LETTER OF TRANSMITTAL

March 27, 2016

MD. Tahsan Rahman Khan

Senior Lecturer

BRAC Business School

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Subject: Submission of Internship report.

Dear Sir,

This is my great pleasure to submit the Internship report on “Kaymu Bangladesh”. It is prepared depending on my three months long Internship program in Kaymu Bangladesh. This report has been prepared to fulfill the requirement of my internship program at my assigned organization in Kaymu Bangladesh.

I have put my best effort to make this report a successful one. It has been joyful & enlightening experience for me to work in the organization & prepare this report. However this has been obviously a great source of learning for me to conduct similar types of studies in the future.

I would like to express my sincere gratitude to you for your kind guidance & suggestions in preparing the report. It would my immense pleasure if you find this report useful & informative to have an apparent perspective on the issue. I shall be happy to provide any further explanation regarding this report if required.

Thanks and Best Regards,

MD. Shakhawat Hossain

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BRAC Business School

BRAC University

Acknowledgement

It is said that “Two heads are better than one”. So accomplishing a noble object is not possible as sole. This internship report is an accumulation of many people’s endeavor. I would like to express my sincere gratitude to everyone who contributed towards preparing & making these studies a success. First of all I would like to express my Sincere & immense gratitude to my internship supervisor Tahsan Rahman Khan, BRAC University. I am deeply indebted to his whole hearted supervision to me during the Internship Period. His valuable suggestion & guideline helped me a lot to prepare the report in a well-organized manner.

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- **Maria Rahman**, Head of logistics
- **Farwah Motasnim**, Head of seller manager

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- **Sharmiz Sultana**, Head of HR
- **Zunayed Mustafa**, Head of Sales

Executive Summary

At the 21st Century, with the help of technology, people are getting all the latest facilities. In this paper, I have tried to put my overview of Bangladeshi e-commerce industry, Kaymu Bangladesh and its strategies, model, comparison with the current market players and its vision to provide the most diversified online shopping marketplace for the Bangladeshi Consumer. Kaymu Bangladesh is a venture of world's largest internet incubator Rocket Internet GmbH. In September, 2013, Kaymu Bangladesh started its operations here in this country and within a short period of time, has become a popular destination for the online shoppers. Kaymu Bangladesh follows the EBay business model of buying and selling on a single platform where the sellers sell their products on Kaymu website in exchange of commission percentage on each and every sale. Kaymu is an online marketplace where buyers and sellers meet and exchange goods. Buyers from Dhaka enjoy the facility of payment via cash on delivery while the buyers outside Dhaka throughout the country also can enjoy the home delivery service by prepayment through mobile banking. Kaymu provides sellers the free advertisements of their products through social media, newsletter and Google Search Engine Optimization (SEO).

Through Kaymu, sellers can sell their products very easily as they have the total control of the entire process of selling including the payment. Sellers use Kaymu website to showcase their products and get buyers for the products. When they get an order, they contact and deliver the product on their own or through Kaymu Delivery Partner- AIG Express. Right now, the online selling process is running smoothly but sometimes when there is pressure of more delivery, then the buyers might suffer. This is a major issue for Kaymu and they value this issue highly as at the Beginning it was becoming hard for them to run their operations without dependable delivery partner but now they have established AIG Express as a trusted and dependable delivery partner.

Kaymu is trying to achieve its break even by the end of 2016, when their operation will be around three years in Bangladesh. Currently it runs from the funding of its parent company, Rocket Internet GmbH. Kaymu's revenue is increasing from its inception. Though Kaymu is a new company, but already they have created their own space in the market and becoming very popular to the online consumers. Kaymu believes that the more its sellers sell, the more revenue Kaymu makes. So they are working relentlessly to market the products of its sellers.

Bangladesh is a challenging market for Kaymu. Most of the people do not know the use of internet yet. But Kaymu has a clear goal to offer their customers a diversified shopping experience.

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1. Introduction

Value delivery network is a part of supply chain of a company and includes all its direct participants involved in production, distribution, marketing, customer service etc for given geographical area. In a chain of system where after each system more a more better value is added to the product or services thereby increasing its overall value for the customer.

Each system is partnering with other system to provide better value to the customer. Production system uses feedback sales history to produce the right product in required quantity. The value created through such partnering depends upon the quality of relationship between the systems.

Kaymu delivery network is basically deals with AIG express to support their delivery system. In that case they are using their own rider to deliver the product with in Dhaka city and outside Dhaka they are using Sundorbon and Continental courier service.

Online market is totally new for Bangladesh. Though it s growing day by day so the people of Bangladesh are being used to purchase online. Kaymu is the platform for the sellers who can sell their product online without any kind of hassle. It is the basic rule of online shopping is seller has to deliver the product into the buyer's house and address. As Kaymu is dealing with lots of 10000+ sellers in Bangladesh and most of them belongs to physical store. They want to sell their product in a traditional way but after launching of Kaymu in Bangladesh shopping is not that much easier like it was. Recently Kaymu join with AIGX for their delivery support. They can give them all kind delivery support all over Bangladesh via AIGX.

Kaymu, Bangladesh's number one online market place has now expanded its business by introducing the Cash on Delivery (COD) service to other district. Previously, the COD service was only available for those that live in Dhaka, but now it stretches to those in Chittagong, Khulna, Barisal, Sylhet, Rajshahi & Rangpur. Cash on Delivery (COD) service is where the customer orders their product on a website and only pays for it once it they have received it, and are satisfied with it. The introduction of this service to other regions is to show potential customers; not only in Dhaka, but upcountry as well that shopping on Kaymu is safe and easy.

This will build confidence and trust between the company and its customers and even push customers to opting for prepayment methods with more ease. Allowing a customer to pay upon seeing and receiving the product is the highest level of trust that Kaymu can offer as a business.

“The number of people that want to make purchases online is growing very fast. People upcountry will now feel more secure buying on Kaymu because they know that there is no risk with this Cash on Delivery system. We believe it will work effectively and will be of convenience. We are ready to serve our esteemed customers all the way to their doorstep. Delivery costs for the transportation of customers products within Dhaka is 40tk. This is a bid to help customers save more money when they’re making their orders. Outside Dhaka they are charging 80-100tk for deliver the product.

“Now, it is easier to tell friends, family and workmates that have never bought anything on Kaymu, to try it out. They do not spend any money until the product actually reaches them and they see it with their own eyes and this is good especially since online shopping is still a new thing here. This will build trust and push many more people to start ordering on Kaymu.

Kaymu was launched in late September 2013 and has become the 4th e-commerce site after OLX, Ekhanei and ClickBD. Kaymu mainly focuses on its buyers and sellers. Kaymu’s clients are the sellers who sell their products on Kaymu website. Kaymu focuses on the sellers as Kaymu’s revenue comes from its sellers sales. If Kaymu’s sellers sell more, Kaymu makes more money, if the sellers sell less, Kaymu makes less money. Kaymu tries to obtain the sellers who sell quality product as they look forward to offer their buyers the quality products at the most competitive deals.

2. Purpose of the Study

Project program has two different purposes. One for the academic purpose, where there is an opportunity to gain practical experience of working in corporate culture; besides theoretical knowledge project will provide a pure practical knowledge and that will lead to the completion of study. Second purpose of project is for the Kaymu itself, where there is an opportunity of adding value through working on the online shopping.

3. Organizational Background and Industry Perspective

E-commerce refers to the buying and selling of products or services over electronic network combining a range of process such as Electronic Data Interchange, Electronic mail, World Wide Web, Internet Applications and Network Applications. Everyday e-commerce is improving the efficiency and effectiveness of business, government and nonprofit organizations. At today's date, people lack time. They try to save it as much as possible and that's where e-commerce shows its charisma by saving both the most important things which time and money. From an online marketplace people can buy and sell their products rather than visiting physical marketplace.

Bangladesh has a huge population which attracts a lot of marketers to offer their products. But due to lack of technology, Bangladesh people still lag many latest facilities the modern world offers. Most of the Bangladeshi people do not know the use of internet which is becoming a challenge for the online marketers. Bangladesh Government is trying to provide internet throughout the country by 2016 which will enable the expansion of e-commerce industry of Bangladesh. From the inception, ecommerce sector is booming and day by day, it is spreading its wings. Kaymu is becoming the leading online marketplace for Bangladesh. Here, in Bangladesh, people only knew about Ebay business model where buyers meet sellers and exchange goods. Kaymu introduced the Ebay business model in Bangladesh. Kaymu is one of the five ventures of Rocket Internet GmbH in Bangladesh. Kaymu tries to follow the successful internet ventures from other advanced countries like United States and replicate their strategies in emerging markets. Kaymu Bangladesh is right now providing three types of selling; B2B, B2C, C2C.

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sell quality product as they look forward to offer their buyers the quality products at the most competitive deals.

In this report I have tried to look into the operations of Kaymu Bangladesh, how it is trying to provide the most diversified product lines for its customers.

4. History

Rocket Internet GmbH is a German based internet incubator. Samwer Brothers are the founders of this company and their Headquarter is in Berlin, Germany. Rocket Internet builds online startups and owns shareholdings in various Internet companies. Some of their ventures are Foodpanda , Jabong , Carmudi , Lamoda , Zalora etc.

Rocket Internet started their journey in 1999 and already they have 120+ market leading companies in 50+ countries. In late 2014, Samwer Brothers valued Rocket Internet as a multi-billion dollar company.

The Samwer brothers had successful investments in Groupon, eBay, Facebook , LinkedIn , Zynga etc. The Company's business model is to identify successful internet ventures from other advanced countries and replicating their strategies in emerging markets. Investors such as Russian billionaire Leonard Blavatnik, Swedish investment firm Kinnevik and J.P. Morgan invested close to \$4 billion in 2012 and 2013.

Right now, Rocket Internet GmbH operates in more than 50 countries in five continents and has more than 120 online ventures such as Zalando in Germany, Jabong.com in India, Lamoda in Russia, Zalora in South East Asia, The global food delivery platform foodpanda, the global property listings site Lamudi, global car selling site Carmudi. Rocket Internet has 25,000 employees working for them in five continents.

Rocket Internet launched 5 companies in Bangladesh in last 2 years- Carmudi, Lamudi, Foodpanda, Kaymu and Daraz. As Bangladesh is an emerging market where online marketplace like Ebay, Amazon, Flipkart has not been introduced yet, Kaymu grabbed the opportunity to get into this huge market.

5. Products/ service offerings

Kaymu is, first and foremost, an online marketplace. One can browse through categories like Clothing, Footwear, Jewelry, Watches, Mobiles & Accessories, Jewelry, Books & Media, Electronics, Footwear, Watches, Mobiles, Computers, Electronics, Home & Living, Health & Beauty, Toys, Kids & Babies, Books & Media, Sports & Outdoors and various other categories. When a customer sees something they like, they click on the product and view the details that include pictures, descriptions, payment options and shipping information. Customers also can search for their desired products by using keywords in no time. Kaymu provide advanced search option in which Customers can narrow down their search and shop comfortably.

Just as one can buy almost anything on eBay, one can sell almost anything, too. Using a simple listing process, one can put all of the junk in their basement up for sale. People can sell old laptops, clothing, furniture, etc. But if one wants to sell as a business, they need to enlist in Kaymu as a Kaymu seller via which they get a Kaymu e-store. When one sells an item on Kaymu, they pay a certain percentage of the final sale price to Kaymu. There is no listing fee except this commission on sales and for people selling personal products, there is no commission either. Kaymu operates an online marketplace enabling end customers to buy and sell basically anything online.

Browse By Category

All Categories

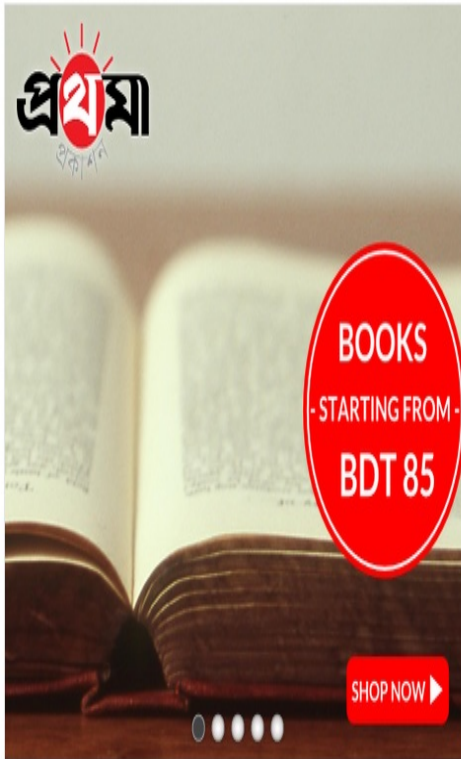
I'm looking for...

Search

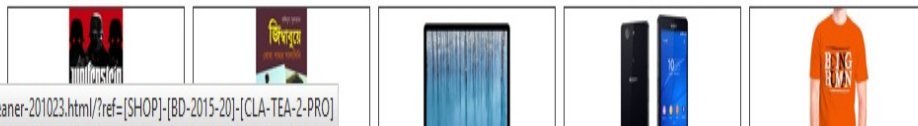
BUY ON
KAYMU

SELL ON
KAYMU

- Clothing
 - Footwear
 - Jewelry
 - Watches
 - Mobiles & Tablets
 - Computers
 - Electronics
 - Home & Living
 - Health & Beauty
 - Toys, Kids & Babies
 - Books & Media
 - Sports & Outdoors
 - Food & Beverages
 - Other Categories
- Full Store Directory



Kaymu Featured Sellers



[www.kaymu.com.bd/usb-vacuum-cleaner-201023.html?ref=\[SHOP\]-\[BD-2015-20\]-\[CLA-TEA-2-PRO\]](http://www.kaymu.com.bd/usb-vacuum-cleaner-201023.html?ref=[SHOP]-[BD-2015-20]-[CLA-TEA-2-PRO])

Front page of Kaymu.com.bd

6. Operational Network Organ gram

Kaymu Bangladesh started its journey in Bangladesh around September 2013 and launched in November 2013. For emerging markets, Kaymu has certainly become the leading online marketplace. In a short span of time Kaymu has grew exponentially. Kaymu has a huge number of sellers already on board and also thousands are on their way to become Kaymu sellers. Kaymu operates as the one stop solution for customers to find their desired products online. Kaymu has different departments to run its operations in Bangladesh.

Right now Kaymu has 7 different departments which are also called teams.

1. Sales Team
2. Portfolio Management Team
3. Human Resource Team
4. Customer Support Team
5. Logistics Team
6. Finance Team
7. Public Relation Team
8. Seller Management Team

7. Visions for the future

Since its inception, Kaymu Bangladesh is advancing towards a single vision, The Vision to satisfy the diversified Customer base of this country. They are trying to provide the best quality products at the most competitive price. Kaymu believes to introduce the most latest and demanding products for its customers. They have a vision to make sellers in each and every part of the country.

8. Literature Review

This article was taken from the April 2012 issue of Wired magazine. Be the first to read Wired's articles in print before they're posted online, and get your hands on loads of additional content by online. They have built high-growth companies that were acquired by eBay, Groupon and News Corporation. They have used their profits to invest in Face book, LinkedIn and Zynga. Their Groupon stake was estimated at more than a billion dollars (£640m) at the close of its shares' first day of trading last November. And their incubator, Rocket Internet, has produced an array of aggressively growing internet businesses in Germany and beyond.

Now the brothers are facing more than peer disapproval. Disaffected staff at their Rocket Internet incubator has been quitting. According to former senior manager Christian Weiss, around 25 people have so far given notice, including Weiss himself, to start their own incubator. Then, last December, Oliver Samwer was forced to issue a public apology after an internal memo was leaked to TechCrunch: "I will die to win and I expect the same from you," he told senior staff building an international furniture business. "The time for the blitzkrieg must be chosen wisely, so each country tells me with blood when it is time. I am ready -- anytime! I do not accept surprises. I want this plan confirmed by all three of you: you must sign it with your blood."

"I very rarely do interviews -- almost never," says Oliver Samwer across a conference table in the brothers' venture capital firm, the European Founders Fund, in Munich on a late September afternoon. Oliver, 39, is trim and decked out in a fitted button-down shirt, jeans and Gucci sneakers.

Alexander, 37, is in the office too, wearing a blue Lacoste shirt. The youngest brother, he holds a master's degree from Oxford and a Harvard MBA. Marc, 41, who has a reputation for being the most charismatic of the three, is currently busy with his duties at Groupon.

Alexander is cordial, but the job of talking on the record goes to Oliver. "We are builders of companies, we are not innovators," he tells Wired. "Someone else is the architect and we are the builders."

Oliver takes issue with the prevailing notion that he and his brothers are driven purely by money. "If I was motivated by money alone, I would have stopped a long time ago," he insists. Rather, he suggests that what galvanizes them is winning: "To prove over and over again that we're the best," he explains.

In an industry that celebrates innovation, the Samwers are not originators, but they are extremely effective in their chosen field: they see concepts that are working in the US or Asia and replicate the approach for new markets with high barriers of entry. Their "clones" can be found in populous, non-English-speaking countries including Germany, China, Russia and Brazil.

"It's become a joke: 'You'd better watch your back or the Germans will kill you,'" says San Francisco-based Loïc Le Meur, who runs LeWeb. Le Meur says that he has no desire to trash the Samwers, whom he considers to be friends; but he does worry that their success has helped to encourage other copycats. "It's making a lot of money for the Samwers, but it's killing innovation in Europe. It's telling young entrepreneurs that the ideal way to make money is by copying something that works in the US, then selling it back to the original."

Serial entrepreneur Stefan Glaenger made a similar point in an op-ed for the Frankfurter Allgemeine in 2010. He speculated that Berlin's Mitte district had become the global centre for cloning digital businesses, and called on investors and entrepreneurs to summon "the courage to think big and try to improve the world rather than chase the fast buck".

Shortly after he wrote this, two entrepreneurs who had previously worked for the Samwers came to Glaenger with the idea for DailyDeal, a Groupon clone. "When [Fabian and Ferry Heilemann] told me about Groupon's business model, I was amazed by its beauty," he says. He softened his stance to invest.

"I said, even though I wrote a huge article two months before about how much I hated copying, I would actually engage with the copying," says Glaenger. He cofounded Rebate Networks with

StudiVZ cofounder Michael Brehm to export the model to eastern Europe, south-east Asia and China. "From a business point of view, it's the fastest-growing business ever," Glaenzer says. DailyDeal was acquired by Google in September 2011 for a sum rumoured to be between £98 million and £130 million. It seems that even the doubters can be persuaded of the benefits of cloning.

The model that proved so effective for the Samwers came about, if not by accident, at least partly as a result of eBay's inattentiveness in its early days. In 1998, when the brothers were living in San Francisco, Marc was struck by the number of people in his office who were using eBay. Following a brainstorming session during a Christmas holiday together, the Samwers agreed that eBay would make sense in the German marketplace.

Europe's largest economy had been through a decade of fierce upheaval following its reunification in 1990, but retail law was still focused on preserving social mores rather than promoting commerce. Sunday-shopping laws were restrictive, and Germany boasted Europe's toughest restrictions on retail discounts. Online auctions would at last offer Germans the chance to feel they were getting a deal. The brothers say they sent several emails to eBay suggesting that the company establish an online auction platform in Germany, and that they should be hired to run it. When they didn't receive a reply, the brothers returned to Germany and, in January 1999, brought in three friends to develop their own platform.

A month later they founded Alando -- a German-language online auction website. Among the first items for sale were their own childhood toys: Alex sold his train set, Marc auctioned an old pair of roller skates and Oliver some coins. The team also created what it called "category captains" who were each responsible for a specific area of the site. "We had one person focusing on stamp dealers, one person focusing on consumer electronics etc," Oliver says. "We took it into our own hands and didn't wait for the market to be founded."

Within 100 days of going live, the site was sold to eBay for £35 million. "Those three months were all about execution," says Niko Waesche, an entrepreneur who helped set up Alando's technology. "When it started, there were at least 18 auction sites in Germany -- we weren't the only ones. [The Samwers] were execution motors."

On September 22, 1999, The New York Times ran a story about the Samwer brothers and Alando, detailing how they had inspired other German startups. The success of the German eBay also alerted major US tech firms to the potency of the market in Germany. Former eBay CEO Meg Whitman recalled in her autobiography: "When we started eBay Germany, it took off like an absolute rocket... Germany was the fastest growing of all eBay sites."

The Samwers remained at eBay for a year, before leaving to create Jamba!, a mobile-phone-content platform. The brothers again demonstrated entrepreneurial flare: when revenues initially didn't meet expectations, Oliver decided that rather than pushing individual ringtones, the company would create a subscription model. The Samwers also did something else that was unusual for online at the time -- they invested heavily in television advertising. "Many people think that it doesn't pay back," Marc Samwer told the Google Zeitgeist conference in 2007. "We tested it, first with \$10,000, then with \$100,000, then with \$1 million. In 2005, we spent \$70 million in one quarter on television advertising worldwide."The brothers also bankrolled the creation of a new character for the mobile age: the Crazy Frog. Regularly cited as one of the most annoying pop creations in history, the tune sped to number one on singles charts across Europe and beyond. Jamba! was sold to VeriSign, the network-infrastructure company, for £176 million in 2004. The sale was proof of concept: the Samwers' pragmatic method, an approach built on the inspiration and innovations of others, was now a certifiable business model.

Over the next few years, the brothers invested in German versions of YouTube (MyVideo), Twitter (Frazr) and Facebook (StudiVZ), as well as other technology properties based on US models. Not all were successes, but there were enough to suggest the Samwers could take their model one step further. In 2007, they founded Rocket Internet, their Berlin-based incubator that's often derided as a clone factory. Oliver prefers to think of it as "the United Nations of entrepreneurs". On its website, Rocket states that it supports companies in more than 20 countries. "Fail fast" might be the entrepreneurs' mantra, but at Rocket the wisdom is slightly different: scale fast.

9. Defining Internet

The Internet is a worldwide means of exchanging information and communicating through a series of interconnected computers. It was started as a U.S. Defense Department project, but it is now accessible to anyone with a computer and a modem.

While the most popular component of the Internet is the World Wide Web (WWW), there are other features as well. For marketers, a number of these features offer potential, but it is the Web that has developed as the commercial component.

10. Features of Internet

Features	Use
Electronic mail (e-mail)	Allows users to send electronic mail anywhere in the world.
Usenet	Discussion groups, newsgroups, and electronic bulletin boards, similar to those offered by online services.
Telnet	Online databases, library catalogs, and electronic journals at hundreds of colleges and public libraries.
File transfer protocol (ftp) or hypertext transfer or hypertext transfer	The ability to transfer files from one mainframe computer to another.
Client server	Allows for the transfer of files from one mainframe computer to another
Gopher	A document retrieval system used to search for information
Wide Area Information Server (WAIS)	Enables one to use keywords in specific databases and retrieve full text information
World Wide Web (WWW)	Does much the same thing as gopher and WAIS, but combines sound, graphic images, video, and hypertext on a single page; the commercial arm of the Internet

11. Internet Terminology

Term	Definition
Ad clicks	Number of times users click on an ad banner.
Ad click rate	Often referred to as "click-through," the percentage of ad views that result in an ad click.
Ad views (impressions)	Number of times an ad banner is downloaded (and presumably seen by viewers).
Banner	An ad on a Web page that may be "hot-linked" to the advertiser's site.
Button	An advertisement smaller than a traditional banner ad. Buttons are usually square in shape and located down the left or right side of the site; sometimes referred to as "tiles."
CPC	Cost per click—a marketing formula used to price ad banners. Some advertisers pay on the basis of the number of clicks a specific ad banner gets.
CPM	Cost per thousand for a site.
Domain name	The unique name of an Internet site. There are six domains widely used in the U.S.: .com (commercial), .edu (education), .net (network operations), .gov (U.S. government), .mil (U.S. military), and .org (organization). Additional two letter domains specify a country, for example, .sp for Spain
Hit	Each instance in which a server sends a file to a browser. Hits are used to measure the traffic on a site.
Interstitial	An advertisement that appears in a window on your screen while you are waiting for a Web page to load.
Link	An electronic connection between two websites.
Opt-in-e-mail	List of Internet users who have voluntarily signed up to receive commercial e-mail about topics of interest.
Page views	Number of times a user requests a page that contains a particular ad; used to indicate the number of times an ad was potentially seen, or "gross impressions."
Rich media	Advanced technology used in Internet ads, such as streaming video, which allows interaction and special effects.
Sponsorships	The sponsoring of a site's content by an advertiser.
Unique users	Number of different individuals who visit a site within a specific time period.
Valid hits	Number of hits that deliver all the information to a user (excludes error messages, redirects, etc.)
Visits	A sequence of requests made by one user at one site.

12. Objectives and Methodology

Objective of the study:

The objective of my study is divided into two sections. They are broad and specific objectives which are stated.

Broad Objective:

Broad objective is to understand the process of value delivery chain of E-commerce sector.

Specific objectives:

1. Understand the response of the new business sector which is Ecommerce in Bangladesh.
2. Study the full process of online market
3. Understand the need of the particular field in Bangladesh
4. Understand the People need of goods which can be sell online
5. Understand the delivery model that an online website use to deliver the service on time.
6. Understand different strategy that can be use to deliver the goods to consumer
7. Understand consumer mind which is changing day by day related to trends.

Methodology:

The part methodology will represents how the process is going to develop different online interactive communication tools for Kaymu.

Gain theoretical knowledge on different online communication tools through websites, journals, and articles and from a book named “Advertising and Promotion” written by “George E. Belch & Michael A. Belch”.

Develop standard of online communication tools.

Analyze the current scenario of Kaymu to understand what kind of online communication tools are being used.

Compare the standard with Kaymu and their competitors.

Identify what should be change or need to develop in online communication tools forKaymu

Develop an execution plan for developing online communication tools forKaymu.

13. Why Consumers Prefer Online Shopping, Source

Why Consumer prefer Shopping Online



14. Internet Users in Bangladesh

Months	Mobile Internet	ISP + PSTN	WiMAX	Total
July 2014	37846.096	1231.00	276.046	39353.142
June 2014	36412.226	1230.31	280.715	37923.251
May 2014	37417.841	1229.81	291.385	38939.036
April 2014	35646.217	1229.63	296.204	37172.05
March 2014	35336.011	1228.02	301.73	36865.756
February 2014	34603.490	1225.62	299.482	36128.592
January 2014	33985.541	1225.12	312.228	35522.889

** Subscribers in Thousands

Figure : The Number of Internet Users in Bangladesh (Source: BTRC website)

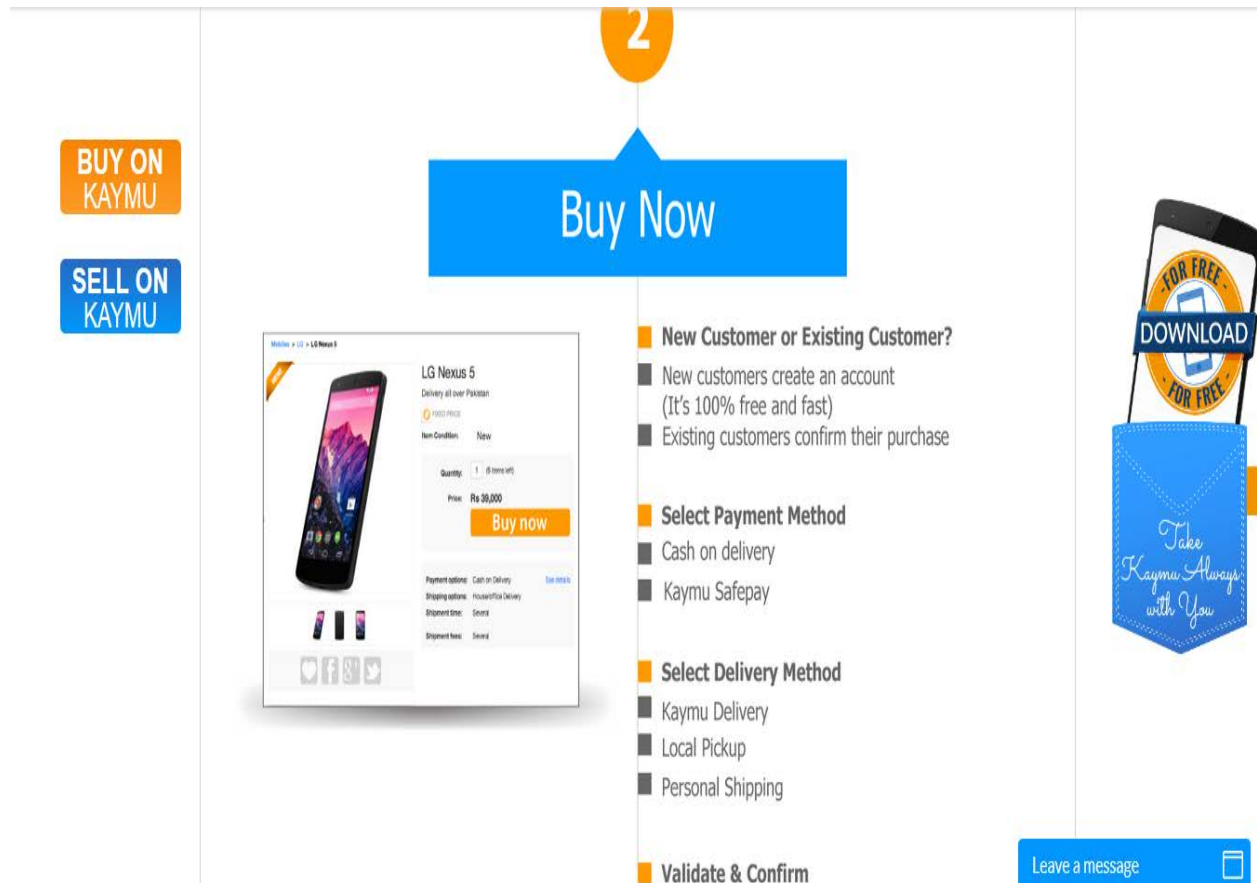
15. Procedure of purchase from Kaymu

Step 1:

The screenshot displays the first step of the Kaymu purchasing process. At the top, it says '3 Easy Steps' and 'In just a few steps, get your desired products delivered to your doorstep'. On the left, there are two buttons: 'BUY ON KAYMU' (orange) and 'SELL ON KAYMU' (blue). The main content area features a large orange circle with the number '1' above a blue box containing the text 'Find your product'. Below this, a grid of icons represents various product categories: clothing, jewelry, electronics, and home appliances. To the right of the icons is a list of benefits: Great Deals, Competitive Prices, Wide Range of Products, New Deals Everyday, and Latest Offers. On the far right, there is a graphic of a smartphone with a 'FOR FREE DOWNLOAD FOR FREE' banner and a blue envelope icon with the text 'Take Kaymu Always with You'. At the bottom right, there is a blue button labeled 'Leave a message' with a small icon.

In this part buyer need to open an account for purchase any product from kaymu. After giving all the information whatever he wants to purchase just need to find the product by his own way. Every single product is categorized by this site and there is a search button so that a buyer don't need to search all the time. He might found different seller selling same product but in a different price. In this website there is a rating system so that a buyer can easily identify the trusted seller among them and purchase product from that particular seller.

Step 2:



After getting the desired product buyer can click buy now to purchase the product. After that buyer will get a validation code and put it on the website. After that seller gets a message on his mobile that he has an order. After that seller contact with the buyer and confirm his order by his own.

Step 3:

3

BUY ON KAYMU

SELL ON KAYMU

Contact Seller

- Your contact details will be forwarded to the seller
- Seller will contact you to confirm order details
- You will receive the product based on the delivery method selected

Take Kaymu Always with You

Leave a message

After that seller contact with the buyer and confirm his order by his own. After that seller call kaymu delivery section to pick up the product from seller end and deliver it to buyer desired address.

Step 4:

4

Feedback & Ratings

BUY ON KAYMU

SELL ON KAYMU

★ ★ ★ ★ ☆

- Always give a rating to your transaction
- It helps build trust and lets others know about your experience

Happy Shopping :)

FOR FREE DOWNLOAD FOR FREE

Take Kaymu Always with You


Leave a message

After deliver the product buyer gets a call from kaymu customer service to verify that whether they get the product or not.and encourage buyer to rate them on 5.

16. Delivery process through AIGX

AIGX is currently working with Daraz and Kaymu for the delivery purpose. As they are the company of same mother company so that it is much more easier for them to work accordingly. In the case of kaymu delivery it is optional for the seller to use the delivery service of AIGX but in DARAZ.com seller is bound to work with AIGX.so that in daily basis the number of orders are huge to manage. Only because of proper system of delivery it is possible to track all the orders with a unique bar code which is attach with a particular product.

In the case of Kaymu we have to make invoices for the seller who request us for product pick up then we send rider from AIGX to collect the product from their address and deliver it all over Bangladesh.

 Sell, Shop, Smile	Delivery Receipt: Seller: 1969610810 Phone: maria.rahman@kaymu.com.bd E-mail: maria.rahman@kaymu.com.bd Date: 8-Jan-15 Order No: 200261562												
Seller: Shohel Rana BD													
Shipping Address: nazmul islam shaon নীড কোর্ট সেক্টর I ২০, শ্যামাপ্রসাদ পের I লক্ষিবাজার, কেএফসির Dhaka Dhaka													
<table border="1"><thead><tr><th>Product Name</th><th>SKU</th><th>Size</th><th>Unit Price</th><th>QTY</th><th>Price</th></tr></thead><tbody><tr><td>Samsung 16GB Micro SD Memory Card</td><td>SO021MAACTMP8DBID- 155205</td><td>0</td><td>220.00</td><td>1</td><td>220.00</td></tr></tbody></table>	Product Name	SKU	Size	Unit Price	QTY	Price	Samsung 16GB Micro SD Memory Card	SO021MAACTMP8DBID- 155205	0	220.00	1	220.00	
Product Name	SKU	Size	Unit Price	QTY	Price								
Samsung 16GB Micro SD Memory Card	SO021MAACTMP8DBID- 155205	0	220.00	1	220.00								
	Sub total 220.00 Shipping 70.00 Voucher - Total W/O VAT - Total W VAT 290.00												
Total Amount : 290.00													
I certify that I have received the items mentioned above in good conditions.	Kaymu.com.bd Signature												

Invoice for seller

After collect the product from seller AIGX use this invoice to deliver the product to customer



Order No: 200261562
Track No: D-SHB200261562



Shipping Address: nazmul islam shaon
নীড কোচিং সেন্টার ।
২০, শ্যামসুন্দর লেন ।
লক্ষিবাড়ার, কেএফসি'র
Dhaka
Dhaka




Product Name	SKU	Size	Unit Price	QTY	Paid Price
Samsung 16GB	SO021MAACTMPBDBID-	0	220.00	1	220.00
			Sub total		220.00
			Shipping		70.00
			Voucher		-
			Total W/O VAT		-
			Total W VAT		290.00

Total Amount Paid: 290.00

I certify that I have received the items mentioned above in good conditions.

Customer Signature

Invoice for customer

 SELLER : Shohel Rana BD			Amount to cash	ORDER NUMBER 200261562
	BDT	290.00		
SHIPPING ADDRESS: Name: nazmul islam shaon Address: নীড কোচিং সেন্টার। ২০, শ্যামাপ্রসাদ লেন। লক্ষ্মীবাজার, কেএফসি'র পেছনে। (1-1000) এর পাশে। Phone number: 1920220666		D-SHB200261562  * D - S H B 2 0 0 2 6 1 5 6 2 *		
		Declared Value :	290.00	BDT

This is the Bar code invoice for a particular product. It is used when AIGX collects money from the customer.

17. Dispatch process

After packing the product we use a bar code scanner to trace the order online. As we are dealing with lots of sellers so that we need to use initial of their name and use order id which is unique .whenever we deliver it we make a CSV file and upload it to our delivery module.

The screenshot displays the Daraz delivery management system interface. At the top, there are navigation tabs for Inbound, Hub, Outbound, Reports, and Administration. The 'Hub' tab is active, showing a sidebar with options like 'At The Hub', 'At The Hub - Picked', 'Package Overview', 'Appointments', 'Master Bags', 'Change Shipment Provider', and 'Zone Assignment'. The main area contains a search form with fields for Tracking #, Package type, Appointment Type, Scheduled From, Scheduled To, Hub, Last Failure Reason, Zone, and Master Bag Tracking #. Below the search form are buttons for 'CREATE DELIVERY RUN', 'CANCEL PICKUP', 'Download Packa...', '<Scan tracking #>', 'RETURN', and 'Export'. A table below shows a list of delivery orders with columns for Type, Hub, Tracking #, Order, Master Bag #, City, Start Time, Order Date, Appointment, Zone, Scheduled, Phone Number, Merchant, and Payment Method. The table contains 8 rows of data.

Type	Hub	Tracking #	Order	Master Bag #	City	Start Time	Order Date	Appointment	Zone	Scheduled	Phone Number	Merchant	Payment Meth
Pickup	AIG Express	P- OCD300099372	300099372	N/A	Dhaka	2015-05-16 12:25:10	2015-05-15 21:34:21	N/A	Zone	(click to schedule)	01760819693	O Code	N/A
Pickup	AIG Express	D-DRS300071572	300071572	N/A	Dhaka	2015-05-16 11:55:05	2015-05-14 15:04:03	N/A	Zone	(click to schedule)	01670267105	Doors	N/A
Delivery	AIG Express	P-VOI300063772	300063772	N/A	Dhaka	2015-05-16 11:46:26	2015-05-14 00:34:23	N/A	Zone	(click to schedule)	+8801720215598	Voice	CashOnDeliver
Delivery	AIG Express	P-VOI300033772	300033772	N/A	Dhaka	2015-05-16 11:46:07	2015-05-14 01:14:18	N/A	Zone	(click to schedule)	+8801745064949	Voice	CashOnDeliver
Delivery	AIG Express	P-BLU300044772	300044772	N/A	Dhaka	2015-05-16 11:42:30	2015-05-13 14:49:10	N/A	Zone	(click to schedule)	88001715799024	BLU By SAASCO	CashOnDeliver
Delivery	AIG Express	P-BLU300045672	300045672	N/A	Dhaka	2015-05-16 11:42:30	2015-05-11 21:34:53	N/A	Zone	(click to schedule)	+8801682198016	BLU By SAASCO	CashOnDeliver
Delivery	AIG Express	P-BLU300014872	300014872	N/A	Dhaka	2015-05-16 11:42:29	2015-05-12 22:47:27	N/A	Zone	(click to schedule)	+8801914265734	BLU By SAASCO	CashOnDeliver
Delivery	AIG Express	P-BLU300061872	300061872	N/A	Narsingdi	2015-05-16 11:42:28	2015-05-13 13:35:55	N/A	Zone	(click to schedule)	+8801914338870	BLU By SAASCO	CashOnDeliver

Delivery | Order pa... x Delivery | Order pa... x Inbox - maria.rah... x Daraz BD - Agent x OMS | Order and ... x (2) Maria Rahman x intership prog in ... x

https://delivery.daraz.com.bd/import intership prog in sweden

Inbound Hub Outbound Reports Administration Issues to be resolved 161

Upload

Choose packages file to upload.

Package No file selected.

CSV File: This file sample includes optional and mandatory fields.

File Sample: [Download](#)

Show 10 entries

Upload file ID	Total Rows	User	Start and End of Generation	Status	Action
3443	7	AhmedAfsary	2015-05-16 12:18:08 2015-05-16 12:18:32	Done	Open
3442	5	MaiyazManzur	2015-05-16 11:08:43 2015-05-16 11:08:43	Done	Open
3441	5	MaiyazManzur	2015-05-16 10:42:43 2015-05-16 10:42:43	Done	Open
3440	1	maria	2015-05-14 07:00:46 2015-05-14 07:00:46	Done	Open
3439	5	AnikaAffrin	2015-05-14 06:30:29 2015-05-14 06:30:37	Done	Open
3438	7	AnikaAffrin	2015-05-14 06:20:45 2015-05-14 06:20:45	Done	Open
3437	7	AhmedAfsary	2015-05-14 06:09:20 2015-05-14 06:09:20	Done	Open
3436	5	RaisaHasan	2015-05-14 06:06:53 2015-05-14 06:06:53	Done	Open
3435	7	AnikaAffrin	2015-05-14 06:04:48 2015-05-14 06:04:48	Done	Open

12:49 PM 5/16/2015

17. Recommendations

Kaymu has reached the sky. Last month's survey shows team kaymu Bangladesh has reached a record performance of 120 % seller acquisition conversion rate which beats the entire major Rocket internet Ecommerce product selling ventures. But still there is a huge problem that I need to share it here in recommendation part. If this will improve, the online market will never fall down in Bangladeshi context. That recommendations are given below:

1. One of the biggest factors of online shopping is on time delivery and security. But sadly these have been the major alarming factor and also challenge of Kaymu Bangladesh which is decreasing. Kaymu is failing to provide quality security as the number of seller is increasing day by day which is almost 10000+.If they can increase their man power and trained them properly they will easily provide a secure and fast delivery service in Bangladesh.

2. As it is a multinational company and they get a huge amount of investing money in Bangladesh so that they are less bothered about the financial status. If they can manage it properly they can easily achieve their breakeven point.

3.Kaymu delivery is basically using third party logistics to deliver the product outside Dhaka .They are Sundorbon courier service and Continental Courier service.If they can use S.A poribohon for their delivery support they can make it more faster.

4. When the product is delivered the seller gets the payment in weekly basis. It should be change cause most of the seller belongs to physical store when they gets the money after one week it makes them demotivated to sell online. If they pay them on daily basis then they can get more trust and reduce the risk factor of delivering product.

19. Conclusion

Kaymu Bangladesh has seen potential prospect in the Bangladeshi e-commerce market. This is the correct time to tap into the market and establish itself as a key player in the community. there are challenges like the delivery system and hopefully these will be sorted out soon. One important thing is, at this time it is not only kaymu who is tapping into the market. A lot of other business are as well. So in the future, We hope to see better growth of the e-commerce sector with better infra-structure and other businesses catering to this sector

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