

An Internship Report
on
Content Management System of Daraz Bangladesh



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Letter of Transmittal

28th August, 2016

Ms. Rahma Akter

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Subject: Submission of internship Report on Content management system of Daraz Bangladesh

Dear Madam,

With due admiration I am pleased to inform you that I have effectively finished my 3 months' internship at Daraz Bangladesh, under the supervision of Mr. Barish Khandaker, Head of Content management and Head of Onsite. The subject of my internship report is Content management of Daraz Bangladesh, which covers my whole internship experience with Daraz Bangladesh. All through my internship, I got an understanding into how the Content management department operates, which is a center part of Daraz Bangladesh. It attempts to guarantee organization's business steadiness through the streamline operation of different departments within itself. I also got the chance to speak with employees from different departments which out and out gave me a great comprehension of the corporate culture.

While preparing this report, I have attempted my level best to make it rich covering the all concerning matters. On an ending note, I am greatly appreciative to you for your steady direction and support with respect to the consummation of my internship report, all through the semester.

Thank you for encouraging me for working on this interesting topic. Kindly accept my report and oblige thereby.

Sincerely yours,

MD. Nakib Imtiaz

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ACKNOWLEDGEMENT

Firstly, I want to thank Almighty Allah for everything. With the help of the Almighty and my parents' blessings finally I have successfully completed my three months long internship at Daraz Bangladesh.

Next, I would like to express my immense gratitude towards my advisor, Mrs. Rahma Akter, Senior Lecturer of BRAC Business School, BRAC University, for her constant guidance and supervision in every part of the report where I required help, during my 3 months' internship period.

I must not forget to mention my appreciation to Mr. Barish Khandakar, Head of Content and Head of Onsite, Daraz Bangladesh under whose supervision I went through my internship. Moreover, my thanks go to MD. Rashed Mohaimin, Assistant Manager, Content Management and MD. Faisal Ahmed Adnan, Senior Executive, Content Management of Daraz Bangladesh for their kind support and most importantly for providing the learning opportunity for me during the internship tenure. At the same time, I would like to thank my other colleagues of Daraz Bangladesh who provided me with enormous insights and helped me to Learn the ropes of the situations of the real business world.

Last but not the least, I am grateful to BRAC University which is the reason I am standing here on the precipice of earning my bachelor degree successfully.

EXECUTIVE SUMMARY

This report has been arranged on Content management at Daraz Bangladesh, which covers all the specifics of my work as an intern for a period of 3 months besides the downsides and welfares of working as an intern. The first chapter offers an explanation on the topic-origin of the report, objective of the report, methodology, scope and limitations of the report. The second chapter provides a complete overview of Daraz Bangladesh in details. Since when the company has entered Bangladesh, what are its 4ps of the Marketing mix and “Rocket Internet” the parent company of Daraz Bangladesh are all discussed briefly in this chapter. The third chapter covers some of the analysis that I have conducted. A PESTEL analysis is conducted to find out the macro-environmental factors that can affect the company. The result of which I’ve used to do the SWOT analysis. To understand the company’s internal strength and weakness and to find out the external opportunities and threat, a SWOT analysis is very crucial. I’ve highlighted all the strength and weaknesses that Daraz possesses. Also the opportunities and threat the company should be aware of. The Fourth chapter covers my job description along with additional responsibilities. Content management system is one of the core department of any online business. Content management system is a software program that is used to create or manage digital contents. The detailed methods of my work is provided as a full-proof explanation of my work. The fourth chapter describes my overall reflection and learning in the 3 months’ period. I have provided understandings on both the challenges and benefits of working at Daraz Bangladesh. The fifth chapter covers suggestions from my part. I have utilized my understanding, knowledge and discernment which I have gathered over the four years' time frame at BRAC University to propose the proposals in light of my perception and learning. The sixth chapter completes the report, stating that Daraz Bangladesh always unlocks new opportunity for change and continuous growth.

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CHAPTER 1: ORIGIN OF THE REPORT

I have been assigned to work on this project which has been selected by my respected faculty Ms. Rahma Akter. My report is on the Content management of Daraz Bangladesh. I have basically included the overview of the company, the marketing scenario analysis, which are Consumer buying process, SWOT, Competitive analysis, consumer perception analysis, another important area includes segmentation, targeting, positioning, product strategy, and channel strategy. This report also encompasses how the file index project which I personally worked at a very close proximity and was my major job responsibility within the organization and how I was able to better facilitate not only my department but the whole division as a whole.

OBJECTIVE OF THE REPORT

- To know the overall activities of the Content management.
- To know how to create a content and maintain it.
- To know the whole operation process of Daraz.
- To know the decision making process of the division.
- To know the present situation and growth of the division.

METHODOLOGY

All the information in this report has been collected via primary and secondary sources:

Primary Source:

- Interviews and face-to-face conversations regarding relevant information
- Observations at work

Secondary Source:

- Company websites
- Online articles

SCOPE

Content management is an integral part of e-commerce based company since it helps determine control over various other aspects and departments of the Daraz Bangladesh; all the works are interlinked. This report gives an overview of how the Content management effects other departments and helps build a general insight on how the Content management of an e-commerce based company works. Therefore, this report is useful to provide knowledge and learnings on the e-commerce based operations of an online store, that is, Daraz Bangladesh.

LIMITATIONS

Although I have tried my best to prepare this report with maximum possible effort and dedication there still exists some limitations of this report. They are as follows:

- The prime limitation was time constraint. I have learned a lot of things during my internship. However, it was not enough for me to learn and develop knowledge about all the activities and operations of the department. Hence I was unable to conduct more in-depth and detail oriented analysis and include that in my report.
- As I was working under the content management team, it was difficult for me to properly do my work and find enough time to learn more about all the other departments of Daraz Bangladesh.

CHAPTER 2: INTRODUCTION

COMPANY OVERVIEW

Bangladesh is a developing nation with gigantic prospects. Its economy is consistently developing and because of the accessibility of cheap labor, unproblematic and productive communication and exposure to outside world through port facilities, aviation routes and rail and street; it is an extraordinary spot to invest in. But the world is moving forward, Bangladesh is also going with the flow. These days' communication has become lightning fast due to the massive improvement of internet, for that business is getting more efficient through it. All the existing business sector are being benefited by it. And because of the vast improvement and scope that the internet offers a new sector has emerged, "e-commerce". E-commerce or Electronic commerce is not a new concept; it has been around for over a decade. But back then it was at an infant stage and was only available in the developed countries. But now it has been matured and with the help of globalization and widespread internet access it has entered into our country as well. Daraz Bangladesh is one of those company; Daraz is an online shopping destination where people can shop the widest selection of electronics, fashion, home appliances, kid's items and more in Bangladesh and have them shipped directly to their home or office at their convenience. Daraz offers free returns and various payment options including cash on delivery. With affordable prices and great products, Daraz lets its customer enjoy an amazing shopping experience with their order sent directly to their doorstep. They are constantly expanding their product range to include the latest gadgets, fashion styles and new categories.

Bangladesh has an immense populace which pulls in a great deal of advertisers to offer their items. However, because of absence of innovation, Bangladeshi individuals still need numerous latest facilities the modern world offers. A large portion of the Bangladeshi people don't have the foggiest idea about the utilization of internet which is turning into a challenge for the online marketers. Bangladesh Government is attempting to provide internet all through the nation, which will empower the development of e-commerce industry of Bangladesh. From the beginning, ecommerce area is booming every day and gradually it is spreading its wings.

Daraz was launched in late September 2013 and its turning into the main online shopping center for Bangladesh. Here, in Bangladesh, people just knew about Amazon's business model where customers meet sellers and trade merchandise. Daraz presented the Amazon's business model in Bangladesh. Daraz is one of the many endeavors of Rocket Internet GmbH in Bangladesh. They attempt to take after the compelling internet ventures from other creative companies and recreate their procedures in developing markets. Daraz Bangladesh Limited is thoroughly giving B2C sort on offering which no other E-Commerce entrance does in Bangladesh.

PARENT COMPANY

Rocket Internet is the parent company of Daraz Bangladesh. Rocket Internet is a German Internet company headquartered in Berlin. The organization manufactures online startup companies and claims shareholdings in different models of internet retail businesses. The organization model is known as a startup studio or a venture developer. The organization intends to work outside the US and China. Starting 2016, Rocket Internet has more than 30,000 employees over its worldwide network of organizations, which comprises of more than 100 entities in 110 nations. The company was founded in Berlin in 2007 by three brothers: Marc, Oliver and Alexander Samwer. On July 1, 2014, Rocket Internet changed its legal form from a GmbH (private limited company) to an AG (public limited company).



Figure 1- Rocket Internet Logo

SLOGAN OF ROCKET INTERNET

We Build Companies.

MISSION STATEMENT OF ROCKET INTERNET

To Become the World's Largest Internet Platform Outside the United States and China.

Rocket Internet takes after the methodology of building companies on the premise of proven Internet-based business models. As indicated by Rocket Internet's financial statements, the organization particularly focuses on Food and Groceries, Fashion, Home and Living and Travel. Rocket Internet possesses stakes in organizations at different development stages, extending from newcomer models to industry giants that are setting up authoritative positions or as yet still expanding their geographic scope. Rocket Internet's investments include shares in the following companies,

Subsidiaries of Rocket Internet					
Daraz	Cuponation	Everdine	Home24	Lendico	Zanui
Campday	Dafiti	Everjobs	Jumia	Lyke	Ridelink
Carmudi	Delivery Hero	Foodpanda	Kaymu	Namshi	Spotcap
Carspring	Easy Taxi	HelloFresh	LaModa	Nestpick	Travelbird
Wimdu	Westwing	Vaniday	Traveloka	Zalando	Zalora
Caterwings	Eatfirst	Helpling	Lazada	Printvenue	Zipjet
Zenrooms					

THE MARKETING MIX OF DARAZ BANGLADESH

The Marketing mix is a set of four decisions which needs to be taken before launching any new product or service. They are also known as the 4 P's of marketing. The Marketing Mix is discussed below.



Figure 2 - 4P's of marketing

Product

Daraz is, above all else, an online commercial center. On Daraz One can search through categories like Clothing, Footwear, Jewelry, Watches, Mobiles and Accessories, Jewelry, Books and Media, Electronics, Footwear, Watches, Mobiles, Computers, Electronics, Home and Living, Health and Beauty, Toys, Kids and Babies, Books and Media, Sports and Outdoors and many more. If a customer sees something they like, they tap on the item and view the complete detail of the product that includes pictures, descriptions, payment options and shipping information. customer additionally can hunt down their desired items by utilizing keywords as a part of the search in no time. Daraz give advanced search option in which Customers can narrow down their option and shop peacefully. Pretty much as one can purchase just about anything on Amazon, they can do it

the same in Daraz. In the event that one needs to offer as a business, they have to enroll in Daraz as a Daraz vendor by means of which they get a Daraz e-store. When one offers a thing on Daraz, they pay a specific rate of the final sale price to Daraz. There is no listing fee with the exception of this commission on deals. Daraz works an online commercial center empowering Seller to offer fundamentally anything on the web.

Price

Daraz offer services. The price of the Daraz services hinge on various characteristics. It is not the consumer who pays the price. It is the Vendor of the products who is accountable for the price of Daraz. Daraz runs on commissions fundamentally. Whenever there is a sale, Daraz gets it from its Seller. In other words, Daraz is the intermediary between the Vendor and the Buyer.

Promotion

Daraz by nature it is an online based business. Hence, the core focus of the Daraz governing body is on online platform. To reach its target group it has put its existence to all possible online sectors. From Google search engines to social media networks, Daraz is everywhere. Daraz has preserved its existence on Facebook, due to the hefty use of Facebook (Social Network) locally. Daraz sponsors ads on Facebook daily that reach outs 10 million. Other than Facebook, Daraz also maintaining its presence on Twitter, YouTube and on Instagram as well. They are also using personal email database to reach almost a million customers. Daraz is using the tele network as well, by sending SMS promotions to gain its potential sales possibilities. As a new comer in the market Daraz has covered its promotional needs on Online platforms. Nevertheless, Daraz is still no actively participating in Above-The-Line (ATL) or Below-The-Line (BTL) communication channels.

Place

Daraz is an online business, so basically the main place of business for Daraz is the virtual place which is www.daraz.com.bd; where customers are buying their desired products. And the physical place of business can be considered the address of the customers, where customers are receiving their ordered goods.

MAJOR DEPARTMENT OF DARAZ BANGLADESH

All organizations, regardless of what the size, require some kind of hierarchical structure to work appropriately. Organizations without a set authoritative structure have issues executing organization strategies and working at effective generation levels. Whether an organization is offering or assembling, certain divisions are vital to fundamental operations. Daraz is a multinational company and to run its operation smoothly they have some dedicated department with the right kind of people. The major departments of Daraz Bangladesh are given below, ("Daraz Careers | Grow your career with us | Daraz Bangladesh", 2016)

- Business Development
- Category Management
- Content Graphic & Design
- Customer Management
- Engineering
- Human Resources & Communication
- Marketing
- Sales & Account Management

CHAPTER 3: ANALYSIS

For this internship report I've done the PESTEL analysis, Swot analysis, Competitive analysis and They are both given below.

PESTEL ANALYSIS:

A PESTEL analysis is a framework or tool used by marketers to analyse and monitor the macro-environmental (external marketing environment) factors that have an impact on an organization.

PESTEL stands for:

P – Political

E – Economic

S – Social

T – Technological

E – Environmental

L – Legal

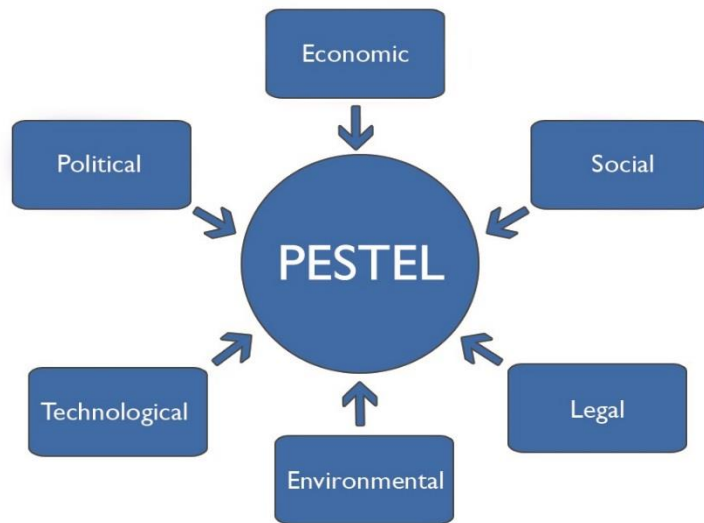


Figure 3 - PESTEL Analysis

Political Factors

These are about how and to what degree a legislature mediates in the economy. This can incorporate – government strategy, political security or instability in abroad markets, foreign trade policy, charge arrangement, labor law, environmental law, trade restrictions and so on.

It is clear from the rundown over that political variables frequently affect associations and how they work together. Associations should have the capacity to react to the present and expected future enactment, and modify their promoting arrangement as needs be.

Daraz is an internet based company and they depend on people ordering through internet. But due to the recent terrorist attack recently. Government is planning to put some restriction over internet, which in terms might hamper Daraz Bangladesh.

Economic Factors

Economic factors have a noteworthy impact on how an organization does business and also how profitable they are. Factors include – economic growth, interest rates, exchange rates, inflation, disposable income of customers and businesses and so on.

These factors can be further broken down into macro-economic and micro-economic factors. Macro-economic factors deal with the management of demand in any given economy. Governments use interest rate control, taxation policy and government expenditure as their main mechanisms they use for this.

Micro-economic factors are all about the way people spend their incomes. This has a large impact on B2C organizations in particular.

Bangladesh is a developing country, here the per capita earning is low. So Daraz's pricing should be done accordingly.

Social Factors

Social Factors are the areas that involve the common belief and attitudes of the population. These factors include – population growth, age distribution, career attitudes, social belief and so on. These factors are of particular interest as they have a direct effect on how marketers understand customers and what drives them.

People in our country has this belief that online business isn't trustworthy. If this belief can be changed, then Daraz would capture more market share from new customers.

Technological Factors

We all know how fast the technological landscape changes and how this impacts the way we market our products.

This is the age of smartphone, and most of Daraz's target market uses one. So Daraz is focusing on mobile advertising to capture the market.

Environmental Factors

Environmental factors include ecological and environmental aspects such as weather, climate, and climate change, which may especially affect industries such as tourism, farming, and insurance. But since Daraz an internet base company, so environment doesn't affect it much.

Legal Factors

Legal factors include discrimination law, consumer law, antitrust law, employment law, and health and safety law. These factors can affect how a company operates, its costs, and the demand for its products.

Since Bangladesh is a developing country, government are very lenient towards these online businesses. It's not being affected by the law in any bad way.

SWOT ANALYSIS:

Daraz Bangladesh is an online store for electronics, fashion and lifestyle. From mobile phone to kids toy and clothing everything about lifestyle is available here and ready to be delivered at your door when needed. They have been operating in Bangladesh for almost three years. Powered by Rocket Internet which is the parent brand of Daraz Bangladesh. Daraz is also running its operation in Pakistan and Myanmar. For any business analysis environment analysis is compulsory. The elements of environment can primarily be categories into two types, they are internal environment and external environment. The external environment can also be classified into two which are micro environment and macro environment.

1.Internal Environment:

The environment within the organization. Generally known as the element that can be changed by the organization. For Daraz Bangladesh they can be the office environment, the human resource, the website or even the supply management.

2.External Environment:

The external environment is the one out of the organization's reach but affects the organization. Which means the business has to keep them in mind and take steps according them. For Daraz Bangladesh they can be the rules and regulation of Bangladesh, the political situation of Bangladesh, the technological environment and many more.

- Macro Environment: These are the bigger parts of the external environment that has big influence on the market but cannot be changed by changing any smaller factor. Such as the economic condition of the country or the political condition.
- Micro Environment: The microenvironment is the smaller external environment like the supplier, bank and government policy.

The business environment can be analyzed with different tools. One of them is SWOT analysis. It works with four different types of environment. They are the Strength, Weakness, Opportunity and Threats of an organization.

The strength and weakness are the positive and negative side of an organization's internal environment. It means the organization has to make the strengths even stronger and put more focus on them and overcome the weaknesses it has. Whereas the opportunity and threats are the positive and negative side of the external business environment that cannot be changed from the organization so they have to make the most of the opportunity and try to avoid or take necessary steps to face the threats. The SWOT analysis of Daraz Bangladesh is explained below with the SWOT matrix.



Figure 4 - SWOT Analysis

SWOT Analysis

<p>STRENGTH</p>	<ul style="list-style-type: none"> • Better website among competitors • All brand new products • Deals with renowned brand • Brand warranty • Fast delivery • Strong collaboration among departments • Easy and free register • Delivery in whole Bangladesh
<p>WEAKNESS</p>	<ul style="list-style-type: none"> • High turnover rate • Low brand recognition • No refund on specific products • Lack of ATL and BTL marketing
<p>OPPORTUNITY</p>	<ul style="list-style-type: none"> • Emerging online market • Take order from outside Bangladesh • Gift delivery service • Emergency delivery
<p>THREAT</p>	<ul style="list-style-type: none"> • Upcoming native competitors • International giants • Political instability • Lower internet availability

Strengths

- Better website among competitors: Daraz Bangladesh has better website among competitors like pickaboo.com and clickbd.com
- All brand new products: Selling all brand new products here. Daraz Bangladesh do not sell any second hand or refurbished goods.
- Deals with renowned brand: Daraz Bangladesh is very popular for coming up with deals from various renowned brands like Samsung, Bata, Apex.
- Brand warranty: A lot of brands offer authorized warranty to customer who buys from Daraz Bangladesh.
- Fast delivery: Delivery among customer all over the country within three days.
- Strong collaboration among departments: Daraz Bangladesh has a very strong collaboration among departments. Like delivery to content department they communicate fast and solve problems.
- Easy and free register: It is free and easy for seller to register with Daraz Bangladesh.
- Delivery in whole Bangladesh: Daraz Bangladesh delivery their product all over Bangladesh no matter in cities or villages.

Weakness

- High turnover rate: The turnover rate in Daraz Bangladesh is high due lower chance of career development and small pay scale.
- Low brand recognition: A lot of people are not aware of the brand named Daraz Bangladesh. They mostly know bikroy.com or ekhanei.com
- No refund on specific products: In some products like books, some clothing they do not offer refund.
- Daraz is only focusing on online marketing. The company should focus on some ATL marketing and BTL advertising.

Opportunity

- Emerging online market: The online market in our country is still an emerging market with a lot of potentially.
- Take order from outside Bangladesh: Daraz Bangladesh can take order directly from outside Bangladesh and delivery them to a destination inside Bangladesh like UpoharBD.com
- Gift delivery service: Daraz Bangladesh can also take gift deliveries orders like cakes or cards or flowers.
- Emergency delivery: They are currently not offering emergency delivery service like same day delivery but they can since there is a demand of it.

Threat

- Upcoming native competitors: Upcoming native competitors can be a big threat. As a lot competitors are coming up.
- International giants: International giants like Amazon or EBay can come to our market and take over it if Daraz Bangladesh cannot make a strong position in the market.
- Political instability: Bangladesh is a country with unstable political history. So political incident can harm the business in times.
- Lower internet availability: As a third world country internet is not yet widely available everywhere in our country so Daraz Bangladesh is still out of reach of a lot of potential market.

COMPETITIVE ANALYSIS:

For a business to run smoothly one need to look at various things. An organization need to forecast its profitability, have to decide on what kind of resources to use. For that A SWOT analysis is done. Where we find the organization strengths and weaknesses. We also get to identify the potential opportunities and threats. But SWOT analysis only determines all this for the company itself. Whether as Competitive Analysis is done regarding the top most competitors in the market with similar businesses. It identifies the competitors and evaluate their strategies to find out their strength and weakness relative to our own product or service.

As mentioned before Bangladesh is a developing country and e-commerce is a relatively new field. Some people even goes as far to say that this sector is “The Future” or “The next big thing” for this country. Not many disagrees. However, Daraz isn’t the only one in this sector, in fact there are many online store it has to compete with to stay relevant.

The biggest competitor of Daraz is considered Kaymu. They are both subsidiary to Rocket Internet but has been in a silent battle since the beginning. But that’s just one big competitor. In addition, Bagdoom and Pickaboo are two company who can be considered as top competitors. There are many more Although Daraz and Kaymu has been merged together recently under Daraz Group, they are still maintaining their business separately from each other and still have no change in their business model or in their websites. So Kaymu is still a competitor of Daraz for the time being. Pickaboo has emerged recently and is getting to a lot of reach towards its potential customer base. Akhoni.com has rebranded itself as Bagdoom.com and it was one of first mover to the e-commerce sector.

Below a chart is given to show some highlights of these companies.

Name	Target Market	Price	Method of Distribution	Website Design	Advertising Platform	Language
Daraz	-Mass Market -1 st hand buyer	Competitive	Home delivery	Most Attractive	-TV -Facebook -Twitter -Instagram	-English -Bangla
Kaymu	-Mass Market -1st hand buyer -2 nd hand buyer	Lowest	Home delivery	Not up to the Mark	Facebook	English
Pickaboo	-Mass Market -1st hand buyer	Competitive	Home delivery	Very Attractive	-Facebook -Instagram - Twitter	English
Bagdoom	-Mass Market -1st hand buyer	Competitive	Home delivery	Attractive	Facebook	English

CONSUMER PERCEPTION ANALYSIS:

To get an idea about what the consumers are thinking I did a short online survey. I used simple random sampling method so that the data I would gather would be unbiased and everyone has an equal chance to participate. I created a google form and posted the links at various Facebook groups. On this survey I have gathered information from various people who participated on filing the form on their own will. I have gathered information from 41 individuals, due to time restriction and the deadline of this report I couldn't gathered information from more people.

So here I will be discussing the information from the survey to paint a picture of the consumer's perception regarding Daraz Bangladesh.

Age groups:

To understand the majority people that are involved with e-commerce, I put four options for them to select. They are-

- 16 - 20 years
- 21 - 25 years
- 26 - 30 years
- 31 years and above

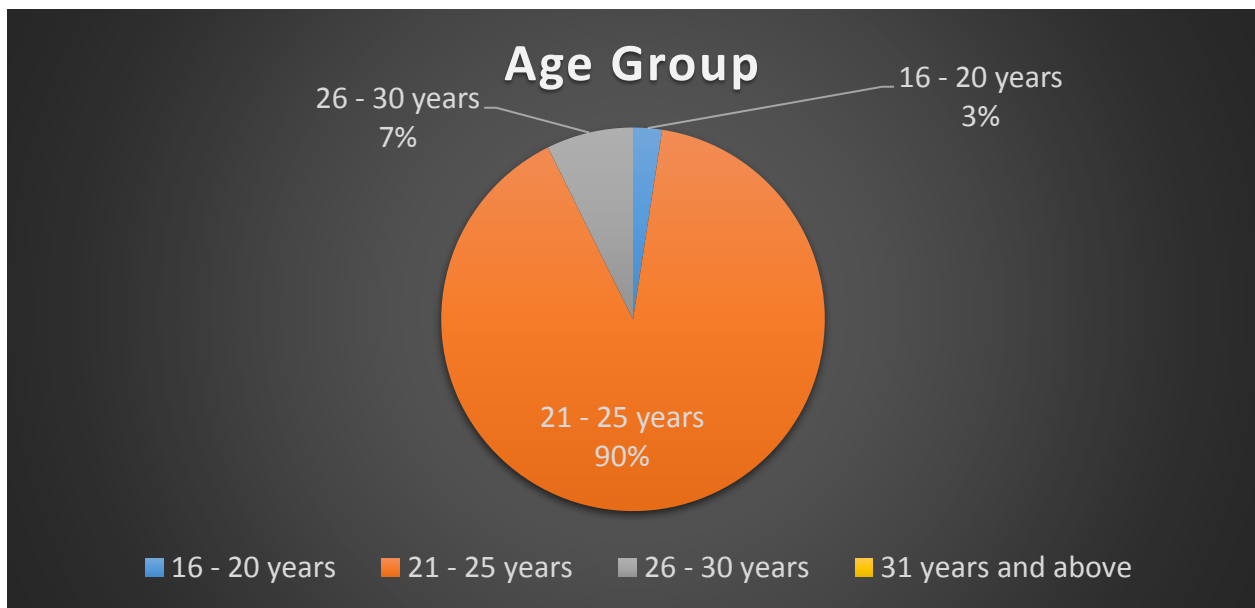


Figure 5 - Age Group

From this analysis we can clearly see that the majority of the people that's highly involved are people who are in their early 20's, which is 90% of my sample population. the second largest groups are the people in their late 20's which is 7%. The teenagers are at 3% and out of 41 individuals that participated in the survey none of them are over thirty.

Gender:

To properly target the consumer base an organization needs to know who are their main consumers. Gender plays an important role here.

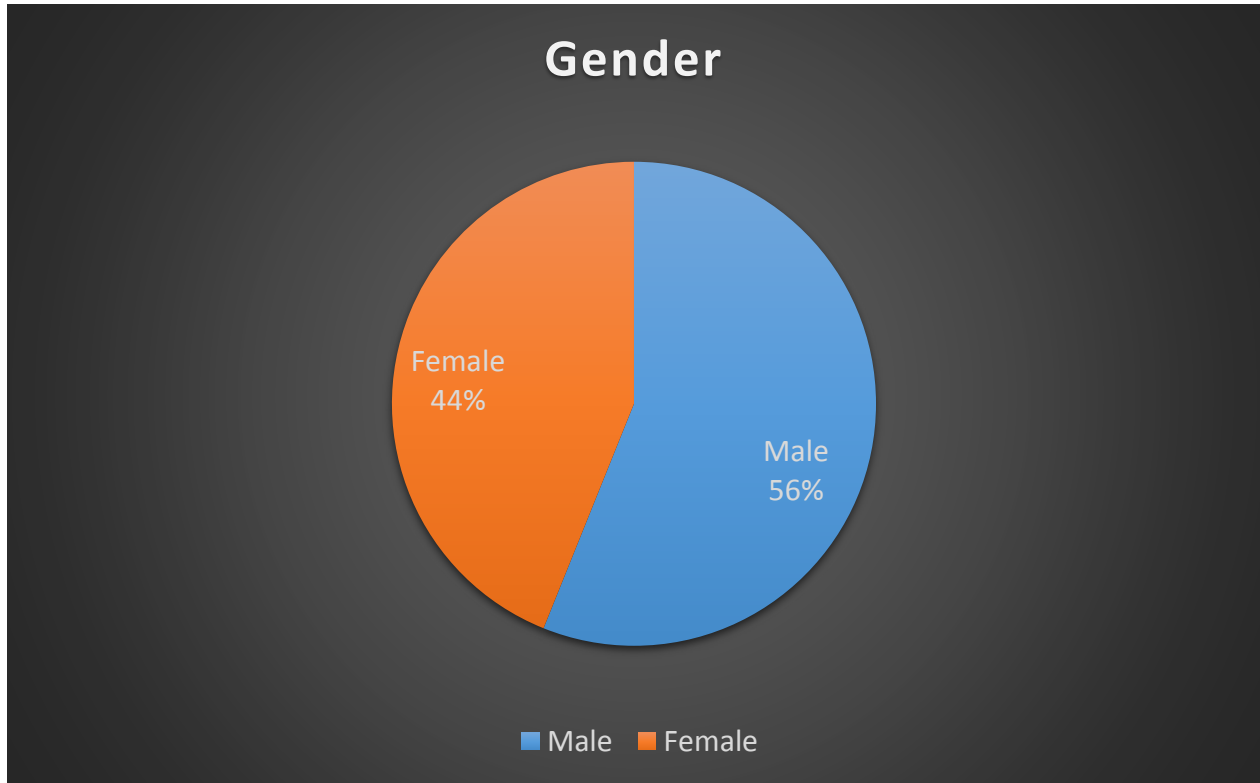


Figure 6 - Gender Ratio

From the chart above we can see that there isn't a very big gap between Male and Female user regarding their involvement with e-commerce businesses. While the male participants are 56% and the female are at 44%, just a mere 12% gap. So we can see although the men are being more involved but the women aren't falling behind. So Daraz should continue to target both male and female as their consumers.

Online Shopper Ratio:

Here I wanted to find out how many people actually have online shopping experience.



Figure 7 - Actual Online Shopper

78% of the people previously had online shopping experience. Which is a good sign that many people are adopting into this online shopping behavior, so organization should more focus on this sector.

Top E-commerce site in Bangladesh:

In the survey form the question was “In your opinion, which is the top e-commerce store in Bangladesh?”

I have provided them with top 4 online store similar to Daraz Bangladesh who has a similar business model, the options were-

- Daraz
- Kaymu
- Pickaboo
- Bagdoom

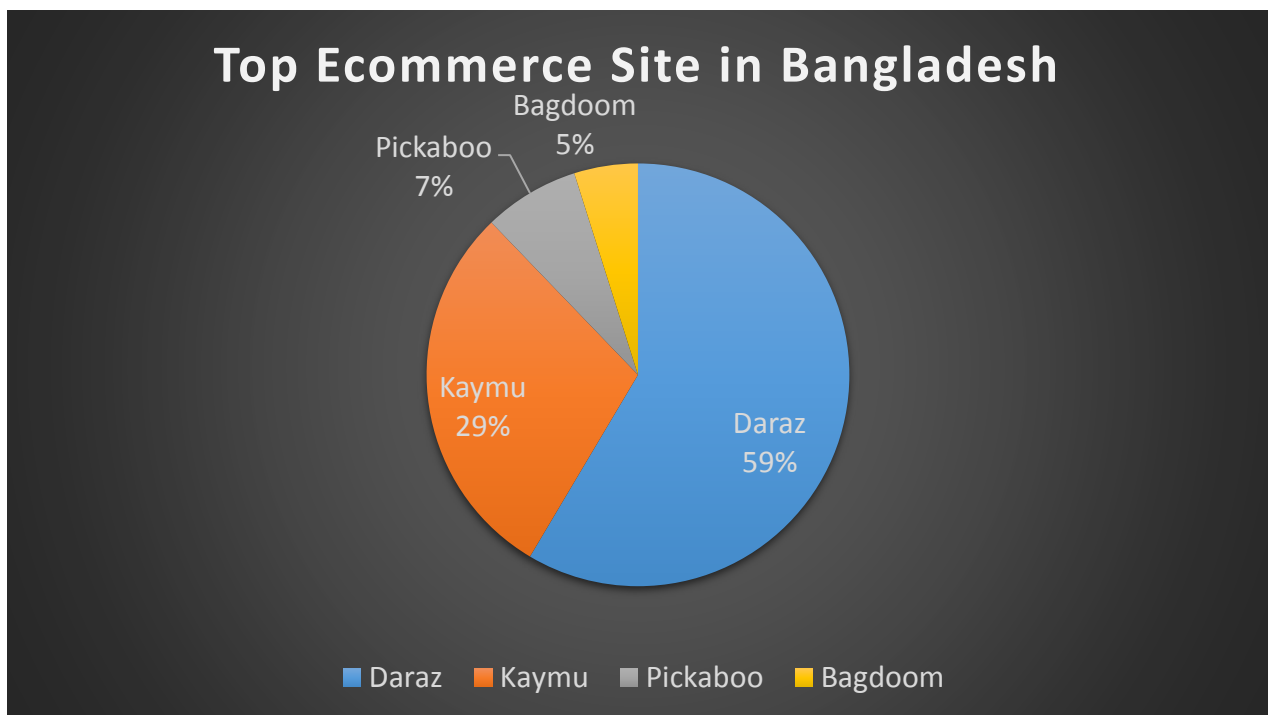


Figure 8 - Top Ecommerce Site in Bangladesh

Approximately 60% of the participant picked Daraz as the top site. While Kaymu being the second one with 29% of the people’s support to rival Daraz. Only 7% and 5% people chose Pickaboo and Bagdoom respectively as the top site in Bangladesh.

Actual Daraz Shopper:

Since Daraz was chosen as the top site by the large 59% of the sample population I needed to find out how many of them actually shopped from Daraz.

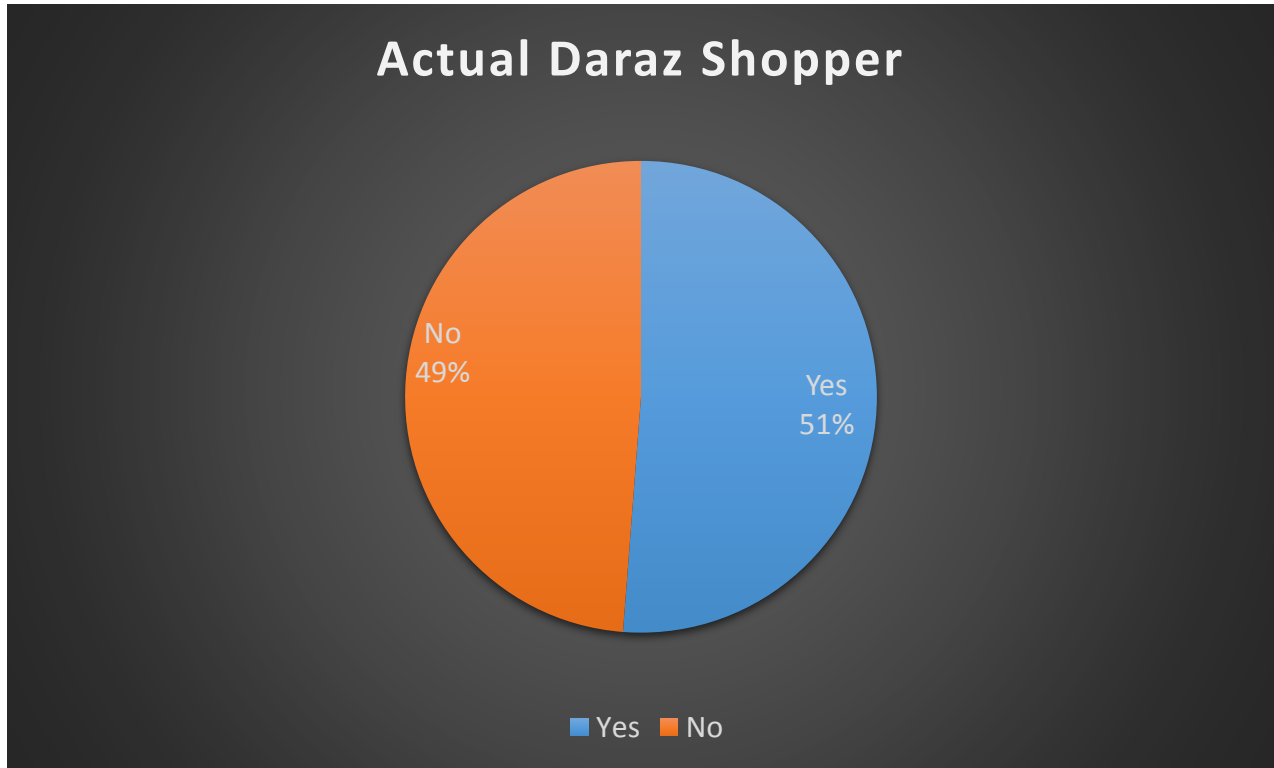


Figure 9 - Actual Daraz Shopper

Approximately half the sample population has previous shopping experience from Daraz, so we can conclude that the majority of the who people think of Daraz as the top e-commerce, has actually shopped from Daraz to come to that perception.

Performance of Daraz:

Here I wanted to find out how satisfied the customer are and what is their attitude toward Daraz. So I used Likert Scale for this question. Here a question is asked in which a respondent must specify a degree of agreement or disagreement in a multiple choice type format. The useful side of the Likert Scale is that they are the most universal technique for survey collection, therefore they are easily understood.

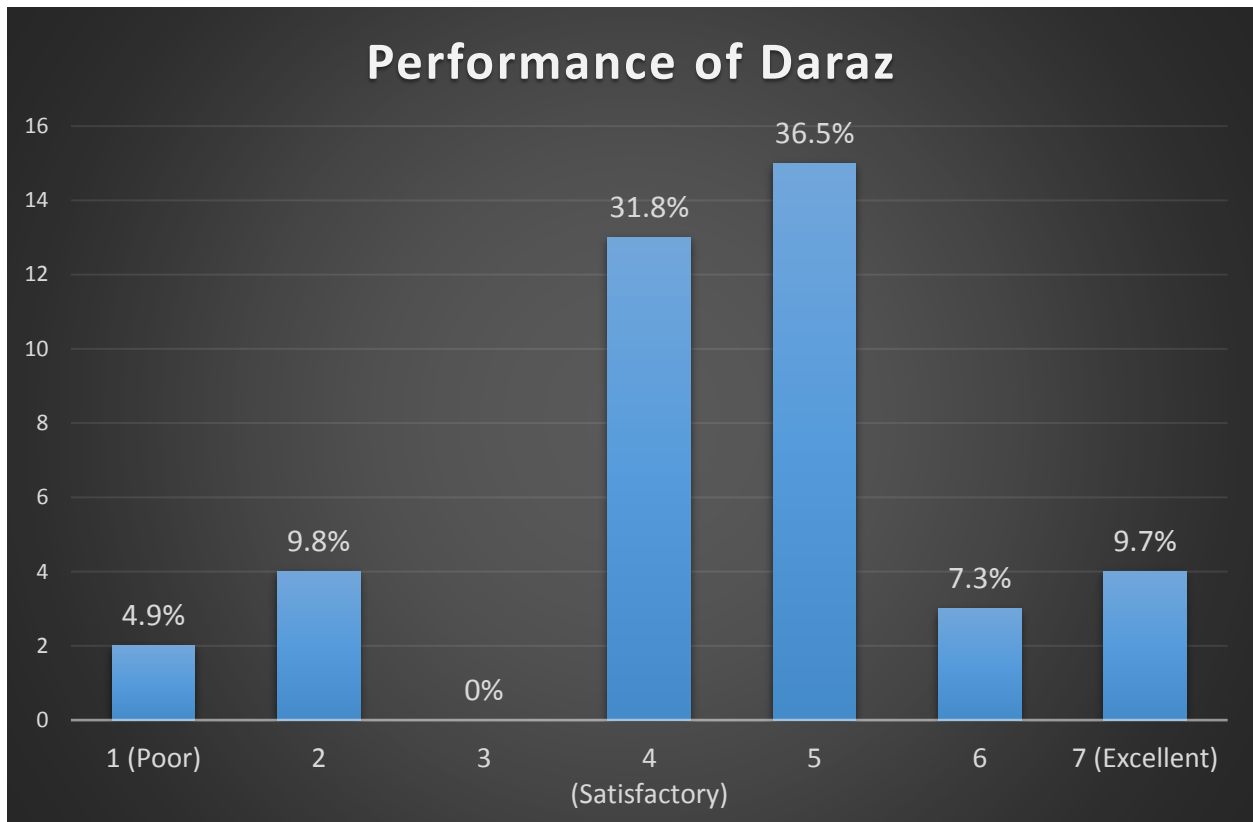


Figure 10 - Actual Daraz Shopper

Judging from this analysis we can clearly see that more than 85% of the thinks that the performance of Daraz is satisfactory and beyond. And no organization is perfect, some people do have bad experience with Daraz. so Daraz should continue to improve their service to reduce even this least amount of dissatisfaction from those few customers who rated it poor.

Areas of improvement:

As I mentioned before no organization is perfect, neither is Daraz. So what does the majority of people think that Daraz should improve to better their performance? I gave three options for this question for the respondent to answer. They are-

- Customer Service
- Delivery Time
- Website Design

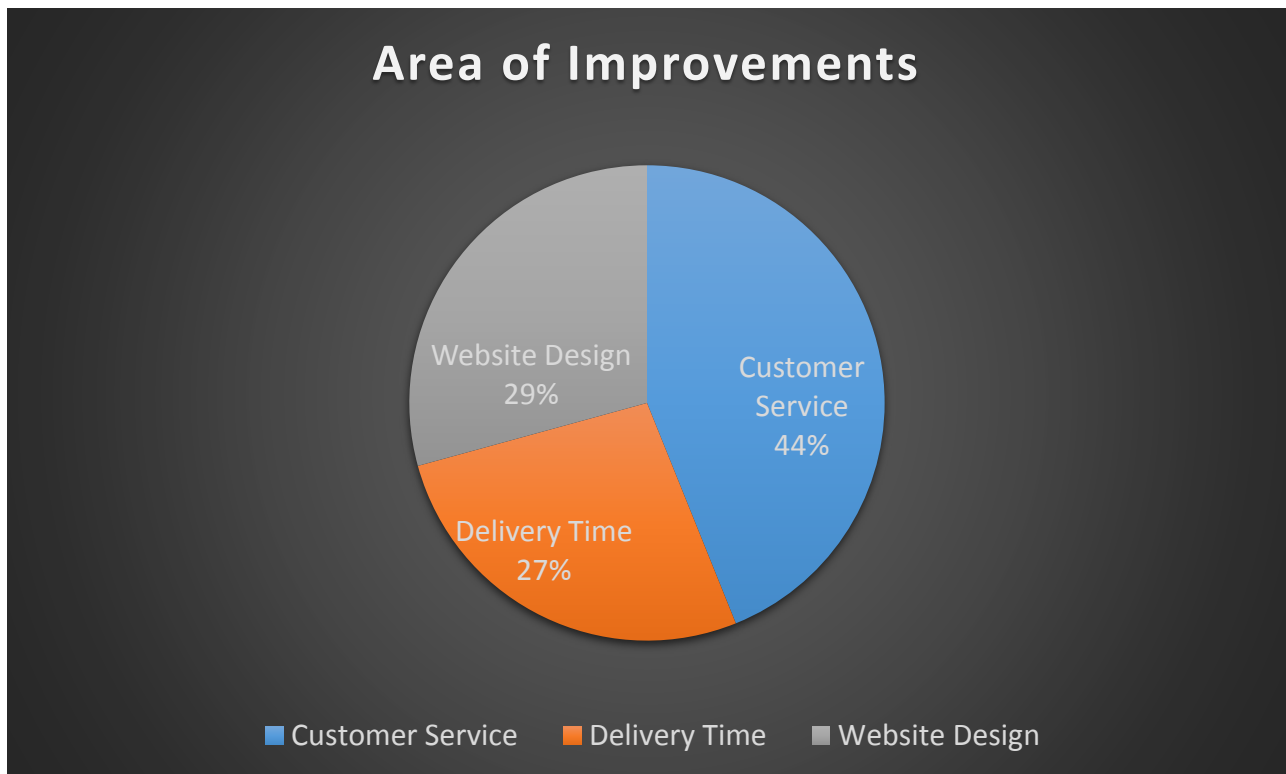


Figure 11 - Area of Improvements

Judging from the response I got, it clearly shows that almost 50% of the people think Daraz should improve their customer service. So they should put some thoughts regarding the matter and try to improve it to meet customer's expectation.

CHAPTER 4: JOB DESCRIPTION

The Job Description of Internship consisted of the following details:

TENURE OF EMPLOYMENT:

I was employed as an Intern of the company for the duration of three months. However, the opportunity was extended as so was required by the authority.

WORKING HOURS:

Sunday to Thursday: 9.30 am – 6.30 pm

Lunch Hours: 1.30 pm – 2.30 pm

REMUNERATION:

The company paid a monthly gross remuneration of BDT 6,000 per month during the employment period.

WORK STATION:

During the employment period, the primary work station was at the company premises at Green Grandeur, 8th Floor, 58/e, Kamal Attaturk Avenue, Banani, Dhaka-1213. However, recently Kaymu Bangladesh merged with Daraz Bangladesh. So for the most part of July the whole content team was moved to Kaymu Bangladesh office which is located at House 20/C Road 26, Gulshan-1 Dhaka, Bangladesh, Rd No 16, Dhaka.

RESPONSIBILITIES:

The following are the responsibilities of the job

1. To collaborate with content marketing and blog contributors to create high-quality content around important, relevant terms.
2. To help to promote content across social networks.
3. To manage ongoing partnerships with in-house and external content producers.
4. To work with the web development and design teams to produce content in the forms of blogs, articles, imagery and web copy that meets the aims and objectives of the client.
5. To ensure all content produced matches the tone and style of each client.
6. To maintain website content to ensure it is all up to date and accurate.
7. To upload contents which we received from vendors on a daily basis.

SPECIFIC RESPONSIBILITY OF THE JOB:

As a content executive my main task was to upload numerous contents to the website that the content management team received from the vendors. Then I was assigned to a specific seller by my supervisor with all the required contents. Which I had to upload within a set period of time which varied from a day to a week depending on the amount of contents or the quality of it or the priority of it.

THE SPECIFIC PROCEDURE:

Firstly, after getting list of product from seller, I had to use the seller center, which is the back end of the website for enlisting product.

Depending on the number of products I had to enlist or the type of products there are two ways to do this. They are,

- The manual way
- Using csv

If the product is tech related which had a lot of features and isn't common with other products, then doing the work manually is the way to go. This is also encouraged if my assigned me moderate number of products to enlist or upload to the website. This procedure is best applicable for uploading products like smartphone, laptop, desktop etc.

However, if the number of product is too high and the specification is very much common with others or these products belong in the same category, then using csv file is better. This procedure is used mainly for books and sports jersey or fashion related products.

Both of the procedure is described here with appropriate pictures.

1. Manual Way

First I would login to seller center and click the “Create New Product”

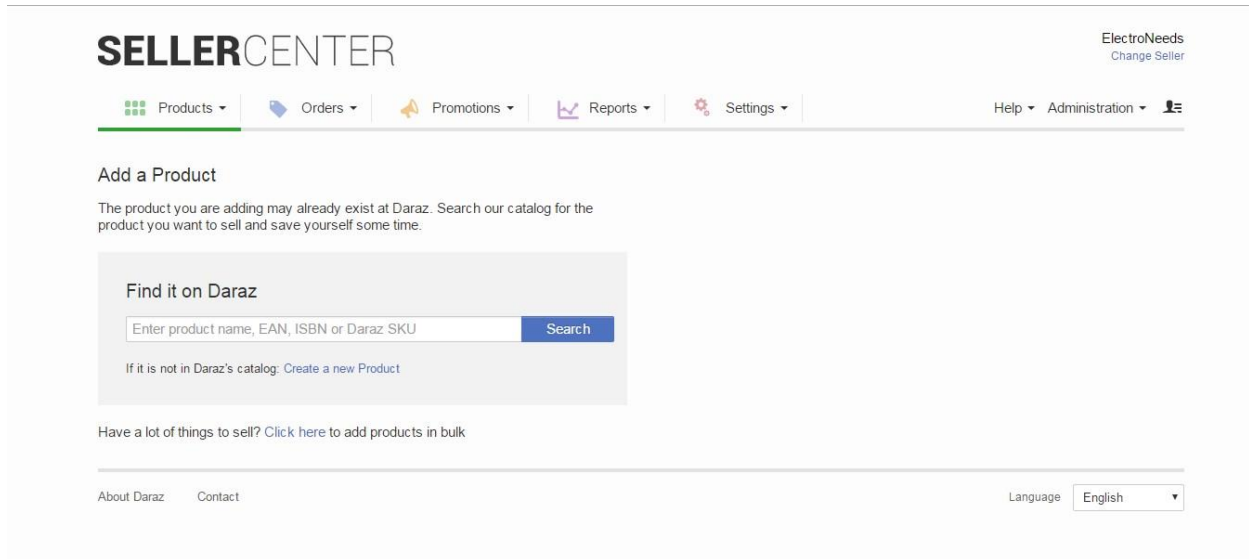


Figure 12 - Create New Product

Afterward I would select the proper category of the product I am about to upload.

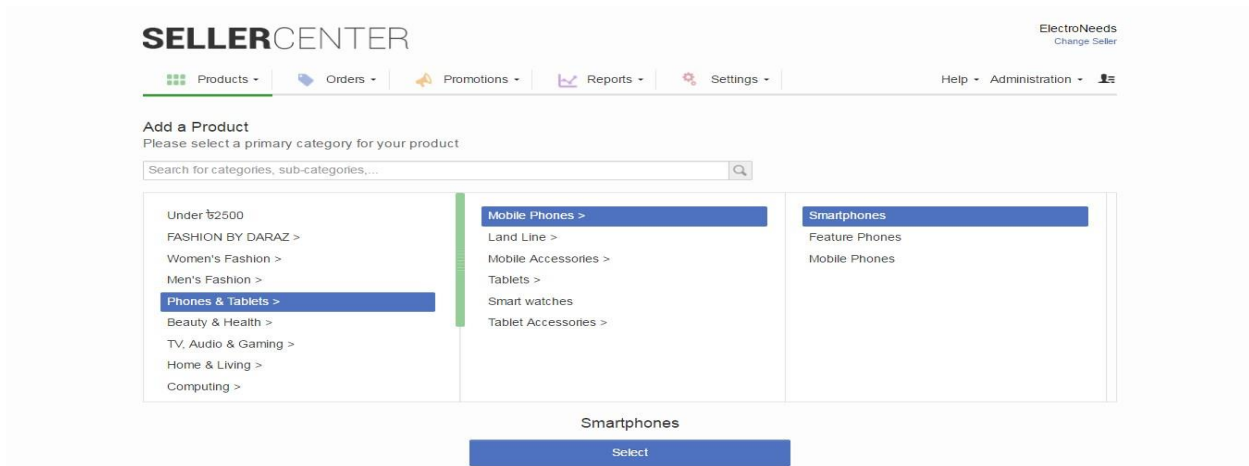


Figure 13 - Product Category

Then comes “Product Information”. In this page I would have to give the name of the product, add the brand of the product and product type. The supplier type is always by default “Marketplace”. In the keywords section I would write all possible type of keywords which customer might use to search this product.

SELLERCENTER ElectroNeeds
Change Seller

Products - Orders - Promotions - Reports - Settings - Help - Administration -

Add a Product to category Phones & Tablets > Mobile Phones > Smartphones

Product Information More Product Details Product Pricing Images

* Indicates required field

Name *

Name (Bengali) *

Shipment Matrix Template
Inside Dhaka: 2 to 4 working days; Outside Dhaka: 5 to 8 working days
Example: Inside Dhaka: 2 to 4 working days; Outside Dhaka: 5 to 8 working days
[» Show Shipment Matrix Template Details](#) [+ Create Shipment Matrix Template](#)

Brand *

Product type

Supplier type

Keywords
Add popular search queries as alternative keywords to suitable products

Primary Category Phones & Tablets > Mobile Phones > Smartphones

Figure 14 - Product Information

After that in “More Product Details” I would have to fill the variation, description, product specification, shipment and tax class.

SELLERCENTER ElectroNeeds
Change Seller

Products - Orders - Promotions - Reports - Settings - Help - Administration -

Add a Product to category Phones & Tablets > Mobile Phones > Smartphones

Product Information **More Product Details** Product Pricing Images

* Indicates required field

* Variation

* Description

* Product specifications

* Shipment

* Tax class

* No group selected

Enter product variations

Submit and Finish

Figure 15 - More Product Details

The variation field is only required if the seller is giving warranty of some sorts for the product.

- Variation

Product warranty

B I U P 131 132 133 134 135 136

Figure 16 - Variation Field

The description field has five sub-fields.

The image shows a 'Description' section with five sub-fields, each with a rich text editor toolbar and a large text area:

- Highlights***: A field for key product highlights.
- Product Description***: A field for the main product description.
- Product description (Bengali)***: A field for the product description in Bengali.
- What's in the box**: A field for describing the contents of the product packaging.
- Youtube ID**: A field for a YouTube video ID, with a small note below it: "which id of the youtube video".

Figure 17 - Description Fields

In the highlights field we provide the key highlights of the product, which customer can see without opening the product page. In the product description we give through description of the product with all its features with appropriate pictures. “What’s in the box: field is for as the name suggest, it for the what’s in the box that customer will get. And for YouTube ID we provide link of a YouTube video regarding the product.

Products Specifications field has many sub-fields. Here we have to put in information like Model, Print Speed, Color, Main material, Processor, RAM (GB), CPU Speed (GHz), Hard Disk (GB), Display size, Display Type, Display Resolution, Graphic card, Megapixels, Camera(s), Optical Zoom, Connectivity, Weight and many more information regarding the product.

- Product specifications

Model	<input type="text"/>
Print Speed	<input type="text"/>
Colour *	<input type="text"/>
Main material	<input type="text"/>
Processor	<input type="text"/>
	Processor
RAM (GB)	<input type="text"/>
	Random Access Memory
CPU Speed (GHz)	<input type="text"/>
	CPU Speed (GHz)
Hard Disk (GB)	<input type="text"/>
	Hard Disk (GB)
Display_size (inches)	<input type="text"/>
	Display Size (Inches)
Display type	<input type="text"/>
	Display Type
Display Resolution	<input type="text"/>
Graphic card	<input type="text"/>
Megapixels	<input type="text"/>
Camera(s)	<input type="text"/>
Optical Zoom	<input type="text"/>
Connectivity	<input type="text"/>
Ports	<input type="text"/>
	Ports
Operating system	<input type="text"/>
	Operating System
Keyboard	<input type="text"/>
Number of SIM cards	<input type="text"/>
Battery	<input type="text"/>
Print resolution	<input type="text"/>
Interface	<input type="text"/>
	Interface

Figure 18 - Products Specifications

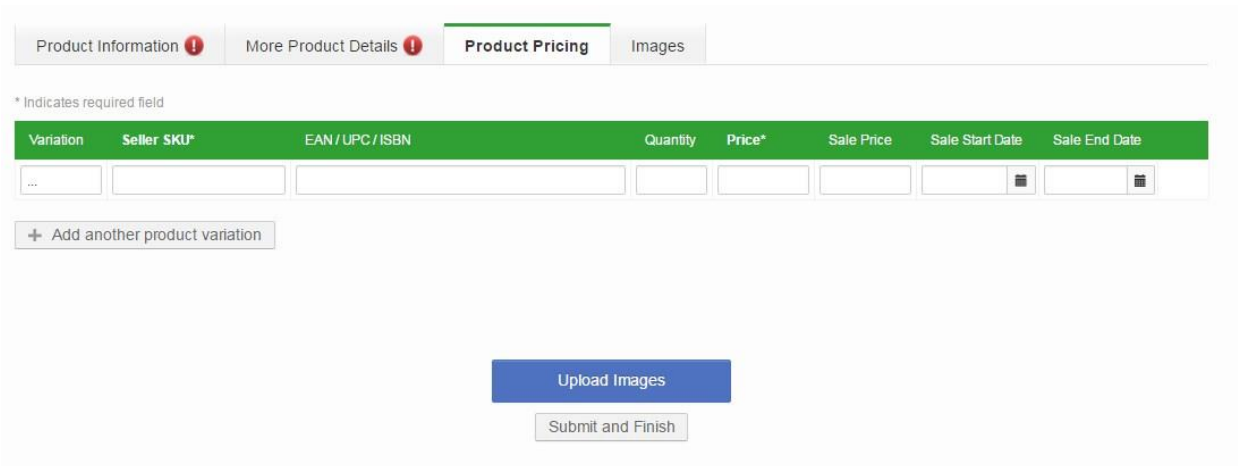
The shipment field is where we provide the minimum to maximum time of delivery, which is currently 3 to 10 days. But these can change depending on the company policy. Tax Class for all the products of Daraz is “Default”



The screenshot shows a form with two sections. The first section, titled "Shipment", contains two input fields: "Min Delivery*" and "Max Delivery*", both currently empty. The second section, titled "Tax class", contains a dropdown menu labeled "Tax class*" with the text "Please select" and a downward arrow. Below the dropdown, the text "Default" and "Example: Tax class" is visible.

Figure 19 - Shipment and Tax Fields

In “Product Pricing” we provide the price of the product. If there is any sale going on, we put the discounted price with the time period of the discount.



The screenshot shows a form with a navigation bar at the top containing "Product Information", "More Product Details", "Product Pricing" (which is highlighted), and "Images". Below the navigation bar, there is a note: "* Indicates required field". The main form is a table with the following columns: "Variation", "Seller SKU*", "EAN / UPC / ISBN", "Quantity", "Price*", "Sale Price", "Sale Start Date", and "Sale End Date". The first row of the table is empty, with a "..." in the "Variation" column. Below the table is a button labeled "+ Add another product variation". At the bottom of the form, there are two buttons: "Upload Images" and "Submit and Finish".

Figure 20 - Product Pricing

In the “Images” we provide image of the product. Image size should be within 680X850 to 2000X2000 pixel resolution. But in Daraz images are always upload in 680X850 pixel to save space in the website.

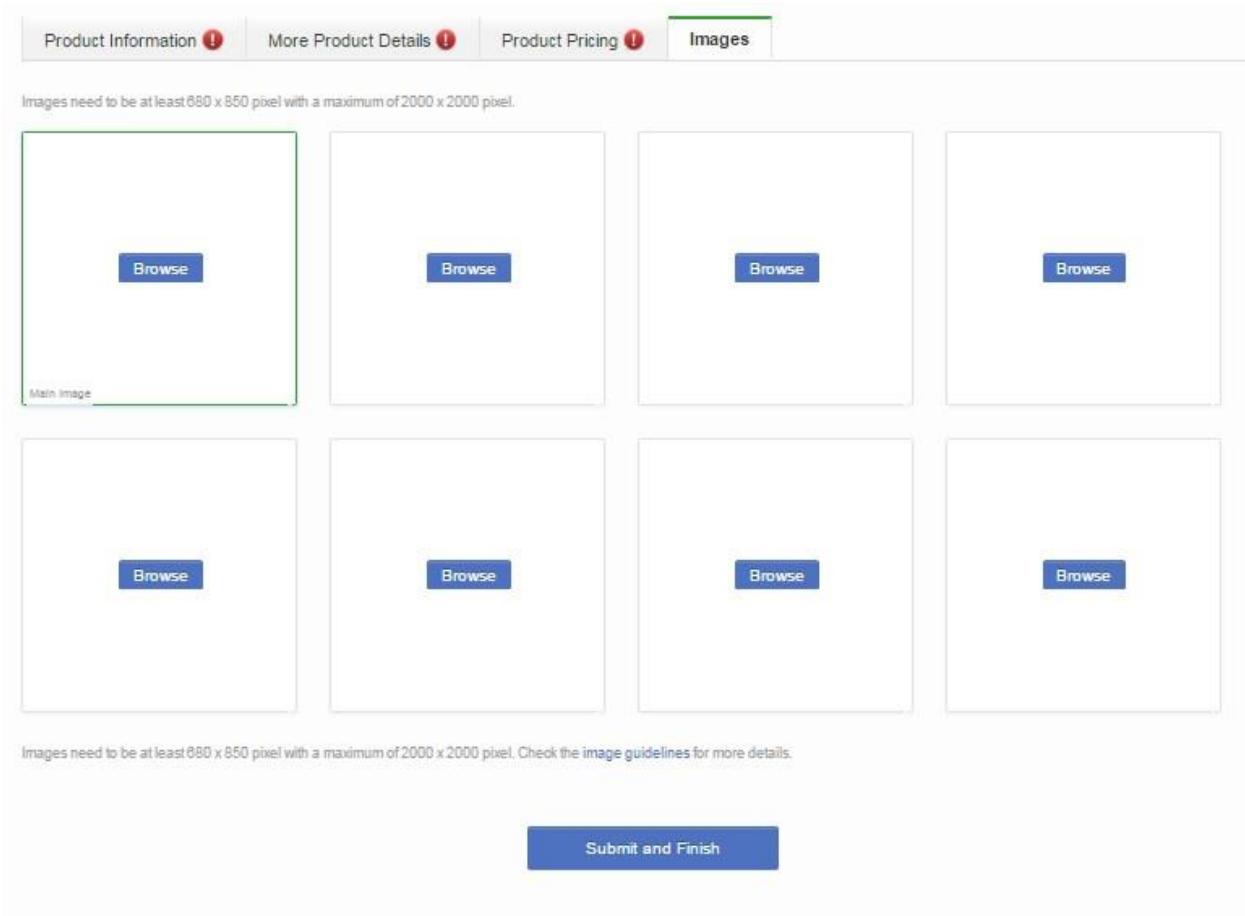


Figure 21 - Image upload Panel

2. Csv

This is relatively easier and less time consuming. For this we put all the information in a csv file. But instead of using Microsoft Excel, Daraz content team uses LibreOffice because it is better compatible with the file format. After putting all the data in the csv file, we simply go to “Import Product” page and import the csv file from the computer to the website.



Figure 22 - LibreOffice Logo

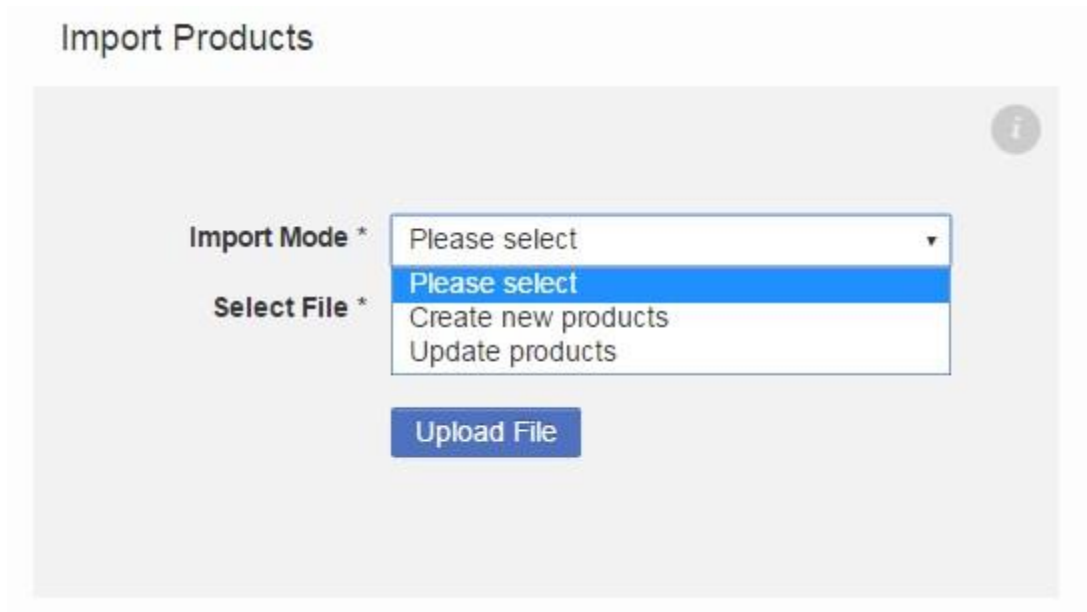


Figure 23 - Import Product through CSV panel

RECOMMENDATION

Daraz is a great e-commerce site and it has the potential to become even bigger and better. There is a few obstacle Daraz is facing though. Daraz Bangladesh is a Branch of Daraz group, and monthly or annual target is set from overseas administration. Which often creates problem. To overcome the obstacles Daraz need to change a few of their strategies a bit. The targets should not be determined from overseas administration as they do not have the proper market knowledge of Bangladeshi market. here are a few recommendations I want to make regarding Daraz Bangladesh.

- Daraz should start setting up regional offices nationwide to make sure operational excellence.
- Daraz should put stress on contracts they are making with their sellers.
- Daraz should set up a clear process of credit sales and payment procedure.
- Daraz should set their own team to decide on sales volume in advance so that they get the required fund.

CONCLUSION

Daraz Bangladesh Limited is one of the largest e-commerce website in Bangladesh and it has made the status of top online marketplace of Bangladesh. It is relentless in detection of business revolution and development. Daraz first entered the Bangladeshi market back in 2013. In this very few time it has cemented its place as one of the leading e-commerce site in Bangladesh. It has created job opportunities for many fresh graduates. Daraz also uses university going students as their agent and pay them based on commission. It gives them a great experience which they can use in real life. They always maintain good relation with both their vendors and customers. The customer care is always there to help customer with any problem. After all these it still hasn't stopped progressing, it continues to bring to something new to the mixture. While working with the Content Team, Daraz Bangladesh Limited, I experienced the work process of multinational company, which is a big achievement for me. My job responsibilities along with other activities has developed my practical knowledge and provided me an amazing experience. Daraz has a very bright future. Their latest big move was merger with Kaymu, which is their biggest competitor. Hopefully they will utilize Kaymu to make them even stronger than before, continue to give Bangladeshi market always something to look forward to.

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APPENDIX

The Survey Form

8/27/2016

A survey on consumer perception of Daraz Bangladesh

A survey on consumer perception of Daraz Bangladesh

* Required

1. Your Name *

2. Your Age *

Mark only one oval.

- 16 - 20 years
- 21 - 25 years
- 26 - 30 years
- 31 years and above

3. Your Gender *

Mark only one oval.

- Male
- Female

4. Did you ever shop online? *

Mark only one oval.

- Yes
- No

5. In your opinion, which is the top e-commerce store in Bangladesh? *

Mark only one oval.

- Daraz
- Pickaboo
- Kaymu
- Bagdoom

6. Have you ever shopped from Daraz? *

Mark only one oval.

- Yes
- No

8/27/2016

A survey on consumer perception of Daraz Bangladesh

7. On a scale of 1-7, how much would give Daraz for their overall service?

Mark only one oval.

	1	2	3	4	5	6	7	
Poor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Excellent

8. What should Daraz improve to better the service? *

Mark only one oval.

- Delivery Time
- Website Design
- Customer Service

Powered by
 Google Forms

Survey Results

Your Name	Your Age	Your Gender	Did you ever shop online?	In your opinion, which is the top e-commerce store in Bangladesh	Have you ever shopped from Daraz?	On a scale of 1-7, how much would you give Daraz for their overall service?	What should Daraz improve to better the service?
Md. Masum Rana	21 - 25 years	Male	Yes	Daraz	Yes	6	Customer Service
Mumu	21 - 25 years	Female	Yes	Daraz	Yes	7	Delivery Time
shihab	21 - 25 years	Male	Yes	Daraz	Yes	2	Website Design
Fahad Quadery	21 - 25 years	Male	Yes	Daraz	Yes	5	Delivery Time
Upama Sarkar Borna	21 - 25 years	Female	Yes	Daraz	No	5	Customer Service
Salekin Sany	21 - 25 years	Male	Yes	Kaymu	No	6	Customer Service
Devakor Dey Shuvo	21 - 25 years	Male	Yes	Daraz	Yes	5	Customer Service
Maisha Zaman	21 - 25 years	Female	Yes	Kaymu	No	4	Website Design
md nazmus shakib	21 - 25 years	Male	Yes	Daraz	Yes	5	Delivery Time
Arko	21 - 25 years	Male	Yes	Kaymu	No	7	Customer Service
samira	21 - 25 years	Female	No	Pickaboo	No	5	Website Design
Orko	21 - 25 years	Male	Yes	Kaymu	No	4	Website Design
Anonymous	16 - 20 years	Female	No	Kaymu	No	4	Website Design
Subhat Islam Totini	21 - 25 years	Female	Yes	Daraz	Yes	7	Website Design
Humyra Alam	21 - 25 years	Female	Yes	Daraz	No	4	Customer Service
Mohammad Adib Hasan	26 - 30 years	Male	Yes	Daraz	Yes	5	Delivery Time
Sabrina	21 - 25 years	Female	Yes	Kaymu	No	2	Customer Service
Labonno	21 - 25 years	Female	Yes	Bagdoom	No	4	Website Design
Iftexhar Alam	21 - 25 years	Male	Yes	Daraz	Yes	4	Delivery Time
Adib	21 - 25 years	Male	No	Daraz	No	5	Website Design
Tasfia Ejaj	21 - 25 years	Female	No	Pickaboo	No	1	Customer Service
Amitava	26 - 30 years	Male	Yes	Daraz	Yes	7	Delivery Time
E. M. A. Fahad	21 - 25 years	Male	Yes	Daraz	Yes	5	Customer Service
Imran Hossain Fahad	21 - 25 years	Male	Yes	Daraz	Yes	5	Delivery Time
Redwana Huq	21 - 25 years	Female	Yes	Kaymu	No	4	Website Design
susana	21 - 25 years	Female	No	Kaymu	No	4	Delivery Time
Tasmia	21 - 25 years	Female	Yes	Daraz	Yes	5	Customer Service
Fuad	21 - 25 years	Male	Yes	Daraz	Yes	6	Delivery Time
Ahmad Ullah Adit	21 - 25 years	Male	No	Daraz	No	4	Customer Service
Ahmed Ahnaf	21 - 25 years	Male	No	Daraz	No	4	Website Design
Kamran Hossain Nobin	21 - 25 years	Male	Yes	Daraz	Yes	4	Customer Service
Toslim Hossain	21 - 25 years	Male	Yes	Kaymu	No	1	Customer Service
Md. Saiful Alam Anik	21 - 25 years	Male	Yes	Daraz	Yes	5	Website Design
orchi	21 - 25 years	Female	Yes	Kaymu	Yes	2	Customer Service
Fatema Tuj Johura	21 - 25 years	Female	Yes	Daraz	Yes	5	Delivery Time
Rafa	21 - 25 years	Female	Yes	Pickaboo	Yes	4	Delivery Time
Naziat Ahmed	21 - 25 years	Female	Yes	Daraz	Yes	4	Website Design
Susmita	21 - 25 years	Female	Yes	Kaymu	No	5	Customer Service
Sohel	26 - 30 years	Male	No	Bagdoom	No	2	Customer Service
Md. Saiful Alam Anik	21 - 25 years	Male	No	Kaymu	No	5	Customer Service
Jaayadul islam anik	21 - 25 years	Male	Yes	Daraz	Yes	5	Customer Service