



Connecting the best talent with
top companies around the world



Find your dream job

Job, Title, Skills, Position, Company

City, Region, Country



SEARCH

Internship Report On,

"An analysis of the sales activities and customer satisfaction management experience of Everjobs Bangladesh"



Internship Report

Submitted To

Mr. Feihan Ahsan

Senior Lecturer

Submitted By

Sanjida Islam

ID: 10204057

BRAC Business School

BRAC University

Date of Submission: 20th September, 2016

Letter of Transmittal

20th September, 2016

Feihan Ahsan

Senior Lecturer

BRAC Business School

BRAC University

Subject: Submission of Internship report.

Dear Sir,

I would like to submit my internship report entitled as ‘Sales Activity Analysis and Customer Satisfaction Management for Everjobs.com.bd a venture of Rocket Internet. I have prepared this report as a part of the requirement for BBA program of BRAC Business School.

I have genuinely completed my internship program at Everjobs.com.bd while I was working there as an intern for three months. Working on this report was an enormous learning experience for me as I got to learn the differences between practical and theoretical work. I hope you will find the report to be purpose, organized and trustworthy.

I would like to take this opportunity to thank you for all the support and guidelines that you have provided. In the meantime, I will be available if you have any query.

Sincerely yours,

Sanjida Islam

ID: 10204057

BRAC Business School

BRAC University

Contact no.: +8801622444807

Email: Sanjida.shemu@gmail.com

Acknowledgement

End of my internship report was so wide experience to describe in few words here. Allah the almighty was always there with me in even & odds.

Secondly my parents were everything for me they always do support me.

I would like to thank my Internship Supervisor Feihan Ahsan, Senior Lecturer, BRAC University for his nonstop direction and support in preparation of this report. I am greatly pleased to him for the supports he has provided during my Internship period.

At Everjobs I have got my first working experience with a highly decorated working sphere with talented and various people.

I would like to thank various organizations, people, and source of information that is the way to complete my intern report. I hope all of them wish me better luck in work and life that is just coming to every time I look forward.

Next, I would like to convey deepest gratitude to my organizational supervisor at Everjobs Bangladesh, Mr. Ashikur Rahman, Head of Sales, Everjobs Bangladesh. He directed me towards the accurate information and regularly reviewed my progress in preparation of this report. I would also express heartfelt thanks to Sabirul Islam, Country Manager, Everjobs Bangladesh, who always supported me in all ups and downs throughout the internship period.

I would also like to extend my gratefulness to the following persons: Mr. Asifuzzaman Bappy, Mr. Arif Aditto, Mr. Hossain Al Shahid and Mr. Hasan Shahriar, for guiding me in understanding the procedure of Sales Force and other related works. Furthermore I would like to thanks OCSAR to drop my CV in Everjobs so that I got this wonderful opportunity.

Their precious involvement has facilitated the successful completion of this report to a great extent.

Executive Summary

In the period of 21st Century, with the help of technology, people are getting all the information through internet and electronic devices at the tap of any finger they want anytime. Capital investment of business has taken science, information and technology on its acme of time. Overview of the working class people and business organizations emphasized the specialty of employee development program to a greater level of demand for hiring best quality workers.

Everjobs has becoming the leader of job sites and so on as planned with Rocket internet and logistics; No. 1 in Asia. Currently operating successfully in many countries of Asia, Africa, Myanmar, Uganda and so on. Bangladesh is an emerging market for business and agriculture by following developing economy, supply of potential resources and progressive manpower.

This paper is an analytical report of Everjobs.com.bd based on collected data from work experience, internet and some other related writings, articles. Sales activity analysis and customer satisfaction management has given first priority as it was mine too.

Everjobs is a concern of backed By German startup incubator Rocket Internet; Launched in Bangladesh as Everjobs.com.bd in 1st June, 2015. With the best prospect presenting the advanced online job portal and so on in Bangladesh which is currently running its operation in few countries around Asia and Africa, gaining access to success within very short time in this competitive business market of Bangladesh. It is easier way to be with Everjobs, its user friendly website helps connecting both employers and job candidates.

Bangladesh is an emerging market by following frequent supply of progressive manpower, merit, resource and strongly developing business market economy with the help of vast work field. Thousands of uprising local multinational companies are processing millions of job scope every year to retain business development, industrial growth and revenue.

Nowadays traditional recruiting agencies are outdated. Few local jobsites are playing vivid role by following the demand of website of job portal with relative services. Still there is more and enough room left to develop in this business here in Bangladesh. That is why Everjobs Bangladesh has been initialized and operating to lead the sector extravagantly and maximum way possible. It is lot easier to use the website that is made by recruitment experts. Within years after launching result is imminent as promised to provide advance support to both employers and job candidates in significant manner. Young job candidates are seeking at Everjobs to get their desired job who will lead Bangladesh.

Table of Contents

1. Introduction.....	8-10
2. Background.....	11
3. History/Ownership and Location.....	12- 14
4. Organizational Structure	15
(a) Mission Statement.....	15- 17
(c) Other Details.....	18-20
5. Responsibilities, duties and analysis.....	21
(a) Internship.....	21
(b) Description.....	21
(c) Key responsibilities	21- 23
(d) Other responsibilities	23
(e) Daily Responsibilities.....	24
(f) Different aspect of the job performance.....	24-28
6. Objective, Scope and Limitations	29
(a) Primary Objective.....	29
(b) Secondary Objective.....	29
(c) Scope.....	29
(d) Limitations.....	29-30
7. METHODOLOGY.....	30
8. CRITICAL ANALYSIS OF everjobs Bangladesh.....	31
(a) Threat of New Entry.....	32
(b) Competitive Rivalry.....	32
(c) Buyer Power and Supplier Power.....	32
(d) Threat of Substitutions.....	32
9. Customer Satisfaction Management.....	33
a. Customer satisfaction is important as.....	33
Model 1 : Customer satisfaction model.....	33
b. Company positioning.....	34
Model 2 : Positioning Map.....	34
10. FINDINGS & OBSERVATIONS.....	35
11. Recommendations.....	35
12. CONCLUSION.....	36
Appendix: Bibliography.....	37

About

1. Introduction

Electronic commerce, commonly written as **e-commerce** is the trading or facilitation of trading in products or services using computer networks, such as the Internet. Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World for at least one part of the transaction's life cycle although it may also use other technologies such as e-mail.

E-commerce businesses may utilize some or all of the following:

- Online shopping web sites for retail sales direct to consumers
- Providing or participating in online marketplaces, which process third-party business-to-consumer or consumer-to-consumer sales
- Business-to-business buying and selling
- Gathering and using demographic data through web contacts and social media
- Business-to-business electronic data interchange
- Marketing to prospective and established customers by e-mail or fax (for example, with newsletters)
- Engaging in retail for launching new products and services
- Online financial exchanges for currency exchanges or trading purposes

The Advantages

#. Cost Effective

The entire financial transactions will eventually become electronic, so sooner conversion is going to be lower on cost. It makes every transaction through e-commerce payment a lot cheaper.

#. Higher Margin

E-commerce also enables us to move better with higher margin for more business safety. Higher margin also means business with more control as well as flexibility. You can also save time from the e-commerce.

#. Better Productivity

Productivity here means productivity for both companies and customers. People like to find answers online because it is faster and cheaper, and it costs a lot cheaper expense as well for the company.

#. Quick Comparison

E-commerce also enables you to compare price among several providers. In the end, it leads you to smart shopping. People can save more money while they shop.

#. Economy Benefit

E-commerce allows us to make transaction without any needs on stores, infrastructure investment, and other common things we find. Companies only need well built website and customer service.

The Disadvantages

#. Security

Customers need to be confident and trust the provider of payment method. Sometimes, we can be tricked. Examine on integrity and reputation of the web stores before you decide to buy.

#. Scalability of System

A company definitely needs a well developed website to support numbers of customers at a time. If your web destination is not well enough, you better forget it.

#. Integrity on Data and System

Customers need secure access all the time. In addition to it, protection to data is also essential. Unless the transaction can provide

People who prefer and focus on product will not buy online. They will want to feel, try, and sit on their new couch and bed.

#. Customer Service and Relation Problem

They sometimes forget how essential to build loyal relationship with customers. Without loyalty from customers, they will not survive the business.

The disadvantages are not impossible to avoid. If we have enough management on risks, we may really get a lot more advantages from e-commerce. The advantages are surely teasing, and we will enjoy such easy transaction these days. Enjoy more your internet browsing and enjoy more your e-commerce

2. Background

Rocket internet

As Everjobs Bangladesh is a venture of Rocket Internet here is some discussion about that.

Mission is to become the world’s largest internet platform outside the United States and china.

They believe entrepreneurs have the power to shape the online world. Boost your career, and join over 30000 Rocket employees in fuelling the success of our companies worldwide.

Rocket internet is a Berlin based German internet incubator that builds online startups and own their share over time, was founded by three brothers. Marc, Oliver and Alexander Samwer.

Rocket was connected to the European founder’s fund, an associated company.

Rocket has started its journey in 1999, changed its legal form to a private limited company to a public limited company on July 1st, 2014. The initial public offering took place on October 2, 2014 at the Frankfurt Stock Exchange.

Rocket Internet builds and invests in Internet companies resulting hundreds of ventures. Its network of companies operates a variety of business models in 110 countries in six continents with more than 36000 employees; mostly emphasized in Asia and Africa.

5.4 billion Potential customer that is 75% of global mobile user is the target business of rocket and this number is increasing momentarily.

Rocket invests in companies that take proven online business models to new, fast-growing markets. Rocket Internet focuses on 5 sectors describing below:

1. Food & groceries.
2. Fashion.
3. General Merchandise.
4. Home and Living.
5. Travel

Ventures of rocket in Bangladesh

1. kaymu.
2. Daraz.
3. Foodpanda.
4. Everjobs.
5. Lamudi.
6. Carmudi.
7. Jovago



3. History/ Ownership and Location

Everjobs

Everjobs is the highest upward online job platform in frontier markets. With its perceptive and easy-to-use website, Everjobs allows jobseekers around the world access to thousands of jobs in a wide range of industries, while enabling employers to target the right applicants in a large talent pool of candidates. Currently active in several countries, Everjobs is rapidly expanding into Asia and Africa's markets and aims to become the leading career portal in frontier markets.

They connect the best talent with top companies around the world.

At everjobs they believe in great people. Every individual has a unique set of skills. All it takes is the right match among talented people and great employers. Their mission is to enable these connections in the easiest and fastest way possible. Together we build career. Countries: Sri Lanka, Myanmar, Cameron, Cambodia, Uganda, Ivory Coast, Senegal, Bangladesh, Ethiopia, Tanzania.

Use and disclosure of personal information:

Everjobs will only use personal information for the purpose such data was collected for and not disclose any personal information to third parties without user's consent (except if disclosure is required by applicable laws)

Everjobs will use personal information to:

Communicate with user, Deliver services offered to user by everjobs on the website; Confirm user's identity and (where applicable) details regarding payment methods; Provide and improve services and administer the website; Fulfill legal, regulatory and compliance requirements; Contact user directly for marketing purposes. Create your advance and smart CV through online just within minutes.

Find the dream job that matches your exact potentiality. Helping companies for build a winning team.

Employers that trust Everjobs:

Fedex, Samsung, Unilever, Audi, Pwc, Pinya beverage Myanmar ltd.

Everjobs (Everjobs.com) is an online job portal currently operating in Sri Lanka, Myanmar, Cameron and some other countries in Asia and Africa and so on as a part of Asia Pacific Internet Group Backed by Berlin Based Rocket internet.

Launch its operation in Bangladesh recently as name of Everjobs.com.bd on 1st June, 2015. As a new job finding website in Bangladesh they want to make the job finding process a lot easier. At Everjobs jobs are listed in terms of popularity, industry, City Company and so on. Job seekers and employers connect more easily with the help of user friendly and perfectly mobile friendly website which is made by recruitment experts.

Bangladesh is an emerging market of economic development by following business, agriculture, potential resource, progressive manpower etc. Thousands of uprising local, multi-national companies are processing millions of job every year simultaneously as the market is going higher. By everyday people are getting more skilled and experienced to fight to stay on a secure and better job for livelihood.

Nowadays traditional recruiting agencies are outdated. Candidates are searching jobs offline by scanning magazines, journals and newspapers etc. few local jobsites are playing vivid role by following the demand of job portal. Still there is more and enough room for developing this business in Bangladesh. That is why Everjobs.com.bd has been initialized and operating sincerely in here to lead the sector extravagantly and maximum way possible.

Top Employers



Gijs Verheijke the Managing Director and Head of Asia of Everjobs emphasized the enormous potential of the Bangladeshi market, ‘Bangladesh represents an enormous market potential with almost 160 million people. Internet access is rapidly rising.’ he said. ‘When we look at Bangladesh, compared to other markets in the region, the use of job sites is still relatively low and that is why we believe that there is room for more players in the market to help develop the market further and bring more of the job market into the internet’, he added.

Everjobs (everjobs.com) is a job portal currently operating in Sri Lanka, Myanmar, Cameroon and some other countries in Africa. Backed by Berlin based Rocket Internet, it launched its operations in Bangladesh recently as Everjobs.com.bd. Jobs are listed in terms of popularity, industry, city, company and so on. So far around a 1000 companies have joined Everjobs.com.bd including Aamra, Walton and TNT.

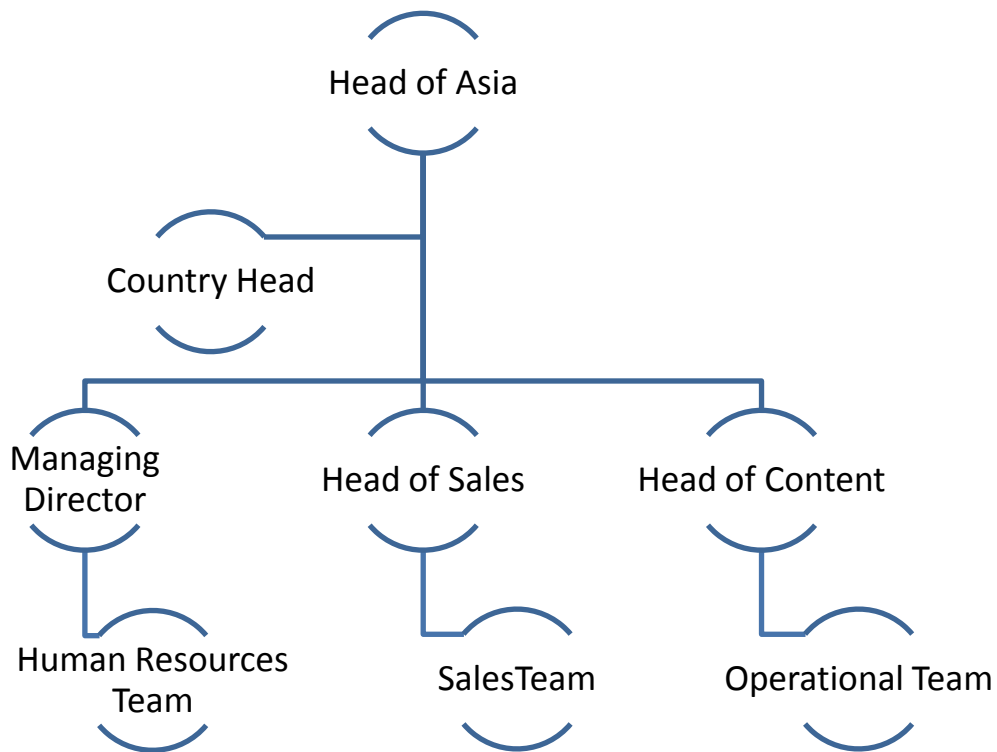
‘Everjobs is a new job finding website in Bangladesh and the want to make the job finding process in this country a lot easier.’ **Gijs Verheijke, Managing Director of Everjobs Bangladesh** said, introducing Everjobs to Prothom Alo media. ‘They have a very user friendly and perfectly mobile friendly website. For job seekers and employers, it provides a way to connect more easily. For employers, CVs will be in one place with several options to filter the CVs based on education, location and other criteria. For job seekers, there is a way to really go deep and find the dream job.’

Everjobs will follow the strategy of Glassdoor and provide job seekers with not only job information but also relevant information about company culture, salary range, interview/application process review and so on. This means most of the content will be user generated. It will publish career related articles so that users visit the site even when they are not searching job. It will also include direct messaging so that users can approach each other for any specific queries.

Here is another most important and attractive issue is it’s a multinational company. One and only multinational company of job portal sites so their growth is higher than other in near future. Even if they struggle now they will sustain for a long time in Bangladesh hope so.

4. Organizational Structure

An organizational structure defines how activities such as task allocation, coordination and supervision are directed toward the achievement of organizational aims. It can also be considered as the viewing glass or perspective through which individuals see their organization and its environment.



4 (a) Mission Statement

Mission Statement defines as - “Become the world’s largest internet platform outside the United States and China”.

Everjobs is the no. 1 online job portal in asia currently operating in many countries across Asia and Africa and so on. It has launched first in Myanmar, Sri Lanka and then in Bangladesh 1st june, 2015, as a part of Asia pacific Internet group.

Everjobs.com.bd a new job website connecting candidates looking for a job and recruiting talents in Bangladesh. Whether you want to become a graphic designer, a web developer or a translator, you can find your dream job on Everjobs. They have thousands of vacancies online in many different industries like accounting and auditing services, engineering, computed IT and many more. There is position available anyone wanting to start their professional career in Bangladesh, whether you live in Dhaka, Chittagong or any other city. If you want to find a job in Bangladesh, Everjobs.com.bd is the best place to start your search!

They offer employment and career advices. Searching for a job in Bangladesh is often done offline by scanning magazines, journals and newspapers. It's a lot easier to use Everjobs website that where anyone can filter out job and save results. With their CV generator, anyone can create an online CV easily and apply to any company in a few seconds. If job seekers need help in job search job journal gives precise information on how to create a resume for job interviews. The job search itself is much easier too, because job seekers can filter on their specific interests. Select preferred employment location, title, and industry or career level and immediately what they are looking for. They can also just search for a specific company and have access at their latest job openings.

Job seekers next job in Bangladesh In just a click away. If anyone looking for work in Bangladesh then everjobs.com.bd is the website they should looking for. Whether searching for next position or for career advice, they are here to help out and boost career. Their dedicated customer support team is always available to help out with any question anyone might have. So without wasting time, job seekers should create their account and find their perfect job in Bangladesh.

- To know much more clear about everjobs here you can see some pictures.



- They are part of the *Rocket internet*.

WHO WE ARE everJobs

everjobs.com.bd is part of the **Rocket Internet Group**

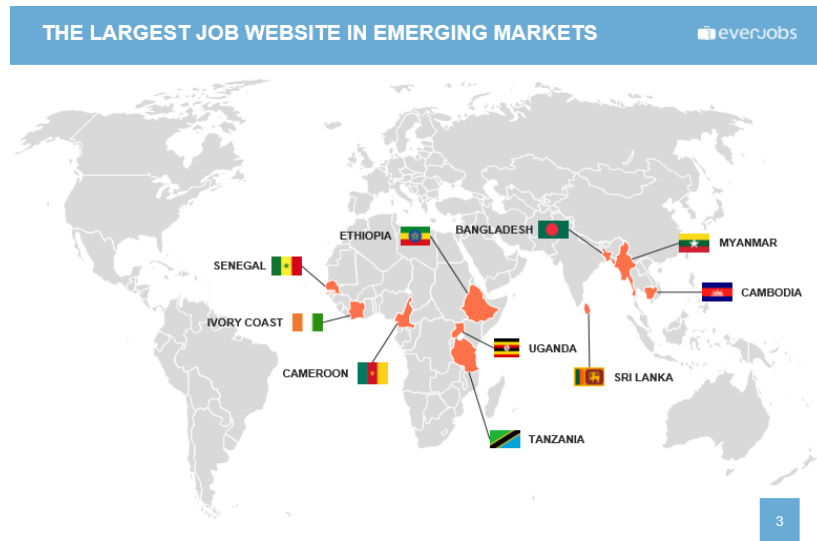
- More than **100 companies** in **75 countries**
- More than 30.000 employees
- **Best in class online marketing**
- IPO in 2014 in Germany
- Largest company builder in Asia
- As part of everjobs™ we are the largest job portal with focus on emerging markets

We know how to build great service companies

2

- ✓ More than 100 companies in 75 countries
- ✓ More than 30000 employees
- ✓ Best in class online marketing
- ✓ Largest company builder in Asia

- Their presence is almost in 10 countries are available.



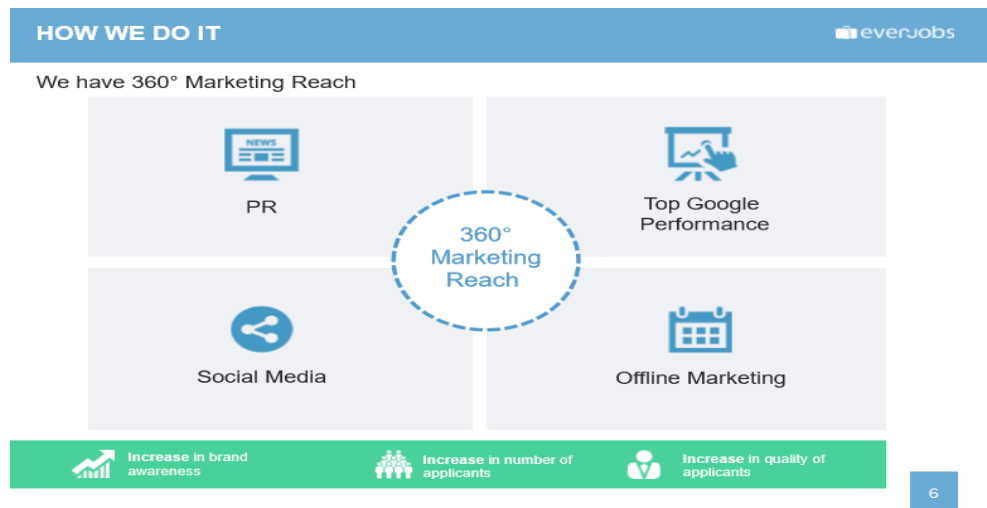
Bangladesh, Ethiopia, Myanmar, Senegal, Cambodia, Uganda, Cameroon, Tanzania, Sri Lanka, Ivory Coast

They are available in these 10 countries almost.

- They are much organized and target oriented.

Everjobs Bangladesh is designed to enable you to find the right match in instant with organized way to the targeted reach.

- There marketing reach is so high.



- There PR activities are much attractable and useful as well.

EVERJOBS PR everJobs

dailyobserver

Everjobs Bangladesh: Rocket Internet's latest venture kicks off

Online news coverage

Newspapers

TV appearances

Bdnews24
Hifi Public
Banglanews24
The Daily Observer




The Daily Star
The Financial Express
The Daily Sun
Dhaka Tribune

Channeli
Channel24
Boshakhi tv
Ekattor TV

7

- There offline activities are also so much useful and appreciated. They have done events, trining programs, bus branding etc.

OFFLINE ACTIVITIES
everJobs

 <div style="background-color: #0070C0; color: white; padding: 5px; margin: 5px 0;">Events</div> <p>NSU Legends Alumni event Women @ Work Job fairs "Speed dating"</p>	 <div style="background-color: #0070C0; color: white; padding: 5px; margin: 5px 0;">Training</div> <p>Boot Camp at North South University CV Writing Workshop at BRAC and IUB</p>	 <div style="background-color: #0070C0; color: white; padding: 5px; margin: 5px 0;">Marketing</div> <p>Bus branding Radio advertising Poster campaign</p>
--	--	---

9

- They arranged two program for women empowerment at(BRAC University – Mohakhali campus also at Savar campus

OFFLINE ACTIVITIES
everJobs



Presents:

Women @Work 2.0

in association with:






Saborul Islam



Zinat Sanu Swagata



Shoripa Reza



Rubaba Dowla



Nazmun Nahar Laizu



Syed Rashad Imam Tanmoy



Naveed Mahub





10

5. Responsibility, Duty, Analysis

a. **My internship**

During my internship at everjobs I have had a completely different working and life experience that built me strong, confident and changed into something newly developed.

Everjobs.com.bd has offered me the job of a corporate sales intern although they have put me into a lot other duties as I was willing to do by heart.

The job is generally indoor but also need to arrange meeting with HR personnel of various companies. By reporting to the Country Manager, (Bart Ven jik) I started my internship here on December 27th, 2015 but officially they count it from January 1st, 2016-31stMarch2016 There were no specific rules that everyone has to operate their own department rather there is everything open and free so that everyone can share their opinions about other departments, what they need to improve and so on.

b. **Description**

Everjobs.bd has offered me a job of corporate sales intern. As a newcomer in a new company's most important department it was unexpected to get that type of important job. That's why I always tried to do my best to make best effort on my job.

c. **Key responsibilities**

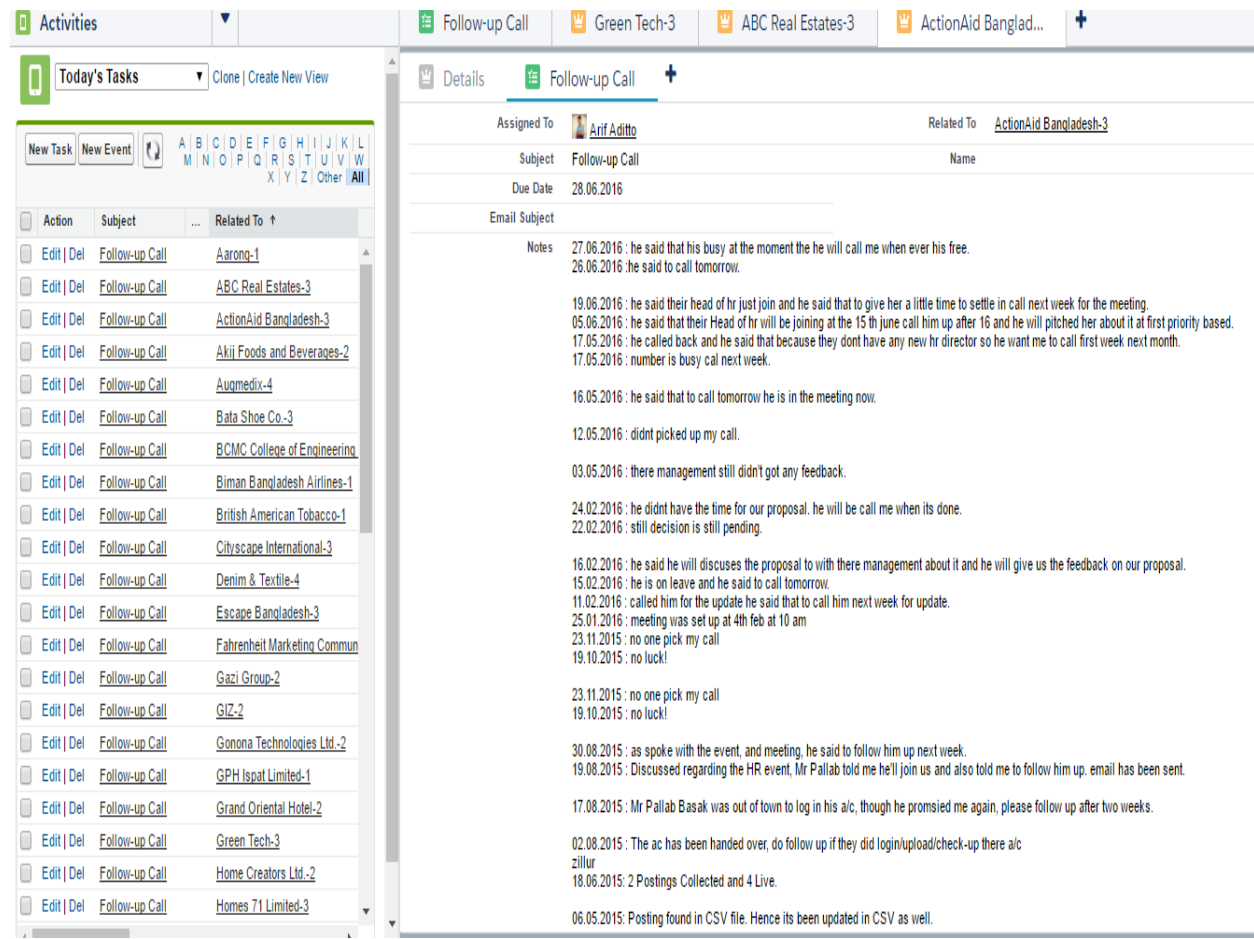
- At very first I had got my official phone, e-mail, and the most important thing sales force account.
- First few days I had learned to lead generate. Had to search which companies are giving advertisement for new employees than find out either the company is present in the sales force or not. If not then I need to find company details and everything including number, website details etc.
- Then made a lead about them into my sales force account. This sales force account is looked after by our head of sales of Asia. (Koen kok)
- Afterward tried to reach them anyhow. After that tried to contact with the HR head or any hr personnel who is handling the matter of online recruitment process. After getting him/her talked with about everjobs.com and our services and made them easy and comfort for the trial service period.
- After getting the HR permission put their details on the sales force what they want, what I talked with and how the approach was every single thing in details so that after few days I don't need to remember anything rather I can see the previous details from the sales force account.
- Then as it is the automated process our content team gets notify about this new lead and started to make the company user id and password I mean the login details with their

account in everjobs.com. After preparing that I again made a call for assuring about their account and send them the login details through the mail id which they have given to me.

- After that I had make them call every week and sometimes two- three times a week but it's completely depend on person to person, company to company.
- After finishing that trial service period had to sat meeting with the HR Heads, to make them understand by face to face conversation and somehow had to manage them for buy our service or sometimes the hrs also call us to meet and buy our services. Some HR even wanted to come into our office and we welcomed them cordially.

When any new comer joins our team I had to sometimes make them learn about all these tasks. Most of the time we had to arrange time for our team meeting and meeting with other team like content or PR. We enjoyed together a lot. Here I was less intern much employee. They had never treated me as an intern or new comer they always introduce me as a colleague to others.

Here is some pictures of sales force log and activities conversation details



Every day I had to complete all these today’s activities

The screenshot shows a Salesforce interface with a blue header containing the 'salesforce' logo. Below the header is a navigation bar with a green 'Activities' button and a dropdown arrow. The main content area features a toolbar with 'New Task', 'New Event', and a refresh icon, followed by a search filter menu with letters A through Z and an 'All' option. Below this is a table of activities. Each row includes a checkbox, an 'Action' column with 'Edit | Del' links, a 'Subject' column with the activity name, and a 'Related To' column with a link to the associated record. The table is paginated to show 1-50 of 70 items, with 0 selected, and is on page 1 of 2.

<input type="checkbox"/>	Action	Subject	Related To
<input type="checkbox"/>	Edit Del	Follow-up Call	Long Beach Hotel-2
<input type="checkbox"/>	Edit Del	Follow-up Call	Marble Di Carrara (Pvt.) Ltd-1
<input type="checkbox"/>	Edit Del	Follow-up Call	Mensen Media-2
<input type="checkbox"/>	Edit Del	Follow-up Call	MetLife-2
<input type="checkbox"/>	Edit Del	Follow-up Call	Mister Clipping-3
<input type="checkbox"/>	Edit Del	Follow-up Call	MITALI Fashions LTD-2
<input type="checkbox"/>	Edit Del	Follow-up Call	Nari Maitree-2
<input type="checkbox"/>	Edit Del	Follow-up Call	National City Properties & Dev
<input type="checkbox"/>	Edit Del	Follow-up Call	New Hope Farms Banqladesh
<input type="checkbox"/>	Edit Del	Follow-up Call	Opsonin Pharma Limited-2
<input type="checkbox"/>	Edit Del	Follow-up Call	Osaka-2
<input type="checkbox"/>	Edit Del	Follow-up Call	PHP Family-3
<input type="checkbox"/>	Edit Del	Follow-up Call	Pran Group-3
<input type="checkbox"/>	Edit Del	Follow-up Call	PRODIGI-3
<input type="checkbox"/>	Edit Del	Follow-up Call	Pushpodhara Properties-2
<input type="checkbox"/>	Edit Del	Follow-up Call	Ranks FC Properties Ltd. (A S
<input type="checkbox"/>	Edit Del	Follow-up Call	Ratul Properties-4
<input type="checkbox"/>	Edit Del	Follow-up Call	ReliSource Technologies-3
<input type="checkbox"/>	Edit Del	Follow-up Call	Renaissance Group-2
<input type="checkbox"/>	Edit Del	Follow-up Call	RFL Group-2
<input type="checkbox"/>	Edit Del	Follow-up Call	Rimjihim Upashohar-3

d. Other Responsibilities

Sales and marketing is always a challenging and adventurous job that attracts most of the working people who wants to build a promising and progressive career.

e. Daily responsibilities

- Operated daily tasks of sales force including meetings, phone calls and new companies sign up.
- Ensured closing the all daily tasks at appropriate time every day with proper signatures.
- Ensured maintaining the Salesforce account, accurate and do timely resolution.
- Effective coordination and communication with colleagues of the sales & Marketing department also with the entire Content, PR and Accounts Departments.
- Worked as a part of corporate sales.
- Communicate with the companies HR head through telephone and convinced them for taking trial services with giving the information's of our services.
- Ensured new companies sign up with trial services.
- After getting the approval and company's login id from content team send them mail.
- Arranged meeting with the HR manager or head of the companies and through meeting give them information's and tried to sell the packages of our services.
- Prepare and send the proposals with customized packages to the HR managers.
- Ensured closing the all daily tasks at appropriate time every day with proper signatures.
- Operated Salesforce account, Mail Merge, Handover sheet and other processing like sending mails.

f. Different aspect of the job performance

As an important part of sales team my job was like coordinating with the whole team. If I fall behind on schedule then the whole team would not be able to progress further work on time. We were so organized and helpful to each other. Everyone tries to help one another in any kind of problem. Sometimes we went to meeting together. We divided our works within different groups with competitions so that we can work with spirit.

For different different companies we had to make customize contract paper

I need to made contract paper for the companies who wanted to come to our board to buy our packages and services.

Here is an example of a **contract paper** which I had made by myself with the help of other co workers and seniors. Like this had made number of contract paper for different companies. This I made for a company name Tara Spinning Mills Ltd. For confidential purpose couldn't add any price here.

To
Human Resource Department
Tara Spinning Mills Ltd
Dhaka; Bangladesh

22th March, 2016

Subject: Proposal for corporate membership with Everjobs

Dear Mr. Daud,

With this letter we would like to formally propose our services to your company. Everjobs is the fastest growing job portal in Bangladesh and we would like to offer our services to you. We aim to deliver premium value to customers through a superior product built in Germany and dedicated services done from our Dhaka office. At Everjobs, we believe we can provide you with the best services to make your recruitment process easy and painless.

Everjobs increases companies' reach for talent. We connect companies to professionals beyond the borders of any other network. Everjobs helps companies to attract talent and hire the right team through email marketing, social media and events throughout the country. We offer tools to find a match for current openings or future opportunities and increase the employability of job seekers by guiding them to make a better CV. Everjobs is more than just a source of talent, we provide companies with market insights and help boost companies their employer brand.

We believe that a modern job portal offers

1. *CV Quality.* In our CV database we aim to provide you with the best quality. There are several ways we achieve this. First, we organize regular events at top universities such as North South University and BRAC University. Second, our CV analysts actively pursuing jobseekers. Within days after registration, every new job seeker will have received an email with recommendations on how to improve their CV.
2. *Relevance.* We know that hiring people can be one of the most important and biggest challenges company. Often the cost of hiring recruiters can be overwhelming while results are disappointing. We are here to provide a high-quality, usable platform filled with great candidates waiting for your call.
3. *Making your life easier.* Everjobs focuses on quality, not on quantity. Applicants can only apply once to every job. If needed, we will screen your applications and only present you with the relevant ones.

Everjobs Bangladesh (Pvt.) Ltd, House #20/C, Floor #4, Road #26, Gulshan-1, Dhaka-1212
Email: info@everjobs.com.bd

We offer the following services:

Included in package	Basic	Pro	Premium
Job postings	x	x	x
CVs from database	x	x	x
<i>Support included</i>			
Upload service	x	x	x
Personal Website Training	x	x	x
Support during working days	x	x	x
Monthly Status Report		x	x
<i>Visibility features included</i>			
Top jobs	x	x	x
Job boost	x	x	x
Facebook Posts	x	x	x
Newsletter Posts	x	x	x
Newspaper adds	x	x	x
Logo on Homepage	x	x	x

Everjobs Bangladesh (Pvt.) Ltd, House #20/C, Floor #4, Road #26, Gulshan-1, Dhaka-1212
 Email: info@everjobs.com.bd

We offer the following prices for the services provided:

Prices (BDT per month)				
		Basic	Pro	Premium
1 month		x	x	x
3 months		x	x	x
6 months	x %	x	x	x
12 months	x %	x	x	x

We offer the following services

- **Logo on the landing page.** Make sure you get the highest number of candidates by putting your logo on the everjobs landing page. **Employers with a logo get nine times as much applicant.**
- **Top Jobs.** Top jobs service will give your urgent job announcement and maximizes visibility.
- **CV Analyst Support.** Everjobs has a CV analyst team to make sure the quality of the application and give you the best match to your job description. They can give you the short list form the active application. We also offer to our client tailor made exclusive service.
- **Media package.** With the media package you get **to reach more than # people per post** on Facebook. For maximum exposure on social media, this package is a must-have for you.
- **The CV Database.** We have selected the best CVs in the fastest growing database in Bangladesh.
- **Newsletter service.** We will cover you in our weekly newsletter; giving you exposure to candidates we have in our fastest growing CV database.

Everjobs Bangladesh (Pvt.) Ltd, House #20/C, Floor #4, Road #26, Gulshan-1, Dhaka-1212
 Email: info@everjobs.com.bd

Based on your recruitment needs, would like to propose you our following packages

Included in package	Basic	Monthly Price	Yearly Price
Job postings	x	x TK	x TK
CVs from database	x		
<i>Support included</i>			
Upload service	x		
Personal Website Training	x		
Support during working days	x		
Monthly Status Report	x		
<i>Visibility features included</i>			
Top jobs	x		
Job boost	x		
Facebook Posts	x		
Newsletter Posts	x		
Logo on Homepage	x		

Kind Regards,
 Sanjida Islam
 Business Development
 +880 1959 926059
sanjida.islam@everjobs.com.bd

The Project Part

The heading of the Study is "**An analysis of the sales activities and customer satisfaction management experience of Everjobs Bangladesh**"

This study generally aims to find out about Everjobs operations and impacts in the Bangladeshi marketplace.

6. Objective, Scope and Limitations:

a. Primary Objective

The primary objective of this report is to use the theoretical concepts also learn about and review the sales, marketing with customer management of Everjobs Bangladesh in the Bangladeshi e-commerce market. The overall effectiveness of Everjobs business model in the Bangladeshi market.

b. Secondary Objective

- ✓ To learn about the current operations and business model of Everjobs Bangladesh
- ✓ To study the market scenario of Everjobs in Bangladesh and evaluate in terms of competitor websites like e-commerce websites, social media, online customers, etc.
- ✓ To learn how the business model of Everjobs can be a viable and sustainable e-commerce business.
- ✓ To gain practical experience and view the application of theoretical knowledge in real life.

c. Scope:

This report is on the view of Everjobs in the e-commerce market of Bangladesh. In this report, I have tried to bring together information from my own experience, and primary and secondary sourced information. Since the report is descriptive I gathered data from journals, news reports and company database.

d. Limitations

This report is based on primary and secondary data. Since the e-commerce business is not still much prominent, necessary data was not found so far. Even though there is e-commerce sites, most sites are classifieds or sells products by acquiring them from sellers, none of the business models match to that of everjobs. Therefore competitor analysis may not be accurate since there

is no exact replication. Market analysis may be not tough since everjobs is being one of its kinds and there hasn't been much study/news on it. So the absence of experts in this field is another drawback. To get accurate data all the organizations has to be brought into consideration. But that will take a lot of resources and also time. Due to a specific time frame, the findings/suggestions may not be accurate.

Also, due to confidentiality issues, details of some future plans have been excluded from this report, and the financials are not accurate financials rather they are rough estimations.

7. METHODOLOGY

The study will make use of both primary and secondary sources of information. For learning about the current operations and business model, mostly primary data has been used. The company's Head of sales, content and Sales Manager has been interviewed and information has been collected mostly from them. A little bit secondary data has been used as well. While studying market prospects, industry analysis and competitor analysis has been made by mostly from secondary data's. Related websites, journals and write ups concerning the industry and competition has been used for this report. Primary data has also been used in this case; casual Interviews have been conducted with sellers. For learning about the feasibility and sustainability of everjob's business models, a little bit of company data has been used and mostly primary data from everjobs management has been used to calculate the trend and the future.

Primary

The primary data was obtained from face to face interviews with everjobs employees, phone interviews of everjobs customers and phone interviews with everjobs job seekers.

Secondary

The secondary data was gathered from relevant websites, journals, write-ups and company reports concerning Rocket Internet, everjobs and the e-commerce business in Bangladesh.

To sum up, the related data was collected put organized with the findings and presented it in a standard report format.

8. CRITICAL ANALYSIS OF everjobs Bangladesh

Critical analysis of everjobs Bangladesh is on studying the overall market scenarios and feasibility of everjobs in terms of opposition, challenges faced customer base and the overall industry analysis. Let us analyze everjobs through porter’s five forces. **Porter's five forces** analysis is a framework that attempts to analyze the level of competition within an industry and business strategy development. It draws upon industrial organization (IO) economics to derive **five forces** that determine the competitive intensity and therefore attractiveness of an Industry.¹

To get a clear idea let check the Chart of the five forces:



a. Threat of New Entry:

As everjobs is an online based business. It has to face tremendous threat of new entry. Anyone can come up with such type of organizations but sustainability with new ideas is the main factor. Threat of new entry is high and the reason defined below:

- Time and cost of the Entry: As online based business so the time and cost of the business is way too low and that ultimately soften the entry barrier and threat become high.
- Specialist knowledge: Specialist knowledge is highly required. Again the website related business is not a rocket science. Many small courses can develop specialists and that ultimately weaken the entry barrier thus the threat of the new entry is high.
- Other factors like economies of scale, cost of new entry, technological protection everything is not supportive to the business sustainability. However, new ideas and more job seeker crowding through proper Social media marketing will be helpful to business sustainability.

b. Competitive Rivalry:

The industry rivalry is high yet one single company is playing the monopolistic role “Bdjobs.com”. The reason behind their monopolistic market dominance is First Moving advantage. They are the pioneer while other companies are fighting for the survival. Many other companies are also strong rival in the market. Like: Chakri.com (Prothom-alojobs.com), JobsA1.com. However, with strong expert collection and idea generation everjobs.com.bd is targeting to take over the largest market share in this industry.

c. Buyer Power and Supplier Power:

In this case buyer power depends on “trafficking the online”. The more traffic an online portal gets the better the business is. However, buyer of such online business is online job seeker and employer. The pressure from buyer and switching availability depends on how traffic one website can get. Loyalty towards such website is very low and thus makes the business sustainability uncertain.

d. Threat of Substitutions:

There are many social sites they offer the same facilities such as LinkedIn, facebook pages etc. As I said earlier, loyalty in such website is very low so those substitutes will get the same customers that everjobs.com.bd will get.

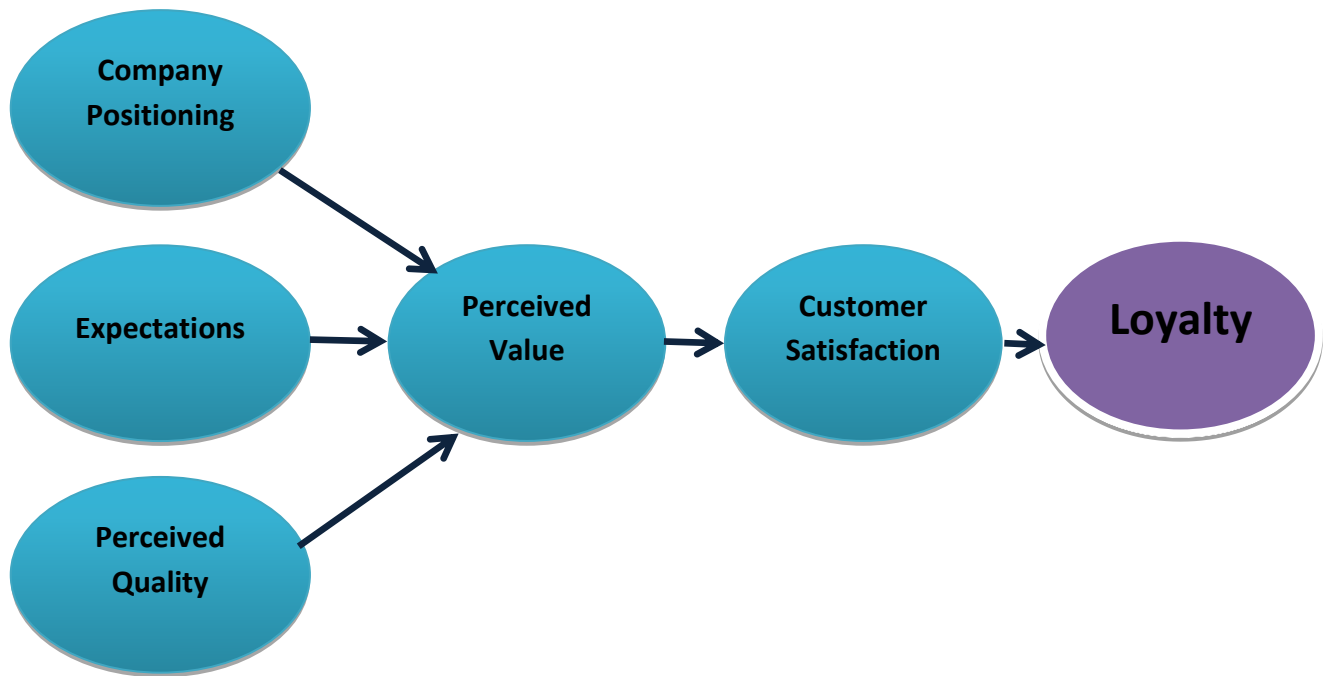
9. Customer Satisfaction Management

Customer satisfaction is a marketing term that measures how products or services supplied by a company meet or exceed a customer’s expectation.

a. Customer satisfaction is important as:

- It’s a leading indicator of consumer repurchase intentions and loyalty
- It’s a point of differentiation
- It reduces customer churn
- It increases customer lifetime value
- It reduces negative word of mouth
- It’s cheaper to retain customers than acquire new ones

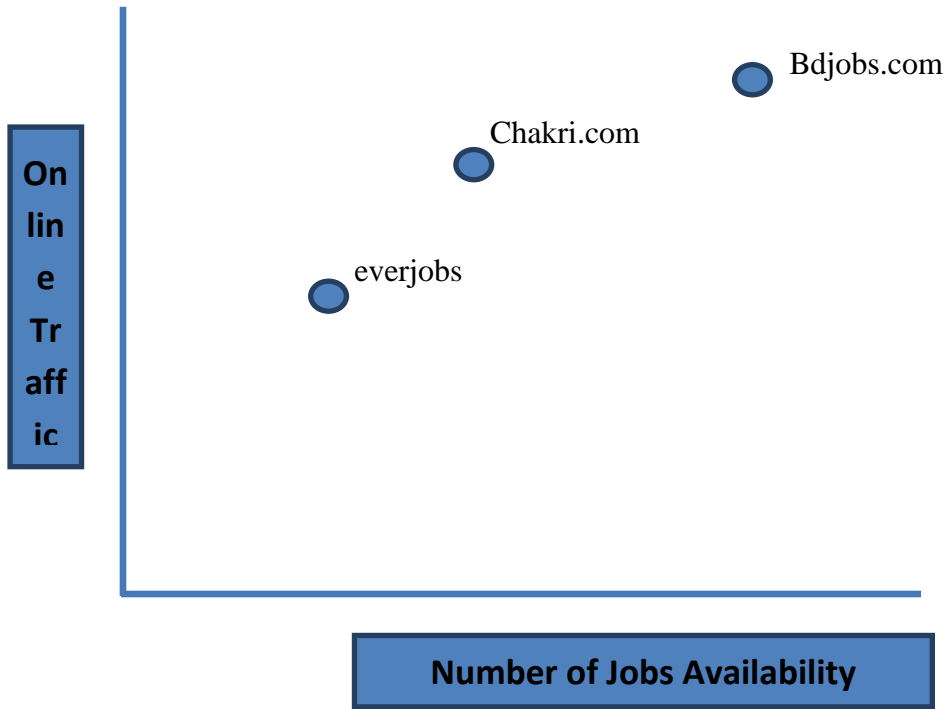
In case of “Everjobs” customer satisfaction will be measured differently than any other business. Let define a simple model that will be helpful to understand customer satisfaction in terms of everjobs.



Model: 1 Satisfaction Model

The model clearly explains how customer satisfaction works. In terms of everjobs customer satisfaction and its loyalty defined in below:

b. Company positioning:



Model 2: Positioning Map

From the positioning map we found that everjobs positioned in the lowest level in the positioning map. It is because; in terms of visitors visit and jobs circular availability everjobs is the least one. It will work as a paradox as well. Meaning customer will be more satisfied as they will have a less expectations. Everjobs have to take the advantage and have to provide wide range of various job circulars to get the market. However, getting a loyal customer (Visitors) is tough in this business. Only unique ideas and wide range of circular can help to get more visitors. However, entry level to mid-level and mid-level to upper end can be counted as loyalty. Only wide range job offers can establish such loyalties. But as I mentioned earlier, customer expectation will be less as the positioning of the everjobs in a lower end so to make a customer satisfied everjobs can utilize this disadvantage as an advantageous outcome. Because, satisfying a customer will require less effort as their expectation will be less.

10. FINDINGS & OBSERVATIONS

- ✓ From my personal observation, I have seen that people are less aware of **everjobs.com.bd**.
- ✓ Less job circular offered by the website.
- ✓ Fewer linkups with the universities.
- ✓ Absence of innovative and unique ideas.
- ✓ Less focused on several sectors.
- ✓ Missing of training programs for the job seekers.

11. Recommendations

- Awareness program should be introduced on regular basis.
- Promotional programs like job fair in different universities should be introduced.
- More linkups to the different organizations should be set up.
- Frequent training program should be introduced.
- Tremendous social media marketing should be done.
- Few unique jobs should be posted only through everjobs website and applicant could only apply through everjobs.
- TVC could be done.
- W-O-M (Word of Mouth) is the best marketing in such businesses.
- Mobile Application should be developed to sustain in the market. Such application will notify the potential customer regarding new job circulars.

12. CONCLUSION

Everjobs 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. One important thing is, at this time it is not only everjobs who is tapping into the market. A lot of other businesses are as well. A strong portfolio of the Kaymu sister concern of the everjobs will surely help to sustain for a longer time. But, as I mentioned earlier everjobs must have to focus on awareness creating with innovative ideas. In the end I want to conclude with a statement of alibaba's chairman Jack Ma:

Repair the roof while there is still sunshine," he also said. "When the company is good, change the company." When the company is in trouble, be careful. Don't move. Just like if the storm comes, don't go up and repair the roof."

Bibliography

1. Michael Porter, Nicholas Argyres, Anita M. McGahan, "An Interview with Michael Porter", *The Academy of Management Executive*
2. <http://blog.clientheartbeat.com/why-customer-satisfaction-is-important/>
3. Farris, Paul W.; Neil T. Bendle; Phillip E. Pfeifer; David J. Reibstein (2010). *Marketing Metrics: The Definitive Guide to Measuring Marketing Performance*. Upper Saddle River, New Jersey: Pearson Education, Inc. [ISBN 0-13-705829-2](#).
4. <http://www.commonlanguage.wikispaces.net/> Material used from this publication in this article has been licensed under Creative Commons Share Alike and Gnu Free Documentation License.
5. *Gitman, Lawrence J.; Carl D. McDaniel (2005). The Future of Business: The Essentials. Mason, Ohio: South-Western.*
6. <https://www.americanexpress.com/us/small-business/openforum/articles/surprising-advice-from-alibaba-founder-jack-ma/>