

# **Internship Report On**

**“Sales Activities of Kaymu Bangladesh”**





## **Internship Report On “Sales Activities of Kaymu Bangladesh”.**

### **Submitted To**

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## Letter of Transmittal

29<sup>th</sup> August 2016

Saif Hossain

Senior Lecturer

BRAC Business School

BRAC University

**Subject: Submission of the internship report.**

Dear Sir,

This letter is regarding the submission of my internship report, entitled “Sales activities of Kaymu Bangladesh”. The purpose of this report is to learn about the overall sales activities of Kaymu Bangladesh. I have successfully completed my internship program at Kaymu Bangladesh and I worked there as an intern for three months. I was an intern seller management team of Kaymu Bangladesh and also worked for sales team also. I am fortunate enough that I have got a chance to done my internship at one of the reputed multinational online ecommerce site in Bangladesh. I truly believe that this report will satisfy your requirements and expectations. I have tried my best to make this report informative, practical and relevant as much as possible.

In the making of this report, I have followed all your specific instructions involving report writing so as to present my views and in the easiest manner. However, I will be glad to clarify any discrepancy that may arise.

Best Regards

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## Acknowledgement

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Firstly, I would like to thank my honorable internship supervisor **Saif Hossain**, Senior Lecturer, BRAC University for his continuous guidance in completing of this report. His valuable advice has helped me a lot for preparing this report properly. I am really thankful to him for the supports that he has provided during my internship period.

Next, I would like to express gratitude to my organizational supervisor at Kaymu Bangladesh, **Ayan Momin Choudhury**, Head of Incubation & Acquisition, and Kaymu Bangladesh. He has helped me a lot for gathering a practical experience from my first day to end of the internship period. He has also directed me a lot for the preparation of this report. I would also express my gratitude to **Mr. Quazi Zulquarnain**, Previous Country Manager, Kaymu Bangladesh and also **Mr. Phani Kiran**, Present Country Manager, Kaymu Bangladesh for supporting me a lot from beginning of internship and contract of GP wow box to till end of my internship period.

I would also like to extend my gratitude to the following persons: Mr. Asif Anjum Ayon, Syed Arman Ali, Md. Saiful Alam Pollob, Jubair Hossain, Hamid Ibne Habib, Md. Noman Miah, Md. Ahsan for guiding me to learn about the seller management team and sales team in a very shortest period of time which helps me a lot for completing this report.

## Executive Summary

This report gives an overall idea about the sales activities of Kaymu Bangladesh. This report looks into the e-commerce industry in the Bangladesh, introduces Kaymu and its sales activities, competitor analysis, its operations and business model, a short view of website analysis of Kaymu Bangladesh.

Kaymu is a venture of a German based online ecommerce company which is Rocket Internet. It started its business operations in Bangladesh at the end of 2013 and become a popular online market place within a very shortest period of time in the country to buy and sell products. Kaymu basically follows eBay business model which is B2B (business to business) and B2C (business to customer) where seller can sell on Kaymu by giving a certain amount of commissions and also buyer can order from Kaymu. Kaymu is offering frequently COD method (cash on delivery) for payment and bkash also. Bkash is mainly for the buyer and seller who are living outside Dhaka. Kaymu Bangladesh is promoting sellers products and their business model by using Facebook, SEO (Search Engine Optimization, Google Adwords with email marketing and etc.

In this report I have also described about the sales activities of Kaymu Bangladesh and how it relates from sales to seller management and to content upload team. Kaymu Bangladesh merged with Daraz Bangladesh under Daraz group at 27<sup>th</sup> June 2016. This merger has happened mainly because of the benefit of both of the company. As, there are some local companies in Bangladesh is coming so for keeping the competition and to become the giant in e-commerce segment of Bangladesh both of the company makes this merger happen.

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## **PART: A – The Organization**

### **1.0 Introduction**

#### **E-commerce**

E-commerce refers to transactions for the trading of goods and services conducted using the Internet and other digital media.

#### **E-business**

E-business is broader, including electronically mediated transactions, which are internal and with suppliers as well as those to buyers.

#### **Relationship between e-commerce and e-business**

They are both methods of supporting the marketing function, ecommerce refers to customer facing web sites, e-business also includes links with partners and suppliers through extranets and internal marketing communications through intranets.

E-business (electronic business) is the conduct of business processes on the Internet. These electronic business processes include buying and selling products, supplies and services; servicing customers; processing payments; managing production control; collaborating with business partners; sharing information; running automated employee services; recruiting; and more.(<http://searchcio.techtarget.com/definition/e-business>)

Kaymu is the #1 online shopping communities in Bangladesh. We connect buyers and sellers, but do not have any inventory of our own. Founders believe that the internet can break economic barriers and change the way business is done. Therefore, we want to bring e-commerce, to empower local entrepreneurs by helping them take their business online and to make shopping easy and accessible to everyone.(<http://www.kaymu.com.bd/about-us/>)

Kaymu is an extensive online marketplace where buyers and sellers can meet and make awesome deals thanks to its fixed pricing system. On Kaymu, customers can purchase a vast variety of items for the best prices, used or new, such as smartphones, computers, fashion items and clothing, home appliances, cars and real estate. All transactions are safe and secure and customers can even choose where and when the delivery should take place. The company

is currently active in more than 30 countries across Africa, Asia, and Europe.(<https://www.rocket-internet.com/companies/kaymu>)

## 1.1 Objectives

- To analysis the current operations and business model of Kaymu Bangladesh.
- To analysis the theoretical concept of E-business in practice.
- To analysis the market prospects of Kaymu Bangladesh.
- To analysis the Kaymu.com.bd website from the point of front end user.
- To analysis Facebook page of Kaymu Bangladesh.

## 1.2 Scope

This report entitled is “Sales Activities of Kaymu Bangladesh”. Basically, In this report I have tried to accumulate all the resources that I have learnt from the last three months of my internship period, primary and secondary sources of information. I have collected data from journals, newspapers, websites, reports, team meetings, company data base, daily records and study material provided by executives of the company. For primary sources of information, interview of executives of the company will be considered.

### 1.3 Methodology

I have basically worked for a particular department so I did have to collect data from different sources. I have collected data from two sources.

#### Primary Sources of Data

- Practical Desk Work
- Conversation with the employees.
- Personal work experience on seller management team and sales team
- Interview with Ayan Momin Choudhury, Head of Incubation and Acquisition.

#### Secondary Sources of Data

- Rocket Internet website
- Kaymu.com.bd website
- Software: Salesforce, Bob,
- Different Internship Report on Kaymu.com.bd
- Different Publications
- E-commerce associations of Bangladesh (eCab)

### 1.4 Limitations

E-commerce is almost a new term in Bangladesh and has introduced it very recently so there are having few pure e-commerce company in Bangladesh. Even, the E-commerce association of Bangladesh has established after the entrance of Kaymu.com.bd in Bangladesh. There are few online sites in Bangladesh but their business model is different from others. I have tried to find out all the information's during my internship period but still there is some lacking's because of having some limitations.

The limitations are given below:

- Having less time of my internship course.
- I was allowing accessing little software. Example: I was able to use sales force and bob but I was not able to use seller center because of their permission.
- Some of the information and meeting was confidential so I was not allowed to attend those.

## 2.0 Background

Kaymu Bangladesh is a venture of Rocket Internet which has headquarters at Berlin, Germany. The company builds online startups and owns shareholdings in various models of internet retail business. The model is venture builder.

The mission statement of the Rocket Internet is “To become the world’s largest internet platform outside the America and China”. Rocket Internet has three regional internet groups. They are:

- Africa Internet Group
- Asia Pacific Internet Group
- Middle East Internet Group

Kaymu Bangladesh is under the Asia Pacific Internet Group (APACIG) of Rocket Internet which was founded in 2013 by Rocket Internet and it is one of the major players in the Asian e-commerce market. It is already one of Asia’s fastest growing internet platforms. It is home of some of Asia’s most successful internet companies such as Daraz, Lamudi, Carmudi, Jovago, Everjobs and Food Panda.

Kaymu Bangladesh helps seller to sales their product and for making a successful business in the country with a 7 – day returns policy. As, we know that Kaymu and Daraz has done merger so both of them has a successful operations for providing seller and customer satisfaction into the country and become the e-commerce giant in the country. As we know that in Bangladesh there are numbers of e-commerce companies in Bangladesh. The merger of Kaymu BD and Daraz BD is just the second instance after OLX and Cellbazar.

## 2.1 Vision

The vision statement of Daraz Group which is operating both Kaymu and Daraz Bangladesh is to be the most relevant and inspiring marketplace, and offering the best services to their customers, consumers and sellers.

## 2.2 Mission Statement

The mission of Daraz group is to provide an enjoyable shopping experience for consumers and grow together with their sellers. They will continue building a vast loyal customer base by having a huge selection of products, unbeatable prices, 100% reliable fulfillment all the consumers’ experiences.

Daraz group will acquire their mission by focusing on their core values and hiring, coaching and retaining the best people in the industry through a strong company culture. (Daraz Group Profile, 2016).

## 2.3 Values

- Learn and be curious
- Take risks where others dare not
- Let the best people and ideas grow
- Make decision and execute
- You don't need a title to be a leader
- Do what is right, not what is easy

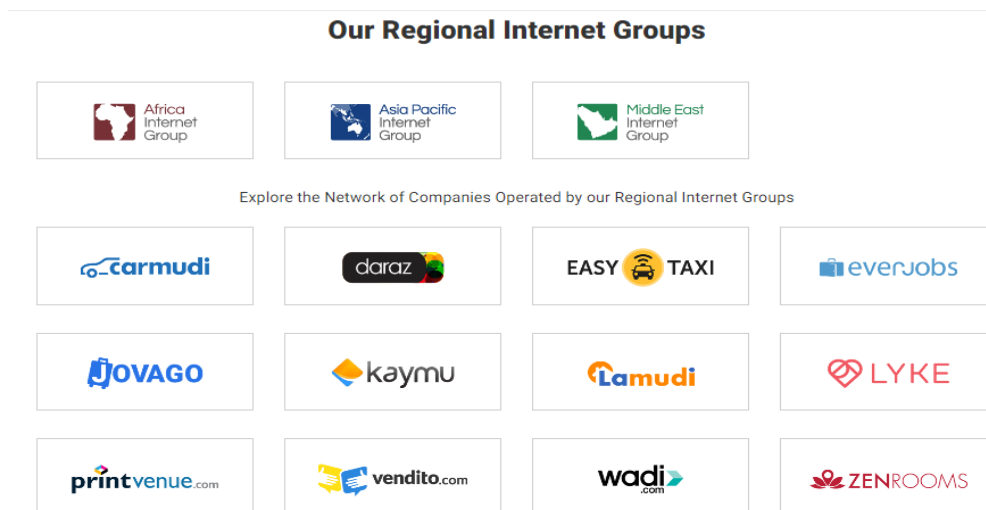


Figure 1: Regional Internet Groups, Rocket Internet SE

### 3.0 Competitors of Kaymu Bangladesh

E-business is the broader version of e-commerce. E-commerce is basically selling and buying something on internet. E-commerce is mainly important for saving time, paying less tax, saving cost, easy to compare and etc. In Bangladesh e-commerce companies has started its journey with bikroy.com, ekhanei.com, olx.com but in later some multinational companies has come and grab all the market within a very shortest period of time cause they have already their successful business operations in different region of the world. Kaymu is the most successful business in different countries of the world. At the very beginning Kaymu was introduced in thirty two (32) countries of the world but now it is operating in twenty five (25) countries. Kaymu has its business in Pakistan, Nepal and in so many country of the world. Kaymu has also its operation in Africa and Latin America also. In Bangladesh there is a trend of promoting the products through social media which means Facebook. Some big company like Pran-RFL group etc. As, it is a growing market for e-commerce company so Kaymu is just operating its business without that much of competitions rather it is just doing some analysis upon similar business existing in Bangladesh.

#### Examples:

- Bagdoom.com
- Ajkerdeal.com
- Chaldal.com



Figure 2: Competitors of Kaymu Bangladesh

## PART: B – The Project Part

### 4.0 Organizational Structure and Internal Process of Kaymu Bangladesh

Kaymu Bangladesh started its journey November 2013. Kaymu operates its first office in Banani, Dhaka. At the very beginning of its journey this company had only few employees. Kaymu has its different department which has been extended later on. It sells almost everything starting from mobiles, makeup items, electronics, home and living items, kids items to foods. Though some of the products are not getting orders like the food category but most of the product items get huge orders on a regular basis. As I have worked for the Seller management team and sales team so I have got an order processing report under which I was getting huge orders for different sellers. Kaymu is a platform for the seller where any seller can sell everything and anything through a simple and easy process. Kaymu is the only online marketplace which has permitted to sell adult products online.

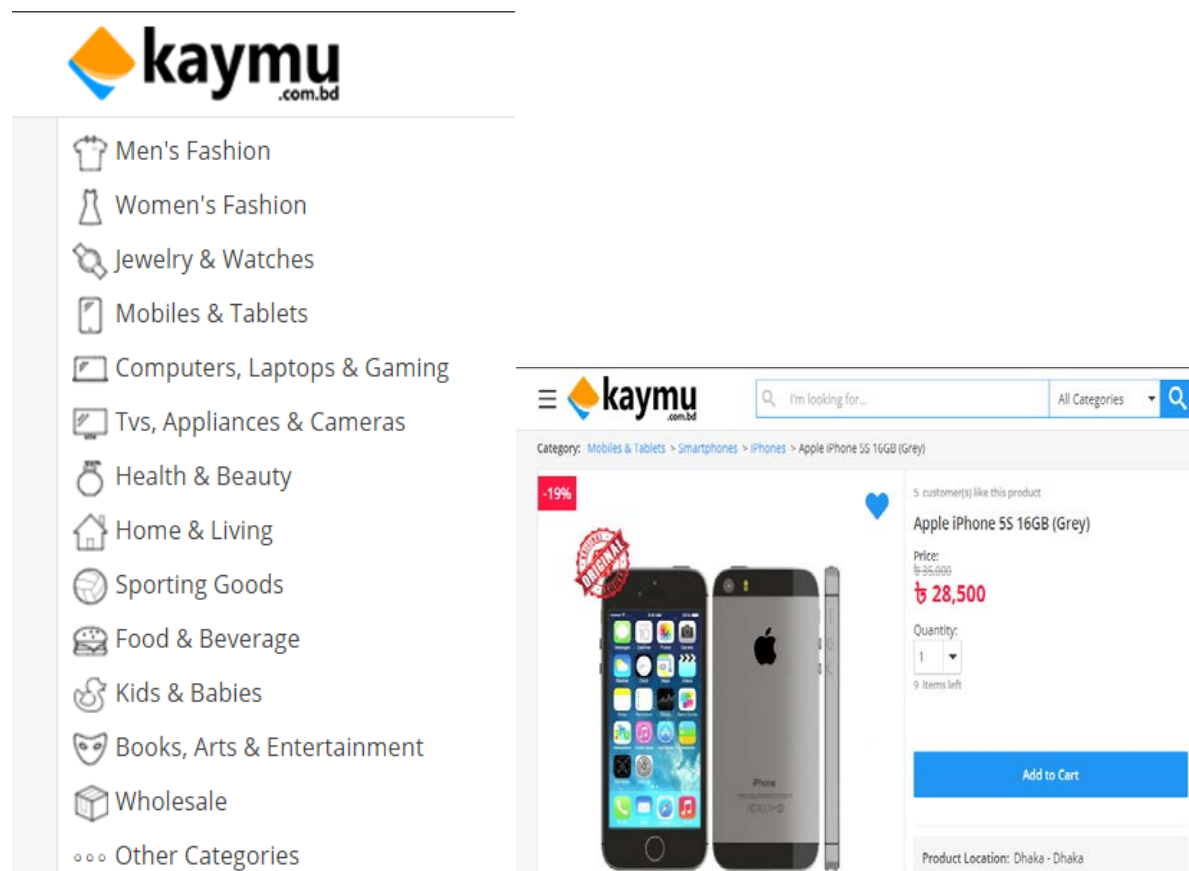


Figure 3: Categories of Kaymu Product

## 5.0 Organizational Structure of Kaymu Bangladesh

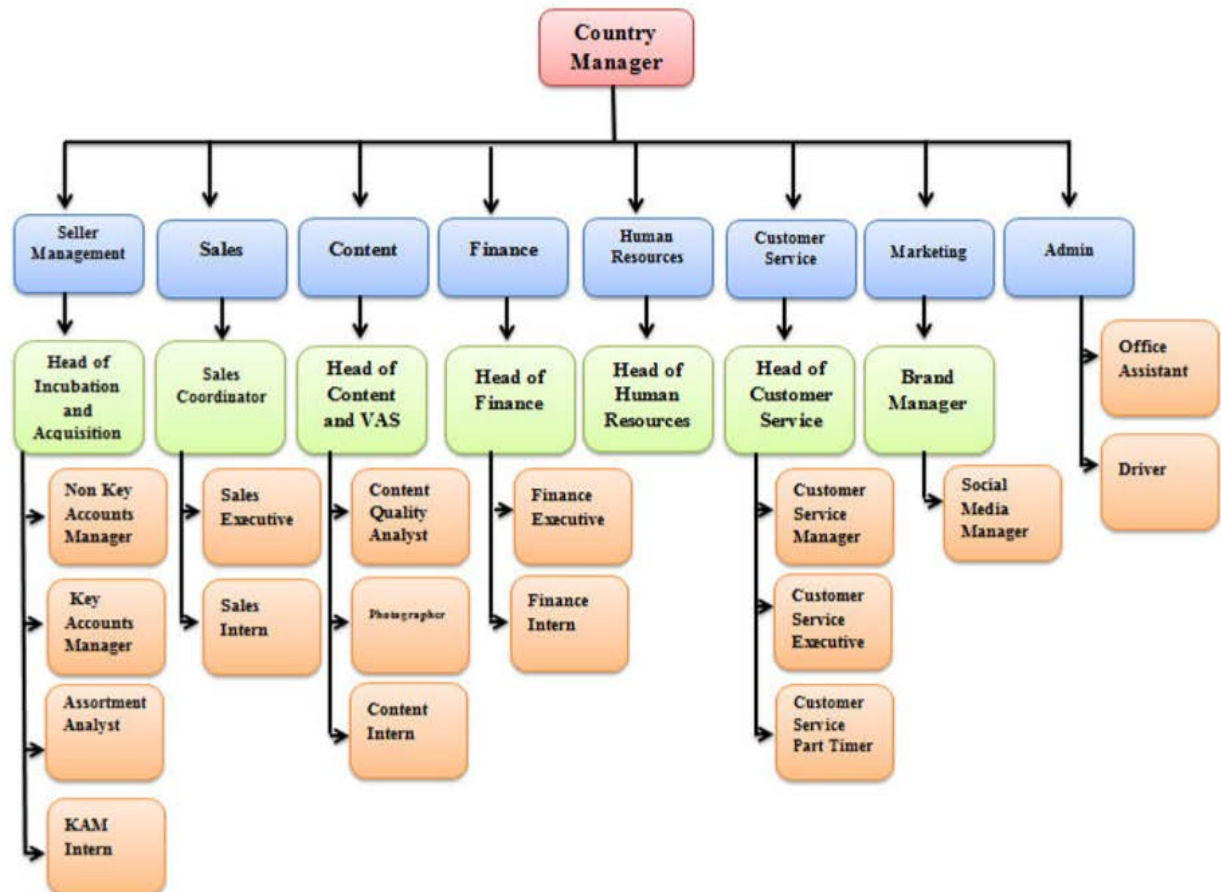


Figure 4: Organizational Hierarchy of Kaymu Bangladesh.



## 6.0 Sales Activities of Kaymu Bangladesh

Basically Sales team is operating under the NKAM Department which is Non Key Account Management. This department led by one person who is the head of Incubation and Acquisition, Ayan Momin Choudhury. This department has two segments.

- Seller Management Team
- Sales Team

### 6.1 Seller Management Team

This is one of the most important departments of Kaymu Bangladesh because employees working at this department need to manage sellers properly, need to motivate them properly for giving discounts, uploading new products and for handling the orders within a shortest period of time.

There are three departments under the seller management team

- Non-Key Account Manager
- Key Account Manager

#### 6.1.1 Non-Key Account Managers

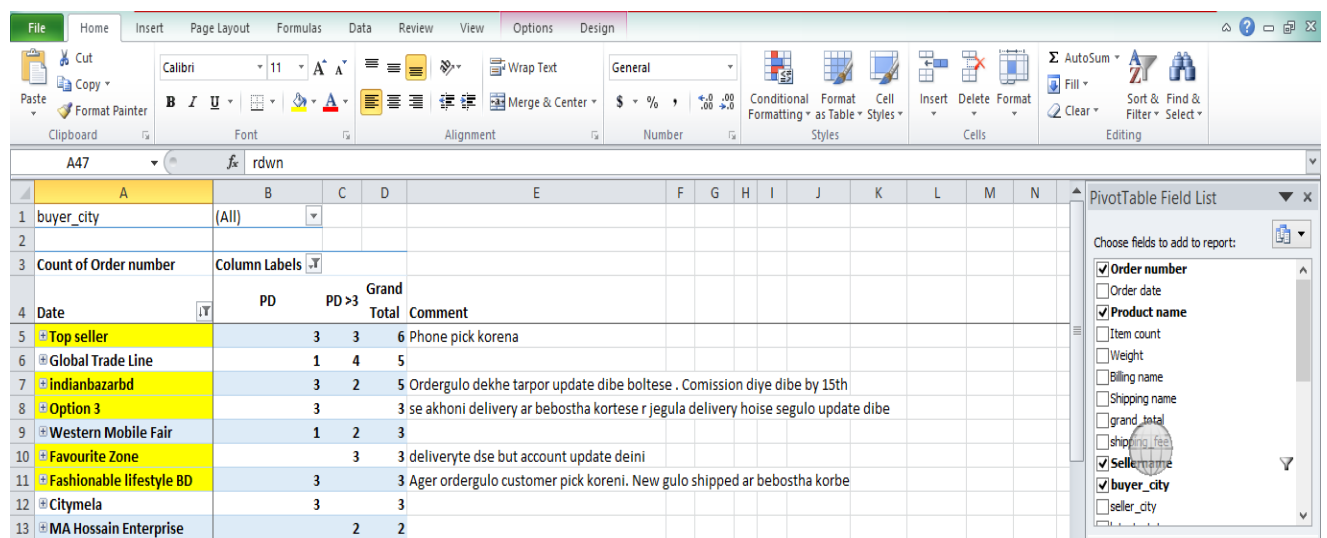
Non-key Account manager's responsibility is to handle the new seller who is being acquired recently by sales team. The task is to training the seller over the phone or direct meeting on how to upload the products, how to handle the orders, how to provide commissions and etc. Some name of the Non-Key Account managers are: Syed Arman Ali, Md. Saiful Alam Pollob and etc. Each of them is handling 300-500 sellers and overall they have in team 24,696 sellers till July 2016. I have worked for this department directly. I was in duty of observing the order processing reports and regularly I was calling seller for fulfilling their orders to pending dispatch to confirm shipment and to confirm delivery. There are some names of Non-Key Account Seller which are:

- Brand shopping BD
- Trendy Touch
- Aparar Fashion Zone

Customer ID	Seller Name	Potential	NKA Associate Owner	Status in DWH
66483	<a href="#">Shown hasanat</a>	NKA	<a href="#">Syed Ali</a>	Inactive
65368	<a href="#">Shozib eShop</a>	NKA	<a href="#">Syed Ali</a>	Inactive
103580	<a href="#">Prince Shohag Telecom</a>	NKA	<a href="#">Syed Ali</a>	Inactive
95751	<a href="#">Watchshop</a>	NKA	<a href="#">Jubair Hossain</a>	Inactive
54405	<a href="#">Shruthi BD</a>	NKA	<a href="#">Syed Ali</a>	Inactive
102433	<a href="#">Ha-Meem Media</a>	NKA	<a href="#">Syed Ali</a>	Inactive
46365	<a href="#">Four StarS</a>	NKA	<a href="#">Syed Ali</a>	Inactive
94735	<a href="#">shushu</a>	NKA	<a href="#">Jubair Hossain</a>	Inactive
117174	<a href="#">Mohona Cosmetics BD</a>	NKA	<a href="#">Jubair Hossain</a>	Inactive
66084	<a href="#">Global Buying</a>	NKA	<a href="#">Syed Ali</a>	Inactive
105931	<a href="#">Pink Hanger</a>	NKA	<a href="#">Md. Saiful Alam</a>	Inactive
44242	<a href="#">Siam Zulfiqar Amin</a>	NKA	<a href="#">Syed Ali</a>	Inactive
32636	<a href="#">Sifads Collection</a>	NKA	<a href="#">Md. Saiful Alam</a>	Inactive
119426	<a href="#">Sikder Watch &amp; Optics</a>	NKA	<a href="#">Md. Saiful Alam</a>	Inactive
81018	<a href="#">Sikder Optics</a>	NKA	<a href="#">Syed Ali</a>	Inactive
9259	<a href="#">silver-weaves</a>	NKA	<a href="#">Syed Ali</a>	Inactive
20800	<a href="#">Bonita Butik Tailoring</a>	NKA	<a href="#">Syed Ali</a>	Inactive
47813	<a href="#">Electrosonic</a>	NKA	<a href="#">Jubair Hossain</a>	Inactive
37639	<a href="#">Ome Electro</a>	NKA	<a href="#">Md. Saiful Alam</a>	Inactive
103526	<a href="#">Singapore Shoes</a>	NKA	<a href="#">Md. Saiful Alam</a>	Inactive
76294	<a href="#">Sliver gallery</a>	NKA	<a href="#">Md. Saiful Alam</a>	Inactive
102206	<a href="#">Shopping bazar</a>	NKA	<a href="#">Md. Saiful Alam</a>	Inactive
30641	<a href="#">Aungon123</a>	NKA	<a href="#">Syed Ali</a>	Inactive
97232	<a href="#">sharminraisa</a>	NKA	<a href="#">Jubair Hossain</a>	Inactive
93857	<a href="#">Just selection</a>	NKA	<a href="#">Jubair Hossain</a>	Inactive
39693	<a href="#">Bou Rani Churi</a>	NKA	<a href="#">Jubair Hossain</a>	Inactive
81120	<a href="#">SK SHOP</a>	NKA	<a href="#">Syed Ali</a>	Inactive
71001	<a href="#">Sk. Almas Cosmetics</a>	NKA	<a href="#">Syed Ali</a>	Inactive
<b>Grand Totals (২৪,৬৯৬ records)</b>				

Figure 5: Total NKA Sellers

A Sample of order processing report is given below:



Date	PD	PD >3	Grand Total	Comment
5	3	3	6	Phone pick korena
6	1	4	5	
7	3	2	5	Ordergulo dekhe tarpor update dibe boltese . Comission diye dibe by 15th
8	3		3	se akhoni delivery ar bebostha kortese r jegula delivery hoise segulo update dibe
9	1	2	3	
10		3	3	deliveryte dse but account update deini
11	3		3	Ager ordergulo customer pick koreni. New gulo shipped ar bebostha korbe
12	3		3	
13		2	2	

Figure 6: Sample of Order Processing Report

### 6.1.2 Key Account Managers

They Key Account Managers are handling with the experienced seller who are selling at Kaymu more than one year and have better experience and stocks of products in their shops. The key account manager has to pay 3000 taka commission for being the part of this department of Kaymu Bangladesh. Though there is some seller who are not paying money and become the member of key account management team only because of their highest amount sells in Kaymu Bangladesh. In most of the time there are different offers, deals and promotional activities happen and all are the products coming from the key account seller. Key Account is handling with some experience key account managers like: Eram Hossain, Manajirul Haque Chowdhury and others. Name of Key Account Sellers is given below:

- Beacon Computer
- mShop BD
- Safa Leather

### 6.2 Sales Team

Sales team is another most important team of Kaymu Bangladesh because sellers are coming into the Kaymu through this team employee. As, profit are coming from the sales and sales occur when a seller offer its products so without acquiring a seller no profit can be gained so the importance of sales team lies here. This team works on sourcing guideline target which is given by Kaymu Pakistan Team and coordinate in Bangladesh by Sales Coordinator, Asif Anjum Ayon. The overall sales team is mainly targeting the sourcing guideline and trying to achieve the targeted product by searching new seller through internet. A sample of sourcing guideline is given below.

Sourcing Guideline 2016

File Edit View Insert Format Data Tools Add-ons Help Last edit was made 13 days ago by Asif Anjum Ayon

	A	B	C	D	E	F	G
1	<b>Category</b>	<b>Priority</b>	<b>Target # Skus</b>	<b>Price point</b>	<b>Product exampl</b>	<b>Product exampl</b>	<b>Product Examp</b>
2	Games	High	15	870	<a href="http://www.kaym">http://www.kaym</a>	<a href="http://www.kaym">http://www.kaym</a>	<a href="http://www.kaym">http://www.kaym</a>
3	Men's Eastern Wear	High	25	1300	<a href="http://static.kayr">http://static.kayr</a>	<a href="http://static.kaymu.pk/p/other-355">http://static.kaymu.pk/p/other-355</a>	
4	Party & Celebration	High	25	300	<a href="http://www.amaz">http://www.amaz</a>	<a href="http://www.kaym">http://www.kaym</a>	<a href="http://www.kaym">http://www.kaym</a>
5	Printers & Scanners	High	15	3900	<a href="http://ecx.image">http://ecx.image</a>	<a href="http://ecx.image">http://ecx.image</a>	
6	Video Game Consoles	High	5	2200	<a href="http://static.kayr">http://static.kayr</a>	<a href="https://www.alibe">https://www.alibe</a>	<a href="http://static.kayr">http://static.kayr</a>
7	Women's Eastern Wear	High	25	1300	<a href="http://static2.jas">http://static2.jas</a>	<a href="http://www.amaz">http://www.amaz</a>	
8	Cardio Machines	High	5	8700	<a href="http://www.amaz">http://www.amaz</a>	<a href="http://g02.a.a...g_640x640.jpg">http://g02.a.a...g_640x640.jpg</a>	
9	Contraceptives	High	5	500	<a href="http://g02.a.alicc">http://g02.a.alicc</a>	<a href="http://g02.a.alicc">http://g02.a.alicc</a>	
10	Diapers	High	5	1300	<a href="https://static.kay">https://static.kay</a>	<a href="https://static.kay">https://static.kay</a>	
11	Electric Griddles & Grills	High	5	500	<a href="http://ecx.image">http://ecx.image</a>	<a href="https://static.kay">https://static.kay</a>	
12	Facial Cleansing Kits	High	10	500	<a href="https://static.kay">https://static.kay</a>	<a href="https://static.kay">https://static.kay</a>	
13	Food Processors	High	5	8700	<a href="https://static.kay">https://static.kay</a>	<a href="http://www.amaz">http://www.amaz</a>	
14	Freezers	High	10	15700	<a href="https://static.kay">https://static.kay</a>	<a href="https://static.kay">https://static.kay</a>	
15	Lingerie Sets	High	10	700	<a href="https://www.alibe">https://www.alibe</a>	<a href="https://www.alibe">https://www.alibe</a>	<a href="http://static.kayr">http://static.kayr</a>

August 2016 July 2016 June 2016 May 2016

Figure 7: Sourcing Guideline August 2016

There are few parts of sales team which is describing below.

### 6.2.1 New Seller

New seller can be divided into two parts.

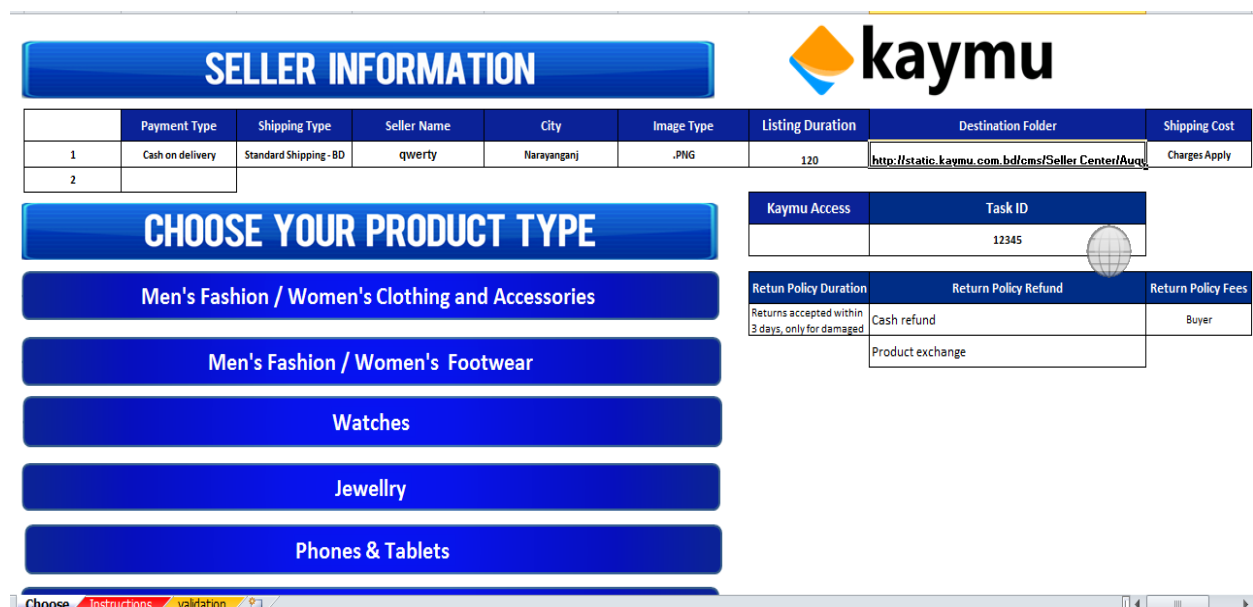
- Acquired Seller
- Organic Seller

## Acquired Seller

A sales team employee's main task is to acquire the seller by using online media. Like: Bikroy.com, ekhanei.com, Facebook pages and etc. A new seller acquires by getting an offer from sales employee with the detail information of his benefits like: free photography, one month free trial sales and etc. An employee has also to find out that the new employee has already being seller of our company or not. If he is an existing seller then he has to confirm the reason of opening a new account at our company again. This part is basically done by two sales executives, Md. Noman Miah and Md. Ahsan . They do have their target amount of seller and they also need to fulfill the target within the month.

## CSV

CSV is basically a template which is used for uploading the contents of acquired seller. Once sellers being acquired then a sales team member need to complete the csv file. Most of the time this tasks was done by internee. I was in duty of completing their csv file for the particular month. Basically in csv, one's need to put the exact name, quantity, price, size, color and etc. which will be shown on the website after the approval of content team. A sample of csv is given below:



The screenshot shows the Kaymu Seller Information and Product Type selection interface. It includes a table for Seller Information, a 'CHOOSE YOUR PRODUCT TYPE' section with buttons for Men's Fashion / Women's Clothing and Accessories, Men's Fashion / Women's Footwear, Watches, Jewellery, and Phones & Tablets, and a table for Return Policy Duration, Return Policy Refund, and Return Policy Fees.

SELLER INFORMATION								
	Payment Type	Shipping Type	Seller Name	City	Image Type	Listing Duration	Destination Folder	Shipping Cost
1	Cash on delivery	Standard Shipping - BD	qwerty	Narayanganj	.PNG	120	<a href="http://static.kaymu.com.bd/cms/Seller Center/Auq">http://static.kaymu.com.bd/cms/Seller Center/Auq</a>	Charges Apply
2								

CHOOSE YOUR PRODUCT TYPE	
Men's Fashion / Women's Clothing and Accessories	
Men's Fashion / Women's Footwear	
Watches	
Jewellery	
Phones & Tablets	


Kaymu Access	Task ID
	12345

Return Policy Duration	Return Policy Refund	Return Policy Fees
Returns accepted within 3 days, only for damaged	Cash refund	Buyer
	Product exchange	

Figure 8: CSV Template

In terms of making CSV file I did generate recorded amount of CSV which was not done ever before in Kaymu history. I did 1307(89 CSVs) for the month of June 2016.

 **Asif Anjum Ayon** <asif.ayon@kaymu.com.bd>

to me ▾

Monthly target- 160  
Target achieved - 154 + 5 reactivation = 159

CSV requested= 162  
CSV created- 161  
CSV completed= 159  
Not completed reason= 2 were delayed due to Photo editing and one was not done. So these 3 were shifted to this month

CSV created= 161  
Total listing in all CSVs= 3017  
Listing done by ahsan = 105(11 CSVs)  
Listing done by Content = 609(7 CSVs)  
Listing done by Hasan= 1307(89 CSVs)  
Listing done by Ridoy = 895(45 CSVs)  
Listing done by Noman = 101(9 CSVs)

Ridoy did a additional 126 listing CSV for Tonmoy bhai.

These were the total listing done but not all listing got Live due to errors in making CSV.

Best Regards,




**Asif Anjum Ayon**  
Sales Coordinator, Kaymu Bangladesh  
Tel | 01969610806  
Skype| a\_ay0n



**Figure 9: Monthly CSV Target**

## Organic Seller

Organic Seller are those seller who has signed up at Kaymu Bangladesh by their owns from Kaymu BD website. For organic seller signup Kaymu BD will not provide any free photography and any free trial sales month cause they already know how to operate it so they do not need to educate and trial month. So, if any product being sold they have to pay the particular commission for the particular product.

Categories			Charges
Mobile & Tablets			2.0%
Consoles	TVs	Laptops & Desktop PCs	4.0%
Electronics (excl Gaming)	Large Appliances		
Collectibles	Food & Drink	Books, Magazines & Stationary	8.0% 
Gaming (excl Consoles)	Music, Movies & DVD	Other categories	
Small Appliances			
Health & Beauty	Toys, Kids and Baby	Sports & Outdoors	12.0%
Jewelry & Watches	Mobile Accessories	Clothing, Footwear	
Home & Living (excl Appliances)	Computer Accessories		

**Figure 10: Pay Charges Policy for Selling Products.**

## 7.0 Website Analysis of Kaymu Bangladesh

To analysis the Kaymu Bangladesh website properly I need to do a proper analysis of others factor like web usability, Meta title, Meta description, SEO, Site map and etc. which are importance in e-commerce. There are some problems with administration part of Kaymu BD website cause no one is operating its official website (Kaymu.com.bd) from Bangladesh directly rather its operate directly from Kaymu Pakistan Team which is in Pakistan. If some information needs to be changed then Kaymu BD content team ask Pakistan team to update and solve the issues.

### 7.01 Web Usability

In e-commerce, Web Usability is all about Customer Satisfaction and the Tools & Imagination organizations and professionals use to achieve and maintain related destination .Web usability is the ease of use of an internet site. Some broad destination of usability are the intro of information and alternative in a clear and concise way, a lack of ambiguity and the arrangement of important particular in appropriate areas. Web usability is nothing but an ease to command the navigation and availability of information, speed and ratio of different types of content, search engine optimization; the SEO, how well it relates to the visitor, visibility across different devices. According to the International Standards Organization (ISO) the term usability means, Usability is the extent to which a product can be used by specified users to achieve specified goals with **effectiveness, efficiency and satisfaction** in a specified context of use.

For small business enterprise site s, creating and maintaining a positive exploiter experience proves crucial to customer retention. Web usability gauges the timbre of a visitor's experience while interacting with your website. Employing certain usability precept can help you prepare Web content that is useful, engaging and suitable for our target audience, and help combat substance abuser dissatisfaction.

The few important points for the web usability are given below:



## **7.02 Customer Satisfaction**

The quality of the online relationship with your users and how well your website meets their needs has a direct influence on your bottom line. Web usability testing is often conducted to find out what users' experiences are on a website, and the feedback garnered is used to implement improvements. You can find sample templates, questionnaires and more at Usability.gov to help you with designing, testing and maintaining a user-centered website.

## **7.03 Users benefit from web usability**

Our visitors can benefit from usability, because: They will be satisfied, not frustrated, with the entanglement web site or Cartesian product ; They will enjoy interacting with the web site or product; They will achieve their goals effectively and efficiently; They will cultivate confidence and trust in the product or web site.

## **7.04 Providers benefit from usability**

As a supplier, you may benefit from unstableness in many ways, including: Reduced growing time and costs; Reduced support costs; Reduced user errors; Reduced training time and costs; Return key on Investiture.

## **7.05 Navigation**

Navigation refers that how many layers you have and how is your menu. For a good navigation of a website it should have maximum three layers. In Kaymu BD website it has three (03) layers and for a transactional e-commerce website maximum of four layers can be used.

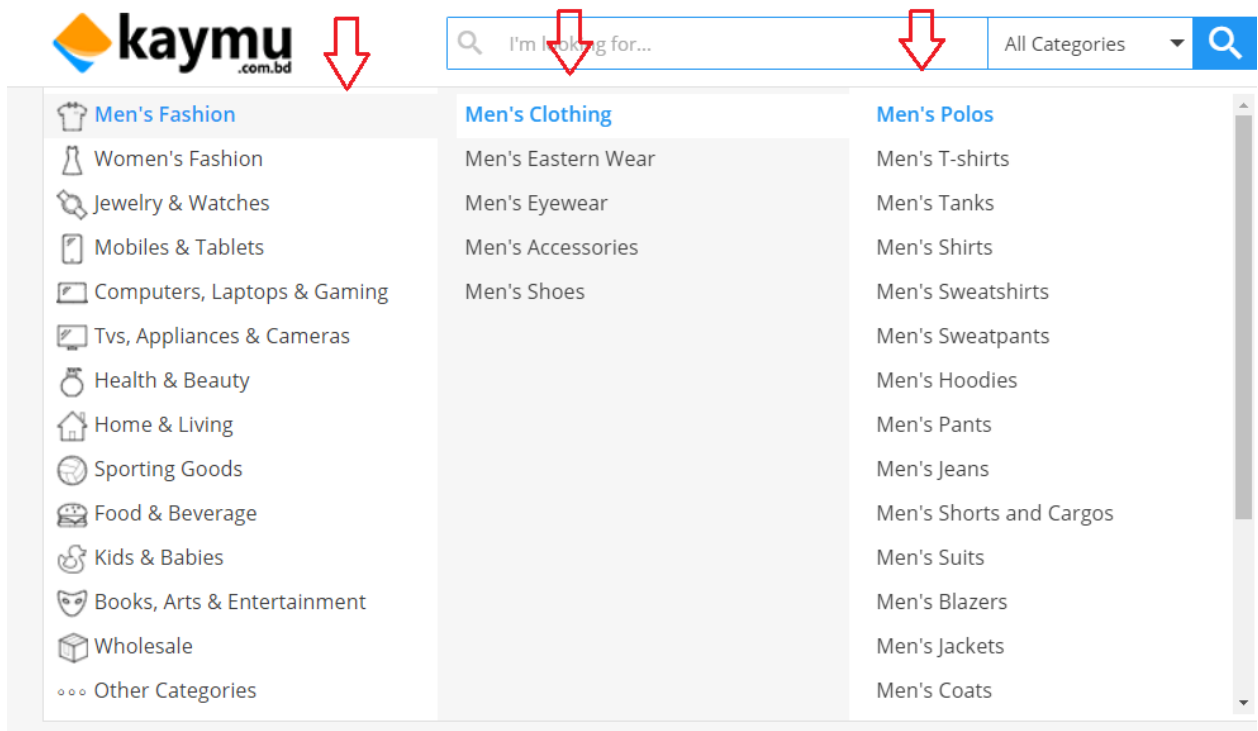


Figure 11: Navigations of Kaymu Bangladesh Website

But, if I do compare it with bagdooom.com then it has exactly four layers which is good enough to make understand the customer in easiest way. So, for this Kaymu Bangladesh needs to change solve this issue if possible.

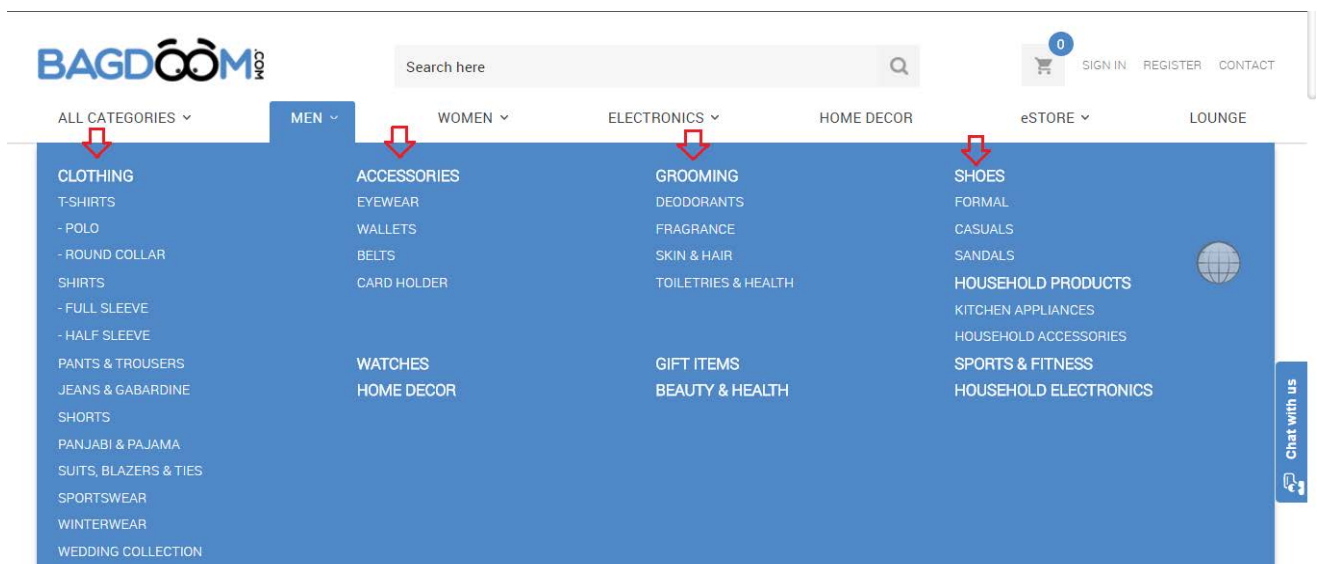
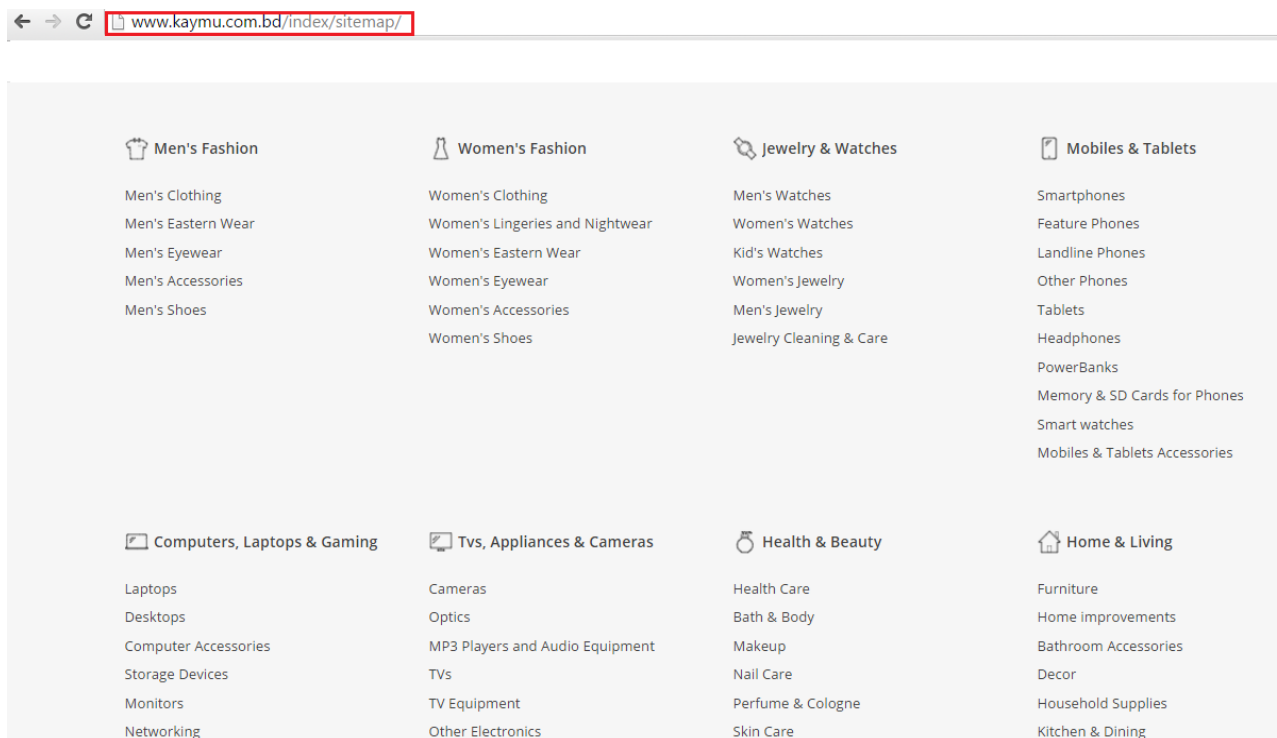


Figure 12: Navigation of Bagdooom.com

## 7.06 Site Map

In the definition of site map we may say that site map is a file where you can list your web pages to tell Google and other search engine about a company and its content. In our website, Kaymu Bangladesh has a site map and its well organized but the others company like: bagdoom.com has no site map yet.



**Figure 13: Site Map of Kaymu Bangladesh**

## 7.07 SEO

It plays a vital role to improve the visibility of a website or search engine and to ensure a better usability for human visitor. SEO stands for Search engine optimization. SEO can improve your website traffic. Kaymu Bangladesh has not a proper SEO. While you will search for the “best online shopping site in Bangladesh” then it will not show you the Kaymu BD. Even if you search for “Top 10 online shopping site of Bangladesh” then also it will not show you Kaymu Bangladesh.

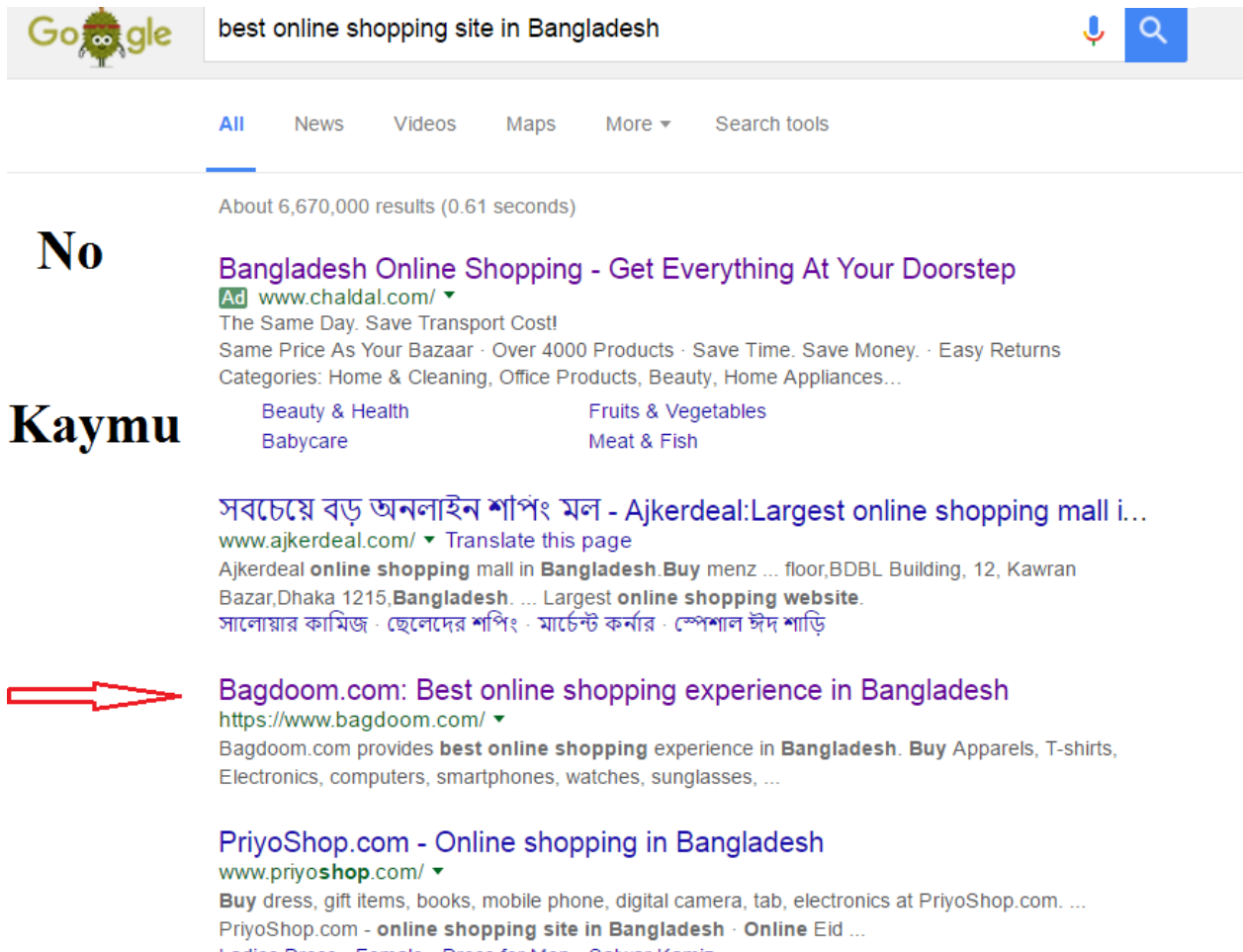


Figure 14: SEO Ranking

On the other hand, our competitor has a good SEO. Such as – Bagdoom.com. When you will search the same thing “best online shopping site in Bangladesh” it shows its name easily.

### 7.08 About us, Contact us pages

About us page option is for informing the customer and seller about the company and letting them know about the current promotions and news. But, in our company’s website there is having not proper and good information about the Kaymu Bangladesh. Where other e-commerce site and our competitor has a proper about us page. In Kaymu Bangladesh about us page we do not have any proper information like country managers name and what is the current position of our e-commerce site in Bangladesh and etc.

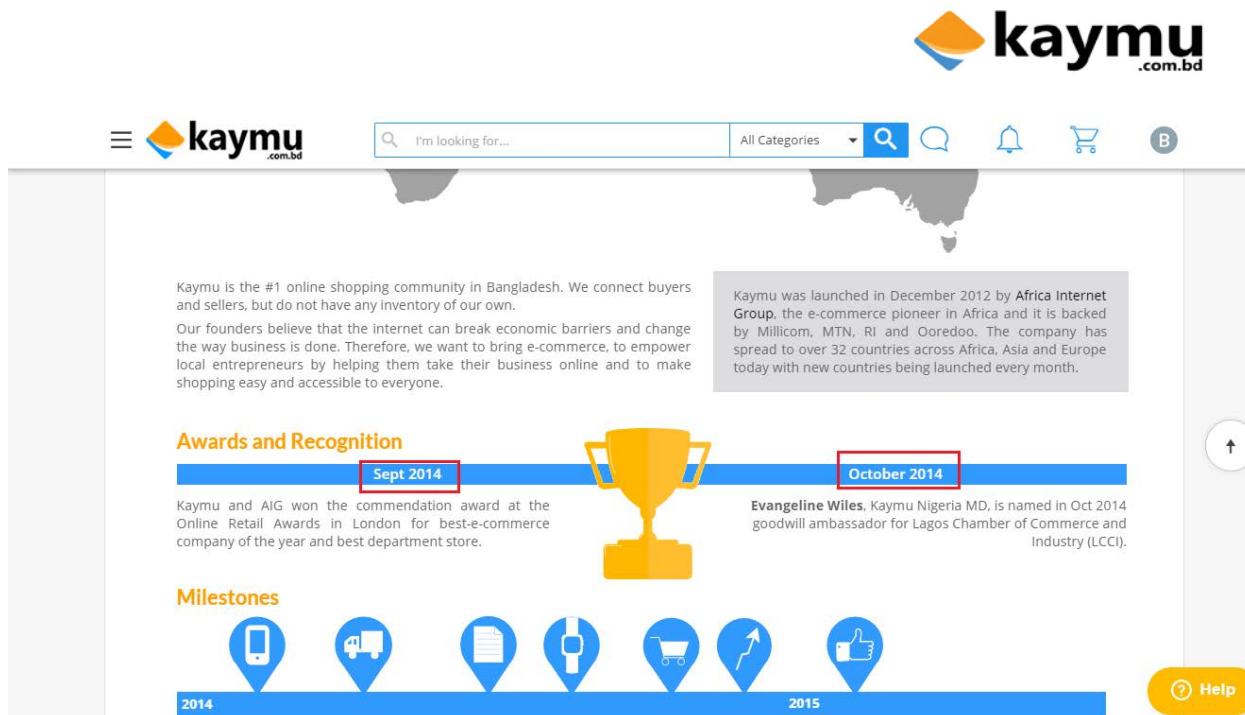


Figure 15: About Us Page of Kaymu Bangladesh

If we go for Contact us page then the problem is almost similar. On the contrary, our competitors have a good contact us pages. If any clients or customer of Kaymu Bangladesh has any query then they has to go through a long process which demotivate a customer most of the time. So, if they want to give more effective contact us page, information then they have to improve it immediately. Kaymu Bangladesh has it's live chat option but it is not working at all. If we go for contact us page then we will see that it has address of previous office but it should be changed because after the merger Kaymu Bangladesh has shifted to Banani. Though, here is having a problem of controlling the official website which is in Pakistan but it should be solved.

☰  All Categories

**Contact us**

**Full Name \***

First Last

**Your Email Address \***

**You are a \***

...

**Comments**

**SUBMIT** >

We would like to hear from you. For any questions, suggestions, or comments please contact us at:

**Phone:** 096-7877-7111  
**Email:** cs@kaymu.com.bd  
**Head Office:** 4th Floor, House 20/C  
Road 26, Gulshan-1  
Dhaka, Bangladesh

**Our operating hours are:**

**Helpline:** 9am - 8pm (Sunday to Thursday)  
**Correspondence:** 9am - 8pm (Sunday to Thursday)

Old  
Format  
of  
Contact

Figure 16: Contact Us Page of Kaymu Bangladesh

### 7.09 Meta Title

Meta title is some keywords which is used to find the particular products or website directly from any search engine like- Google, yahoo and etc. In Kaymu Bangladesh they do not have proper Meta title and that is why they have no organic search position in Google. For making a best Meta title the word limit is fifty five (55) but at most it can be sixty (60) words. The current Meta title of Kaymu Bangladesh has given below:

```
2
3 <html class="no-js" lang="bn">
4
5 <head>
6   <meta http-equiv="Content-Type" content="text/html; charset=utf-8"/>
7   <meta name="viewport"
8     content="width=device-width, initial-scale=1.0, maximum-scale=1.0, user-scalable=no,
9     minimal-ui"/>
10  <title>Online Shopping in Bangladesh - Buy & Sell Online | Kaymu</title>
11  <meta name="description" content="Kaymu.com.bd offers Online Shopping in Bangladesh with Home
12  Delivery. Buy Mobile Phones, Computers, Clothing, Shoes & Pay Cash on Delivery."/>
13  <meta name="keywords" content=""/>
14  <meta name="robots" content="index, follow"/>
15  <meta name="google-site-verification" content="4_YTE9rVGi9MRctoLGor-3AmOP2_TnbGeSUYATHhtqw"><!--
16  [if IE]>
```

Figure 17: Meta Title of Kaymu Bangladesh

## Proposed Meta Title

Best and number one online e commerce site in Bangladesh. Buy and sell Mobile, Computers.

## 7.10 Meta Description

Meta description is similar to Meta title but in Meta description there will be short descriptions where the items of products and services will be described. Kaymu Bangladesh has their own Meta descriptions but it is not appropriate cause whenever we are searching them in Google it is not shown because people are not searching them exactly whenever they have put on their meta description part.

## Proposed Meta Description

Kaymu.com.bd Largest online shopping mall in Bangladesh. Buy T-Shirts, Pants, Salwar Kameez & many more. Cash on Delivery.

```

2
3 <html class="no-js" lang="bn">
4
5 <head>
6   <meta http-equiv="Content-Type" content="text/html; charset=utf-8"/>
7   <meta name="viewport"
8     content="width=device-width, initial-scale=1.0, maximum-scale=1.0, user-scalable=no,
9     minimal-ui"/>
10  <title>Online Shopping in Bangladesh - Buy & Sell Online | Kaymu</title>
11  <meta name="description" content="Kaymu.com.bd offers Online Shopping in Bangladesh with Home
12  Delivery. Buy Mobile Phones, Computers, Clothing, Shoes & Pay Cash on Delivery."/>
13  <meta name="keywords" content=""/>
14  <meta name="robots" content="index, follow"/>
15  <meta name="google-site-verification" content="4_YTE9rVGi9MRctoLGor-3AmOP2_TnbGeSUYATHhtqw"><!--
16  [if IE]

```

Figure 18: Meta Description of Kaymu Bangladesh

### 7.11 Speed Test Analysis:

Speed test is such a thing which shows the length of the land site and how to perform all the derivatives within the website. Speed test specifically refers to analyzing a number of a site about how much fourth dimension does it take to load web pages. A well-mannered of upper can satisfy a customer. It can decrease the number of spring rate of any internet site. So it should be ensured that the payload focal ratio of web pages is good enough to provide gratification the customers. Kaymu.com.bd has its overall performance grade of 84, where totals load time is 2.67s and its total size is 2.9 mb which is good but in terms of its competitors it is taking too long time.

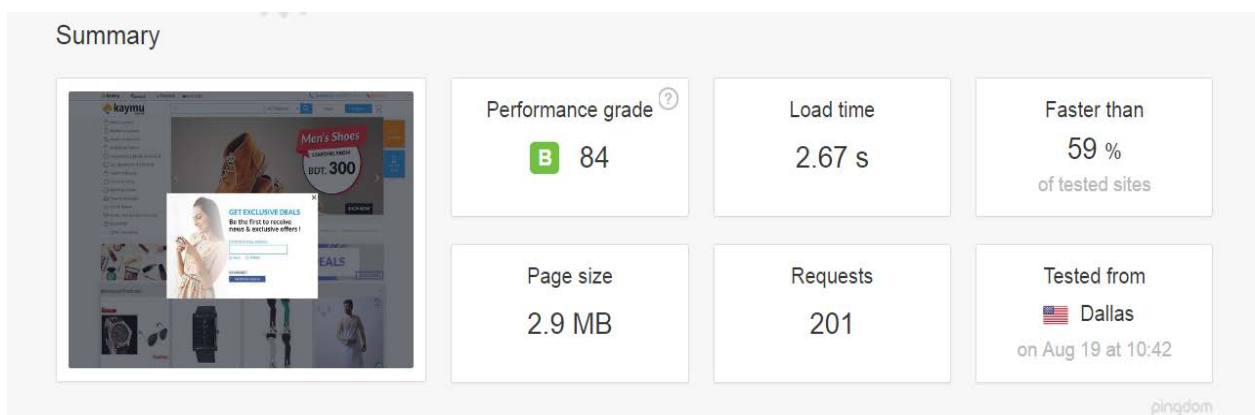


Figure 19: Speed Test of Kaymu Bangladesh



On the contrary if we compare it to Daraz Bangladesh then it shows that it has its performance grade 71, load time is 6.11s and total size is 2.0 mb which really good for a company. For speed test, if any company has less size, less graded then it is good for a company.

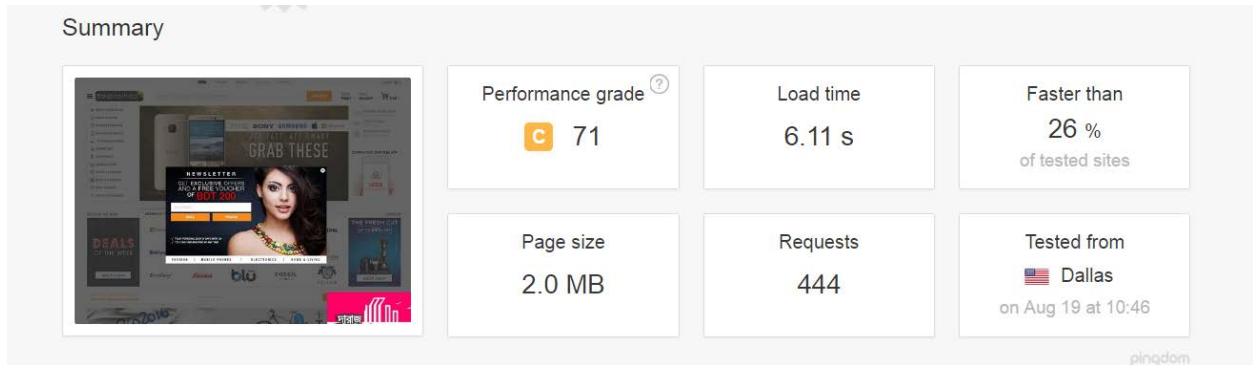


Figure 20: Speed Test of Daraz Bangladesh

## 8.0 Facebook Page Analysis of Kaymu Bangladesh

Firstly, I want to let you know that if anyone needs to do promote its business in online then he needs to follow the digital marketing process. As, Kaymu Bangladesh itself is an established online e-commerce company of Bangladesh so they need to follow it on regular basis for their online marketing promotions. The ultimate aim of this kind of promotional activities is to engage customer within a shortest period of time.

### 8.01 Customer Engagement

"Engaged customers are likely to recommend products to others, e.g., by word-of-mouth, blogs, social networking, comments on websites, etc., and even add value by providing user-generated content". Sashi(2011).

If, we look into Kaymu Bangladesh Facebook page customer engagement then we can see that they do not have that much of customer engagement comparing their current market competitors.



Figure 21: Customer Engagement of Kaymu Bangladesh

On the contrary if we look into their competitor then we will find that ekhanei.com has more customer engagement rather than Kaymu Bangladesh within a very shortest period of time.

So, Kaymu Bangladesh needs to follow some online marketing promotional tools whenever they are promoting their products at online.

**Ekhanei** 1 hr · 🌐

এখানেই ডট কম-এর নতুন ইন্টারফেস এখন আরো দ্রুত, আরো সহজ! তাই বিদেশ সেটেল্ড হবার আগে ঘরভর্তি জিনিস বগলদাবা না করে, বেচে দাও এখানেই [bit.ly/Home\\_Ekhanei](http://bit.ly/Home_Ekhanei)

Like Comment Share

👍 🗨️ 180 **More than Kaymu BD**

Figure 22: Customer Engagement of Ekhanei.com

## 8.02 Responsiveness of Kaymu Bangladesh Facebook Page

There are few ways that customer can communicate with Kaymu Bangladesh using Facebook page. Example: Post , Comment , Facebook Message and etc.

If we do follow the Facebook Post option than we can see that Kaymu Bangladesh Facebook page representative is not up to the mark to communicate with the customer.



Figure 23: Response Time of Kaymu Bangladesh

On the contrary if we do compare it with their competitor then the result will be just opposite and their competitor bikroy.com is so much pro-active in this matter.



Figure 24: Response Time of Bikroy.com

For improving Kaymu Bangladesh response time they need to be more sincere and need improve their current situations. As, Online is a place business is more transparent so competitor may take the advantage of it so that Kaymu Bangladesh may lose market.

### 8.03 TACTICS

Tactics is basically for improving the current market situation of Kaymu Bangladesh which can be used.

Basically “tactics” means the way of implementing the strategy. For our BBS page we have selected two strategies out of eight. These are market and product development strategies & target marketing strategy.

If, we go step by step then we have to analyze Marketing Mix for using the best tactics which is:

- Marketing Mix – 8ps

## Marketing Mix:

Marketing mix is used by marketer to inform their internet marketing strategy. The marketing mix – widely referred to as the 4 Ps of Product, Price, Place and Promotion – was originally proposed by Jerome McCarthy (1960). The 4 Ps have since been extended to the 8 Ps which are People, Process, Partnership and Physical evidence (Booms and Bitner, 1981). The relationship between Kaymu Bangladesh Facebook Page with Marketing Mix is given below:

1. Product: Information and tracking of order regarding products from page.
2. Price: Product price, delivery charges, shipment time, discounts and etc.
3. Place: Office address, Customer address, customer pickup points, targeted Customer locations and etc. For Example :

Country	Your Fans	City	Your Fans	Language	Your Fans
Bangladesh	403	Dhaka, Dhaka Division,...	396	English (US)	336
Qatar	1	Chittagong, Chittagong ...	6	English (UK)	66
South Korea	1	Doha, Qatar	1	Bengali	3
		Hongseong, Chungche...	1		
		Mirpur, Dhaka Division, ...	1		

Figure 25: Example of Promotional Places of Kaymu Bangladesh Page

4. Promotions: Online Promotion – Google Adwords Campaign, Facebook Events.

**Bangladesh Online Shopping - Get Everything At Your Doorstep**

Ad [www.chaldal.com/](http://www.chaldal.com/) 01919-123123

The Same Day. Save Transport Cost!

First Time In Bangladesh · Over 4000 Products · Cash On Delivery · Save Time. Save Money.

Categories: Home & Cleaning, Office Products, Beauty, Home Appliances...

Beauty & Health · Babycare · Fruits & Vegetables · Meat & Fish

Figure 26: Google Adwords Campaign

5. People: Targeted Customer, WOM People and User of Facebook.



Figure 27: Example of targeting people based on page insight

6. Process: Online Process – Social Media. Website.

7. Partnership: Can make partnership for different kinds of promotions, events and etc.

8. Physical Evidence: Review of products.

### 8.04 Recommendations for Facebook Page:

Kaymu Bangladesh has lots of problems and needs to approve all these by solving their current situations. To be the number one online market place in Bangladesh they has to solve their problems first cause they are doing business in online so if they cannot achieve their target by solving this issues then they cannot exist in the market for longer period of time. Based on the analysis Kaymu Bangladesh can take some initiatives by their but I have some feedbacks which are providing below:

- Use More Manpower
- Divide The Work
- Proper Image Management
- Proper Time Management
- Proper Content Management
- Unpaid Promotions.

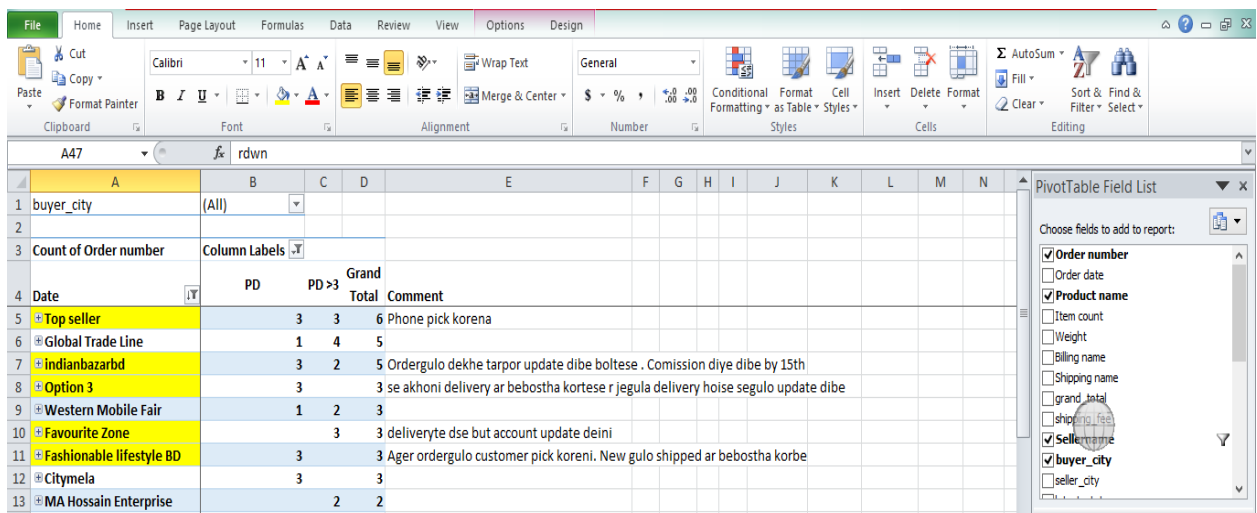


## PART: C – Job Responsibilities and Duties as an Intern

As an intern of Seller Management team I had to do different types of task. My first task was to manage the seller, and the another important task was to make the content ready for the approval which is CSV. For seller management team there are few tasks which are:

### 9.0 Job Descriptions for Seller Management Team

- Mange the Seller
- Manage the Order Processing Report using BOB (Software).
- Collecting the Commissions by deadline.
- Inspire the Seller for uploading new products.
- Maintaining the call records daily.



Date	Product name	Order number	Grand Total	Comment
5	Top seller	3	3	6 Phone pick korena
6	Global Trade Line	1	4	5
7	indianbazarbd	3	2	5 Ordergulo dekhe tarpor update dibe boltese . Comission diye dibe by 15th
8	Option 3	3	3	3 se akhoni delivery ar bebostha kortese r jegula delivery hoise segulo update dibe
9	Western Mobile Fair	1	2	3
10	Favourite Zone	3	3	3 deliveryte dse but account update deini
11	Fashionable lifestyle BD	3	3	3 Ager ordergulo customer pick koreni. New gulo shipped ar bebostha korbe
12	Citymela	3	3	
13	MA Hossain Enterprise	2	2	

Figure 28: Order Processing Report of Mine



## NKA Daily Call Log

Your username ([interns@kaymu.com.bd](mailto:interns@kaymu.com.bd)) will be recorded when you submit this form. Not **interns**?

[Sign out](#)

\* Required

### Call Type \*

- Inbound
- Outbound
- SMS/Email Outbound

### Seller Name \*

### Success? \*

- Yes - Reachable
- Yes - Reachable but not available to talk now
- No - Phone Off
- No - Does not pick up
- No - Rejects Calls

Figure 29: Daily Call Log of Kaymu Interns

Apart from these, I had to do some tasks for sales team. My job for sales team is:

### 9.01 Job Descriptions for Sales Team

- Doing the CSV File
- Collecting information from sales executives, Google for doing CSV and Sales Force (Software)
- Maintaining the proper image size, information and etc. for the approval.
- Sending the CSV File to Content team for final upload using Kaymu Master Form



## Kaymu Master Form

General Listing Changes

For the following request please use this [Link](#)

- 1> Requesting a seller website integration
- 2> Requesting a new brand
- 3> Requesting a certain mobile model or a brand added to the mobile data base
- 4> Reporting bugs
- 5> Scheduling Photography for Sellers
- 6> Suggesting improvements

1 Let's start

2 Almost Done

**Country \***

**Email ID of the person filling the form \***

Figure 30: Kaymu Master Form

## SELLER INFORMATION

	Payment Type	Shipping Type	Seller Name	City	Image Type	Listing Duration	Destination Folder	Shipping Cost
1	Cash on delivery	Standard Shipping - BD	qwerty	Narayanganj	.PNG	120	http://static.kaymu.com.bd/cms/Seller Center/Aug	Charges Apply
2								



## CHOOSE YOUR PRODUCT TYPE

Men's Fashion / Women's Clothing and Accessories

Men's Fashion / Women's Footwear

Watches

Jewelry

Phones & Tablets

Kaymu Access	Task ID
	12345

Return Policy Duration	Return Policy Refund	Return Policy Fees
Returns accepted within 3 days, only for damaged	Cash refund	Buyer
	Product exchange	

Figure 31: CSV Master Template File

## **PART: D – Findings and Analysis**

### **10.0 Findings**

Kaymu Bangladesh will face lots of challenges in future as e-commerce industries in Bangladesh is growing. Ajkerdeal.com, chaldal.com, ekhanei.com, pickaboo.com, bagdoom.com and etc. are the key competitors of Kaymu Bangladesh. So, for being the best online e-commerce company of Bangladesh Kaymu Bangladesh needs to provide best customer services cause customer will come again by getting best services like: shortest period delivery, best quality of product, discount price and feedback on customer query and etc.

In addition with this, it might be say that Kaymu always relies upon the dealers or supplier of products cause they are not storing the product so because of this sometimes an order comes but as seller are not updating the stock list thus Kaymu Bangladesh has to cancel it which has customer bad review about Kaymu Bangladesh cause customer is placing the order from Kaymu Bangladesh website not from the sellers site.

Kaymu Bangladesh has to promote its website on a regular basis by using Meta title and Meta description thus it can generate more traffic directly from Google or others search engine. In Kaymu Bangladesh website they should mention about their company structure, employee experiences, annual reports and etc. They should also update their contact us pages and live chat options.

If any e-commerce based online site wants to promote it site they always promote their sites, product in social media. And in Bangladesh the means of social media is – Facebook. Kaymu Bangladesh has a page in Facebook but it is not that much of up to the mark whereas its competitor is leading the marketing by targeting the real customer and promoting their products on time by using time management and etc.

Moreover, as Kaymu Bangladesh is an growing e-commerce company and it has small number of employee but the task is too much so sometimes the quality of task is not up to the mark because there is a huge pressure on the employee most of the time.

## 11.0 Recommendations

- Kaymu Bangladesh needs own delivery system to deliver the product timely. They are facing troubles with the delivery of the products due to that reason. Moreover, if they leave it on the hand of the sellers they won't have a strong control over the delivery system.
- Kaymu Bangladesh need to have 24/7 online customer service over the phone call or live chat option cause the trends in Bangladesh is changing and customers are in need of ordering product at night most of the time cause the targeted group of people are usually busy at the office time .
- Kaymu Bangladesh needs to judge the product quality which is delivering from the sellers to customer. Kaymu has huge complain about its product quality from the customers.
- More product details should be available on the product list. Sometimes products are uploading without having more details. So, customer is not ordering that types of products.
- Product price should be judged with other sellers and needs to fix a price level cause sometimes sellers are offering price more than double which has a negative customer review on the brand name.
- Kaymu Bangladesh has to promote it site properly like using television, electronics media and print media cause most of the time customer are not aware about Kaymu Bangladesh name even sometimes sellers are not also aware about Kaymu Bangladesh name.
- Kaymu Bangladesh has to observe the market trend properly and needs to promote its Facebook page rather promoting its product on a daily basis cause if Kaymu Bangladesh page gets more customer engagement or likes then when Kaymu Bangladesh will upload any products then easily a potential customer can get notified about it and need not to promote its site on a regular basis by using sponsored advertisements.
- The employee of Kaymu Bangladesh needs to build a cooperative mindset and needs to think about the company benefit in long run.

## 12.0 Conclusions

Kaymu Bangladesh has seen potential prospect in the Bangladeshi e-commerce market. This is the high time for this company to develop a huge customer. There are lots of e-commerce companies establishing their market now-a-days so it will be hard to compete if Kaymu Bangladesh cannot control over the market. Kaymu has lots of problems and at the same time it has lots of opportunities if Kaymu can hire the best people and can solve the current problems. Kaymu Bangladesh can observe its competitors sometimes to overcome its problems and get the direction how they control their customer cause in online most of the things are open and transparent so easily any other company can get it.

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- [www.facebook.com/Kaymubd](https://www.facebook.com/Kaymubd)
- [www.managementmarketing.ro/pdf/articole/462.pdf](http://www.managementmarketing.ro/pdf/articole/462.pdf)
- [www.google.com](http://www.google.com)
- [www.facebook.com/bikroy](https://www.facebook.com/bikroy)
- [www.salesforce.com/eu/](http://www.salesforce.com/eu/)
- [www.static.googleusercontent.com](http://www.static.googleusercontent.com)
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