



Inspiring Excellence

# Internship Report

Necessity of Offline Marketing for E-Commerce in Bangladesh



Imran Hossain Fahad

18/12/2016

## Letter of Transmittal

28th August, 2016

Humaira Naznin  
Senior Lecturer,  
BRAC Business School,  
BRAC University

Subject: Submission of Internship Report on necessity of offline marketing for E-Commerce in Bangladesh

Dear Madam,

With due esteem I am pleased to inform you that I have effectively finished my 3 months' internship at Kaymu Bangladesh, under the supervision of MD. Rasadul Amin, Head of Content and VAS. The subject of my internship report is Digital and Off Line Marketing of E-Commerce Industry of Kaymu Bangladesh, which asylums my whole internship experience with Kaymu Bangladesh. All throughout my internship, I got an understanding how the Content management department operates, which is a center part of Kaymu Bangladesh. It endeavors to ensure organization's business unfaltering quality through the streamline operation of various offices inside itself. I likewise found the opportunity to talk with representatives from various divisions which absolute gave me an incredible cognizance of the corporate culture.

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

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

Sincerely yours,

Imran Hossain Fahad  
ID:12104015  
BRAC Business School

## **Acknowledgement**

To complete this report I took help from a number of people without their assistance and guidance this preparing this report was impossible. First of all I would like to thank almighty Allah for everything. With the help of the and my parents blessing I have successfully completed my internship at Kaymu Bangladesh and prepared the report as a part of BUS-400 course.

Next, I would like to express my immense gratitude towards my advisor, Humaira Naznin, Senior Lecturer of BRAC Business School, BRAC University, for her guidance and supervision regarding all the parts of my internship period and report.

I must not forget to appreciate MD.Rasadul Amin, Head of Content and VAS, Kaymu Bangladesh under whose supervision I went through my internship. I would also like to thank MD. Omar Faruk, Mehedi Hasan and Sazzad Karim all part of Content manager department of kaymu.com.bd. With their kind support and guidance I managed to learn every detail of the work. At the same time, I would like to thank my other colleagues of Kaymu Bangladesh who provided me welcoming environment into their organization.

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

## **Executive Summery**

Business has been running the entire world for hundreds and thousands of years. Throughout time it has changed its shape in many ways. In this era internet is considered as the greatest technological advancement which is undoubtedly true. Now to make the best use of it we have to use it for business. Thus the latest and greatest form of business is business on the internet. There are different businesses on the internet all of them fall into E-Business. But businesses that directly deal with money are known as E-Commerce.

Reading this report a reader will get an idea about the E-Commerce industry in Bangladesh, its history and Kaymu.com.bd. As it is an internship report and I was lucky enough to complete my 3 months internship in the content management department of kaymu.com.bd. Reading this report a reader will get the idea how an E-Commerce website works, how do they make money and detailed process of how to manage the content of an online market.

In this I also focused on marketing of E-Commerce businesses. Most of the E-Commerce businesses only do online marketing. This report will focus on how off line marketing helps the E-Commerce businesses. To prepare this report I have done a research collecting primary data. For the survey I had to collect data from people who use internet either regularly or sometimes. I collected data through both online survey and direct survey using the same questionnaire. After collecting data using excel I analyzed it and included them in this report through pie chart. Comparing different important variable I drew a conclusion and gave few recommendation at the end.

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## Industry and Organization Overview

### Industry: Business on the Internet (E-Business and E-Commerce)

The businesses that are based on internet are E-Business. There are different types of internet based businesses. Some business uses the internet for advertising or to communicate or just to display product to customers and some businesses use the internet to sell the products as well. While all these businesses that use the internet is under E-Business only those who use internet as buying or selling platform are under E-Commerce business. So all E-Commerce business is E-Business but not all E-Businesses can be referred as E-Commerce.

In simple term to be an E-Commerce website the business has to do transaction through internet or make deal of cash or other asset exchange directly through it.

**Brief History:** It has been many years Internet was invented and commercialized. Being in a developing country we get our hand on a new technology long after the developed world gets. It was not much exception for internet as well. Bangladesh was introduced to the internet in early 2000. Only those who studied computer science or are computer related businesses were using it few other banks and highly important government sector also took the help of it. Through two different gateway National Internet Exchange (NIX) and International Internet Gateways (IIGs) the national and international traffics were controlled. After that many private businesses started using internet for their business and building website. Some of the very first e commerce website were got based website that mainly targets the people living in abroad. They can order gift from abroad, pay for it from there and the gift will be delivered to the specific Bangladeshi address the customer ordered. The growth was slow and these kinds of abroad based businesses were only possible back then because internet was still a very rare in our country and building a whole website for such small market would be very costly. After that from 2008 to 2013 E-Business had a lot of development because of outsourcing also internet reached to more people's hand. From 2013 till now (December 2016) the E-Commerce industry in Bangladesh is growing in a rapid rate. Kaymu.com.bd is one of the first businesses that started it as an online market place for people of our country. After that came Daraz.com.bd, Pickaboo.com, Ajkerdeal.com and many more.

## Kaymu.com.bd

Kaymu.com.bd is an online marketplace where buyer and seller can meet. This is simply the window for sellers to put their product on internet even if they don't have any website which means it has vast variety of product. That leads us to the customer side where a customer can find the most variety of products from internet only at kaymu.com.bd. Till now kaymu.com.bd has over 3000 different categories and more than 300,000 products on their website. Kaymu.com.bd is a subsidiary of Rocketinternet that started the journey from 2012 but it first came into Bangladesh in 2013. Since then to now kaymu.com.bd has established their name as one of the first that comes to consumers mind when it comes to online marketplace. There are other subsidiaries from Rocketinternet as well and some of them are also running in our country such as Foodpanda, Everjobsbd.com, Jovago.net and daraz.com.bd.

### SWOT Analysis:

In order to effectively analyze the business environment, we can use SWOT analysis. It works with four different types of environment. They are the Strength, Weakness, Opportunity and Threats of an organization.

#### Strength

- Website is superior to its competitors
- Most variety of product
- Availability of Brand New Products
- Deals with renowned brand
- Warranty
- Swift delivery
- Easy and free registration process
- Countrywide delivery

#### Weakness

- Turnover rate
- Brand recognition is low
- Refund on specific products is not possible
- Deficiency of ATL and BTL marketing

#### Opportunity



- Emerging market
- Take order from outside Bangladesh
- Gift delivery
- Emergency delivery

### Threat

- Native competitors
- International giants target
- Political instability
- Limited Internet users

### Strengths

1. **Website is superior to it's competitors:** Kaymu Bangladesh's website is superior by a good margin against its competitors such as pickaboo.com and clickbd.com
2. **Most variety of product and availability of Brand New Products:**Product variation and availability of all brand new products is KaymuBangladesh's best feature. Moreover, second hand or refurbished goods are not sold here.
3. **Deals with renowned brand:**Kaymu Bangladesh is very widespread for coming up with deals from numerous prominent brands like Samsung, Apex etc.
4. **Warranty:**Products bought from Kaymu Bangladesh are in most cases offered authorized warranty to customer.
5. **Swift delivery:** Delivery among customer all over the country within three days is one of its strong points.
6. **Easy and free registration process:** It is free and stress-free for vendors to register with Kaymu Bangladesh.
7. **Countrywide delivery:**Kaymu Bangladesh delivers their products all over Bangladesh.

### Weakness

1. **Turnover rate:** The turnover rate in Kaymu Bangladesh among the employees is high due to lesser career growth and trivial pay scale.
2. **Brand recognition is low:**Awareness among the majority is one of the lackings for Kaymu as a lot of people are not aware of the brand. Most of them are only familiar with bikroy.com or ekhanei.com
3. **Refund on specific products is not possible:**Refund policy is not available for products such as books, some clothing.
4. **Deficiency of ATL and BTL marketing:**Kaymu is only focusing on online marketing. However, focus on some ATL marketing and BTL advertising should be given to reach the target audience in a more aggressive way.

### Opportunity

1. **Emerging market:** The online market in Bangladesh is an emerging market with huge potentiality and scope of growth.
2. **Take order from outside Bangladesh:** Kaymu Bangladesh has the ability to take order directly from other countries and deliver them to its destination inside Bangladesh same as UpoharBD.com
3. **Gift delivery:** Kaymu Bangladesh can also take gift deliveries orders such as cakes, cards, flowers etc.
4. **Emergency delivery:** Emergency delivery has demand and exploiting this opportunity can have a tremendous impact on the business.

### Threat

1. **Native competitors:** Imminent native opponents can be an immense threat as numerous competitors are entering the business arena in hopes of reaping the benefits of this emerging market.
2. **International giant's target:** International giants like Amazon or EBay might come to this market and take over it if Kaymu Bangladesh fails to create a strong position in the market.
3. **Political instability:** Bangladesh is a country with unstable political history. So political incident can harm the business at times.
4. **Limited internet user:** As Bangladesh is a third world country, internet is not yet widely available everywhere in our country and to all its people. As such, Kaymu Bangladesh is not being able to serve the market to its fullest potential.

## Our Regional Internet Groups

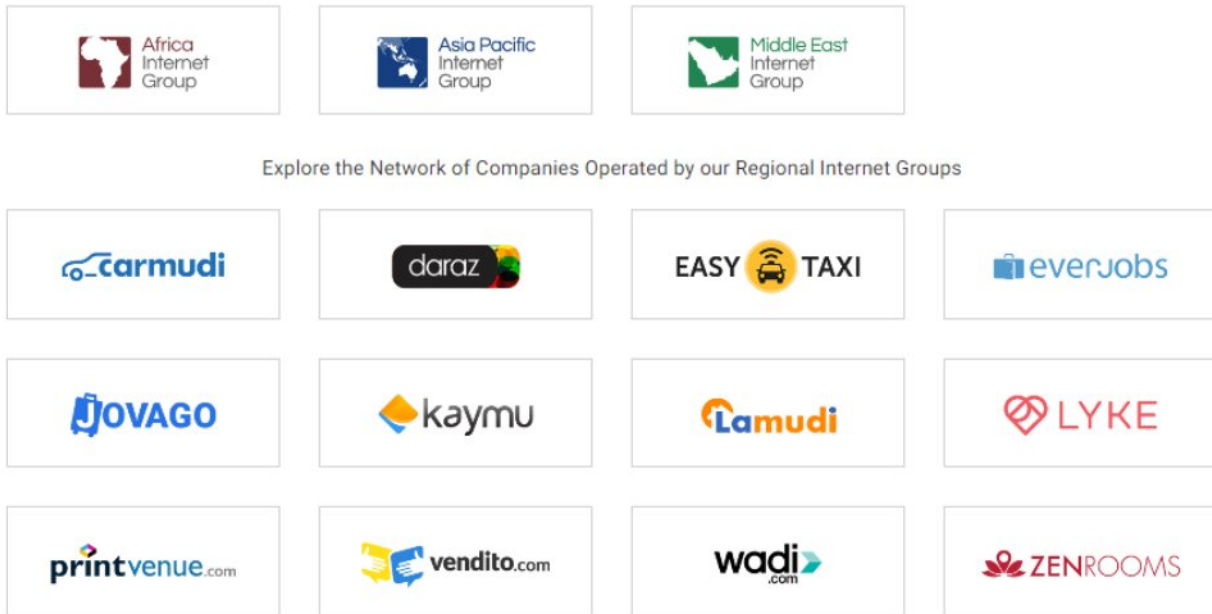


Figure 1: RocketInternet Regional Subsidiaries

### Vision

The mission of rocket internet is to provide internet based services to the market that are still untouched. According to them, “We help people use their smartphones to get what they need, any place, any time, offering the same world-class user experience in all markets.” (“About | Rocket Internet”, 2016)

### Organization Value

- Be curious
- Take risk where others set out not
- Let the best individuals and thoughts develop
- Make choice and execute
- Do what is correct, not what is easier

### Business Operation:

Since kaymu.com.bd is a communication platform between buyer and seller we have to manage both of the party. There are different departments to run the whole business. The names of the department and their responsibility are given below.

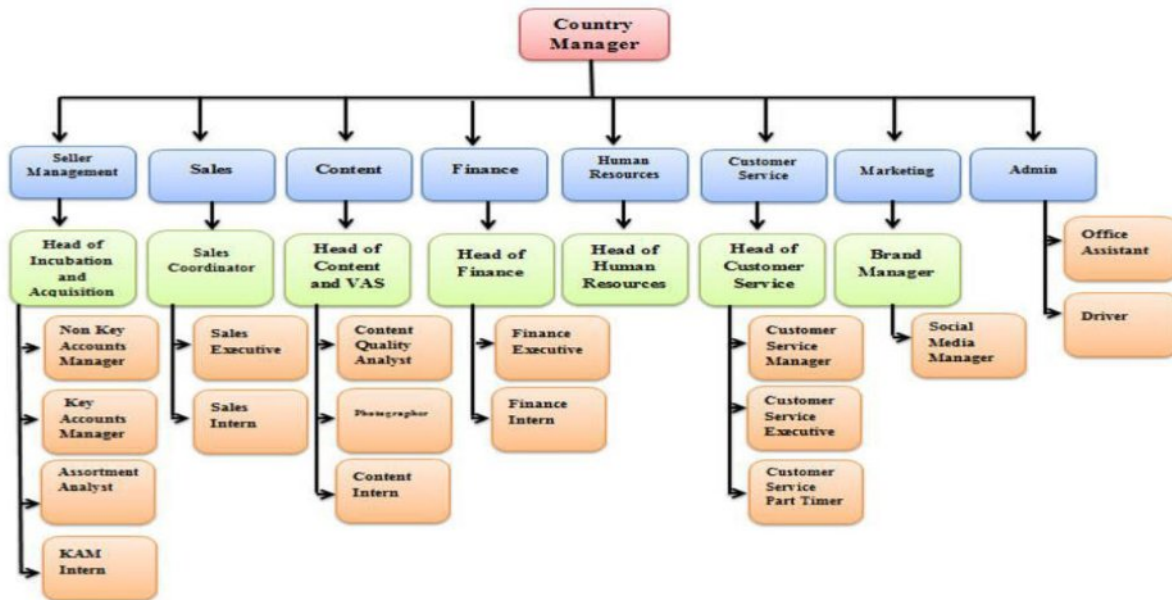


Figure 2: Departmental hierarchy

### Administrative

- HR Department: This is self explanatory, however since Daraz.com.bd and kaymu.com.bd are merging up HR and Finance department are working on both organizations now except for other departments.
- Finance Department: Same as HR they take care of the financial part for both Daraz.com.bd and kaymu.com.bd
- Sales: The task of these department is to make sure a high rate of sales from the website throughout the year

## Business process

While describing business process I am not going to focus on duties of particular department rather I am going to describe how these are interrelated to run this business.

- **Acquisition:** The duty of this department is to bring new seller from market. They do call up meeting with potential seller or go into their shop also offer them free subscription to try our service and bring them to our business.
- **Seller Manager:** There are two different departments under seller manager their duty is to maintain necessary communication with seller and bring up information needed. Such as product price, Discount, Stock, New Product available, Occasional Deals, and Commission everything related to kaymu.com.bd and the particular seller under a seller manager has to be done by the seller manager. The two different departments under seller manager are.
  - **KAM(Key Account Manager):** There are different types of seller kaymu.com.bd classifies them in two segment one is key account which means they are old seller or very authentic seller who sell a lot of products from kaymu.com.bd
  - **NKAM(Non Key Account Manager):** These are the general seller that has moderate sell or new to the business. While the task is almost same in this department the KAM team has to be more careful about their reputation or quality while NKAM has to be more careful about performance and trustworthy.
- **Marketing:** Then there is marketing department who run most of the campaign and social media of this business.
- **Content Management:** Sellers upload their product on our website by their own account. To properly display a product on website there are some standards that has to be maintained and the primary task of the content management department is to make sure the quality of the displayed product is perfect. Some of the products are uploaded by us on sellers request and payment which is called VAS(Value Added Service) in those case we upload the products on behalf of seller.
- **Customer Service:** This department directly communicates with buyer through phone calls. The most common task is to call a buyer from order list and confirm the order

verbally. We don't send products to buyer until buyer verbally confirms a product purchase or the buyer order regularly.

- Global Team:** This is not any department of this organization these are the people that directly come from head office Germany. They answer or communicate with global team of RocketInternet. As Rocket internet does business in many country it has kaymu.com in Bangladesh, Pakistan, Myanmar and some other African countries. Some of these global employees keep visiting countries to countries but some of them stay at a place for long term. Such as we have our country director who is from France who runs both Daraz.com.bd and Kaymu.com.bd. There are business development employee, Public relationship employee, Head of marketing these are the employee of global team and they communicate with respective department to monitor the progress then report them to head office.

These are the different department or team that work to run the business. Now the core task of our website is that a customer can order a product directly from our website and get it to their address. That is the main task of our business and the process of doing that is given below.

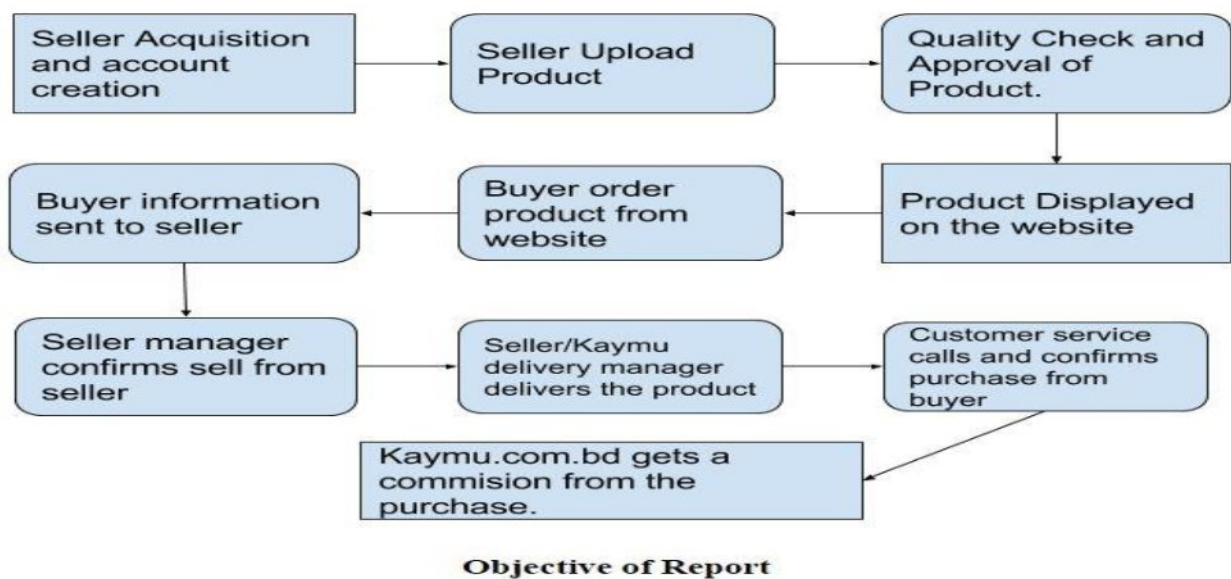


Figure 3: Kaymu Business Process

Step 1: First acquisition team communicates and brings a seller and creates a seller account. Seller gets their account where they can see their selling information and upload products.

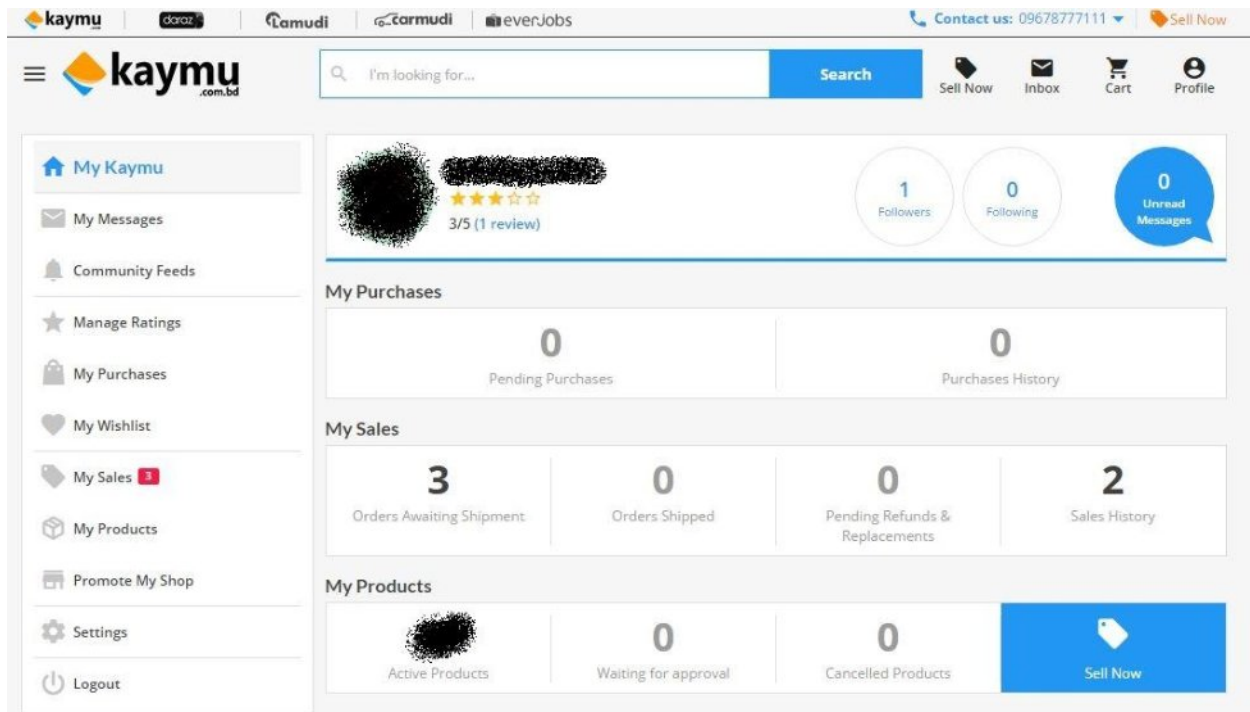


Figure 4: Seller Account

Step 2: Seller now can upload a product from their account.

### Upload Your Product Images

Upload clear and good quality pictures. At least one image is mandatory and should be bigger than 500 x 500

Main Photo 1/4      2/4      3/4      4/4

+

+

+

+

---

### Product Details

**Product Name \***

**Description \***

**B** *I* U

Figure 5: Product upload

Step 3: Content manager checks the quality of the uploaded product content and approves or rejects it from website backend. The platform is known as sellercenter.

## SELLERCENTER

Products Settings Help Administration

**Product Quality Control** Pending Rejected Approved

Export Import

Approve  Reject

	Seller	User	Product Name	Category				
<input type="checkbox"/>	+	moon star	Mi Power Bank 10000 mAh (Silver)copy	Mobiles & Tablets				
<input type="checkbox"/>	+	Hp Link	Vapor Joyetech 80W Cuboid Mini With 3Coil	Other				
<input type="checkbox"/>	+	md isl13	Macro Fire Proof Cables 1.5 re	Other				
<input type="checkbox"/>	+	shahin3764	Export quality Hoodie and Sweet pant combo pack	Men's Fashion	Other	8 days	<a href="#">Review</a>	
<input type="checkbox"/>	+	Winger	Adidas Reverse Jacket 1	Men's Fashion	Adidas	8 days	<a href="#">Review</a>	
<input type="checkbox"/>	+	Winger	Adidas Reverse Jacket 2	Men's Fashion	Adidas	8 days	<a href="#">Review</a>	
<input type="checkbox"/>	+	M Eshop	Ray-Ban Polarized UV Protection	Men's Fashion	Other	7 days	<a href="#">Review</a>	

Figure 6: Seller Center




Step 4: Product is now displayed on the website after approval. Now buyer can order from the website.

Step 5: Now buyer can order the product from here.

Shipping fees may vary according to your shipping address.

**YOUR CART** ( 1 products )

Seller Name: **Smart Gadgets BD** ( 1 product from this seller )

PRODUCT NAME & DETAILS	QUANTITY	PRICE	SHIPPING
 <b>Remax 6000mAh Power Bank With 2.1a Output</b> Location: Dhaka - Dhaka	1	₳ 1,020 per item	Own Delivery by Seller Shipping Fee: ₳ 50 Delivery Time: 3

Items total: ₳ 1,020    Shipping Fees: ₳ 50  
 Seller Subtotal: ₳ 1,070

**TOTAL: ₳ 1,070**  
 Items Total: ₳ 1,020  
 Shipping Fees: ₳ 50

[PROCEED TO PAYMENT](#)


[GO BACK TO CART](#)

Figure 7: Buying product

Step 6: After purchase buyer information goes to seller for delivery.

Order n° [redacted] placed on 06/12/2016    Bought by: Shanto9

Please confirm order is shipped | Payment Method: Cash on Delivery

 **The Body Shop Tea Tree Oil - 10ml**  
 Price per unit: ₳ 850    Quantity: 1

Buyer Details	Payment Information	Delivery Information
Buyer name: [redacted] Email: [redacted] Phone number: 880 [redacted] Delivery address: [redacted] Dhaka - Dhaka [redacted]	Cash on Delivery	Shipping Method: Own Delivery by Seller Amount: ₳ 50

Less Details >    Total Order Amount: ₳ 900

[Confirm dispatch](#)    [Cancel Order](#)

Figure 8: Buyer Information

Step 7: Seller manager confirm the sell from seller because sometimes they might be out of stock or maybe the seller forgot to delete the product.

Step 8: After confirmation seller sends the product to the buyer through their own delivery system or they can also use the daraz operation delivery system.

Step 9: Customer service calls buyer to confirm that the product has been sent to him.

Step 10: Based on the purchase in a month seller has to give some percentage to kaymu.com.bd and that is the revenue generator. The commission rate is given below.

Category	Rate
Mobiles and Tablets	2%
Computer/Home Appliances	4%
Art/Industrial/Food/Music/Small Appliances	8%
Beauty and personal care/Sports/Jewelry and Watches/Kids products, Computer and phone accessories	12%

Table 1: Commision Percentage

This is the kaymu.com.bd business process and this is how they collect revenue. They also collect some revenue from their boosting service where seller pays them to keep their product on the front page of the website, that platform in known as Mabya.

## My Duties at Content Management

I did my internship in content management Department. Previously I mentioned the basic duties of this department. Here I am describing the duties and their process.

### Duties:

1. Qualities check the contents uploaded by seller.
2. Correct or input information when needed.
3. Put product into right category and order
4. If image is bad sometimes do photo editing or image search on internet.
5. Upload product from VAS (Value Added Service).
6. Communicate with seller manager for product and sales information.
7. Communicate with Seller directly for product information or QC information.
8. Give discount or price adjustment of product.
9. Product stock update.
10. Product delisting.

The first four duties are technical works they are done through SellerCenter a platform to run the website. Through SellerCenter we can input or check data of products uploaded on the website. There are some requirements that have to be fulfilled before going to live on website. They are,

- a) The title has to be specific, gender has to be mentioned if clothing or cosmetics, color can be mentioned as well.
- b) The picture has to be equal or above 500X500 pixels or below 2000x2000 pixels. The quality has to be good so that it does not get blurred when zoomed in.
- c) No contact address or website logo is allowed on image.
- d) Price cannot be on image.
- e) Image must have a white background.
- f) One photo of a proper view of product is mandatory.
- g) Product description must be at least 4 lines.
- h) Product description must be relative.
- i) Price or contact information is strictly prohibited in description.

- j) If electronics products, details specification has to be mentioned such as for TV how many inches and what technology.
- k) For clothing size must be mentioned.
- l) For Smartphone filling every detail specification is mandatory also storage and color has to be mentioned on the title.

There are two different ways of doing post editing, one is manually opening each and every product detail and another one is using CSV files. There are different pages that do different tasks. They are described below.

Pending Approval page: In this page the product uploaded or edited by seller or seller manager comes for approval. By clicking on the review option we can take a closer look at the product detail. If the detail is enough we can click approve or else reject.

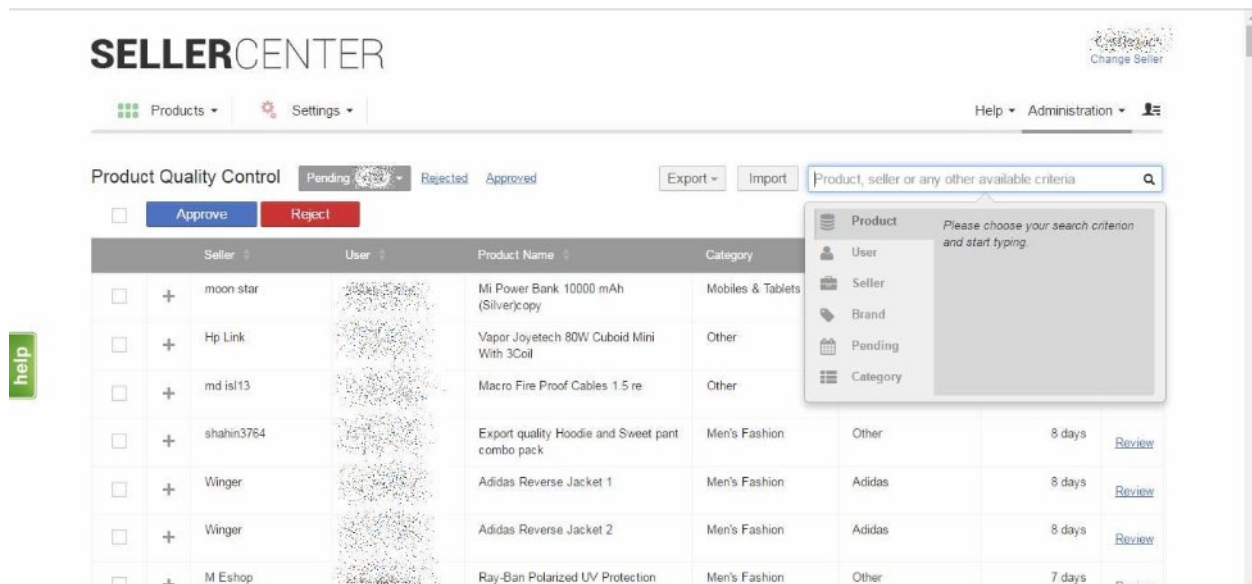


Figure 9: Pending approval page

**Approved Page:** In this page products that have been approved for displaying on the website can be found. If needed they can be edited as well.

Seller	User	Product Name	Category	Approved By	Approval Date	Action
Popular Shop		High Quality HD Eyewear Video Camera 32 GB	Tvs, Appliances & Cameras	Automatically approved	06 Dec 2016 15:09	<a href="#">Edit</a>
Asia Online Trade		Full HD 1080P Multimedia Projector	Tvs, Appliances & Cameras	Automatically approved	06 Dec 2016 15:04	<a href="#">Edit</a>
Master Kitchen		3-In-1 Smokeless Electric BBQ Grill	Tvs, Appliances & Cameras	Automatically approved	06 Dec 2016 15:00	<a href="#">Edit</a>
Asia Online Trade		Jovision WiFi IP Camera	Tvs, Appliances & Cameras	Automatically approved	06 Dec 2016 14:59	<a href="#">Edit</a>
Asia Online Trade		Digital Therapy Machine 2 Pad	Health & Beauty	Automatically approved	06 Dec 2016 14:59	<a href="#">Edit</a>
M/S Latu Traders		HE Advanced Body Spray 150 ML	Health & Beauty	Automatically approved	06 Dec 2016 14:57	<a href="#">Edit</a>
M/S Latu Traders		Havoc Gold Body Spray 200 ML	Health & Beauty	Automatically approved	06 Dec 2016 14:57	<a href="#">Edit</a>

Figure 10: Approved listing

**Rejected Page:** In this page we can find the product listing that has been rejected by content management team.

Seller	User	Product Name	Category	Rejected Reasons	Rejected By	Rejected Date	QC Comment	Action
electro house corporation		55" samsung smart / wifi / android led tv	Tvs, Appliances & Cameras	Other Reason		06 Dec 2016 14:41	Blur Image	<a href="#">Review</a>
Evergreen Electronics		SONY KDL-40R352C	Tvs, Appliances & Cameras	Other Reason		06 Dec 2016 14:41	Blur Image	<a href="#">Review</a>
bellayet		Hot Melt Glue Gun	Tvs, Appliances & Cameras	Low quality - image no clear white background; Low quality - image incorrect view of product displayed		06 Dec 2016 14:27		<a href="#">Review</a>
My Sell		Electric Water Heater Shower	Tvs, Appliances & Cameras	Low quality - image no clear white background; Low quality - image incorrect view of product displayed		06 Dec 2016 14:21		<a href="#">Review</a>

Figure 11: Rejected Page

**Manage Image:** This page is to manage the images of the product in a whole. This page shows all the product of a particular seller at a time.

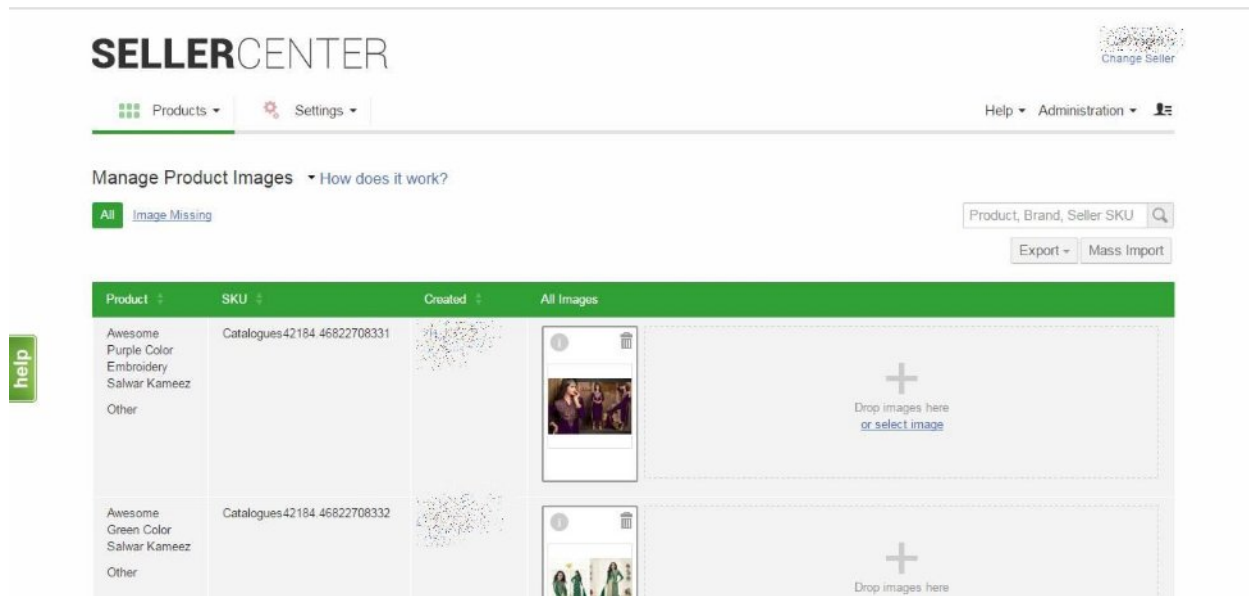


Figure 12: Manage Image

**Global Product Overview:** In this page we can change the product price, date till it will be shown or website. We can also view active products, inactive products or live products here.

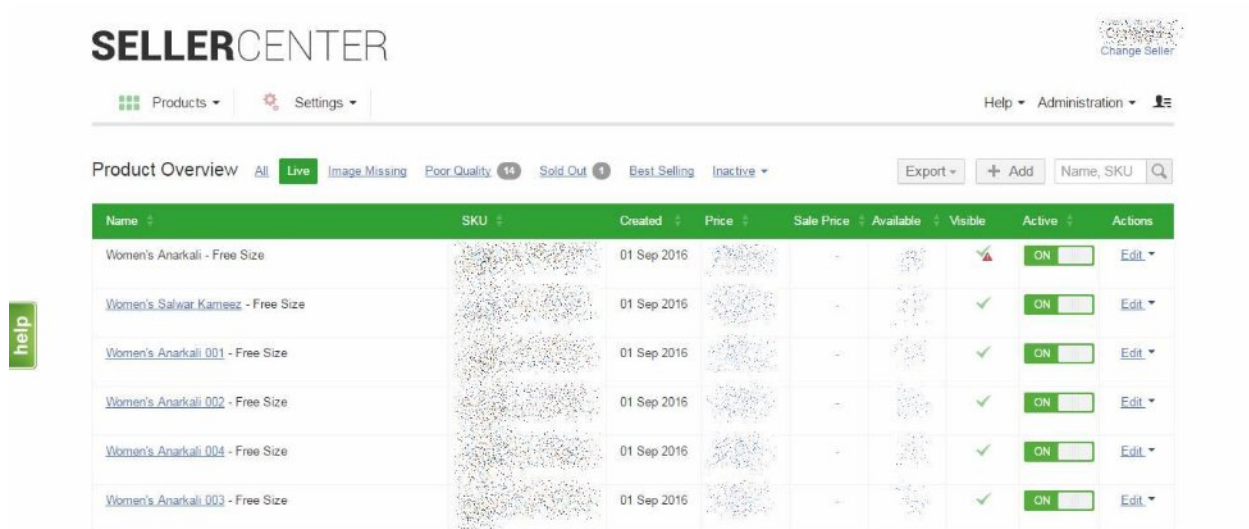


Figure 13: Global Product Overview

The Catalog: The pages that I have written so far can be accessible from sellercenter catalog option. From the option we can see category setup, Global Product over view and other pages.

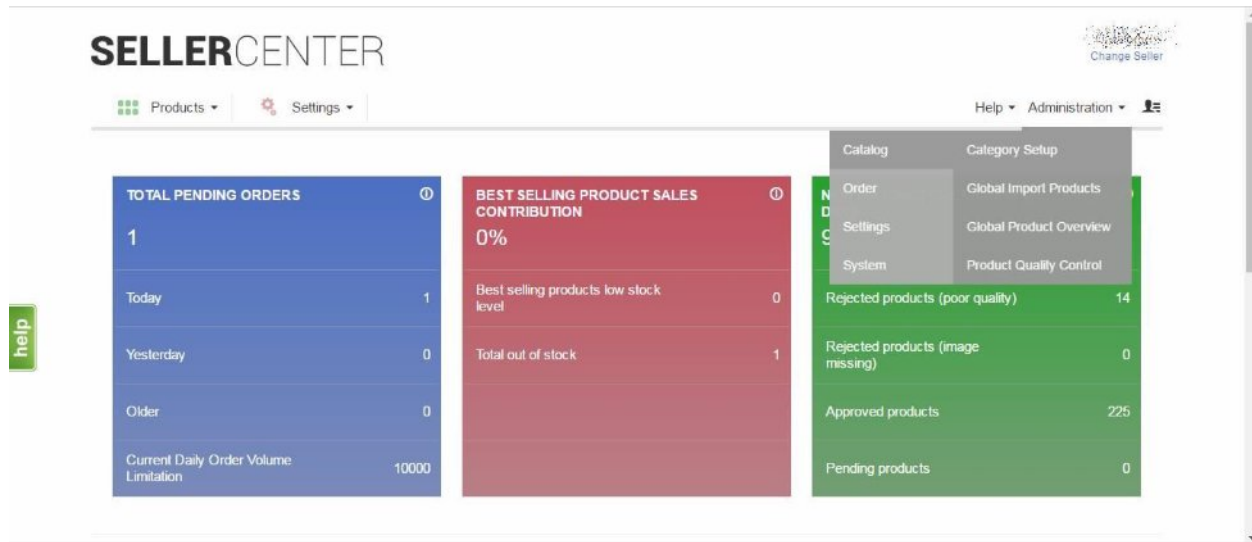


Figure 14: Catalog

Product Option: This option let us access to manage image and manage product and upload product pages.

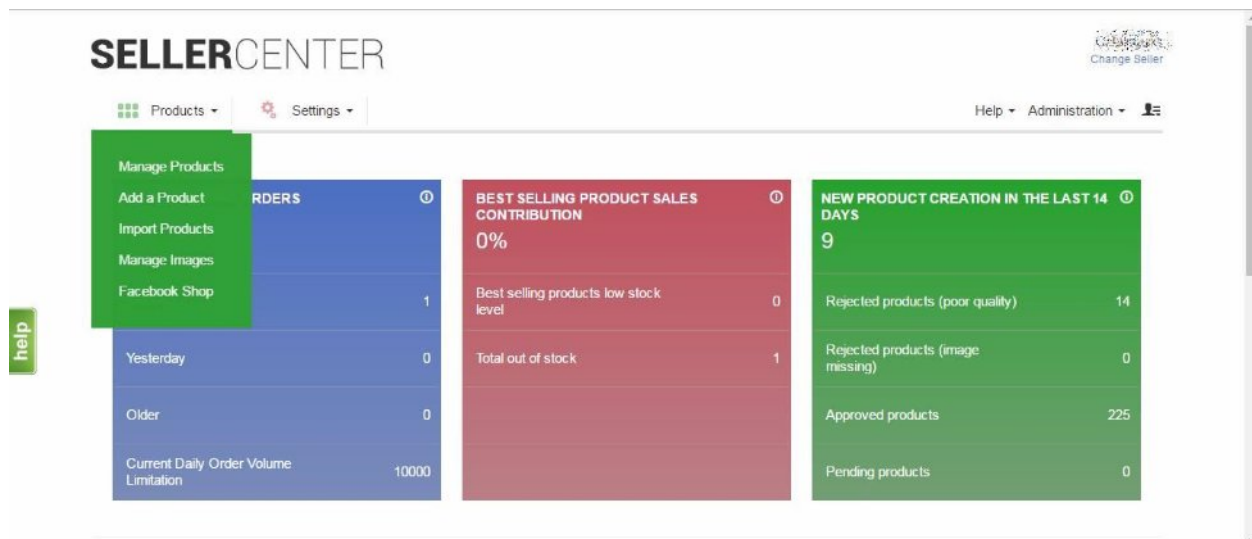


Figure 15: Product Option

The Import Page: This is one of the most important pages because it gives it lets us upload CSV file onto website. Now let's imagine a seller has uploaded a lot of product for instance let's assume 100 products. In every products description seller has mistaken mentioned their phone

number or address which is unacceptable. Now to fix it manually we have to open each product separately and fix it. For these situations we use CSV. We can download files in CSV form from sellercenter then edit the necessary data. It comes in a spread sheet form so mass data can be quickly edited. After editing these data we can upload the new file in import page and see the change by ourselves. That is why it is very important.

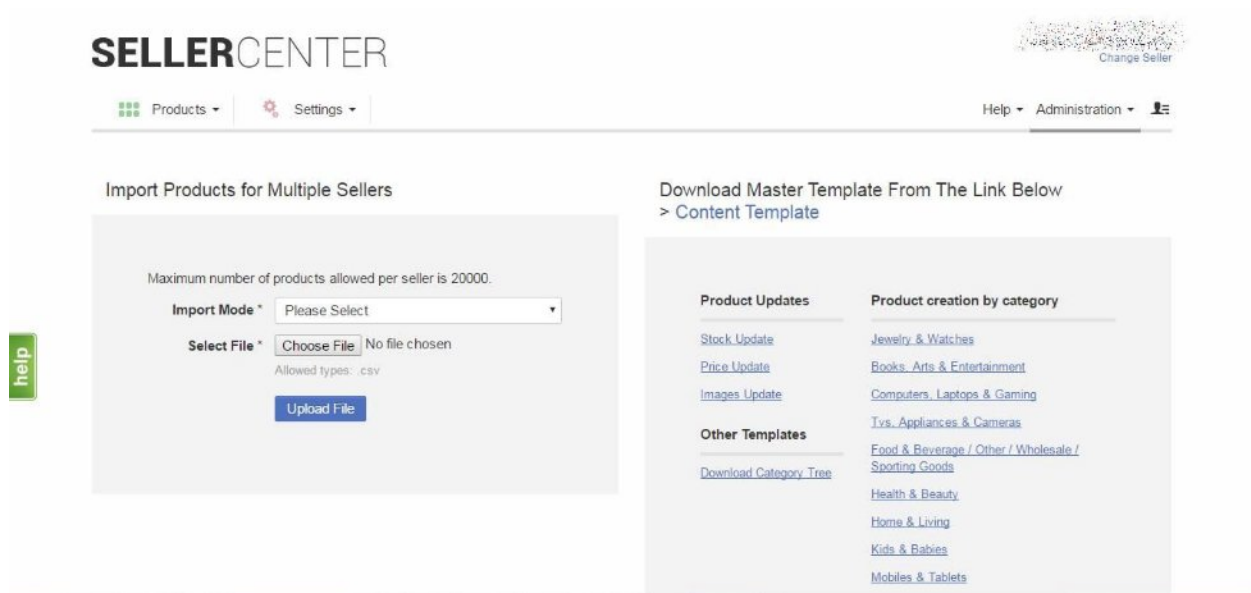


Figure 16: Import Page

## Task Management

Since most of the task in this department is data related the maintaining to task can be very difficult. Such as different seller and seller manager has different request to us. Every product has a unique code which is known as SKU or simple product link works as well. What seller managers do is they give us product link or SKU and tell us to give discount of certain amount on them. This requires concentration and time as a mistake can turn into huge loss of seller. Therefore kaymu.com.bd uses ASANA. It is a business management tool or task management. Seller manager or other managers do not send us any E-Mail for any task. They put a task on ASANA from their end and we split up the task among us. An assigned task or taken task shows that I am or someone else is working on it so that others can take any other task. Every task has a



unique code which is called Wufoo No. After someone is done with the task he/she can click on the “done” option and it will go away from the queue.

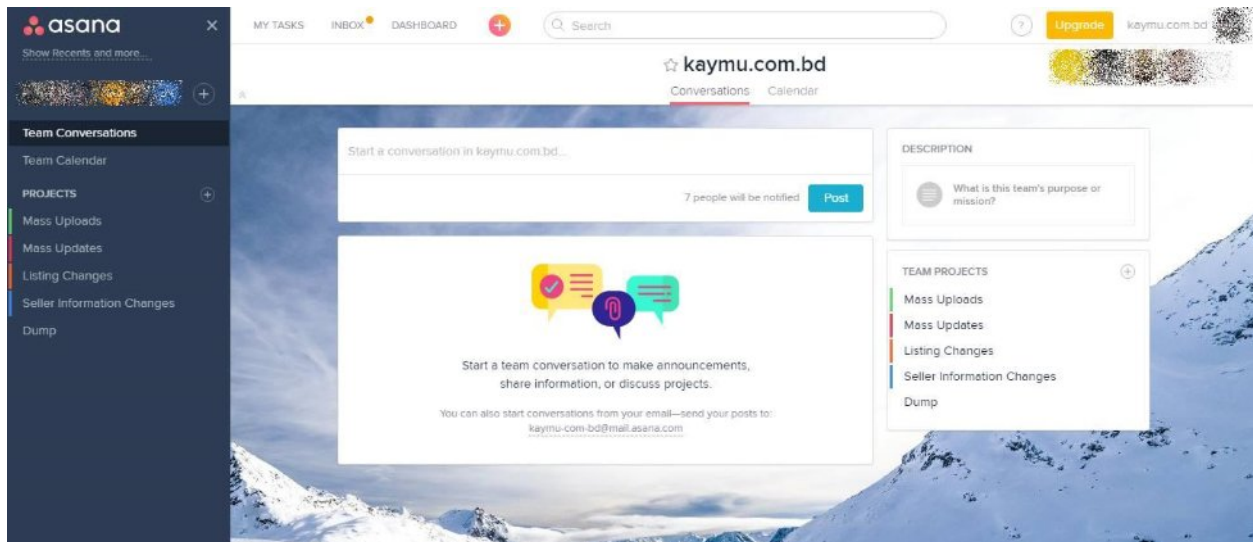


Figure 17: Asana Front Page

Team Calendar: The calendar manages each individuals predetermined task or even off days so that we can always be prepared for our upcoming task

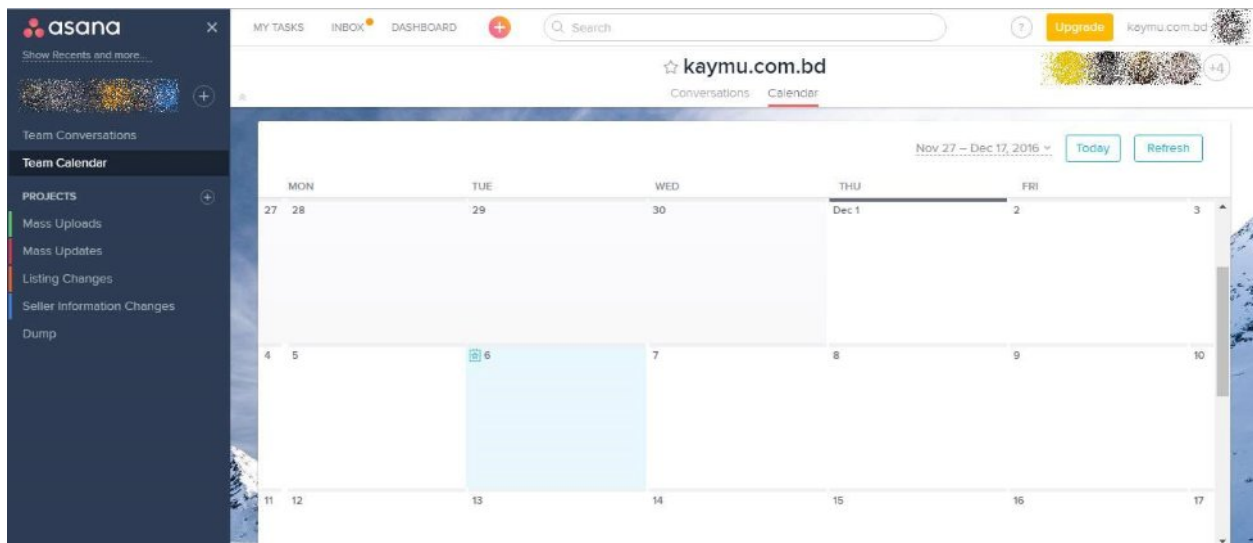


Figure 18: Calendar Page

**Mass Upload:** Mass upload page is for those task that are big. Minimum 100 products has to be in one task of this segment. There is also task priority written beside task. Medium, High and Critical. The rule is to finish critical task first then, high and them medium.

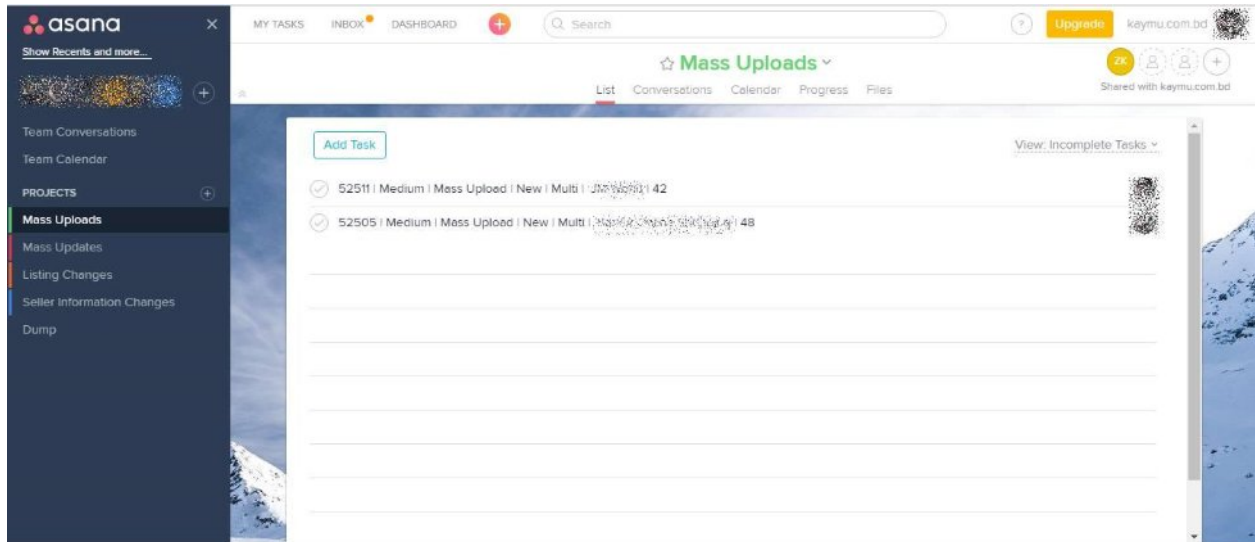


Figure 19: Mass Upload

**Listing Change:** In this page we get the smaller task such as discount or listing change. We can also see the task type on the title, where price means Discount and stock means stock change of some products.

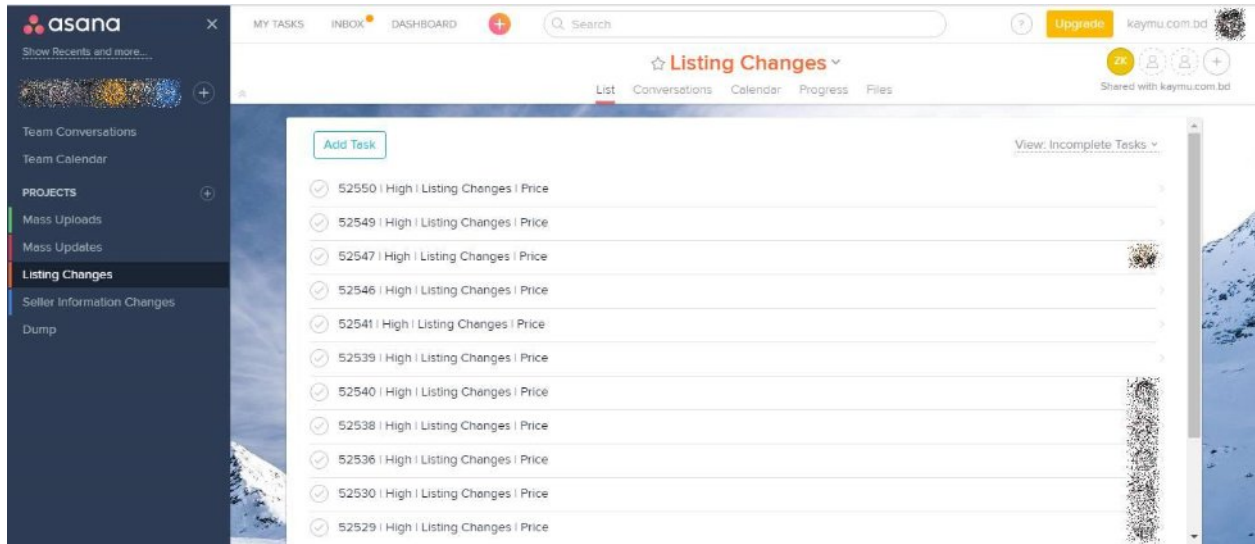


Figure 20: Price Change

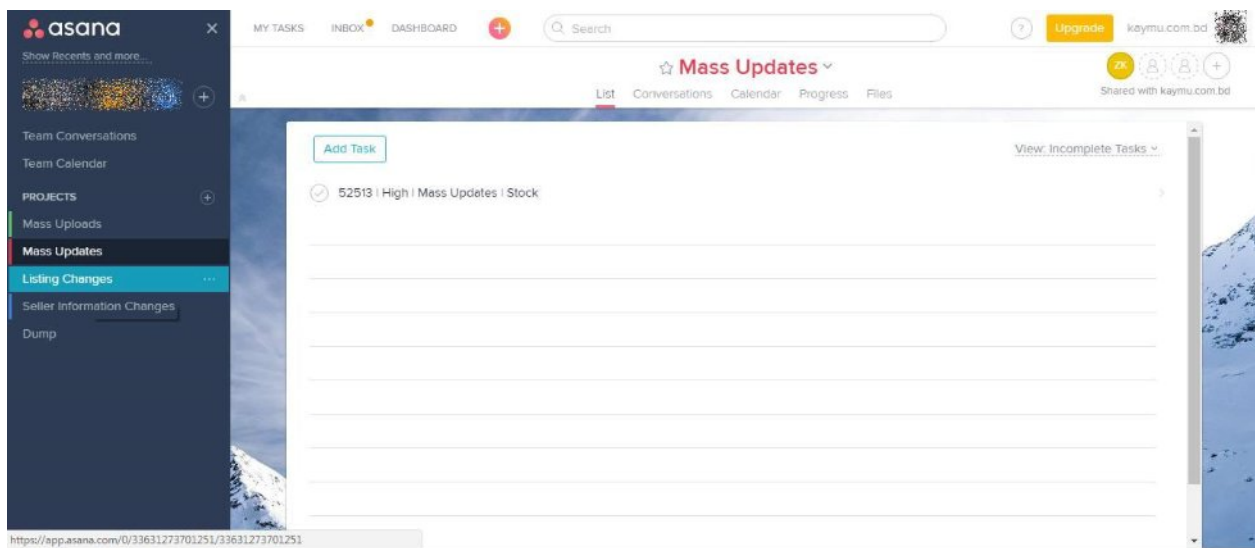


Figure 21: Stock Change

These were the task in content management department. I was lucky enough to learn everything that my colleagues know within this time.

## Summery and Description of Report

### Origin of the Report

This report was assigned to me by Humaira Naznin, internship supervisor, BBA Program, BRAC University Bangladesh. The assigned project titled “**An Internship Report on Digital and off Line Marketing of E-Commerce Industry**”. Reading this report a reader can know the impact of traditional advertising AKA off line advertising on E-Commerce businesses in Bangladesh.

### Objective of Report

Since I am a Marketing and E-Business Student I wanted to do a report of e-commerce industry marketing. After analyzing the marketing activities of kaymu.com.bd and other competitors I came up with a problem for this industry. So the objective is given below.

**Research Objective:** The primary objective of this report is to find out the different response of people towards online and offline marketing of e-commerce website in Bangladesh, their impact, determine on which of them the businesses should put more focus and how?

### Specific Objective:

- To find out how effective online marketing is.
- To find out how people react to online and offline marketing.
- To find out how important is offline marketing.
- To find out what can be achieved using both marketing approach.
- To determine if it is better to use both or only one method.

## Reason for choosing this as problem

To know about the reason for choosing this as a problem first we have to discuss what is online and offline marketing.

**Online Marketing:** Online marketing is using any tool on the internet to promote a business. From the balance.com (Ward, 2016) claims “Internet Marketing (also known as e Marketing, Web Marketing, or Digital Marketing) is an all-inclusive term for marketing products and/or services online – and like many all-inclusive terms, internet marketing means different things to different people.”

**Offline marketing:** Offline marketing is the traditional for of marketing, which means using any tool other than the internet is offline marketing.

Working at kaymu.com.bd and seeing all the other direct competitors doing all the hard work and spending all the money on digital marketing I noticed one thing that none of them use the tradition method marketing aka Offline marketing. Some of them do occasionally but that is targeted to a very niche market.



Figure 22: Kaymu.com.bd marketing on facebook

So this got my attention and I asked about it to the Kaymu Bangladesh marketing manager Phani Kiran. He said that they are doing business on the internet so all the people who use internet the best way to reach them is the internet that is why they are not focusing on offline marketing.

But to my thinking People tend to avoid online advertisement more than offline advertising. A lot of people who do use the internet do not get to see the digital advertising because either they hardly use Facebook or they use internet only for their work purpose. Also. It is impossible to reach mass people through online marketing.

That is what made me do this research and see the different impact of offline and online marketing in Bangladesh.

## Research Method

### Hypothesis

For the marketing of E-Commerce it is very necessary to do traditional marketing AKA Off Line marketing with digital marketing.

### Methodology

To get a reliable answer for this question I have to do descriptive research. Targeting people who have access to internet and knows how to use basic website I will try to find out few answers. Such as do they know kaymu.com.bd? If yes how did they learn about it? What do they do when they see an online advertisement? What do they do when they see offline advertising such as billboard, TV Advertisement?

### Sample Size

I am trying to do a survey with a minimum sample size of 30 people because this is an academic research done by only one person (only me) with a very short time so for research like this I cannot go for random or other sampling method or with a large sample number. So, I am working with a convenient sampling method with a sample size of minimum 30 people.

### Research Type

For the data collection and analysis I am going with quantitative method. As the objective of the report is very specific going for a qualitative data collection and analysis would kill a lot of time and energy. Besides if I keep on asking a person about online marketing I may not be able to get the exact data I am looking for. So, qualitative research suits this research most.

### Data Collection Method

For data collection I am trying to use both online and offline data. I will make an online form with the questionnaire and I will print the same questionnaire and do an offline survey on a portion of the population since the survey is on people who has access to internet but not only those who use it every day.

## Questionnaire development

To fulfill the research objective in a quantitative method I developed 7 questions with multiple choice patterns so that the sample population can easily answer the questions and I can get an honest answer. The questions and reasons for choosing them are given below.

(The questionnaire is attached in Appending I)

Question No. 1 “How often you use internet?”

- Every day.
- Weekly.
- Not more often.”

Reason: To get an understanding how often the person uses internet and how much he/she is exposed to online advertisements.

Question No. 2 “Why you use internet?”

- For Work Purpose
- For social media
- Only for email
- For entertainment
- Other:”

Reason: To find out the purpose of the internet usage of the person. If the person uses it for work he will get some of the advertisement, if it is for social media he will get some advertising posted there. So, different purpose has different platform and different kind of advertisement pattern and this question is to get an idea about that.

Question No. 3 What do you do when you see an online advertisement?

- Avoid it.
- Click the link
- Close the website

Reason: This question will let us know what people do when they see advertisement on the internet. It will give us an idea about the acceptance of the online advertisement.

4. Do you read the billboard on the road?

- No
- Sometimes
- If only it looks interesting

Reason: This question will let us know the acceptance of billboard advertisement and will let us compare it with online advertisement data.



5. What do you do when you see a TV advertisement?

- Change the channel
- Watch it
- Watch it if only it looks interesting

Reason: This is also known as another form of offline advertisement. This question will allow us to understand the acceptance of TV advertisement with internet advertisement.

6. Do you know kaymu.com.bd if yes how?

- No
- Yes, through friends or family
- Yes, Through digital advertising

Reason: Through this question we can know the popularity of kaymu.com.bd among the target population and how they knew about it which indicates the result of their marketing activity.

7. Do you know Bikroy.com? If yes from where you learnt about it?

- No
- Yes, through friends or family
- Yes, Through digital advertising
- Yes, Through TV advertisement

Reason: Bikroy.com is one of those online businesses that use traditional marketing to promote their business. So by knowing how people knew about this business will give an idea of the impact of off line marketing for e-commerce



Figure 23: Bikroy.com TV advertisement

## Findings and Analysis

I was able to do survey on 39 people, 30 of them through online survey and 9 of them through off line survey. The analysis and finding is given below. (The survey data is attached in Appendix II)

### Findings from Survey

The Findings from each of the questions are given below.

**I. How often you use internet:** The first question was how often do they use internet and all of them said they use the internet daily which means these people are very much likely to get exposed to digital advertising which is shown in Figure 25.

#### 1. How often you use internet? (39 responses)



Figure 24: How often they use internet?

**II. Why you use internet:** This question says the purpose of their using internet and here shown in Figure 26, 20.5% said they use it for entertainment, 23.1% said they use it for other reason and a large number of 30.8% said they use it.

## 2. Why you use internet? (39 responses)

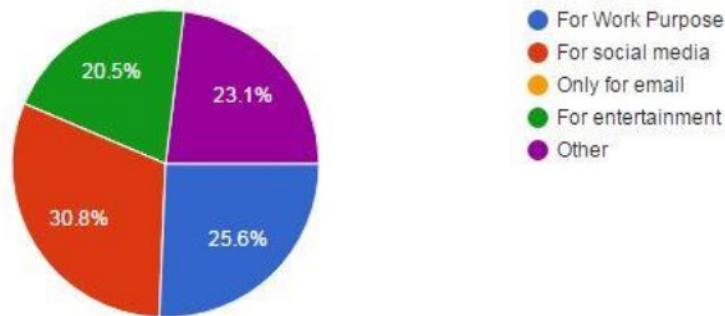


Figure 25: Why you use internet

**III. What do you do when you see an online advertisement:** This question gives the idea of the impression of online advertising. These advertisements comes in Facebook or any other website when potential user goes to that website. You can find it in Figure 27 that among the people 74.4% said they avoid it which is the maximum number of add avoidance among others. Then 23.1% said they click the link which makes the success of the advertisement while 2.6% said they close the advertisement that adds to the avoidance. It means 77% people avoid them and 23% people click the link.

## 3. What do you do when you see an online advertisement? (39 responses)

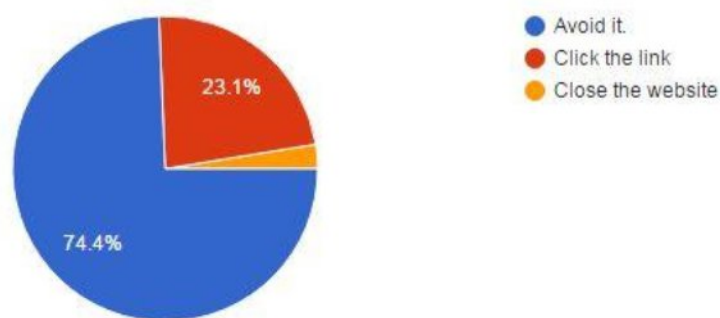


Figure 26: What do you do when you see online advertisement

**IV. Do you read the billboard on the road:** Billboards are one of the most popular forms of offline advertisements so I wanted to find out how many people give attention to them? The result can be seen in Figure 28 and it turns out about 53.8% of the people give attention to them if they look interesting and about 43.6% reads them sometimes. A small amount of 2.6% people ignore them. Which means about it can have a success of 97.4% but it has to be very attractive for that.

4. Do you read the billboard on the road? (39 responses)

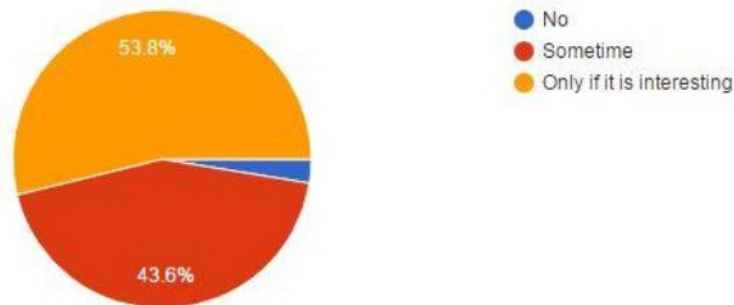


Figure 27: Do you read the billboard on the road?

**V. What do you do when you see a TV advertisement:** TV advertisement is the most popular form of all advertisement. So I wanted to find out the impact of it among people. As shown in Figure 29 a large number of 76.9% people watch the advertisement if it is appealing to them. About 7.7% people change the channel while 15.4% people always watch them. It means TV advertisement can have a success rate of 92.3%.

5. What do you do when you see a TV advertisement? (39 responses)

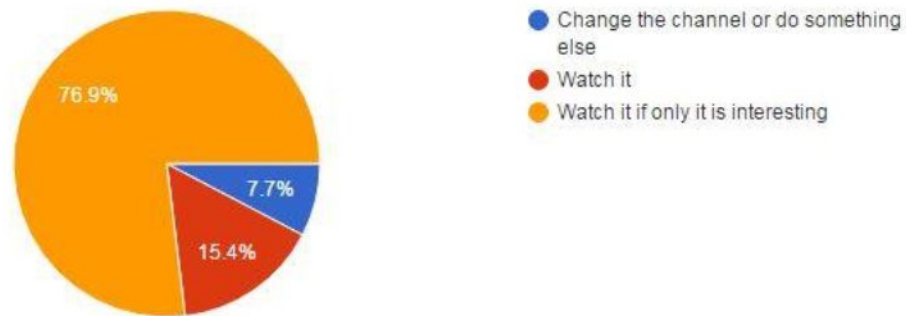


Figure 28: What do you do when you see a TV advertisement

**VI. Do you know kaymu.com.bd, if yes how:** This tells us how many people know about kaymu.com.bd among the sample population and how do they know it. In Figure 30 we can see 53.8% said they know it through digital advertising a 7.7% of people do not know about it and another 38.5% people knew about it from word of mouth. It means while most of the people do know them through digital marketing a large number if people know them other way or do not know them.

6. Do you know kaymu.com.bd, if yes how? (39 responses)

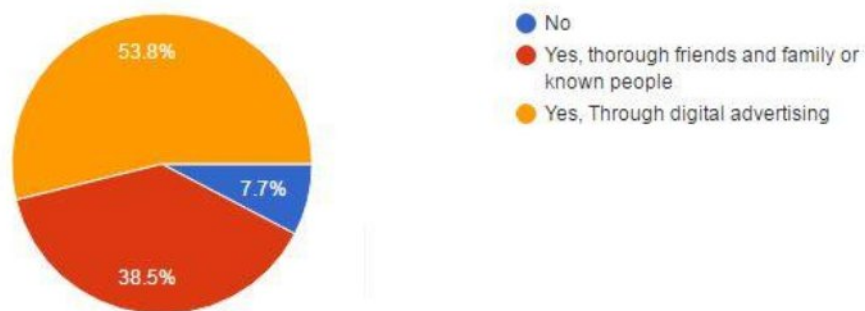


Figure 29: Do you know kaymu.com.bd, if yes how:

**VII. Do you know bikroy.com, if yes how:** Since bikroy.com is an online business but not an E-Commerce business that does offline marketing knowing the impact of their offline

advertisement will give an idea how they can help E-Commerce businesses as well. The result is shown in Figure 31 that about 48.7% people know bikroy.com from digital marketing and about 23.1% know them from TV advertisement on the other hand 28.2% people know them by word of mouth.

7. Do you know Bikroy.com, If yes how? (39 responses)



Figure 30: Do you know bikroy.com, if yes how

### Analysis

From the finding the key data that we have found are given below

- 77% of the time people avoid online advertisement.
- 23.1% people click the link of an online advertisement
- 53.8% people read interesting billboards.
- 43.6% people read billboards randomly.
- 76.9% people watch interesting TV advertisement.
- 15.4% people watch regular TV advertisement.
- 53.8% people who know kaymu.com.bd knew them through digital advertisement.
- 38.5% people know kaymu.com.bd through word of mouth
- 7.7% people do not know kaymu.com.bd
- 100% people know bikroy.com.
- 48.7% people know bikroy.com thorough digital marketing.
- 23.1% people know them through TV advertisement.
- 18.2% people know them through word of mouth.

Now I am pointing out the attention grabbing capability of interesting online advertisement, billboard advertising and TV advertising out of 100 times.

- Online advertisement: 33 times

- Billboard advertisement: 53.8 times
- TV advertisement: 76.9 times

It means without doing offline advertisement E-Commerce businesses losing 20.8% or 43.9% exposure or both.

From the sample 7.7% people do not know kaymu.com.bd but all of them know bikroy.com and the only difference between both of their advertising is bikroy.com uses offline marketing while kaymu.com.bd doesn't.

We can also see 23.1% people know bikroy.com through TV advertisement which again indicates the loss of not using offline marketing.

So the data analysis leads us to three decisions.

1. If E-Commerce businesses do not use offline marketing they are losing a lot of potential customer.
2. The Businesses that are doing both has a brand recognition among the entire potential customer.
3. People give more attention to traditional marketing rather than online marketing.

## Conclusion

To conclude it can be said the e-business industry of our country has face some development and it has yet a long way to go. If most of the businesses only focus on the people who use internet regularly they will attract a lot of customer but they do have to keep in mind that some people do not use the internet or give much attention to digital advertisement. For them offline marketing is very effective. Also we see a lot of digital advertisement in different platform because it is very easy and less costly for its variable cost nature. So, the quality of the digital advertisement went very low which impacts on its impression. As a result more people avoid that advertisement while a lot of people give attention to TV Advertisement. Besides a lot of people who even do not use the internet may not know about online market. Now if that person feels interested to buy something online after watching an advertisement he/she can ask for help from people who use internet. That is how offline advertisement can attract a lot of customer. So lastly it can be said that for the fast growth of this industry and its business offline advertisement is compulsory.



## Recommendation

Kaymu.com.bd and other e-commerce businesses are doing really good in recent time. There are few complains like they do not trust online businesses as much as the traditional business, the delivery is slow and other things. All these problems can be solved if the businesses get more customers. The amount of internet user has increased a lot so there are enough potential customer to make a profitable e-commerce businesses here. That means the industry is ready now it is time to spread it to all the markets. To do that depending on only one marketing method will not help. There are different people outside who like different kinds of advertisements. So to attract the entire possible customer I would recommend few things that are written below.

- E-Commerce businesses should continue online marketing.
- They should do offline marketing more.
- They should use all the Medias like TV, Billboard, and Newspaper.
- Since online business come up with several sales offer a year they should do BTL marketing for them.

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3. Ward, S. (2016). What Are the Components of Internet Marketing?. The Balance. Retrieved 17 December 2016, from <https://www.thebalance.com/internet-marketing-2948348>

# Appendix

## Appendix I Questionnaire

### Survey on Online Marketing in Bangladesh

Name:

E-Mail:

Age:

Mobile No(optional):

Instruction: Please Circle the Answer, Multiple answers can be chosen where applicable.

1. How often you use internet?

- Every day.
- Weekly.
- Not more often.

2. Why you use internet?

- For Work Purpose
- For social media
- Only for email
- For entertainment
- Other:

3. What do you do when you see an online advertisement?

- Avoid it.
- Click the link
- Close the website

4. Do you read the billboard on the road?

- No
- Sometimes
- If only it looks interesting

5. What do you do when you see a TV advertisement?

- Change the channel
- Watch it
- Watch it if only it looks interesting

6. Do you know kaymu.com.bd if yes how?

- No
- Yes, through friends or family
- Yes, Through digital advertising

7. Do you know Bikroy.com? If yes from where you learnt about it?

- No
- Yes, through friends or family
- Yes, Through digital advertising
- Yes, Through TV advertisement

## Appendix II Survey Data

Name	Age	Email	1. How often	2. Why you use	3. What do you do	4. Do you read the	5. What do you do	6. Do you know	7. Do you know Bikroy.com, if
Samiha ilom	20-25	ilomsamiha@g	Every day.	work, social, email,	Click the link	Sometime	Watch it if only it is	Yes, thorough	Yes, thorough friends and
Nakib Imtiaz	20-25	nakibimtiaz@g	Every day.	All of the above	Click the link	Only if it is interesting	Watch it if only it is	Yes, thorough	Yes, Through digital
Maruf Iftekhar	20-25	pili_jupetur@y	Every day.	For entertainment	Avoid it.	Sometime	Watch it if only it is	Yes, Through	Yes, Through TV
PARMITA RAHMAN IVY	20-25	Parmita.ivy@g	Every day.	Work, e-mail, social	Click the link	Only if it is interesting	Watch it if only it is	Yes, thorough	Yes, Through digital
Jebun Nessa	20-25	jebunnessa13	Every day.	For social media	Avoid it.	Only if it is interesting	Watch it if only it is	Yes, Through	Yes, Through TV
Marufa Binte Azam	20-25	Dibamarufa@g	Every day.	For Work Purpose	Click the link	Sometime	Watch it if only it is	Yes, Through	Yes, Through TV
Niloy	20-25	Unsolvedniloy	Every day.	For social media	Avoid it.	Sometime	Watch it if only it is	Yes, Through	Yes, Through digital
Ahmad Ullah Adit	20-25	neon.adit92@g	Every day.	All of the above	Avoid it.	Sometime	Change the	Yes, Through	Yes, thorough friends and
mercy	20-25	shahaja.shukri	Every day.	For social media	Avoid it.	Sometime	Change the	Yes, Through	Yes, Through TV
Anamika Almas	20-25	Anamika.alma	Every day.	For social media	Click the link	Sometime	Watch it if only it is	Yes, Through	Yes, Through digital
Bappy	20-25	dexterous.bap	Every day.	For social media	Avoid it.	Only if it is interesting	Change the	Yes, Through	Yes, thorough friends and
Maahi	25-30	Maahi.eco@g	Every day.	For Work Purpose	Click the link	Only if it is interesting	Watch it if only it is	Yes, Through	Yes, Through digital
Asma Ul Husna Shejuti	20-25	asmaulhusnas	Every day.	All of them	Avoid it.	Only if it is interesting	Watch it	Yes, thorough	Yes, thorough friends and
Srabani Costa	20-25	sra77@ymail.c	Every day.	For Work Purpose	Avoid it.	Sometime	Watch it if only it is	Yes, Through	Yes, Through digital
Kazi Ashiqur Rahman	20-25	ratul.kazi@outl	Every day.	all of them	Click the link	Only if it is interesting	Watch it	Yes, Through	Yes, Through digital
Khan Md. Alvi	20-25	alviryan@gmail	Every day.	all of the above	Avoid it.	Only if it is interesting	Watch it if only it is	Yes, Through	Yes, Through digital
Tanvir Shehzad	25-30	tanvir0991@g	Every day.	For Work Purpose	Avoid it.	Sometime	Watch it if only it is	Yes, Through	Yes, thorough friends and
Mujahid Islam Syed	20-25	jesterfrenz@g	Every day.	All of the above	Avoid it.	Sometime	Watch it if only it is	No	Yes, thorough friends and
Abdullah Shahid	20-25	ask.abdullahsh	Every day.	For entertainment	Click the link	Only if it is interesting	Watch it if only it is	Yes, thorough	Yes, Through digital
Dipto Das	25-30	dipto89das@g	Every day.	For social media	Avoid it.	Only if it is interesting	Watch it if only it is	Yes, thorough	Yes, thorough friends and
Al Emran	25-30	aemran344@g	Every day.	For social media	Avoid it.	Only if it is interesting	Watch it if only it is	Yes, Through	Yes, Through digital
Nabil	25-30	Nabil_dc@live.	Every day.	For entertainment	Avoid it.	Only if it is interesting	Watch it if only it is	Yes, thorough	Yes, Through digital
Emana haque Saarah	20-25	Saarah016@g	Every day.	Above all	Avoid it.	Only if it is interesting	Watch it	Yes, Through	Yes, Through digital
Syed Omar Sakif	20-25	osakif11279@g	Every day.	For Work Purpose	Avoid it.	Sometime	Watch it if only it is	Yes, Through	Yes, Through digital
Rashikh	25-30	rashikh@gmail	Every day.	For Work Purpose	Avoid it.	Sometime	Watch it if only it is	Yes, Through	Yes, Through digital
Dostogir Hossain	20-25	Hossaindostogi	Every day.	For Work Purpose	Click the link	Only if it is interesting	Watch it	Yes, thorough	Yes, Through TV
Abdullah Al Nyeem	25-30	nyeemabdullah	Every day.	For Work Purpose	Close the website	Only if it is interesting	Watch it if only it is	Yes, Through	Yes, Through digital
Ahmed Nawar Nahali	20-25	nawar.nahali@	Every day.	For social media	Avoid it.	Only if it is interesting	Watch it if only it is	No	Yes, Through TV
Gazi Nafi	25-30	gazinafi@gmail	Every day.	For social media	Avoid it.	Only if it is interesting	Watch it	Yes, Through	Yes, Through digital
Aysha	20-25	aysha1392@g	Every day.	For entertainment	Avoid it.	Only if it is interesting	Watch it if only it is	Yes, thorough	Yes, thorough friends and
Omi	20-25	omihossain09	Every day.	For social media	Avoid it.	Sometime	Watch it if only it is	Yes, thorough	Yes, Through TV
Tarek Mahamud Anik	20-25	anikmahmud5	Every day.	For entertainment	Avoid it.	Sometime	Watch it	Yes, thorough	Yes, thorough friends and
MD. Rasel	25-30	raselpatwari@	Every day.	For social media	Avoid it.	Only if it is interesting	Watch it if only it is	Yes, thorough	Yes, Through TV
MD. Rayhan Chowdhury	20-25	etharava@gm	Every day.	For entertainment	Avoid it.	Only if it is interesting	Watch it if only it is	Yes, Through	Yes, Through digital
Ilman Setu	25-30	ilmanibealfaru	Every day.	For Work Purpose	Avoid it.	Sometime	Watch it if only it is	No	Yes, thorough friends and
Kamrul Islam	20-25	islamkamrul10	Every day.	For Work Purpose	Avoid it.	No	Watch it if only it is	Yes, thorough	Yes, Through TV
MD. Mahade Hasan	20-25	mehedeapu@	Every day.	For social media	Avoid it.	Only if it is interesting	Watch it if only it is	Yes, Through	Yes, Through digital
Jabed Hossain	20-25	jabedhossain1	Every day.	For entertainment	Avoid it.	Sometime	Watch it if only it is	Yes, thorough	Yes, Through digital
Anik	20-25	anikmahmud@	Every day.	For entertainment	Avoid it.	Sometime	Watch it if only it is	Yes, thorough	Yes, thorough friends and