Internship Report on

A study on organizational structure and internal business process of Kaymu Bangladesh Limited

BRAC
UNIVERSITY

Submitted To:

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Letter of Transmittal

Noman Hossain Chowdhury

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Subject: **Submission of Internship report.**

Dear Sir,

This letter is regarding the submission of my internship report, entitled "A study on organizational structure and internal business process of Kaymu Bangladesh Limited".Kaymu Bangladesh Limited being the organization I was attached with during the period of my internship. The purpose of this report is to learn about the operations and the business process of Kaymu Bangladesh Limited.

I have successfully completed my internship program at Kaymu Bangladesh Limited and I worked there as an intern for three months. Working on this report was a great learning experience for me as I got to learn the differences between practical and theoretical work. I hope you will find the report to be objective, systematic and reliable.

I would like to take this opportunity to thank you for all the support and guidelines that you have provided, which I hope to continue getting in the future. Please feel free to contact me if you have any inquiries. I would be very happy to provide you with any clarification regarding the project.

Yours Sincerely,

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Acknowledgement

At the beginning of preparing this report, I would like to convey gratitude to the Almighty Allah for his blessing in completing this report. This internship report is an accrual of many people's effort. For this, I am obliged to a number of people who helped me to organize this report and for their kind opinion, suggestions, instructions and support and appropriate guidelines for this.

I have received endless support and guidance in preparation of this report from numerous sources. I would like to take this opportunity to thank them all.

First of all, I would like to thank my honorable internship supervisor Mr. Noman Hossain Chowdhury, Senior Lecturer, BRAC University for his continuous guidance and assistance in preparation of this report. His invaluable advice has helped me a lot in writing this report. I am immensely thankful to him for the supports he has provided during my Internship period.

Next, I would like to express heartfelt gratitude to my organizational supervisor at Kaymu Bangladesh, Mr.Md. Rasadul Amin, Head of Content & VAS (Studio) Management, Kaymu Bangladesh Limited. He directed me towards the right information and regularly reviewed my progress in preparation of this report. I would also express heartfelt gratitude to Mr.Phani Kiran, Country Manager, Kaymu Bangladesh Limited, who always supported me in all ups and downs throughout the internship period.

I would also like to extend my gratefulness to the following persons: Mr.Sazzadul Karim, Mr. Omar Faruk, Mr.Mehedi Hasan, Ms.Sadika Mehnum Mariam, Mr.Md Towsif Hossain and Mr.Md Safayet for guiding me in understanding the procedure of content team. Their valuable contribution has facilitated the successful completion of this report to a great extent.

Executive Summary

This report gives an overall view and prospect of Kaymu Bangladesh Limited in e-commerce industry of Bangladesh. This report looks into the e-commerce industry in the Bangladesh, introduces Kaymu and its internal business process, organizational structure and compares it with current market players and looks to see the feasibility and sustainability of Kaymu Bangladesh Limited.

Kaymu is one of the business ventures of world's largest internet company Rocket Internet. It started its operations in Bangladesh at the end of 2013 and within a very short span of time, has become popular online marketplace in Bangladsh to buy and sell products. Kaymu basically follows the eBay business model of buying and selling where sellers sell on Kaymu in exchange of a commission percentage on sales. Kaymu is an online marketplace where sellers and buyers meet and exchange products. Buyer can order anything from Kaymu and pay via cash on delivery (especially in Dhaka), Bkash and can receive products via home delivery all over Bangladesh (some sellers take prepayment via bank account or mobile banking). Kaymu promote the brand names of the sellers via social media, e-marketing (newsletters) and Google Search Engine Optimization (SEO).

The sellers find Kaymu easy to sell their products. Because customers often visit Kaymu website to buy products. As, Kaymu does not keep their stocks neither do they handle the payment. The sellers use Kaymu as a platform to get buyers and they do the contacting buyer and product delivery on their own or by using third party delivery system. Now, Kaymu Bangladesh is merged with Daraz Bangladesh and both are working under Daraz group. But both of the companies have their own entity and different website. The main goal of this merger is to gain more trust from the customers and to become more powerful to grab the e-commerce industry of Bangladesh. This merger will also help both the companies to compete with their rivals in e-commerce business of Bangladesh.

Table of Contents

Table of Figures

Table of Tables

PART A – The Organization

1.0 Introduction

E-commerce (Electronic Commerce) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. These business transactions occur either as Business-to-Business (B2B), Business-to-Consumer (B2C), Consumer-to-Consumer (C2C) or Consumer-to-Business (C2B). The terms E-commerce and E-business are often used interchangeably. The term E-tail is also sometimes used in reference to transactional processes for online shopping. Everyday e-commerce is improving the efficiency and effectiveness of business, government and nonprofit organizations. At recent time, people have lack of time for shopping. They try to save it as much as possible and that's where e-commerce shows its charisma by saving both the most important things which time and money. From an online marketplace people can buy and sell their products rather than visiting physical marketplace. So, online marketplace is getting popular all around the world (http://searchcio.techtarget.com/definition/e-commerce).

Bangladesh has a huge population which attracts a lot of marketers to offer their products. But due to lack of technology, Bangladeshi people still lag many latest facilities the modern world offers. Most of the Bangladeshi people do not know the use of internet which is becoming a challenge for the online marketers. Bangladesh Government is trying to provide internet throughout the country by 2020 which will enable the expansion of e-commerce industry of Bangladesh. From the inception, e-commerce sector is booming day by day, it is spreading its wings. Again, Bangladesh should have been a large market worldwide due to its high level of population but it is not so as the people in Bangladesh are not much aware or educated to use the online marketplace. Bangladesh is one of the largest market in the world as population but the peoples are not well educated enough for online market yet. Previously, people would use computers for completing educational assignments or used for governmental or private projects. Just recently, the online market boomed and now more and more people are shopping online. In addition, the uses of internet among mass people of our country are also increasing day by day compare to previous time. People are using internet in mobile phone due to availability of low price internet and cheap smartphones. Thus, people from town to rural area all are becoming familiar with online business. The other way to

boom online market in our country is social media like Facebook. Nowadays, most of the people in our countries are getting familiar with online business through Facebbok and other social networking sites.

Kaymu is an online marketplace founded in 2013, providing localized C2C and B2C products in Africa, Europe and Asia. The platform lets buyers and sellers meet to make deals on new and used fashion items, mobile phones, jewelry, and home appliance. Kaymu is the leading online marketplace for emerging markets.

Kaymu is one of the largest online shopping portals in Bangladesh. Kaymu is an online marketplace that aims on providing a platform to the country's reputable sellers as well as the online customers to fulfill their shopping needs. Kaymu Bangladesh basically offer an array of products from all categories including clothing, footwear, mobiles and tablets, computers, jewelry, watches, Tvs, Cameras, home & living, health and beauty, books & media, sports & outdoors, kids & baby accessories, food & beverages and many more. Kaymu Bangladesh strongly emphasizes on providing immaculate online experience to its customers. In this regard, they offer fast and efficient payment processing system which includes Kaymu Safe pay, advance payment and cash on delivery.

Kaymu replicates the eBay model (online marketplace where buyer meets sellers) in emerging countries where they do not have eBay. Kaymu is a venture of Rocket Internet which is one of the world's largest e-commerce focused venture capital firms and startup incubators. The company's business model is to identify successful internet ventures from other countries (often the United States) and replicate them in predominantly emerging markets. Kaymu operates an online marketplace enabling end customers to buy and sell basically anything online. Kaymu's successful peer model is eBay which is the leading C2C online marketplace in the world (Amin, 2014).

This report focuses on overall internal business process and organizational structure of Kaymu Bangladesh Limited. These reports give emphasis on various function of different department of Kaymu Bangladesh. The working process and overall integration between every department is very efficient in Kaymu Bangladesh.

1.1 Objectives

- To learn about the current operation and business model of Kaymu Bangladesh
- To learn about the internal process and organizational structure of Kaymu Bangladesh
- To study the overall selling and buying process of Kaymu
- To find out the problems they currently facing and possible solutions
- To have an insight about how the Content Management department works and how it is related to E-commerce
- To study the market prospects of Kaymu Bangladesh Limited and evaluate in terms of its competitors

1.2 Scope

This report is entitled "A study on organizational structure and internal business process of Kaymu Bangladesh Limited". In this report I tried to gather information from my own internship experience that I gathered on last three months, Primary and secondary source of information. I gathered data from journals, internship reports, essays, news reports, company database, and daily records of Kaymu.com.bd. For primary information source interviews of the associated will be considered.

1.3 Methodology

This report has been prepared on the basis of the experience gathered during the period of internship. As I have worked in a particular department so I have collected data from different sources.

Sources of data: Sources of data were collected through two segments.

Primary Data: Primary sources of data were:

- Practical Desk Work
- Conversation with the employees of various department
- Interview with Head of Content and VAS (Studio) Management
- Personal work experience in Content Management department

Secondary Sources of Data:

- Rocket Internet Website
- Website of Kaymu.com.bd
- Internal software's like Seller Center, Sourcing Guidelines etc.
- Publications from different libraries and Internet
- Different internship report on Kaymu.com.bd

1.4 Limitation

Since the E-commerce industry is relatively new in Bangladesh, there were difficulties in collecting data regarding the E-Commerce industry. There are quite a few E-commerce sites in Bangladesh now, but their business model is different from Kaymu. Most of the E-commerce site classifieds, or they directly collect products from the sellers and sell directly from their offices. In Kaymu Bangladesh office, everything is very transparent; I managed to get a brief idea about how it works throughout my internship period. Still, there were some problems.

During preparing the report I faced some problems and those problems were:

- Short duration of internship program. Three months is not enough to know everything of overall organizational business process.
- I had access to limited number of their internal software's like I had only acsees in Seller Center so I had no idea about their other software like BOB, Sales Force etc.
- Some information regarding company is very confidential so, I cannot disclose those issues for their company policy.
- As it is a very competitive industry the company does not want to disclose any financial factors for obvious reasons.

2. 0 Background

Kaymu's mother company is Rocket Internet which one of the world's largest and famous internet company. Rocket Internet SE is a German Internet company headquartered in Berlin. The company builds online startups and owns shareholdings in various models of internet retail businesses. The company models are known as a startup studio or a venture builder.

It provides office space to new companies at its headquarters in Berlin, with IT support, marketing services and access to investors. The company aims to operate outside the US and China. As of 2015, Rocket Internet has more than 36,000 employees across its worldwide network of companies, which consists of over 100 entities active in 110 countries. Rocket Internet builds and invests in Internet companies that take proven online business models to new, fast-growing markets. Rocket Internet focuses on five industry sectors of online and mobile retail services that make up a significant share of consumer spending: Food & Groceiies, Fashion, General Merchandise, Home & Living and Travel (www.rocket-internet.com). Rocket Internet has three regional internet groups .They are:

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

Kaymu 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 to some of Asia's most successful Internet companies like Daraz, Lamudi, Carmudi,Food Panda, Jovago and Everjobs.

Basically, Kaymu and Daraz Bangladesh are working together under Daraz group. Recently, Daraz and Kaymu, two leading e-commerce companies, have merged to strengthen their position in the growing Bangladeshi market (http://www.thedailystar.net/business/daraz-kaymu-merge-greater-market-access, 2016).

After the merger, both platforms will remain active with their current brand names, but the new entity, Daraz Group, will integrate operations under one banner.

However, the companies declined to disclose financial matters or their shareholdings in the merged company. Daraz will continue to operate as a business-to-consumer marketplace for brands and original products, to help professional sellers scale up their business. It will also continue to provide its customers with a 7-day return policy for its wide range of original, quality products from local and international brands. Whereas, Kaymu will keep operating as an open marketplace for smaller businesses and individuals, to interact directly with customers through a community based platform. As, Daraz and Kaymu have both built successful operations in their respective markets. So, the merger is now the next step to offer their sellers the best possible solutions to grow their online business, and to start capitalizing on the synergies between the platforms.

By uniting Kaymu's expertise in C2C (Customer-to-Customer) and the best-in-class B2C (Business-to-Customer) operations of Daraz it will be able to achieve more together than they could ever imagine individually. As, there are around 160 e-commerce companies in Bangladesh. The merger of Daraz and Kaymu is the second instance after OLX and Cellbazar.

2.1 Vision

The Vision of Daraz Group which is operating both Kaymu and Daraz Bangladeh is to be the most relevant and inspiring marketplace, and offering the best service 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 broadest selection of products, unbeatable prices, 100% reliable fulfillment and relentless focus on customer experience. For their sellers they continue to provide differentiated value-added services to support scalability, growth and integrated business solutions.

They will achieve their mission by focusing on their core values and hiring, coaching and retaining the best people in the industry through a strong company culture.

They are committed to a strong ESG program and creating long-term growth and job opportunities in all of our markets by pioneering the e-commerce development (Daraz Group Profile, 2016).

2.3 Values

- ➢ Think long term and take ownership
- ➢ Build customer trust
- ➢ Play for the team
- ➢ Simple is smart
- ➢ 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 : Successful Business Model of Rocket Internet around the world

3.0 Competitors of Kaymu Bangladesh Limited

E-commerce industry is relatively new in Bangladesh .So, competition in this industry is comparatively low than other industry in Bangladesh. But, online business in Bangladesh is getting popular day by day. People in our country are moving towards buying products from online marketplace. Again, buying behavior among customers of our country is also changing a lot. Thus, competitions among online business in Bangladesh are getting higher and higher every day. Everyday new online businesses are growing in Bangladesh rapidly. Online business now a days are not confined only in selling products via website rather social media like Facebook become a great marketplace for most of the sellers to sell and promote their products. In Bangladesh some of the big company like Pran-RFL group, Edison group etc. give their focus in online market to grab the market. So, it is not easy for Kaymu Bangladesh to expand their market in e-commerce industry of Bangladesh rather they always need to fight with the competitors to survive in the business. The key competitors of Kaymu Bangladesh are:

- Ajkerdeal.com
- Pickaboo.com.bd
- Othoba.com
- Bagdoom.com
- Ekhanei.com
- Bikroy.com

PART B – The Project Part

4.0 Organizational Structure and Internal Business Process of Kaymu Bangladesh

Kaymu Bangladesh Limited started its journey in Bangladesh around October 2013 launching on November 2013. Kaymu is one of the popular and leading online marketplaces for emerging markets. It sells everything from books, to mobiles & tablets, fashion wear and accessories, electronics, jewelry, home and living products, kid's products and many more. Basically, Kaymu is an open marketplace where customers can buy any new and refurbished products from smaller businesses and individuals always at the best price in the market. In addition, Kaymu follow community based ecosystem with direct interaction between sellers and buyers. Again, Kaymu is a platform for the sellers where they can sell everything and anything through a simple and easy-to-use interface.

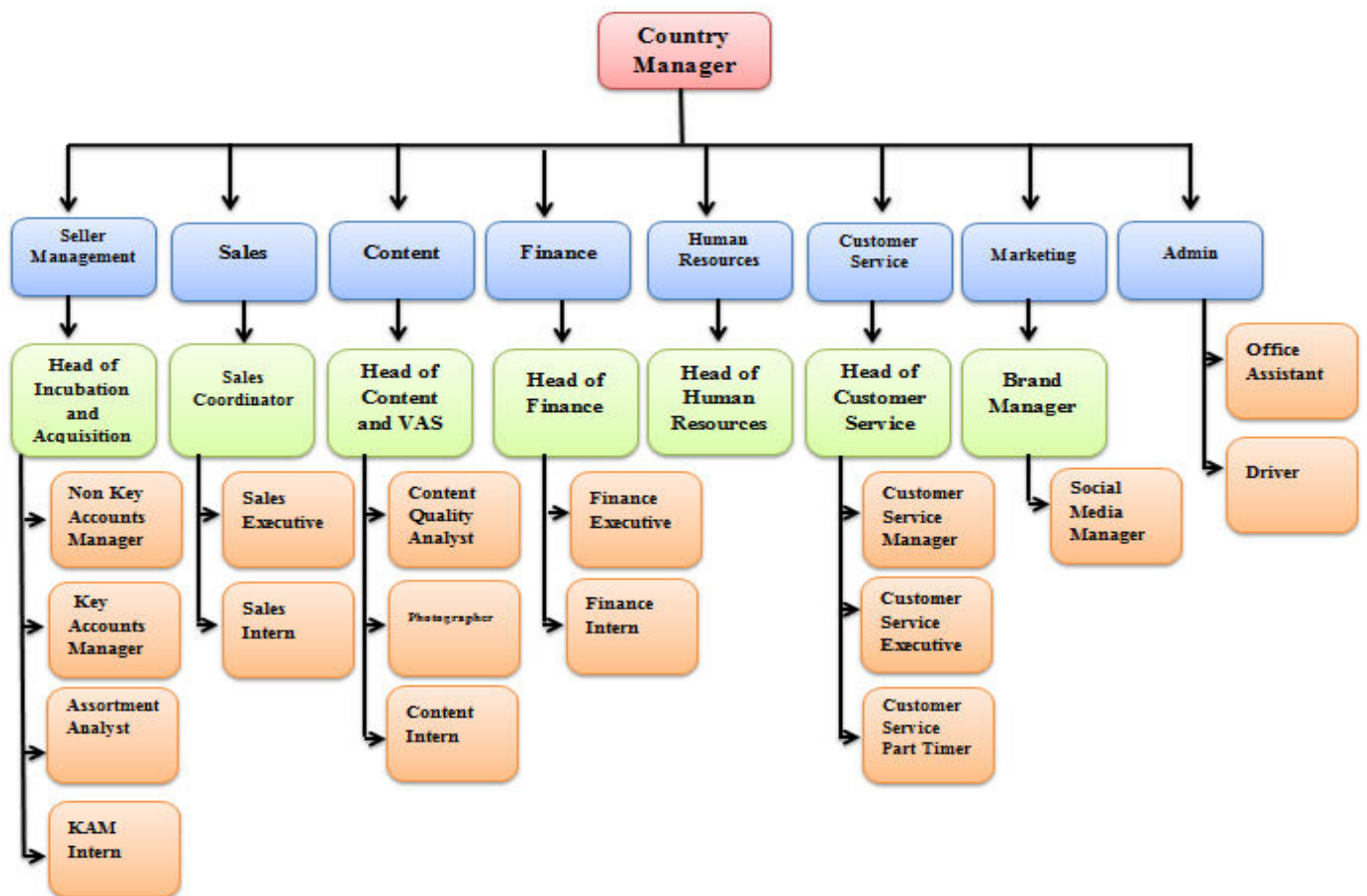### 5.0 Organizational Structure of Kaymu Bangladesh Limited

Figure 2 : Organizational Structure of Kaymu Bangladesh Limited

6.0 Departments of Kaymu Bangladesh

The supreme authority to manage the whole Kaymu Bangladesh is under the Country Manager of Kaymu. He basically supervise and co-ordinate all the departments of Kaymu Bangladesh. Currently country manager of Kaymu Bangladesh is Mr. Phani Kiran who is responsible to maintain whole Kaymu Bangladesh. He always sits with all the head of each department to know their working progress, problems and overall performance of each and every employees of Kaymu Bangladesh. If there are any problem then he directly report and negotiate with Kaymu Pakistan as Pakistan is the regional headquarter of Kaymu in Asia. The job responsibilities and functions of various departments are:

6.1 Seller Management

This department is one of the vital departments of Kaymu Bangladesh because the employees working in this department need to handle and manage a lot of important sellers of Kaymu Bangladesh. This department is led by one person and he has the responsibilities to manage whole department. The designated position of head of Seller Management is Head of Incubation and Acquisition. There are three departments under seller Management Department. They are:

- Non-Key Account Managers
- Key Account Managers
- Assortment Analyst
- Key Account Managers Intern (KAM Intern)

Non- Key Account Managers

The people working in this department need to manage and handle all the non-key account holder sellers. Basically, there are four persons working in this department to manage almost 1800-2000 sellers. Each of the people needs to manage almost 300-500 sellers in each month. Thus, they have an extreme work pressure to manage huge number of sellers. In addition, the non key account holder sellers are the sellers of Kaymu who do need to pay any commission to Kaymu unless they are able to make any sales. So, there products do not always get the opportunity to boost or promote in the website of Kaymu Bangladesh. But if they sell well and if their overall performance are praiseworthy then those sellers will converted into key

account holder seller. The respective seller managers always need to talk with their seller whether they have any order pending or they are able to manage their account properly. Moreover, sellers always take suggestion from their managers to add discount and what kind of products need to upload in the website. Again, seller mangers always educate the seller about how to upload products and all the rules of Kaymu Bangladesh Limited. In addition, the seller managers also notify each and every seller about their commission payment and whether all the products of seller are uploaded properly. Another important task of seller manager is to check the order status of the seller and to notify them to dispatch the order and to deliver it to the customers. The seller mangers always need to push the seller to maintain and deliver order limit and to deliver order properly. Seller managers also talk to seller whether they will be able to deliver their products by their own responsibility or by the delivery system of Kaymu Bangladesh. Again, if the sellers need any photography for their product then they negotiate it with the managers and managers confirm them all the process. Some of the Non-Key Account holder sellers of Kaymu Bangladesh are:

- Monna Shop
- Mont Shop BD
- Healthcare24shop
- Gadget Gallery Chittagong
- Indian Sky Shop Bd

Key Account Managers

 The key account managers hold a great responsibility to manage the key account holder sellers. The key account holder sellers are the sellers who need to pay 3000 taka commission to Kaymu each moth whether they made any sell or not . The existing key account holder sellers need to pay 1500 taka fixed commission including their product sales commission whereas new key accounts holder need to pay 3000 taka fixed including their product sales commission. So maintaining a key account is bit expensive for sellers compare to non-key account .But there are a lot of advantage a key account holder sellers receive compare to non-key account holder sellers. The key account sellers are always taken and maintain with extra care by the managers. Their product always go in any campaign like Mobile Week, Ramadan Flash Deal and any other campaign that is currently running by Kaymu Bangladesh. Moreover their products get more boost and promotion to increase their sales. Again, seller managers always try to keep a close eye to their account whether their product approved

properly or the visibility of product in website. In addition, the seller managers always try to keep the products of key account holders on the list of campaign of the day or in campaign of the week. Thus, the key account managers has a lot of responsibilities for their sellers like adding discount to the products, approving the products to make it live and comparing the price and negotiating with sellers to fixed the price. Again, each of the seller managers has to maintain 150-200 sellers per month. There are three key accounts manager in Kaymu Bangladesh who needs to manage almost 600-800 sellers every month. So, it is a very difficult task for the managers to manage huge number of sellers. Again, the seller managers need to fulfill his sourcing target, upload target and order target which is set by Country Manager and Assortment Analyst. For example, for Mobile Week Campaign the seller need to source mobile from their seller with a cheap price. Thus depending on the campaign and demand of the customers the sourcing target and upload target is set by the Country Manager. Moreover seller managers need to provide valuable advice to the sellers what to upload when and how to determine price. All the sellers also take suggestions and negotiate with the managers for the photography, upload, product price, sourcing and all the issues regarding their account in Kaymu. Some of the key account holder sellers are:

- Beacon Computer
- mShop BD
- Rupchorcha
- Bdeshishop
- Safa Leather
- Prothoma

Assortment Analyst

The task of Assortment Analyst is to guide and assist the key account managers about the sourcing and uploading task. Basically, there is one person who is responsible for the assortment in Kaymu Bangladesh. Actually, Assortment Analyst discuss with the Country Manager about the campaign and sourcing guideline. All the campaign like Mobile Week, Ramadan Flash Sale, Wow Box Campaign etc. all the campaigns are supervised by both the Assortment Analyst and Country Manager. This person observes the entire price, sourcing of different sellers and then set target for sourcing for each and every key account manager. Again, Assortment Analyst fixed the campaign of the week and Deal of the day of Kaymu.

For example, for upcoming winter the assortment analyst may suggest the key account managers to source winter dress like sweaters and jackets.

Key Account Managers Intern (KAM Intern)

Key accounts managers need intern to support their work because there is a huge work pressure in this department. The person who is assigned as an intern of Key Account Managers need to work for the key account holder sellers. He basically uploads and add discount for the products of key account sellers.

6.2 Sales

Sales department is another essential department of Kaymu Bangladesh. Kaymu has an active sales team which is constantly on the lookout to get more sellers on board with unique items. Kaymu looks to source unique and demanding products on their website. It is quite simple for sellers to get enlisted in Kaymu. They just have to agree on a commission percentage that will be charged only and only if they sell anything through Kaymu. Kaymu does extensive marketing for its sellers but charges nothing for that. Sellers are given e-stores, promoted through Google SEO, Facebook, Kaymu Bangladesh Blog page and newsletters and all these are free of charge. If the seller sells nothing, there is no commission charged. Since there is no fixed cost, the risk is low. Sellers have their own delivery partners which they use to deliver the products by. Sellers are responsible for contacting customers once an order is placed and deliver the products accordingly. There are two positions in sales team. They are:

- Sales Coordinator
- Sales Executive
- Sales Intern

Sales Coordinator

 Sales coordinator actually co-ordinate overall sales progress of Kaymu Bangladesh. He negotiates with all the existing and potential sellers of Kaymu. He also arrange meeting with existing and potential sellers to inform them more about Kaymu. Again, he also supervises and guides two sales executive of his own department.

Sales Executive

Sales Executive plays a great role for Kaymu to acquire new sellers for Kaymu Bangladesh. There are two persons who are working as sales executive. The major task of sales executive is to acquire at least 5 new sellers for Kaymu each day. This target is set by the head of incubation and acquisition. So, the sales executive all the day give their close eye on the facebook page who are selling different products. After finding the facebook page they try to contract with the seller to acquire them by knowing them all the rules of selling in Kaymu Bangladesh. If the sellers have no account in Kaymu then they create a lead for the respective sellers. Lead generation refers to the sourcing the respective sellers for Kaymu Bangladesh. The leads could be divided into two groups. One is online lead and another one is offline lead. For online lead/sellers the sales executive basically search on the Facebook business pages, links provided by Kaymu Portugal's lead generation department and for the offline lead sometimes the sales executives often visit different shopping malls and collects different shops business card using which sales executives contact with the respective business shop owner over the cell and fix a business meeting with the owner to discuss about the business proposal in person. But most of the sellers of Kaymu Bangladesh are acquire by their Facebook page.

After creating the lead the sales executives open a new account for the seller and also collect various information like phone number, email address etc of seller. After that he request the seller to send some products photo and description to him so that he can upload and make those products live in Kaymu website. Again, sometimes sales executives collects both products image and description from sellers own facebook page to upload the products.
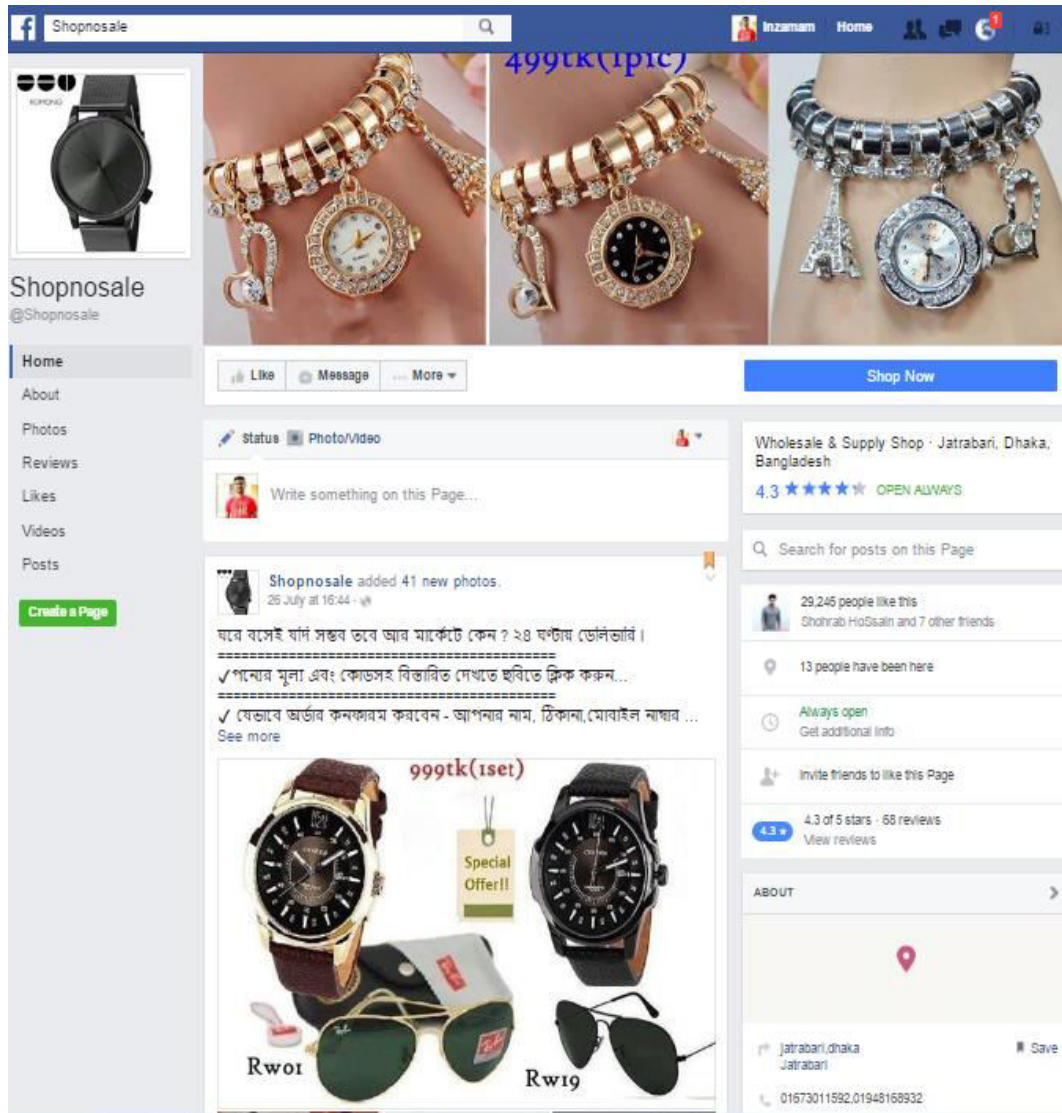
Facebook Page of Seller "Shopnosale":

Figure 3 : Facebook Page of Seller "Shopnosale"
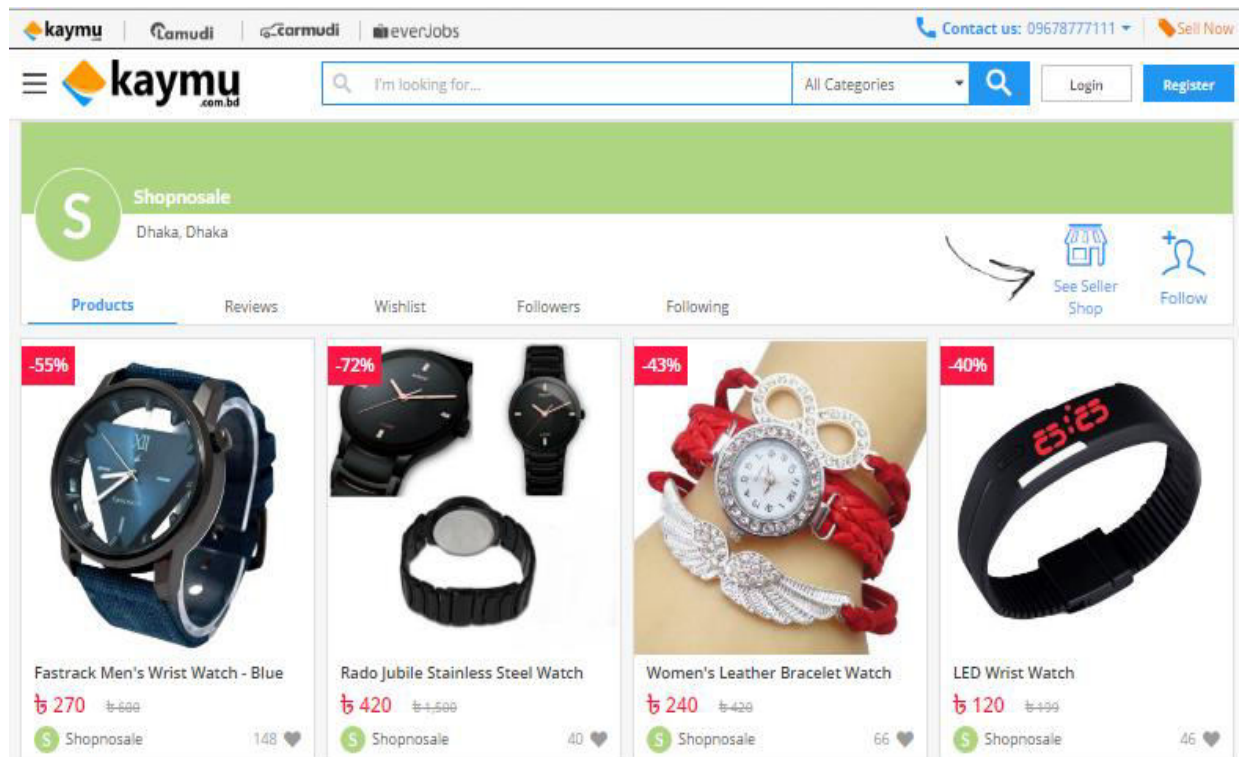
After Acquisition in Kaymu

Figure 4 : After Acquisition in Kaymu seller "Shopnosale"

Shopnosale initially started selling their products like Men's and Women's Wrist watch and Women's Dress and other products on their facebook page only. But later this seller is acquired by sales team and they had started to sell very well in Kaymu Bangladesh. Again, through their sales performance this seller becomes one of the key account holder sellers for Kaymu Bangladesh and doing their business very well.

Sales Intern

In sales team two sales intern work together to support overall sales. They job responsibilities of the sales intern is to prepare CSV and accomplish first listing call to the respective seller. A CSV is a comma separated values file, which allows data to be saved in a table structured format. A CSV is prepared for the newly acquired sellers who want to upload their products in Kaymu website. In a CSV all the details of products like product title, brand name, size, description, weight, delivery type, product specification, category and image of product are included. So, it is a very difficult task to prepare a CSV by filling the entire field properly. Basically CSV is prepared in Excel format and it is send to content to upload. So, if there is any mistake in preparing CSV then Content team will block the CSV and the products of

seller cannot be uploaded .Thus, CSV need to prepare very accurately by cross checking all the issues regarding products. So, as an intern it is a tough task for them to prepare CSV perfectly.

6.3 Content and VAS (Studio) Management

Content and VAS (Studio) Management department is the key department of Kaymu Bangladesh because all the products are uploaded and approved through this department. So, there is always a great work pressure to upload and approve products for various sellers. Again all the department like Sales, Key account managers and Non-key account managers always push content to upload and cross check the products of their respective sellers.

The whole department is supervised by the Head of Content and VAS (Studio) Management. He guide and co-ordinate the overall work of the department. If he faces any problems or difficulties then he inform it to country manager and report the issue to the content head of Kaymu Pakistan as regional headquarter of Asia is Pakistan. Again, head of content always give his keen eyes on Kaymu website about what to add on first page and what are problems of Kaymu website. He has the authority to check order status of seller, current condition of seller, delete, delist and dispatch sellers account in different cases. In addition, he also provides instruction to the photography team about their photography and edit. There two position who are working in Content and VAS (Studio) Management team. They are:

- Content Quality Analyst
- Photographer

Content Quality Analyst

There are four persons who are working in Content team of Kaymu Bangladesh. The job responsibilities and duties of content quality analyst are not only confined in products upload and approve. They also need to add discount, check product category and also cross check different issues of Kaymu website. The major task of them is to upload huge numbers of products for numerous sellers. Again, they need to approve the products of seller which is uploaded by seller on his own account. But the most difficult task for them is to check every field like product title, description, category and most importantly product image before approving the products. If the filled are accurate then they accept it otherwise they reject the

17

product. The rejection occurs if the image quality is poor, blur and no white background. However, sometimes they correct products category, image, description and title and then accept it. So, regular target for approval for each of them is 200 products including other task. To However, all the team members of Content need to work hard in different occasion like Eid, Pohela Boishak and other festival due to extreme work pressure for approve, upload and discount. Again, they also need to pass a tough time before launching any campaign in Kaymu. The working platform for Content team to upload, approve and adding discount is Seller Center (https://sellercenter.kaymu.com.bd). Through this website most of back end task of Kaymu website are accomplished.

Photographer

Photography department is a vital department for all E-commerce business because when buyers buy any product from online then they focus more on product image. Thus, product image and regulation should maintain in such a way so that it looks attractive .Again, in online purchasing buyers give more emphasis on product image from different angle before buying it. So, photographers always need to think from customer's point of view before taking a photo of any products. As an online marketplace Kaymu also give more emphasis on their photography because without having proper image no customers will buy any products from Kaymu. Thus, sellers give their utmost priority in products image before uploading it into Kaymu's website. In addition, most of the sellers also take help from Kaymu photography department for their products photo shot. So, Kaymu also ensures attractive photography for their seller's products through their efficient photographer. Again, Kaymu provides both indoor and outdoor photography service to their sellers by charging certain amount of money. For indoor photo shot Kaymu use their own studio which is well organized for conducting any product photo shot. On the other hand Kaymu's photographer also goes to sellers store or house as part of outdoor photo shot. Three are two photographers in Kaymu's photography team. So, their main task is to take photo of various products and to edit them properly. Again they also need to prepare CSV for the sales team. Kaymu photography provides four photography packages to the sellers. They are:

- **Package 1:** This package offer sellers to take 30 photos of the product by paying 500 taka for 30 days. Photo editing is also included in this package.
- **Package 2:** This package offer sellers to take 90 photos of the product by paying 1000 taka for 30 days. Photo editing is also included in this package.

- **Package 3:** By taking this package sellers can take 160 photos of the product. The fee for this package is 1800 taka and the validity of this package is 30 days. Again, Photo editing is also included in this package.

- **Package 4:** This is the big package among all the packages that photography team of Kaymu offer to the sellers**.** This package offer sellers to take 300 photos of product by paying 2700 taka and the validity of this package is 45 days. Again, Photo editing is also included in this package. The entire four package rates are applicable for both indoor photo shot and outdoor photo-shot.

Content Intern

Content intern also work as a part of Content Management team. There are two people working for content team as an intern. As content team has a great work pressure of upload and approve so this team need two people to support the team. Basically the people who are assigned for Content intern have to approve and upload products of various sellers in Kaymu website. Again, they have to edit image before approving the products. In addition, they also have to add discount to the existing products of sellers which is already live in Kaymu website.

Value Added Service of Content: Kaymu content department also provide value added service to their sellers in various ways. Basically Kaymu content department upload various product of sellers with a great care. They take 2.5 taka per product for uploading which is a part of Value Added Service (VAS). The sellers can get this value added service after 30 days from creating the account in Kaymu.

6.3.1 Global Image and Description Guidelines for the Content team

6.3.2 Image optimization Guidelines

Image Quality

- File type
- Physical size of the image
- Resolution of an image (Dimensions)
- The quality of the recording device (camera's optics and sensor, scanner's sensor)
- The technical proficiency and the "eye" of the photographer (Image Optimization Guidlines,Kaymu.pk).

File Type

- Refers to the end of a filename (called the extension) tells us what type it is i.e. jpg (JPEG), gif, png
- Converting one type to other may hurt the image quality so before conversion the photographer need to be very careful while saving an image.
- Mostly .jpg (JPEG) type is used for e-commerce uploading.
- If not sure which file type is best, save the image in more than one type & compare the file sizes and visual quality
- Using the right type can make a big difference

Physical size of the image

- The total "space" an image will occupy on a web page"
- Measured in KB (Kilo Bytes)
- 80-150 KB can be a good quality image for web page

Figure 5 : Example of Proper image size

Resolution of an image (Dimensions):

- Higher resolution means clearer image & larger size.

- At least 500*500 height and width respectively

- The total number of pixels in an image, e.g. 1024 x 720

- Higher resolution means clearer image & larger size.

- Compressing an image reduces the file size but may hurt its pixels & color combination, making the image blur.

- As we need a good quality image in lower size for our web page, a really good balance is needed between size and resolution while compressing an image.

- A high quality camera is must for photography.

- Proper lighting, angles & editing play an important role to improve the image quality

Figure 6 : Example of proper resolution of image

Good Quality Image:

- Four images for every product

- First image front view, second side view, Third close-up view, Fourth back view, it may vary according to the product

- At least 800*800 height and width respectively

- Minimum 60 dpi (dots per inch in an image) dpi dots that can be placed in line, within 1 inch (2.54 cm)

- 80 to 150 KB total size (one can easily resize the image while saving it in any professional photo editor)

Figure 7 : Example of good quality image from different Angle

Common Error

- Low resolution or Blur Images

- Unnecessary text or Scribbles on the image

- Incompatible background

- Price given on an image

- Water marks

- Illustrations/sketches

- Images with wrong dimensions

- Contact details given on the image

- Other website links given on the image

Figure 8 : Example of common error image

6.3.3 Description Guidelines for Asia

Mobiles

- Need to use the data base sheet for model (Mandatory) and other mobile info
- Title: {{Brand}} {{Model}} {{Storage}} {{(Color)}}
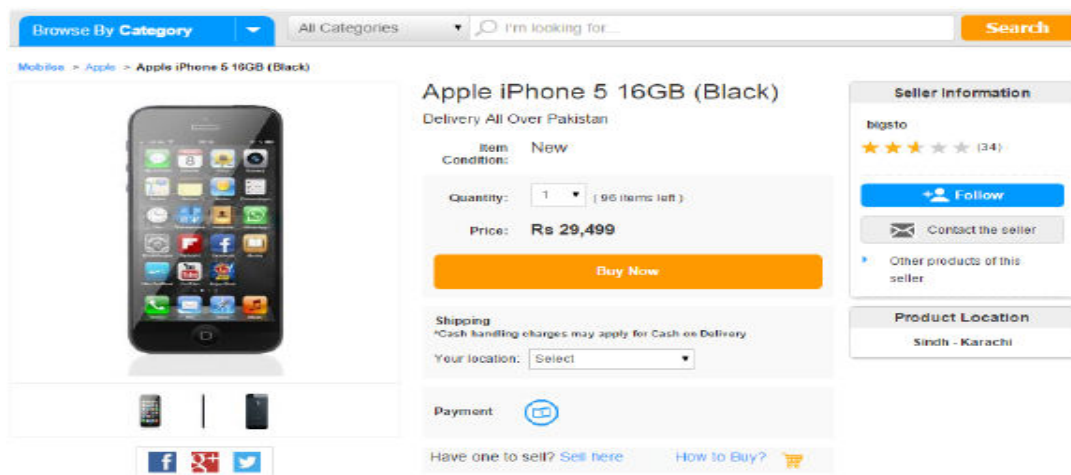- e.g., Apple iPhone 5S 16GB (Black)

Figure 9 : Mobile Title and Description

Description: Product detail in bullets is preferable

- Key Features
- Highlights

Attributes:

- Brand {*avoid "other" as much as possible}
- Model (Mandatory) *should not include brand name or color
- Color(s) (Mandatory)
- Internal Memory (Storage)
- Operating System
- Warranty
- Network
- Display Size
- Processor
- Dimensions
- Ram
- Battery
- Display Type
- Primary Camera
- Secondary Camera

- Type of Sim
- Number of Sims
- Video
- Flash
- Bluetooth
- Audio Jack
- GPS
- Loudspeaker
- Wifi
- Expandable Memory
- Infrared
- NFC
- Radio
- WiFi Hotspot (Description Guidlines Asia,Kaymu.pk)

Variations: All color variations should be added through product grouping

Changes Recommendation for Mobiles: (they are on the basis of what more changes are required)

- New Local brands should be added e.g. Oppo, Rivo , etc (process required)

6.4 Finance

Finance department of Kaymu Bangladesh play a great role to maintain the financial issues of the company. This department has a lot of work to adjust the commission of different sellers. As Kaymu's main income comes from the seller's commission so finance team always need to give their best effort to collect and adjust the commissions from sellers. Again, finance team also need to work on companies overall financial performance as well as companies bank account. In addition, finance team also handle all the employees salary and ensure proper payment on due date. Finance department also take responsibility of any kind of cash refund or any cash exchange for any sellers as well as buyers of Kaymu Bangladesh.

Head of Finance

Head of finance basically monitor the working progress and problems of his department. He also guides the people who are working under him. He handles all the finance related issues of the company like commission, salary of employees, cash refund to buyers and sellers. In addition, he also monitors the audit and other financial issues like managing bank account of Kaymu Bangladesh.

Finance Executive

Finance Executive support finance head to accomplish the departmental task more perfectly. As Kaymu is not a big organization so there is only one person who is assigned as finance executive. Other than maintain regular departmental task finance executive also maintain the laptops of all the employees.

Finance Intern

Finance intern basically enlist all the commission of different sellers in excel sheet. He also does other task of finance team to support overall finance team.

6.4.1 Commissions

Sellers need to pay certain fees to Kaymu by selling any products. These fees are the commissions for Kaymu from their sellers. These commissions are a one of the great source of income for Kaymu Bangladesh. Thus Kaymu emphasis more on sellers sell to collect more commission from them.

Pay As You Earn (PAYE) Charges for Sellers

For Listing on Kaymu sellers do not need to pay any money to Kaymu it is totally free. However, when one of the products of sellers is sold then seller will be charged a fee, which is depending on the category item (http://www.kaymu.com.bd/service-charges).

Seller's fee structures are below:

Kaymu Features	Charges
Listing products	Free
Monthly Registration	Free

Categories			Charges
Mobile & Tablets			20.0%
Consoles TVs Laptops & Desktop PCs Electronics Large Appliances			40.0%
Collectibles Food & Drink Books, Magazines & Stationary Gaming Music Movies & DVD Other categories (excl Consoles) Small Appliances			8.0%
Health & Beauty Toys Kids & Baby Sports & Outdoor Jewelry & Watches Mobile Accessories Clothing Footwear Home & Living Computer Accessories (excl Appliances)			12.0%

Table 1 : Charges for Sellers

As always, Kaymu will closely monitor order cancellations to ensure the best experience for our customers. Thus, the sellers will be invoiced at the end of the month and PAYE charges must be paid before the 15th. Sellers who will not pay the PAYE charges will be delisted from Kaymu. For orders delivered with our trusted delivery partners AIGx, PAYE charges will be deducted automatically before weekly reconciliation with seller.

How to pay for Kaymu Services:

All the sellers will be invoiced at the end of the month and PAYE charges must be paid before the 15th. Sellers who will not pay their fees will be delisted from Kaymu (http://www.kaymu.com.bd/charges-payment).

When making a payment, sellers need to make sure to add as reference:

- Seller/Shop name
- Reason for transaction:

Option 1: Commission + Month (E.g. Commission September) or

Option 2: Top-up credit for Sponsored Products (E.g. SP-credit)

Without this reference sellers payment might not be registered by Kaymu. So, sellers need to be conscious and maintain all the rules before paying to Kaymu.

Payments for all services on Kaymu can be made using the following options:

- Bank Transfer
- Check
- Mobile Transfer - Bkash
- Cash at office
- Trusted Delivery Partner

6.5 Human Resources

Human Resources department of Kaymu Bangladesh monitor the code of conduct, performance appraisal, annual leave, salary structure of all the employees. This department is supervised by the Head of Human Resources.

Head of Human Resources

Head of Human Resources of Kaymu Bangladesh coordinates the entire human resources task like employee's recruitment, salary, benefits, performance appraisal of the entire organization. As Kaymu not a vast organization, so no one work under her. She supervises and monitors the entire task related to human resources. Thus she has an extreme work pressure in the organization to accomplish the entire task in time.

6.5.1 Code of Conduct for Employees

There is certain Code of Conduct in Kaymu Bangladesh. All the employees need to follow these rules as an employee of Kaymu Bangladesh.

Firstly, employees cannot share private and confidential information that includes salary, bonus, incentives etc. with other colleagues in the company.

This is a direct breach of the employee COC and it has been repeatedly flagged as something that is inappropriate and deeply unprofessional. Despite this, employees seem to be consistently engaging in this practice and the management has thus decided to take a stern action against it.

If any employee found to quote salary of fellow employees or team members will face:

- An immediate 10% deduction of gross salary for that month
- If employee invokes the salary of another employee, that employee will also face an immediate 10% deduction from their salary for that month

Secondly, all the employees need to maintain proper dress and attire in the office. Semi-formal dress is allowed like jeans-shirt and shirt but slippers and sandals are not allowed. However, formal shoes, sneakers, loafers and converses are allowed to wear for all employees

Thirdly, all the employees need to follow proper office timing. The office timing is 9:30 am to 6:30 pm. So, if anyone is late for 10 minutes then he or she will consider as late. Again if he/she is late for three days then he/she loses one day salary.

6.5.2 Employee Recruitment

Head of Human resource also post employee job vacancy in different job portal and arrange interview for those employees to recruit them. She also question for the applicant for the written test exam. Again, she fixes the date of interview for applicant by taking with them over phone.

6.5.3 Annual Leave

Kaymu Bangladesh provides 15 days annual leave with pay to all the employees. Again, employees get leave for sick and different festivals like Eid and Puja .In addition female employees also get maternal leave for 1 month.

6.5.4 Performance Appraisal

Every 3 months Head of Human Resources evaluate employees performance and if their performance are satisfactory than they will receive appraisal

6.6 Customer Service

Customer Service department plays a great role for the overall progress of any business. This department basically creates a bridge between customers and sellers. As Kaymu is an online marketplace so they need to maintain proper customer service for the buyers as well as sellers. Thus, the core task of customer service is to provide information regarding any products to the sellers and buyers. The assigned people who are working in customer service department of Kaymu Bangladesh Limited are:

Head of Customer Service

Head of Customer Service actually monitors overall work progress of customer service and supervise customer service manager and the entire customer service executives to accomplish their task smoothly.

Customer Service Manager

Customer service manager check all the order status and ensure their proper delivery to the customers. Again customer service manager also talks to respective seller manager about sellers order status and delivery as well. Again, customer service manager also check whether the order from customers is canceled by sellers or it is under pending validation in order status. In addition, she also monitors order limit of each and every sellers of Kaymu Bangladesh.

Customer Service Executive

Customer Service Executives manage all the inbound and outbound call of customer service department. Three people are assigned as customer service executive for Kaymu Bangladesh. Their core task is to provide information to the sellers and buyers regarding any issues like order and delivery status of any products. They also record and track customers query and provide them valuable suggestion as well as information. They have to pass busy time in phone when any campaign is going. Moreover, they have to hear huge numbers of complaints and queries from the customers. Meanwhile they have to provide the information of complain to respective seller managers as well as sellers. Sometimes they need to talk in Skype with the customers. They are also effective in providing response to live chat of customers.

Customer Service Part-Timer

Customer Service Part-Timer manages inbound and outbound call of customers. They also manage the customers in live chat by giving them efficient response.

6.7 Marketing

All the companies need to involve in marketing to promote their products to the target customers. Without having proper marketing strategies it is difficult for companies to reach to the customers. So, marketing department of all business plays a vital role for the expansion and profitability of business. As an online marketplace Kaymu Bangladesh Limited also have to involve in some of the marketing activities to promote their brand to the customers. As we all know that Kaymu Bangladesh do not have a large business operation and set up in Bangladesh thus two persons are working on marketing department of Kaymu. The persons who are assigned to work in marketing department of Kaymu Bangladesh are:

Brand Manager

Brand Manager basically coordinates all the marketing activities of Kaymu Bangladesh. He arranges and set campaign with different companies. He also arrange seminar in different universities to know the people about Kaymu.

Social Media Manager

Social Media Manager manage facebook page of Kaymu Bangladesh. He also promotes different campaign and activities of Kaymu Bangladesh through facebook.

6.7.1 Marketing Activities of Kaymu Bangladesh Limited

Marketing strategies like various campaigns and advertisement that Kaymu Bangladesh follow are given below:

- Eid Shopping Festival
- Ramadan Flash Deal
- Mobile Week
- GP Wow Box Campaign
- Pop-up Advertisement
- Social Media Marketing on Facebook Page

6.7.2 Eid Shopping Festival

In Eid most of the the people in our country are involve in shopping rather than other religious occasion. So, Kaymu target this buying behavior of customer to run a campaign Thus Kaymu Bangladesh run Eid Shopping Festival on this Eid and which is started one week before Eid. This campaign gets a huge response from customers because of great offer for different dresses of both men and women. Kaymu give a huge discount on Panjabi, Salwar Kameez and Kurtas on this campaign. They also provide 20% cash back in Bkash payment in this campaign.

Figure 10 : Eid Shopping Festival

6.7.3 Ramadan Flash Deal

In this Ramadan Kaymu started a new campaign for five to six days which is known as Ramadan Flash Deal. In this campaign Kaymu offer various products at a very cheap price to the customers. They offer ten to fifteen products for each days deal. Kaymu offer LED TV, Smart watches, Mouse, Sandal, Power Bank, Mobile Phone, VR Box, Headphone etc in this campaign at a very lower price compare to market price.

Figure 11 : Ramadan Flash Deal

6.7.4 Mobile Week

Kaymu also run a campaign to offer mobile to the customers at a very cheap price. They run this campaign for a whole week .As other E-commerce business venture in Bangladesh like Daraz, Pickaboo.com also run this campaign so Kaymu need to face a lot of challenges and competition to run this campaign. However, Kaymu offers mobile phones of different brand like Samsung, Apple, LG, Asus, HTC, Microsoft, Sony, Xiomi at a very low price compare to other competitors.

Figure 12 : Mobile Week Campaign

6.7.5 GP Wow Box Campaign

Grameenphone and Telenor Digital's youth lifestyle application WowBox in association with e-commerce site Kaymu.com launched "Eid Fest Campaign" that would allow the customer to enjoy super discounts on a broad range of products and services. Kaymu.com is going to offer Kaymu's affordable products through WoWBox.

During the WowBox Eid Fest campaign, customers will be able to enjoy super discounts on a broad range of products and services by using mobile application .To help the subscribers get the best deals, Grameenphone has partnered with Kaymu.com.bd for the campaign Kaymu offer Pen drive, Power Bank, Headphone, Mouse, Trimmer, Women's watch etc. at a very low price to the customers through Wow Box application. WowBox aggregates lifestyle in a uniquely rewarding manner. With this app, Grameenphone subscribers can easily access a wide range of engaging content such as trending news, sports, smart health tips, jokes, fun-to-play games, free latest music, best hotel and restaurants deals, and special offers on Grameenphone products (www.daily-sun.com, 2016).

Figure 13 : GP Wow Box Campaign

6.7.6 Pop-up Advertisement

Kaymu gives a lot of pop-up and banner advertisement to various website to promote their brand. This is a great source of advertisement for Kaymu Bangladesh to promote their brand to the buyers as well as sellers of Kaymu Bangladesh.

6.7.7 Social Media Marketing on Facebook Page

Kaymu maintain their facebook page properly to promote their brand. All the campaign, offer, deals, events etc. are also promoted through facebook page of Kaymu Bangladesh. Kaymu also arrange different quiz contest and various campaigns on their facebook to grab the attention of their target customers.

Figure 14 : Social Media Marketing on Facebook Page

7.0 Products Delivery method of Kaymu Bangladesh Limited

Kaymu Bangladesh Limited delivers products in two ways. They are:

- Sellers own delivery method
- Kaymu trusted delivery method

Sellers own delivery method

In this delivery method sellers take the responsibilities to deliver products to the customer's hand. Sellers basically charge from customers in this method. Again, sellers uses different courier service agency like SA Paribahan and Shundarban Courier Service to deliver products to customers.

Kaymu trusted delivery method

Kaymu is providing fast and secure delivery services to keep sellers and buyers happy. Thus, Kaymu has an agreement with AIG Express for their product delivery. Kaymu Shipping (AIG Express) is a delivery company which allows cash on delivery for the buyer and the both the pickup and drop-off services for sellers at AIG Express service points. The seller can drop off the item at an AIG Express drop off station and Kaymu will deliver the item safely the buyer's doorstep. Additionally Kaymu shipping also offers pickup option for the sellers, where Kaymu will pick up the items from the seller and deliver to the buyers (http://sellertips.kaymu.com.bd/)**.**

Advantages of Kaymu Shipping (AIG Express):

- Fast and reliable Shipping : Inside Dhaka same day or next day delivery
- Competitive pricing : As low as 35BDT inside Dhaka
- Reliable delivery : Insurance up to 10,000 BDT for each shipment
- Regular updates and tracking facility
- Guaranteed product return: In case of cancelled deliveries, your product will be returned within 10 days for inside Dhaka deliveries and 14 days for outside Dhaka deliveries
- Weekly remittance.

Available methods of shipping:

- Drop off: Seller drops the package at nearest AIGX hub (AIGX Office- Banani and Motijheel) and AIGX rider delivers the package
- Economy: AIGX picks up package from seller and delivers the product. Seller must ensure that the product is packaged properly
- Standard: AIGX picks up the product from seller, packages the product properly and delivers it to the buyer.

Delivery Price Details:

		Drop Off	**Economy**	**Standard**
Packed by		Seller	Seller	AIGX
Pick up/Drop off by		Seller	AIGX	AIGX
Pick up/Drop off point		Nearest AIGX hub	Seller's place	Seller's place
Pick up time	For requests before 11 AM	-	Same day	Same day
	For requests after 11 AM	-	24 hours	24 hours
Delivery time	For requests before 11 AM	Same day	24 hours	24 hours
	For requests after 11 AM	24 hours	72 hours	72 hours
Cost	Inside Dhaka	35 Taka	50 Taka	70 Taka
	Outside Dhaka	65 Taka	-	100 Taka
Required Info		Waybill (2 Copy)	Waybill (2 Copy)	Order no. on package

Table 2 : Delivery Price details

8.0 Buying and Selling Process in Kaymu Bangladesh Limited

The Buying Process

To purchase something, one must have an account in Kaymu. He/She simply needs to register by providing some basic information (name, address, birth date, phone number etc). With that account they can place orders on Kaymu. Once a buyer likes something, he/she places an order online by clicking on 'buy now'. After this, a text message/email is sent with a code to validate the purchase. If the buyer validates it, the seller can see it when they log in to their account and then the seller is responsible for calling up the buyer, confirming the order, answering to any necessary queries, and deliver the product. If the buyer is unable to validate the order, a customer service agent from Kaymu calls the buyer up and validates the order. And then the seller process starts as mentioned above. This process generally takes about 3-5 working days and the buyer usually gets it by then unless there are other issues. Often, pre-payment is necessary and then the delivery time becomes higher as the seller would not dispatch the product without the buyer paying first. Most sellers provide cash on delivery to buyers residing in Dhaka, meaning the buyers can pay after the product reaches their home. Some sellers provide cash on delivery facility outside Dhaka as well, but not most sellers. Therefore, most customers outside Dhaka need to prepay via bank account or mobile banking.

The Selling Process

To sell through Kaymu, one needs to have an account as well. Once an order is placed it is showed in the account where details of the buyer is given with the product details (the one that the buyer chose). The job of the seller is to contact the buyer, confirm the order, answer queries of the buyer (if any) and deliver the product. The seller pays Kaymu a percentage commission on the final sale amount. The commission payment is made twice a month. The advantages sellers get are the fact that the products stay with them so they are not stuck with stock that hasn't sold. Also, they get free marketing via Kaymu. To get started with Kaymu as a seller, one needs to sign a simple contract paper that enlists them as a Kaymu seller. Afterwards, they need to send their product listings along with product details and images so that it can be uploaded in their e-store. Sellers can upload from the front end as well by logging into their accounts (Hossain, 2015).

PART C – Job Responsibilities and Duties as an Intern

As an intern in Content department I need to do a lot of task regarding content side of Kaymu Bangladesh website. So, as an intern it is not an easy task rather it is a very difficult task for intern to manage and accomplish all the work at a certain time. The tasks that I need to do as part of content team is:

- Approve and upload various products of different sellers in Kaymu website
- Cross check product category
- Adding discount to the existing products of sellers
- Editing different photos in Adobe Photoshop using different tools

9.0 Product Approval and Upload
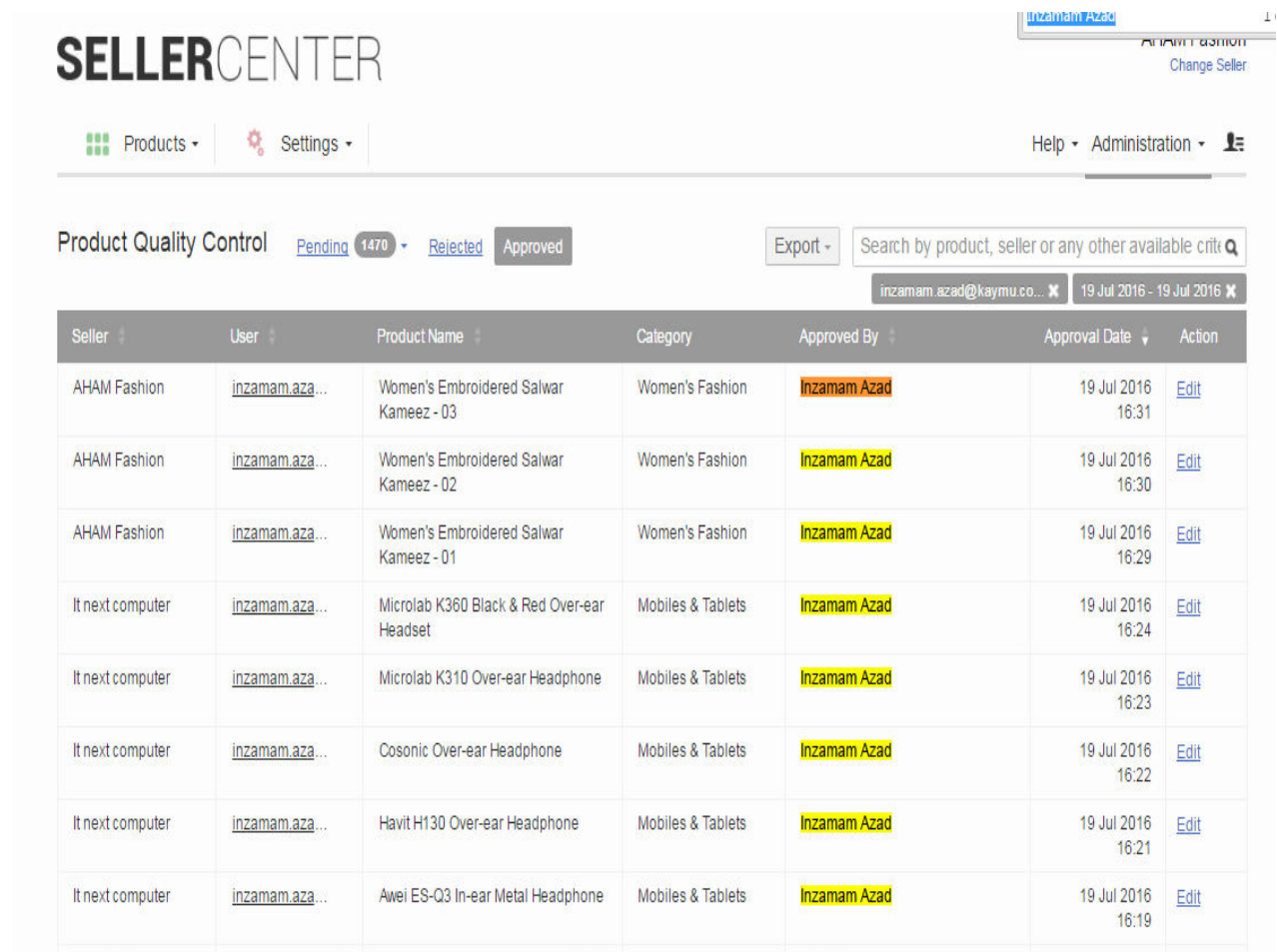
Kaymu content team has to approve and upload various products of sellers. As most of the sellers upload product on their own account so content team need to cross check the entire field before approving it. As an intern I need to check products title, image, description, category, price, shipping time, location etc all the field before approving it on Kaymu website. Sometimes I also had to upload products of sellers. All the task of approve, upload and discount was done by using https://sellercenter.kaymu.com.bd.

zone	Seller Name	Requested by	Seller Manager's Comment	Status	Assigned to
5/2/2016	Logic Bits Solution			Done	Nasif
5/2/2016	Adult Shop	Arman		All got rejected	Nasif
5/2/2016	New shop bd	Fahd	Please in form before rejecting	Done	Inzamam
5/2/2016	Bdeshishop	Fahd	Please in form before rejecting	No Pending Listi	Inzamam
5/2/2016	KaymarK Lifestyle	Sahel	Urgent approval	Done	Sadika
5/2/2016	top-gear-bangladesh	Arman		Done	Sadika
5/2/2016	AdorshoBD			Done	Nasif
5/2/2016	Alltech			Done	Nasif
5/2/2016	Apon Bajar			Done	Omar
5/4/2016	AR Tech and IT Zone			Done	Sadika
5/2/2016	arifbd26			Done	Inzamam
5/2/2016	Best offerbd			Done	Inzamam
5/2/2016	Bikolpo Bazar			Done	Inzamam
5/2/2016	boikuntha			Done	Inzamam
5/2/2016	Brands shopping BD			Done	Inzamam
5/2/2016	Budget Meter	MR. Pollob		Done	Inzamam
5/2/2016	Byatikrom			Done	Inzamam
5/2/2016	Citymela			Done	Nasif

Figure 15 : Approval Request List from Seller Manger

Daily Approval in Seller Center:

In content team daily target for approval is 200 products. Thus as a intern I also have to follow this guideline. However, I could approve on an average 180-190 products regularly on Kaymu website.

Figure 16 : Daily Approval list in Seller Center

9.1 Adding discount to the existing products of sellers

Sometimes sellers provide discount to the various products to increase their sells. But sellers do not have the authority to change the price. So, the sellers request for price change to the respective seller manger and seller manager request content team to adjust the price. Beside approve and upload I also had to add discount for 40-50 products daily.
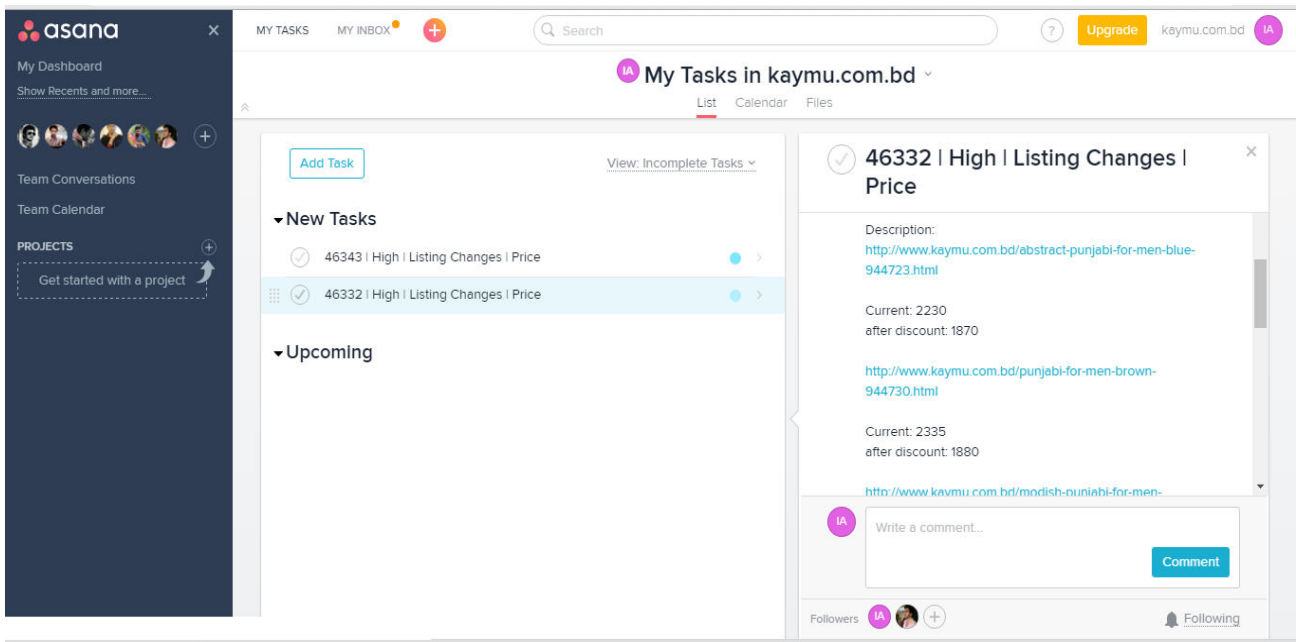
Adding discount in Seller Center
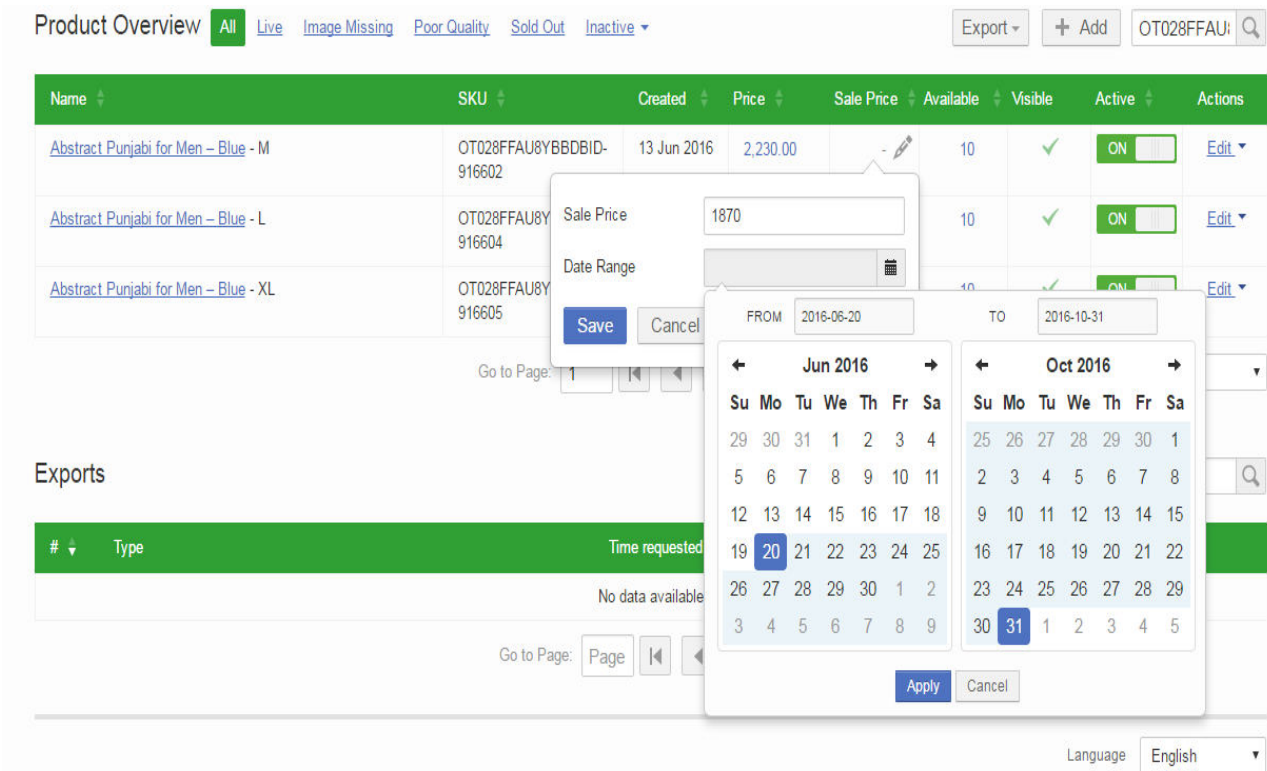

Figure 17 : Assigned Task in Asana

Figure 18 : Discount in Seller Center

After adding discount live in Kaymu website

Figure 19 : Adding discount live in Kaymu website

So, in this way using seller center I add the entire discount for the products of multiple sellers. Again, to find the specific product in seller center we go into individual seller account in Seller Center then search using product SKU (Stock Keeping Unit). Because each and every products has its own unique product SKU.

Moreover, as an intern I also edited different photos of product before approving it to Kaymu website. The editing requires making the background white and also to remove any watermark from image. In addition, sometimes I also search products photo in Google to replace poor resolution image. Again, most of the editing task is done by using Adobe Photoshop tool.

PART D – Findings and Analysis

10.0 Findings

Kaymu Bangladesh Limited needs to face a lot of competition in E-commerce sector of Bangladesh. Nowadays, Kaymu have to fight with a lot of rivals who are conducting online business in Bangladesh. Ajkerdeal, Ekhanei.com, othoba.com, pickaboo.com etc. are some of the key competitors of Kaymu Bangladesh. So, Kaymu always needs to provide best services to the customers as well as sellers. Again, Kaymu is additionally confronting difficulties in delivering the orders. Now and then when the orders are huge, then the buyers need to sit tight for the delivery of their items.

In addition, supply of the items of Kaymu rely on upon the dealers, So if stock for one item from the sellers is out then Kaymu itself can't restock the items without anyone else's input. Kaymu Business model does not support having product inventory so they do not have any warehouse to inventory the products of the sellers of their website.

The future corporate strategy for Kaymu.com.bd is to focus on rapid expanding, market development, creating and sourcing new sellers. That is why they have a vibrant sales team those are able to source sellers, unique product at cheap/ lowest price of customer convenience. Kaymu also seeks to create strategic partnership with the supporting functional area they are working on. However, Kaymu is not a vast organization thus each and every persons in different department need to accomplish numerous numbers of tasks. So it becomes a great pressure and work load for the employees to accomplish the entire task efficiently. Moreover, the productivity of the employees also decreases due to extreme work pressure.

11.0 Recommendation

- Kaymu.com.bd 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.

- They need to start an urgent product delivery service, as a large number of customers want it from Kaymu. They may ask for extra delivery charge for it. Sometime customer wants the delivery within 24 hours. They are also ready to pay extra charge for it due to urgency.

- They need to upload quality products from their sellers. Because sometimes product quality of the sellers of Kaymu are not satisfactory to customers. Most of the customer's complaint about Kaymu's product quality as well as products.

- Buying process from Kaymu should be made more flexible so that it is easy for customers to buy any products from Kaymu Bangladesh.

- As a large number of buyers don't want to get registered for placing order, it should be making easier for them. The steps of placing order should reduce. There should be an option to get registered easily.

- Enough and reliable information of the products should give along with the product picture as the customer doesn't get confused or face any problem while browsing website. As the customers can't see the product physically or can't talk with the seller before placing the order, enough information is required to know about a product.

- Product price should judge on local market before fix a rate, as there is no chance of bargaining here. If the rate is high people won't attract to buy from here. So price should be rational.

- As sometime customer complains that the product is not exactly look same like picture, so over editing of picture should avoid. That changes the real color of the product. Sometime in Picture product looks far more attractive than real product. So they should use real view of the product as much as they can.

- Customers don't want to pay in advance for outside Dhaka, so all the payments procedure for outside Dhaka should be on condition via courier service. That will attract more buyers.

- They can go for television commercial and print media advertisement to promote their brand to the customers. That will help them to spread their brand value more in market.

- Some products of Bangladeshi sellers are approved by content team of Pakistan who never check anything before approving it. Again, they sometimes approved some products which do not have proper image, description, product title and product category. Thus, the content of kaymu.com.bd sometimes gets contradictory with Kaymu rules and policy. So, content team of Pakistan should not give the authority to approve the products of Bangladeshi sellers.

12.0 Conclusion

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

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