

**An Internship Report On
Customer Satisfaction
Of
Daraz Bangladesh Ltd.**



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Of
Daraz Bangladesh Ltd.**



Inspiring Excellence

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Subject: Submission of internship Report on Customer Satisfaction of Daraz Bangladesh

Dear Madam,

With due respect I am delighted to notify you that I have successfully completed my 3 months' internship at Daraz Bangladesh, under the supervision of Mr. Barish Khandaker, Head of Content management and Head of Onsite. The subject of my internship report is Customer Satisfaction of Daraz Bangladesh as a requirement for the completion of Bus 400 course. I have done my internship at Daraz Bangladesh Ltd as a Content Intern for three months (April 17 – July 18). I have tried to achieve the goal of this course. I have tried to follow all the instructions given to me by my supervisor and I am really thankful to you Ma'am for your all kinds of support and helpful instructions during the survey and in the process of writing this report. During my internship, I get to know how the Content management department works, which is a core part of Daraz Bangladesh. Moreover, during my internship I tried to explore the whole organization and gather my experience of working with several departments as well. Therefore it helped me a lot to get to know that how other department operates.

During formulating this report, I have tried my level best to make it as informative as I can make and tried to cover the all concerning matters. Last but not least, I am highly appreciated your simultaneous direction and support from the core of my heart with admiration because without that it was not possible for me to finish and submit my internship report.

Thank you for giving me courage for working on this exciting topic. Kindly receive my report and oblige thereby.

Sincerely yours,

Shihab Ahmed

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Acknowledgement

Firstly, I want to thank Almighty Allah for everything. With the help of the Almighty Allah, my parents', teachers and colleagues I have successfully completed this report after finishing my internship period.

Secondly, I would like to express my enormous gratefulness towards my advisor, Ms. Rahma Akhter, Lecturer of BRAC Business School, BRAC University, for her continuous support and observation.

Moreover, I need to thank Mr. Barish Khandakar, Head of Onsite & Content Department, Daraz Bangladesh under whose supervision I have completed my internship. On the other hand I want to convey my special thanks to Mr. Rashed Mohaimin, Assistant Manager, Content Management under whom I have directly work and Mr. Faisal Ahmed Adnan, Senior Executive, Content Management of Daraz Bangladesh for their generous support and most significantly for aiding the opportunity to learn everything and forgiving my all mistakes most importantly during the internship period. Also I want to say my greetings to Mr. Sadakat Maleq, Senior Executive, HR department of Daraz Bangladesh and Ms. Charlotte Stofberg, Head of HR, Daraz Group because of their immense support while collecting all the information. Finally, I would like to thank my other colleagues of Daraz Bangladesh Ltd for their guidance and support during the entire tenure of internship. Last but not the least; I am thankful to BRAC University for which I am standing here on the cliff of receiving my bachelor degree successfully.

I have tried to complete this report with full commitment. Any kind of observations or recommendations concerning this will be greatly appreciated.

Executive Summary

Daraz Bangladesh is the pioneer of E-commerce industry in Bangladesh who has brought a new era in the shopping trend. It has opened so many opportunities for business along with new trend for the customers. As I did my internship under Content Management Department as Content Executive at Daraz Bangladesh therefore throughout this report I have tried to bring the some facts regarding the content management system, how it works and also tried to find the customer satisfaction of Daraz Bangladesh. Firstly, I have given the description of the origin of the report. Later on, I have given the Introduction of my report. Next, I put the overview of Daraz Bangladesh Ltd. After that I have added the job description that I did in entire 3 month time. I have given then brief details of my job description where I mentioned how content department of Daraz Bangladesh runs, which software they use while working and different methods of working. , I have described the analysis on Daraz Bangladesh. There I tried to put STP analysis, macro and micro environment analysis, feasibility analysis, major players in the market, competitive analysis, website analysis and benefits of Daraz Bangladesh. However, I have tried to describe my research on Daraz Bangladesh and findings, interpretation of my research and recommendation on Daraz Bangladesh. In addition, in recommendations part I tried to mention the suggestions of the consumers which I found from my survey. Finally, I put the conclusion part of my report. Throughout the report I tried to find out what types of service customers are expecting from Daraz Bangladesh, their current service condition, market analysis, where they should perform better and so on. It's now extremely essential to anticipate and forecast the needs and demands of the consumer and fulfill them accordingly to increase the market growth and market share as well.

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Chapter 1: Origin of the Report

1.1 Origin of the report:

In the very beginning of my internship my honorable faculty Ms. Rahma Akhter assigned me some task on this report project. I did my internship under content management department and therefore I have focused on ins and outs of content management of Daraz Bangladesh. On the other hand I have chosen a topic to conduct a survey which is the satisfaction of the customers of daraz Bangladesh. I have mainly incorporated the overview of the company, information about the parent company, slogan, tag line, mission, vision, objective, company organ gram, several departments of Daraz Bangladesh. However I have included several analyses on Daraz Bangladesh including segmentation, targeting and positioning of Daraz, micro and macro environment analysis, feasibility analysis, financial feasibility analysis, major players in the market, competitive analysis, and benefits of working at Daraz Bangladesh.

1.2 Objective of the report:

Mostly, in a report, there are two kinds of objectives and they are general objectives & another one is specific objectives. General objective indicates the details for which I started the task and specific objectives defines the determinations those I want to accomplish through the report.

To illustrate the content management system of Daraz Bangladesh is the general objective of the report. As content management is the core part of any online organization therefore it has great importance to get to know about this in detail.

My general objectives are:

1. Get to know about the overall information of Daraz Bangladesh.
2. Finding general regular activities of the Content management team.
3. The importance of vendor management in content team.
4. Relation among content department and Vendor managers.
5. Get to know about the creation of content and maintaining process.
6. How to fix the mistakes of the content (fixing content error).

1.3 Specific Objectives:

There is a specific objective of this report and that is getting to know about the consumers' satisfaction level of Daraz Bangladesh through a research project. The specific objectives are -

1. The research result will be able to determine the actual relationship between Daraz and the consumers. If the results are mostly positive then there is huge chance that the probability of repeat purchases by the customer will be high.
2. Determine most important satisfying factors those influenced the consumers to stay with Daraz Bangladesh.
3. Getting know about the consumers' attitude or behavior towards Daraz Bangladesh
4. Enhance the performance of Daraz Bangladesh for better outcome from consumers' end.
5. Practice the attitudes to retain the existing consumers' to build a long lasting relationship.

1.4 Methodology of the Report:

For the verification of the report and getting the desired information, I had create a questionnaire and the methodology process I followed is –

Set up the Population:

To get the population, we have to find out about the target and available population and at first; On the other hand, my friends, neighbors, relatives and others are the accessible population within the target population to whom I can easily reach.

Sample Frame:

In this case, sample frame indicates all the people who buy products from Daraz Bangladesh.

Sample Size:

According to my suitable time, I have chosen the sample on a random basis and depending on the sample frame I chose 100 common people who usually shop from Daraz Bangladesh. I took help from them through an online survey questionnaire for conducting the survey.

Types of Sampling:

To accomplish the project, it was easier for me to select Probabilistic Sampling because there was a huge chance of respondents to help for conducting the survey. As a result, it was very easy to finish the survey spending less time and it was free of cost as well.

Sampling Method:

Purposive Sampling Method is more suitable than other methods because what I supposed to ascertain that purpose is known to all respondents and have proper understanding about Daraz Bangladesh as they already purchased products from Daraz Bangladesh.

Survey Methods:

Both the primary and secondary sources are used for the purpose of collecting data form every respondent.

Primary Sources:

1. Questionnaire
2. Personal Interview: Conducted through face to face conversations with respondents at outside and accessible zone.
3. Observations at work place.

Secondary Sources:

1. Website of Daraz- Bangladesh & other websites.
2. Articles, research paper and journals on E-commerce and Daraz Bangladesh.
3. Reference and Text books of related topics.

Data Accumulating Procedure:

Structured Questionnaire is used to collect the data as there are pre-determined open ended and close ended questions and for the ease of completion the report, both the formal and semi-formal discussion are conducted. After collecting all the data, I followed the subsequent steps-

1. Setting up a number on the questionnaire for tracking
2. Placing all the collected information in a MS Excel sheet and find the percentage of all those according to its number
3. Plotting the relevant graphs to find the relationship of the variable (factors)

1.5 Scope of the Report:

Content management has a great importance and this is an essential part of all e-commerce based companies. Hence, content department is related to other departments as well. Content management is related to vendor management department, sourcing and operation department, visual and graphics department as so on. Therefore is pretty much easier to collect all the required data from people. This report gives an overview of how the Content management runs and all the procedures with steps to run content management of an online company. However, as it has huge effects on other departments too therefore I have mentioned their interrelation as well. Therefore, this report is helpful to give data and learning on the web based business operations like Daraz Bangladesh.

1.6 Limitations of the Report:

I have tried my level best to make this report with extreme probable determination and commitment but there are still some limitations of this report. They are:

1. Time constraint was the major limitation. Due to the time constrains couldn't able to do deeper research. However, it was not enough to go more in detail and to learn and develop knowledge about all the activities and operations of the department
2. I was not able direct more inside and out and meticulous investigation and incorporate that in my report.
3. Due to working under the substance administration group, it was troublesome for me to appropriately do my work and discover enough time to take in more about the various departments of Daraz Bangladesh.
4. Couldn't give all the data of the organizations as there were obstructions of organization strategy
5. Dissecting just 50 individuals just doesn't turn out with genuine situation of the market. In any case, because of absence of time and opportunity it wasn't conceivable to work with greater example measure
6. The entire proposal was from book arranged and the experience I have working in the organization. There may be more approaches to improve benefit situated web based shopping or web based business.
7. Besides the overview was led to that segment of individuals who have accessibility of cutting edge and rapid web yet I couldn't reach to the next individuals who don't have this offices. So their inclinations may be vastly different and that may turn this answer to another point.

Chapter 2: Introduction

A very few years back in our country we never thought to buy anything without touching or watching physically. It was beyond imagination that we are ordering something just based on some picture and information, that thing is brought by someone else to our home and then we are receiving that product and paying. There was nothing called “online shop” or “online market”. It was just impossible that we will buy anything ordering online. But at modern time the circumstances has been changed drastically. This happened because of the development of technology along with the new idea, e-Commerce. E-commerce was introduced 50 years ago and keeps on developing with new technologies, innovations, and a great many organizations entering the online market every year. The comfort, assurance, and client experience of web based business has enhanced exponentially since its origin in the 1970's. In Bangladesh online business was presented couple of years back and it got to be distinctly main stream close to 2013. Such a variety of online business organizations began their excursion. The greater part of them began as online shop. There were both local and foreign organizations. Presently there is great environment of web based business in Bangladesh and even Bangladesh government is likewise underlining on this division considering its customer realization of E-trade development. The aggregate number of web clients in Bangladesh is more than 2 crore which are 12.5% of total population. So here is immense potential market of internet business development. A large portion of the man need to buy clothes, footwear, electronic gadgets on the web, while several dress, jewellery products , watches', fashionable products and etc are the most coveted online item classification by females. Web based shopping tendency rate is high because of administration quality issue. Online shopping is the procedure of conducting buying and selling activities of goods and services from several sellers by the modern technological devices such as internet, mobile, credit and debit cards etc. Basically, this is a form of electronic commerce that allows consumers directly purchase goods or services from a vendor through the Internet using a web browser. This E-commerce is also known by several names like e-shop, e-web-store, Internet shop, e-store, web-shop, online store, virtual store, web-store, online marketplace, web based shopping, online storefront and etc. Bringing down web cost is driving the web based business development. Online shopping has become an emerging alternative means of brick-and-mortar models for distributing products and services and its behavior has been one of the focused research issues in both information system and marketing disciplines with the rapidly growing e-business (Javadiet al., 2012; Lee & Chen, 2010).

In this report, I have attempted to think of the business strategy of Daraz Bangladesh alongside how they attempt to draw in its clients utilizing a few online media. However is I did my internship nder content department therefore I tried to focus on the ins and outs of the content management department of Daraz Bangladesh. I have additionally done an online review to think about what client’s desire, impression and satisfaction of Daraz Bangladesh.

Chapter 3: Company Overview

3.1: Overview of Daraz Bangladesh

Daraz Bangladesh is part of Rocket Internet, a global and leading incubator of startups specialized in e-commerce. In 2013 Daraz Bangladesh has started operations in Bangladesh. It is rapidly growing and strengthening number one position in all the markets. Daraz Bangladesh has a young, dynamic and entrepreneurial team. Daraz Bangladesh is excited to bring innovative internet concepts to the fast developing Bangladeshi market. Now Daraz is expanding its activities in Bangladesh.

However, Bangladesh is a developing country with tremendous prospects. It is an exceptional place to put resources into. In any case, the world is advancing; Bangladesh is likewise accepting circumstances for what they are. Nowadays' correspondence has ended up extremely quick because of the huge change of web, for that business is getting more productive through it. All the current business division is being profited by it. Furthermore, in view of the boundless change and extension that the web offers another segment has developed, "online business". Web based business or electronic trade is not another idea; it has been around for over 10 years. In the past it was just the starting of E-commerce and now it has been spread out throughout the world. It says that if you are not in internet then you are nowhere. Be that as it may, now it has been developed and with the assistance of globalization and far reaching web get to it has gone into our nation too. Daraz Bangladesh is one of those organizations; Daraz is a web based shopping place where individuals can shop the electronics items, man-women and kids fashion, home and living products, several appliances, computer products, beauty and health, sports and fitness and many more in Bangladesh and have them dispatched straightforwardly to their home or office whenever the timing is ideal. Daraz offers free returns and different installment choices including money down. With moderate costs and incredible items, Daraz gives its client a chance to appreciate an astonishing shopping knowledge with their request sent straightforwardly to their doorstep. They are continually extending their item range to incorporate the most recent devices, form styles and new classes.

Bangladesh has a monstrous people which pull in a lot of sponsors to offer their things. Be that as it may, in light of nonattendance of advancement, Bangladeshi people still need various most recent offices the cutting edge world offers. A huge segment of the Bangladeshi individuals doesn't have the foggiest thought regarding the use of web which is transforming into a test for the online advertisers. Bangladesh Government is endeavoring to give web all through the country, which will engage the advancement of internet business industry of Bangladesh. From the earliest starting point, internet business zone is blasting each day and bit by bit it is spreading its wings.

Daraz was propelled in late September 2013 and it's transforming into the primary internet strip mall for Bangladesh. Here, in Bangladesh, individuals just thought about Amazon's plan of action where clients meet merchants and exchange stock. Daraz displayed the Amazon's plan of action in Bangladesh. Daraz is one of the many attempts of Rocket Internet GmbH in Bangladesh. They endeavor to take after the convincing web wanders from other innovative organizations and reproduce their methodology in creating markets. Daraz Bangladesh Limited is completely giving B2C sort on offering which no other E-Commerce hypnotize does in Bangladesh. It started a new era in e-commerce industry in Bangladesh.

Daraz Online Shopping is a market place where buyers and sellers meet. Daraz provides larger selection of products to its customers. From Fashion to General Merchandising everything is available on Daraz Website. Customers can visit their website www.daraz.com.bd and choose their preferable products without any hassle and products will be delivered within a few days. Daraz has sorted out their products under 2 main categories Fashion & GM (General Merchandising). Customers can find desirable products under the following categories:

1. Men's Fashion
2. Women's Fashion
3. Mobiles & Tablets
4. TV, Audio & Gaming
5. Appliances
6. Computing
7. Beauty & Health
8. Home & Living
9. Sports & Fitness

Daraz constantly keep modifying their categories and product lines to meet customer demands.

Daraz offers cash on delivery system to the customers. Moreover, customers can use their cards to pay while riders will be delivering products. Riders will have card swiping machine with them if customers want to pay by card. For some issue Daraz doesn't offer purchasing online. For thisreason Daraz is missing some orders. Daraz also offers 7 days return policy. Under some conditions customers can return product and get back money.

3.2: ABOUT ROCKET INTERNET:

With the conviction of "We build companies" Rocket Internet GMBH is world's one of the fasted developing startup venture hatchery. This Company was established by three siblings known as Samwer Brothers. The organization's Head quarter is arranged in Berlin, Germany. They contract individuals around the world who have the possibilities as like as a business person. They have wanders in more than 50 nations. Rocket for the most part target creating nations who has

developing markets like Bangladesh, Cambodia. Some of their endeavors in view of classification are-

- Food & Grocery – Hellofood, Foodpanda, Delivery Hero
- Fashion – Lamoda, Zalora, Jabong, Namshi
- General Merchandising- Lazada, Jumia, Daraz
- Others – Fabfurnish, Home24, ZipJet

Rocket Internet began their excursion in 1999 and as of now they have 120+ market driving organizations in 50+ nations. In late 2014, Samwer Brothers esteemed Rocket Internet as a multi-billion dollar organization. The organization's fairly estimated worth billion euros was roughly 8 in April 2015.

Rocket Internet has some fruitful speculation story in various ventures like Group on, eBay, Facebook, LinkedIn, Zynga and so forth. Organization has some center financial specialist like some Russian speculator, Swedish venture firm and J.P Morgan, these financial specialist put around 4.5 billion dollar in the Year 2012 to 2013 Rocket has partitions its business in view of area like APICIG (Asia Pacific Internet Group), AIG (Africa Internet Group), Middle East Internet Group. Africa is Rocket's most grounded business zone. Jumia and Kaymu is the most famous plan of action there. In that district Rocket is known as the greatest online stage. Daraz is one of the endeavors of APICIG. Daraz keep running over in three nations separated from Bangladesh Pakistan and Myanmar. Daraz has set up in Pakistan and turn out to be most well known online form commercial center. Presently they want to open this brand in Nepal and Srilanka. Our neighbor nation India has a few set up wander like Jabong, Fabfurnish, Foodpanda. Rocket has a multinational social in 120 nations with more than 25000 representatives. Bangladesh is one of the quickest developing business sector of rocket in most recent 2 years rocket propelled 7 venture including Daraz Bngladesh.



Figure 1 - Logo of Rocket Internet

Rocket Internet has more ventures in Bangladesh and they are –

- Kaymu – Online Shop
- Food Panda – Online Food Store
- Carmudi – Online Car Store
- Lamudi – Online Real State
- Jovago – Online Hotel Booking
- Everjobs - Online Job Site



Figure 2 - Worldwide Ventures of Rocket Internet

3.3: Mission, Vision, Objective of Daraz Bangladesh

There are a few mission statements of Daraz Bangladesh. I have been talked to Ms. Charlotte Stofberg, Head of HR of Daraz Group regarding the mission, vision and objective of Daraz Bangladesh

3.3.1: Mission of Daraz Bangladesh

According to Ms. Charlotte Stofberg the missions are-

- To provide an enjoyable shopping experience for Consumers and to grow together with our Sellers
- It will continue building a vast loyal customer base by having the broadest selection of products, unbeatable prices, 100% reliable fulfillment and relentless focus on customer experience.
- For its' Sellers, it will continue to provide a differentiated value-added services to support scalability, growth and integrated business solutions.
- Daraz Bangladesh will achieve the mission by focusing on their core values and hiring, coaching and retaining the best people in the industry through a strong company culture.
- Daraz Bangladesh is 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.

3.3.2: Vision of Daraz Bangladesh

“To be the most reliable marketplace and offering the best services to our customers: Consumers and sellers”

3.3.3: Objective of Daraz Bangladesh

The objectives of Daraz Bangladesh are to reach everywhere in Bangladesh to grab the most market share, provide every necessary product to its consumers and include most significant brands and sellers in Bangladesh.

3.3.4: Slogan

“We build companies”

3.4: Daraz Group Organogram

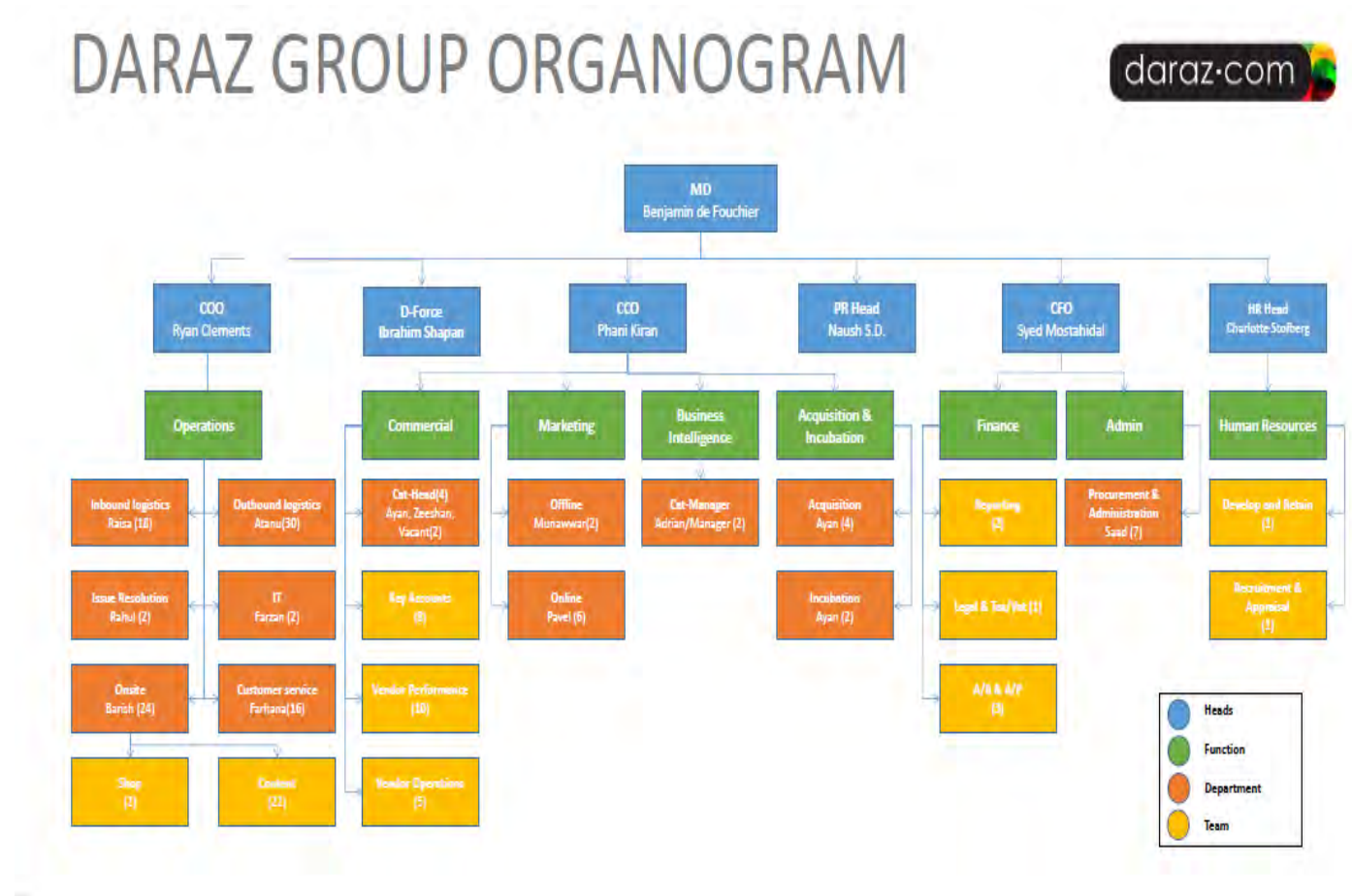


Figure 3 - Daraz Group Organogram

In the month of July 2016 Daraz and Kaymu have merged to strengthen their position in the growing Bangladeshi market. To capture more market shares this 2 companies are working together. Now they are called Daraz Group. This merger also has happened in Pakistan and Myanmar.

Bjarke Mikkelsen, Co-CEO of Daraz Group, said, “Daraz and Kaymu have both built successful operations in their respective markets. The merger is now the next step to offer our sellers the best possible solutions to grow their online business, and to start capitalizing on the synergies between the platforms.”

*Source: <http://www.thedailystar.net/business/daraz-kaymu-merge-greater-market-access-1246825>

3.5: Major department of Daraz Bangladesh

Depending on the size every organization needs some kind of hierarchical structure to run the operation properly. Without out having the proper organizational structure it becomes extremely tough for the organization to implement operational strategies and achieve the target. Daraz is a multinational organization and to run its operation easily they have some committed division with the correct sort of individuals. The real bureaus of Daraz Bangladesh are given beneath –

- IT
- Finance
- Marketing
- Operations
- Administration
- Public Relation
- Graphic & Design
- Customer Service
- Issue & Resolution
- Category Management
- Sales & Account Management
- Onsite & Content Management
- Human Resources & Communication
- Business Development (GM & Fashion)

Organization

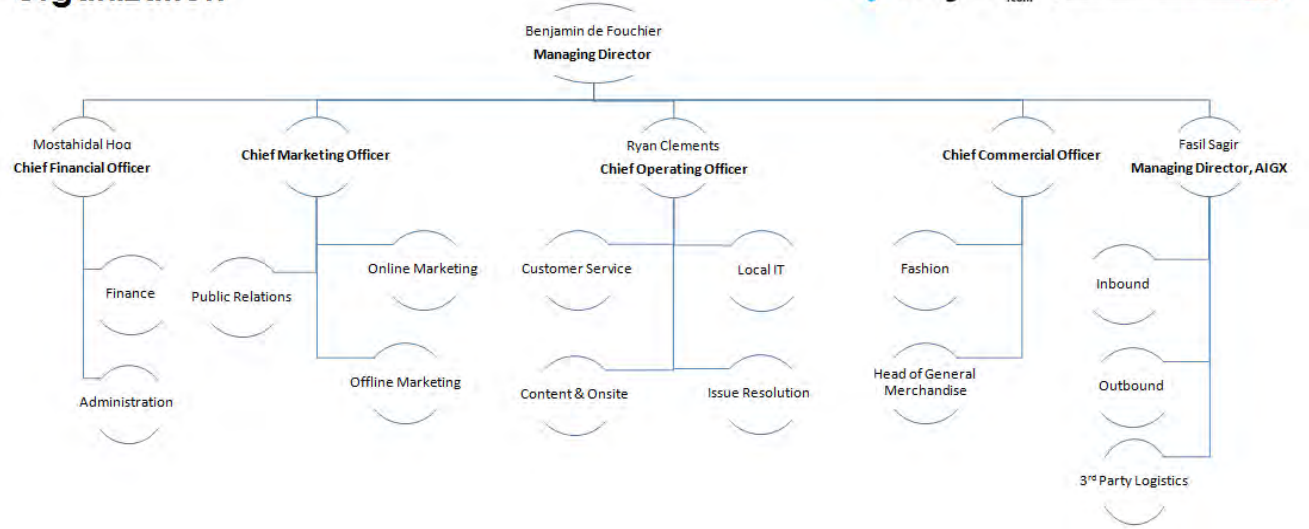


Figure 4 - Major Departments of Daraz Bangladesh

Chapter 4: Job Description

As I was under content management department therefore my primary focus was regarding the work responsibilities of this department. As I said earlier it is the core department and therefore the task I had to do was very much important and had to maintain with great care. The Job Description of my internship consisted of the following details:

4.1: Tenure of Employment:

I was in employment of as an Intern at Daraz Bangladesh for the duration of three months in total.

Working Hours:

Sunday to Thursday: 9.30 am – 6.30 pm

Lunch Hours: 1.30 pm – 2.30 pm

4.2: Remuneration:

During my employment period I was getting paid a monthly gross remuneration of BDT 4,000 per month.

4.3: Work Station:

During the internship period, the main work station was at the head quarter of Daraz Bangladesh which is at Green Grandeur, 8th Floor, 58/e, Kamal Attaturk Avenue, Banani, Dhaka-1213. Hence, Kaymu Bangladesh went through a merger process with Daraz Bangladesh officially. Previously the office of Kaymu Bangladesh was in Gulshan 1, Dhaka. After the merger there were a huge change among the departments and they were switched as per the requirement and to make things easier. Many departments of Kaymu Bangladesh were shifted to the head quarter of Daraz Bangladesh and vice versa. As a part of the whole process the content department of Daraz Bangladesh was switched to the head office of Kaymu Bangladesh during the month of July 2016 which is located at House 20/C Road 26, Gulshan-1 Dhaka, Bangladesh, Rd No 16, Dhaka.

4.4: Responsibilities:

The following are the responsibilities of the job are –

1. Generate ideas and information related to the content and subject assigned.
2. Develop thoughts got from on the web.
3. Sort out workable thoughts by a procedure of disposal and keep dispensed with thoughts put away for future reference.
4. Write new substance in view of content and conceptualizing by taking after guidelines accommodated every sort of report.
5. Develop content that will connect more people.

6. Proofread substance for mistakes or increases and guarantee that substance is composed per directions.
7. Make sure that content is edited correctly to boost on-screen readability
8. Think up titles for every bit of substance holding suitability under wraps.
9. Copy, alter and edit content made by other substance essayists to give point by point input.
10. Ensure that substance contains adequate watchwords for site design improvement.
11. Manage client produced content via web-based networking media destinations.
12. Manage the organization's online networking nearness.
13. Rewrite, reword or compose content sans preparation relying upon particular guidelines gave in the work arrange.

4.5: Specific Responsibility of the Job:

As I was working as the content executive therefore my specific task was to uploading various contents to the website that the content management team received from the sellers. Initially my supervisor was getting contents from the vendor managers in XL file through the mail and then he was assigning that task to me. After getting the contents from my supervisor I needed to transfer inside a set timeframe which differed from a day to a week relying upon the measure of substance or the nature of it or the need of it

4.6: The Specific Procedure:

Firstly, the primary way of creating and uploading contents is using the “seller centre”. Seller centre is the software which is used by Daraz Bangladesh to upload the contents. When I was getting the content file from my supervisor then I had to use the seller center to upload those. The task of using seller centre for uploading the contents is basically a back end task of the website for creating, uploading and enlisting the product.

Depending on the quantity of products I had to upload the products on seller centre. There are 2 different ways of uploading the product in seller centre. They are -

1. Manual way
2. Import Product using “CSV” file

On the off chance that the item is tech related which had a lot of specific elements and isn't regular with different items, then doing the task manually is the best approach. This is additionally energized if the number of product assigned to me was not a big number. This technique is best appropriate for transferring items like smart phone, laptop, desktop, gadgets and other electronics products specially.

In any case, if the quantity of item is too high and the determination is particularly normal with others or these items have a place in a similar class, then utilizing csv record is better. This technique is utilized essentially for books and games pullover or form related items.

In the below I'm describing both of the method with appropriate description and pictures. This will be very easier to understand the process.

Manual Way:

Seller Centre Landing Page

Initially, I have to login to seller center. Then select the seller name where I have to upload the product. After that I have to click the “Create New Product”.

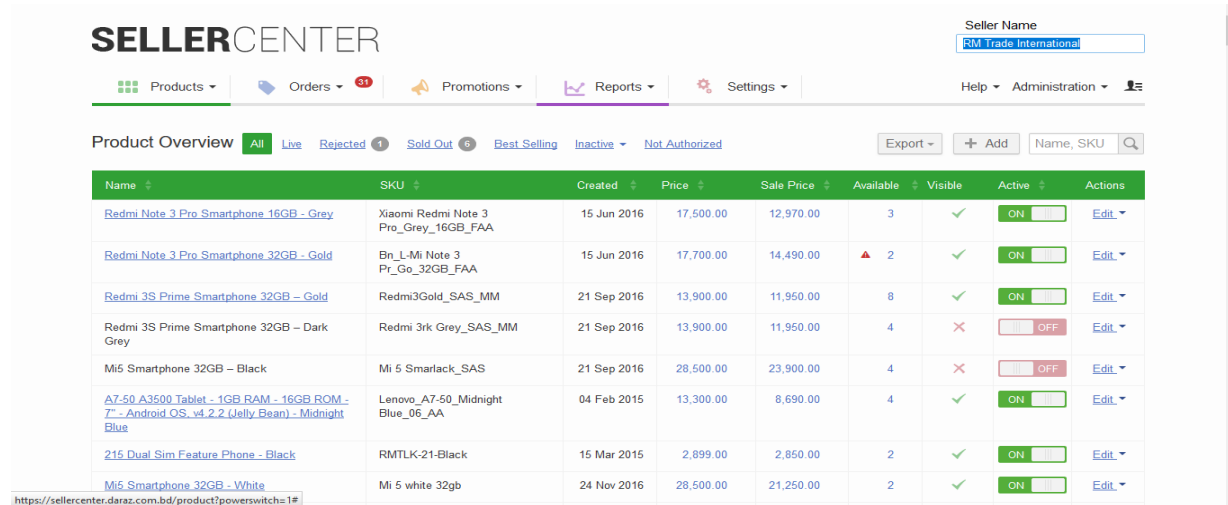


Figure 5 - Select Seller Name

Add New Product

After that there is an option which indicated whether you want to create a new product or not. As I was supposed to upload a new product therefore I had to click on the link of create new product. Then the page redirects to a new page.

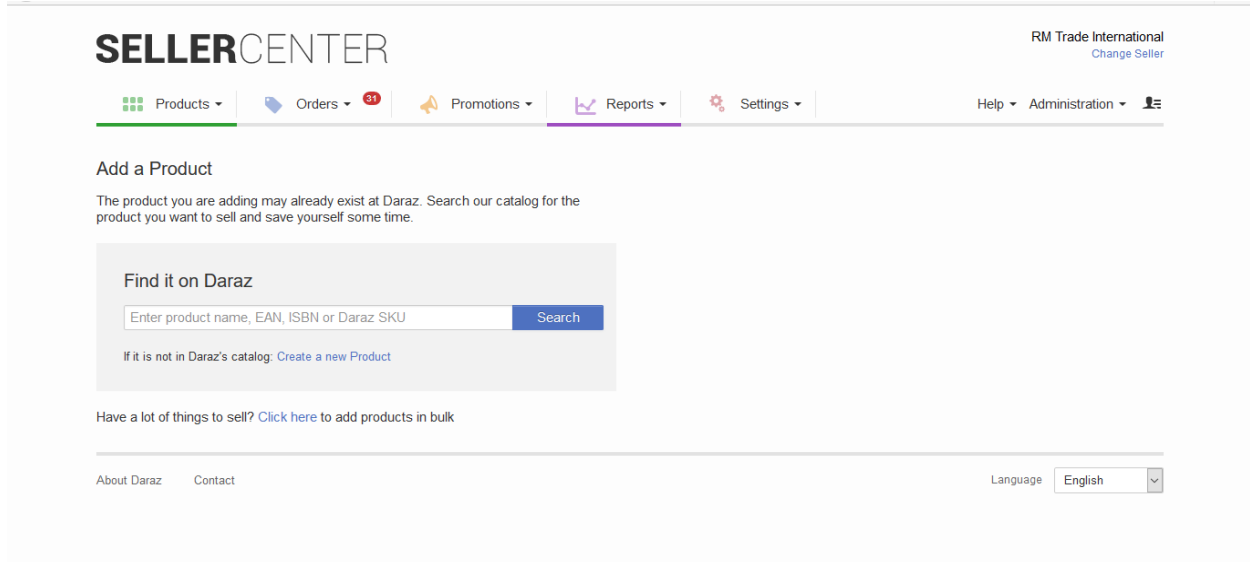


Figure 6 - Create new Product

Select Proper Product Category

For each product there is some specific category which indicates that type of product. For example, for all type of headphones, ear phones, speakers and that type of phone accessories the category path is Category > Phones and Tablets > Peripherals and Accessories > Headphones and Speakers. Subsequently I had to pick the appropriate category of the product which I was supposed to upload.

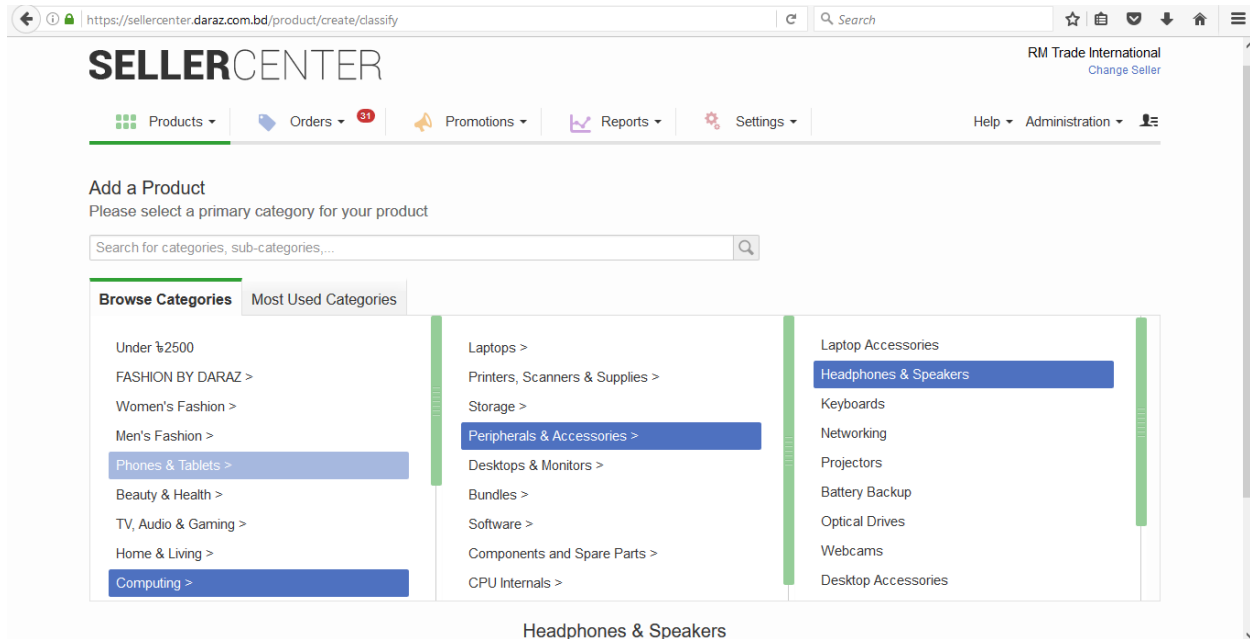


Figure 7 - Select Proper Product Category

Product Information Field

The next step was giving the primary information about the product. This is called “Product Information” page. In this page I would have to put the basic information about the product like the name of the product, brand name, product type, supplier type and keywords. First step was to put the name in English and Bengali. Then I had to add the brand of the product and product type as well. The supplier type is always by default “Marketplace” as Daraz Bangladesh is the online marketplace itself. After that in the keywords section I would write all most probable and appropriate type of keywords which consumer might use during searching this product.

The screenshot shows the 'SELLERCENTER' interface. At the top right, it says 'RM Trade International Change Seller'. The navigation bar includes 'Products', 'Orders', 'Promotions', 'Reports', and 'Settings'. Below the navigation, it says 'Add a Product to category Computing > Peripherals & Accessories > Headphones & Speakers'. The 'Product Information' tab is selected. A note states '* Indicates required field'. The form fields are: 'Name *' with value 'A11550-Q – HT500 Headset BT4.0 Large – White'; 'Name (Bengali) *' with value 'A11550-Q – HT500 Headset BT4.0 Large – White'; 'Shipment Matrix Template' with a text area; 'Brand *' with value 'Astrum'; 'Product type' with value 'Headset'; 'Supplier type' with value 'Marketplace'; and 'Keywords' with value 'A11550-Q – HT500 Headset BT4.0 Large – White, A11550, HT500 Headset BT4.0 Large, bluetooth headset'. Shipping information is also visible: 'Inside Dhaka: 2 to 4 working days; Outside Dhaka: 5 to 8 working days' and an example: 'Example: Inside Dhaka: 2 to 4 working days; Outside Dhaka: 5 to 8 working days'.

Figure 8 - Product Information Page

More Product Details Field

After that in “More Product Details” I would have to fill the variation, description, product specification, shipment and tax class. The description field has five sub-fields.

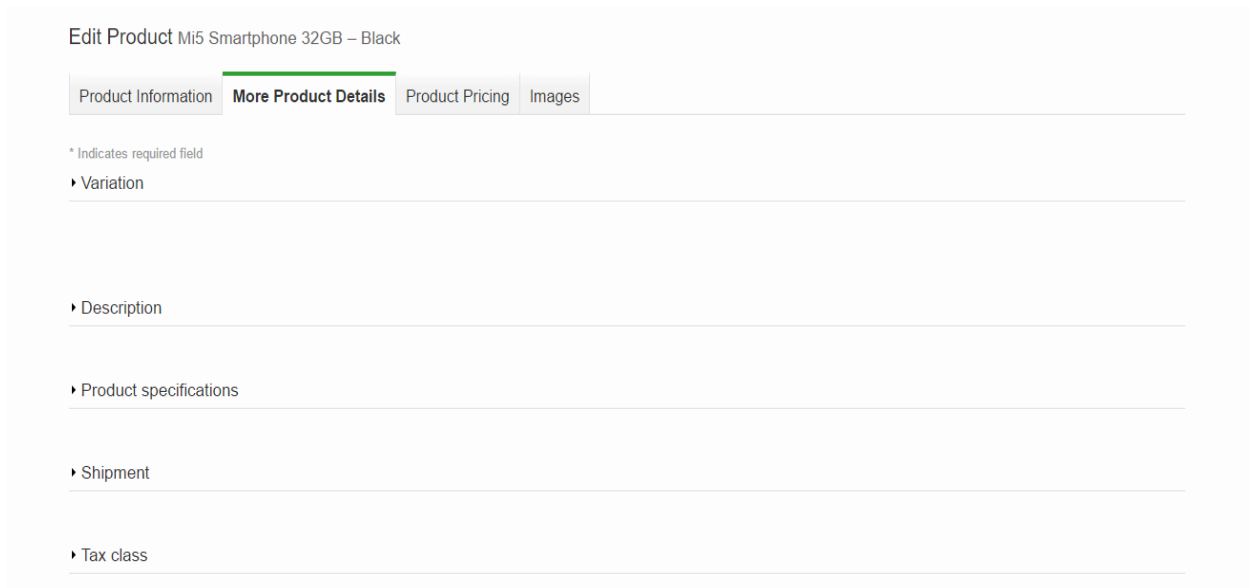


Figure 9 - More Product Details Field

Warranty Field:

In warranty field I had to put the warranty of the product if there were any warranty available for that specific product.

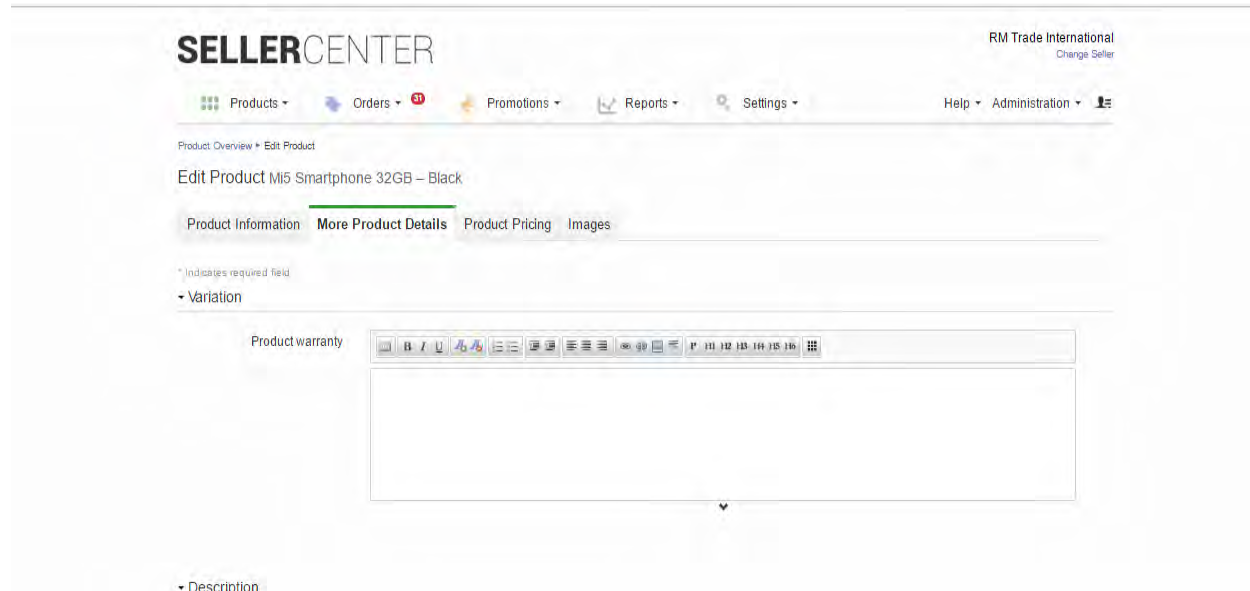


Figure 10 - Warranty Page

Description Field:

Description page is consists of 6 different boxes and they are highlights in English and Bengali, description in English and Bengali, “what’s in the box” and YouTube link. In highlights field we put some major specifications about the product which is shown in the landing page. On the

other hand, in description field we put in detail description about the product with appropriate images to make things completely clear about the product with proper information. In what's in the box we actually use to mention the names of the additional things that will go with the product. i.e if someone is buying a DSLR camera from us then there might be some additional accessories like a tripod, a monopod, a lens, a camera bag and etc. Then we'll put these names on that box. However, we use the box of "YouTube ID" to put the YouTube link for some specific items like mobile and etc.



Figure 11 - More Details of Product Description Field

Product Specification Field:

Products Specifications field has many sub-fields. Here we have to put the all specific information in every field. For example if the product is a smart phone then we have to provide the following information Model name, Print Speed, Color, Main material, Processor, RAM (GB), CPU Speed (GHz), Hard Disk (GB), Display size, Display Type, Display Resolution, Graphic card, Megapixels, Camera(s), Optical Zoom, Connectivity, Weight and many other in detail and specific information concerning the product.

Product specifications	
Model	M5
Print Speed	
Colour *	Black
Main material	
Processor	Quad Core
	Processor
RAM (GB)	3 GB
	Random Access Memory
CPU Speed (GHz)	1.8
	CPU Speed (GHz)
Hard Disk (GB)	
	Hard Disk (GB)
Display_size (inches)	5.1
	Display Size (inches)
Display type	IPS LCD Display
	Display Type
Display Resolution	1080 x 1920
Graphic card	
Megapixels	16
Camera(s)	16MP Rear and 4MP Front Camera
Optical Zoom	
Connectivity	Wi-Fi 802.11 a/b/g/n/ac, dual-band, WiFi Direct, hotspot, Bluetooth v4.1, GPS with A-GPS, Infrared.
Ports	USB Type-C port
	Ports
Operating system	Android OS

Figure 12 - In Details Product Specifications

➤ **Shipment Field**

The shipment field is where we provide the minimum and maximum delivery time that is currently 3 to 10 days for both inside and outside Dhaka. But these can be changed depending on the company policy. Tax Class for all the products of Daraz is “Default”

Figure 13 - Shipment and Tax Fields

➤ **Product Variation, Pricing, SKU, Quantity Field**

In “Product Pricing” the first field is variation field. This field is usually used for the fashion products like dress for man and women, shoes and etc. This usually used to indicate the several sizes of products. Also we provide the price of the product in the price field. If the there is any sale going on, we put the discounted price with the time period of the discount. Along with we have to put the quantity in this field. However, there is another field which is called “seller SKU” which indicates the “Stock Keeping Unit”. This SKU is a unique code for each and every single product.

Variation	Seller SKU*	EAN / UPC / ISBN	Quantity	Price*	Sale Price	Sale Start Date	Sale End Date
...	MI 5 Smartack_SAS		8	28,800.00	23,900.00	2016-10-02	2016-12-31

Figure 14 - Product Pricing

Image Field:

In the “Images” we provide image of the product. Image size should be within 680X850 to 2000X2000 pixel resolution. But in Daraz Bangladesh images are always upload in 680X850 pixel to save space in the website. During uploading the image the main concern is to maintain the size, image ration, right color and all angle of the product.

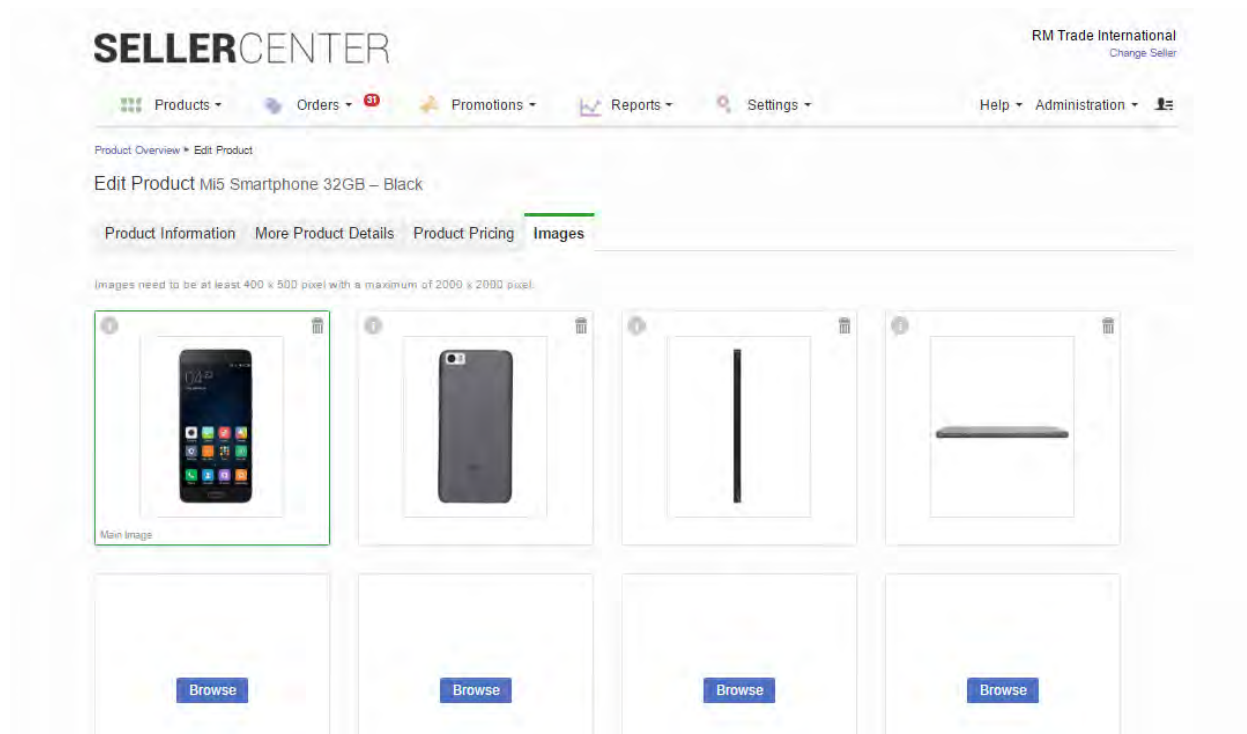


Figure 15 - Image Upload Panel

Import Product using “CSV” file:

Another way of uploading the product is importing the product. We use “CSV” for this importing method. Also we use this while uploading the bulk items. There are two systems while using this importing product. First one is “creating new product.” Which products are already available and we just need to change some key features like color, price and changing the seller then we uses this way. Second one is “update products”. We use update product to update the stock number or to change any specific information. We had to export the existing product and then change the specific information that requires being change and then we do import again. This is how we follow this export- import method by using CSV files. This is moderately less demanding and less tedious. For this we put all the data in a CSV record. Be that as it may, rather than utilizing Microsoft Excel, Daraz Bangladesh content group utilizes Libre Office since it is

better good with the document organize. In the wake of putting every one of the information in the CSV record, we essentially go to "Import Product" page and import the CSV document from the PC to the site.



Figure 16 - CSV File Logo

However when information has a strict forbidden structure then we utilize this CSV arrange. Then again, to exchange vast database between projects, to import and fare information to office applications, Qedoc modules, to store, oversee and change shopping basket inventory we additionally utilize CSV.

There are a few points of interest of utilizing CSV record organize. They are firstly CSV is comprehensible and simple to alter physically and easy to actualize and parse too. Be that as it may, CSV is prepared by every single existing application. CSV document likewise gives a direct data blueprint while working which is to a great degree profited. This record arrangement is quicker to handle and littler in size. Thusly it requires less investment to uload any CSV document. CSV is thought to be standard organization and the CSV document is always stay reduced. To wrap things up CSV document is anything but difficult to create which makes errand exceptionally less demanding and devours less time.



Figure 17 – LibreOffice

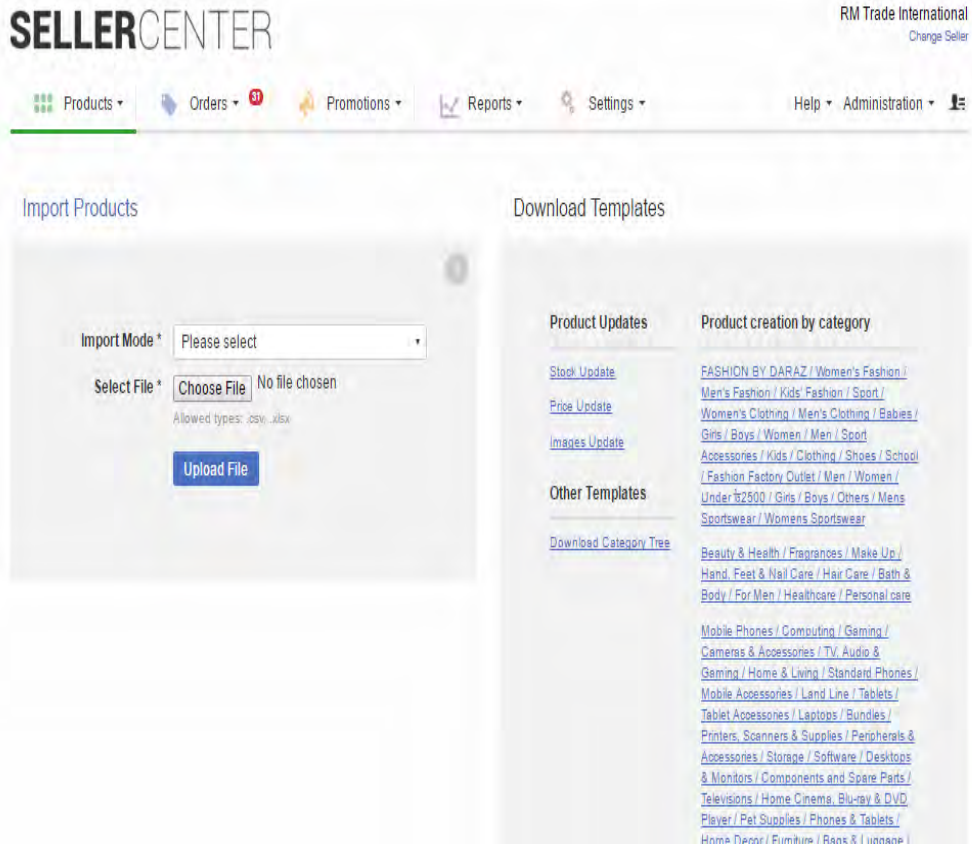


Figure 18 - Import Product through CSV panel

Chapter 5: Analysis

5.1: Segmentation, Targeting and Positioning of Daraz Bangladesh

The segmentation, targeting and positioning (STP) process is a significant conception in the study and function of marketing. The letters STP stands for segmentation, targeting, and positioning. The STP process demonstrates the relations among an in general market and how a company chooses to compete in that market.

Segmentation is the way toward partitioning a whole market up into various client sections. Focusing on or target promoting then involves choosing which potential client fragments the organization will concentrate on.

Targeting market is a gathering of clients a business has chosen to point its showcasing endeavors and at last its stock towards. A very much characterized target market is the primary component of a showcasing technique.

Positioning characterizes where your item (thing or administration) remains in connection to others offering comparative items and administrations in the commercial center and in addition the psyche of the buyer. An advertising technique that plans to make a brand to possess an unmistakable position, with respect to contending brands, in the brain of the client is additionally called situating. Organizations apply this technique either by underscoring the recognizing elements of their image (what it is, the thing that it does and how, and so forth.) or they may attempt to make a reasonable picture (cheap or premium, utilitarian or sumptuous, section level or top of the line, and so forth.) through publicizing. Once a brand is situated, it is extremely hard to reposition it without decimating its validity.

5.1.1: Market Segmentation of Daraz Bangladesh

Geographic Segmentation:

Daraz Bangladesh initially segmented their market with nation, the whole country as a segment. In 2013 when Daraz Bangladesh started its operation then it focused on the entire market and they are trying to grab the major part of the market. However, it segmented its market city wise later on to make the operation easier. They focused on mainly Dhaka, Chittagong, Comilla, Rajshahi and other divisional and major city as well.

Demographic Segmentation:

In Demographic Segmentation, their variable is age, generation, income, family life cycle. In terms of age they are mainly focusing on the young generation people to sell the electronic gadgets. Also as this young generation people are conscious of fashion and gadgets therefore they are in focus now. However, in Daraz website we can see that they have all kind of product

for all type of people. From baby products they also have products for old people. This clearly indicates that Daraz Bangladesh does not want to keep them restricted into one generation rather than they have chosen to reach all the segments. In terms of family and income they prefer to choose all type of people. As it sells all kind of products from moderate budget to very high budget therefore it can be said that it want to reach to all the family from higher middle class till high class people. Specifically, it wants to reach to them who can at least afford internet connection and have access to the online portal.

Psychographic variable:

Psychographic variable of this company are social class, lifestyle, personality. It wants to reach to the people of moderate social class from upper higher class as well. Psychographic variable also refers to 'personality and emotions' based on behavior, linked to purchase choices, including attitudes, lifestyle, hobbies, risk aversion, personality and leadership traits which are highly followed by Daraz Bangladesh. As Daraz is an online marketplace therefore is always highly emphasizes on its demographics explain 'who' your buyer is, psychographics inform you 'why' your consumer buys. However, it put a special emphasizes on online user like face book, YouTube, mail users as its precious buyer of the products.

Behavioral variable:

Behavioral variable is occasion, benefits, user status, usage rates, loyalty status, readiness stage and attitude towards product. Daraz Bangladesh use shopping behavior, product use, benefits sought, and heavy, medium light users. It doesn't just target heavy users because that might cause over look potential segments.

5.1.2: Targeting of Daraz Bangladesh

Daraz use differentiated marketing, which is also known as segmented marketing. They targeted Dhaka first. Gradually they will increase their customer in whole country. In demographic segmentation, they targeted young generation, and middle to higher income group. They also considered lifestyle and personality. Their target is those people who are fashion conscious. They sometime use Behavioral variable like occasion. They had launched special offers in such occasion like Valentine's Day, Pahela Baishakh, Bengali New Year, Independence Day and etc. While targeting it also focus on some questions. Also they divide this into 2 parts. From consumers part and another is from their own. While targeting the things they keep in mind as company are -

1. Understand the problems that Daraz Bangladesh can solve
2. Paint a picture of the entire customer
3. Who will gain from the value that Daraz Bangladesh offer to its consumer
4. Think about your market again and again

5. Look internally at the company's ability to perform task
6. What else is available in the market to cover

On the other hand, they also focus on some issue for its consumers. They are –

1. Are your objective clients male or female?
2. How old would they say they are?
3. Where do they live? Is topography a constraining element for any reason?
4. What do they accomplish as a profession?
5. What amount of cash do they make? This is most huge in case you're offering moderately costly or extravagance things. A great many people can manage the cost of a carob bar. You can't state the same of custom wall paintings.
6. What different parts of their lives matter? In case you're propelling a rooftop tiling administration, your objective clients most likely possess their homes.

5.1.3: Positioning of Daraz Bangladesh

Positioning Statement of Daraz Bangladesh: The positioning statements of Daraz Bangladesh are best price in Bangladesh, convenient Shopping, best Service in Bangladesh, 100% authenticity, genuine and branded product.

Daraz offers to its customer 'the same for less'. They have the same product as a physical shop, any retailer center or competitor website, yet they offer comparatively lower price. It is a big deal to most of their consumers. The price is different from other online shops. They have some unique brand partnership with many Brands/ company, so they are able to give big discounts up to 73%. They have a good image because they are international ventures and they have enough experience. However, Daraz Bangladesh is a young 3 year old venture but growing rapidly only for its positioning strategy. Also it does not have such strong loyal customer, since gauging a Customer Lifetime Value also requires enough amount of time to properly assess the potential and benefits form a customer. Discount voucher on damaged goods, Debit/Credit Cards facilitates, sending product to the any corner of the country, information structure, maintaining transparency has put them in a position where it leads the E-commerce industry throughout the country.

5.2: Micro- environment and Macro-environment Analysis

Macro environment is the condition that exists in the economy in general, as opposed to in a specific area or district. When all is said in done, the large scale environment incorporates slants in total national output (GDP), swelling, business, spending, and money related and financial arrangement.

Microenvironment (business), nearby factors that influence a company's capability to serve its consumers, such as the corporation itself, suppliers, marketing mediators, consumer markets and the community. Micro environment factors are factors close to commerce that have a straight impact on its business operations and accomplishment.

A marketing department works in a business domain that is affected by components outer to the association and thusly outside its ability to control. These variables are either "macro environmental" or "micro environmental" strengths. Macro environmental components are enveloping; they incorporate such ideas as socioeconomics, financial matters, social and social variables, political and legitimate elements, innovation and the regular habitat; micro environmental powers are those that are particular and individual, for example, clients, makers, showcasing mediators, open elements and the organization itself.

5.2.1: Micro-environment Analysis

Microenvironment:

Customers

As all businesses need customers, they should be around customers. Alike Daraz Bangladesh has the marketing plan aim to attract and retain customers through products that meets their "wants and needs" and excellent customer service. A customer may be an individual or household, an organization that purchases a product for use in the production of other products but Daraz Bangladesh always taken care of both the parties equally . This customer factor of a marketing microenvironment can be further divided into business and institutional customers and state, city and municipal governments' customers.

Employees

Employing staff with relevant skills and experience is essential and Daraz Bangladesh always put emphasize on that. This process begins at recruitment stage and continues throughout an employee's employment via ongoing training and promotion opportunities. As training and development play a critical role in achieving a competitive edge; especially in service sector marketing therefore Daraz follow the whole process carefully.

Suppliers

Suppliers provide businesses with the materials they need to carry out their business activities. A supplier's behavior will directly impact the business it supplies. For example if a supplier provides a poor service this could increase timescales or product quality. Daraz all time try to take good supplier and seller as well that won't hamper its reputation. Close supplier relationships are an effective way to remain competitive and secure quality products. Regarding the suppliers, the organization can think of availing the required material or labour according to its manufacturing program. It can adopt such a purchase policy which gives bargaining power to the organization.

Shareholders

As organizations require investment to grow, they may decide to raise money by floating on the stock market i.e. move from private to public ownership. Daraz is a private ownership company and its very much concern about its owners. Shareholder pressure to increase profits will affect organizational strategy. Daraz carefully manage the relationships with shareholders as rapid short term increases in profit could detrimentally affect the long term success of the business.

Media

Positive media attention can “make” an organisation (or its products) and negative media attention can “break” an organization. Daraz Bangladesh manage the media so that the media help promote the positive things about Daraz and reduce the impact of a negative event on their reputation. Daraz also try to employ public relations (PR) consultants to help them manage a particular event or incident.

Competitors

The name of the game in marketing is differentiation. The offer and benefits that Daraz puts are better than those offered by competitors? This thing always Daraz keeps to its mind. Does the business have a unique selling point (USP)? Daraz knows that competitor analysis and monitoring is crucial and it needs to maintain or improve its position within the market competitors.

Producers

Daraz Bangladesh relies on other producers and vendors for supplies and other production factors, such as labor, utilities and equipment required to produce and deliver a product to a customer. As a result, events affecting a producer or vendor also have the potential to impact customer satisfaction, whether those events impact the availability of materials, supply chain

costs or product quality. A marketing department formulates its marketing strategy in light of these risk factors.

Marketing Intermediaries

Daraz Bangladesh typically rely on banks, venture capitalists and other sources to finance operations; wholesalers and retailers, warehouses and transportation companies to distribute goods; and advertising, market research firms and public-relations firms to market their products. The marketing strategy is defined in part on the degree to which each intermediary can potentially increase or decrease customer satisfaction.

Publics and Market

"Publics" are groups that may have a significant impact on marketing activities formulated to contribute to customers' satisfaction with a product and an organization. Daraz knows that satisfied customers are a public that contribute to a marketing program through positive word of mouth. Consumer advocates and watchdog groups are examples of publics that may hinder marketing activities through negative word-of-mouth. However, Daraz Bangladesh has a duty to satisfy the people at large along with competitors and the consumers.

Company/Organization

All departments within Daraz Bangladesh have the potential to positively or negatively impact customer satisfaction. As a result, the marketing department of Daraz works closely with the finance, purchasing, research and development, and manufacturing departments, among others, to identify ways that each department can contribute to the provision of exceptional customer value, which leads to superior customer satisfaction of Daraz Bangladesh.

5.2.2: Macro-environment Analysis

Economic Forces

The economic forces have significant impact on the success of any organization. These forces on factors affect the conditions of procurement (buying) and sales market. This is more serious in the case of emerging enterprises, or new entrants. Economic factors have major impact on how business operates and how it takes decisions. Economic factors affect the purchasing power of potential customers and the firm's cost of capital. Such examples of economic factors are economic situation of country, economy trends, economic growth, interest rate, exchange rate of money, inflation rate, unemployment policy of government, stages of business cycle and Import/

export ratio. A market boom, recession, or growing inflation problem can all change the way an organization plans for the future and operates in the present.

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

Technological Forces

Technological forces or factors could be said to be the most pervasive in the environment. Technology refers to the application of knowledge base which science provides. It is a well-established fact that information and communication technology has revolutionized business operations. Consequently, organizations that apply knowledge that is rapidly changing and complex are highly vulnerable. Bangladesh is not that much technologically advanced therefore Daraz Bangladesh need to do some research and development activity like automation, Technology incentiveRate of technological change, innovative products and services, energy use and cost, government spending, global communication, technology access, licensing, patents and etc to be first in the race.

Socio-cultural Forces

Socio-cultural forces have to do with the attitudes and values of the society, and these to a great extent, shape behavior. Changes in socio-cultural factors also impact the business enterprise in its internal relations with employees within the context of changes in attitude to work changes in political awareness, and cultural norms, among others. Social factors are varying from country to country; it depends upon following region, thinking of people etc. Social factors includes lifestyle of people, demographics, fashion, trends, religious factors, population growth rate , consumer attitudes and opinions, law changes affecting social factors, company image, buying patterns of customer and etc .Daraz Bangladesh must be concern of their socio-cultural factors and should be taken care of these.

Environmental Factor:

Environmental factors itself suggest that it is related with nature. This is also important factors which influence firm's business. No one can predict that what will happen in future because future is unpredictable. This environmental factor affects specially industry such as tourism, farming, and insurance. Environmental factors involve change in weather, change in climate, flood, earthquake, drought and etc. Changes in this how will affect the business Daraz Bangladesh should be aware of that and taken care the precautions for the above mentioned situations.

Legal and Political Factors:

This legal factor includes discrimination law, consumer law, antitrust law, employment law, and health & safety law. These factors company must have to follow otherwise it has to be fine. It

also influence how firm operates, its costs and demand of its products. Legislation on fiscal and monetary policies, for example, might encourage favorable tax reliefs and financial assistance for small-scale industry. Daraz is an internet based company and they depend on people ordering through internet. But due to the recent terrorist attack recently. Government is planning to put some restriction over internet, which in terms might hamper Daraz Bangladesh.

Global Analysis:

The analysis of the global environment of a company is called global environmental analysis. This analysis is part of a company's analysis-system, which also comprises various other analyses, like the industry analysis, the market analysis and the analyses of companies, clients and competitors. Rocket internet is a global company and operating in many countries successfully and Daraz Bangladesh is the venture of Rocket Internet. Therefore it can be said that the position is quiet good of Daraz Bangladesh in terms of global analysis.

5.3: Feasibility Analysis

While studying the feasibility analysis, I have given a diagram of Bangladesh online business industry, the real players of the web based business industry in Bangladesh, the part of Facebook, Twitter, Instagram and other web-based social networking sites. The online merchants and purchasers and the difficulties will likewise be measured.

5.4: Overview of E-commerce Industry in Bangladesh

Web entrance has expanded in Bangladesh. Individuals are getting more use to it. Presently in Bangladesh we have more than 3 center web clients. As of now we have around 2000 web based business entryway and 30000 facebook shops. Consistently the market is developing. Right now online business advertises get 20000 net requests for every day. Aside from those customary FMCG and designs houses considering this web based business as another channel. So we can state it's a decent open door for Daraz Bangladesh to catch the market. The web upheaval has as of now started in Bangladesh, and the Bangladeshi individuals are likewise utilizing the web with more power step by step. The most famous type of utilizing web is Facebook. Bangladeshi individuals have turning out to be so addictive to this online networking webpage. Individuals are turning out to be such a great amount of dependent on this site at this moment along these lines it appears that in each and every moment One Bangladeshi is opening a facebook account. As individuals are utilizing social destinations uncommonly facebook thusly they require web association and in light of these the Small and Medium estimated endeavors began offering their items through sites. At that point diverse sites, classifieds came to improve the utilization of internet business. The online business industry of Bangladesh is expanding exponentially. Countless business sites have risen in most recent couple of years.

5.5: Major Players of E-commerce of Bangladesh

Daraz is an online commercial center where dealers offer their items to purchasers through Daraz site. Daraz can be contrasted with physical commercial center, just distinction is, in a physical commercial center, you need to visit diverse shops situated at various floors for various items and in Daraz site, you can visit distinctive e-stores for various items with a tick of the mouse. Daraz has a few contenders who are likewise making a decent attempt to get the chance to get settled in this developing business sector. According to Ryan Clements, Head of Operation of Daraz Bangladesh Ajker Deal, Bagdoom and Pikaboo are the direct competitor of Daraz Bangladesh. On the other hand Ekhanei, Rokomari, ClickBD, Akhoni, Bikroy, and a portion of the other prevalent internet business sites who are likewise getting to be distinctly prominent are the indirect competitor of Daraz Bangladesh. Some of the major competitors of Daraz Bangladesh are-

- **Bagdoom.com**: Bagdoom is one of the most prominent online based companies in Bangladesh. They are immediate contender to Daraz Bangladesh. They nearly get a similar number of requests per day in terms of order. Recently they are running marketing campaign and sourcing different types of products to bid Daraz Bangladesh.
- **Pickaboo.com**: Pickaboo is a foreign online classified who are working in Bangladesh since mid-2015. Pickaboo site can be utilized through web and versatile applications. Pickaboo permits its clients to post audits on their items which are expanding their credibility too. Pickaboo This stage is for the most part concentrating on hardware brands of Bangladesh. As another comer they as of now snatch client's consideration.
- **Ekhanei.com**: Ekhanei.com is a free classified online advertisement website. Ekhanei is another initiative by Grameenphone Limited which is giving a portable based internet purchasing and offering stage. They are likewise creating income through ad gushing.
- **Bikroy.com**: Bikroy.com is another online store which is likewise giving a stage to the Bangladeshi individuals to purchase and offer items for a good deal. Their customers gets chance to put their offerings for fee which gives them a huge customers data base regularly.
- **ClickBD**: ClickBD is the main online business site of Bangladesh which began its adventure in 2005. ClickBD is generally utilized as a second hand item offering site. ClickBD now has more than 25 online stores alongside its arranged to give its clients an extensive variety of item decision.
- **AjkerDeal**: AjkerDeal is a standout amongst the most eminent online shops in Bangladesh. AjkerDeal highlights a day by day bargain at a top notch cost on the best stuff keeping in mind the end goal to settle on the best shopping choices. This is an arrangement and rebate site where purchaser can discover all the appealing markdown offers, extraordinary arrangement of the nation in one place. This is the biggest nearby online stage they are really e-narrows show. This site fundamentally begins their trip to deals distinctive sorts of arrangements. Presently they use to have around 1000 net requests for every day.

5.6: Comparison with the Competitors

In the event that we contrast Daraz and other internet business webpage and stages we can state different sites are taking after the greater part of the Rocket Internet. Like Hungary Naki was the principal advertise player of its sort however when Food Panda entered the market they begin blasting. Same thing goes for the general promoting and design. Daraz has better setup for substance, promoting and circulation. They have the worldwide ability and money related reinforcement from the parent organization. The most grounded some portion of Daraz Bangladesh they have their own particular armada which cover the more than half of their dispersion request. On the off chance that you attempt to think about amongst Daraz and the other web based business site, as a matter of first importance, you will discover that, the greater part of the prominent web based business sites are really characterized, though Daraz is an online commercial center. Firstly Daraz guarantees its clients to give best items in a least expensive cost. It never trade off with nature of the item. Daraz just offers marked and totally new items. Then again the vast majority of the other online shop does not guarantee anything like they just offers marked items and in addition second hand items are likewise accessible on those sites. These one of a kind elements give Daraz the upper hand over other online shops in Bangladesh and make the distinction from others. Additionally, in various sites, venders can't check their requests from their record yet Daraz has given them the one stop arrangement. From one record, Daraz merchants can track every one of their deals and requests on a solitary stage. Daraz tries to fulfill its clients through the most novel product offerings. Individuals regularly visit Daraz on the grounds that they have the most broadened product offerings.

5.7: Financial Feasibility Analysis

Daraz Bangladesh Limited is a startup company which is being funded by the parent company Rocket Internet. Daraz Bangladesh Limited identified the breakeven period of four and a half years. As they set their business model based on Amazon, it encourages small and big sellers to sell through a common online market based platform. Daraz is generating revenue through the sales of products from its websites. Sellers sign a contract paper by agreeing on commission based sales. Those commissions from each and every sale from Daraz website are earning money for the company. Since its inception Daraz is ever growing. The way Daraz is increasing its seller number and order number; I feel it would be a matter of time for this company to reach its break even.

5.8: Benefits of Daraz Bangladesh Limited as E-commerce

The benefits of Daraz Bangladesh are many as E-commerce business products and service provider. The entire E-commerce service provider is providing almost similar kind of benefits but there is some difference among them. Some of them are in the below:

- 365 days of operations: Round the clock operation is a costly recommendation in the physical world while it is normal in the snap and overcome world.
- Global achievement: The net being innately worldwide, achieving worldwide clients is moderately simple on the net contrasted with the universe of blocks.
- Cost of gaining serving and holding clients: It is moderately less expensive to obtain new clients over the net. On account of 365 days of operation and its objective reach. Through inventive instruments of push innovation to hold clients, reliability with insignificant ventures Daraz Bangladesh is attempting to inspire its representatives too.
- A stretched out big business is anything but difficult to work: In this day and age each venture is a part of the associated economy; in that capacity one needs to expand your undertaking the distance to providers and business accomplices like merchants, retailers and eventually end clients. Web gives a viable (regularly less costly) approach to broaden the endeavor past the tight bounds of the claim association. Devices like endeavor asset arranging (EAA), supply chain management (SCM) and customer relationship administration (CRM), can without much of a stretch be sent over the net allowing stunning productivity in time expected to market, client devotion, on time conveyance and in the long run gainfulness.
- Dis-intermediation of the middleman: Using the net one can specifically approach the clients and providers, chopping down the quantity of levels and all the while, chopping down the expenses.
- Improved client administration to customers: It brings about higher fulfillment and more deals.

5.9: Analysis on Market Growth of Daraz Bangladesh

The web has opened up another skyline for trade, to be specific internet business, which has been quickly developing in the created world as a noteworthy appearance of globalization for the most recent decades. The quick extension of web based business is currently turning into a noteworthy open door for worldwide and neighborhood exchange improvement in minimum created nations like Bangladesh, where web offices and the innovative framework in couple of years have turned out to be generally accessible.

The Bangladeshi government has, as a part of the desire to end up distinctly a center wage nation by 2021, perceived the significance of online arrangements. The dedication is to stretch out scope of broadband system to 30 percent by 2015 and 40 percent by 2021. This is an essential

affirmation keeping in mind the end goal to accomplish financial advance and additionally augment the vast potential outcomes of global exchange.

The administrative vision of turning Bangladesh advanced has initiated organizations alongside shoppers to go up against computerized challenges and the enthusiasm for ICT-innovation is developing at a groundbreaking pace. The monetary and statistic prospect of Bangladesh is the assurance of a solid establishment for a generally new ICT-segment and web based business industry. In view of monetary solidness, political development and openness, Goldman Sachs has understood the potential by naming Bangladesh as one of the "Following Eleven" – a gathering of nations that have the essentials and potential to end up distinctly major financial players in the twenty-first century. 65% of the aggregate populace of 160 million in Bangladesh is less than 35 years old. This does not just make the nation one of the biggest (eighth in light of populace) additionally one of the most youthful on the planet. Consistently, a normal GDP development around seven percent and expanding urbanization is adding to a bigger white collar class with higher expendable salaries – the perfect target assembles for e-business exercises.

5.10: Product and service offering Daraz Bangladesh

When it comes to Daraz's products and services they are a little bit different from Kaymu. Daraz bring premium brands selling their finest products to the customer's fingertips. From trendy Cargos to formal wears Fautas to stunning party wears, we cater to the needs of everyone: kid or adult, man or woman. Discover an Ideal Online Fashion Store for the brand Conscious. Daraz feature famous brands like Yellow, Noir, Ecstasy and Texmart among many others that tend to attract the fashionista within the customers. If people are looking for readymade Punjabi or Sherwani, Shirts, T-shirts, Shoes, kurti, crop top, semi off-shoulder dress, etc. then people can skim through their neatly sorted on-line fashion store collection and buy the one that fits the event, ready to be delivered at the most reasonable prices. Daraz feature small to large home appliances including Toasters, Juicers, Cookers, Microwaves, Split air conditioners, washing machines, Freezers etc. from the brands you trust the most like Panasonic, Philips, Miyako, Shimizu, etc. Plus, from tablets to smart phones and PCs to laptops, there's just nothing that eludes Daraz's online electronic store offerings. So if we look at it again we can easily see that Kaymu is focused on all types of products and all different prices and different qualities of products whereas Daraz is more focused in brands, they try to connect with more brands and attract customers who are more comfortable wearing or using brand cloths or other products.

5.11: Website Analyze of Daraz Bangladesh

When we visit <https://www.daraz.com.bd/> we see the landing page of Daraz. On the off chance that you see painstakingly you will see that the site landing page is entirely slick and it has enough white space so we know where we are really looking and what we are really need to purchase. There are numerous sites where the measure of white space extremely constrained and there are excessively numerous photos in one page thus we don't generally recognize what we are taking a gander at, they stir up all the notice with the items which is really enormous negative side for the site. In https://www.daraz.com.bd, we see they have kept up the white space pretty pleasantly. On the left top of the site they have postings of classifications of items that they have on the site and on the correct they have the offering choice. On the off chance that we scroll descending we see that distinctive items are recorded and pictures are additionally exhibited in a manner that the site looks clean in spite of the fact that it conveys a great deal of pictures.

The main negative thing about the landing page Daraz is that page length is immense simply like kaymu. As per Google to be a decent site the parchment ought not be more than a few moments of looking over yet in the event that we take a gander at the site of Daraz we see that the parchment bar goes path down. Another negative thing about Daraz is their "About us page, which is precisely the same as Kaymu." As per Google a site "About us" page ought to be some place where individuals can see it at whatever time, regardless of on which page they are or in which classification of items they are in. In <https://www.daraz.com.bd> the about us page is recorded exceptionally beneath which is a negative side for the site in light of the fact that to locate the "About us" page I, myself needed to scan for a drawn out stretch of time since it was truly startling and far-fetched that a site would have their about us page route underneath. As per Google a decent site ought to likewise have an alternate page for "get in touch with us" since individuals require distinctive strategies to contact the client mind and dissimilar to Kaymu, Daraz really has an alternate page for the "Get in touch with us" page. In the "Get in touch with us" page they have given a versatile number and their email address so individuals can speak with them as they wish, which is superior to what Kaymu did. They likewise gave the Operating time and hour when they can get a call or not which is something else that Kaymu has neglected to appear in their site. So it is obvious that we do have some negative focuses in the landing page of Kaymu however altogether the landing page is not all that awful after all since it is clear to the clients and straightforward and work.

Chapter 6: Findings, Interpretation and Recommendations:

6.1: Findings and Interpretation

After analyzing the survey statistics and secondary data I have tried to narrate them with my research objectives. Furthermore I tried to find out customers expectation and perception about Daraz Bangladesh.

On the survey I have picked random 100 people through online. They put their opinions on the survey questioners. They have measured the service quality of Daraz Bangladesh through several questions and measurement scales, ratings and points. The findings and Interpretations are given below:

➤ Age Group

On the survey I have found that most of the consumers who purchase and visit Daraz website are in the range of 20 to 25 years old. This age group also demonstrates the maximum number of internet users. They have several choice of online shopping. But generally their main concern is product quality, price, delivery duration and etc.

2. Age (100 responses)

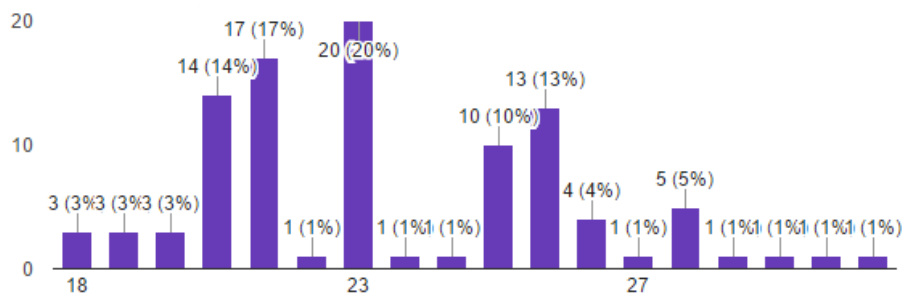


Figure 19 - Survey Result - Age Group

As this group of people is the heavy user for Daraz Bangladesh therefore they should be specially taken care of to increase the sell and grab the market share more.

➤ Gender

My next findings was about the gender of Daraz website visitors. I wanted to know the proportion of the user of male and female. Here I get to know that almost 65% male and only 35% female participated the survey. From this data it can be said that more male visit Daraz website than female or more male are interested in Daraz Bangladesh.

3. Gender (100 responses)

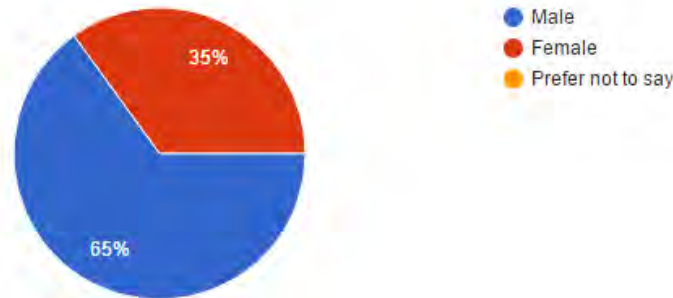


Figure 20 - Survey Result – Gender

➤ Profession

Getting known about the profession of the website visitor has a great importance. From that idea I wanted to know about the profession of the visitors. Here from the survey I get to know that almost 70% visitors and consumers are students. However a very less consumers are service holder are 29%. There are some consumers who are both students and service holder. They usually do part time jobs. However, Only 3% consumers and business man and 3% are others. This data clearly gives an idea that Daraz Bangladesh should emphasize on the students specially.

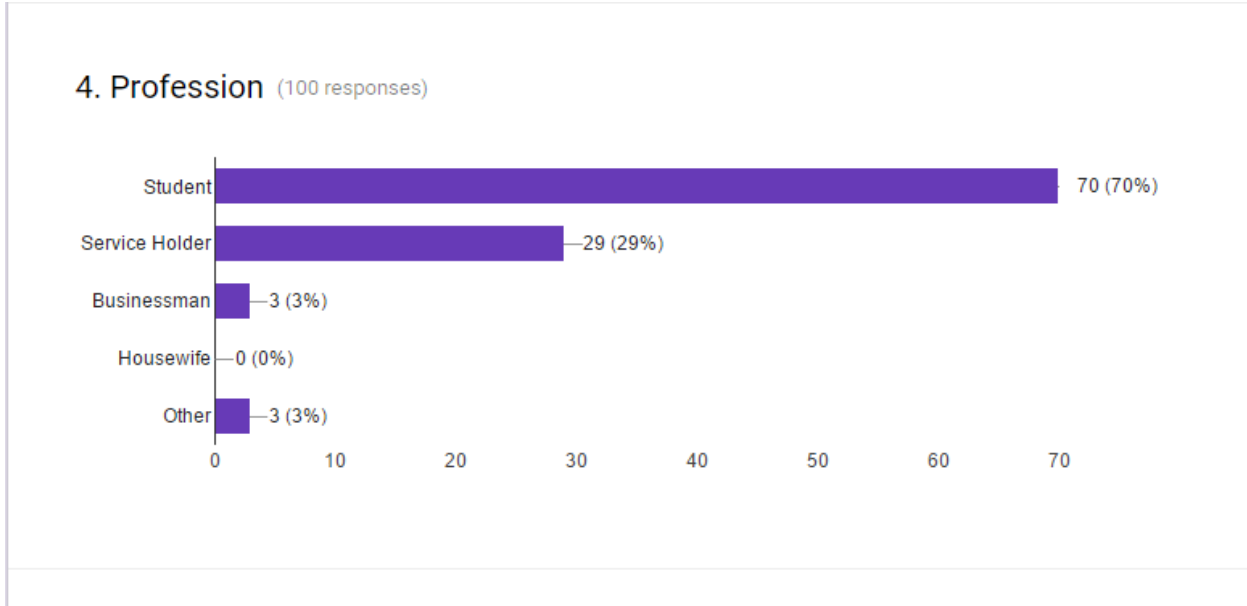


Figure 21 - Survey Result – Profession

➤ [Did You Ever Visit To Daraz.com.bd?](#)

My another query was do the customer really visits Daraz website or not? While writing this report I was talking to several people within the company and outside the company as well. From that conversation I got to know that all the people do not visit Daraz website always. Sometimes they tell others to order some products on behalf of them. So, it was pretty much obvious get to know whether they really visit and then put order or not. I found that, 93% people initially visit Daraz and then the put order. On the other hand 6% people never visited Daraz.com.bd and 1% people are confused whether they were visited Daraz website or not.

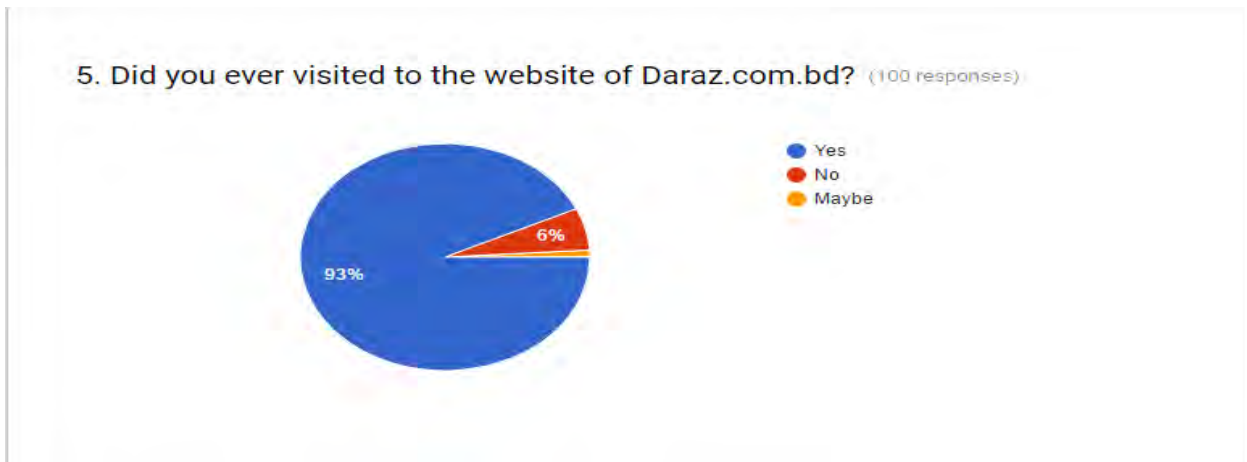


Figure 22 - Survey Result - Did You Ever Visit To Daraz.com.bd?

➤ Do you think that Daraz.com.bd has a user friendly website?

There are so many website now which are too much complicated to explore. Users sometimes face a lot of difficulties during surfing and they failed to get their desired results. Therefore, I asked people that whether Daraz website is user friendly or not. According to 74% people the website is user friendly. Almost 20% people are in reluctance and 6% people face difficulties while browsing Daraz website.

6. Do you think that Daraz.com.bd has a user friendly website? (100 responses)

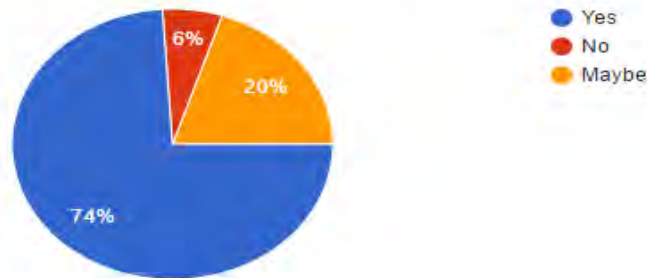


Figure 23 - Survey Result - Do you think that Daraz.com.bd has a user friendly website?

➤ How is the order placing procedure?

Placing order from the consumers at the website is one of the most important things for Daraz Bangladesh. If this process is tough then many people will visit the website and finally they won't be able to place the order. From the survey, I found that 39% people said the process is easy or moderate. 35% people found the process is very easy and 17% said it's extremely easy. On the other hand 2% people told that its complex and 7% people found it extremely complex.

7. How is the order placing procedure? (100 responses)

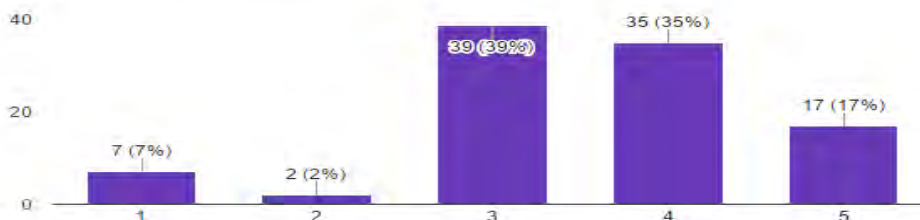


Figure 24 - Survey Result - How is the order placing procedure?

➤ Does sufficient information is provided about the product in website?

Product information is the most important part for the consumers before buying any product. I've asked the questions to the consumers and 35% people agree with the statement that there is enough information about the product and 9% people highly agree with that. However, 43% people believe that they are okay with the information where only 9% people think that there is not enough information and that must be improved.

8. Does sufficient information is provided about the product in website?
(100 responses)

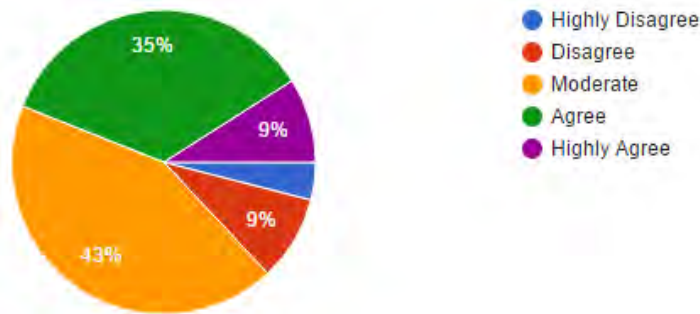


Figure 25 - Survey Result - Does sufficient information is provided about the product

➤ Do customer service people contact on time after placing the order?

Customer service is a core part for any online based company and if they failed to provide good customer service then it becomes so tough for the company to survive. When any order get placed then it becomes obvious to get confirmed after asking the consumer. 66% people said that they get a call very quickly after placing the order. Only 9% people told that they do not get any call from customer service department within their desired time and according to 25% people they some times get call earlier and sometimes they do not get any call within the time.

9. Do customer service people contact you on time after placing the order?
(100 responses)

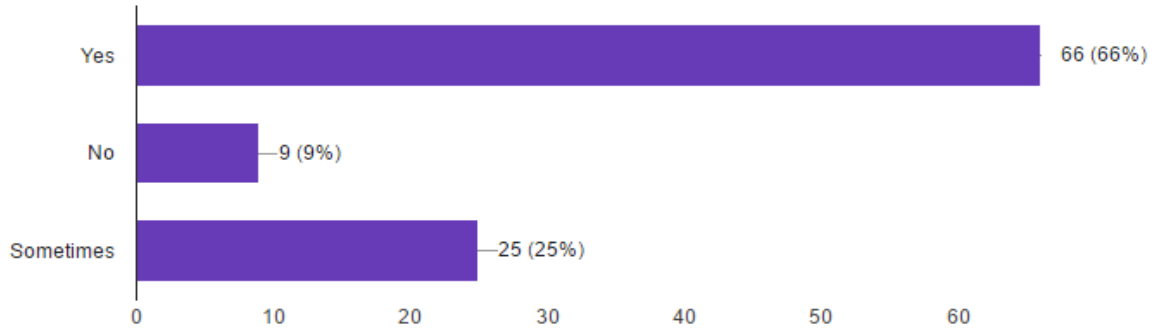


Figure 26- Do customer service people contact on time after placing the order?

➤ Does the operations team send the product on time?

Delivering the product within the promised time is very important and in that case Daraz Bangladesh operation is doing very good. Using the resources Daraz Bangladesh can deliver the product very quickly. According to the 55% people mostly they get the product within the time. 14% people are highly satisfied with the delivery time and they told that they always get their product within the time. 19% people told that “sometimes” they get the delivery but unfortunately only 7% people told that they “never” get the product within the time.

10. Does the operations team send the product on time? (100 responses)

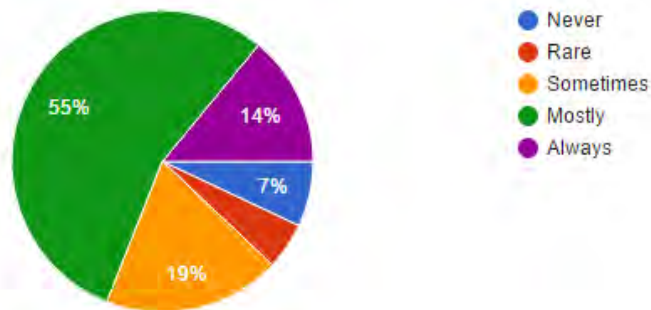


Figure 27 - Survey Result - Does the operations team send the product on time?

➤ What's your opinion about the shipping cost?

Shipping cost plays an important role in any online based company. If customer finds that the shipping or delivery cost is very high then they won't go for that company. Here I found that 55% consumers find that the charge is "moderate" where 8% people accordingly think that it is "very high" and "very low" as well. For 17% it is "High" and for 12% people it's "Low".

11. What's your opinion about the shipping cost? (100 responses)

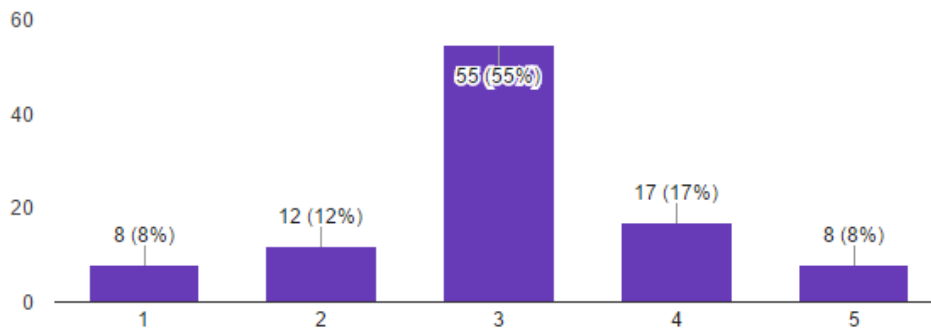


Figure 28 - Survey Result - What's your opinion about the shipping cost?

➤ Are you pleased with the delivery time?

Delivery time is a vital thing for consumers. As it is previously mentioned in the website therefore consumers gets the idea of the time. Based on that duration consumers order the product from the website. I have asked the consumers whether they think the time is okay or not. The delivery duration is usually 3 to 10 days and 41% people think that the mentioned duration is "okay". However, 8% people are "dissatisfied" and 10% people are "extremely dissatisfied" with the delivery time. On the other hand, 29% people are "satisfied" and 12% people are "extremely satisfied" with the duration of the delivery.

12. Are you pleased with the delivery time? (100 responses)

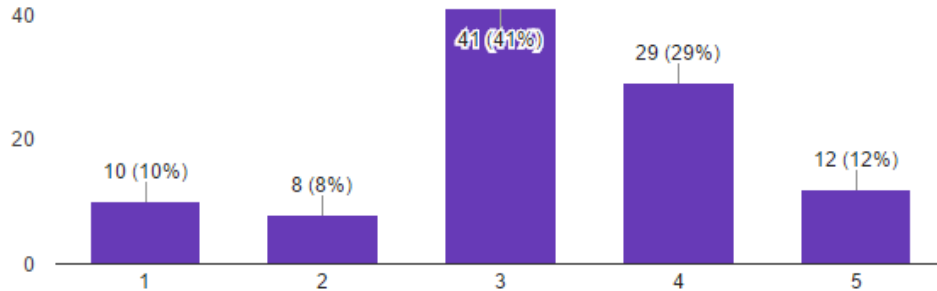


Figure 29 - Survey Result - Are you pleased with the delivery time?

➤ The product quality is able to meet your expectation –

Product quality is the most important thing for both buyer and seller. This is the only thing what drives consumers to buy product even with a bit more price that the market. I have asked the consumers that whether the product quality is able to meet their expectation or not. 45% people have been “agree” with the above statement and 33% people think that the product quality is “moderate”. Besides this 8% people were “extremely disagree” and 12% consumers were “disagree” with the above statement. Therefore I think that Daraz Bangladesh should work for this 20% people to make them happy about the product quality the product to improve its consumer satisfaction level more.

13. The product quality is able to meet your expectation - (100 responses)

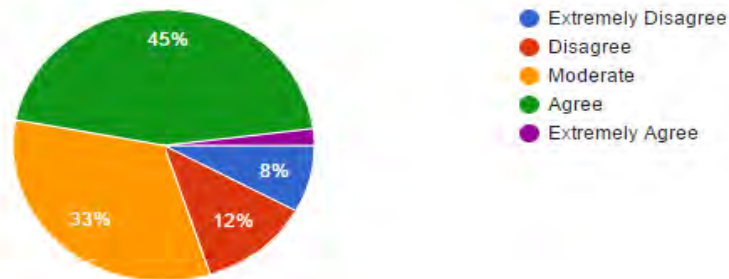


Figure 30 - Survey Result - The product quality is able to meet your expectation

➤ **Does the product actually look as same as picture?**

Many people complain that they order something on the website but when they get the product they mostly get something else. Therefore I wanted to know that whether the same feeling of the consumers of Daraz Bangladesh has or not. In this case 49% people told that “mostly” they get the actual product that has been showed on the website where 38% thinks that “sometimes” they get the actual product. 13% people said that, this is very rare or they never get the actual product and this very frustrating. According to the survey report 38% people saying that they get the actual product “sometimes” which is throwing a big question the Daraz Bangladesh.

14. Does the product actually look as same as picture? (100 responses)

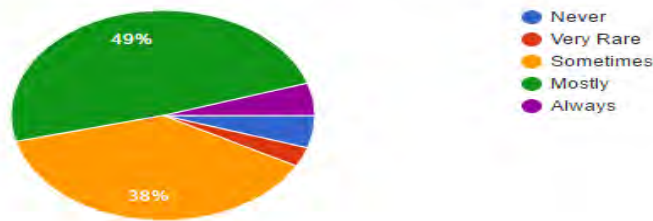


Figure 31 - Survey Result - Does the product actually look as same as picture?

➤ **The prices of the products are logical here –**

It is very important to know about the consumers’ perception about the price of the product from the consumers end. In this case 44% people were “agree” with the above state where 11% people were “highly disagree”, 11% were “disagree”, 27% consumer “agree” and 7% consumers were “highly agree” with the above statements. From the survey result it can be said that the price of the products of Daraz Bangladesh is okay for the consumers.

15. The price of the products are logical here - (100 responses)

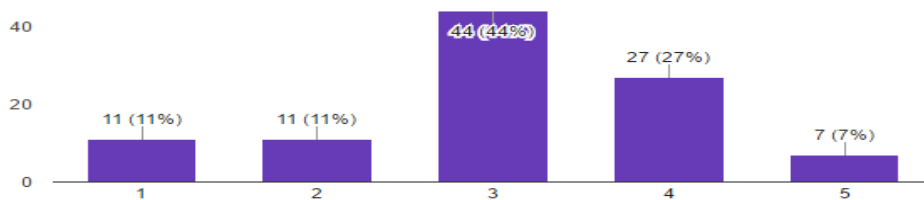


Figure 32 - Survey Result - The prices of the products are logical here

➤ **Are you pleased with payment method?**

The next questions I've asked to the consumers are they pleased with payment method? 75% consumers told that they are satisfied with the payment method. 16% people think that there might be some other methods that can be added in the system. However 9% people are not pleased with the payment method.

16. Are you pleased with payment method? (100 responses)

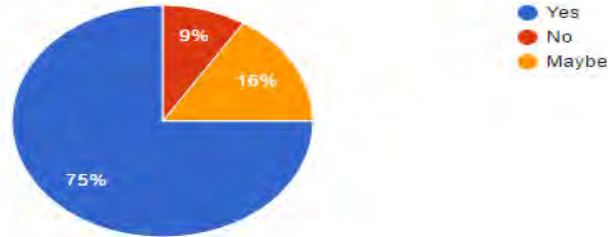


Figure 33 - Survey Result - Are you pleased with payment method?

➤ **How is the approach of the delivery man during delivery?**

Sometimes people complain that when delivery man goes to the address to deliver the product they do not get the desired behavior from the delivery man and this is pretty uncomfortable for the consumers. To ensure that thing I asked the consumers that how is the behavior of the delivery man. 48% consumers think that the behavior of the delivery man is “very friendly” and 44% people told that their behavior is “moderate”. Therefore from the survey I did not find any problem with the behavior of the delivery man so far.

17. How is the approach of the delivery man during delivery? (100 responses)

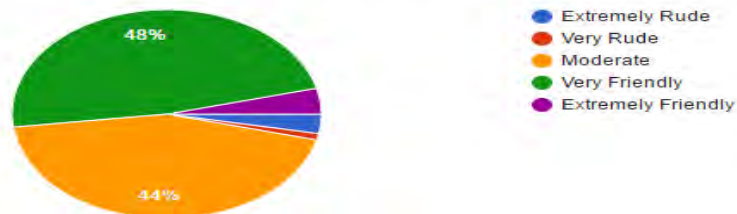


Figure 34 - Survey Result - How is the approach of the delivery man during delivery?

➤ How will you evaluate the service of customer service department?

As customers do not get them self directly connected with the product and in that case customer service department help them by providing them necessary information. From the survey I get to know that 37% told that the service is “Moderate” and 38% people told that the customer service of Daraz Bangladesh is “Satisfactory”. On the contrary, 7% people found the service “Extremely Disappointed” and other 8% people were “Disappointed” with the customer service department of Daraz Bangladesh.

18. How will you evaluate the service of customer service department?
(100 responses)

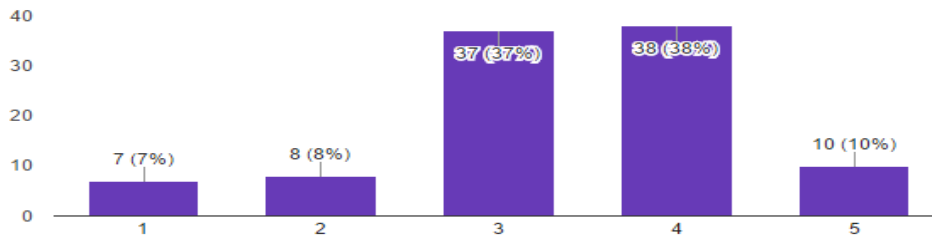


Figure 35 - Survey Result – Evaluation of the service of customer service

➤ Overall satisfaction on Daraz.com.bd –

At the very end of the survey I wanted to know about the overall satisfaction of the consumer of Daraz Bangladesh on Daraz. I told them to measure it in a scale of 5 where 5 indicates “Best” and 1 indicates “Worst”. I found that 12% people marked it as best where 6% people found Daraz Bangladesh as worst unfortunately. 30% people told that it is “Average”, 13% people marked it as “Bad” and 39% people told that Daraz Bangladesh is “Better” than others.

19. Overall satisfaction on Daraz.com.bd - (100 responses)

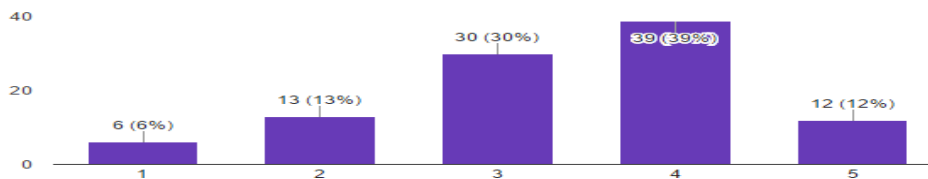


Figure 36 - Survey Result - Overall satisfaction on Daraz.com.bd

6.2: Recommendation

Daraz Bangladesh is one of the best E-commerce service providers in Bangladesh. Since it has started its operation in Bangladesh they are improving every moment. Still it can possibly turn out to be considerably greater and better than now. However, while making this report I have been talked to several people about Daraz Bangladesh and I get to know that there are several problems that Daraz is facing continuously and customers also want Daraz Bangladesh to improve at those points. Therefore I want to mention some recommendation for Daraz Bangladesh that I got from the survey from the customers. Those are in the below –

1. The price of the product should keep according to other competitive E-commerce firms.
2. Their sorting system is not good. People are tending to look for promotion. In daraz website there is no way to separate these discounted goods.
3. Need to add more helpline numbers. Customers often can't reach to customer service through their number.
4. There should be only one price for one single product. For different seller there are several prices for one single product. This should be avoided.
5. Should introduce doorstep delivery system in all divisional cities
6. Should reduce delivery time for outside Dhaka city specially.
7. Should deliver proper product. Customer mostly find wrong product after getting the delivery.
8. Daraz Bangladesh needs to stop sourcing duplicate and low quality products from bad suppliers.
9. Sellers should take care of their product quality and the price which should monitor by daraz strongly.
10. Daraz Bangladesh could start reward system like Shopno and Aliexpress and can reward customers who purchase a certain amount of money at a time.

Chapter 7: Conclusion

Finally, I want to conclude with the statement that Daraz Bangladesh has a huge opportunity in the market to grow and cover the maximum portion of the market. They should look for the new opportunity in untapped market and increase their operation in tapped market. Daraz Bangladesh Limited is one of the biggest web based business site in Bangladesh and it has made the status of top online commercial center of Bangladesh. It is tenacious in recognition of business opportunity and improvement. Daraz initially entered the Bangladeshi market in 2013 and by this time it has solidified its place as one of the main internet business webpage in Bangladesh. It has made openings for work for some potential graduates. However they are creating part time job opportunities for the existing students in some of their departments like customer service. This is both improving the financial stability of the students along to creating opportunity to gather real life experience. Daraz likewise utilizes college and university going students as their agents and pay them a very good commission. It gives them an awesome ordeal which they can use, all things considered. They generally keep up great connection with both their sellers and clients. The client care is dependably there to help client with any issue. After all these regardless it hasn't quit advancing, it keeps on conveying to something new to the blend. While working with the Content Team, Daraz Bangladesh Limited, I encountered the work procedure of multinational organization, which is a major accomplishment for me. My employment obligations alongside different exercises have built up my handy learning and gave me a stunning background. Daraz has a brilliant future. In this paper, I attempted to blend my insight, individuals', academic articles and my academic knowledge that I have gained throughout my undergraduate life through different academic courses and practical experiences as well. Daraz Bangladesh is still growing and it has huge opportunity to improve more and more as they have potentials and resources. They need to ensure that they give the best support of the client. Clients have a few requests organizations need to expect the request. In online business there is immense open door in Bangladesh. Simply need to work legitimately and guarantee clients fulfillment. This is a booming sector in Bangladesh and I personally believe that Daraz Bangladesh will reach at the apex of the online business sector very soon.

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Appendix

QUESTIONS RESPONSES 100

Customer Satisfaction On The Service Of Daraz.com.bd

Customer Satisfaction On The Service Of Daraz.com.bd

1. Name ***

Short answer text

2. Age *

Short answer text

3. Gender *

Male

Female

Prefer not to say

QUESTIONS RESPONSES 100

4. Profession

Student

Service Holder

Businessman

Housewife

Other

5. Did you ever visited to the website of Daraz.com.bd? A+

Yes

No

Maybe

6. Do you think that Daraz.com.bd has a user friendly website? A+

Yes

No

QUESTIONS RESPONSES 100

7. How is the order placing procedure? *

Very Complex 1 2 3 4 5 Very Easy

8. Does sufficient information is provided about the product in website? *

Highly Disagree

Disagree

Moderate

Agree

Highly Agree

9. Do customer service people contact you on time after placing the order? *

Yes

No

Sometimes

QUESTIONS RESPONSES 100

10. Does the operations team send the product on time? *

Never

Rare

Sometimes

Mostly

Always

11. What's your opinion about the shipping cost? *

1 2 3 4 5

Very Low 1 2 3 4 5 Very High

12. Are you pleased with the delivery time? *

1 2 3 4 5

Extremely Dissatisfied 1 2 3 4 5 Extremely Pleased

QUESTIONS RESPONSES 100

13. The product quality is able to meet your expectation -

- Extremely Disagree
- Disagree
- Moderate
- Agree
- Extremely Agree

14. Does the product actually look as same as picture?

- Never
- Very Rare
- Sometimes
- Mostly
- Always

15. The price of the products are logical here -

Highly Disagree 1 2 3 4 5 Highly Agree

QUESTIONS RESPONSES 100

16. Are you pleased with payment method?

- Yes
- No
- Maybe

17. How is the approach of the delivery man during delivery?

- Extremely Rude
- Very Rude
- Moderate
- Very Friendly
- Extremely Friendly

18. How will you evaluate the service of customer service department?

Extremely Disappointed 1 2 3 4 5 Extremely Satisfactory

19. Overall satisfaction on Daraz.com.bd -

1 2 3 4 5