

# INTERNSHIP REPORT

ON

## E-Commerce Enabling BATA as an Omni-Channel Brand





Inspiring Excellence

## **Internship Report**

**On**

## **E-Commerce Enabling Bata as an Omni Channel Brand**

**Submitted To**

**Ms. Tania Akter**

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**BRAC University**

**Submitted By**

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14<sup>th</sup> December 2016

Tania Akter

Lecturer

BRAC Business School

BRAC University

**Subject: Submission of Internship Affiliation Report on “E-Commerce Enabling Bata as an Omni -Channel Brand.**

Dear Madam,

With humble obedience and respect I would like to state that, I Qazi Toukir, bearing ID: 11204050, submitting my internship report to you within the given time frame. Throughout the report I have tried to depict my learning and observations that I have experienced during my internship program at Bata Shoe Company (Bangladesh) Limited.

Writing this report was beneficial and important to me. It made me realize the skills and potentials that I have obtained while working at the E-Commerce department of Bata Shoe Company (Bangladesh) Limited.

I would like to acknowledge and demonstrate gratitude to you. You have been a proactive supervisor. Thank you for your guidance and support.

Best Regards,

Qazi Toukir

Student ID: 11204050

## **Acknowledgement**

The report titled “E-Commerce enabling Bata as an Omni-Channel Brand” required continuous support and guidance from my supervisors (Both, from BRAC University and Bata). It was you people’s advice and guideline that has motivated me to prepare an effective report.

Firstly, I want to state appreciation to my internship academic supervisor Ms. Tania Akter. I really appreciate how well organized you were throughout the entire Internship report development process. You were always available to help me whenever I got confused with the internship report writing contents.

Secondly, I would like to express gratitude to my supervisor, Mr. Raqib Mahmud, (Manager, E-Commerce) at Bata Shoe Company (Bangladesh) Limited. It was a matter of honor to get a supervisor like you. I admire your proactive nature. Thank you for treating me as a team member of E-Commerce from the very first day of my internship. You are the one who introduced me to the Bata Culture and taught me how to be an effective team player of E-Commerce department. I could have never asked for a better mentor than you. Thank you for believing in me and recognizing my potential.

In addition to that, I am gratified to Mr. Razib Jahan Ferdous (Advertising and Promotion manager) at Bata Shoe Company Bangladesh Limited. I will always remain grateful to you for the amount of faith you had on me. You made me realize the fact that, at Bata, customer satisfaction is the top most priority. Handling diversified group of customer claims and interaction with them has develop a strong communication skill in me and I thank only you and your guidance for that.

Finally I express gratitude to Mr. Anik Saha (Operation Officer, E-Commerce). Thank you for your daily basis guidance and instructions that you have given to me. Your guidance made me adopt the Bata culture really fast. You have always treated me as a group associate rather than just a typical Intern. You have introduced me to the various brands and types of shoes that Bata manufactures. It would have been difficult for me to operate BataBd.com without your assistance.

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## **Executive Summary**

The Internship report titled “E-Commerce enabling Bata as an Omni-Channel brand” is based upon my observation and findings while working as an Intern at Bata Shoe Company Bangladesh Limited. It aims at giving an analytical approach to understand and confirm the efficiency of E-Commerce operation at Bata.

Bata Shoe Company (Bangladesh) Limited has established itself as an Omni-Channel Brand. The introduction of E-Commerce operation in Bata Shoe Company Bangladesh Limited has created that status for Bata. Alongside ensuring multiple channel shopping experience for the customer, it is also offering customer service in multiple medium. The solo purpose becoming an Omni-Channel brand was not to lose a single customer, whether they are retail or online customers.

Digital marketing is the next big thing. Therefore Bata’s focus on E- Business was appropriate. In Bangladesh Digital Buyer penetration rate by 2017 is forecast to be 45.10% and the strong growth of the mobile internet customer base is expected to continue in 2017 as well.

The project is a blend of Primary and secondary data. In order to determine customer’s perception and expectation from the official E-Commerce Platform of Bata (BataBd.Com), a survey was conducted on the respondents of a particular marketing campaign for BataBd.Com. All these material was included to better describe the efficiency of Bata Shoe Company (Bangladesh) Limited as an Omni-Channel brand.

# **CHAPTER 1**

# **THE ORGANIZATION**



# **CHAPTER 1**

## **THE ORGANIZATION**

### **1.1 Establishment of the study**

The term Omni-channel is one of most researched marketing concept in recent years. Basically with Omni-Channel a brand enables its customer to buy through multiple channels. It may allow a brand to operate as an E-vendor and retail vendor at the same time. Under Omni-Channel concept customer will have multiple transaction methods. Alongside the retail store and an E-Commerce it may include many others channels that can improve customer's overall shopping experience. Above all, Omni-Channel brand allows the customers to enjoy best customer care services. They can visit the store any time they want and not necessarily they have to visit the physical store. Starting from multiple payment modes to post purchase service, Omni-Channel brands ensures the customers have the best shopping experience.

In order to enable itself as an Omni-Channel brand and offering its customers multiple shopping channels, Bata Shoe Company (Bangladesh) Limited started its E-Commerce Operation in 2015. I feel privileged that I was selected as an intern to learn the E-Commerce operation of Bata Shoe Company.

### **1.2 Objective of the Study**

#### **Broad Objective**

Since E-Commerce operation and its various channels enabled Bata to become an Omni-Channel brand, the objectives of the study signifies detailed evident of the services that Bata is offering right now as n Omni-Channel brand.

#### **Specific Objective**

- ❖ To indentify whether Bata has successfully established itself as an Omni-Channel Brand.
- ❖ To study the multiple Channels for customer shopping experience offered by Bata
- ❖ To determine Customer's expectation from the E-Commerce Platform of Bata

### 1.3 Bata History



# *Bata*

*"Our success is built on our legacy of values and beliefs  
"Thomas G. Bata"*

Bata Shoe Organization is a multinational company, serving as a footwear retailer and manufacturer for the last 120 years. It was established at Zlin, Czechoslovakia in the year 1894. The head quarter of Bata is located in Lausanne, Switzerland since 2004. Mr. Chris Kirk is the Group chairman of Bata Shoe Company.

There are over 5000+ Bata stores in over 60 countries. Currently Bata has 25 production units in 25 countries. It receives more than 1 Million consumers per day. There are 18 in-house brands. More than 50,000 people are currently employed at Bata worldwide. Bata owns world's only shoe museum in Canada. Variety in shoe range is an asset for Bata. From High-tech heels to eco friendly foot ware, Bata's creative innovation and usage of modern technology makes it all possible. At Bata, 4 million pairs of shoes are marketed per year.

Bata started its operation in Bangladesh in the year 1962. It was incorporated in the year 1972. Bata Shoe Company (Bangladesh) Limited is the largest foot ware manufacturing and marketing company in Bangladesh. Bata owns 228+ retail stores across Bangladesh. It conducts non-retail

*Bata*

In order to establish itself as an Omni-channel brand, Bata Bangladesh started the new sales channel by signing a contract of selling its products through a 3<sup>rd</sup> party E-Commerce website named Daraz.com. Later it launched its own platform-www.batabd.com on the 26<sup>th</sup> of February, 2016.



**Bata Head Office & Factory , Tongi**



**Bata Factory, Dhamrai**

#### ❖ **Bata – VISION, MISSION & VALUES**

1.3.1 OUR VISION: To make great shoes accessible to everyone!

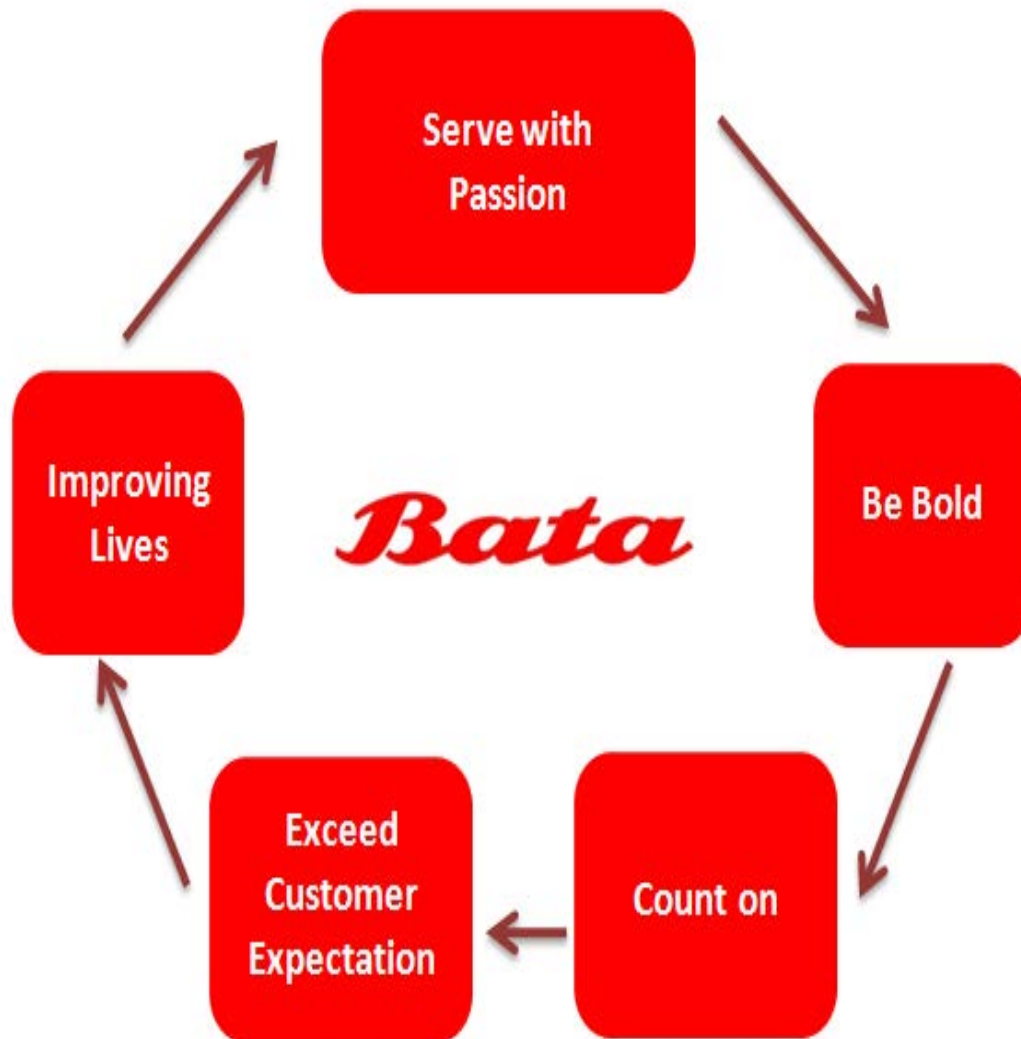
1.3.2 OUR MISSION:

- ❖ **We help people to look and feel good** by continuously focusing on product quality, innovation and value.
- ❖ **We become the customer's destination of choice** by offering a personal shopping experience to create long standing customer relationships.
- ❖ **We attract and retain the best people** by showing great leadership, a passion for high standards, our respect for diversity and a commitment to create exceptional opportunities for professional growth.
- ❖ **We remain the most respected footwear company** by socially responsible and ethical

***Bata***

### 1.3.3 OUR VALUES

Our products have to make our customers look good and feel great. We become our customer's choice by offering a personal shopping experience to create long standing customer relationships. Therefore, at Bata the below three values are integral parts of our way of working:



### 1.3.4 Bata Products



Currently Bata Shoe Company (Bangladesh) limited has 12 brands. Each brand has its own unique features and functions. The collaboration of such brands itself is an exclusive combination. The main target of the collaboration of all these brands is to ensure an improved shopping experience of our customers and so that they can move around easily with comfort wearing our shoes. The shoe ranges covers all types of customers. From school shoes of B-First brand to outdoor shoes of Weinbrenner, we offer fashionable, rugged, reliable shoes with great styles. Bata also offer non footwear items. These include socks, bags, shades, wallets and shoe care accessories.

#### Bata Ambassador



Bata Ambassador has set a world class standard for its unique blend of Italian design with handcrafted detail. Best part about Ambassador it is trendy and yet does not compromise comfort.

Ambassador offers a flexible genuine leather upper, a leather lining for moisture absorption. Its polyurethane sole confirms a firm grip.

## North Star



The North Star Sneaker brand was originated in Canada in the 1970's and instantly it became the most beloved brand of the youth.

North Star offers fresh and comfortable design that represents youth. Dynamic, unconventional, iconic – that's North Star.

## Bubblegummer



There are certain activities that shoes cannot perform. They cannot comfort you when you are hurt or change a bad grade in mathematics to a good one. However, what shoes can do is to act as a strong support for growing feet. And, especially if they are coming from Bata, they will look pretty while they are doing it.

With wide range of design and colors, our widely popular Bubblegummers has something for even the most discriminating primary school kids. Even though that cannot do everything for your kids, you will love what they do for your kids.

## Pata Pata



Patapata is like a little holiday for your feet. Outdoor travelling on a sunny day is something we all look for. It can be the perfect footwear for your holidays in Cox's Bazar or something that you want to put on to your feet while roaming around the house. Once you wear Patapata your feet are on a feast mode.

**Bata**

### **Bata Comfit**



Bata comfit takes care of your feet like none. It continuously provides sustenance and gentle support and reassures comfort. The superior ergonomic design promises to take care of your feet at every step of the way. Super-soft uppers and cushioned insole ensure tenderness of your feet. We guarantee your safety with a durable non-slip sole. You can definitely count on Bata Comfit.

### **Sandak**



Bata Sandak Footwear collections are identified as ladies special. This lightweight footwear ensures comfort for your feet. They are vibrant and colorful. The water proof material makes certain that you can wear it any time.

### **Hush Puppies**



Discover great comfort and trendy design with Bata Hush Puppies. The ultra lightweight phylon outsole is so comfortable that it gives you a bare feet feeling. They are sophisticated and classy. Experience the luxury and Comfort of Hush Puppies.

***Bata***

## Scholl



Bata Scholl collections are contemporary and at the same time ensure comfort. The mechanism followed to make Scholl footwear is unique. They are eco-friendly as the outsole is made of organic material. Scholl footwear can be used by people with sensitive feet. Health conscious customer loves Scholl. They often term it as foot bed as the Scholl collection comes with cushioned foot bed.

## B First



School memories are the best memories one can have. From friends to school bag or even the School Shoes you remember all of those forever. Bata B First shoe ensures you have a good memory wearing those at school.

They are stylish, light weight and take care of the growing feet of the school kids. Kids B First due to its high breathability material

## Marie Claire



Marie Claire is girl's best friend. They understand you well and will make you happy every time you wear them. Marie Claire promise to help you to look your best all day and night. From a frantic day at the office to fun night party, your Marie Claire will always accompany you. They are stylish, Fashionable and affordable too, you can always count on your Marie Claires.

**Bata**



## Weinbrenner



We believe you are real, you work hard and you are strong. When you are out there to win it all, make sure your feet has got Weinbrenner in it.

Bata Weinbrenners are the best outdoor that you can desire for. They are tough, rugged and reliable. They are offered in great styles too. They are the one you can count on, wherever your adventure leads you.

## Power

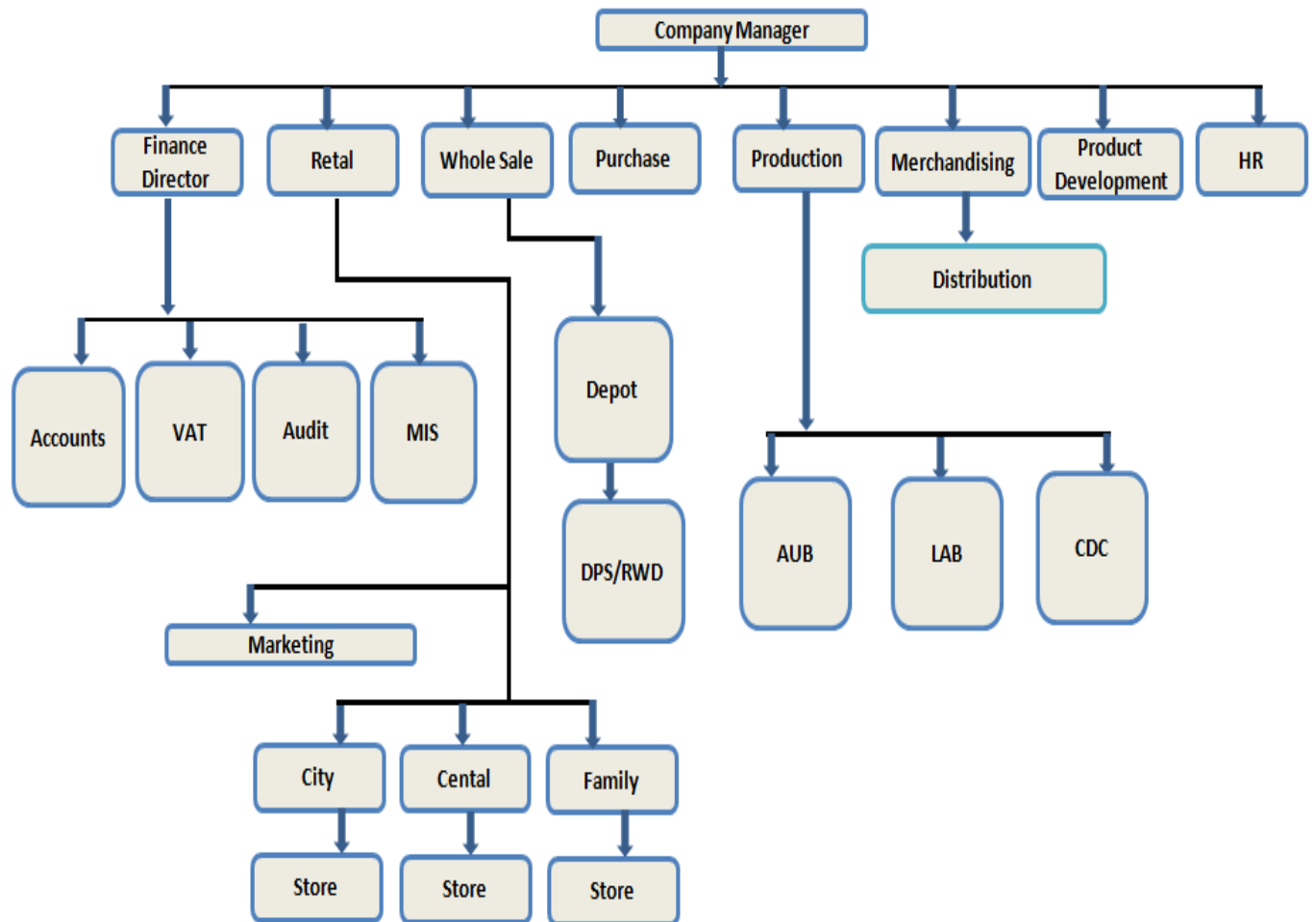


Whether you are already a winner and still love to play or a dreamer who is on the way of becoming a winner, Bata Power collections will always help you to excel. Power is just like you. They work as hard as you and come with uncompromising quality. They come with Bata's legendary craftsmanship and durability.

Whether you are engaged with sports or running or even cross -training, Power will always help you to go some extra mile. It's normal not to win all the time, but no one should regret playing. Bata Power; it's the spirit of the game.

***Bata***

### 1.3.5 Organizational Structure of Bata



### 1.4 Bata Business

The business model of Bata is unique in itself. The business model ensures that potential customers with different portfolios have the access of Bata shoes whenever they need. Whether it is retail or online or an institutional sell, we have the capability to serve them with best service.

#### ❖ Retail

Bata Shoe Company (Bangladesh) Limited currently have 227 stores all over Bangladesh. Bata is the only shoe company to have this large number of shoe store in Bangladesh. Bata has successfully established its retail stores to as it is able to identify the customers' taste and preference like no other shoe company.

Each store has its own features. For instance, generally stores are divided into three categories and they are City Store, Family Store and Clearance Outlets. The main purposes of City Stores are to target the high profile customers alongside the regular customers. City stores have the



most updated merchandise that ranges from footwear to non footwear accessories like Belt, Bags and shoe care accessories. City, Bata City store is the largest city store in Bangladesh.

Bata Family stores targets the mass consumers. From mid-level income holders to below that, Bata family stores have multiple shoes and other accessories to offer to them. Interesting fact about these categorized stores are there are certain merchandise which you are offered in City stores but not offered in family stores in general. Reason behind that is the target customer group, their preference and income level.

Bata clearance stores are used for multiple purposes. Despite the fact that each and every shoe goes under several quality check activities, it is normal to get some quantities of shoes with defects. Such shoes are brought to Bata Clearance outlets and sold out with high discounts. In addition to that shoes or other accessories that are kept in warehouse for than 12 month become disqualified to be supplied to retail stores. Those too are brought to Clearance outlets and sold out at a minimal price. One of the main purposes of clearance outlets is also to enable the customers with very low earnings for buying shoes. Therefore the clearance outlets create a win-win situation



A classic Bata City Store

***Bata***

## ❖ **Manufacturing**

The unique business concept of Tomas Bata included the industrialization of shoe making process. Such innovative idea helped Bata Shoe Company to become one of the leading shoe manufacturing and marketing company of the world.

Innovation in Shoe manufacturing process works as a competitive advantage for Bata. Important development in DVP (Direct Vulcanization process), PVC (Poly vinyl Chloride) in the manufacturing process and introduction of athletic and slush-molded footwear have established Bata as unique footwear brand. Bata Shoe Company (Bangladesh) Limited have two manufacturing plant. Lather products are manufactured at the Dhamrai Plant and rubber items are manufactured at the Tongi plant

## ❖ **Wholesale**

Bata Shoe Company (Bangladesh) Limited have 13 depots in Bangladesh. Of them, 7 are in East Zone and 6 in West Zone. Depots under East Zone cover Dhaka 1, Dhaka 2, Mymensingh, Rajshahi, Dinajpur, Bogra and Ishurdi. West Zone covers Chittagong, Sylhet, Comilla, Khulna, Barisal and Faridpur.

Wholesale function is conducted by Dealers. They are two categories of dealers, DSP (Dealer Sales Program) and RWD (Registered Wholesale Dealers). A DSP dealer usually sells Bata Shoes and its accessories in the location where Bata does not have any retail store. Their business is conducted in small towns.

However RWD sell Bata Shoes alongside shoes of other brands. Both DSP and REWD buy Bata Shoes at commission. They are given a certain target to achieve. If they are successful to reach the target, they enjoy incentives on that.

All round the year, incentives are given to them in three segments that include a Quarterly benefit, Yearly benefit and monthly incentives. Depending on the volume and growth of Business dealers are termed as VIP, VVIP and VVIP+. An operation manager has been appointed for each zone. Currently, east zone contribute 52% and west zone contributes 48% of the total business form whole sale.

### ❖ **Product Development and Business units**

Bata has successfully stood out from other conventional footwear brands due to its well designed and affordable priced footwear collections. Whether it is in Italy or Canada, the product development centers have given many of its core branded articles.

The designers and Merchandisers at Bata focus on shoes that best reflect the targeted customer, their living style, budgets. Quality is checked and verified in every step of the production process.

Currently Bata Shoe organization has five business units which cover Asia Pacific, Latin America, North America and Africa.

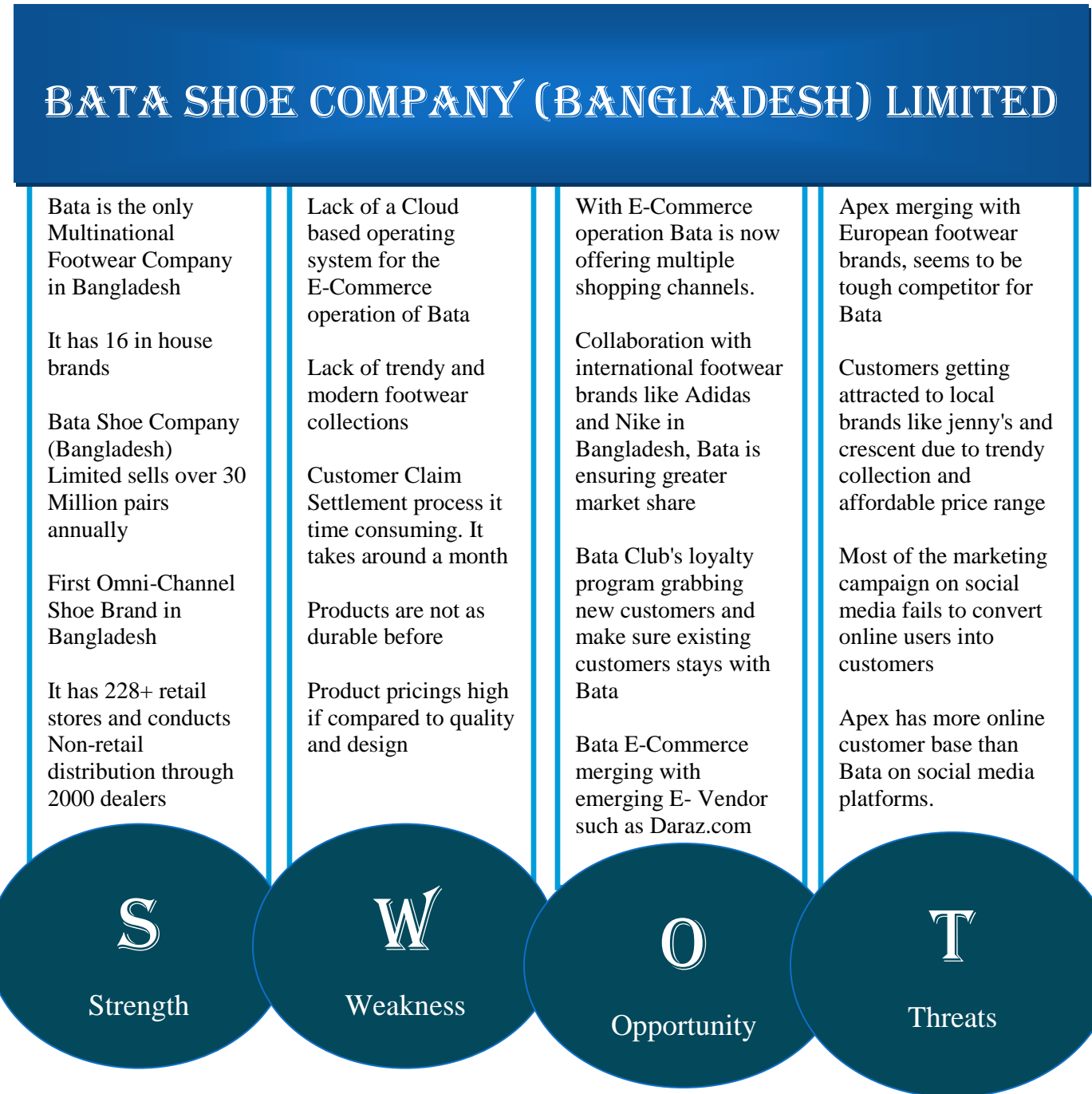
### ❖ **E-Commerce**

In order to establish itself as an Omni-channel brand, Bata Bangladesh started the new sales channel by signing a contract of selling its products through a 3<sup>rd</sup> party E-Commerce website named Daraz.com. Later it launched its own platform-www.batabd.com on the 26<sup>th</sup> of February, 2016. Alongside Bata's own E-commerce site (Batabd.Com) it is conducting business with four other E-Commerce Vendors named Kiksha.Com, Ajkerdeal, Daraz.com and Bagdoom.

The main objective of the introduction of E-Commerce sales channel is to establish Bata shoe Company (Bangladesh) limited as an Omni-channel brand and to offer multiple shopping channel for the customers.

***Bata***

### 1.4.1 SWOT Analysis of Bata Shoe Company (Bangladesh) Limited



# CHAPTER 2

## JOB Description

I joined Bata Shoe Company (Bangladesh) Limited as an E-Commerce intern and from day one the task that I performed there was all real work. E-Commerce department is the latest addition in the organization structure of Bata. It's been only a year and a half since E-Commerce operation started at Bata. Starting from operation of BataBd.Com to order processing to Product photography, it is all part of my job description. Eventually I could really understand why E-Commerce department was a must for Bata to establish itself as an Omni-Channel brand.

Alongside E-commerce operation, I was appointed as customer care service provider for both Retail and Online customers of Bata. I cannot thank enough Bata for giving me that kind of a huge responsibility. While working as a customer care operator I had a clear understanding of the fact that why customer is at the core of Bata's success. Query management and customer claim settlement was two big part of job responsibility at Bata.

Finally, I was an active member of the marketing campaigns that Bata conducted in association with other brands like Banglalink and Bkash. Sales report and conducting customer survey were the activities that I performed quite often at Bata. Customer survey helped me to get an in depth understand about customer psychology and demand. Whereas, preparing financial reports has improved my analytical and excel skill a lot. Therefore, My Job responsibilities as an E-Commerce intern covered:

### Major Responsibilities

- Operation Management of E- Commerce Site of Bata
- Customer Care Service for Retail and Online Customers
- Product Photography
- Operation and Supervision of Bulk Order
- Communicating with Sales Force
- Conducting survey on consumer perception and expectation
- Preparing Presentations and Reports

## Projects

- Being appointed as Supervisor of Two Retail Outlets during Eid, 2016
- Marketing Campaign for BataBd.Com in Association with Bkash and Banglalink
- Survey on “Customers’ Expectations from BataBd.Com”

## 2.1 Specific Job Responsibilities

### ❖ 2.2 E-Commerce Operation

E-commerce operations at Bata have two segments. I performed the operation of its own platform which is, BataBd.Com and for the third-party E-Vendors. There are few steps that needed to be followed in the operation.

### Order Processing

At first I need to go to the OMS site of BataBd.Com to filter the new orders for a particular day. Each and every order has an unique order number. When a particular order number is clicked, then I receive the detailed information of an order.

Once I have the access to all the information about a particular order, I need to place this information on the Order tracker Sheet. The main purpose of using a order tracker sheet is, instead of going back to OMS time to time for a customer order information, I can go to the Order Tracker Sheet and only by searching the order number, I can have the detailed information about an order. This works as a customer base too.

ORDER TRACKER SHEET (SAMPLE)

Order Number	Orders Source	Orders Date	Ordered Time	Article Number	Article Size	Article Unit Price	Payment Modes	Delivery Destination
12402391	<a href="http://Batabd.com">Batabd.com</a>	9/9/2016	10:22:00 PM	8899039	8	520	COD	Dhaka
12402388	<a href="http://Batabd.com">Batabd.com</a>	9/9/2016	12:48:00 AM	8214966	9	1432	COD	Dhaka

Using the order information from OMS I prepared an order tracker sheet like the above one. It starts with an order number. For every order OMS creates an unique order number. However, there are sub order numbers within an order number if multiple products have been placed under one order. In case of the order source, I have to categorize it as per the source. For example, since the above two order was place from the official E-Vendor site of Bata (Batabd.com), the source has been named as such. If it were a third party E-Vendor, it would have been name by that. The third party vendors For Bata are: Kiksha.Com, Daraz.com, AjkerDeal and Bagdoom.



At Bata, we term each and every product with an Article number (e.g. 8899039) It is a seven digit unique used to represent a particular product and for each article there is a price and size range (5, 6, 7, 8, 9, 10, 11). Finally, to improve the shopping experience of our online customers we avail multiple payment modes. The available payment modes are: COD (Cash on Delivery), SSL, DBBL VISA, DBBL Nexus and Bkash Merchant. In this way I have to extract information for each order from OMS and then create the Order Tracker Sheet.

### **Order verification**

The next step in the E-Commerce operation process is Order verification. Using the customer contact details from OMS, I need to call the customers for order verification. There are certain issues that I need to get confirmed from the customer's end while talking to them and there are certain information that I have to share with the customer as well.

- First I have to make sure the customer is authentic and he/she has actually placed the order.
- I need to re-verify customer shipping Address and contact details.
- If the delivery destination is within Dhaka, I tell the lead time for delivery which is 2 to 3 working days and if it is outside Dhaka then the lead time for delivery is 5 to 7 days.
- Finally I take notes if the customer is demanding something specific. For example the product needs to be delivered within a specific hour of a day or someone else will be receiving the product on behalf of the customer. Later on, I adjust these notes with respective order information at the Order Tracker Sheet.


### **Product Allocation**

Once order verification is completed, I have to check at the DMS Stock and Store Inventory to see the current stock of the articles that has been ordered. DMS gives the real time stock update of the articles. To allocate the product I have two options. If the ordered Articles are available at the Central Distribution center, I can dispatch the order from there. However, if the articles are not available there, I need to Inter-Transfer the article and dispatch the articles from the nominated Retail stores. For E-Commerce, we have Access to 5 stores. All of these stores are High Profile Bata City or Family stores. The reason behind giving access to these 5 stores is, so that we can get the article instantly in any of these 5 stores if they are not available in CDC. However, if the articles are not available in these 5 nominated stores as well, then we request for Inter-transfer of the articles to merchandising department for E-Commerce supply.

### ❖ 2.3 Preparing Shipping Document

The next step in the order processing is preparing shipping documents. Once a nominated store or CDC confirms the availability of the ordered articles, I ask them to generate an Invoice Number against that articles that will be shipped.

After receiving the invoice number, I have prepared Bata Invoice paper and Shipment paper. The Bata invoice paper is generated at the OMS. Once I input the invoice number against an order or suborder, invoice gets into the system. Then I process the generated suborder /suborders to prepare the Invoice paper.

Bata Bangladesh Invoice						
Order No	12402385					
Invoice	Invoice No	454				
	Invoice Date	2016-09-08				
suborder No	50003302					
Payment Mode	Cash On Delivery					
Product Details :						
Code	Name	Size	Quantity	Shipping Amount	Gift Wrap Charge	Net Price
851603209	The classic moc for everyday use	9	1	0.00	0.00	952.00
Delivery Address:						
Name	qazi toukir					
Address	H-30, R-36, sector 7, Uttara, Dhaka.					
City	DHAKA					
State	DHAKA					
Country	BANGLADESH					
Phone Number						
Mobile Number	1734788946					
Courier Name	Batabd					
Airway Bill No						

**Bata Customer invoice paper**

Alongside the Invoice number, I have to include customer details and product details in the invoice paper. Payable amount / Net price is included in the Invoice paper. Customers are requested to save this invoice paper because, for the online customers this act as a transactional reference.



The next step after preparing the invoice paper for the ordered article is to create shipment paper and schedule a pick up time for the shipment. I had to perform this operation at the official site of our delivery partner Aramex

1 FROM (SHIPPER)		ORG. STN DAC	DEST. STN DAC	*40535912863*	
Shipper's Account No. 160911726		Shipper's Ref. 12402385 TONGI		4 SHIPMENT INFORMATION	
From (Your Name) Print Please Bata Bangladesh		Phone Number 88029810501		No. of Pieces 1	Actual Weight 0.50 KG
Company Bata Shoe Company (Bangladesh) Limited		Dept./Flo or No.		Chargeable Weight 0.50 KG	Country of Manufacture
Street Address Bata Shoe Company Limited, Tongi Bridge, Gazipur		Description of Goods/Harmonized Code: OD: 12402385, ART : 8516032, SIZE : 09		Customs Value	Currency
City Uttara		State/Province Dhaka		5 SERVICES	
Country Bangladesh		ZIP/Postal Code		PROD GRP DOM	PRODTYP ONP
2 TO (RECEIVER)		Receiver's Ref.		SVC CODE SVC CODE SVC CODE	
To (Receiver Name) Print Please qazi toukir		Phone Number(s) 8801734788946		6 TRANSPORTATION CHARGES	
Company qazi toukir		Dept./Floor No.		Default to Shipper Account if Not Noted	
Street Address (ARAMEX CANNOT DELIVER TO A P.O. BOX) H-30, R-36, Sector 7, Uttara Model Town, Dhaka 1230		City Uttara Model Town		State/Province Dhaka	
Country Bangladesh		ZIP/Postal Code		7 DUTIES AND TAXES	
3 SHIPPER'S SIGNATURE & AUTHORIZATION		Signature (Required) X Date 09/08/2016		Default to Receiver if not Noted	
Received By Aramex		Date		<input type="checkbox"/> Bill Shipper Account (Free Domestic) <input type="checkbox"/> Bill Receiver <input type="checkbox"/> Bill 3rd Party "Approved" Account APP A/C _____	
Collection Location <input type="checkbox"/> Shipper's Door <input type="checkbox"/> Aramex Terminal <input type="checkbox"/> Other		Collection Ref.		8 COST OF GOODS	
				No Charges if not Noted	
				<input type="checkbox"/> Bill Receiver <input type="checkbox"/> Bill 3rd Party "Approved" Account APP A/C _____ Cost of _____ 952.00 Currency _____	
				9 RECEIVER SIGNATURE	
				Received above shipment in good order and condition	
				Receiver's Signature (Required) X	
				Date _____ Time _____	
				Name (Please Print)	

**Aramex Shipment Paper**

Preparing Aramex shipment paper is a complex task to perform. I had to make sure that I am giving inputs of the correct information. The first segment at the shipment paper is the Shipper details. Here I need to put the Company address detail along with a reference number. As a reference number I had to use something unique. As a result I used the order number as the reference number since every order number is unique. Second part is the receiver detail. By using the customer information from OMS and Order Tracker sheet, here I input customers contact details. Filling out the postal code and city name correct is mandatory. Otherwise it has to repeat. At the shipping information part I have to give the product information. Article number, Size and Order Number is given here. Another complex segment is the Cost of Goods field. I had to make sure whether the payment mode is COD or the customer has already paid. If the customer has already paid (either through card or BKash merchant) then this field will remain empty. However, the payment mode was COD just like one in the sample; the payable amount needs to be given. As a result when the delivery representative will see Cost of Goods



field is blank, he will understand that, the customer has already paid. Again, when he will see that a payable figure is mentioned, that time he will ask for the amount from the customer.

Once I am done preparing both these papers. I email them to CDC or a nominated store from where the product will dispatch in the form of order. Finally I schedule a pick up time at the Armaex website. Delivery team member from Aramex reaches CDC or store and collect the goods along with the Bata invoice paper and Aramex Shipment paper.

#### **2.4 Adjusting Delivery Order report and Checking Financial documents**

Once an order is delivered, Aramex sends a delivery notification email. Based upon that email I need to verify whether the order has been delivered for real or not. I track the Aramex given AWB (Air Way Bill) number for the orders with delivery notification at the Aramex site. If the status got changed to “Delivered” and there is a customer signed PDF file of the shipment paper, only then I am sure that the order has been delivered. Later on I log in to the Bata OMS and change the order status from “Order Shipped” to “Order Delivered”.

At the beginning of each month Aramex send us the Billing Copy of the previous month along with the Customer signed AWB papers. I need to calculate and verify whether the amount charged by Aramex for the delivery of each order is authentic or not. Once I am done checking, I submit the bill along with delivered AWB papers to the Finance Department. The finance department re check the bill and the related document and prepare a payment cheque for Aramex. Finally, I notify Aramex and ask them to collect the cheque.

#### **2.5 Providing Customer Care Service for Retail and E-Commerce Customer**

*“Managing claims is a serious business, Treat your customer the same way as you treated him while buying” Bata.*

Customer care service is at the core of Bata Shoe Company (Bangladesh) Limited. Working as Customer care representative was an impactful learning experience. I provided customer care service over phone calls and emails. Another major part of the customer care service was customer claim settlement.

On an average I had to receive around 20 calls. Most of the calls were claim related and few were query based. There is no limitation in customer query. Solving issues with shoe size to claim settlement of a damaged shoe, I have done everything. However, whether it is customer query or claim management I had to record all of it. I was introduced to a standard format of recording all the customer query and claims on a daily basis. Maintaining the record was important because we can use it as a customer database and follow up the customer later on.

***Bata***

Customer Complain Sheet						
DATE	CUSTOMER NAME	CONTACT NUMBER	ISSUE	STATUS	BRAND	TYPE
28/8/2016	MR.ROMEL	01673212228	The following customer bought a pair of WB( 8212970), priced BDT 2290 from BC. However the shoe got damaged within few hours of its use.	SOLVED. Customer claim got accepted.	WB	CLAIM
28/8/2016	MR. BAKI	01976174522	The following customer bought two pairs of shoes and a pair of belt from Mirpur 1, prince bazar store. However after a month and few days long of its usage one pair of shoe and the belt got damaged badly	FOLLOW UP SESSION IS ON. Customer to be requested to leave the damaged belt and shoe at the store so that it can be brought to head office for review. However customer claim cannot be accepted as it does not match any of the company policy for exchange or repair	BATA	CLAIM

Sample Sheet for recording Customer Claims and Quires

In the customer complain sheet I have to record the detailed information of a customer query and complain. I suggested my immediate supervisor to add a new segment in the sheet and that is to include the brand name of the claimed shoe. The best part is my suggestion was considered and now alongside the typical format of recoding customer query and claim we record the in-house shoe brand name to track how well or bad they are being received by the customer.

## 2.6 Special Claim Settlement

The major problem with claim settlement is most of our valuable customers are still unaware of the claim policy that we follow. Therefore when customers request us for a claim settlement without fulfilling the criteria, I need to make them understand them the following condition:

- We can only accept the request for a claim only if the customer has encountered the defect within 30 days of purchase
- The shoe was properly used and no incidental damages happened
- The customer need to have the cash memo

However, there are critical situation where the customer does not have the cash memo and still demanding for a claim settlement. In those cases, I look for alternative an option which includes asking for a transactional reference as a substitute of Cash memo. Two form of transaction reference can be considered as a substitute of the cash memo.

- If payment was done thought a debit or credit card, the customer can ask for a transactional record sheet from the respective band and use it as a substitute of Cash memo.
- If the customer is a Bata Club member, all of his/ her transaction will get recorded in our system. We can use that a substitute if cash memo.

However in order to approve such claims, I have to prepare claim settlement protocol. Then by presenting with reference documents and damaged shoe I need to take approval for the claim from the Merchandising Manager, Retail Manager and Finance Director respectively. Same of a claim settlement protocol is given below:

Date: 3/11/2016

### PROTOCOL

Recently one of our valued customer, Mr. Md Yousuf Ali has submitted a shoe claim of a Bata Shoe (Article No: - 821-6695) priced 3,490 Tk., purchased from Bata Shoe Store, Uttara South City, Dhaka. The shoe is in damage condition and after examining for a very special case, we are decided to give the customer 100% settlement of the purchasing price from that respected Bata outlet.

The necessary documents are attached herewith.

Submitted for kind approval.

CUSTOMER CLAIM SETTLEMENT PROTOCOL

***Bata***

## 2.7 Marketing Campaigns

It was an honor for me that, the marketing department at Bata Shoe Company (Bangladesh) Limited selected me as a team member and got me involved in so many innovative marketing campaigns right from the beginning. In order to boost up the sales of Batabd.com and eventually convert online shoppers into customer, certain amount of discount was given during Eid and it was in association with Bkash and Banglalink. However, for each campaign there are certain anticipated targets for:

- Anticipated Turnover
- Anticipated Reach
- Anticipated Clicks



Marketing campaign for Batabd.com



Marketing Campaign for Bata Retail Stores

The latest marketing campaign that we did was a sure fire hit. This was Old shoe exchange campaign. For every single purchase amount of BDT 1500 or more, we offered BDT 200 Off in exchange by receiving closed shoes from any brand from the customer.

**Bata**

## 2.8 Product Photography

One of the most exciting tasks of my job responsibility includes product photography. During my internship program I have photographed around 120 products. I have developed the skill of professional product photography here at Bata Shoe Company (Bangladesh) Limited.

Each and every new article that is not still uploaded in BataBd.com is photographed. I have to photograph each Article (product) in seven angles following the standards. The photographs are to be taken in three different resolutions. (250 X 250, 350 X 350, 700 X 650)



**PRODUCT PHOTOGRAPHY BY ME (ARTICLE NUMBER: 8236699, RESOLUTION: 700X650)**

***Bata***



## CHAPTER 3

### PROJECT

#### **E-Commerce enabling Bata as an Omni-Channel Brand**

##### **3.1 Broad Objective of the Project**

Bata Shoe Company (Bangladesh) Limited has established itself as an Omni-Channel Brand. The introduction of E-Commerce operation in Bata Shoe Company Bangladesh Limited has created that status for Bata. Alongside ensuring multiple channel shopping experience for the customer, it is also offering customer service in multiple medium. The solo purpose becoming an Omni-Channel brand was not to lose a single customer, whether they are retail or online customers.

Digital marketing is the next big thing. Therefore Bata's focus on E- Business was appropriate. In Bangladesh Digital Buyer penetration rate by 2017 is forecast to be 45.10% and the strong growth of the mobile internet customer base is expected to continue in 2017 as well.

In the project part I will evaluate and identify the factor that has enabled Bata to become an Omni-Channel brand. I also have evaluated the development that Bata shoe company (Bangladesh) has made in the customer care services as an Omni-Channel brand. In the project part we will focus on the following:

##### **3.2 Specific Objective of the Project**

- ❖ Evaluating the operation efficiency of Bata E-Commerce platform
- ❖ Evaluating the multiple channel shopping experience offered by Bata E-Commerce Platform
- ❖ Determining customers' expectations from Bata E-Commerce platform

##### **3.2.1 Methodology**

The project is a blend of Primary and secondary data. Mostly this report consist of the activities (Including the surveys) that I performed as an E-Commerce Intern at Bata Shoe Company (Bangladesh) Limited.

##### **Primary data**

The major part of this report consists of Primary data. Such data was collected and allocated by me during my internship epoch. Starting from the impact of E-Commerce operation for an Omni-channel brand like Bata to survey on customers' expectations from E-commerce platform of Bata, I tried to blend all of these to give it an analytical approach.

***Bata***

### 3.2.2 Secondary data

The secondary data in my report has been mostly use to describe the organization profile and different products that Bata is offering. The secondary sources that I have used in my report includes: Journals, Articles, Web and Bata Employee Guideline Booklet.

### 3.3 Limitations

Preparing an effective internship report is a complex task. There are certain issues that I have encountered during the development of my internship project. However, as a Business Graduated we are learnt to give the best outcome with whatever resources we have and my motto was the same. A major limitation includes:

- ❖ Denial to get access to any financial reports on till date turnover and sales report from E-Commerce department of Bata. As these are confidential data I was not provided those.
- ❖ Time management was an issue too. Completing the report within the given timeline and that too an effective one was a challenge itself.
- ❖ The qualitative and quantitative surveys and their outcomes cannot be absolute error free because some of the contents are developed on probability and subjective approach of the customers' surveyed.

### 3.4 Efficiency of Bata E-Commerce operation

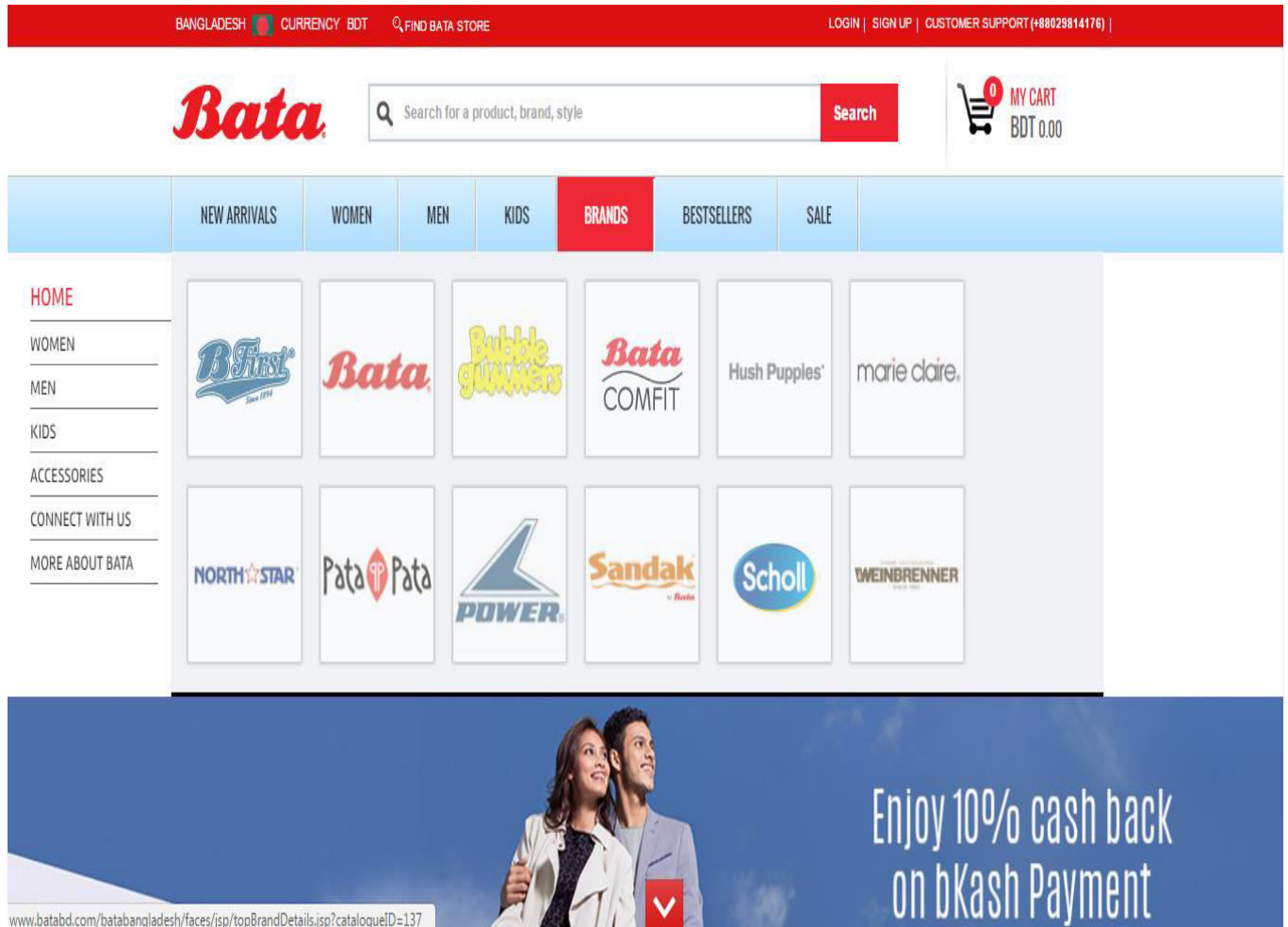


The solo purpose of Bata reinventing itself as an E-vendor was to provide a streamlined Shopping experience for the customer. The official E-platform of Bata Bangladesh follows the same mantra. It aims to serve a user friendly shopping experience for the customer. Whereas the collaboration with third E-Vendors ensure that we are not losing even a single customer. As an online vendor Bata is highly prompting their marketing campaigns on the social media platforms. These basically aim to attract the online users and eventually convert them into customers. Collaboration with multinational delivery and logistic company Aramex ensures that customers are getting the ordered product at the minimum lead time. Therefore the multiple channel shopping experience and a streamlined delivery system is an absolute indication that Bata is performing efficiently as an Omni-channel brand.

### 3.5 Evaluating the multiple channel shopping experience offered by Bata E-Commerce Platform:

One of the vital objective of establishing Bata as an Omni-Channel brand is to offer multiple channel shopping experience to the customer. Therefore Bata Shoe Company (Bangladesh) Limited is offering compound shopping channels to the customer:

#### ❖ Customers' getting Access to 12 In-house Brands in One Click



BataBd.Com is the official E-Platform for Bata (Bangladesh) Limited. This platform has contributed the most in establish Bata as an Omni-Channel brand. This platform displays its effectiveness in multiple layers. It is the most user friendly online shoe vendor site in Bangladesh. With just one click customer gets access to the 12 in-house brands under Bata. New arrivals shoes and bestsellers shoes have been categorized differently to ensure customer is getting more creatively satisfying services from Batabd.com

❖ Customers' offered with manifold Shoe Size Chart

WOMEN					
BATA SIZE	INCHES	CM	Europe	UK SIZE	US SIZE
2	9	22.8	35	2	2.5
3	9 1/4	23.5	36	3	3.5
4	9 5/8	24.4	37	4	4.5
5	10	25.4	39	5	5.5
6	10 1/4	26	40	6	6.5
7	10 5/8	27	41	7	7.5
8	11	27.9	43	8	8.5

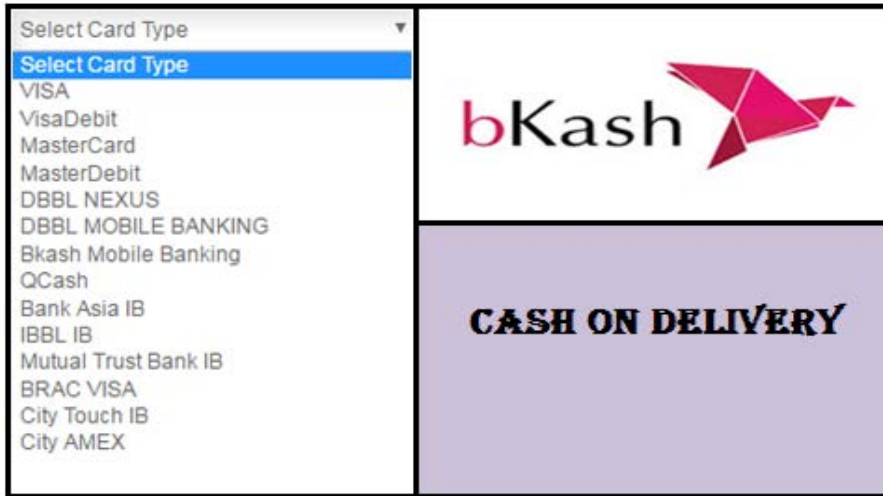
MEN					
BATA SIZE	INCHES	CM	Europe	UK SIZE	US SIZE
5	10	24.5	38	5	5.5
6	10 1/4	25.1	39/40	6	6.5
7	10 1/8	25.7	41	7	7.5
8	11	26.3	42	8	8.5
9	11 1/4	26.9	43	9	9.5
10	11 5/8	27.5	44	10	10.5
11	12	28.1	45	11	11.5

KIDS						
BATA SIZE	AGE	INCHES	CM	Europe	UK SIZE	US SIZE
7	2 to 3 years	6 1/4	15.9	24	7	7.5
8		6 5/8	16.8	26	8	8.5
9		7	17.8	27	9	9.5
10	4 to 6 years	7 3/8	18.7	27.5	10	10.5
11		7 5/8	19.4	29	11	11.5
12		8	20.3	31	12	13
13	7 to 9 years	8 1/4	21	31.5	13	13.5
1		8 5/8	21.9	33	1	1.5
2		9	22.9	34	2	2.5
3	10 to 11 years	9 1/4	23.5	35.5	3	3.5
4		9 5/8	24.4	36.5	4	4.5

Batabd.com reflects in efficiency by its efforts to minimize problems that customer encounters while shopping online. Since online shipping is a virtual concept, products that the customer is buying are intangible and they really cannot figure out the exact size or volume of the product. However to minimize this issue, Batabd.Com offers size chart for all demographics (Men, Women and Kids).

Therefore, whenever a customer is selects a shoe the size chart pop ups on the screen. To make it more user-friendly the chart displays shoe size measurements that are followed all around the world. For example, Bata women shoe size 7 is equivalent to size 24 in Europe, size 7 is UK and size 7.5 in US. Therefore, the customer gets the access to an international shoe size chart and this is something useful.

❖ **Multiple Payment Methods for customers**




As an Omni-Channel brand BataBd.Com offers several payment options. Starting with typical Cash on Delivery to paying through cards and Bkash, we offer it all. In a way it can be termed as multi channel payment method system. In order to make it user friendly, BataBd.Com also offers payment via mobile banking. Currently we are working with Bkash Mobile banking, DBBL Mobile Banking and Q cash. To make it more user-friendly we offer step by step instruction of Bkash Payment methods.

**How to make payment through bKash :**

- 1** Dial \*247# on your bKash activated mobile phone.
- 2** 1. Send Money  
2. Buy Airtime  
**3. Payment**  
4. Cash out  
5. Remittance  
6. My bKash  
7. Helpline  
Press '3' to select 'Payment'
- 3** Enter Merchant bKash Account No:  
01730791523  
Enter '01730791523'
- 4** Enter Amount:  
xxxx  
Enter 'Amount'
- 5** Enter Reference:  
xxxx  
Enter your reference number 'xxxx'
- 6** Enter Counter No:  
1  
Press '1' to proceed
- 7** Payment To:01730791523  
Amount: TK xxxx  
Reference: xxxx  
Counter : 1  
Enter PIN to confirm:  
XXXX  
Enter your bKash Menu PIN to confirm payment
- 8** **bKash** Payment: TK.xxxx to 01730791523 successful.  
Ref xxxx.Counter.1  
Fee TK. 0.00  
Balance TK.XXXX.XX  
TrxID XXXXXXXX at 6/09/2015 14:35  
Customer will receive a payment confirmation SMS

Bkash Payment Method

❖ **Streamlined Free Home Delivery Service for Customers**

					
	Express	Freight	Logistics	Ecommerce	Record Management
<b>ZONE 1</b>	<b>ZONE 2</b>	<b>ZONE 3</b>	<b>ZONE 4</b>		
DHAKA METRO	DHAKA SUBURBS	BEYOND DHAKA-MAJOR DISTRICTS	BEYOND DISTRICTS		
DELIVERY WITHIN 2 DAYS	DELIVERY WITHIN 2-3 DAYS	DELIVERY WITHIN 3-4 DAYS	DELIVERY WITHIN 5 TO 7 DAYS		

One of the important and complex parts of E-Business is ensuring on time delivery and BataBd.Com has successfully accomplished that. The solo purpose of collaborating with a multinational delivery and logistic company like Aramex was to ensure streamlined delivery service to our customer and they are doing it with full conviction. For better distribution all over Bangladesh Aramex has divided it into 4 zones. For Dhaka and its surrounding we deliver the goods within 1 to 3 days. Outside Dhaka delivery is done within a week time frame depending on delivery destination. Currently BataBd.Com offers the fastest home delivery service than any other Online Shoe vendors. The best is our valuable customers’ does need to pay anything for the delivery service. We provide absolutely free home delivery service to our customer and we are the only E-Vendor to do so. Such remarkable customer care service by E-Commerce department has enabled Bata to be the leading Omni-channel brand in Bangladesh.

❖ **Availability of Bata Products for Customers in Third party Vendor sites**



To make it more effective and wide spread as an Omni-channel brand Bata collaborated with other leading top E-Vendors. Alongside selling products on its own E-Platform (BataBd.Com), Bata is using all these four E-Vendors as sales channel. It also justifies the Omni-Channel status for Bata. However, even if a customer is buying Bata products from any of these five E-Vendors and not from BataBd.Com they will enjoy the same benefit and claim settlement policies.

***Bata***

### 3.6 Assessment of Customer's expectation from the E-Commerce platform of Bata.

#### 3.6.1 Background of the Survey

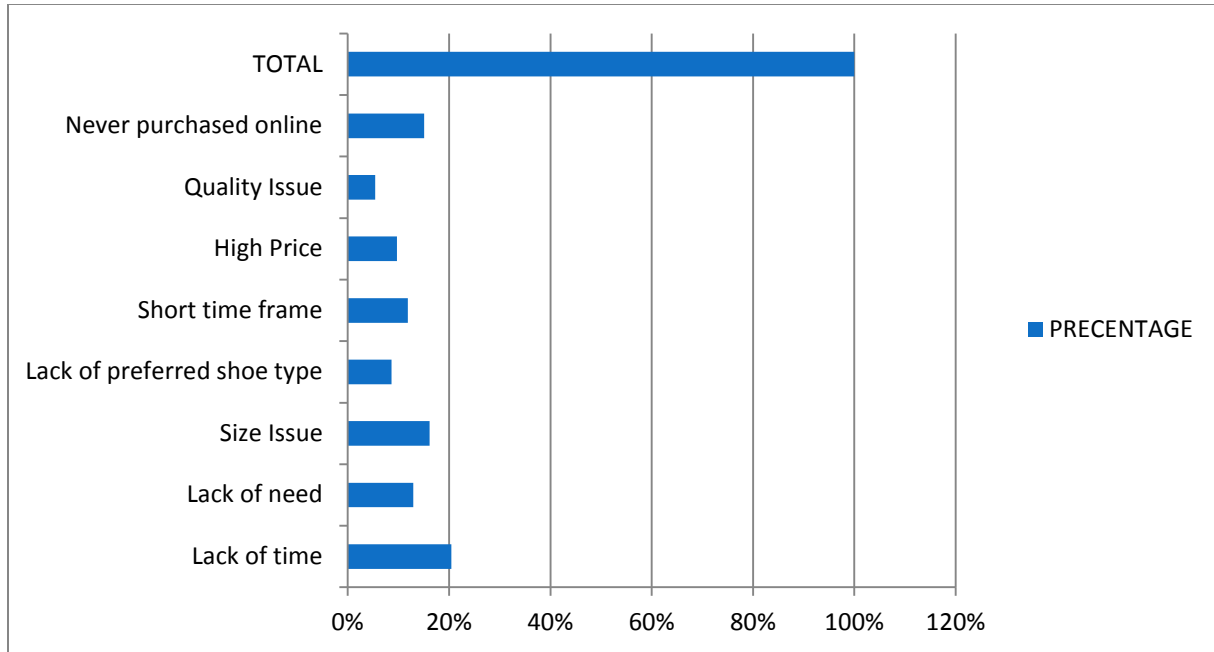
In order to determine customer's expectation from BataBd.com, we conducted a survey on the respondents of a particular marketing campaign for BataBd.Com. The marketing campaign was based upon Prisma Photographs. We asked the social media users (Facebook) to message us a group Selfie with friends under Prisma effect on our Facebook page. Eventually we got response from 93 users.

We offered them a gift Boucher worth in the form of 20% discount for any purchase from BataBd.Com. Later on we messaged these valuable respondents to provide their phone number so that we can talk to them regarding their expectation and perception from BataBd. We also extended the discount offer by one more week for them.

Finally, Out of 117 the survey was done on 93 respondents since the remaining was not available during the telephonic interview. The survey was conducted over telephone. There were total seven questions. Of them, six were closed ended question and one was open ended question. The questionnaire was prepared by me under the supervision of my intern supervisor, Mr. Raqib Mahmud (E-Commerce) manager. Later on, I was appointed to do the data analysis and develop the outcomes from the survey.



### 3.6.2 Customers Reasons for Purchase Failure

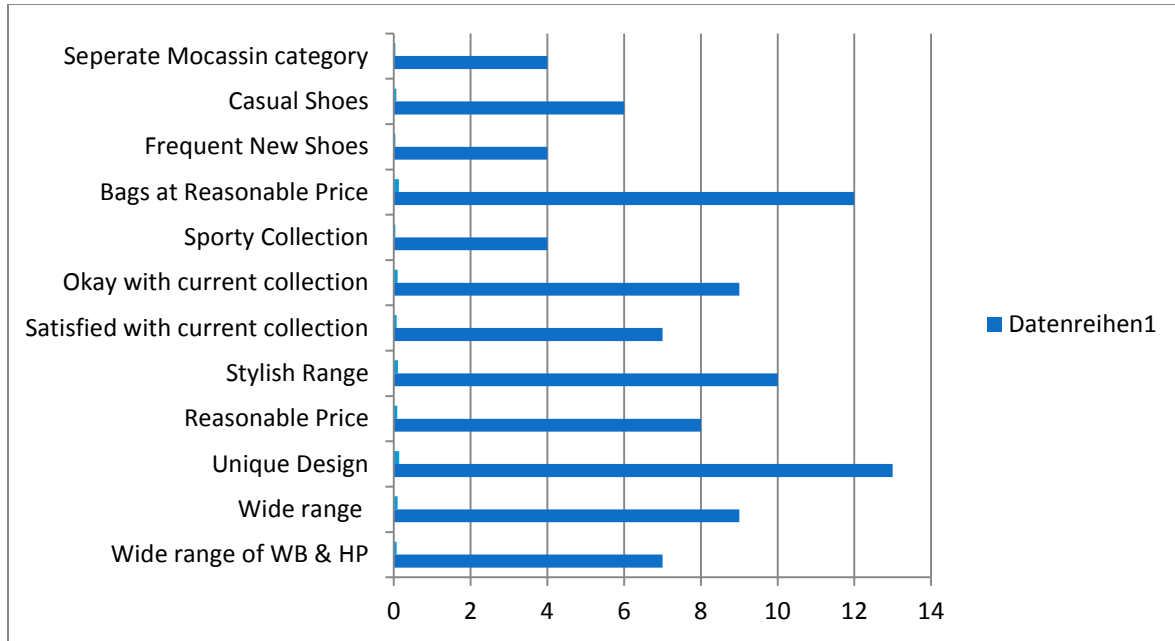


REASONS BEHIND PURCHASE FAILURE	FREQUENCY	PERCENTAGE
Lack of time	19	20%
Lack of need	12	13%
Size Issue	15	16%
Lack of preferred shoe type	8	9%
Short time frame	11	12%
High Price	9	10%
Quality Issue	5	5%
Never purchased online	14	15%
TOTAL	93	100%

Majority of the respondent said the reason behind purchase failure is short time frame that was allocated to enjoy the discount Boucher. Whereas many believe that since the products are intangible and they cannot go for a trial while purchasing it they did not go for purchase online. A good number of respondents were such that till date they did not purchased online.



### 3.6.3 Customer Product Preferences



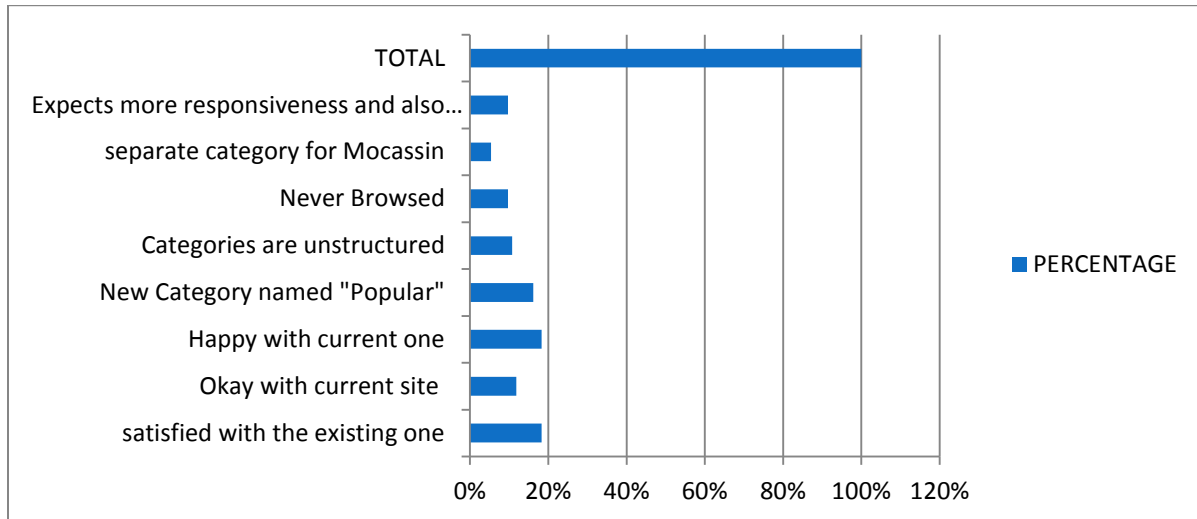
PRODCUT PREFERENCES	FREQUENCY	PERCENTAGE
Wide range of WB & HP	7	8%
Wide range	9	10%
Unique Design	13	14%
Reasonable Price	8	9%
Stylish Range	10	11%
Satisfied with current collection	7	8%
Okay with current collection	9	10%
Sporty Collection	4	4%
Bags at Reasonable Price	12	13%
Frequent New Shoes	4	4%
Casual Shoes	6	6%
Seperate Moccasin category	4	4%
Total	93	100%

Majority of the respondents prefers unique design and stylish range of products. However a large number of respondents are satisfied with our current collections at BataBd.Com. There is a group of price sensitive customer as well and they want Bata Bags in an affordable price range.

### 3.6.4 Liker Scale Ratings

- ❖ On a scale of 1 to 10 average customer rating on availability of preferred product at BataBd.Com is 6.3. Therefore customers get their desired product available at the site.
- ❖ Whereas, rating on customer overall browsing experience at BataBd.Com is 7.3, meaning majority of the respondent find it user-friendly.

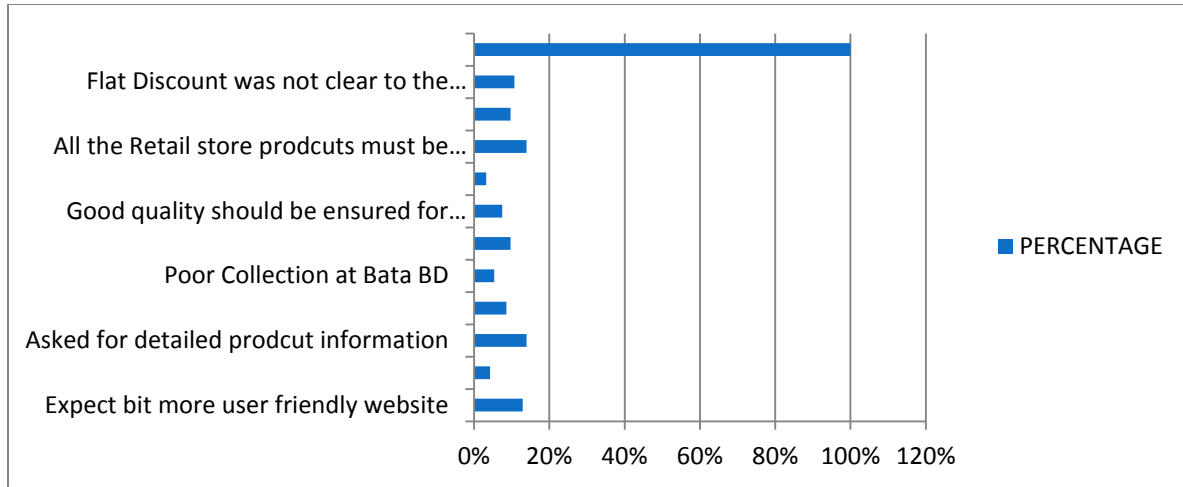
### 3.6.5 Customers' Overall Browsing Experience



EXPECTED BROWSING FEATURES	FREQUENCY	PERCENTAGE
satisfied with the existing one	17	18%
Okay with current site	11	12%
Happy with current one	17	18%
New Category named "Popular"	15	16%
Categories are unstructured	10	11%
Never Browsed	9	10%
separate category for Mocassin	5	5%
Expects more responsiveness and also a BataBd Mobile App	9	10%
TOTAL	93	100%

Regarding browsing experience most of the customers are satisfied with their browsing experience at BataBd.Com. Many respondents are expecting a new category in our website where all the popular (Bestseller) shoes will be there. A good number of respondents have asked for a BataBd mobile app as that would be more convenient for them.

### 3.6.6 Customers' Perception about Batabd.Com



CUSTOMERS OPINION	FREQUENCY	PERCENTAGE
Expect bit more user friendly website	12	13%
Looking for Trendy Designs	4	4%
Asked for detailed product information	13	14%
okay with current collection at BataBD	8	9%
Poor Collection at Bata BD	5	5%
Could not trace preferred shoe at BataBD	9	10%
Good quality should be ensured for online purchase	7	8%
Shoes in Affordable price	3	3%
All the Retail store products must be there at the website	13	14%
Looking for Addidas collection	9	10%
Flat Discount was not clear to the customer	10	11%
TOTAL	93	100%

Majority of the respondents wants more detailed product information at our website. However many of the respondents believes the E-Vendor site should be bit more user-friendly. It is also need to be ensured that all the products that are available at the retail outlets of Bata must be available at the website as well. Many of the customers could not trace their preferred shoe at BataBd.Com, whereas many did not understand the offered flat discount concept.

### 3.7 Project Findings

#### Findings:

The solo purpose of the project was to determine whether the E-Commerce platform of Bata Shoe Company (Bangladesh) Limited has enabled it as an Omni-Channel brand. While evaluating the specific objective we have found that:

- ❖ Bata is currently working on E-Commerce platform to develop it as a competitive advantage. They are offering free home delivery service and this is definitely a complete advantage because no other online shoe vendors are offering that. On the other hand, collaboration of Bata with multinational delivery and Logistics Company like Aramex ensures that they are providing a streamlined home delivery service all over Bangladesh.
- ❖ Customers are enjoying multiple channel shopping experience in different forms. The official E-Platform enables customers to get access to all the shoe brands under Bata. To make it more user-friendly they are offering multiple payment methods. Most importantly their collaboration with other E-Vendors has opened a new shopping channel. Regular customer can buy Bata products from Bata Retail stores, Bata agency and dealership stores, BataBd.com and from four other nominated stores.
- ❖ The findings from the survey give an analytical approach to Customers expectation from the E-Commerce platform of Bata. For many customers product intangibility is an issue and a reason for purchase failure. While most of the customers are satisfied with the current collection they still desire for more unique and stylish product range. A large number of customers have asked for Bata Mobile App for better and more convincing shopping experience.

## **CHAPTER 4**

### **CONCLUSION**

#### **4.1 Recommendations**

As an Intern my effort was always there to learn new skills and get myself adapt to Bata culture. However since there is always a room for improvement, I would like to point out some my observations in the form of commendation. If action is taken against these issues, it will definitely assist Bata Shoe Company (Bangladesh) Limited to uphold its brand value.

**Appoint more customer care representative;** though at Bata it is believed that customer is at their core, very few people are directly responsible for the customer care department. During my internship period I was the only customer care representative for both retail and online customer.

**Increase the acceptance of E-Commerce Department within the Organization;** I was appointed in Bata Shoe Company (Bangladesh) limited as an E-Commerce Intern. E-Commerce is the latest edition to Bata. A multinational company that has such a strong brand value for its excellent retail operation might taking bit long too long to realize the potential of E-Commerce.

**Highlight the potentials of E-Commerce;** E-Commerce is the economic way to do business. Starting from minimal occupancy rate to workforce, it saves lot money! Therefore Bata as an organization needs to get acknowledged regarding this and support it more in financial terms.

**Focus on the official E-platform of Bata alongside the third parties;** it is true that right now majority of the E-Commerce revenue is generated from Third party vendors. However we cannot ignore the potentials of its official site which is BataBd.Com. Introducing trendy shoes lines at BataBd.com and conducting heavy marketing promotion can assure good earnings from BataBd.com as well.

## 4.2 Conclusion

E-Commerce is the most cost effective way to conduct Business. Bata Shoe Company introduced E-Commerce to become a well establish Omni-Channel brand. Omni-Channel is a current and valuable marketing concept. Within a short span time Bata has established itself as a profitable online vendor in Bangladesh. The main objective of this report was to establish the fact that Bata is performing effectively as an Omni-Channel brand. Multi channel operation and impactful marketing campaigns has assisted to attract more online customers towards Bata.

Bata Shoe Company has the largest market share in the footwear business. Throughout the report I demonstrated how E-commerce and its multi channel operations are upholding that brand value for Bata. E-Commerce operation of Bata is progressing in a balanced way. Collaboration with third party E-vendors has opened new shopping channel for the customer. Nowadays customer care service is contributing the most for many organizations. If customer care service at Bata becomes more responsive and user friendly it will definitely uphold its reputation as an Omni-Channel brand.

I firmly believe my internship report will be advantageous to marketers to better understand the concept of Omni-Channel. As a business undergraduate I tried to demonstrate the business activity of Bata Shoes Company and more specificity the E-Commerce operation of Bata. I have given the project part an analytical approach so that the customer expectation and perception from an Omni-Channel brand like Bata can be better understand.

## 4.3 Appendix and Reference

❖ Survey Questionnaire:

<b>SURVERY QUESTIONNAIRE</b>													
<b>Customer's Expectations from BataBd.Com</b>													
<b>Name:</b>	<b>Gender:</b>	<b>Occupation:</b>											
<b>1</b>	Can you Please Tell us the Reason behind your Purchase Failure from BataBd.com?												
<b>2</b>	Your Rating on Product Availability of Choice	LIKERT SCALE	0	1	2	3	4	5	6	7	8	9	10
		NOT LIKED					MOST LIKED						
<b>3</b>	What sort of Products do you Expect?												
<b>4</b>	Your Rating on Browsing Experience of Batabd.com	LIKERT SCALE	0	1	2	3	4	5	6	7	8	9	10
		NOT LIKED					MOST LIKED						
<b>5</b>	What are the Features that you expect for a Friendly Browsing Experience?												
<b>6</b>	What other Expectations do you have from Batabd.com?												
<b>7</b>	Please Tell us if you have any Suggestion or Feedback												

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