

INTERNSHIP REPORT ON



DIRECTFRESH

**CUSTOMER SATISFACTION OF ONLINE
RETAIL SHOPPING: A STUDY ON
DIRECT FRESH LIMITED**



Internship Report

CUSTOMER SATISFACTION OF ONLINE RETAIL SHOPPING: A STUDY ON DIRECT FRESH LIMITED

Submitted to:

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Letter of Transmittal

April 19, 2017

Dr. Khan Md. Raziuddin Taufique

Assistant Professor,

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Dhaka.

Subject: Submission of Internship Report on Internship Report on “Customer Satisfaction of Direct Fresh Ltd.”

Dear Sir,

With due respect, it is a great pleasure and privilege to present the internship report titled **“Customer satisfaction of online retail shopping: A study on Direct Fresh Limited”** as a partial fulfillment of my BBA Program.

Throughout the study I tried with the best of my capacity to accommodate as much information and relevant issues as possible and tried to follow the instructions as you have suggested. I tried my best to make this report as much informative as possible. This report explores current situation of “online shopping experience & customer satisfaction of Direct Fresh Ltd.”. I sincerely believe that it will satisfy your requirements.

Therefore, I sincerely hope that you will appreciate my effort and I will be grateful if my report is accepted for the appropriate purpose.

With Appreciation,

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Acknowledgement

All praise to Allah, the almighty, and the merciful. Without his blessing and endorsement this report would not have been accomplished. As part of my internship for BUS400 from BRAC University I have been assigned this report to reflect my learning and it is with great pleasure that I express my gratitude to following institutions and individuals. First I would like to thank BRAC University and the BRAC Business School for enlightening me over the period of my Bachelors in Business Administration. Every faculty of the BRAC Business School receives my greatest accolade because of all their teachings which generated an interest in to me excel.

I would like to express my gratitude to my organizational supervisor of this Internship Program, **Dr. Khan Md. Raziuddin Taufique**, who gave me the opportunity to prepare this report to enhance my knowledge. He encouraged me a lot and spared his valuable time to check my draft copies. His optimism and faith in me and my abilities gave me massive confidence in myself and my work. I am also indebted to thank Mr **Shihab Uddin Ahamed**, Operations Manager of Direct Fresh Ltd. Despite of his busy schedule, he provided appropriate guidelines and supports where needed. Last but not the least, I would like to give thank all the respondents who participated in the survey and helped me to complete my report with honesty.

Finally, thanks to Mr. **Ruhul Amin**, Sr. Customer Relationship Manager who has helped in research part and collecting data. It is also unforgettable, who have been the participant of my research work.

Executive Summary

The internship report has been prepared on “Online Shopping Experience & Customer Satisfaction of Direct Fresh Ltd.” based on both primary and secondary data. The information used in this report has been collected from various sources such as daily reports of activities, interviews with employees, Customers interviews, website backend and sales reports.

I have prepared this report to represent the adapted marketing strategies by Direct Fresh. Direct Fresh has developed relationships with leading Bangladeshi meat, poultry, fish, and milk companies, like; Bengal Meats, Deshi meat, Fisherman, German Butcher, Aarong Dairy, PepsiCo, Nestle, ACI, Square etc. Locally made snacks and baked goods will be provided through relationships with Golden Harvest, Domiok Breads, Lucerne Chocolate, OceanRia, Glazed Donut. In this time our customers are upper class people. So we import some premium products from U.K, France, Thailand, Dubai and some other countries for premium customers. Customers of DF are satisfied with our service. But sometimes they face problem for browsing and timing of delivery. I talked with some customer and take feedback from them.

I have closely analyzed the customer satisfaction of Direct Fresh and how they are implemented throughout my internship and prepared this report.

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Chapter – 1

Overview of the Report

1. Overview of the Report:

1.1 Introduction

Now a day's people are so busy for build up their carrier. Also people's lives are going to much easier through online shopping. We always like to do online buying. It saves our time, money and energy. When we open our Facebook account we saw a lot of advertise of online buying also we buy from those online shops. Like all other online shop, Direct Fresh is also an online grocery shop. This will deliver all the grocery items in your doorsteps. They have home delivery service. You can order your products from your office and it will have arrived your preferable time to your doorstep. Direct Fresh ltd. is doing great in their home delivery service day by day.

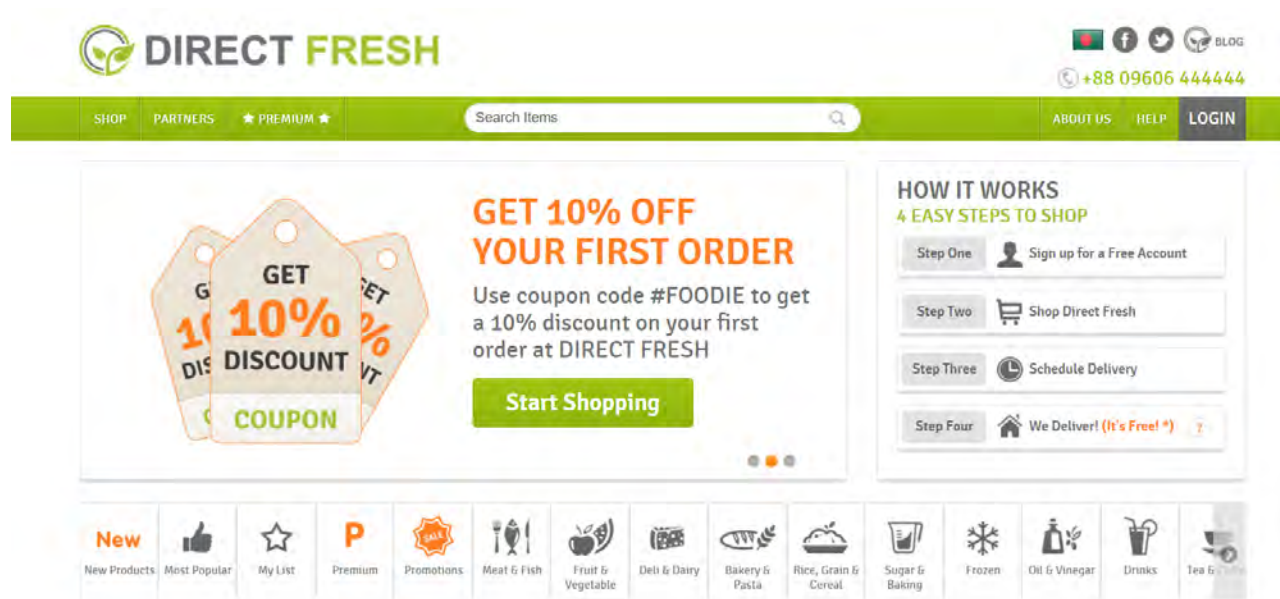


Figure 1: The website of Direct Fresh

Chapter – 2

The Organization-

Direct Fresh Limited

2 The organization “Direct Fresh Limited”.

2.1 Introduction and history of Direct Fresh:

Direct Fresh Ltd. (DF) is a new online based organization. In thirteenth February 2012 "Direct New" enlisted to "Office of the Recorder of Business entities and Firms (RJSC)" (roc.gov.bd, 2012). They did statistical surveying and research for making a modern online store in Bangladesh for next two years after enrolled. After that it at last propelled operations on seventeenth January, 2014. DF's distribution center situates in Gabtoli, which was implicit 2010. It is 6,000 square feet of dry storage space, 60 tons of frozen storage space, a loading bay. Direct Fresh uses its own transportation for product delivery and movement of the products. It has 2 trucks, 3 pickups, 1 boat and 5 bikes for delivery. DF has 5 section of land grounds in Manikgonj where they producing new vegetables. DF's warehouse is at 11 Kilometers far from DF Headquarters and Customer Service Canter. The "Direct Fresh" headquarter is arranged and situated in Banani. Through their successful online home delivery service “Direct Fresh” is able to reach out to an amazingly huge number of people. It had become possible because one of the founders of “Direct Fresh” also co-own their own technology company, “BGLOBAL”. They made The "Direct Fresh" website user-friendly and furthermore refresh as often as possible for clients. Samuel Bretzfield, is the Chief of BGLOBAL and furthermore co-owner of "Direct Fresh" ltd. Always he maintains the website properly as he is specialized in that. The operation site is covered and managed by Mr. Shihab. He assumes an essential part in the entire operation site and moving operation easily. Lion's share of the organization is possessed by Mishal Karim. With his group he makes this online shop which is truly a decent site in online business segment of Bangladesh. At Direct Fresh, they promise to offer their customers the best ingredients from all over the world. Most importantly, they guarantee that all of our products are 100% free of formalin, carbide, and other industrial carcinogens, and that they take care of your food from its source to your doorstep with the latest in cold-chain and smart-logistics technology.

2.2 Mission & Vision of “Direct Fresh”:

The mission of Direct Fresh is to provide fresh and premium foods to the potential customers of Dhaka. People of Dhaka city are getting busy day by day. They don't have enough time to buy their necessary products by own. So they can order in DF and DF promises them to provide fresh food and other necessities on time. “Direct Fresh” Ltd. delivers premium groceries to customer's doorstep.

The vision of “Direct Fresh” is To provide Dhaka's Foodies and their families with access to the finest, freshest ingredients from Bangladesh and around the world, delivered within 24 hours; To leverage state-of-the-art technology and a passion for customer service to make it easier for you to eat better every day (Direct Fresh, 2013).

2.3 Products of Direct Fresh:

Managing Director of Direct Fresh Mishal Karim stated that, “We started out with providing premium services and products; all we did afterwards was simply expand our product portfolio. It used to be 300 and now it is over 4000 different products for a customer to choose from. Doing this has helped us reach out to a much wider audience than our initially rather niche target market” (SD Asia, 2015).

“Direct Fresh” is specialized to deliver all kinds of grocery items, imported and local fruits and vegetables also home and kitchen items. There are twenty-three different category products are available in the website like, fruits & vegetable, meat & fish, oil & vinegar, kitchen, home, snacks, spices etc. We can see the product categories in the picture below.

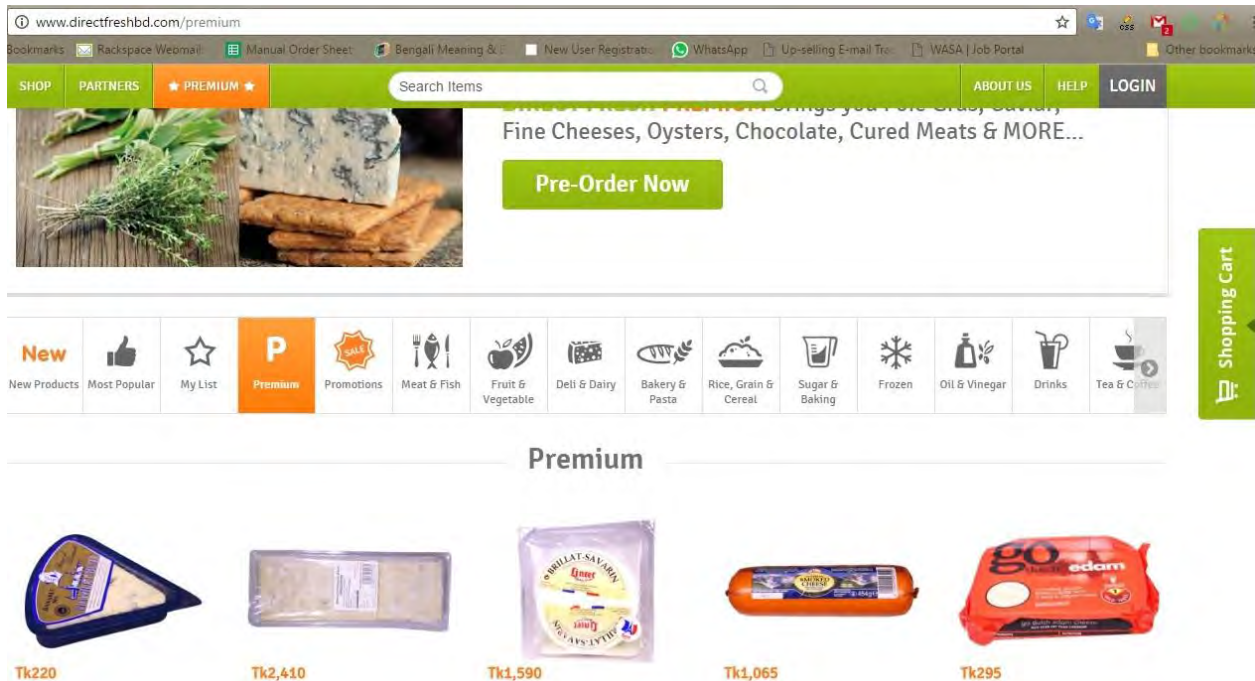


Figure 2 Products outline in website

“Direct Fresh” is the only online grocery shop where you can find the pork items specially for the foreigner living in Bangladesh. They import premium fruits and vegetables like, kiwi, plum, avocado, peach, cheery, apple, pears, white onion, date, mango, melon, guava, honey dew, papaya, longan, durian, zucchini, iceberg lettuce, carrot, French bean, Foie Gras, Caviar, Fine Cheeses, Oysters, Chocolate, Cured Meats etc (Direct Fresh, 2016). They mainly import their premium products from USA, UK, France, Thailand, Dubai etc. and they add some items from local well-known shops like German Butcher, Korean Mart, Australian Value Shop, DUMIOk, Bangle Meat, Dhaka Dough, etc in their product list. It has also various kinds of health and hygiene products. Direct Fresh recently introduced Dhaka’s first milk delivery service. 100% organic and fresh milk delivered to customers doorstep by them (Direct Fresh Dairy, 2016). They also supply imported fruits and vegetables to retailer shops, five star hotels, top restaurants in Dhaka city. The B2B customers can have all the premium products they need in cheap price in there, so they take from there rather than import. When I talk with customers they are really satisfied with premium products and want more varieties products from “Direct Fresh”.

2.4 Target customers:

In the very beginning Direct Fresh selected a specific target market. Their main targeted customers were the upper class people for this particular business. This is because this service is very much expensive and only higher class people can afford this service. So that it pities much difficult to middle class consumer to afford their service. As a result, the list of the most well-known and the high class people are usually targeted firstly. Then they made a database for taking information from various places like Gulshan club, Dhaka club, and residents of Gulshan area, Baridhara, Banani, Dhanmondi and foreign embassies as well. But now in order for the improvement of the company and for the business to expand more strongly, the targeted group of customers going to change so that the market shares are maximized properly and efficiently. This is so helpful for both the business and the company as well. So recently they try to target upper middle class people. They try reducing their price by keeping different brand so that price of the products is going low and also middle class can afford their products as well.

For the B2B business they targeted the high end institutions and companies. As Direct Fresh imports the products in a large scale then they can take cheaper price from the customers. But for small amount, the cost of importing the product is too high. Then taking from Direct Fresh is cost efficient for them. Besides the loyal customer base DF also supplies to discerning institutional clients like Apollo Hospitals, The Westin, Radisson Hotel, a number of international schools, clubs, and restaurants who want to ensure food safety for their employees and consumers (Dhaka Tribune, 2016).

2.5 Delivery area:

Direct Fresh doesn't deliver its product all over in Dhaka city. They mainly deliver their products in Gulshan, Banani, Niketon, Baridhara, Bashundhara, Uttara, Dhanmondi and some selected places in Mirpur. They recently try to cover all Mirpur and Mohammadpur area and they working on it.

2.6 Customer Information:

The main customer base of the company is the foreign people living in Dhaka city specially the people working in different embassies in Dhaka. As they are fond of premium foreign product and they are busy with their works in whole day, they don't have time to shop those products. Security issues are already there for them if they want to go outside to shop their grocery items. So that, they are comfortable to shop with Direct Fresh as they can have desired product from there. Now a day's people are so busy that they don't have enough time to go for shopping so they always looking for something easy. "Direct Fresh" comes with better service which saves their time and money as well. Beside the ones working in the embassies, the major groups of customers are the businessmen. Money isn't a big deal for them that are why they prefer the home delivery service all the time.

Location is one of the most important factors for this type of service. A particular range of area is maintained for any given services because the time allocated for the home delivery also varies on that. Orders are taken from outside the city as well.

Another important factor is the relationship between the consumer and the provider. If the relationship between these two aren't that much well then it might turn into a mishap for the business even. This includes the size of the customers as well. This is because if a good relationship isn't maintained with the customers then the number of consumers will decrease gradually and as a result there will be a time when there won't be any other options left but to dissolve the business completely.

2.7 Competitors of Direct Fresh:

Direct Fresh is the online grocery store with premium products. Though it has no direct competitors who are doing businesses with premium products, but in this field there are some competitors. In this sector, "chaldal.com" is the main competitor of Direct Fresh which is a

renowned online grocery store in Dhaka city. Here are some competitors which are doing similar business in this sector:

2.7.1 Chaldal.com

Chaldal.com is the most popular online grocery shop in Dhaka city. The only reason behind that is they have covered whole Dhaka city for their business. Their main target customers are middleclass people. That is why their main products on their shop are local products which are daily needed in a middleclass family. They have covered almost whole Dhaka city that means from anywhere in Dhaka city, anyone can order with their website and can have the product within two hours. That is why they have huge number of orders regularly and it is the main benefit of them.

2.7.2 Nijekini.com:

Nijekini is the new online shop in this category. They also targeted the middleclass people for their business. That is why they also have local products. They also have some imported product like Direct Fresh as their head office is in Banani and their main delivery point is banana, people in there are fond of imported product. As Nijekini is newer then they are struggling in this sector because two giant companies are already doing great in this same market.

2.7.3 Retail shops:

Retail shops in Dhaka city are getting more popular day by day. Anyone can have their desired product in there altogether. If anyone wants to have vegetables to grocery items, they can have all the products in retail shop. Who has enough time to go there for shopping; they go there and shop the products. There are many popular retail shops in Dhaka city now. Agora, Meenabazar, Shwapno, Prince bazar, Lavender, Unimart, Gourmet Bazar, Dhali they are the leading retail shops in Dhaka city. In there, Unimart, Gourmet Bazar are in Gulshan and specially designed for high class people which are indirect competitor of Direct Fresh.

2.8 Comparison of Direct Fresh with others:

There is some visible difference between the competitors and Direct Fresh.

- The main purpose of Direct Fresh is providing imported premium products to the customers which are different from others.
- Though chaldal.com is doing very well as they deliver the product too fast to the customers and covered whole Dhaka city, but they don't have premium products, they only doing their business with local products.
- Direct Fresh cannot deliver the products early like chaldal. That is why its losing some customers.
- Though there are many super shops for buying products but they don't do home delivery service. Also some of them don't have return policy for perishable products. But DF has those policies. Also they don't have premium products like DF. Direct Fresh delivery premium fruits and vegetable to different retail shop.
- Recently Meenabazar introduced their Online buying process. But as they are new in online market so it will be tough for them to become the pioneer.
- Unimart, Gourmet bazar are containing premium products. But as they don't have home delivery system so Direct Fresh is pioneer in there.
- Direct Fresh has their own farmers and farmlands to farming exclusive fresh vegetables, fresh meats and others. Direct Fresh provides proper training to the farmers of them and also they trained 2,000 farmers of Manikganj on the application of bio-fertilizer and bio-pesticides so that they can grow more foods for the people of our country (The Daily Star, 2015), other online or retail shops are don't think about this kind of things.

Though Direct Fresh has some problem but they provide much better service rather than others. But also they have to do more than this to grab customer's attention.

2.9 Organizational Diagram of Direct Fresh:

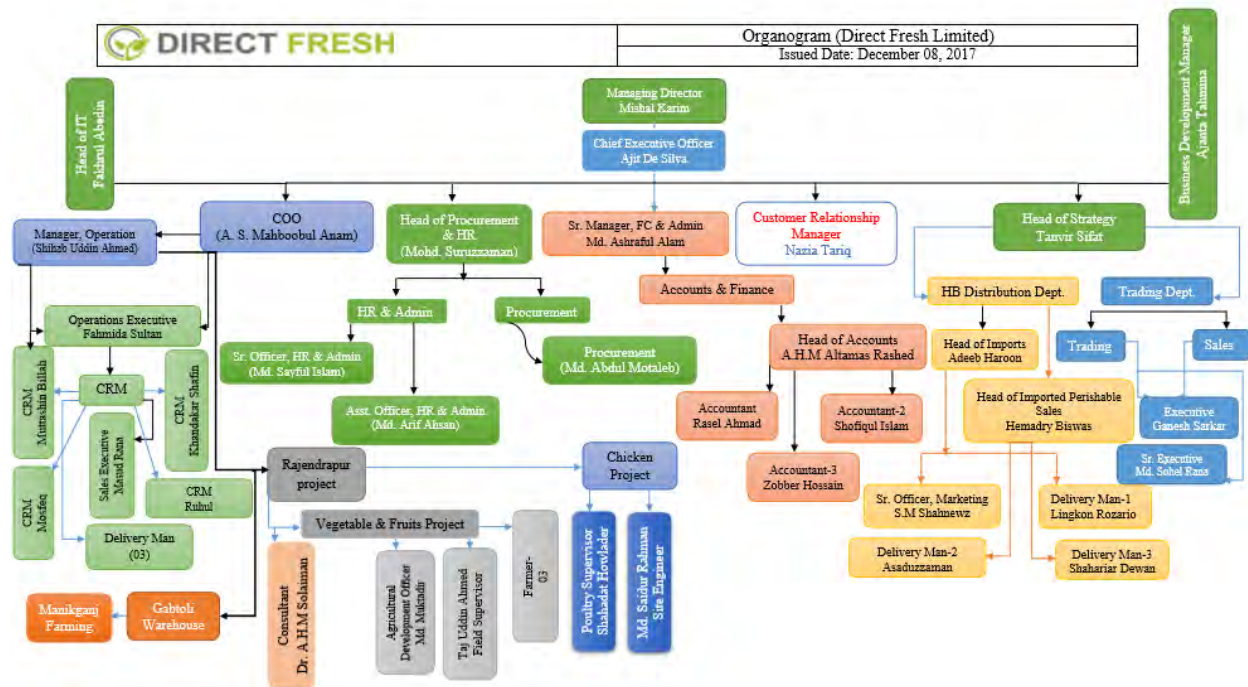


Figure 3 Organogram of Direct Fresh

This is the organogram of Direct Fresh. Here the head of the team is MD he controls the whole team. Then CEO is the second in command. And others are working under them. In here, the COO operates the operation team and Operation manager does the whole thing about operation. Hr & Procurement team selects the best employees for the company. Customer relationship department is managing the relationship with customers and does the entire thing to get new customers. And the strategic department is responsible for strategic planning of the company.

2.10 Services of Direct Fresh:

DF does home delivery so eventually. DF provides both its products and service at the same time. Direct Fresh ensures their product quality. So that they deliver to customers doorsteps by their own delivery van so that customers can get better food. The company aims to influence its website, warehouse, and customer relationship management to provide customers different products, reasonable pricing, and better customer service. They really provide a good service for

their customers. They have return policy as well. Customer can return their products even after two days. They ensure delivery time as per customers want. They deliver two times a day. Also they deliver milk in the morning which is start from 7am. For customer DF is open every day in a week. Direct Fresh team communicates with customers over phone, email, intercom and Facebook. They response customers mail as early as possible.

2.11 Operational Network

Direct Fresh comprises have around 50 employees of all level. So, in terms of decision making it is the MD, Chairman who make the final decisions. Other key employees are taking part in decision making. In terms of doing their work, every employee is fully supervised by his/her immediate senior employee. Usually higher management doesn't interrupt on any operational part until any crisis happened. It's kind of open door policy. Every employee works like a friend. Juniors get any kind of help from their seniors. Any employee can knock their senior employee any time. Office environment is very flexible for the employee.

Chapter – 3

Responsibilities as Intern

3 Responsibilities as Intern

3.1 Description:

I have been appointed as customer relationship Intern in Direct Fresh from January 26st to present. My work is to interact with customer for various purposes through phone, e-mail or message. Also I monitor the delivery person for their daily delivery performance. Sometimes I work with different vendor about new products as well as running products. I am responsible for customer satisfaction and smooth delivery

3.2 Specific Responsibilities as a Customer Relationship Manager

Now I am going to tell all of my tasks I am performing in Direct Fresh as a Customer Relationship Intern:

3.2.1 Confirming Order:

First of all, I have to confirm all the order which is coming all over the day through website. I call every customer who gives us order through online. Sometimes customers are placing order over phone. Then I place the order on behalf of them. Some customer wants their order as soon as possible. I make sure their delivery timing.

3.2.2 Closing:

After confirming the order process, there comes the closing part. In this part I put all the order in one office word file and put the entire product list under one chart. After that I send them into our Gabtoli warehouse. Most of products are come from Gabtoli warehouse. Rest of the products are collects from their local vendor.

3.2.3 Managing Delivery Team:

Managing the delivery team is one of the most important tasks that I had to perform almost every day. It starts from selecting the person for the next day's delivery to

ensuring all the deliveries to the customers safe and sound. If there is any mistake, then there are lot of problems come together. So, I always try to make sure that no mistake happens and if so then I tried to solve as soon as possible by confirming the reason behind it. After finding the problem I make sure this won't be happening twice.

3.2.4 Ensuring Delivery:

Direct Fresh's reputation mostly depends on it as our clients are getting the goods in its best condition given by the delivery man. If the service is not appropriate for the customers or they are not satisfied with the service, then all we have done from the beginning for them will go in vain. So, I had to ensure each and every delivery that will be served by our delivery man to the customers and obviously without committing any mistakes.

3.2.5 Communicate with customer:

Everyday many customers communicate with us over phone, email, intercom, Facebook (Direct Fresh, 2012). My work is to response all and gives them proper information about the product and ordering process. To mail the customers in DF I use Rackspace software so that we can easily handle the huge number of mails of the customers.

3.2.6 Customer Relations:

As a Customer Relationship Managers (CRM) I have to monitor about our customer's satisfaction. It is very important to interact with the customer's beginning from order confirmation to after sales service. As direct fresh follows the best possible customer satisfaction policy so it was very important for me to ensure about customer's satisfaction. To DF customers are the first priority. I always look after about what my customer's need and wants.

3.2.7 Assisting milk Delivery Process:

Direct Fresh has recently start milk delivery towards their customers. Those milks are coming from Agro Dairy Farm which is situated in Saver. That milk is pasteurized and

they are really good for health. That milk contains only 4.1% fat. So anyone can consume that milk. I always place the milk order according to demand. It's really tough to predict how many milk orders will come next day. Customers are really like the milk and they take the milk daily.

3.2.8 Assisting Institutions Delivery Process (B2B):

DF has some institutional customers like Apollo Hospital, American Club, Dutch Club, Gulshan Club, International School Dhaka (ISD), American International School Dhaka (AISD), Pizza Roma, Thrive, Chows Restaurant, Radisson Blu, Westin, La meridian, Hotel Sonargaon etc. Though this section is separate from my duty, but sometimes I have to look after institution delivery process if any emergency situation comes.

3.2.9 Update Products in Website:

Almost every day we are getting new products for our website. So we have to put in our software so that customers can see those products. For every product we have a SKU code which helps us to find the products easily. For this part we use **Magento**. This is one of the easiest and popular e-commerce software. We can add full information by this sight and manage the product quantity as well.

3.2.10 Talk with different Vendors and Partners:

As DF has doing business with different vendors and partners so we have to talk with them frequently. Sometimes I talk with new vendor who want to do business with us and collect all the information. After that I talk with my senior supervisor and discusses about all issue. If we like the project than we call them for the products in not than cancel the project. It is also very important task for me because before go for any project I have to think about my customer's satisfaction. If my customers don't like the new products than it can create a bad impact for our business.

3.2.11 Others:

First of all, I have to track the delivery vehicle. I have to give mail to those customers how didn't place any order for a long time. We have some customers who only add products in their shopping cart by didn't place an order. So I talk with them if they face any problem than I try to solve them.

So there are a lot of works to do in a day. My work is to keep customers happy by any chance.

As a CRM I always try to give my best for the consumers.

Chapter – 4

**Online shopping
experience and
Customer satisfaction of
Direct Fresh limited.**

4 Online buying experience & Customer satisfaction of Direct Fresh

4.1 Objective:

- ✓ The general objective of the report is to look into online buying experience and customer satisfaction of Direct Fresh.

4.2 Methodology:

The methodology section of a research paper answers two main questions: How was the data collected or generated? And, how was it analyzed? Here I described the sampling technique and sample size, and data collection and data analysis part.

4.2.1 Sampling Technique and Sample Size:

Sampling technique is the name or other identification of the specific process by which the entities of the sample have been selected. And Sample size determination is the act of choosing the number of observations or replicates to include in a statistical sample and it is an important feature of any empirical study in which the goal is to make inferences about a population from a sample.

For this project, I choose Simple Random Sample (SRS) technique for sampling technique. As it is considered as a fair way of selecting a sample from a given population since every member is given equal opportunities of being selected. My sample size was total seventy people. Fifty people were for online shoppers and other twenty people were direct customers of Direct Fresh. As the fifty online shoppers were represent all online shoppers and twenty Direct Fresh customers represented all Direct Fresh customers, then I choose Simple Random Sample technique.

4.2.2 Data Collection and Data Analysis:

Data collection is the process of gathering and measuring information on targeted variables in an established systematic fashion, which then enables one to answer relevant questions and evaluate outcomes. Normally there are three types of data collection methods. They are – Surveys, Interviews and Focus groups. In this part I have chosen surveys and focus groups. I have chosen only the group of people who are online shoppers and the potential customers of Direct Fresh. And then I made survey questionnaire and took survey from the focus groups. First I made some variables related to my topic. Then I made questionnaire with the help of those variables.

Analysis of data, also known as data analytics, is a process of inspecting, cleansing, transforming, and modeling data with the goal of discovering useful information, suggesting conclusions, and supporting decision-making. After collecting the data I have processed them for showing my analysis. I used online statistical software in there. And I used to analyze them particularly in each sector with what the online customer need and what they get. And what Direct Fresh customers get normally.

4.3 Results and Discussion:

After finishing all the things, I found that, 56% Customers are satisfied with the service of Direct Fresh. 13% customers are dissatisfied with the service of Direct Fresh. And remaining 31% Customers are on the middle.

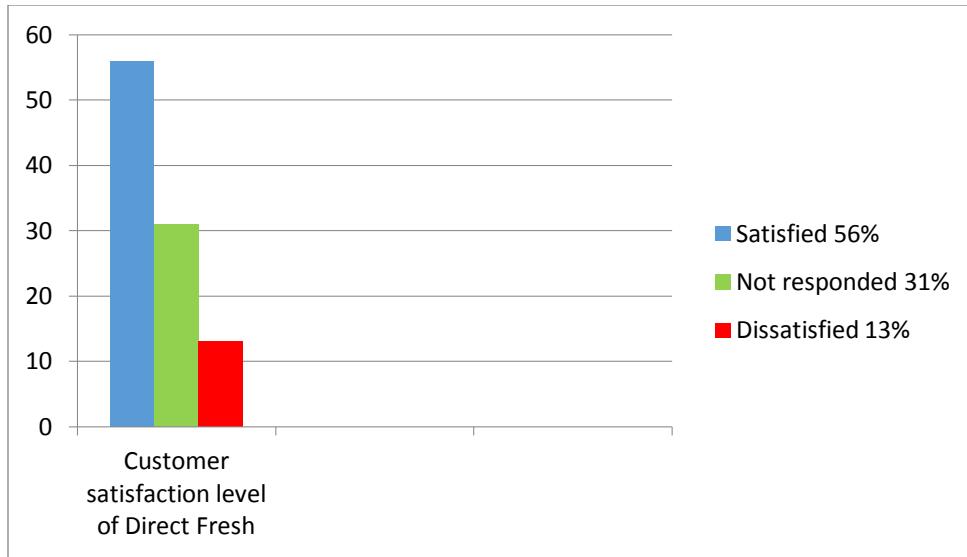


Figure 4: Customer Satisfaction Level of Direct Fresh

In there we can see the satisfied customers rate is upper than 50%. That means maximum customers of Direct Fresh are happy with DF's services. And 31% customers are confused that means they are not decided yet they are happy or not. So it's possible to make them happy customers by improving the service. And 13% customers are dissatisfied. As Direct Fresh want to be the top leader in this sector so they also need to focus on that group. And after all we can say that, Direct Fresh is in good position now on the view of customer's perspective.

4.4 Analysis of Online buying Experience of Direct Fresh:

Basically what happened to a normal person? First he/she want to saw the products after that if they like the products and price range than he/she want to place the order and going to open an account. But in Direct Fresh first you have to create an account with your email address.

4.4.1 Opening Account

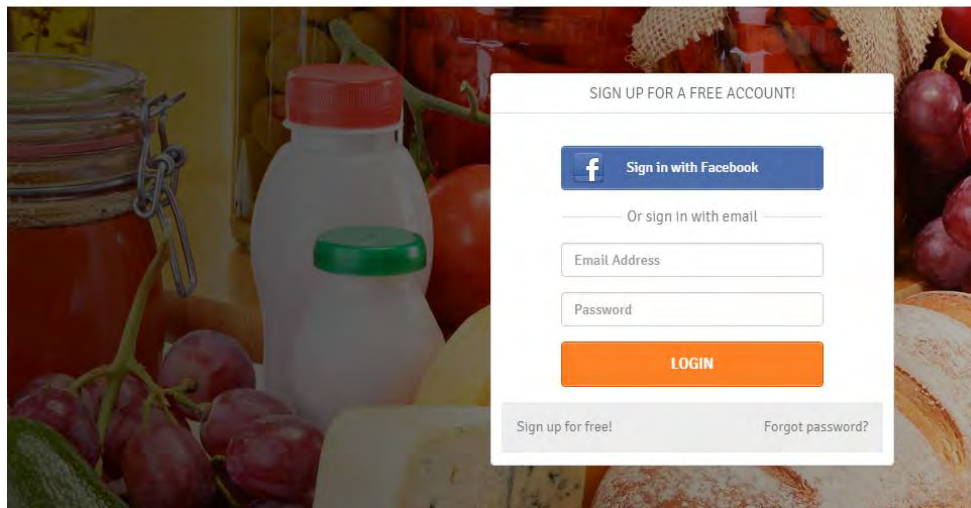


Figure 5 Account opening & Login process of Direct Fresh website

There is a negative effect can be happened when a customer can't buy any products without login. All people want the visual look first. Also first impression is the best impression. Opening account in Direct Fresh is not so user friendly. Other online shop like; Chaldal.com, Daraz.com, Kaymu.com, Backpack etc. they all have the visibility and buy option without login. But Direct Fresh has different views from others. It might be make a bad prediction on Direct Fresh.

4.4.2 Loading Time:

It's a great problem for any business. Direct Fresh website takes more time to load rather than others. Sometimes people are getting bored and go for another option. Sometime we got complain that, customers can't place any order or their browsing page is stuck in one option. So if it continuously happened than it might create a bad image towards customers.

4.4.3 Easy Shopping:

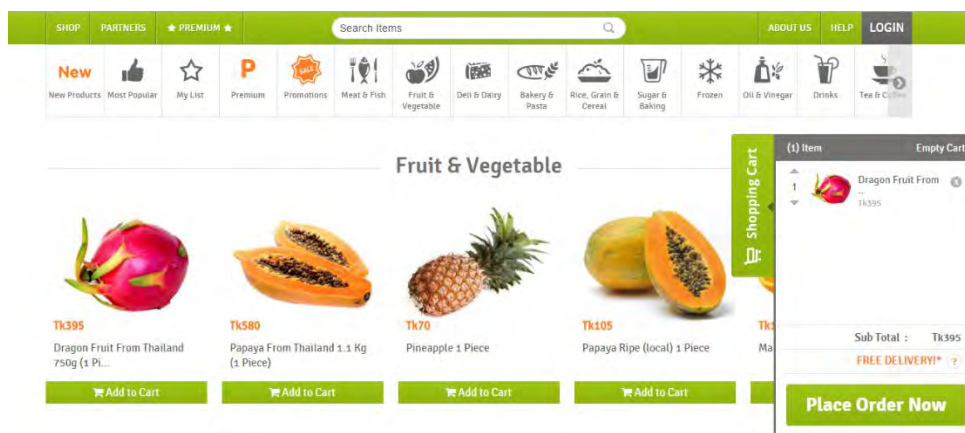


Figure 6: Product adding process on the cart

Direct Fresh has beautifully decorated website where customers can easily shop anything. If customers add any product on their cart, then it come on the right side of the website and after adding on cart they can place the order. It's very easy option for the customers to shop from here.

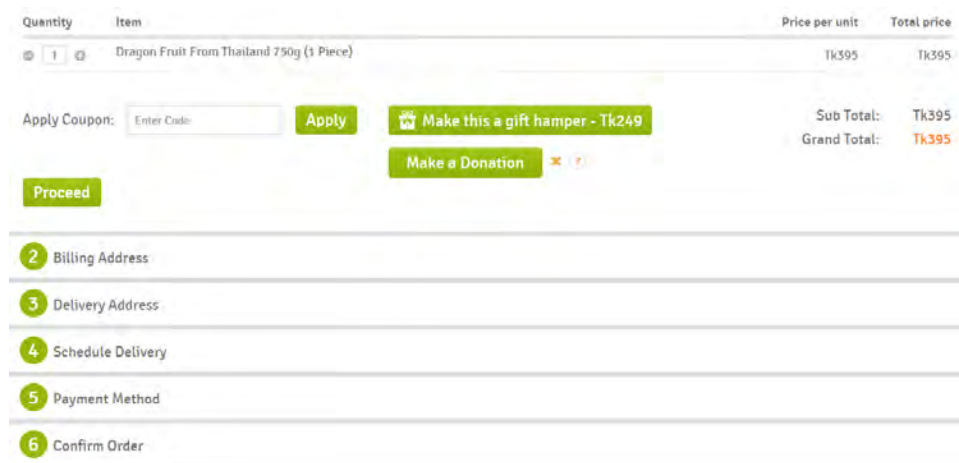


Figure 7: Order confirmation process

After placing the order, it will come to the backend and the shopper has to fill all the requirements to have the products. Like Billing address, product delivery address, time of the delivery, payment method. After filling all the requirements, the order should be confirmed.

4.5 Analysis of customer Satisfaction of “Direct Fresh”.

Customer satisfaction is a marketing term that measures how products or services supplied by a company meet or surpass a customer's expectation. Customer satisfaction is important because it provides marketers and business owners with a metric that they can use to manage and improve their businesses. Customer Satisfaction is a person's feelings of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations (Kotler, 2000). Satisfaction is an overall customer attitude towards a service provider, or an emotional reaction to the difference between what customers anticipate and what they receive, regarding the fulfillment of some need, goal or desire (Albinsson, 2004).

Here I did a survey of Twenty Real Customers of Direct Fresh and Forty customers who regularly shops with online shops in Bangladesh. Here I found some results and I want to provide those below.

4.5.1 Efficiency of the Website:

Efficiency is a measure of how well a website does what it should do and effectiveness and efficiency of usability of website. Assuming that the utility and effectiveness goal are fulfilled, efficiency is the next usability goal to take into consideration (Dray, n.d.) and Usability is the measure of the quality of a user's experience when interacting with a product or system - whether a web site, software application, mobile technology, or any user-operated device. (NIELSEN, 2012)

Its contains also the outlook of the website, how it works, the decoration of website etc. website decoration is very much important according to online the survey I did where 41 people responded.

The decoration/outlook of website is very much important for me for shopping.

(41 responses)

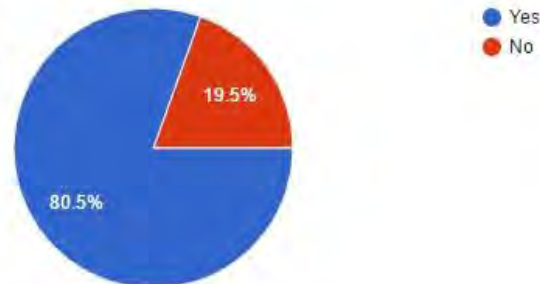


Figure 8: Online shopper's response rate on Efficiency of the website

Here we can see from 41 respondents, 80.5% online shoppers are really concerned with the decoration of website and it's important for them to buy from the website. That means maximum online shoppers are concerned about the efficiency of the website when they do shopping.

The website of Direct Fresh is nicely decorated (20 responses)

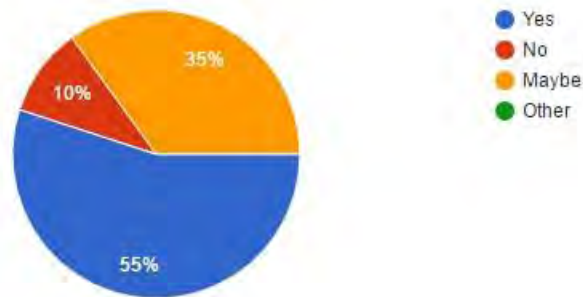


Figure 9: Direct Fresh customer's response rate on Efficiency and decoration of DF website

If we see the customers of Direct Fresh, they also concerned about the website. 20 real customers of Direct Fresh joined on my survey and after the questioning of website decoration, 55% customers said the website of Direct fresh is nicely decorated. That means they liked the website. After that we can say, the website of Direct Fresh is efficient and nicely decorated.

4.5.2 Customer service:

Customer service isn't just for brick and mortar establishments; it is one of the crucial foundations for any successful business, including online businesses. One of the biggest mistakes an online company can make is thinking that customer service isn't that important due to its online status (Sivis, 2015). Now more than ever, consumers are looking for companies that care about their customers and excellent customer service is at the heart of that. Consumers have no qualms about changing to a new company if the one they frequent shows disinterest or bad customer service. With the amount of online competition that some businesses face, having impeccable customer service can make all the difference when it comes to where they decide to spend their money.

Consumers are looking for companies that care about their customers and excellent customer service is at the heart of that. Customer service isn't just for brick and mortar establishments; it is one of the crucial foundations for any successful business, including online businesses. After doing the survey when I asked about customer service, then online shoppers said its very much important for them to be loyal for an online shop.

Customer service is very much important for me to be loyal with an online shop.

(41 responses)

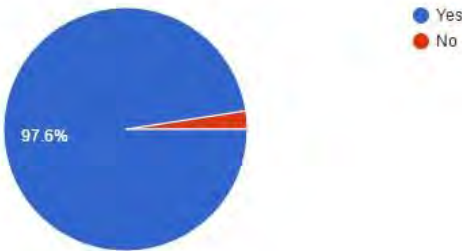


Figure 10: Online shopper's response rate on Customer Service of online shops

Here we can see, 97.6% online shoppers from 41 respondents are really care for customer service. It's very much important for them to be loyal for a company. If we see on the satisfaction of the customers of Direct Fresh,

The customer service of Direct Fresh is satisfactory (20 responses)

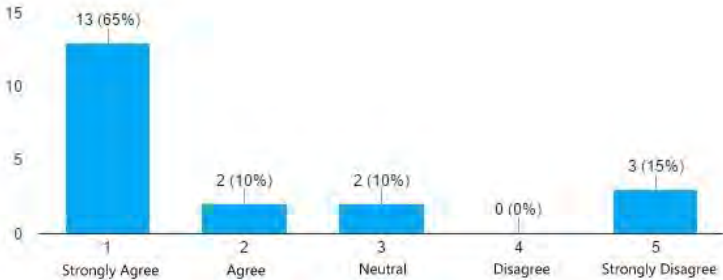


Figure 11: Direct Fresh customer's response rate on customer service of Direct Fresh

65% customers said the customer service of Direct Fresh is satisfactory for them. That means we can say, Direct Fresh is doing well on the field of their customer service. They really care about that and the engagement rate with the customers is very high.

So we can say that, the customer service of Direct Fresh is also satisfactory according to the customers.

4.5.3 Mobile friendly website:

In general, since the dawn of mobile devices and the increasing usability of them to browse the internet, it has been important for many years to update your site to be mobile friendly. Furthermore, having a mobile friendly website is very good for SEO for the same reason. Two aspects of a webpage that Google considers in its ranking evaluation are Bounce Rate and Click Back. As everyone uses mobile and smartphones in our country so mobile-friendly website is mandatory to reach more customers. Today, consumers rely on mobile devices across their buying journey, so it's important to ensure that your business shows up in mobile search—both through a mobile-optimized website and a mobile inclusive advertising strategy (MONHOLLON, 2017).

Having a mobile friendly website is very good for SEO management. On the other hand, now a day most of the people are using internet with their personal phone rather than computer or laptop. When it comes for shopping, then it's easy to add the products on the cart and shop by using mobile. That is why mobile friendly website is very important for online buying.

On our survey we can see maximum customers are shopping on online stores by their personal phone

I use _____ when I do my shopping on online. (41 responses)

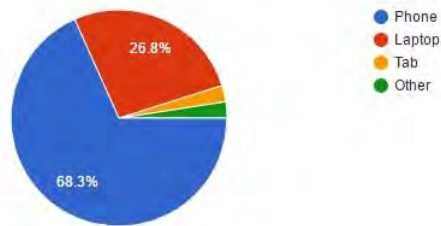


Figure 12: Online shopper’s response rate on media of ordering the product on online

rather than using other devices. When I did the survey between the customers of Direct Fresh, maximum customers said about negative on this field of Direct Fresh. The website of Direct Fresh is not enough mobile friendly. Some of them said, they can’t see many products on website when they browse from their phone.

The website of Direct Fresh is Mobile Friendly (20 responses)

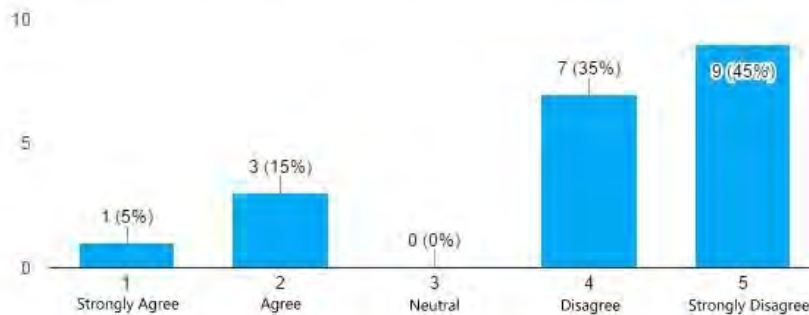


Figure 13: Direct Fresh customer’s response rate on mobile friendly website

Here we can see 45% customers strongly said that the website is not mobile friendly and other 35% said it’s not mobile friendly. Some of them suggested to make it more usable for mobile phone.

Now we can say that, the website of Direct Fresh is not mobile friendly. They need to improve their site so that the customers can order their desired product by mobile easily.

4.5.4 Payment system:

Payment system for any online shop is very much important. Sometimes customers buy product if they find comfortable payment system. On the other hand, if customers like the product but payment system of the shop is not good then they are not forward to buy the product. If you want to shop online, then paypal is a good solution. It's easy to setup and use. And your clients/customers don't need a PayPal account to pay you (Gregory, 2015). Paypal is still not available in Bangladesh. So, Credit/Debit card or cash on delivery is good solution for online business. Cash on Delivery (COD) is the most commonly used method of payment amongst e-commerce, according to Nielsen's Global Connected Commerce Survey (Business Insider Intelligence, 2016). We know, payment system for any online shop is very much important. Sometimes customers buy product if they find comfortable payment system. On the other hand, if customers like the product but payment system of the shop is not good then they are not forward to buy the product. In Bangladesh, online buyers prefer cash on delivery system when they buy any product from online. When I did online research, I found 80.5% people are comfortable with cash on delivery system when they buy any product from online. Because there are some issues like some online shops are fraud, some are providing worst quality product and many other problems. That is why people buy products with cash on delivery. Cash on Delivery (COD) is the most commonly used method of payment amongst e-commerce, according to Nielsen's Global Connected Commerce Survey (Business Insider Intelligence, 2016).

Which payment method I prefer more when i do online shopping? (41 responses)

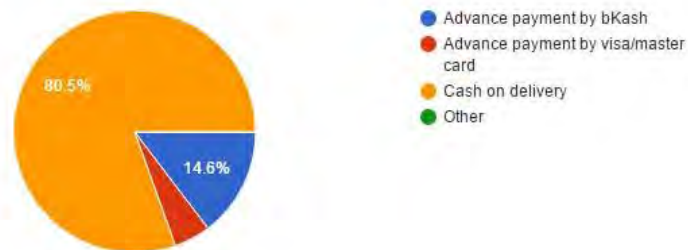


Figure 14: Online shopper's response rate on Payment method

Direct Fresh is providing their product with cash on delivery system. Delivery man collects the money from the customers when they deliver the product. Other delivery system like card on delivery, check on delivery system is also available in here.

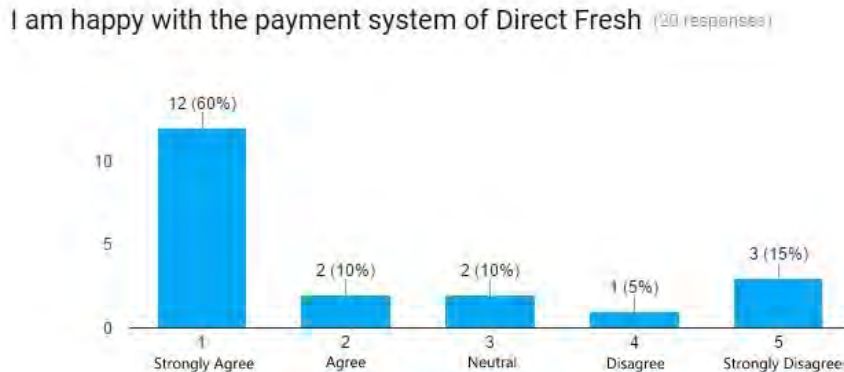


Figure 15: Direct Fresh customer's response rate on payment system

As I said Direct Fresh has all kind of payment systems available, that is why customers are really happy with their payment method. Here we can see 60% customers strongly agreed they are happy with the payment method of Direct Fresh.

4.5.5 Pricing of the Product:

If customers can get product at cheaper rate from anywhere then they should go there to buy. Its very important for an online grocery shop to make best price for the customers. Many online shops offer discount coupons and rebates so that they can attract the customers to buy the product and shop more from their website (Miller, 2012)

Getting best products at cheaper rate is main concern for online customers. If customers can get product at cheaper rate from anywhere then they should go, there to buy. Its very important for an online grocery shop to make best price for the customers. After doing the research I came to know that, maximum customers of online shops are not really happy with their pricing. Maybe they like the product that's why they shop from here but pricing is not attractive to them.

The prices of the products on online shops are okay for me (41 responses)

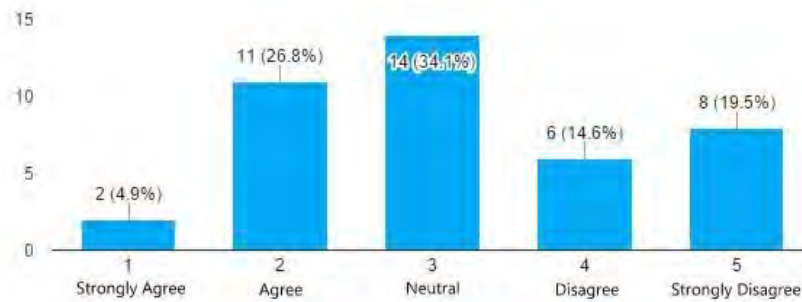


Figure 16: Online shopper's response rate on pricing of the products

Here we can see maximum customers of online shops are neutral that means they don't want to say they are happy or not. And 19.5% customers are really unhappy with the pricing. After that we can say maximum customers of online shops are not happy with the pricing.

On the other hand, as the customers of Direct Fresh are maximum foreigner and high class people of our country, they are not actually concerned for pricing. If the product is good enough then pricing is okay for them.

The prices of the products on Direct Fresh are okay for me (20 responses)

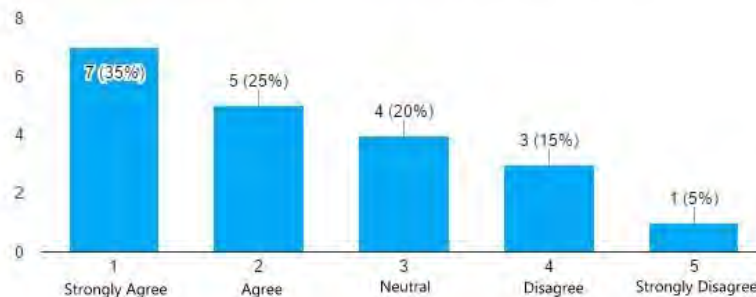


Figure 17: Direct Fresh customer's response rate on the pricing

Here we can see, maximum customers of Direct Fresh are happy with the pricing. As they can have quality products then they don't have any problem with the price.

4.5.6 Product Availability:

If you do shopping from online and at the time of shopping you don't find any product you need there, then you can have negative impression for this shop. Maybe you shouldn't go there. Same thing will be happened for all customers. When anyone need anything and browse the website for looking the product and failed to have those then he/she will not go there another time.

I can have all of my desired products from online shop (41 responses)

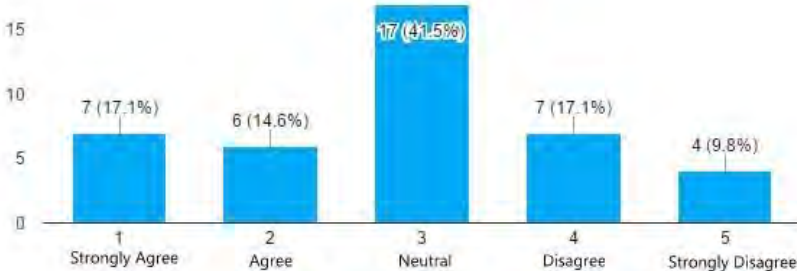


Figure 18: Online shopper's response rate on Product availability on website

After doing the survey we came to know that maximum customers don't want to say about the product availability is good or bad. They are neutral. 41.5% people said they don't have any comment in there. That means actually they are not happy with the product availability.

I can have all of my desired product from Direct Fresh website. All are available
(19 responses)

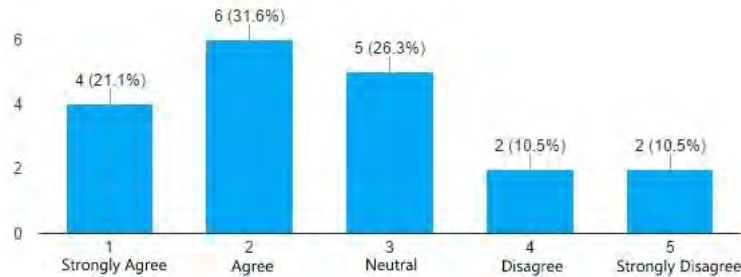


Figure 19: Direct Fresh customer's response rate on product availability

On the other hand, the availability of desired product of the customers of Direct fresh is really good. If we see the result of the survey, we can see maximum customers said they are happy with the product availability and they agreed the product they need are available in the website of Direct fresh.

4.5.7 Product Information in the Website:

Poor product information leads to a greater number of returns. Proper information for every product describes the quality of the shops. Customers aren't bound to ask each and every question about the product. The report found that 42 percent of consumers have returned an online purchase in the past year specifically because the product information did not match the product they received (Lapchick, 2016). Clothing apparel brands and grocery item shops are hit the hardest by this — a quarter of all consumers have returned a clothing item due to inaccurate product descriptions or images, and the grocery item pictures don't match with the actual products they deliver. So the information about the product should be given. Product information is very much important for the customers who are online shoppers. By my survey I came to know that people are very much conscious about the product information.

Products information is important for online shops. (41 responses)



Figure 20: Online shopper's response rate on product information

Here we can see maximum customers agreed that the product information is important for them to shop on online.

On the other side by the survey with the customers of Direct Fresh we came to know that maximum customers are happy with the detail information of the product on Direct Fresh website.

I can see every information of the product on Direct Fresh website (20 responses)

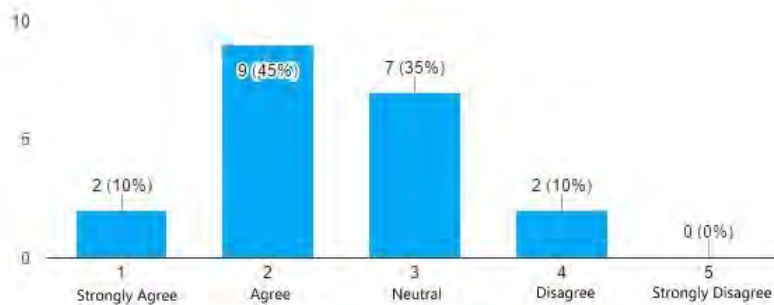


Figure 21: Direct Fresh customer's response rate on product information on website

Maximum customers are really happy with the product information in Direct Fresh website we can see that. And by this we can know that every product is detailed informative on the website of Direct Fresh.

4.5.8 Promotional offers:

Promotional offers and discounts are very important for online business. Offering potential customers discounts on purchases is a way to quickly draw people into your store. Anytime you tell a customer that he can save money, you're likely to get his attention. Discounts don't only help your shoppers; they also help your business. From increased sales to improved reputation, discounts may be that one ingredient that can bring business success (Chris Miksen).

Every customer not online or offline are get excited when they get discount on the product they buy. Promotional offers and discounts are very important for online business. Offering potential customers discounts on purchases is a way to quickly draw people into your store. Anytime you tell a customer that he can save money, you're likely to get his attention. Discounts don't only help your shoppers; they also help your business. When we did the survey we came to know that maximum online customers are interested to have promotional offers to have discount.

Promotional offers from the online shops influence me to buy their products.
(41 responses)

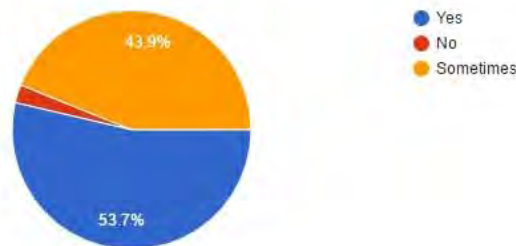


Figure 22: Online shopper's response rate on promotional offers

Here we can see 53.7% customers are influenced when they see the company provide promotional offers on their products. And 43.9% customers are influenced sometimes. On the other side when we asked that to Direct Fresh customers that if they happy with the promotional

Their promotional offers of Direct Fresh are very attractive and influence me to buy
(18 responses)

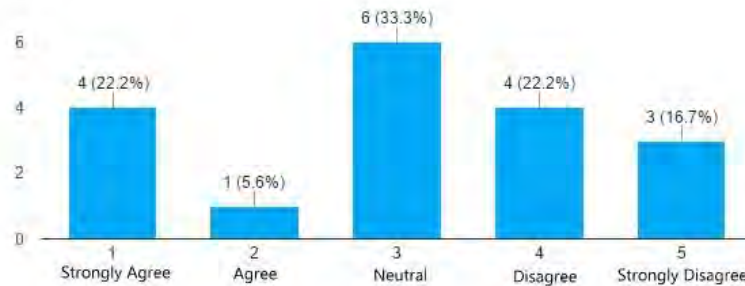


Figure 23: Direct Fresh customer's response rate on promotional offers

Offers by Direct Fresh or not, maximum of them said they are not happy. 33.3% customers were neutral on that question and 22.2% were disagreed and 16.7% were strongly disagreed on this question.

That means Direct Fresh provides promotional offers and those are not attractive to the customer. They need to improve on that side to make their customers happy.

4.5.9 Products Return Policy:

Ninety-one percent of consumers interviewed in a recent Harris Poll said that a store's return policy was an important factor in a purchasing decision (AllBusiness.com, 2007). Therefore, having a well-thought-out return policy clearly displayed in your store is key to attracting - and keeping - your customers. A return policy is good business for brick-and-mortar stores, and it's essential to doing business online. Unlike visitors to brick-and-mortar stores, online consumers

don't get to see and hold the physical product before they buy it. So e-commerce sites must ensure that their return policies are fair and appealing to their customers.

Having a well-thought-out return policy clearly displayed in your store is key to attracting - and keeping - your customers. A return policy is good business for brick-and-mortar stores, and it's essential to doing business online. Unlike visitors to brick-and-mortar stores, online consumers don't get to see and hold the physical product before they buy it. So e-commerce sites must ensure that their return policies are fair and appealing to their customers. When we did survey among online shoppers we came to know that, product return policy is very much important for online shoppers.

The product return policy is very much important for me when I do online shopping.

(39 responses)

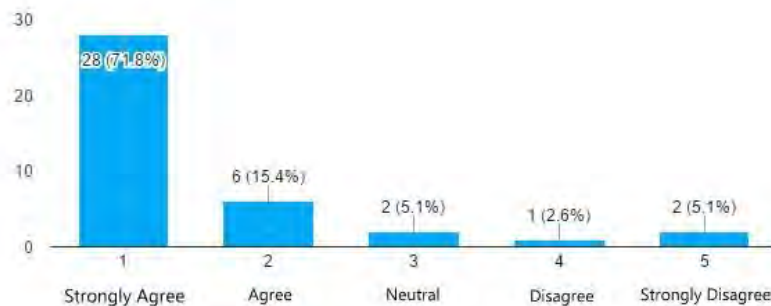


Figure 24: Online shopper's response rate on product return policy

Here we can see 71.8% customers strongly agreed that product return policy is very much important for them. That means if the return policy is good enough then they should feel comfortable to buy their desired from online.

Product return policy of Direct Fresh is okay for me (19 responses)

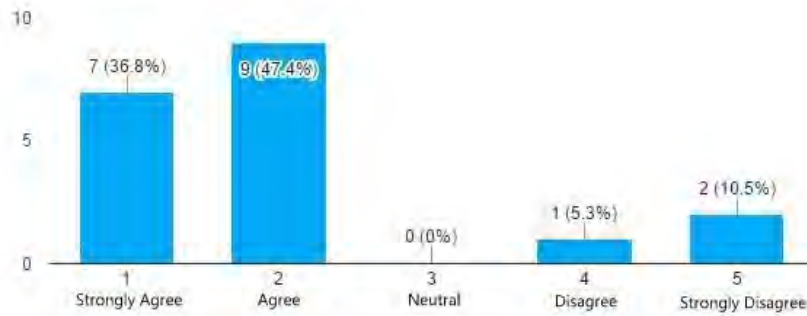


Figure 25: Direct Fresh customer's response rate on product return policy

Direct Fresh customers are happy with the product return policy of it. 36.8% customers are really happy and 47.4% customers are happy with the return policy of Direct Fresh. Direct Fresh provides 100% return of their product if anyone has any kind of confusion or don't like their product anyhow. That's very much important for online shoppers.

4.6 Findings:

Customer satisfaction measures how well the expectations of a customer concerning a product or service provided by your company have been met (Grimsley). Customer satisfaction is an abstract concept and involves such factors as the quality of the product, the quality of the service provided, the atmosphere of the location where the product or service is purchased, and the price of the product or service. Customer satisfaction is an output, resulting from the customer's pre-purchase comparison of expected performance with perceived actual performance and incurred cost (Surprenant, 1982). Customer satisfaction is very different from customer loyalty (Christensen, 2006). A One is a requirement to do business; the other is the basis for sustained profitability and growth. It believes that satisfied customers will lead to their loyalty and improve revenues. Customer loyalty is the degree of a customer staying with a specific vendor or brand. If the customer is satisfied with the firm's products or services, it eventually will help the firm to increase its customer loyalty. In other words, high customer satisfaction lead to high customer loyalty while low customer satisfaction lead to low customer loyalty.

Satisfaction of Customers is one of the most crucial parts for any organization. Without customer your company is looks like an empty box. It's really hard to find the satisfaction level of any customers. One customer is happy once he/she might be unsatisfied next day. It doesn't matter how good your service is 15% of your customers will move every year. I do a little survey over 50 customers who are online shoppers of Bangladesh and 20 direct customers of Direct Fresh. I prepared online survey for the customers who are online shoppers and made questionnaire for Direct Fresh's customers. I talked with them over phone and taking feedback about their satisfaction level towards Direct Fresh. After the survey I found some results. Those are below-

- 55% customers said the website of Direct fresh is nicely decorated. That means they liked the decoration of website. And the website is also user-friendly. After that we can say, the website of Direct Fresh is efficient and nicely decorated.
- 65% customers said the customer service of Direct Fresh is satisfactory for them. That means we can say, Direct Fresh is doing well on the field of their customer service. They really care about that and the engagement rate with the customers is very high. So we can

say that, the customer service of Direct Fresh is also satisfactory according to the customers.

- Here we can see 45% customers strongly said that the website is not mobile friendly and other 35% said it's not mobile friendly. That means total 80% customers are unhappy when they use the website with their phone. Some of them suggested to make it more usable for mobile phone. Now we can say that, the website of Direct Fresh is not mobile friendly. They need to improve their site so that the customers can order their desired product by mobile easily.
- As I said Direct Fresh has all kind of payment systems available (cash on delivery, card on delivery), that is why customers are really happy with their payment method. Here we can see 60% customers strongly agreed they are happy with the payment method of Direct Fresh.
- Here we can see, maximum customers of Direct Fresh are happy with the pricing. Total 60% customers are happy with the pricing. As the potential customers of Direct Fresh are upper-class people so it's not a problem with the price if quality products are provided to them. As they can have quality products then they don't have any problem with the price.
- 52.7% people said they can have their desired products from the website. Maximum products of Direct Fresh are imported premium products and customers are fond of foreign products. So they are happy with the product availability. That means the product availability is good enough of Direct Fresh for their potential customers.
- Maximum customers that mean 55% customers are really happy with the product information provided in description section of every product of Direct Fresh. And 35% customers are neutral in that question. That means we can say here, the product information of Direct Fresh is provided correctly what customer needs.
- When the question came for providing promotional offers to the customers, then maximum customers that means 33% of them went to neutral side, and then 22% customers said they are not happy and 16.7% said they are strongly unhappy with the promotional offers provided by Direct Fresh. That means customers are not happy with the promotional offers Direct Fresh is provided.
- Direct Fresh customers are happy with the product return policy of it. 36.8% customers are really happy and 47.4% customers are happy with the return policy of Direct Fresh.

Direct Fresh provides 100% return of their product if anyone has any kind of confusion or don't like their product anyhow. That's very much important for online shoppers.

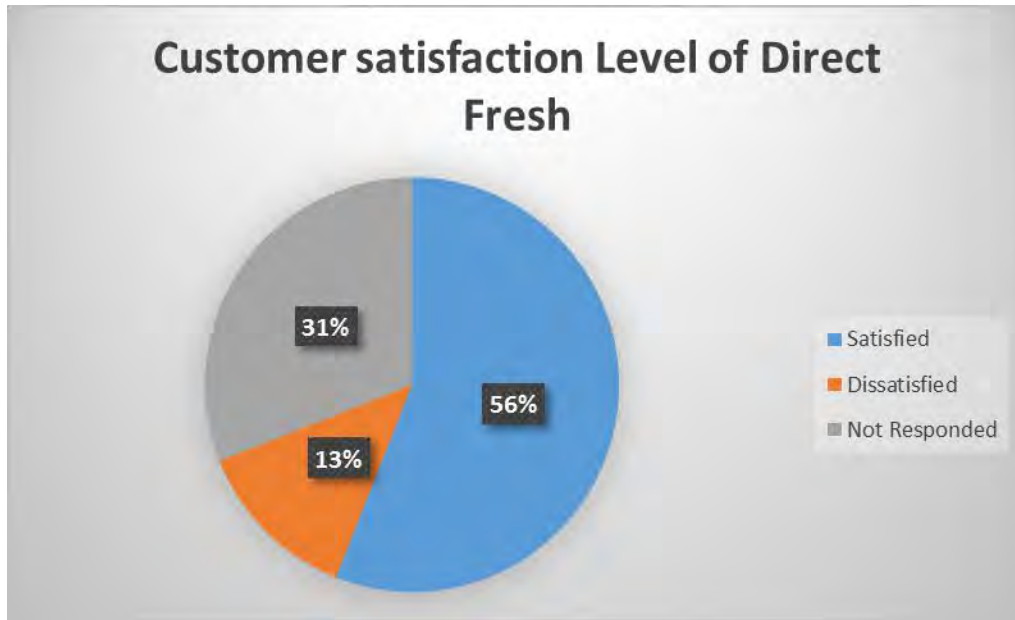


Figure 26: Customer Satisfaction Level

After doing all the things and research, I came to a decision that, 56% Customers are satisfied with the service of Direct Fresh. 13% customers are dissatisfied with the service of Direct Fresh. And remaining 31% Customers are on the middle.

That means maximum customers of Direct Fresh are happy with DF's services. And Direct Fresh is in good position now on the view of customer's perspective.

4.7 Limitations:

First of all, it's very hard to find customers satisfaction with in a short time. Because, when I asked about products which are delivered few days ago, they said they will inform me later. Satisfaction level of customers is change every day. By delivering same products one customer is satisfied and another one is unsatisfied. So this is really hard to find the actual satisfaction level. Also, due to company confidentiality a general overview has been provided in some cases rather than the detailed workings of intricate procedures. Then the potential customers of Direct Fresh are the foreign people and High-class people living in Bashundhara, Baridhara, Gulshan, Banani. They don't want to provide the information about anything. Everyone shops from online but they don't want to participate in a survey. It's very difficult to have the proper information from the customer if they are not willing to provide.

Chapter – 5

Recommendation, Conclusion and References.

5 Recommendations:

After spending my internship period on Direct Fresh I found some sectors where they can improve. The sectors are:

- ✓ Efficiency of the website is very much important for an online company. Website should be nicely decorated also. Though maximum customers of Direct Fresh are happy with their website but many customers are confused to say about that. That means they are really not happy. Direct Fresh should improve their website and the speed of loading.
- ✓ Customer service is the main factor for any kind of business. And when its online shop, then this is very much important. Though Direct Fresh has particular department for customer service, they need to focus more on that side.
- ✓ If we look at our survey, maximum people are using their phone when they order any product from online. So it's very much important to make the website mobile friendly. Direct Fresh's website actually is not mobile friendly. They need to focus in there to make it perfect for the customers.
- ✓ Direct Fresh has cash on delivery system and also has Card on delivery system. Maximum customers are happy with that but some customers prefer to pay on bKash as they don't have cash always. As mobile payment system bKash is very much popular now, it would be better if they also include this. Their competitors like chaldal has this system. So they need to add this as soon as possible.
- ✓ The prices of the products in Direct Fresh is very much high, some customers are happy with that price but everyone is not happy with that. The local product's prices are also high than the local market. At least they need to reduce their local products price.
- ✓ Product availability of Direct Fresh is enough for maximum customers who are loyal customers of foreign products. But some customers are fond of local premium products. Direct Fresh need to make availability of those products also.
- ✓ If anyone surfing on the website of Direct Fresh, he/she can see some products information is not available in there. When you import the product from foreign country like Thailand/France, then you have to understand that people are not familiar with the description of those products labeling on the product. Then customers need the proper

information about the product on the website. Direct Fresh should add proper information of each and every product.

- ✓ Direct Fresh's mainly depend upon expat customers and their business growth is generally obsessed with personal references, word of mouth selling. So, I feel they should to work a lot of on advertising and TVC for the corporate to extend the amount of consumers additionally as their market share.
- ✓ Direct Fresh should export from different countries instant of from few countries. If they can increase their network, it will be creating a great benefit for them. Because people want verity, they don't like the same products every day. Sometimes after switching the country your cost price can be low for your products.
- ✓ Customers of Direct Fresh are increasing day by day. Also competitors increasing. So if they only do the home delivery service may be customers will switch later. So they can open a super shop with all of their products. As they have all kind of products like super shop so it will very easy for them to open a super shop.
- ✓ Direct Fresh should to increase their delivery vehicle. Because sometimes they faced a huge pressure when they have more delivery order. Sometimes it becomes late for deliver products.
- ✓ Direct Fresh should include more food. Because customers didn't like the same brand. Such as; I preferred "Radhuni" for cooking on the other hand my sister like "Pran" for her cooking. So they should to increase more substitutions products in their website.
- ✓ DF can increase their delivery area. More you increase your delivery area more you can catch your customers.

After all Direct Fresh is fast moving company. As growth of this business is too fast so DF should take care of those things. Because any business has only one goal to grave the customers. But to customers there are a lot of options. If you failed to satisfy your customers, they will switch from you to your competitor.

6 Conclusion:

Customers' satisfaction of Direct Fresh is good rather than others. Direct Fresh always promises to deliver fresh and chemical free products to customers' doorstep and they do that. They always maintain the quality of food and also maintain a good relationship with customers.

To sum up the whole thing, it can be declared that this service is indeed a very nice one for the people who are unable to go to the market every day and especially for the ones who hardly get time for shopping after doing his/her daily work. Direct Fresh also ensures that the products, especially the fruits and fishes are formalin free. Though the target customer is the upper class and the elegant ones but the price of the products are getting down. So that anyone can buy products from Direct Fresh who basically used to buy products from any super shop. In order to increase the profits, they targeted both upper class and middle class group. Some customers might think that as Direct Fresh going for middle class people may be their quality of food become low. But Direct Fresh has maintained the same quality of food. Basically they keep same products but different brands. So price of the products is varied based on brand. Though there are some competitors come in the market and they doing good. But Direct Fresh doing much better than their service. So for entering towards middle class people Direct Fresh try to increase their vehicles, products and others logistic supports.

Beside this in order to attract more customers, Direct Fresh should do a market research on customer about what they want, what their demand, which will give almost the exact results to take effective decisions for the betterment of the company. So that they recently start to doing research on this project. And very soon they came up with new products and new policies for the betterment of customers, for satisfy their customers.

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7.1 Glossary:

DF: Direct Fresh

Intercom: Intercom is a customer platform with a suite of products for live chat, marketing, feedback, and support.

Magento: Business Platform developed by EBay.

Rackspace: Managed dedicated cloud computing services.

7.2 Appendix:

The questionnaire for Customers of Direct Fresh.

1. This is the first time I bought any product from Direct Fresh.

a. Yes		b. No	
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2. I liked the product collection of Direct Fresh on their website.

a. Yes		b. No	
--------	--	-------	--

3. Shopping on the internet is one of my favorite leisure activities.

<input type="radio"/> Strongly Agree	<input type="radio"/> Agree	<input type="radio"/> Neutral	<input type="radio"/> Disagree	<input type="radio"/> Strongly Disagree
--------------------------------------	-----------------------------	-------------------------------	--------------------------------	---

4. The website of Direct Fresh is nicely decorated.

<input type="radio"/> Strongly Agree	<input type="radio"/> Agree	<input type="radio"/> Neutral	<input type="radio"/> Disagree	<input type="radio"/> Strongly Disagree
--------------------------------------	-----------------------------	-------------------------------	--------------------------------	---

5. The delivery time of Direct Fresh is acceptable.

<input type="radio"/> Strongly Agree	<input type="radio"/> Agree	<input type="radio"/> Neutral	<input type="radio"/> Disagree	<input type="radio"/> Strongly Disagree
--------------------------------------	-----------------------------	-------------------------------	--------------------------------	---

6. The website of Direct Fresh is Mobile Friendly.

<input type="radio"/> Strongly Agree	<input type="radio"/> Agree	<input type="radio"/> Neutral	<input type="radio"/> Disagree	<input type="radio"/> Strongly Disagree
--------------------------------------	-----------------------------	-------------------------------	--------------------------------	---

7. I can have my entire desired product from Direct Fresh website. All are available.

<input type="radio"/> Strongly Agree	<input type="radio"/> Agree	<input type="radio"/> Neutral	<input type="radio"/> Disagree	<input type="radio"/> Strongly Disagree
--------------------------------------	-----------------------------	-------------------------------	--------------------------------	---

8. The prices of the products on Direct Fresh are okay for me.

<input type="radio"/> Strongly Agree	<input type="radio"/> Agree	<input type="radio"/> Neutral	<input type="radio"/> Disagree	<input type="radio"/> Strongly Disagree
--------------------------------------	-----------------------------	-------------------------------	--------------------------------	---

9. Products quality is good enough of them.

<input type="radio"/> Strongly Agree	<input type="radio"/> Agree	<input type="radio"/> Neutral	<input type="radio"/> Disagree	<input type="radio"/> Strongly Disagree
--------------------------------------	-----------------------------	-------------------------------	--------------------------------	---

10. I can see every information of the product on Direct Fresh website.

<input type="radio"/> Strongly Agree	<input type="radio"/> Agree	<input type="radio"/> Neutral	<input type="radio"/> Disagree	<input type="radio"/> Strongly Disagree
--------------------------------------	-----------------------------	-------------------------------	--------------------------------	---

11. The product return policy of Direct Fresh is acceptable.

<input type="radio"/> Strongly Agree	<input type="radio"/> Agree	<input type="radio"/> Neutral	<input type="radio"/> Disagree	<input type="radio"/> Strongly Disagree
--------------------------------------	-----------------------------	-------------------------------	--------------------------------	---

1. I am happy with the payment system of Direct Fresh.

<input type="radio"/> Strongly Agree	<input type="radio"/> Agree	<input type="radio"/> Neutral	<input type="radio"/> Disagree	<input type="radio"/> Strongly Disagree
--------------------------------------	-----------------------------	-------------------------------	--------------------------------	---

2. The delivery process of Direct Fresh is good enough.

<input type="radio"/> Strongly Agree	<input type="radio"/> Agree	<input type="radio"/> Neutral	<input type="radio"/> Disagree	<input type="radio"/> Strongly Disagree
--------------------------------------	-----------------------------	-------------------------------	--------------------------------	---

3. The customer service of Direct Fresh is satisfactory.

<input type="radio"/> Strongly Agree	<input type="radio"/> Agree	<input type="radio"/> Neutral	<input type="radio"/> Disagree	<input type="radio"/> Strongly Disagree
--------------------------------------	-----------------------------	-------------------------------	--------------------------------	---

4. Behavior of Customer service agent is good of Direct Fresh.

<input type="radio"/> Strongly Agree	<input type="radio"/> Agree	<input type="radio"/> Neutral	<input type="radio"/> Disagree	<input type="radio"/> Strongly Disagree
--------------------------------------	-----------------------------	-------------------------------	--------------------------------	---

5. Delivery man of Direct Fresh is maintaining well behavior.

<input type="radio"/> Strongly Agree	<input type="radio"/> Agree	<input type="radio"/> Neutral	<input type="radio"/> Disagree	<input type="radio"/> Strongly Disagree
--------------------------------------	-----------------------------	-------------------------------	--------------------------------	---

6. Their premium products are actually premium.

<input type="radio"/> Strongly Agree	<input type="radio"/> Agree	<input type="radio"/> Neutral	<input type="radio"/> Disagree	<input type="radio"/> Strongly Disagree
--------------------------------------	-----------------------------	-------------------------------	--------------------------------	---

7. Their promotional offers are very attractive

<input type="radio"/> Strongly Agree	<input type="radio"/> Agree	<input type="radio"/> Neutral	<input type="radio"/> Disagree	<input type="radio"/> Strongly Disagree
--------------------------------------	-----------------------------	-------------------------------	--------------------------------	---

8. The products I purchased were actually looked alike website

<input type="radio"/> Strongly Agree	<input type="radio"/> Agree	<input type="radio"/> Neutral	<input type="radio"/> Disagree	<input type="radio"/> Strongly Disagree
--------------------------------------	-----------------------------	-------------------------------	--------------------------------	---

9. I have had negative experiences with Direct Fresh.

<input type="radio"/> Strongly Agree	<input type="radio"/> Agree	<input type="radio"/> Neutral	<input type="radio"/> Disagree	<input type="radio"/> Strongly Disagree
--------------------------------------	-----------------------------	-------------------------------	--------------------------------	---

10. Online shopping with Direct Fresh is as secure as traditional shopping.

<input type="radio"/> Strongly Agree	<input type="radio"/> Agree	<input type="radio"/> Neutral	<input type="radio"/> Disagree	<input type="radio"/> Strongly Disagree
--------------------------------------	-----------------------------	-------------------------------	--------------------------------	---

11. Shopping over Direct Fresh allow me to do my shopping more quickly.

<input type="radio"/> Strongly Agree	<input type="radio"/> Agree	<input type="radio"/> Neutral	<input type="radio"/> Disagree	<input type="radio"/> Strongly Disagree
--------------------------------------	-----------------------------	-------------------------------	--------------------------------	---

12. I can shop from Direct Fresh whenever I want.

<input type="radio"/> Strongly Agree	<input type="radio"/> Agree	<input type="radio"/> Neutral	<input type="radio"/> Disagree	<input type="radio"/> Strongly Disagree
--------------------------------------	-----------------------------	-------------------------------	--------------------------------	---

13. I will do more shopping with Direct Fresh.

<input type="radio"/> Strongly Agree	<input type="radio"/> Agree	<input type="radio"/> Neutral	<input type="radio"/> Disagree	<input type="radio"/> Strongly Disagree
--------------------------------------	-----------------------------	-------------------------------	--------------------------------	---

14. Which time is comfortable for me to shopping from Direct Fresh?

- 8am to 11 am
- 11am to 2pm
- 2pm to 5pm
- 5pm to 8pm
- I can shop anytime when I need

15. My name-

16. My age-

- Between15-25
- 25-35
- Above

17. My location

- Gulshan
- Banani
- Uttara
- Bashundhara
- Others

Questionnaire for online shoppers:

Customers Expectation & Experience on online retail shop

* Required

1. Email address *

2. Do you have any experience of online shopping? *

Mark only one oval.

Yes

No

Maybe

3. Do you have any favourite online store? If yes, Which one? *

4. The decoration/outlook of website is very much important for me for shopping. *

Mark only one oval.

Yes

No

5. I use _____ when I do my shopping on online. *

Mark only one oval.

Phone

Laptop

Tab

Other: _____

6. I can have all of my desired products from online shop *

Mark only one oval.

	1	2	3	4	5	
Strongly Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly Disagree

7. The prices of the products on online shops are okay for me *

Mark only one oval.

	1	2	3	4	5	
Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Disagree

8. Products quality are good enough from online shops. *

Mark only one oval.

	1	2	3	4	5	
Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Disagree

9. The product return policy is very much important for me when I do online shopping. *

Mark only one oval.

	1	2	3	4	5	
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

10. Which payment method I prefer more when i do online shopping? *

Mark only one oval.

- Advance payment by bKash
- Advance payment by visa/master card
- Cash on delivery
- Other: _____

11. **Customer service is very much important for me to be loyal with an online shop.**

Mark only one oval.

Yes

No

12. **Promotional offers from the online shops influence me to buy their products. ***

Mark only one oval.

Yes

No

Sometimes

13. **I feel secure when I do online shopping. ***

Mark only one oval.

Yes

No

Sometimes

14. **My age**

Mark only one oval.

15-25

25-35

more than 35

15. **My gender**

Mark only one oval.

Male

Female

16. **My location in Dhaka City ***

16. **My location in Dhaka City ***

<https://docs.google.com/forms/d/1appvFq7c44OglonNLhAhXuyqQOBspPJym8MTJogBtk4/edit>

4/19/2017

Customers Expectation & Experience on online retail shop

17. **I am**

Mark only one oval.

- Student
- Job holder
- Housewife
- others

18. **My monthly income is**

Mark only one oval.

- 0-10000
- 10000-25000
- 25000-50000
- more than 50000

19. **My name is ***
