

TRADESHI LIMITED



Functions of Client and Service Department in Context of Tradeshi Limited

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An Internship report submitted of the requirements for the degree of
Master of Business Administration

To

Mr. Mahmudul Haq

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December 07, 2017

Mr. Mahmudul Haq

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BRAC Business School

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Subject: Submission of internship report

Dear Sir:

During my internship attachment with Tradeshi Limited Bangladesh, I have learnt a lot and I had been given the responsibility to not only look after one account, but work with several associations like BGMEA, BKMEA, Tour association, Tanners Bangladesh etc, so that my learning is more widespread. During this internship, I got to learn how to develop a website. Also, I have learnt how to deal, handle and manage customers, how to negotiate.

I have also gotten the chance to experience what life is like in the corporate world and all in all, it was a fantastic learning experience. Thank you for being there as a support whenever I needed it.

It was a challenge in completing this project and compiling this report and I hope I have fulfilled your hopes and expectations.

Yours sincerely,

Mahmuda Sarker

Acknowledgement

Over the past few months I have had a wonderful experience full of challenges and satisfaction over completing my project and contributing significantly to one of the largest multinational advertising agencies in Bangladesh. First, I would like to thank all the honourable faculty members, who over the years played a big role in grooming me into what I am today. I would especially like to thank my Internship supervisor, Mr. Mahmudul Haq Sir for being so supportive the entire time. I am extremely grateful to everyone at Tradeshi Limited for being so warm in their approach and for bestowing such responsibility on me all the while making me feel completely at ease. They made the transition from student life to a working life extremely easy. Finally, I would like to thank everyone who helped me in conducting my research by taking time out of their busy schedules to discuss with me on the various issues. Without them I never would have been able to complete my project. A special thanks to:

□ Shadab Parvez, CEO, Tradeshi Limited

□ Md. Imtiaz Khan, Marketing Manager, Tradeshi Limited

Executive Summary

Tradeshi Limited is a small start-up firm located in the business district of Dhaka City, Bangladesh. We offer Internet and Web-related services to small businesses in the Central Pennsylvania area. The services we offer include website development and design, hosting, maintenance, marketing, and analysis.

We are the global service partner of Alibaba.com. Basically, we sell gold membership of Alibaba.com. It's a B2B business platform.

Given our experience and expertise in both commercial Web development and business-to-business sales, we believe we can offer a unique and superior service to small business owners, in comparison to what is currently available.

The demand and growth rate for Web development and marketing services in the small business market is at an all-time high and shows no sign of slowing anytime soon. Even more astonishing is the fact that very few Web development companies have taken advantage of the opportunity, as there are no dominating participants in this huge market.

We believe the reason for this virtually untapped market is due to expensive project costs, the highest profit margins in Web development today are in servicing large- and medium-sized corporations. We have developed a system that dramatically reduces steep project costs and henceforth will allow us to offer the same high-end Web development services as larger companies receive at a much lower cost to the client.

This business plan will highlight many aspects of our system and our business. It will detail market growth and demand, and it will outline our projected cash flow and profit margins over the next three years. All numbers regarding our projected company growth are based on previous information gathered by activity in the company over the last few months of operation

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PART 1

INTRODUCTION

My internship attachment was with Tradeshi Limited, Bangladesh; a dynamic organization with wonderful work ethic and environment. In my 3 months attachment with this organization, I have learnt a lot, thanks to the wonderful mentors who took their time to teach me everything about modern day advertising and marketing. This section discusses the organization in brief, its operations, its clients and its values.

PART-2

Company Overview: Tradeshi Limited develops digital export marketing capabilities of emerging & frontier economy enterprises, particularly small and medium enterprises (SMEs). Tradeshi is a Global Service Partner for Alibaba.com and regional partner for www.strikingly.com. In line with Jack Ma's vision for development of the eWTP (Electronic World Trade Platform).

Goal: is to create solutions for and empower SMEs, world-wide, to trade using eCommerce.

Mission & Vision

Mission
To make it easy to do business anywhere

Vision
102 Years


Meet @ Alibaba: We enable millions of commercial and social interactions among our users, between consumers and merchants, and among businesses every day.


Work @ Alibaba: We empower our customers with the fundamental infrastructure for commerce and data technology, so that they can build businesses and create value that can be shared among our ecosystem participants.


Live @ Alibaba: We strive to expand our products and services to become central to the everyday lives of our customers.


6 Core Value


Core Value



CUSTOMER FIRST


TEAMWORK


EMBRACE CHANGE


INTEGRITY


PASSION


COMMITMENT

Specialties

B2B Lead Generation, Manufacturing, Export Promotion, Product Sourcing, Networking, B2B Events, Sales & Marketing Training, eCommerce, Digital Media, Content Marketing, Online Engagement, SEO

Tradeshi Limited, a software and digital media firm based in Dhaka, has partnered with **Alibaba.com**, the Chinese ecommerce giant, as its Global Service Partner for Bangladesh to promote local export-ready enterprises through digital marketing and e-Commerce, said a statement sent out to Future Startup.

History:The announcement came in an event that took place on September 28, 2016, was hosted by Tradeshi executive team. Honorable State Minister for ICT Zunaid Ahmed Palak was present at the event as the chief guest.

Co-founder and Chairman of Tradeshi Limited Rajib Hossain, Co-founder Managing Director of the company Shadab Parvez and President of e-Commerce Association of Bangladesh Rajib Ahmed were also present and spoke at the event.

Jack Zhang, Alibaba.com's Director of Strategy for B2B, who spoke at the event via a video message, said that Alibaba has a plan to create and empower more than 5,000 SMEs in Bangladesh within the next 3-5 years to enable enterprises to do cross-border trade via e-Commerce.

Under the partnership Tradeshi will develop digital export marketing capabilities of Bangladeshi small and medium enterprises (SMEs), educate them on digital marketing and ecommerce, enable them to leverage global online platforms to communicate their products and services and will provide content services to Alibaba Gold Members and develop Alibaba's Bangladesh Channel (bd.alibaba.com) and organize training Workshops for SMEs.

Addressing the event, the state minister of ICT said that the initiative will propel the e-Commerce revolution in the country. Palak said the promotion of digital business is a strategy of not only Bangladesh but also the whole world.

Rajib Hossain, Co-founder, and Chairman of Tradeshi said only 10 percent large companies control over 80 percent of the country's total export. But the share of SMEs in the export is insignificant. "As our company has become the local partner of Alibaba.com, we will support the diversification of business as Alibaba.com services and products are very diversified," he added.

Tradeshi has an extensive plan to work with SMEs in the country. The company plans to work for capacity-building with SMEs and manufacturers on B2B digital marketing, business development, and eCommerce in Bangladesh by organizing training and workshops.

It also aims to build technology infrastructure linkage by forging and developing mutually beneficial partnerships with leading online platforms like alibaba.com and Strikingly.com that cost-effectively and quickly establishes the online brand presence to attract international buyers.

Besides, the company plans to conduct SME-focused tradeshow and networking events for non-traditional markets such as Africa, South America, Eastern Europe and Russia, East Asia and Asia Pacific.

Alibaba.com, the Chinese ecommerce giant, is a pretty familiar name in Bangladesh business space and has been used by a handful of successful Bangladeshi SMEs, large manufacturers and traders for over a decade for export promotion.

In recent years, Alibaba has been paying **serious attention to Bangladesh market** as part of its current aggressive international expansion plan. A couple of months ago, the company announced that it is considering a plan to start operation in Bangladesh. It has already started to locally pursue clients in Dhaka and this partnership with Tradeshi might as well be the beginning of something big from the company.

PART-3

Major Functions:

What they do:

global B2B solutions

Digital Export Marketing, Business Development, Procurement & HR Solutions

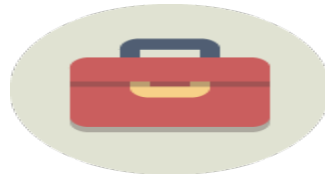


Boost Growth

Reduce Costs & Boost Profits

Assisting local SMEs develop web presence & compete at global standards, whilst balancing Ethics, Sustainability & Profits.

Verified Business



We Meet Suppliers Individually

We do the groundwork, you source with confidence. Trade Licenses, Certifications, Workplace Safety Standards are all verified.



B2B Concierge

Connect with Multiple Suppliers

Source quality products & services.

An invite-only, dynamic product & service network of manufacturers in Bangladesh & other frontier economies.



Investing in Startups

Backing Empowerment

We invest in and curate startups catering to SMEs globally, focusing primarily on emerging economies. Backed by governments & strong industry linkages, we empower SMEs

Services:

Technology & services

Technology | Platforms | Services



Global
Service
Partner

Alibaba.com Global Service Partner

Develop & Profit from your Alibaba Gold Supplier website

Want to find more info on GS program, get training or develop & maintain your existing Alibaba mini-site? Talk to us today!



RoR Programming & Development

Rapid, multi-device application development & deployment

Talk to us if you require custom B2B solutions!



On-demand eCommerce-ready Web Presence

Establish Credible Digital Presence within International Markets

Talk to us if you need Quick, Simple & Elegant Corporate web presence, eCommerce storefront or activation campaigns.



Cloud-based, Salesforce-like CRM

RoR-based custom FatFreeCRM for Sales & Account Management

Do you have a growing Sales & Business Development team? Talk to us to help you Generate Leads, Focus on Serious Buyers & Optimise Sales Funnels!

facebook developers

Social Networking for Lead Generation

Social Media Marketing, Messenger Chat Bots, App Dev & More

We can help you find customers & keep your audience engaged!



Let us create your own Marketplace!

Want to profit from a 2-sided, product or service marketplace?

Call us today to Design, Deploy & Manage your own online marketplace!



Get your Ultimate business name

Registered GoDaddy Partner

Let us find that Quirky & Catchy domain name you always wanted!



PjM & Product Development

Working efficiently across multiple, geolocated teams.

Brings method in the madness of solution development!

ubuntu 

Open-sourced Organisational Environment

Company-wide deployment of open-source machines

Accounting to Biz Dev and Finance to Tech, Ubuntu is our staple!



100% Cloud-based Development Environment

We work light, always on the move & require everything on-demand

Just like us, our customers only pay for what they use - and we like to keep it that way!



Communication + Teamwork = Our Motto

Whether its Thimpu, Sydney or Singapore - our team works as one!

You can trust us to complete your digital export marketing activities from any corner of the world, effectively & gracefully.

PART-4

Their Digital Marketing Target:

B2B Digital Marketing - Core Objectives

- Effective business tools
- Effective exclusive access to buyer
- Maximise company exposure
- Gaining trust quickly

Digital Marketing - Effective Business Tools for B2B Trading:

Essential Tools:

- Ease of Communication & Usage
- Multi-device Functionality
- Business Analytics
- Respond Quickly to Enquiries
- Get Multiple Quotes

Strategic Questions management asked

- How do we get more buyers cost effectively and efficiently?
- How do we source high quality raw materials at the best prices?
- How do we get reliable suppliers of machinery & technology?
- How can we make our business grow sustainably?

How do we get more buyers cost effectively and efficiently?

- Alibaba itself is a brand that buyers trust
- Being associated with Alibaba can uplift the brand value of any company
- Alibaba can help you reduce your marketing budget and travel costs
- Buyers look for authentic & verified suppliers

How do we source high quality raw materials at the best prices?

- For the survival of any business reliable raw material sourcing is a must
- Rapidly changing global environment
- Bangladesh still depends on export to sustain its export industries

How do we get reliable suppliers of machinery & technology?

- Technology is rapid changing and manufacturing costs are rising
- Global buyers require business compliance & innovative products
- New technology and process improvement is the key solution for this problem

How can we make our business grow sustainably?

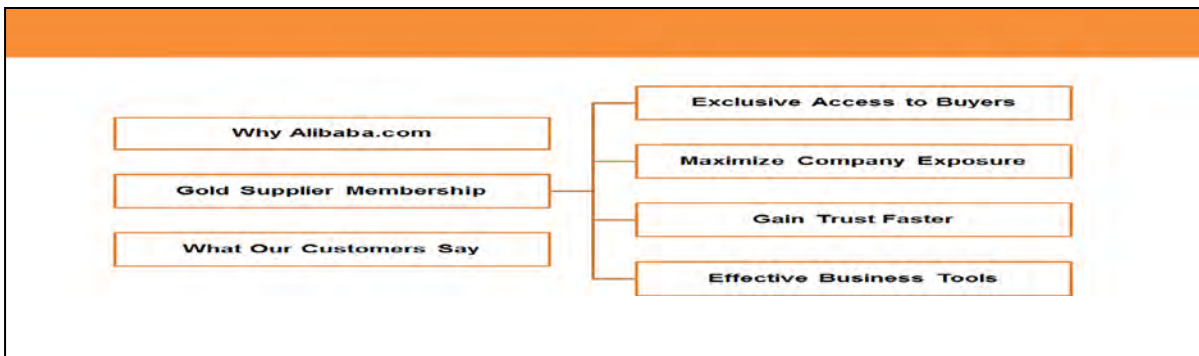
- Every company's aim is to grow its business and profitability
- Every hard-working business owner's dream is to reach more buyers
- It's very crucial to be a part of a powerful business ecosystem

PART-5



Alibaba is China’s — and by some measures, the world’s — biggest online commerce company. Alibaba.com is a matchmaker for businesses – connecting buyers and sellers online, making it easier to do business anywhere in the world, Alibaba handles more business than any other e-commerce company.

E-COMMERCE: Alibaba is the most popular destination for online shopping, in the world’s fastest growing e-commerce market. Transactions on its online sites totaled \$248 billion last year, more than those.

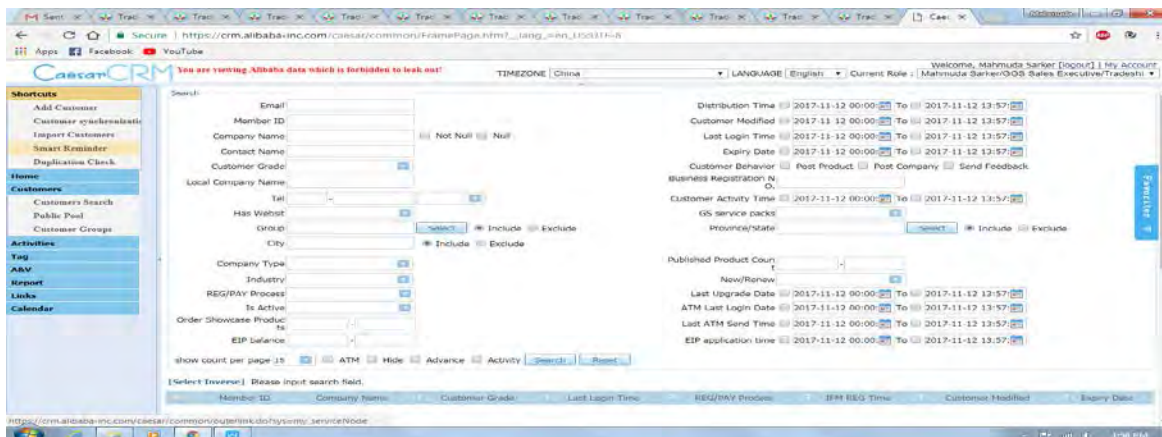


Process:



CRM of Alibaba.com

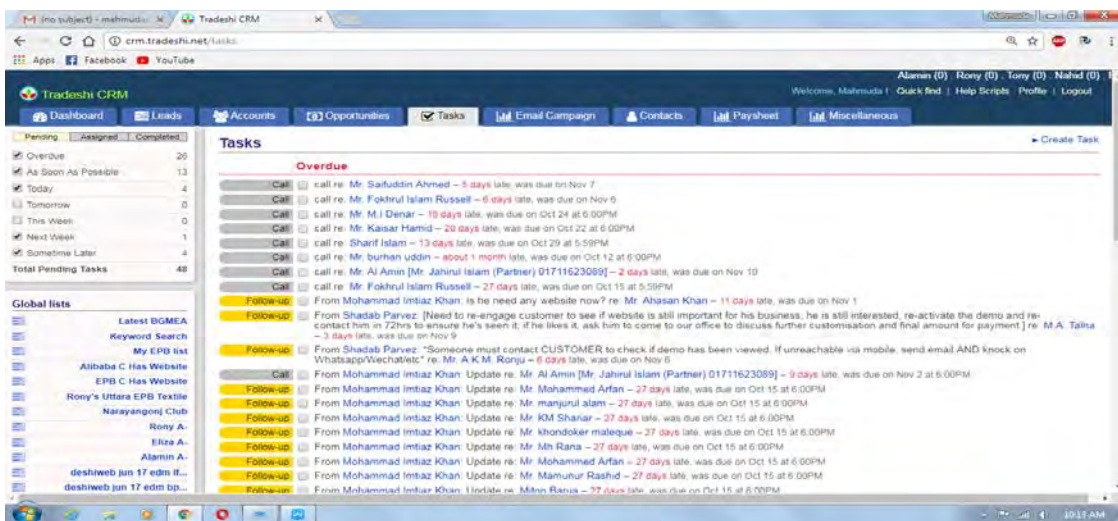
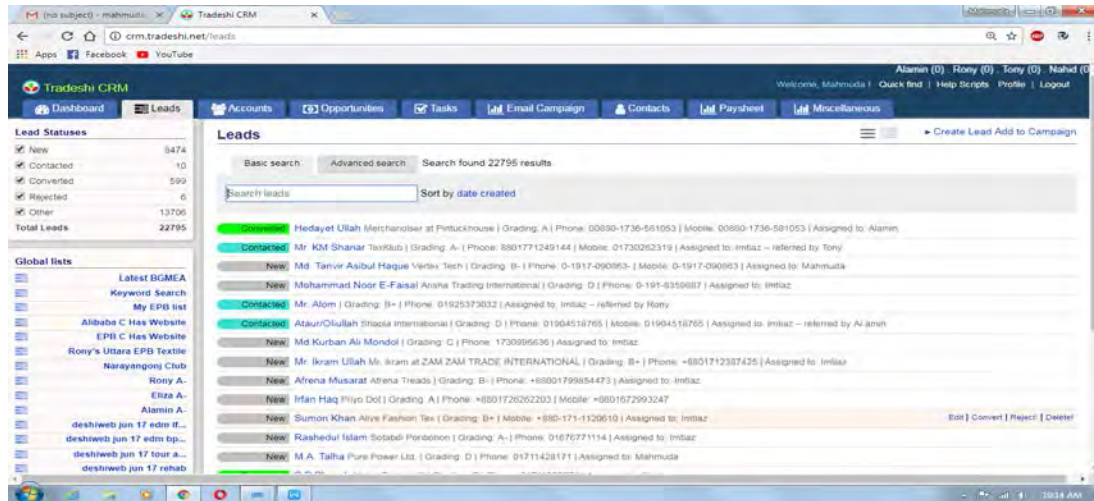
Outlook of CRM of Alibaba.com



This is the outlook of CRM of Alibaba.com. The businessman who open an account with them, they create a lead for them. Here, you can see, E-mail account, customer type, customer grade (A=very good, A=good, B+ =potential, B=Average, B= Negative C=just open the account, D=worst Client), companies name and other information they provide in the lead. So, when we get a lead, we call them and offer them our gold membership offer. Its cost around 120000. So, every business man is not our potential client. We must choose, and everyone does not accept our offer too, who is interested to expand their business in international border, they show their interest to us.

PART-6

Outlook of Tredeshi Desi-web CRM:



Tradeshi collects leads from the different sources like BGMEA, BKMEA, Tour Association, Tanners Bangladesh, Alibaba account sources. Our company assigned us leads every week. So, we must work on it. Firstly, we call them and offer them if they have any required website, we are interested to offer them the demo website. If they show us their interest, then we assigned this demo to our developer. After making the demo, we send this demo through E-mail

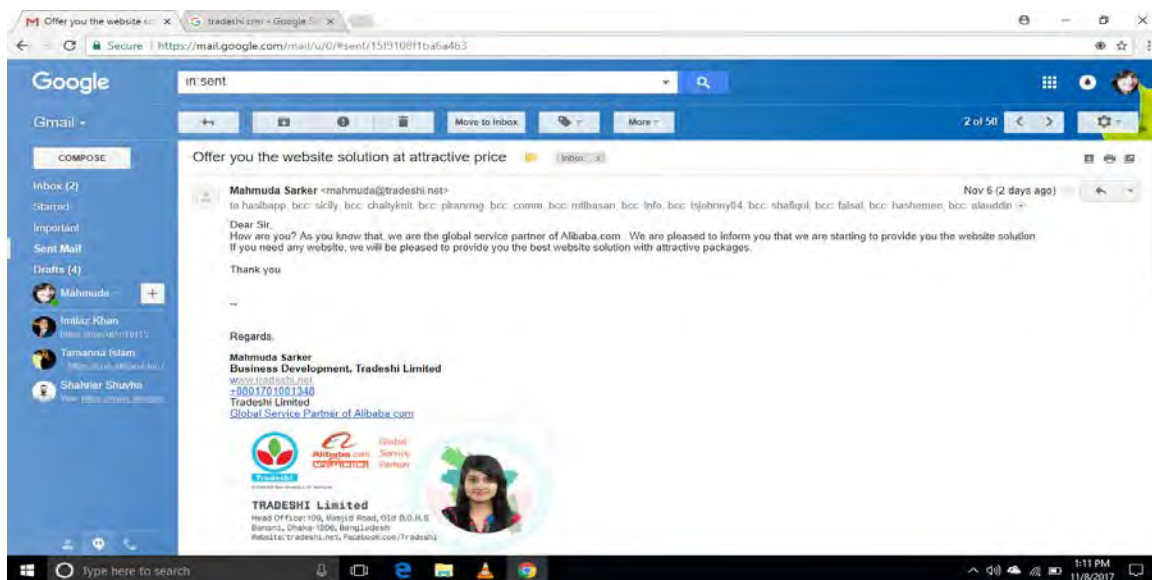
and live that site for 1 week. If they like the demo, we will go for further procedure like negotiation and tell them to manage the domain and we provide free hosting for the site. Our range starts from 15000-30000tk.

Sometimes, we do email campaigning by getting the clients for different occasion like Eid, Puja, Christmas, victory day.

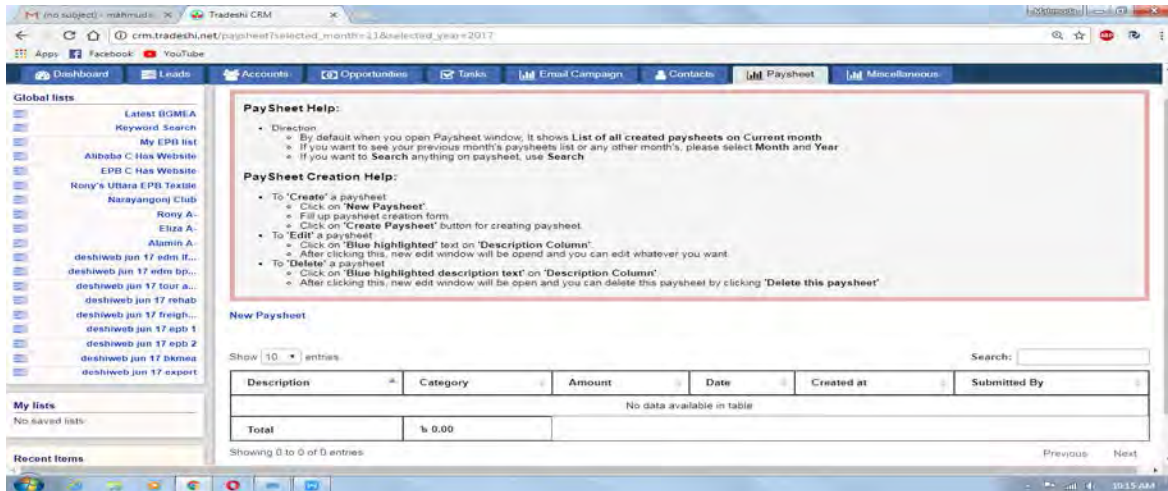


Or, if they don't like our demo, we will make it offline. We must call the clients for several times to reach them. If we can't reach them after calling several times, we must send them email.

This is the E-mail format.



We have the pay sheet in our deshiweb CRM where we put the mobile bill how much we spent for our clients. They provide our mobile bill with the salary.



PART-7

Target Audience:

Who are our Target Audience?

- Initially, they were alibaba GGS clients, both in-service, new customers and expired customers
- Then we started scraping industry association data and pushed out eDM campaign to get sign-ups
- **PRIMARY TARGET AUDIENCE:** SMEs that require website to establish online branding
- **SECONDARY TARGET AUDIENCE:** Importers that want to showcase & sell products locally
- **TERTIARY TARGET AUDIENCE:** Any companies that do not have budget for developers

Competitors and USP:

Who are our Competitors & What is our USP (unique selling point)?

Deshiweb's Competitors:

- All Large, Medium and Small-sized development agencies
- Since we are currently targeting B2B import/exporters that are SMEs, there aren't any direct competitors in this space
- Also, our pricing and inclusions for the quality

Deshiweb's USP:

- **Our 1st unique selling point:** We have Partnership with Alibaba.com which allows us to Design and Develop websites for B2B (business-to-business) audience
- **Our 2nd unique selling point:** Customers will never have to rely on or pay a Developer monthly salary to maintain their website (eg. Hosting, security, content upload, etc.)

- **Our 3rd unique selling point:** Their website will always be responsive and look smart across all devices.
- **Our 4th unique selling point:** We are very affordable, we use reliable technology & our business strategy is long-term.

PART- 08

MY JOB RESPONSIBILITIES:

My job responsibilities as an intern:

As per the academic rule I must have to do three months internship. I did my internship in Tradeshi Limited. It is situated in 109 Masjid Road, DOHS, Banani Dhaka 1212. The internship period started on 14th of September 2017 and will be ended on 14th December 2017. During this internship period I worked in Client Service Department. The specific responsibilities of mine during this internship period are given below:

- Communicate with clients through Ali-baba CRM and also provide the product knowledge to them or help them to find the perfect solution
- Working with the Business Development Team to grow their business and reach their business in international platform
- Adequate knowledge about - dealing, convince, manage, negotiate with clients and closing the deals
- Arranging in house Online/Offline seminar
- Gaining some knowledge about "Tradeshi CRM" where the website designer develops the site and I have to deal with the clients according to their requirements. Adequate some knowledge regarding Strikingly, Stockideo, Slack, Go-daddy.com, Ubuntu, Asana, Amazon web services, Facebook developers

Other Responsibilities:

- **Generating Ideas:** As I work in Tradeshi Limited, one of the most important issues is to generate unique ideas for different campaigns.
- **Team Work:** In our organization employees are divided into groups or teams. It is very important to make a good working relationship with the group members as well as the other employees of the office. Again, it is an open secret that everyone must maintain a

good relationship with the Clients also. As I was new in the office, I realized that it was my responsibility to make good relationship with my group members and with their great support I could cope up very fast on this matter.

- **Client-servicing:** As an intern in Business Development Executive, my main job is to make sure my client is delighted. My superiors notify me about our clients' requirements and I consult with the Web developer and brief them about the designs and I think I'm quite good at it. I am claiming so because it's always tough for anyone like me who is a fresh new comer intern to make another department do the job for my team.
- **Day-to-day Operations:** I must maintain some day to day operations in both accounts and client service department.

PART- 09

Learning's:

During my internship period in Tradeshi Limited. I emphasized mostly in gaining practical work experience. Regardless my work I used to observe and judge the work place. As per our internship curriculum was related we the interns were asked to identify and explore problems in our respective firms. I would say that Tradeshi Limited is a great place to work but still there were few factors that I noticed and addressed those as problems and I believe that those problems should be resolved.

Apart from being engaged in assisting my supervisor the problems I realized are discussed above in support to that I would like to give further justifications. The employees were very reluctant at times although there was limited time left for delivering the work to the clients. This is where the mismanagement used to happen as the environment of the organization is very outgoing people used to engage themselves in various insignificant activities like listening to music, communicating in the social networking sites with friends and acquaintances, chatting with the colleagues in the smoking zone, and playing table tennis.

Another problem that I identified is the relationship between the clients and all employees are not good always. They have less patience. Most of the times the clients tend to complain about the required work. It is the duty of the company to provide better quality service.

PART- 10

OBSERVATION:

FINDINGS

During my internship period in Tradeshi Limited, I emphasized mostly in gaining practical work experience. Regardless my work I used to observe and judge the work place. As per our internship curriculum was related we the interns were asked to identify and explore problems in our respective firms. I would say that Tradeshi Limited is a great place to work but still there were few factors that I noticed and addressed those as problems and I believe that those problems should be resolved. From my observations what I established is that Tradeshi Limited should focus on some issues for the future betterment.

PART- 11

LIMITATIONS:

- Time constrain was the biggest difficulty I faced, because three months were not enough to observe an organization thoroughly to draw a conclusion of a report.
- Lack of practical experience resulted more time consumption in doing each work for the report.
- Unable to conduct group discussions for collecting primary data for report accuracy

MY SUGGESSTIONS:

After establishing the research paper, I came up with the following recommendations that Tradeshi Limited can take under consideration to improve the current scenario of the organization. The problems that I identified earlier definitely can be resolved. In support to this statement, I would like to recommend my thoughts that I found suitable for them. To resolve the problems, the potential solutions could be as follows:

- There should be a strict timeline for refreshment and personal time, employees should maintain that.
- To overcome the problems related customer satisfaction each team should focus on the need of the clients.
- While getting the brief of the work asked by the clients, employees from the web designer department should also be present in the meeting to understand creating and coming up with better quality and innovative ideas and services.
- Research should be conducted by the employees from both the client servicing department and the web designer to learn more about the client's behavior.

I believe by taking the above-mentioned points into concern the management of Tradeshi Limited will experience better results.

PART-12

CONCLUSION

CONCLUSION:

It has been a true privilege to work as an intern in an organization like Tradeshi Limited, which is one of the pioneers Digital Marketing platform in Bangladesh. While working for Tradeshi Limited, I have had to work with several companies so that I could develop my brand building knowledge about different companies. Working in such a diverse Environment has given me such experience that I can carry forward in the future as I develop my career.