

Report On

**A Critical Analysis of Customer Satisfaction Metrics and Challenges at
Daraz**

By

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A report submitted to Brac Business School as part of the requirements for the completion of the
degree in Master of Business Administration

Brac Business School
Brac University
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Statement

It is herewith avowed that

1. The internship report proposed is my/our own original work while finalizing degree at Brac University.
2. The report does not comprise material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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Letter of Transmittal

Dr. Suman Paul Chowdhury
Assistant Co Ordinator,

BRAC Business School

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Kha 224 Pragati Sarani, Merul Badda, Dhaka 1212, Bangladesh

Subject: Submission of Internship Report.

Dear Sir,

It is my pleasure to showcase my skill in the customer service representative position of Daraz. I have tried my best to finish the report with the crucial data and recommended intention in an important compact and full manner as possible.

I believe that the report will meet the requirements, and you will find it informative and reliable.

Sincerely yours,

Raisa Raqib

Dipika

22164043

BRAC Business School

Brac University

Non-Disclosure Agreement

This agreement is made and entered into by and between Daraz and Raisa Raqib Dipika

The information provided in this report is reliable and can be used for the internship purpose.

Acknowledgement

I want to start by thanking the Almighty Allah for allowing me to complete the internship and submitting the report on time.

Then, I want to express my appreciation to my supervisor, Dr. Suman Paul Chowdhury

Sir, for his assistance with the report-writing procedure. Furthermore, I also want to

express my gratitude to Mr. Safa Faruque, my supervisor at Daraz, for his guidance in

finishing my this report.

A Critical Analysis of Customer Satisfaction Metrics and Challenges at Daraz

Executive Summary

Daraz Bangladesh is a leading e-commerce platform that offers merchants a virtual storefront and gives customers easy access to online shopping. Daraz has grown rapidly after launching in 2015, the success would not have been possible without government's encouragement for digitalization. This report shows the crucial opportunities and challenges Daraz come across when it comes to customer satisfaction. Issues like customer experience, customer service, delivery speed, and product quality play a vital role in influencing how customers feel about the app. Many users like Daraz for its reasonable price products, wide product selection, and convenience. However, there are daily challenges that the company face, including late deliveries, poor product quality, and issues with customer support.

Daraz ensures its customers satisfied by putting rigorous quality monitoring on the seller, uses AI to customize shopping experience based on their search and improving logistics for fast delivery. Daraz also provides seamless return and refund procedures to make sure the customer does not remain unsatisfied. Challenges like supply chain management, product authenticity and keeping up service standards are some of the challenges Daraz face while fast expanding.

To get rid of these challenges, it is important to make strategic technological investments, build partnerships with reliable suppliers, and implement a strong feedback method to continually enhance service quality. Despite Daraz's notable progress in building a robust online presence, concentrating on these crucial areas will help the company overcome current obstacles and increase customer happiness, which will guarantee long-term growth and a competitive edge in the changing e-commerce industry.

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List of Acronyms

CS	Customer Service
HR	Human Resource
SWOT	Strength Weakness Opportunity Threat
EO	Employee Ownership
B2BC	Business To Business To Consumer

Chapter 1

Overview of Internship

1.1 Student Information:

This thesis is submitted by Raisa Raqib Dipika, a candidate in the Master of Business Administration (MBA) program at BRAC Business School, BRAC University, bearing the student ID 22164043, with a major in Marketing.

1.2.1 Placement Information:

As part of this research, I completed a three-month professional engagement at Daraz Online Shopping, the leading e-commerce platform in Bangladesh and a major player across South Asia, including Pakistan, Sri Lanka, Myanmar, and Nepal. Daraz has played a pivotal role in transforming the regional e-commerce landscape by offering millions of consumers a seamless and accessible online shopping experience. I worked as a customer service executive in the Customer Service Department starting on April 2nd and ended on July 2nd, 2025. My office located in Dhanmondi 07, Dhaka-1209.

1.2.2 Details of Company Supervisor:

I did my internship under the supervision of Mr. Md Amirul Islam the Sr. Program Manager of the Customer Experience Department at Daraz Bangladesh Limited. He gave us strategic guidelines to our team and made sure we properly addressed the customer's needs by delivering the right solutions. In his role, he provided oversight and strategic guidance to our team, ensuring we effectively addressed customer needs by delivering appropriate solutions. His endless motivation and support have helped me to deliver high standard service and also helped me to learn corporate

professionalism during this ninety days.

1.2.3 Job Scope:

As a Customer Service Representative my primary role was the first person of contact between the organization and its users, ensuring smooth operation and satisfactory customer experience. As a Customer Service Executive at Daraz Bangladesh, the role primarily functioned as the initial point of contact between the platform and its users, aiming to facilitate a smooth and satisfactory customer experience. My fundamental responsibilities was giving effective solutions to customers complaints by live chat support by giving accurate information by maintaining professional empathetic tone. Employees were expected to achieve a set performance goal and ensure high quality service in a fast-paced and dynamic environment.

My job was to fully understand Daraz's policies and products offers so that I can provide context specific solutions that aligned with customer needs. Understanding customer needs and strong communication skills were mandatory to serve diverse customers.

Additionally, my role involved cross-functional association with internal departments to solve issues efficiently and improve overall user experience

My job position was significant to contribute Daraz's reputation as a leading e-commerce platform in Bangladesh for endorsing customer loyalty and build future brand loyalty.

1.3 Summary of the internship experience:

1.3.1. Value added to the organization:

Throughout my internship at Daraz I made a meaningful contribution to the organization's customer service fineness. By applying active listening skills and building a relationship with clients, I have worked to ensure the customers feel valued and understood. My strong problem-solving abilities have qualified me to address inquiries and resolve complex situations efficiently, resulting in quicker resolutions and higher levels of customer satisfaction. I made sure correct information is delivered through clear verbal and written communication allowing customers to make informed decisions.

Furthermore, I value exchanging information for the betterment of team environment. I also have a keen interest in data analysis; I identify trends by actively reviewing customer interaction patterns and making recommendations according to service processes and product offerings. My proactive approach goes beyond routine tasks; I am committed to Daraz's long term growth by staying informed of market trends and providing strategic recommendations to improve overall customer experiences.

1.3.2 Key Learnings from the internship

I was lucky to get hired as a customer service representative in one of the South Asia's top multinational companies at Daraz, run by global parent company Alibaba. It was a good opportunity for me to develop comprehensive professional and personal growth. The following points are the key dimensions on how Daraz has helped me to develop professionally:

Daraz which is a leading ecommerce company of South Asia, is a sister concern of Alibaba company which is a global ecommerce company, Their global operations has helped me to gain insight of the whole digital retail ecosystem. This knowledge is not only important within Daraz but broadly applicable to the wider e-commerce platform.

Communication and problem solving : Regular engagement with the customers has helped me develop empathetic listening, deliver complex information clearly and handle challenging interactions. These multifaceted interactions have helped me build analytical thinking and solution-oriented approaches which is fundamental to developing customer loyalty and resolve service related issues effectively.

Active working environment : Employment at Daraz requires working in a fast paced and continuous changing environment due to rising customer expectations, technological innovation and market trends. In such a working environment, an employee learns adaptability, resilience and growth-oriented mindset which is a vital quality for long-term professional success.

Prospects for Career Advancement: Daraz continuous expansion can pave for career development for the interns if they can showcase competence and strong commitment during their tenure or may even lead to leadership opportunities.

Engaging in worldwide network: Daraz as part of Alibaba group works within international business ecosystem. Allowing employees to get expose to international best practices and access to cross border career opportunities.

Sense of personal fulfillment: My job responsibilities not only provide organizational value but also a personal satisfaction as I could contribute meaningfully to the growth of the e-commerce sector.

1.3.3 Recommendations for Internship Program Improvement:

Daraz is the one and only e-commerce platforms in Bangladesh that offers a dynamic environment which is beneficial to develop the core competencies required for a career in customer service. Since Daraz is handled by a multinational company named Alibaba, an internship here allows a valuable opportunity to gain hands on experience in addressing customer inquiries, tackling service-related issues and delivery top notch support. Handling a wider customer base during the internship will foster malleability, resilience and improve communication – skills which are vital for managing diverse client interactions.

Besides, an intern at Daraz learns to manage time efficiently due to fast paced environment and since the company runs in a performance driven environment thus an intern becomes adapted to resolve issues quickly. This internship provides an insight of the company's internal management and working system thus delivering a complete understanding of the e-commerce ecosystem.

After completing this internship, I will be well versed in both the practical experience and theoretical understanding to surpass in a customer service executive role. This internship experience will place me as a strong candidate for future job opportunities within e-commerce and the broader service industry.

Chapter 2

2.1 Introduction:

Daraz was founded in the year 2015 which has rapidly positioned itself as a top company in the e-commerce sector. This app offers the locals with a wide range of products both global and local, ranging from daily groceries, gadgets and electronics, home appliances and clothes. Unlike other e-commerce entities Daraz is able to provide smooth online experience that provides the customers with searching, compare, add to favorite list, and securely purchase items of their choice.

The apps user-centered interface is maintained by secure payment options which include cash on delivery, return policy which provides customer the trust and convenience. Their up to date operation system provides efficient logistics and delivery systems which ensures on time distribution of parcels across the country providing reliable operations. Plus, Daraz maintains brand loyalty by actively engaging in digital marketing to maintain long term customer loyalty. By maintaining these proactive strategies Daraz became the top e-commerce destination in this country.

2.2 Background of the company

2.2.1 Daraz Legacy

Daraz is an outstanding online marketplace and logistic company working across Southeast Asia under a global Chinese company named Alibaba. The company was established in 2012 by a German venture capital firm named Rocket Internet. Then it has expanded its operation across SAARC region offering e-commerce and logistic support. The company was founded by Bjarke Mikkelsen, who continues to serve as its Chief Executive Officer¹. In May 2018, Daraz was acquired by the Chinese e-commerce conglomerate Alibaba Group².

Originally launched as a fashion retail platform in Pakistan, Daraz transitioned toward a broader marketplace model following its expansion into Bangladesh and Myanmar in 2015. This strategic shift was supported by a successful Series B funding round in September 2015, through which the company raised €50 million to fuel its growth in Bangladesh, Myanmar, and Pakistan. Further regional expansion occurred in July 2016, when Daraz acquired Kaymu, a South Asian consumer-to-consumer marketplace, thereby initiating operations in Nepal and Sri Lanka³.

Alibaba Group's acquisition of Daraz in 2018 marked a significant milestone in the platform's evolution, taking place approximately two years after Alibaba's strategic purchase of Lazada Group,

¹ The Business Standard. We trust each other, and our customers trust us: Daraz CEO. "Bjarke Mikkelsen, the founder and CEO of Daraz Group... Although Daraz started its journey as an online fashion retailer in Pakistan, it is now the leading e-commerce marketplace in South Asia." Available at: <https://www.tbsnews.net/features/panorama/we-trust-each-other-and-our-customers-trust-us-daraz-ceo-331240> [Accessed July 9, 2025]

² Alizila. Alibaba Acquires South Asia E-Commerce Platform Daraz. "Published on May 8, 2018. Alibaba Group has acquired South Asia's largest e-commerce platform, Daraz Group said Tuesday. The purchase, for an undisclosed sum, will make Daraz a wholly owned unit of Alibaba." Available at: <https://www.alizila.com/alibaba-acquires-south-asia-e-commerce-platform-daraz/> [Accessed July 9, 2025]

³ Future Startup. The Future Startup Dossier: Daraz Bangladesh. "In September 2017, in its Series B funding Daraz secured €50 million to expand its operation in Bangladesh, Myanmar and Pakistan. In that funding round Commonwealth Development Corporation (CDC), a development finance institution owned by the Government of UK invested €20 million." Available at: <https://futurestartup.com/2021/02/19/the-future-startup-dossier-daraz-bangladesh/> [Accessed July 9, 2025]

another major e-commerce firm in Southeast Asia originally backed by Rocket Internet. This move reflected Alibaba's broader ambition to solidify its presence in emerging Asian markets and extend its global e-commerce footprint.

2.2.2 Corporate values and goals:

Daraz's online marketplace serves over 30 million active users each month, providing access to an extensive catalog of more than 35 million products. In alignment with its strategic objective to provide a wide variety of goods and services, the platform collaborates with over 550,000 registered sellers. By facilitating this digital infrastructure, Daraz actively supports the progress and operational expansion of enterprises (SMEs) and emerging brands across its markets.

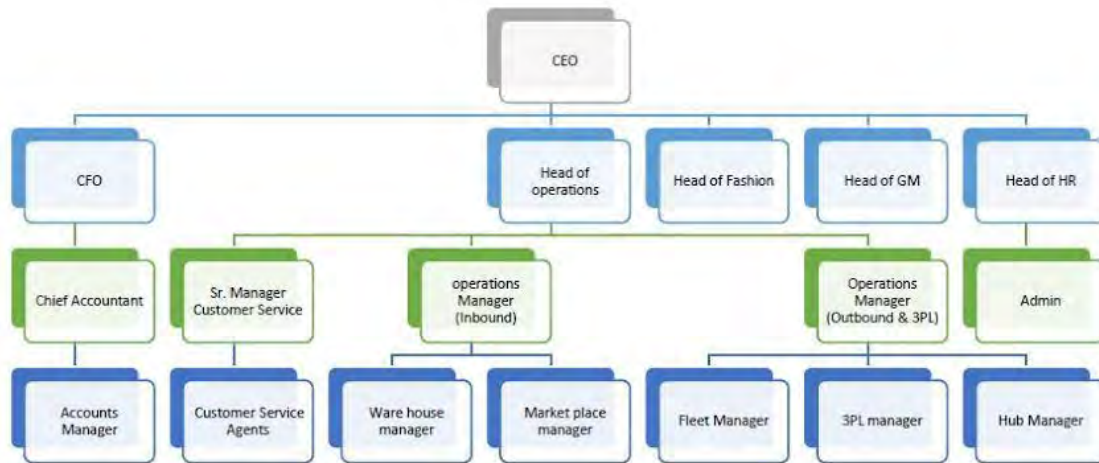
Mission:

Daraz's strategic objective is to achieve nationwide market penetration within Bangladesh, establish dominance in the e-commerce sector by securing the largest share of the market, meet the diverse needs of its customer base, and curate a portfolio of top-performing sellers whose products are prominently featured on its digital platform.

Vision:

The vision of Daraz Bangladesh is to establish itself as the leading online marketplace by delivering exceptional service quality to both its sellers and customers.

2.2.3 Company Structure :



Source-Internet (BRAC university report)

The organizational structure of Daraz indicates a centralized leadership model, wherein the Chief Executive Officer (CEO) plays a pivotal role in strategic and operational oversight. As the principal authority, the CEO provides overall direction for the organization. Given Daraz's international scope, each country of operation appoints its own CEO to manage localized business functions. These national CEOs are responsible for delegating tasks and disseminating strategic directives to department heads, each of whom oversees a distinct functional unit within the company.

At the departmental level, managers are appointed to supervise teams and ensure alignment with organizational policies and human resource protocols. While management employees are primarily engaged in planning, discovering, and policy execution, employees in non-management roles are assigned with executing fixed operational duties based on set guidelines.

Daraz internal operations is so vast that they have to rely on external workforce like third party logistics(3PL) providers to support in its courier and delivery operations. Daraz optimizes its performance by following hybrid operational model-combining its own staffs and partners for optimal service efficiency.

2.2.4 Services offered by Daraz

Daraz is the first online retail platform in Bangladesh that provides wide array of products including famous global brands with locally produced goods. As a full digital marketplace, Daraz plays as a one-stop solution for various categories like ladies' fashion, electronics, Gadgets & Home Appliances, and maternal products. The strategic collection of both international and domestic products offers significantly to its market dominance and sustaining customer base in Bangladesh's competitive e-commerce sector.

Global Brand Portfolio

The product selection on Daraz website is appealing due to it's diverse selection of famous brands from all over the world including in these categories:

- **Fashion:** The website has famous global brands such as *Mango, Levi's, Adidas, Nike, H&M, Dorothy Perkins, Jack & Jones, and Vero Moda*, offering to brand conscious customers who are seeking quality and trend-driven clothes.
- **Electronics:** Daraz partners with leading technology brands including *Samsung, Apple, Sony, LG, Philips, HP, Dell, Lenovo, and ASUS*, offering a comprehensive range of gadgets, computing devices, and consumer electronics.
- **Home & Lifestyle:** Products from global home appliance manufacturers such as *Bosch, Tefal, Singer, Dyson, and Karcher* are available, along with furnishings and decor from international retailers like *IKEA, Home Center, and Danube Home*.
- **Beauty & Health:** A wide selection of personal care and cosmetic items is sourced from globally trusted beauty brands such as *Garnier, M.A.C., Maybelline, and L'Oréal*, meeting the self-care needs of a broad consumer base.

Local Brand Integration

Daraz also encourages promoting local brands nurturing deshi entrepreneurship and cultural representation

- **Fashion:** Famous local fashion houses such as *Aarong*, *Rangdhanu*, *Batik*, *Evra*, and *Kay Kraft* offer traditional and contemporary dresses made for various consumer segments.
- **Electronics:** Local electronics manufacturer *Walton* is presented regularly on the website providing options in categories such as refrigerators, televisions, mobile phones, and air conditioning units.
- **Home & Living:** Local brands like *Hatil*, *Navana* and *RFL* provide to the furniture segment.
- **Beauty & Health:** Local enterprises such as *Shaher Lalon*, *Mumtaz*, *Cut* etc. supply authentic and herbal personal care products for consumers who prefer native beauty products.

Support for SMEs and Artisans

Daraz supports online retailing by allowing individual sellers and small to medium sized enterprises (SMEs) to sell products in their platform nationally. Through its online marketplace, Artisans can market handcrafted items, exclusive jewelry, and local made clothing, encouraging contribution to the economy and economic participation and demonstrating the diversity of the creative economy. By effortlessly combining international brand standards with local industry the company has created a hybrid marketplace model that not only satisfies consumer demands but also contributes to local GDP. This approach has helped local GDP which shows Daraz is playing a key role in economic development.

Authorized Brand Shops:

Daraz Bangladesh has official outlets for a variety of both local and international brands. The authorized brand shops provide authentic products and provides fringe benefits such as promotional deals and fast delivery services. Such initiative increases consumer trust and supports Daraz's position as a trustworthy market place.

Product Differentiation Across Price Segments:

Daraz provides a multi-tiered pricing strategy that provides a wide range of consumer according to their budget. The platform caters to competitive price alternatives starting from niche branded items to local brands and not so famous international suppliers. Daraz regularly provides discount campaigns and sales events to keep customer engaged by providing their liked products more affordable.

2.3 Management Techniques

2.3.1 Leadership Methodology:

Daraz Bangladesh is a top online shopping platform in this country which follows an advanced leadership format to empower employees, encourage innovation and creating solutions for the local market. The company follows transformational leadership which aspires to inspire and guide employees with a clear vision. This leadership style fosters a culture of creativity, problem solving and continuous improvement.

Daraz has been using a global business model, but the company tailored it to fit the local needs and conditions of the market. This strategy of localization ensures that sales strategies are created that attract to diverse groups of people by understanding how consumers behave in various regions, cities and villages.

Daraz is keen on providing its employees with regular training and development. This allows employee involvement in the company, build their career and overall contribute to the company's success. The company's HR format is built in such a way that it identifies each employee's specific strengths and delegates them to make their own decision which results in to a motivated and active creative team.

Since Daraz is an e-commerce platform it is dependent on technology to perform its operations smoothly. The platform uses advanced artificial intelligence and digital tools to upgrade the service quality and improve shopping experience for the users. They strategically use data analytics to perform its logistics, streamline operations and understand the buying behavior of customers according to market trends. These approaches aid the company in making correct buying decisions according to customer behavior and market conditions.

2.3.2 HR Strategic Planning:

- Daraz recruits highly skilled employees from the labor market by maintaining a competitive human resource strategy so that the company can survive in the fast-changing digital industry. To retain talented employees Daraz provides handsome benefits like health insurance, promotions and flexible working hours.
- Daraz holds training seminars for its employees to foster their knowledge. These programs are coached by experienced industry leaders and experts covering topics on leadership and technical skills. Employees are sent to industry events and conferences so that they can stay up to date with the latest trends and technologies.
- Daraz corporate culture promotes opportunities to move up within the company by providing rewards based on KPI's and directing clear paths for career advancement. The company encourages employee engagement where mental wellbeing is valued therefore leading to employee motivation, involvement and satisfaction.
- Daraz has a systematic management framework to manage employee performance that ensures every employee is working to support the company's overall growth. The management framework involves reviewing performance, feedback and promotions.
- The company ensures a diverse and inclusive work environment. They ensure fair hiring for everyone and build a culture where people from diverse backgrounds can grow equally within the organization.
- The key part of the company's business strategy is continuous learning. Daraz is well aware that IT sector is constantly changing so in order to thrive and be on the top it follows this method. In order to stay ahead of competitors, the company trains its employees in innovation.

- In order to attract and retain talented employees in a competitive Daraz provides comprehensive employment packages such as health insurance, provident funds etc. As well as high salary in the market and comprehensive benefits so that the employees stay committed and satisfied.
- The company also provides non-monetary incentives to compensate financial compensation such as flexible working hours, vacation allowances, healthcare plans and staff discount on Daraz platform. To reinforce a cultural recognition and performance excellence Daraz has 'Employee of the Month' initiative.
- Daraz prioritizes wellbeing of the staff and their family by offering access to healthcare services to them. This includes mental health counseling, medical bills, health checkup and Gym membership. These fringe benefits are designed to provide employee morale and job satisfaction which contributes to a positive work environment and sustainable business growth

2.4 Marketing Techniques

2.4.1 Marketing tactics & plan

Daraz Bangladesh has emerged as a market leader in the country's e-commerce sector through the implementation of a comprehensive and dynamic marketing strategy. The company leverages a diverse mix of digital and traditional marketing tools, strategic collaborations, data-driven personalization, and customer engagement techniques to maximize reach, drive conversions, and enhance brand loyalty. Its ability to continuously innovate and align with evolving consumer behaviors, particularly the shift toward mobile commerce, has further solidified its competitive position.

1. Digital Marketing Initiatives

Daraz employs an aggressive digital marketing strategy with a strong emphasis on these :

- **Media Marketing:** Social apps such as Facebook and Instagram are integral, with content-driven campaigns, influencer collaborations, and targeted advertisements playing key roles.
- **Search Engine Optimization (SEO):** Daraz enhances online visibility and ranking in search engines through keyword optimization, quality backlinks, and consistent content publishing.

2. Offline Marketing

While primarily digital, Daraz also engages in offline brand-building activities:

- **Event Sponsorships and Media Partnerships:** Collaborations with local media houses and sponsorship of community events strengthen offline presence and brand recall.

3. Promotions, Discounts, and Vouchers

Daraz regularly deploys promotional tactics to drive sales and incentivize purchases:

- **Flash Sales and Discount Campaigns:** These are used to attract new buyers and increase frequency of repeat purchases.

- **Vouchers:** Time-limited vouchers create urgency and contribute to increased cart conversions.

4. Mega Sale Events

Daraz organizes large-scale thematic sales events such as **11.11**, **Ramadan Campaigns**, and **Anniversary Sales**:

- These events feature exclusive deals and high-visibility promotions, generating substantial web traffic and revenue spikes.

5. Customer Retention and Loyalty Programs

- **Daraz Bonus Points and Tiered Memberships:** These programs are designed to reward loyal customers and incentivize continued engagement with the platform.

6. Personalized Marketing and User Experience

- **Data-Driven Promotions:** Daraz utilizes browsing and purchase behavior to deliver personalized product recommendations and customized email campaigns.
- **Mobile App Optimization:** Recognizing the rise of mobile commerce, Daraz prioritizes app performance and usability to reduce churn and enhance user satisfaction.

7. Content Marketing and Influencer Collaboration

- **Product Reviews and Influencer Content:** Collaborations with social media personalities and the production of credible product reviews bolster trust and brand authority.
- **SEO-Driven Content Creation:** Content strategies are aligned with SEO objectives to improve discoverability.

8. Customer Trust and Relationship Building

- To foster trust and service quality Daraz emphasizes accurate product descriptions, return/exchange policy and customer service to gain trust.

- Ratings, reviews, and recommendations influence customer purchasing decisions and boost credibility.

9. Community Engagement and Social Proof

- To foster unity and grow emotional brand connections Daraz hosts regular games, polls and user generated content on social platforms.
 - Buyers get encouraged to purchase by reviewing product reviews which are given by the customers who purchased. This acts as a powerful psychological cue to influence buying behavior.

• 10. Affiliate Marketing

- Daraz covers its promotional outreach by affiliating with influencers and Bloggers to enhance their visibility

• 11. Data Analytics Optimization

- They measure their performance and effectiveness of their marketing campaign by utilizing website analytics, customer feedback and social engagement practices.
- Continuous improvements are made after receiving the insights resulting from data which are used to improve targeting, content and platform features.

2.4.2 Segmentation, Targeting and Positioning

Customer Segmentation:

It refers to the operation of segmenting the customers into distinct groups based on common features. This segment allows an organization to find their target market and make marketing strategies successfully to find the needs of each segment. Daraz uses this model to enhance the effectiveness of its marketing campaign by dividing its big market into multiple subcategories. The segmentations are as follows:

Demographic Segmentation:

Daraz categorizes its customer by using demographic factors including gender, age, and income, and educational background.

- **Gender:** Daraz understands consumer preferences is different between men and women, hence they offer dedicated product lines like apparel, footwear, and accessories—for both genders.
- **Age:** To cater to the diverse age groups, they target specific age segments. They target younger demographics for their higher tendency for internet usage, making its content and offerings to that audience.
- **Income:** Daraz segments its audience to all categories of income groups, making sure that their product range remains accessible to all. Daraz guarantees affordability and value by offering quality products at competitive prices to attract all customer base.

Targeting:

Daraz targets a various customer profile that includes corporate people, experts in many fields, doctors, engineers and students. The company identifies four generational groups within its consumer base: Millennials, Baby Boomers, Generation X, and the Silent Generation. Focus is placed on Millennials, who prefer online transactions. Daraz has successfully made targeted marketing strategies and product collections that goes with the values and consumption patterns of this generation.

Geographic Segmentation:

Daraz divided its market geographically, making its allocation and services to targeted regions and towns within the country to cover accessibility and coverage.

Psychographic Segmentation:

This approach includes finding consumers' lifestyles, beliefs, and attitudes. Daraz targets individuals who use the internet as they tend to have higher purchase value. To target this segment Daraz offers premium products which go with their preferences.

Behavioral Segmentation:

Daraz examines the behavioral segmentation of the customers during specific events or occasions. For example, they prepare special promotions such as the "Eid Bahar," to increase consumer spending in time of cultural and religious festivals. Daraz also keeps an eye on the online behavior to pick out potential new customers who are active users.

Market Targeting:

The company uses a selective targeting strategy it concentrates its marketing tactics on the most profitable customer segments only. This allows Daraz to utilize its resource allocation in the time when they face low marketing budget. Instead of going after the mass market approach Daraz focuses on distinct segments. To cater to broad market needs the company uses a mix of undifferentiated, differentiated and focused methods. By providing wider product range to consumers groups according to their needs Daraz illustrates advanced targeting approach.

Positioning:

To cater to exclusive demands of miscellaneous market segments Daraz uses a differentiated positioning strategy. For example, unique items like diapers, baby wipes, all ranges of baby items are available at Daraz platform in children's section. Successful branding can only be possible when a brand can stay positively in the mind of the consumers. Daraz has positioned itself as the only platform which provides branded and high-quality items at a reasonable price, identifying themselves in the leading position among its e-commerce competitors. Competitive price, regular promotions and rapid delivery are its unique selling proposition. Daraz is committed to giving customer satisfaction by being a customer-centric brand with the goal to be the only trusted e-commerce shop app.

2.4.3 Marketing Channels

Daraz applies a broad marketing strategy to capture its target audience and make its spot on the top in this country. They vigorously use digital marketing channels like Facebook, Instagram and YouTube to bring traffic to their e-commerce platform. By bringing in the traffic they carefully target precise demographic segments and cultural groups by modifying their advertisements according to the audience preferences and behavior patterns.

Besides digital marketing Daraz also utilizes email marketing to keep the customer engagement. By sending newsletter, discount offers, and promotions in order to retain customer loyalty and repeat purchases. To foster brand interaction Daraz utilizes social media to post promotions, campaigns and informational contents. These content driven strategies keep the customers engaged.

Daraz ensures its brand visibility and trust by affiliating with the influencers where they sponsor product reviews .To increase its online presence in search results Daraz invest heavily on SEO search engine optimization to make sure they are always in the top rank which also leads to organic traffic.

2.4.4 4Ps of Marketing Mix

Products

Daraz operates by providing an inclusive online experience by giving wider range of product collections such as Home & lifestyle, watches ,bags, jewelries, Mother & Baby, Sports & Outdoors, TV & Home Appliances, Women & Girls fashion, necklaces, Sleep & Long wears. Customers can find the details of each product like payment options, expected delivery date, photos, reviews by clicking on the items. Customers can find their desired items profoundly through image search and

keywords- this advanced search function facilitates user-friendly shopping experience. Interested Sellers has to register as vendors in order to open an official shop in the app. Daraz earns commissions on each transaction without adding product listing fees. By this form, the platform allows sellers to sell in the online market to any customers all over Bangladesh.

Price

Daraz earns through commission base. The platform does not directly charge customers for services; instead, the vendors bear the cost. Each transaction conducted through the marketplace results in a commission paid to Daraz by the seller, positioning the company as an intermediary that connects buyers with product suppliers.

Promotions

As an internet-based enterprise, Daraz emphasizes digital marketing as its core promotional strategy. The platform maintains a strong presence across major digital channels, including social media networks and search engines. Notably, Daraz leverages Facebook extensively, reflecting the platform's local popularity—with an estimated 10 million ad impressions daily. The company is also active on Instagram, Twitter, and YouTube. Additionally, Daraz leverages direct email marketing strategy to customer list and also by SMS campaigns to increase its sales gains.

Place

Daraz's primary channel of operation is its digital platform, accessible via www.daraz.com.bd. Daraz app and website works as an online retail shop where customers can search and purchase items. The order is confirmed after clicking the delivery address of the customers, supporting the business infrastructure that combines with delivery logistics. .

2.4.5 Marketing Issues

Though being the top leader in e-commerce platform Daraz faces multiple challenges in the market due to high pressure in Bangladesh due to increasing digital platform. Due to rapid growth of this industry both local and international companies are trying to enter this digital industry for market share. In this competitive environment Daraz faces difficulty distinguishing its brand image, product promotions and quality to be top in the market position. Keeping customers satisfied and holding trust is precedent to Daraz to build customer loyalty and retention.

2.5 Financial Outcomes and Accounting Methods

2.5.1 Assessment of Financial Results

Financial Performance and Revenue Growth:

Daraz faced significant revenue after merging with Alibaba. Alibaba's Digital and financial resources have helped extend its business in digital set-up and logistics management. Daraz stated a 100% increase in GMV in 2023, showcasing a huge increase in transactions.

Investment and Expansion Initiatives:

Daraz has progressively developed facilities and utilities expansion along with end user satisfaction all over its market. By providing a wide number of warehouses and logistic buildings to do its operation. To improve operational efficiencies Daraz in other South Asian countries has invested in final mile delivery system and in automated warehousing and sorting units. Initial operating costs might have increased due to the fixed cost expenditure, but this investment is promised to bring never ending profitability.

Impact of the COVID-19 Pandemic:

The lockdown during the 2019 pandemic has activated or made the world dependent on online shopping. The company leveraged this digital shift by providing wide range of product collections and using a drop-off delivery system. This strategy has made consumers become dependent on online shopping, gain new customers and increase follow up purchase during Covid period.

Profitability Outlook:

During its market growth the company discovered obstacles in keeping its profitability due to high day-to-day expenses and level of competition in the market. This did not stop them from improving its operations in order to reach its profitability in future by investing on digital infrastructure.

2.5.2 Accounting Methods & Procedures:

In current years the company has observed increased growth in its business and also is a leader in the digital platform. Good Financial status of a company is mandatory to attract stakeholders hence comprehending accounting practices is vital. An overview of the company's accounting practice is given below:

Accounting Standards:

Daraz uses accounting standards IFRS- International Financial Reporting Standard which most local entities follow. Following this rule ensures accurate financial report according to the laws.

- **Revenue Recognition:**

Given Daraz's marketplace model, where it facilitates transactions between buyers and sellers, revenue is likely recognized upon the completion of a transaction. This approach aligns with standard practices in platform-based commerce.

- **Inventory Management:**

As Daraz does not maintain ownership of inventory, related inventory costs are absent from its balance sheet. Inventory management responsibilities lie with individual sellers, thereby impacting on the sellers' financial records rather than those of Daraz.

- **Marketing and Customer Acquisition:**

To attract both buyers and sellers, Daraz invests significantly in marketing and customer acquisition strategies. This expenditure is expected to be classified under operating expenses in its financial reporting.

- **Logistics and Delivery Operations:**

Logistical functions and order fulfillment constitute a critical component of Daraz's operational model. The company may either manage these logistics internally or engage third-party service providers, with associated costs reflected accordingly in operational expenditures.

- **Limited Access to Financial Disclosures:**

Due to Daraz's status as a subsidiary of the Alibaba Group, its financial statements are not publicly disclosed. This shows no transparency of the financial performance of Daraz.

2.6 Operations & Digital Infrastructure Practices

2.6.1 Business Operations

To benefit customer loyalty and competitive edge the company employs a strategic operation system and technological database. They have made an upgraded supply chain system that efficiently controls inventory, logistics and warehouse management. Their order fulfillment are effective thanks to its advanced Warehouse Management System that handles the delivery and correct inventory tracking. By merging with both domestic and Alibaba logistics Daraz has reinforced its business operations.

To build customer satisfaction and perform its supply chain management the company is dependent on its Data Analytics and artificial intelligence. To fix operational issues immediately by real time decision making by using sophisticated analytical tools to track key performance indicators. Chatbots and virtual assistants have helped with speed and customer service with quick replies and support for end users.

In order to stay updated with digital movements they continuously upgrade their technological system to remain innovative with their ongoing improvements. Since the customer uses mobile services to do its online shopping the company reinforces mobile strategy first. These employs building user friendly and interactive applications that improves the overall digital experience and increase the customer satisfaction.

Daraz prioritize Sustainability in its business operations strategy by providing eco-friendly packaging and delving into more sustainable transportation options. This shows Daraz commitment in environmental standards by meeting consumer expectations and keeping ethical business practices.

2.6.2 Digital Information Structure

Daraz is dependent on its Information System for its day-to-day operations in order to provide seamless user experience for both Vendors and customers. The system structure handles the whole order lifecycle starting from order confirmation to processing and tracking contouring the entire transaction process. Furthermore, the app has dashboard where buyers and sellers can chat instantly, shows product and inventory update therefore providing smooth order process- improving sales process journey and user satisfaction.

Vendors at Daraz can see predicted demands thanks to its advanced Information Tools therefore they can manage inventory according to its demand. These tools allow smooth operation management for the sellers they can check stocks, oversee product listings and avoid bottlenecks. Immediate delivery tracking, dispatch updates and order routing are fully automated by the system. This real-time system runs smooth logistic operations, reducing delivery times fostering efficiency and customer loyalty.

Daraz's Information Systems (IS) aids with the platforms user experience by integrating features like purchase history, live order tracking, real time delivery tracking and live chat for queries. The data that is collected by Customer Relationship Management (CRM) is integrated with the Information System to collect and analyze data such as customer profiles, order history, favorite items and Wish list. Then this information is used to make customized marketing campaigns and product recommendations according to the customers behavior- making the shopping experience more engaging and familiar.

Daraz marketing campaigns is dependent on its Information System. The IS uses customer insights to send advertisements to multiple channels through promotional campaigns. The integrated analytical tools provide information of the behavior of the customer, sales movements, marketing shifts and the whole business performance. This information helps with decision making in terms of pricing, selected product listing and future planning

Daraz ensures high security by strictly maintaining regulatory compliances and encrypted payment gateways to protect its customers and vendors. As the online shopping industry is growing, Daraz's information system is made to stay updated by ongoing technology advancement. Automated chatbots for instant inquiry, data mining for decision making and automated logistic servicing. These strategies gives Daraz the competitive advantage to be on the top of its markets in long term and business growth

Industry overview:

Industry Synopsis

The quick development of this country's digital industry sector happened due to the increase in gross national income, wider access to smartphones and internet accessibility- these factors make it an attractive market for online Vendors. The country's government initiative towards digital marketing has encouraged the nation towards online shopping. The market is growing fast and so is the competition with both local and international players fighting to become the market leader. To become the market leader in this fast-growing industry several factors need to be considered such as wide product collection, best price, smooth logistics and customer service and AI tools. Data mining or data analytics and artificial intelligence and ecommerce are changing the whole dynamics of this retail business landscape by fostering efficient operations and customer satisfaction.

Competitive Environment

- **AjkerDeal:** The second largest competitor of Daraz it has wide product variations which made a strong market position within Bangladesh. They have good understanding of the domestic customer behavior and market which gives them a strategic advantage over others.
- **Bagdoom:** This platform made themselves stand out in fashion and lifestyle category. They put importance on product quality and customer service. Their customer retention is achieved by urban youth demographic.
- **Pickaboo:** Specializing in electronics and technology-related products, Pickaboo has become a reputable destination for tech-savvy consumers. The platform differentiates itself through exclusive product offerings and accelerated delivery services, appealing particularly to time-sensitive buyers.
- **Social Media Commerce:** An increasing number of enterprises (SMEs) are utilizing platforms such as Facebook and Instagram to conduct direct-to-consumer sales. This form of social commerce is gaining traction, especially in the domain of locally produced, handcrafted, and niche products.
- **Global Marketplaces:** Although international platforms such as Amazon and eBay lack a physical footprint in Bangladesh, the expansion of global logistics networks enables cross-border e-commerce. These entities pose indirect competition, particularly in the premium branded goods and consumer electronics categories.
- **Offline Retail Chains:** Established brick-and-mortar retailers are increasingly adopting omni-channel strategies that integrate physical stores with online sales platforms. This hybrid model enhances customer experience and adds further competitive pressure on purely digital marketplaces such as Daraz.

2.6.3 Analysis based on Porter's Five Forces Model

This framework serves as a valuable analytical tool for determining the competitive dynamics of an industry and assessing a firm's potential for sustained profitability⁴. In this report, the model is applied to the context of Daraz to identify and analyze the key forces shaping its strategic position in Bangladesh's e-commerce sector.

1. New Entrants impact on competition:

The risk caused by new entrants to the Bangladeshi e-commerce market remains relatively low. As the sector is still in a developmental phase, it is currently dominated by a limited number of large-scale players, notably Daraz and Grameenphone's "GPHUDL" marketplace. Daraz's established brand recognition, extensive consumer base, and significant financial resources increase barriers to entry, reducing the likelihood of new firms gaining substantial market share.

2. Threat of Alternatives:

The risk of substitution is reasonable. While e-commerce remains a relatively novel concept in Bangladesh, the market is experiencing rapid growth, with both domestic and international entities entering the space. This increased competition introduces alternative options for consumers, intensifying market pressure. Nevertheless, Daraz differentiates itself through value-added services such as flexible return policies, loyalty reward programs, and exclusive promotional deals that are not easily replicated by competitors.

⁴ Harvard Business School. The Five Forces. "First described by Michael Porter in his classic 1979 Harvard Business Review article, Porter's insights started a revolution in the strategy field, and continue to shape business practice and academic thinking." Available at: <https://www.isc.hbs.edu/strategy/business-strategy/Pages/the-five-forces.aspx> [Accessed July 9, 2025]

3. Bargaining Power of Buyers:

Buyers in the e-commerce space exhibit a moderate level of bargaining power. Although customers represent Daraz's primary revenue stream and have access to various alternative platforms, the company's strong brand reputation, broad customer base, and consumer-friendly policies—such as hassle-free returns, free delivery options, and diverse payment methods—provide it with a degree of leverage in maintaining customer loyalty and mitigating price sensitivity.

4. Dominance of suppliers in the market:

Suppliers possess limited bargaining leverage within Daraz's operational model. As an e-commerce aggregator, Daraz sources products from a wide range of vendors, minimizing dependency on any single supplier. The platform's large volume of transactions and broad customer outreach further enhances its ability to negotiate favorable terms with suppliers, particularly in pricing and service quality.

5. Competitive Rivalry:

The level of competitive rivalry in Bangladesh's e-commerce market is high. The digital sector is growing fast and appealing to both domestic and global competitors like GPHUDL, Pickaboo, Bagdoom and Ajkerdeal. Thanks to Daraz, the advanced Information System which is keeping them ahead of its competitors by providing wide product collection, a diverse customer base etc. helping it to maintain brand equity too.

SWOT Analysis

Strengths:

➤ **Brand Recognition:**

By merging with Alibaba Daraz got access to the whole Bangladesh market for its advanced technology and information system which helped them with brand equity and establish good reputation for both buyer and sellers.

➤ **Market Leader:**

Daraz topped itself number one in its industry which helped them to gain monopoly power to negotiate business deals with its business partners leading to bargain best price in terms of price and operational efficiency.

➤ **Alibaba Support:**

As a sister concern of the Alibaba Group, Daraz gains access to advanced technological system, strategic ideas, and global best practices leads to growth.

➤ **Broad Product Selection:**

Daraz provides a wide collection of products, allowing customers to search their distinct products and purchase them.

Weaknesses:

➤ **Discount products:** Daraz product discounts depend on its sellers. Plus, the logistic partners can disrupt smoothness and control over its delivery operations.

➤ **Counterfeit Products:**

Some vendors sellers copied brand items such as perfumes, bags, toiletries etc. This might hamper the brand reputation of Daraz.

➤ **Dominance of Cash on Delivery:**

The ratio of Cash on Delivery (COD) increases day-to-day expenses which can underwrite delays in order processing and deliveries.

➤ **Limited Rural Reach:**

Since internet is not available in rural areas Daraz finds it difficult to reach its potential customers in that broader segment.

Opportunities:

➤ **Growth of Mobile Commerce:**

Since most online shopping is done on a fingertip as in mobile phone Daraz can utilize this trend by empowering in the optimization of its mobile apps to build user engagement.

➤ **Emerging Markets:**

Daraz can increase its earnings by expanding in less served areas in South Asia and nearby markets which can bring potential customers.

➤ **Data-Driven Marketing:**

By optimizing customer data Daraz can upgrade conversion rates by providing tailored advertisements and product recommendations therefore improving customer satisfaction.

➤ **Value-Added Services:**

Services such as customer loyalty programs, chat support after purchase and warranties can increase customer retention and improve app engagement.

Threats:

➤ **Intense Competition:**

The digital industry in Bangladesh is growing so is Daraz competitors both domestic and global players are creating a direct threat to its market share and future standing.

➤ **Recession:**

Current political reasons and zero money in foreign reserve created recession hence consumer spending is reduced affecting the company's sales and profitability.

➤ **Legislation:**

Continuous changes in digital trade regulations and data protection laws can put burden on Daraz by increased operational costs and legal requirements

➤ **Technological Disruption:**

Ongoing innovation is mandatory for fast technological change if compromised might result in competitive disadvantage.

2.7 Conclusions

Daraz Bangladesh has created a strong Information System management to maintain its business operations to tackle challenges and varying customer expectations. To maintain itself in the top in the market share Daraz vigorously strengthen its services, increase its product selections and maintain liaison with its partners in this fast growing digital industry. Thereby fostering customer value and also the stakeholders. By merging its operations and strategies with the growing needs of the market, the company is achieving long term sustainability and growth.

Chapter 3 Project Part

3.1 Introduction

This study follows a descriptive research methodology to assess customer satisfaction in Daraz platform. Descriptive research is created to provide a clear and detailed understanding of a particular outcome within a distinct group of people. By focusing on providing information that is correct and relevant to the topic being studied. To find the result of the study, the research uses qualitative data analysis methods, which requires interpreting qualitative data such as observations, interviews, or questionnaires to find patterns, meanings, and insights. Under this study, the qualitative method aids to give a clear idea of the population in the real-world experience. The data collection process utilized a structured questionnaire composed of closed-ended items, selected for their clarity and ease of responsibility by enhancing the reliability and accessibility of the data collection instrument.

3.1.1 Literature Review

Customer satisfaction constitutes a critical determinant of success within the e-commerce sector, with demonstrable implications for brand loyalty, consumer retention, and the diffusion of word-of-mouth recommendations. This literature review critically examines existing theoretical models and empirical studies that address the factors influencing consumer satisfaction in digital commerce, with a focused case study of Daraz, a leading e-commerce platform operating within the Bangladeshi market.

Daraz serves as an exemplary case through which the multidimensional nature of customer satisfaction can be analyzed, particularly in light of its dependence on digital infrastructure, logistical frameworks, and consumer trust mechanisms. The academic literature consistently identifies several foundational pillars underpinning consumer satisfaction in the e-commerce context: technological innovation,

perceived product quality, delivery performance, and service responsiveness.

The SERVQUAL model continues to serve as a benchmark for evaluating service interactions in digital marketplaces.

Further emphasizing the complexity of consumer decision-making, Anderson and Srinivasan (2003) underscore the interplay between perceived value—defined as the equilibrium among price, product quality, and convenience—and trust, which is predicated upon consistent service delivery and secure transaction mechanisms. Complementing this, Cho, Ozment, and Sink (2008) identify delivery performance, encompassing delivery speed, accuracy of order fulfillment, and the physical condition of products upon arrival, as a critical metric in assessing user satisfaction within platforms like Daraz. In the domain of product perception, Kim and Stoel (2004) provide empirical evidence that perceived product quality significantly influences both customer satisfaction and purchase intentions in online retail environments. Moreover, the breadth of Daraz's product portfolio presents both a competitive advantage and a logistical challenge, particularly with regard to maintaining consistent quality assurance across diverse product categories, a challenge highlighted by Szymanski and Hise (2000).

In addition, user experience emerges as a crucial determinant, with Davis's (1989) Technology Acceptance Model (TAM) highlighting the impact of perceived ease of use on user engagement and satisfaction in technology-mediated services.

Despite its market leadership, Daraz faces persistent infrastructural challenges, especially with respect to ensuring uniform delivery standards across Bangladesh's diverse geographic regions. Product quality control and the effective management of consumer expectations also represent ongoing obstacles. As noted by Ramanathan (2011), the integration of robust feedback mechanisms and proactive complaint resolution strategies are essential for sustaining high levels of customer satisfaction and facilitating continuous service improvement.

The competitive landscape of e-commerce in Bangladesh is rapidly evolving, necessitating strategic

responsiveness from firms like Daraz. To maintain its competitive edge, the company must intensify its focus on key operational domains: enhancing service quality, optimizing delivery logistics, ensuring consistent product quality, refining user interface design, and integrating technological innovations. By addressing these core challenges, Daraz can not only sustain consumer satisfaction but also foster durable brand loyalty and long-term business viability in an increasingly contested digital marketplace.

3.1.2 Objective

The principal objective of conducting a customer satisfaction analysis at Daraz—or any similar e-commerce platform—is to systematically evaluate the extent to which the enterprise aligns with and fulfills evolving customer expectations. This part of the study focuses on evaluating the multiple factors that shape how consumers experience perceives an online shopping platform. The study focuses on the quality of customer service, the duration of the product delivery, conditions on which the product is received and how engaging the app interface is. By studying these dynamics, the study tries to understand what determines customer satisfaction and trust. These indicators help to measure how consumers feel about the app and how customers can be retained over time.

The target of this study is not to identify current problems but also to advise strategic improvements. It focus on using data-driven analytics to improve Daraz’s operations and interactions with its customers. Based on the findings, the company can make continous improvements to its warehouse systems, upgrade its app performance, and customize its product offerings to meet customer needs. By integrating updated technology into its delivery and supply chain management the company can achieve more engaging shopping experience for its users. Overall these accomplishments are created to improve customer satisfaction, cultivate brand loyalty, and maintain its market share on the top in this fast growing digital industry.

3.1.3 Significance

Customer satisfaction analysis is important for Daraz to find its strategic value to guide in informed decision making. By studying questionnaire feedback in important areas like degree of service satisfaction, performance of the delivery, product authenticity and user experience of the app- with these feedbacks the company can understand how well its meeting their customer expectation.

This insight aids the company in understanding its strengths and guides the areas that require improvements. This study also aids in the placement of Daraz's business operations with customer needs, assuring that the company is delivering high-quality products and customer services. By using evidence based methods Daraz can customize customer interactions and build meaningful experience resulting in customer loyalty and repeat purchase. In order to stand out in a highly competitive digital platform in this country managing high customer satisfaction is mandatory to maintain leadership. Monitoring customer satisfaction is essential for Daraz in order to remain adaptable and sustainable in long term.

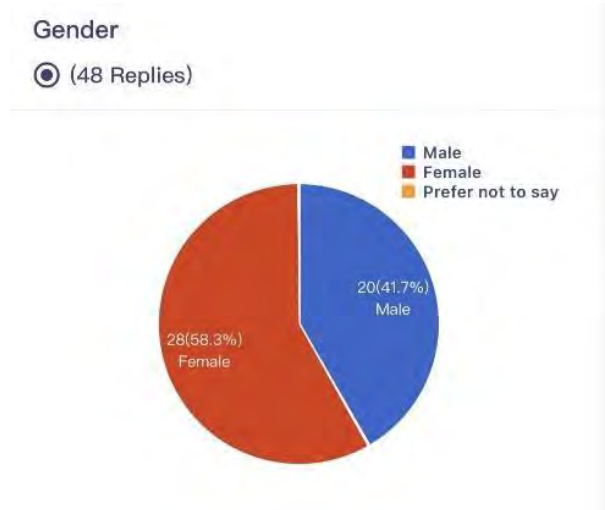
3.2 Methodology

Daraz regularly learns its customer satisfaction to comprehend its strengths and weakness in its operations. Daraz uses hybrid research approach which uses different categories of data collection to check complete analysis.. In this study, quantitative data is collected using structured questionnaire surveys distributed to a randomly selected group of Daraz users. These surveys are created based on the customer service evaluation model , an established framework for measuring service quality. This structure evaluates important factors such as how efficiently deliveries are made, product conditions, quality of customer service, and how easy the interface to use. The survey uses Likert-scale questions (which measure opinions or attitudes on a scale) and demographic questions to help categorize the customer base for more targeted analysis. This method helps Daraz get a clear insights into customer experiences. Complementing this, qualitative insights are elicited through methodologically grounded focus groups and in-depth

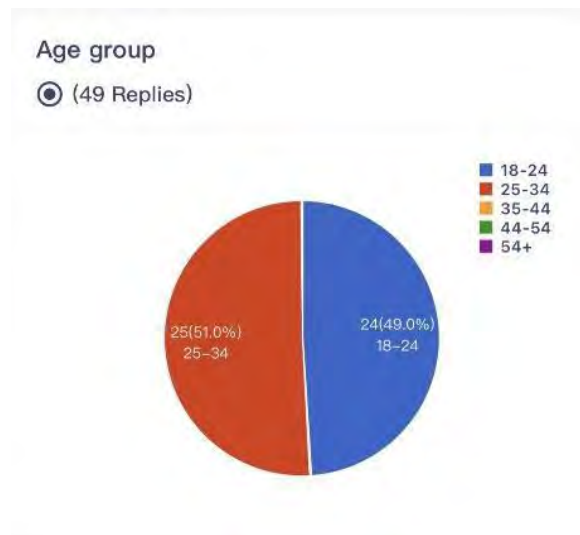
interviews, thereby enriching the empirical understanding of customer perceptions and experiential narratives. Moreover, content analysis of user-generated feedback from the Daraz platform and associated social media channels is undertaken to distill recurring themes and customer sentiment trends, offering nuanced perspectives that inform strategic service enhancements.

3.3 Analysis & Findings :

In my survey there are 50 people participated.

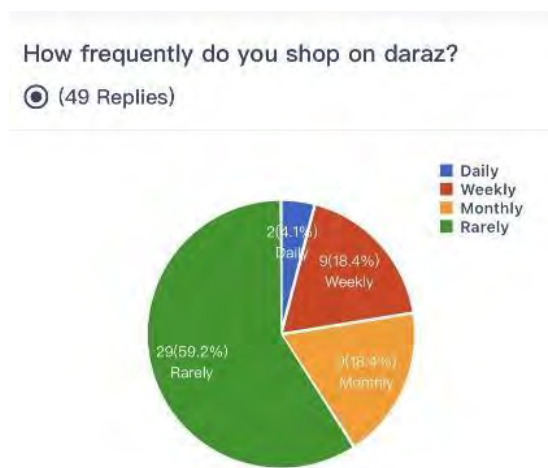


Gender: A preliminary analysis of the gender distribution among the survey respondents revealed that 58.3% identified as female and 41.7% as male. This disproportion indicates a higher response rate among female participants, a tendency that is also visually represented in the corresponding diagram. The gender composition of the sample has been systematically quantified and is illustrated based on the data collected.



Age group: Among the surveyed population, 37% of respondents were aged 20 years and below, 52% fell within the 25–34 age bracket, while the remaining 11% were over the age of 35. Notably, the age group of 18–24 also constituted a significant portion of the sample. Collectively, these age groups represented 52.5% of the total respondent base, indicating a predominant representation of younger individuals in the overall survey demographic

Questionnaire Item 1.

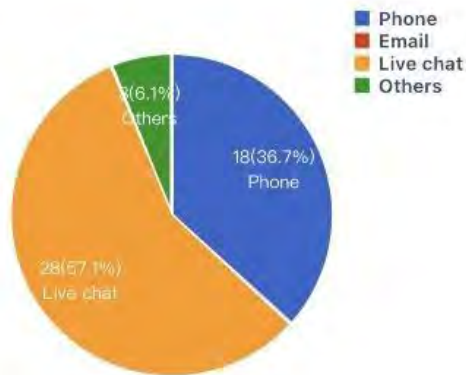


Frequency shopping rate: The data illustrated in the pie chart indicate that approximately 60% of respondents reported infrequent purchases from Daraz. Additionally, an equal proportion of participants engage in weekly and occasional shopping activities on the platform. In contrast, a comparatively smaller segment of the population reports regular usage of Daraz for online shopping.

Questionnaire Item 2

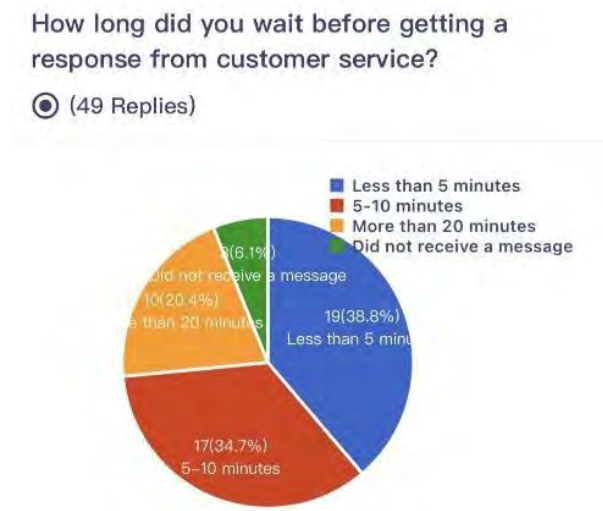
How did you contract with Daraz customer service?

🗳️ (49 Replies)



Contract with daraz customer service: This pie chart illustrates the distribution of customer care contact methods utilized by users of Daraz, based on a sample of 49 responses. Daraz, a prominent e-commerce platform facilitating seamless product purchases, offers multiple channels for customer support. The majority of respondents (57.1%) reported using the live chat function, establishing it as the most preferred communication method. This was followed by telephonic interactions, which accounted for 36.7% of the responses. A marginal 6.1% engaged with alternative support mechanisms, whereas notably, no respondents indicated using email as a means of contact. These results underscore a pronounced user preference for real-time, interactive customer support channels.

Questionnaire Item 3:

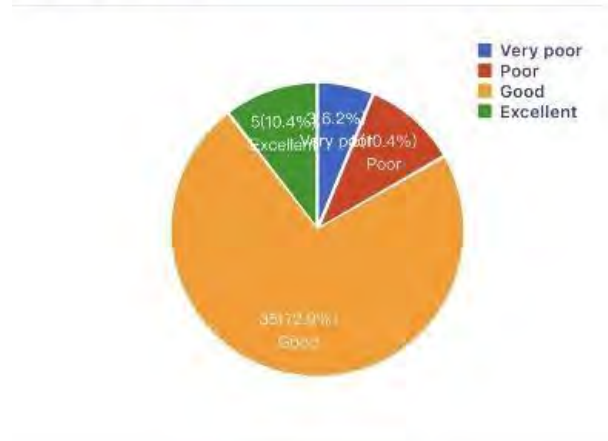


Time frame of getting a response from customer service representative: Based on a survey of 49 participants, the accompanying pie chart delineates the distribution of Daraz customer care response times. Notably, 38.8% of respondents reported receiving assistance within five minutes, indicating a significant proportion of prompt service encounters. Conversely, 34.7% experienced wait times ranging from five to ten minutes, while a smaller segment, 20.4%, reported delays exceeding twenty minutes. Alarming, 6.1% of respondents indicated that they did not receive any response at all. These findings underscore a generally efficient customer support mechanism; however, the presence of delayed or absent responses reveals critical inefficiencies that warrant operational refinement. The data depicted in the chart illustrate Daraz's ongoing efforts to enhance customer service delivery, yet also highlight areas necessitating targeted improvements to ensure consistent and inclusive user experiences.

Questionnaire Item 4:

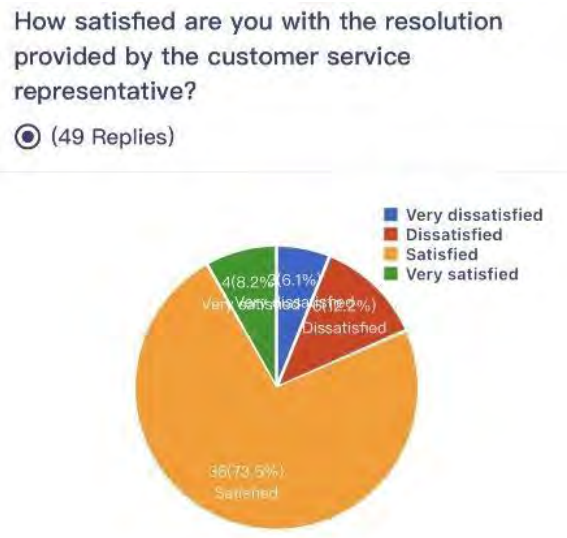
How would you rate the knowledge and professionalism of daraz customer service?

● (48 Replies)



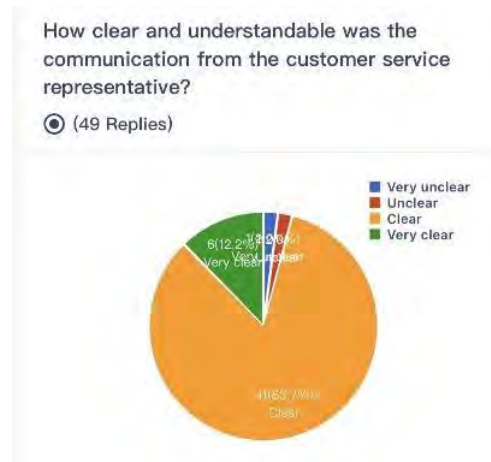
Knowledge and professionalism rate of customer services: Out of 48 survey responses, the accompanying pie chart illustrates customer perceptions of the professional competence and service quality of Daraz's customer support. A significant proportion of respondents—72.9%—classified the service as "Good," indicating a general level of satisfaction. Additionally, 10.4% rated it as "Excellent," signifying a strong endorsement of the service's effectiveness and professionalism. However, areas for improvement remain evident, with 10.4% of participants rating the service as "Poor" and a further 6.2% as "Very Poor." These critical responses highlight persisting service deficiencies that warrant managerial attention. Overall, while the data reflects a predominantly favorable appraisal of Daraz's customer service expertise, targeted efforts to address negative feedback could enhance the organization's service quality and customer experience further.

Questionnaire Item 5:



Resolution rate of daraz customer service: A pie chart illustrates the distribution of customer satisfaction levels with Daraz's customer service resolution based on feedback from 49 respondents. A substantial proportion—73.5%—rated the service as "Satisfactory", indicating a generally favorable reception. However, a noteworthy segment reported dissatisfaction: 12.2% were "Dissatisfied", while 8.2% expressed being "Very Dissatisfied". Additionally, 6.1% of respondents indicated a "Very High" level of satisfaction. These results suggest that although the majority of users acknowledged a satisfactory experience, a significant minority articulated dissatisfaction. This indicates critical areas where Daraz's customer service practices could be strategically refined to enhance overall user experience and satisfaction.

Questionnaire Item 6:



Communication clearance and understandable rate of daraz customer service:

An empirical assessment was conducted utilizing 49 individual responses to evaluate consumer perceptions of the clarity and comprehensibility of Daraz's customer service communication. The data, as depicted in the associated pie chart, indicate that a substantial majority (83%) of respondents characterized the communication as "Clear," while approximately 8%—equivalent to one in twelve—described it as "Very Clear," reflecting a notably high level of satisfaction. In contrast, a marginal 2% of respondents perceived the communication to be "Unclear," and an additional 2% regarded it as "Very Unclear." These findings underscore that, although the overall perception of communication effectiveness is overwhelmingly positive, a small yet non-negligible segment of consumers experiences ambiguity. This suggests the necessity for targeted refinements in communication strategies to ensure greater inclusivity and uniformity in customer understanding.

Questionnaire Item 7:



Based on a dataset of 49 responses, the corresponding pie chart illustrates the spectrum of customer satisfaction regarding the resolutions provided by Daraz's customer service. A substantial majority of 73.5% of respondents reported being “satisfied” with the outcomes. In contrast, 12.2% indicated being “dissatisfied,” while 8.2% expressed a heightened level of dissatisfaction by selecting “very dissatisfied.” Only 6.1% of participants conveyed a high degree of approval by identifying as “very satisfied.” These findings suggest that while the prevailing customer sentiment leans towards general satisfaction, a notable segment of the customer base remains discontented, highlighting critical areas for strategic improvement in service delivery to enhance overall customer experience

3.4 Challenges:

In the context of customer satisfaction measurement at Daraz Bangladesh, multiple systemic deficiencies have been identified that significantly undermine the overall customer experience.

These deficiencies manifest across several operational domains:

Logistics and Delivery: A recurrent concern involves inefficiencies in the logistics infrastructure, notably delayed order fulfillment, insufficient communication between customers and last-mile delivery agents, and the inability to provide real-time tracking mechanisms. Such logistical inconsistencies not only erode customer trust but also impair the reliability of service delivery.

Product Quality and Authenticity: The platform has encountered difficulties in consistently upholding product quality standards. Incidents of customers receiving defective or non-authentic merchandise detrimentally affect brand credibility and exacerbate negative post-purchase experiences.

Customer Service Responsiveness: Suboptimal customer service practices, especially delayed responses to inquiries and complaints, contribute to a perception of disengagement and neglect.

Policies: The unclear rules of product returns and exchange hampers customer satisfaction as the process is complicated and not well explained. The bureaucracy of this whole process requests and lack of clear communication impact on the whole customer experience.

System Usability: The app has some complex navigation design flaws that makes the user difficult to manage their orders independently and help is unavailable when needed. Thus making the whole customer experience less efficient.

3.5 Recommendations

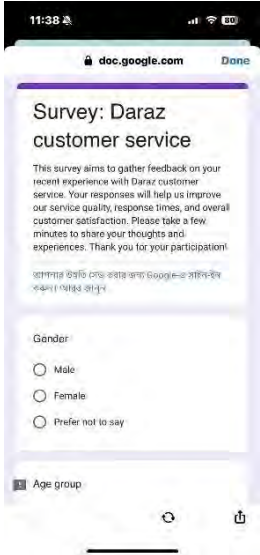
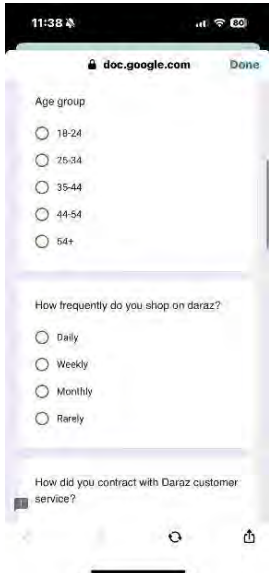
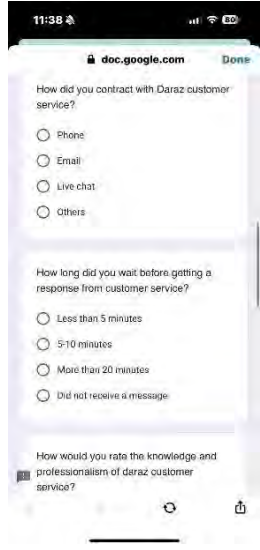
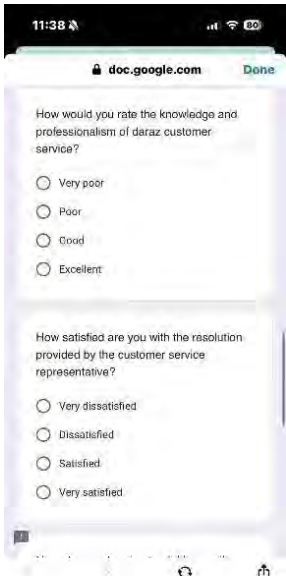
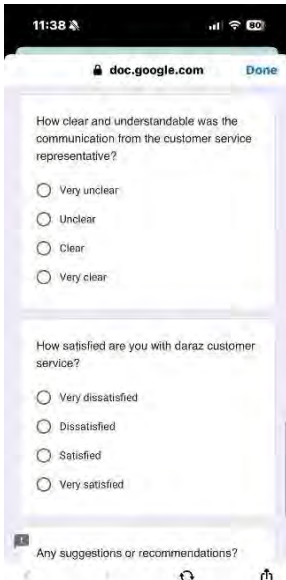
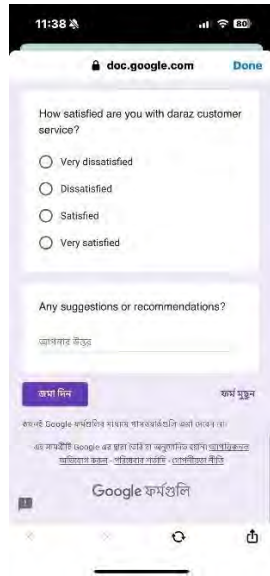
Daraz can adopt a comprehensive strategy to improve its customer satisfaction by digitally focusing on holistic approach to service optimization. It emphasize on real time chat, Updated technology, customer retention and loyalty, and endless quality assurance. Immediate proposed actions include 24/7 live chat support for quick replies to queries, upgrading the logistic and delivery system in real time, and modify the app to give a smooth shopping experience

It is recommended to use social media for customer service channels to make immediate public interactions to increase brand trust which can also be used for marketing. Return and Refund process should be streamlined to avoid customer dissatisfaction. Feedbacks from users should be taken seriously for ongoing improvements. To maintain high service standards employee training and proper managerial communication are required for robust quality assurance. By implementing these the company can strengthen its standing in a customer centric digital platform boosting customer satisfaction, customer loyalty and business operations

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Appendix:

 Survey: Daraz customer service This survey aims to gather feedback on your recent experience with Daraz customer service. Your responses will help us improve our service quality, response times, and overall customer satisfaction. Please take a few minutes to share your thoughts and experiences. Thank you for your participation! গবেষণার উদ্দেশ্য এবং গুরুত্ব সম্পর্কে Google-এ সঠিকভাবে বর্ণনা করা হয়েছে। Gender: ☐ Male ☐ Female ☐ Prefer not to say Age group	 Age group ☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 44-54 ☐ 54+ How frequently do you shop on daraz? ☐ Daily ☐ Weekly ☐ Monthly ☐ Rarely How did you contact with Daraz customer service?	 How did you contact with Daraz customer service? ☐ Phone ☐ Email ☐ Live chat ☐ Others How long did you wait before getting a response from customer service? ☐ Less than 5 minutes ☐ 5-10 minutes ☐ More than 20 minutes ☐ Did not receive a message How would you rate the knowledge and professionalism of daraz customer service?
 How would you rate the knowledge and professionalism of daraz customer service? ☐ Very poor ☐ Poor ☐ Good ☐ Excellent How satisfied are you with the resolution provided by the customer service representative? ☐ Very dissatisfied ☐ Dissatisfied ☐ Satisfied ☐ Very satisfied	 How clear and understandable was the communication from the customer service representative? ☐ Very unclear ☐ Unclear ☐ Clear ☐ Very clear How satisfied are you with daraz customer service? ☐ Very dissatisfied ☐ Dissatisfied ☐ Satisfied ☐ Very satisfied Any suggestions or recommendations?	 How satisfied are you with daraz customer service? ☐ Very dissatisfied ☐ Dissatisfied ☐ Satisfied ☐ Very satisfied Any suggestions or recommendations? আপনার মতামত জমা দিন ফর্ম পূরণ আপনি Google ফর্মগুলি ব্যবহার করে আমাদের পরিষেবা সম্পর্কে মতামত প্রকাশ করেছেন। এই ফর্মটি Google-এর দ্বারা তৈরি। আপনি আমাদের প্রাইভেসি পলিটিকি এবং শর্তাবলী পর্যালোচনা করে নিশ্চিত হতে পারেন। Google ফর্মগুলি