

INTERNSHIP REPORT

ON



BUS 400: INTERNSHIP

INTERNSHIP REPORT ON

“Advertising Theories in Practice of Bikroy.com”

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Subject: Submission of Internship report.

Dear Sir,

It is my great honor to present to you my internship report on “**Advertising Theories in Practice of Bikroy.com**”. I am very thankful to you for approving this topic for my internship report. It is a very memorable moment for me as I got the chance to do my internship in a reputed Multinational Company, Bikroy.com. I have given my utmost dedication and concentration for completing my internship so that I can end up with a successful and proper internship report. In addition, it is a great opportunity for me to present my internship report under your supervision. I am very thankful for your valuable suggestions, guidelines and instructions.

I tried my best to put my best efforts for the preparation of this report. Still if any shortcomings or flaws arise, it will be my pleasure to answer any clarifications and suggestions regarding this report.

Yours Faithfully,

Md. Ariful Hossain Shohrab

ID: 12304073

BRAC Business School,

BRAC University

ACKNOWLEDGEMENT

This is high time for me to convey my deepest gratitude and sincere submission to the Almighty Creator Allah for giving me the opportunity for the accomplishment of preparing the internship report.

Then, I would like to express my up most gratitude to BRAC University, where I have finished my required courses to be eligible to prepare this report. The education I learned from the teachers and the whole infrastructure of my university, truly has amplified my level of competency and thoughts during my learning period.

I convey my cordial thanks to my honorable Instructor Mr. G.M. Shafayet Ullah and Supervisor Mr. Mofassal Hossain, for their suggestions and helps at every time during the preparation of the report.

So far I have given my possible effort to prepare and present the report according to the guidelines of my honorable instructor and supervisor. I hope my endeavor will be beneficial to the audience and urge for exonerate eye for any mistake or error found in the report.

EXECUTIVE SUMMARY

This particular report is based on the internship program, partial requirement for the Bachelor of Business Administration (BBA) in BRAC University. The major objectives of this report is to know my learning, my contribution, my interaction with coworkers, dealt with difficulties, my internship experience and how this internship has influenced my career plans in future. Internship at Bikroy.com was a great practical experience for me. The report discusses about all the issues of Documentation, recruitment process of Bikroy.com.

Bikroy.com started its journey from 2012 and has various sections dedicated to both private and business advertisements for cars and vehicles, property, electronics, home appliances and personal items, sport and hobby items, and jobs. Various types of used and unused products are bought and sold at Bikroy.com. Classified advertisements are currently placed on Bikroy.com free of charge and remain on the site for a period of 60 days. Bikroy.com is available both in English and Bengali language so that people can understand more about the products.

Even though Bikroy.com have been running their business for 5 years they are still the largest online buying and selling company in Bangladesh. Around 94 percent people are dependent on them for buying and selling their products.

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Chapter – 01

ORGANIZATION PART

INTRODUCTION

Bikroy.com is a website where you can buy and sell almost everything. The best deals are often done with people who live in your own city or on your own street, so at Bikroy.com it's easy to buy and sell locally. All you have to do is select your region. It takes you less than 2 minutes to post an ad on Bikroy.com. People can sign up for a free account and post ads easily every time.

Bikroy.com has the widest selection of popular second hand items all over Bangladesh, which makes it easy to find exactly what you are looking for. So if you're looking for a car, mobile phone, house, computer or maybe a pet, you will find the best deal on Bikroy.com.

Bikroy.com does not specialize in any specific category - here you can buy and sell items in more than 50 different categories. We also carefully review all ads that are being published, to make sure the quality is up to our standards.

COMPANY OVERVIEW

Bikroy.com was launched in 2012 and has sections dedicated to private and business advertisements for cars and vehicles, property, electronics, home appliances and personal items, sport and hobby items, and jobs, among others.

Classified advertisements are currently placed on Bikroy.com free of charge and remain on the site for a period of 60 days. Bikroy.com is available both in Bangla and English.

The site came into the local media spotlight following a formal press conference event held in Dhaka on 18 October 2012.

In October 2012, Bikroy.com was formally launched in a press conference held in Dhaka, Bangladesh. The story was covered by several major newspapers in the country, including Prothom Alo, Kaler Kantho and The Daily Star. In November 2012, Bikroy.com was named as the "Country's first bilingual classified Website" by The Daily Star. In December 2012, Bikroy.com was voted by Prothom Alo and Asia News 24 as "the highest visited classified advertisement site" in Bangladesh.

The mother company of bikroy.com is Saltside technology. Saltside develops and operates Websites in emerging markets, with focus set on online classified sites. Currently Saltside operates the top classified site. These are:

- Bikroy.com in Bangladesh
- Tonaton.com in Ghana
- Efritin.com in Nigeria
- Ikman.lk in Sri Lanka

MISSION

- To add value to clients - real value.
- To develop a learning culture that fosters innovation.
- To contribute in the Welfare and economic prosperity of the people and the community.
- To develop a sustainable working environment that is good and fair to employees& clients.

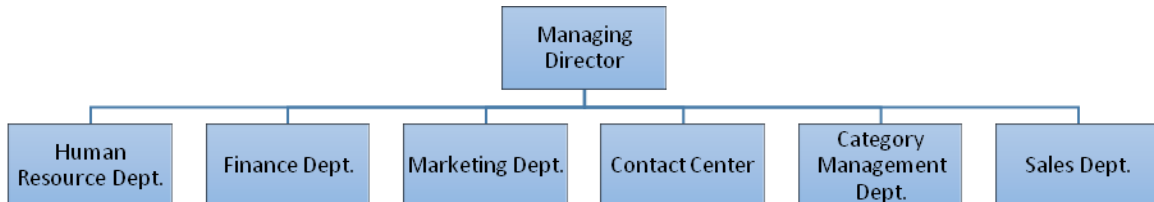
VISION

To build leading online market places in underserved markets and creating sustainable value for the community.

VALUES

- Building customer trust
- Leading the market
- Learn from your mistakes
- Take risk where others dare not
- Make decision and execute
- Copy from the best

ORGANOGRAM



HEAD OF THE DEPARTMENTS



SOURCES OF REVENUE

Free online classifieds are increasingly becoming important as the venue for online advertising. Bikroy.com provides such services. Advertising on the sites are completely free and that makes it popular not for small businesses but also for large companies. Customers can post 7 free ads and it exists in the portal for 60 days. If they need to post more than that then there are some premium services available. All in provide a team of energetic young professionals who post ad on classified sites manually.

There are the services provided by Bikroy.com:

- Membership
- Banner Advertising
- Promote the ads

MEMBERSHIPS

Bikroy.com launched membership services on May 2016, which all old users to have a dedicated page of their own with business details, photos and all their advertisements. Members could post extended numbers of advertisements through different membership packages and receive free promotions, shop stickers, business cards and a dedicated team for assistance. There are 2 types of membership program.

- ✓ Business plus membership
- ✓ Business unlimited membership

BANNER ADVERTISING

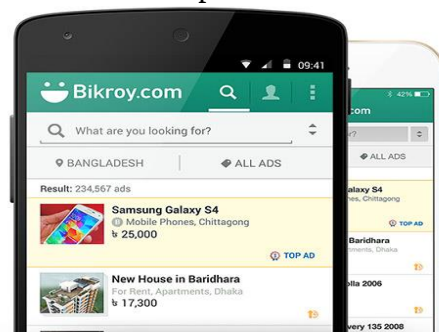
While the basic service of posting an ad remains free at Bikroy.com, now it offers extra options for businesses those who want to reach new customers quickly and easily. With the banner advertising opportunities businesses can target the local customers directly and advertise their brand efficiently. It can help to create one that is uniquely tailored to the brand.

PROMOTE THE ADVERTISEMENTS

Bump Up

Bump Up moves a posted advertisement to the top of the regular ad listings once a day for seven days. Throughout the day, the ad moves down the pages as usual until the next Bump Up the following day. This is similar to posting a new advertisement every day and can get advertisements up to five times or more views than regular ads.

Top Ad



Up to two Top Ads show up at the top of every ad listing page and are visibly distinct from regular advertisements. Top Ads look bigger, are highlighted in yellow and are clearly marked as “Top Ad”. Top Ads are also simultaneously added as regular advertisements and are thus eligible for a daily Bump Up promotion.

AD POSTING CATEGORY

There are some categories where customers can post their ads. These are

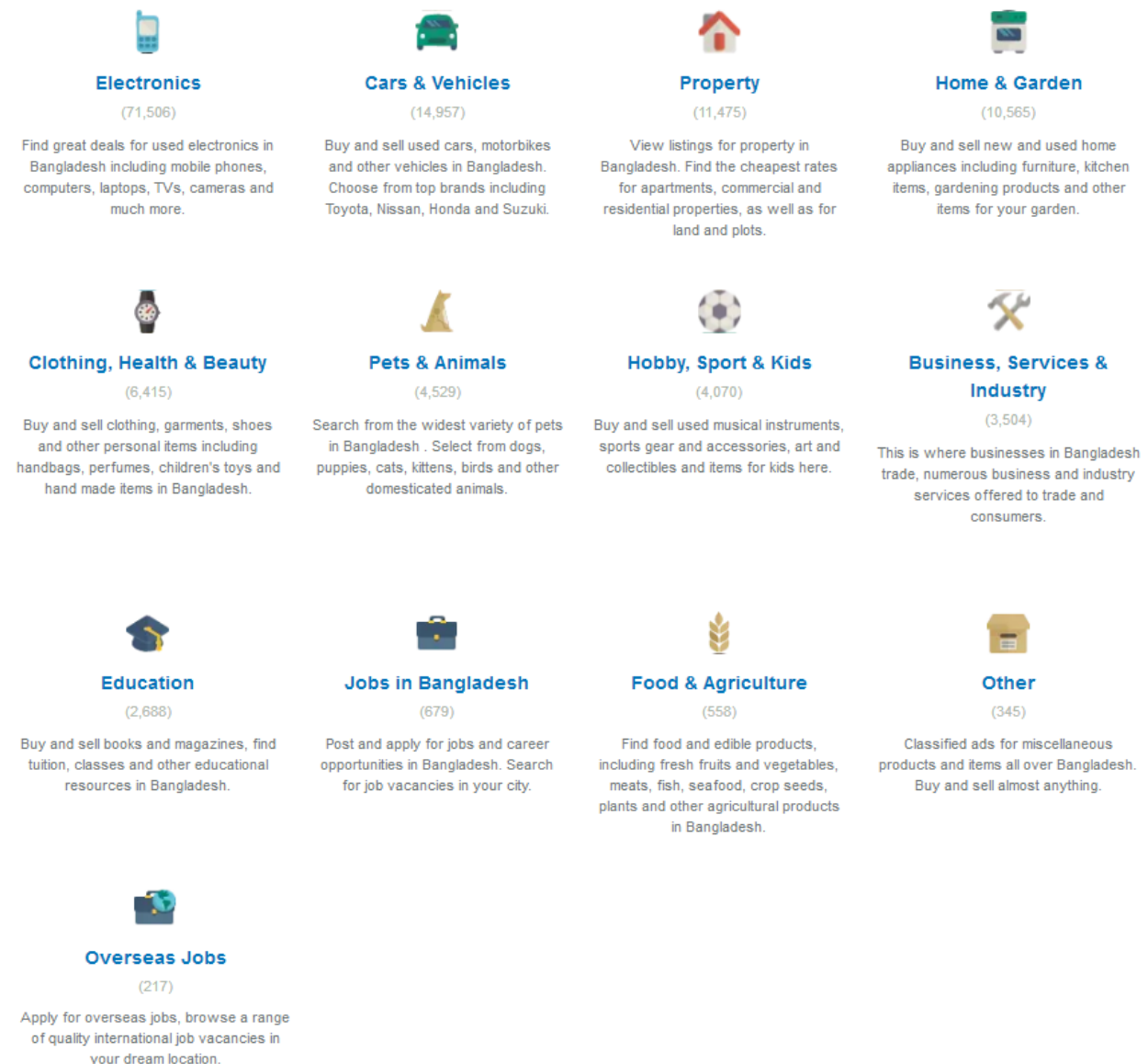
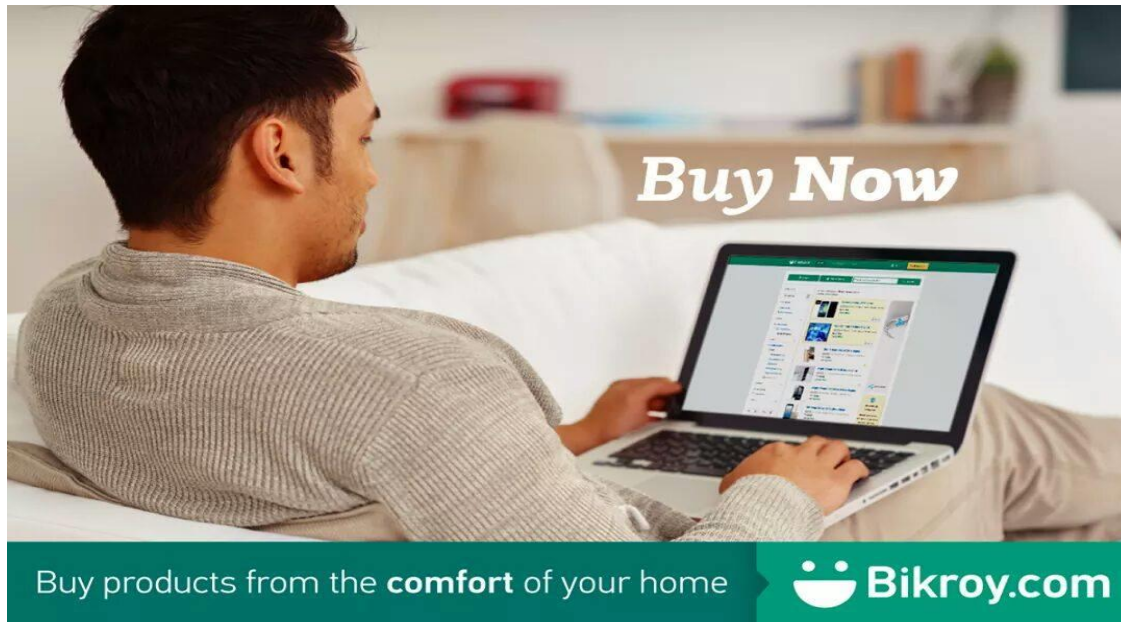


Figure 1: Ads category

NEW SERVICE “BUY NOW”

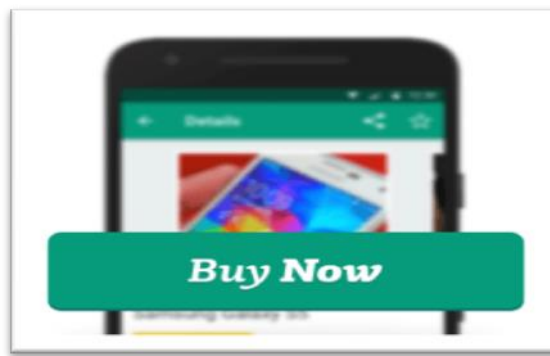


Bikroy.com has started a new service called “BUY NOW”. Buyers can now purchase select items from sellers directly on Bikroy.com. By clicking on “Buy Now” they can place an order and Bikroy.com will contact the seller and deliver the product right to your doorstep within 48 hours. It’s ensuring quick, safe and easy buying process.

BENEFITS OF “BUY NOW”

Buyers Perspective

It is an easy and quick service for the buyers as they get the items delivered on time. Before the payment inspect the items and saves the time to go to the market. It is delivered at home at Dhaka city and for the other cities they deliver the products through courier within 72 hours. They don't have to pay the price of the products before delivering them.



Sellers Perspective

Seller finds actual buyers for selling their products. As Bikroy.com takes all those responsibility to collect products from sellers and deliver to the buyers, there is less number of risks. After getting the order on Bikroy.com website, they contact with sellers for picking up the products. Sellers can sell their product hassle free. Sellers have to pay service charge after the items are being sold.

BRANCH OFFICE

Bikroy.com has its branches in 8 districts. There are -

- Dhaka
- Barisal
- Khulna
- Rangpur
- Sylhet
- Chittagong
- Comilla
- Rajshahi

ACHIEVEMENTS

Bikroy.com has reached the highest searching online website for buying and selling in Bangladesh. In 2016, Bikroy.com for the second time in a row was ranked in the top three internet sites in Bangladesh after Facebook and Youtube by Milward Brown's top of mind (TOM) survey. The survey was conducted on 1008 local internet users in Bangladesh. Bikroy.com partnered with a2i in August, 2016 to implement e-commerce services, establish training institutes and create support for developing polytechnic skills for the rural people of Bangladesh.

CORPORATE SOCIAL RESPONSIBILITY

Bikroy.com has been doing some corporate social responsibilities every year. They work with “Jaago Foundation” and provides annual fund to this foundation. By this way, Bikroy.com helping for the education of underprivileged children. And Bikroy.com joined the global list of Women’s Employment Principles Signatories Collaboration between UN Women and the UN Global Compact.

SAFETY POLICY

Bikroy.com is very much concern about security and safety policy. They are always tracking reports of suspicious or illegal activity to prevent offenders from using the site again. Even they hide email address and phone number on ads post to protect from spam. Making constant improvements to technology to detect and prevent suspicious or inappropriate activity behind the scenes. Providing safety advice to help protect. Now they are working against the frauds to safe their customers as well.

WEBSITE OVERVIEW

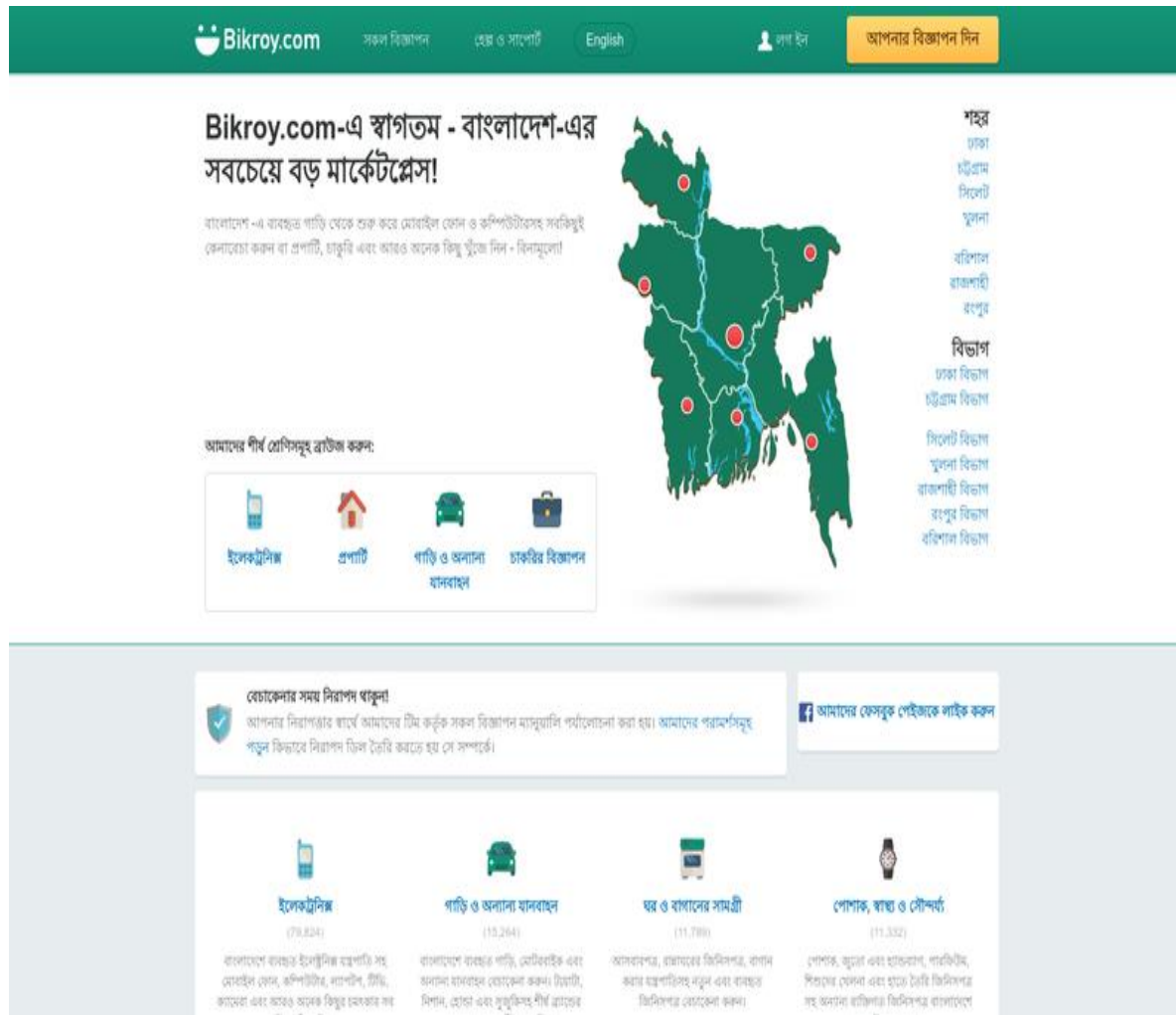


Figure 2: Website overview

JOB DUTIES AND RESPONSIBILITIES

As an intern I was assigned for some particular work. I worked in the department of Telesales where I contributed at selling for Bikroy.com. My worked came through my supervisor to me, from Microsoft Access I go to the company's website where I checked the e-mails of overlimits. My job was to check if any person gives advertisement at the website more than the limitations. Supervisor gives me several tasks like, e-mail entry, division of work, collection of data according to the criteria of Bikroy.com.

CHECKING E-MAILS

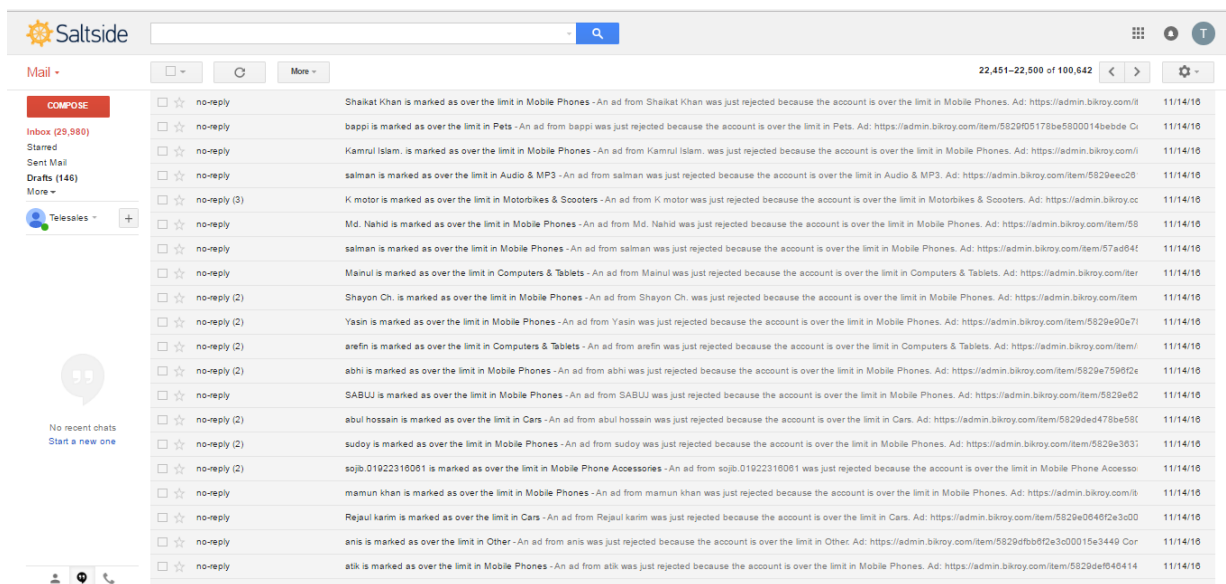


Figure 3: Checking e-mails

All the e-mails went to the server of Saltside (Mother Company of Bikroy.com). I was at the duty to access the Saltside for checking the e-mails of overlimits like the figure given above. If there are overlimits of posting at then I entry those E-mail Ids at the Microsoft Excel Sheet according to the date and nature of the advertisements.

E-MAILS ENTRY

File Edit View Insert Format Data Tools Add-ons Help Last edit was made 11 days ago by Taslim Akter

10/17/2016

	A	B	C	D
14259	11/7/2016	eliasmohammed123@gmail.com		
14260	11/7/2016	kawsar@goodluckshopbd.com	Kawsar Ahamed	Clothing Health & Beauty
14261	11/7/2016	sknasir@gmail.com	Nasir	Electronics
14262	11/7/2016	jahan.iub@gmail.com	MOON	Motorbikes & Bicycle
14263	11/7/2016	zunaidhasan0172379889@gmail.com	zunaid	Electronics
14264	11/7/2016	emdadekh@gmail.com	Emdad	Pets & Animal
14265	11/7/2016	scsy12011@gmail.com		
14266	11/7/2016	shakil9322@gmail.com		
14267	11/7/2016	mdhasan.bd0007@gmail.com	MD Hasan	Electronics
14268	11/7/2016	shaadtushar@gmail.com		
14269	11/7/2016	alamin_ctg@yahoo.com	Shojib	Electronics
14270	11/7/2016	raihanuzzaman@gmail.com	raihanuzzaman@gmail.com	Electronics
14271	11/7/2016	londe8900@gmail.com	kabatia babu	Electronics
14272	11/7/2016	najmul.rahman5007@gmail.com		
14273	11/7/2016	nazmulhuda688@gmail.com	nazmul huda	Electronics
14274	11/7/2016	ranaahammad2016@gmail.com	Rana Ahammad	Electronics
14275	11/7/2016	kmh_co@yahoo.com	K. M. Hasan, FCA	Cars
14276	11/7/2016	ikbal1207@gmail.com	rajb	Electronics
14277	11/7/2016	abdurrahim01553@gmail.com	Raton	Electronics
14278	11/7/2016	koushikbaisnab71@gmail.com		
14279	11/7/2016	jafar6586@gmail.com		
14280	11/7/2016	estanulakbir@yahoo.com	Rasel	Electronics
14281	11/7/2016	shah_72@yahoo.com		
14282	11/7/2016	amarafsin143@gmail.com	Rony	Electronics
14283	11/7/2016	mdpappubikroy@gmail.com	raihanuzzaman@gmail.com	Electronics
14284	11/7/2016	tarinashrat143@gmail.com	Ashraf	Electronics
14285	11/7/2016	jannat.najia1993@gmail.com		
14286	11/7/2016	sahinurbd2@gmail.com	Sahinur khan	Electronics
14287	11/7/2016	fahad21kan@gmail.com	Fahad Khan	Clothing Health & Beauty

+ Variable - Daily & Weekly report - Summary - Overlimits july-October, November 16 - December

Figure 4: E-mails entry

Checking the overlmitis e-mail id whether they were on the excel sheet like figure above. If any e-mail id's were available then I would not enter it at the excel overlimits sheet, if not then I would enter those e-mail id's at the overlimits sheet. Also I would categorize those e-mail ids according to their posted advertisement at Bikroy.com's website.

DISTRIBUTION OF WORK

E	F	G	H	I
Shorna				
Sanjida	11/13/2016	CM Client		
Jannatul	11/30/2016	Price Below BDT 5000		
Binoy	11/9/2016	Interested	Interested . Need to follow-up	12/10/2016
Afroza	11/15/2016	Product Sold		
Dilshad	11/9/2016	Phone switched off /No answer		
Afrin				
Shameen	11/24/2016			
Nibedita	11/24/2016	Phone switched off /No answer		
Shabrina				
Dilshad	11/9/2016	Phone switched off /No answer		
Sadia	11/9/2016	Phone switched off /No answer		
Tripti	11/9/2016	Price Below BDT 5000		
Shorna				
Sanjida	11/20/2016	Price Below BDT 5000		
Jannatul	11/30/2016	Not Interested		
Binoy	11/9/2016	Not Interested		
Afroza	11/15/2016	Price Below BDT 5000		
Dilshad	11/9/2016	Phone switched off /No answer		
Afrin				
Shameen	11/24/2016			
Nibedita	11/24/2016	Price Below BDT 5000		
Shabrina				
Dilshad	11/9/2016	Not Interested		
Sadia	11/9/2016	Phone switched off /No answer		
Dilshad	11/9/2016	Not Interested		
Shorna				
Sanjida	11/20/2016	Price Below BDT 5000		
Dilshad	11/13/2016	Busy		11/15/2016

Figure 5: Distribution of work

My supervisor and I would distribute those e-mails ids among the 21 sales executives for taking care of all those ad posters. The executives make the call according to the distributed list like the above figure.

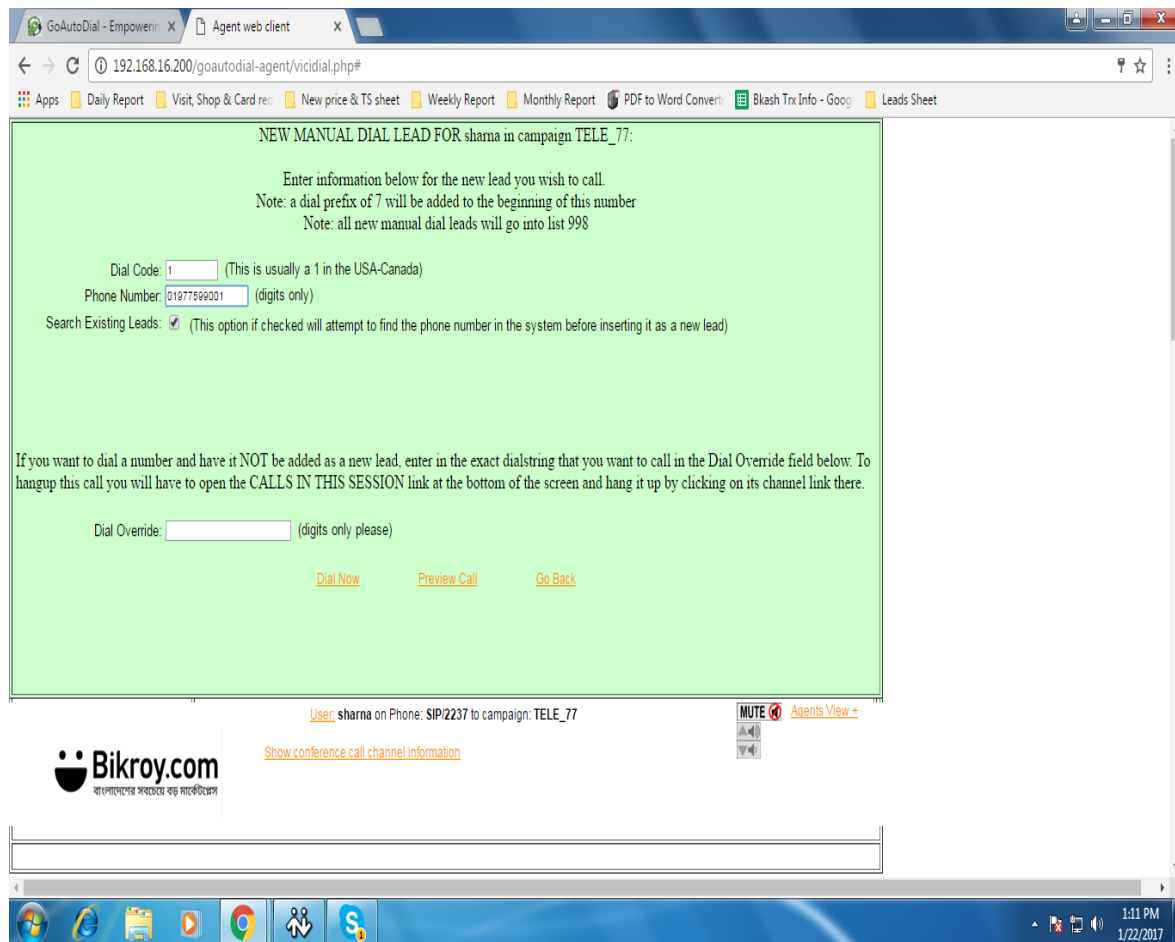
DATA COLLECTION

F	G
11/13/2016	CM Client
11/30/2016	Price Below BDT 5000
11/9/2016	Interested
11/15/2016	Product Sold
11/9/2016	Phone switched off /No answer
11/24/2016	
11/24/2016	Phone switched off /No answer
11/9/2016	Phone switched off /No answer
11/9/2016	Phone switched off /No answer
11/9/2016	Price Below BDT 5000
11/20/2016	Price Below BDT 5000
11/30/2016	Not Interested
11/9/2016	Not Interested
11/15/2016	Price Below BDT 5000
11/9/2016	Phone switched off /No answer
11/24/2016	
11/24/2016	Price Below BDT 5000
11/9/2016	Not Interested
11/9/2016	Phone switched off /No answer
11/9/2016	Not Interested
11/20/2016	Price Below BDT 5000
11/13/2016	Busy

Figure 6: Data collection

In this part I collected data's from the 21 executives after calling the ad posters. According to their information I enter all those information at those overlmit sheets. From this information I record the date of calling and ad categories prices according to the figure above. If there were any trouble regarding posting ads at the website I record the problems at the excel sheet for taking further actions.

TELESALES



GoAutoDial - Empowerin... x Agent web client x

192.168.16.200/goautodial-agent/vicidial.php#

Apps Daily Report Visit, Shop & Card re... New price & TS sheet Weekly Report Monthly Report PDF to Word Converti... Bkash Trx Info - Goo... Leads Sheet

NEW MANUAL DIAL LEAD FOR shama in campaign TELE_77:

Enter information below for the new lead you wish to call.
 Note: a dial prefix of 7 will be added to the beginning of this number
 Note: all new manual dial leads will go into list 998

Dial Code: (This is usually a 1 in the USA-Canada)
 Phone Number: (digits only)
 Search Existing Leads: ☒ (This option if checked will attempt to find the phone number in the system before inserting it as a new lead)

If you want to dial a number and have it NOT be added as a new lead, enter in the exact dialstring that you want to call in the Dial Override field below. To hangup this call you will have to open the CALLS IN THIS SESSION link at the bottom of the screen and hang it up by clicking on its channel link there.

Dial Override: (digits only please)

[Dial Now](#) [Preview Call](#) [Go Back](#)

User: shama on Phone: SIP/2237 to campaign: TELE_77

[Show conference call channel information](#)

MUTE Agents View +

 **Bikroy.com**
 বাংলাদেশের সবচেয়ে বড় মার্কেটপ্লেস

1:11 PM
 1/22/2017

Figure 7: Telesales

According to the rules and regulations of Bikroy.com some ad posts are not allowed to give ad at the website, so they have to follow the criteria of Bikroy.com. From the above collected data I figure out those ad posters and call them to inform to buy the membership of Bikroy.com. And I used to inform the membership services in order to convince them for buying the membership services. Moreover, I used to sell top-ad and bum-up code to the customers over phone. By using these codes I made their ads at the top of the advertisement page and promoting past ads. I took the payment via bank, credit card and Bkash.

“BUY NOW” SERVICE

I also worked at new project of Bikroy.com “Buy Now”. It was the most challenging task for me to do as I was not experienced. I used to work at Buy Now for 27 days. As it was an operation task I had maintain the time, regulation and procedures.

WORKING PROCEDURE OF “BUY NOW” PROCESS

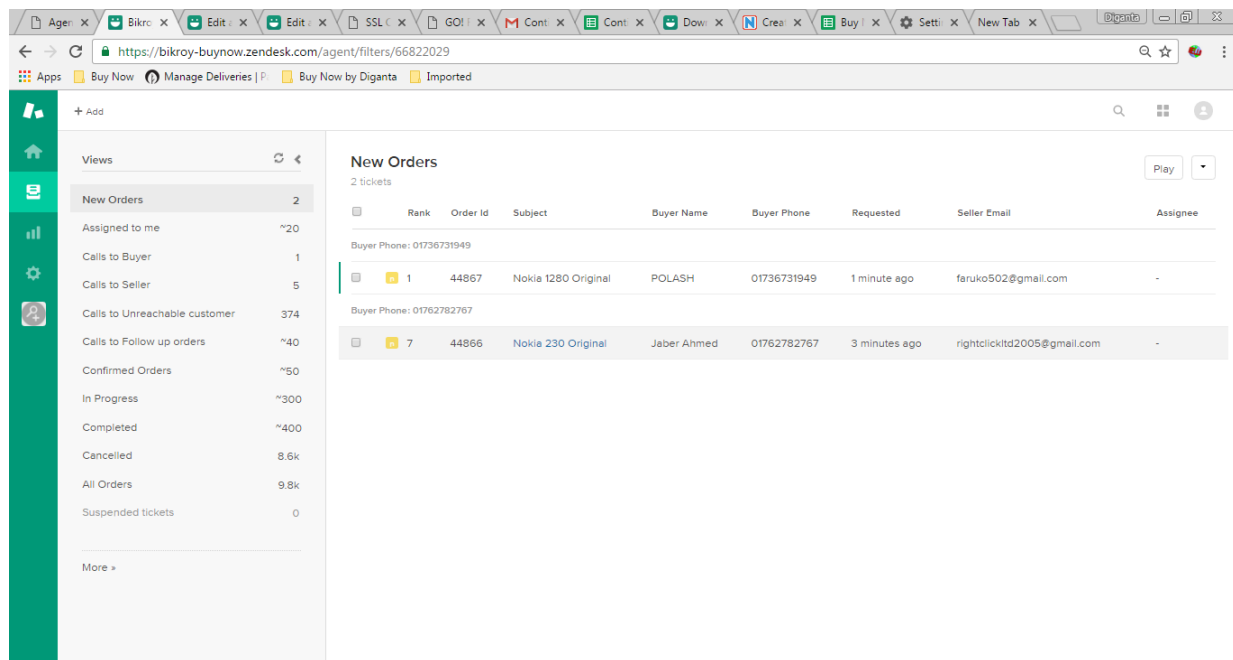


Figure 8: "BUY NOW" process

New Orders

Firstly, customers ordered for any particular product at Bikroy.com. When they were ordering for any products, it comes at Zendex of Bikroy.com. Zendex is the software of order processing and placing. There was Mr. Monir Hosain who used to assign the order to us.

Checking Order

When I got the assign orders, I used to call the buyers for confirmation. I provided all the information to them regarding products, delivery and costing details. When they have given confirmation I record as a confirmed order.

Calling Sellers

After getting the buyer confirmation I called the seller and informed the seller that we got an order for his advertised products. Moreover, I informed them about the service charged and payment process. When I got the confirmation from seller I placed the order for delivering and provided him a “Tracking id” by which he confirmed our delivery partners.

Order Placement

For placing the order I posted the buyer and seller details to Bikroy.com delivery partner’s “order placing dashboard”. After posting, I was waiting for further information of picking up the product from seller or not. I also provide them a Tracking ID as a proof.

Product Pick-up and Delivery

At the time of picking up the product Delivery partner informed me by e-mail. After that the delivered the product to the buyer and e-mail me for a successful order placement.

Collection of Payments

For payment collection, Delivery partners send the money at Bikroy.com official Bkash account or the sometimes gave cash payment. I needed to entry all those transaction and progress of these kind of orders.

Seller Payment

When the order has placed I confirmed the seller. Then I used process his payment via bank account, Bkash or he can collect from office as well. Then I close the total deal between Bikroy.com, Buyer and Seller.

Ads Posting

I also posted ads on different websites, social media online pages. Even I maintained Bikroy.com Facebook pages. I posted different and promotional activities of Bikroy.com. I managed the advertisement, comment information on Facebook and other media.

Chapter – 02

PROJECT PART

Bikroy.com is one of the most popular online buying and selling company in Bangladesh. Within these 5 years from 2012 they achieved many successes at online business. From their success many online business companies like, Alibaba and Amazon are now trying to enter and establish their business in our country. Now Bikroy.com holding a strong front at online business and they still want to go long way. This title of the report “**Advertising Theories in Practice of Bikroy.com**” will give a better explanation about their advertising practices in Bangladesh.

OBJECTIVES OF THE STUDY

Broad Objectives

Primary objective is to know how Bikroy.com applies the advertising theories at their business and what else they can do to attract more customers to expand their business.

Specific Objectives

- Learned how they differentiate themselves from other competitors at advertising aspects.
- Gained an experience how to relate advertising theories in practical world.
- To know more about their advertising operations and policies.

METHODOLOGY

In this report both the primary and secondary data has been even though mostly from the latter. Here we have given about Bikroy.com background, history and its advertising theories practice in the real world from secondary sources. Besides I collected information form my supervisor and orientation taken by Mr. Martin Malmström, Managing Director of Bikroy.com.

Primary Sources:

- Practical working experience with colleagues
- Orientation program
- Team meetings and weekly project briefing

Secondary Sources:

- Bikroy.com official website
- News releases
- Social media advertisement
- Professional pages

ADVERTISING THEORIES AND PRACTICES

Advertising Theories and Practices undertaken by organizations is an integral part of the selling process. In other words, Marketing Communications is essential and is adopted by organizations to properly inform customers and highlight the existence of products they require made by the organizations. If the target customers are unaware of the existence of a product, the organization would simply be unable to reach its target of selling the product. Advertising through ‘Word of mouth’ strategies is backdated and not enough in today’s rapidly growing business environment where competition is fierce. Organizations have to undertake innovative marketing strategies to communicate with their prospective customers to meet their targets. Marketing communication can be termed a basis that paves the way towards creating trust among the clients for an association. It can be viewed as the trading of procedures to make a relevant impact over time on the relationship between the association and its clients (Frankelius, 1997).

It is imperative to understand what is advertising and who the customers, the organization are and the methods through which advertising is done to achieve the end result before delving into the details of theories and practices in advertising.

ADVERTISING

Advertising is any paid form of non-personal presentation and promotion of ideas, goods or service by an identified sponsor. Ads can be a cost effective way to disseminate messages whether to build brand preference or educate people (Kotler, Keller, & Brooks, 2008). In other words, a distinguished support has paid for any type of non-individual correspondence around an association, item, and administration or thought that has gone through a mass correspondence channel to contact an expansive gathering of people. The mass correspondence channels are the TV, Radio, Internet, etc. Advertising efforts advance an item through various media, including TV, radio, print and online stages. Marketing battles or competition don't need to depend exclusively on publicizing.

ADVERTISING CAMPAIGNS

An advertising campaign is designed and devised for any advertising to take place. An advertising campaign is the planning, creation, administration and implementation of advertising activities. This can be completed as a sole activity or as a progression of exercises (Yadin, 2002). Marketing Campaigns can be outlined in a view of various objectives, including building a brand picture, presenting another item, expanding offers of an item as of now available, or notwithstanding decreasing the effect of negative news. With the end goal for organizations to win piece of the overall industry and remain applicable they have to consider many sorts of promoting systems.

TYPES OF ADVERTISING CAMPAIGNS

Organizations take various marketing strategies to boost sales and make profits. There is a wide range for marketing communication strategies. New ideas and innovative techniques to advertising are being developed continually. Some of the strategies are given below:

MASS MARKETING

Big organizations need to drive huge quantities of purchase of their products keeping in mind the end goal to survive and develop. Huge organizations spend enormous cash in seeing huge data on its potential customers. This gives them an understanding to where to place media for their potential national clients who purchase their items and services.

Television Ads

Television is generally acknowledged as the most powerful advertising medium and reaches a broad spectrum of customers. A well done TV commercial can be a powerful marketing tool (Kotler, Keller, & Kotler, 2008).

Sales Promotion

Sales promotion is a key ingredient in marketing campaigns; consist of a collection of incentive tools mostly short items, design to stimulate quicker purchase of particular products by consumers (Kotler, Keller, & Kotler, 2008).

Billboards

Billboards have been transformed and now we use colorful, digitally produced graphic, backlighting, sounds, movement and unusual 3D image (Kotler, Keller, & Kotler, 2008).

Public Relationship Marketing

Public Relations include a variety of programs to promote or protect company's image or individual product. A wise company takes concrete steps to manage successful relations with tis key publics (Kotler, Keller, & Kotler, 2008).

Online Marketing

From online banners to pop ups, online advertisers have endeavored to stand out enough to be noticed any way they can. Trading of goods and services has expanded to the internet and so has advertising for those products.

Event Marketing

Sponsor events provide companies with opportunities to obtain wider exposure for brands and in influencing attitude towards the brand. Many firms sponsor local festival and events and this helps them to associate their brands with the festive spirit of the event (Kotler, Keller, & Kotler, 2008).

DIRECT MARKETING

Direct marketing is the use of Consumer Direct (CD) channels to reach and deliver goods and service to customers without using marketing middle man. Direct marketers can use a number of channels to reach the individual prospects and customers. Direct marketers build a long term relationship with the customers in various ways (Kotler, Keller, & Kotler, 2008).

Word of Mouth Marketing

Verbal Marketing is the passing of information from individual to individual by oral correspondence. Clients are exceptionally eager to impart to the world the brands they adore. Numerous customers discover importance in sharing stories of their most loved items and administrations. Social networks have become an important force in both B2C and B2B marketing. A key aspect of social network is word of mouth and the number and nature of conversation and communications between different parties (Kotler, Keller, & Kotler, 2008).

E-MAIL MARKETING

Direct mail marketing means sending an offer announcement, reminder or other item to an individual customer using highly selective mailing lists direct marketers send out millions of mail pieces each other (Kotler, Keller, & Kotler, 2008).

SOCIAL MEDIA MARKETING

Online networking sites like Facebook and Twitter offer a one of a kind open door for sharp services willing to put resources into client engagement. Social media marketing is still in its early stages yet is growing up rather rapidly.

TELE MARKETING

Telemarketing is the use of telephone and calls centers to attract customers, sell to existing customers and provide service by taking orders and answering questions. It helps the company to increase revenue reducing selling costs and improve customer satisfaction. Companies use call centers for inbound and outbound marketing (Kotler, Keller, & Kotler, 2008).

Inbound Marketing

Organizations frequently have clients calling them for different reasons. This can display an excellent chance to offer clients extra items and administrations they as of now don't have.

Outbound Marketing

Organizations make a list of their potential customers and reach out to them through various media to expand their client base.

B2B MARKEITNG

Business-to-business marketing is an advertising routine of people or associations (counting business organizations, governments, and different establishments). It permits organizations to offer items or services to different organizations or associations that exchange similar items or services, utilize them to expand their own particular items or services, or utilize them to bolster their interior operations.

BUZZ MARKETING

Buzz marketing generates excitement, creates publicity and conveys new relevant brand related information, unexpected or even outrageous means (Kotler, Keller, & Kotler, 2008).

DIVERSIFY MARKETING

Building up an altered showcasing arrangement by dissecting diverse client segments in view of social contrasts including tastes, desires, convictions, world perspectives, and particular needs.

RELATIONSHIP MARKETING

Many organizations concentrate on building associations with their clients rather than constantly attempting to offer them something (value-based promoting). Clients who adore your image more will likewise go through more cash with your image.

ADVERTISING THEORIES AND PRACTICES AT BIKROY.COM

TVC of Bikroy.com

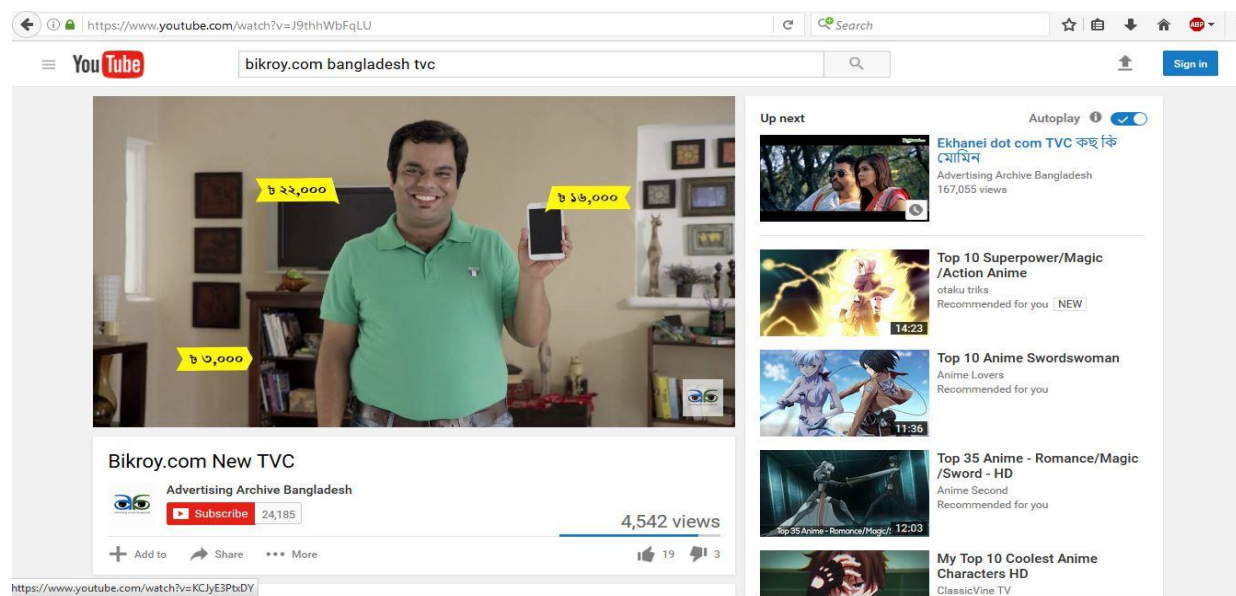


Figure 9: TVC of Bikroy

Bikroy.com advertises about their activities or events for promotion through television so that people can get attracted for buy and sell their products at their website. They made lots inspirational advertisement which makes awareness among the peoples.

Bikroy Online Mela



https://www.facebook.com/events/1709432149384584/

Search Facebook

Fahim Home 3

Fahim Abid Edit Profile

MY EVENTS

- Upcoming
- Calendar
- Subscribed
- Past
- Create

THIS WEEK

Education UK Exhibition ...
January 26 - February 1

Bikroy Online Mela

Public · Hosted by Bikroy.com

November 10, 2016 – November 12, 2016
Nov 10, 2016 at 12 AM to Nov 12, 2016 at 12 AM

Bangladesh

About Discussion

Details

Bikroy, the largest marketplace in Bangladesh, is introducing an online

GUESTS

1.6K	721	3.5K
interested	went	invited

Suggested Events See More

১৪ ফেব্রুয়ারি For Single's
Mon Feb 13 at TSC, University ...
Rifat Jingo is going
Interested · Going

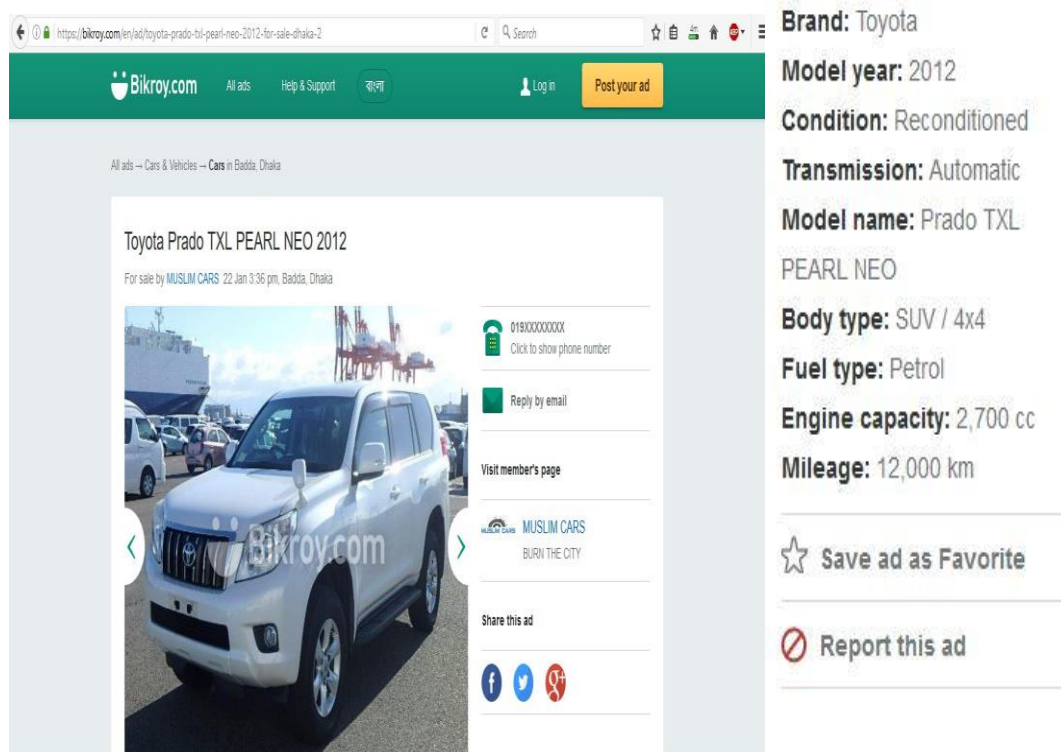
Smartphone & Tab Expo 2017

https://www.facebook.com/bikroy/photos/gm.1716888358638963/1287033148025686/?type=3

Figure 10: Bikroy online mela

After every 4 months Bikroy arranges “Bikroy Online Mela” where it provides up to 65% and 70% discount. Bikroy makes an excitement among the peoples. Even peoples are waiting for this fair as get large amount of discount. By these online Mela they reach almost every people of Bangladesh who uses internet.

B2C Advertising



Brand: Toyota

Model year: 2012

Condition: Reconditioned

Transmission: Automatic

Model name: Prado TXL PEARL NEO

Body type: SUV / 4x4

Fuel type: Petrol

Engine capacity: 2,700 cc

Mileage: 12,000 km

☆ Save ad as Favorite

⊘ Report this ad

Figure 11: B2C advertising

Bikroy.com allows their clients to post personal belongings such as, car, motor bike, sofa etc. on their website to allow them to sale with estimated selling price along with the description of the product and their contact number for further information about it.

B2B Advertising



Figure 12: B2B advertising

Bikroy.com's operations are Business to Business (B2B) as well as they advertise B2B operations of other organizations. Even they provide lots of promotional activities by which they can be connected with the customers. They provide billboards of Bikroy.com to their member.

Flash mobs

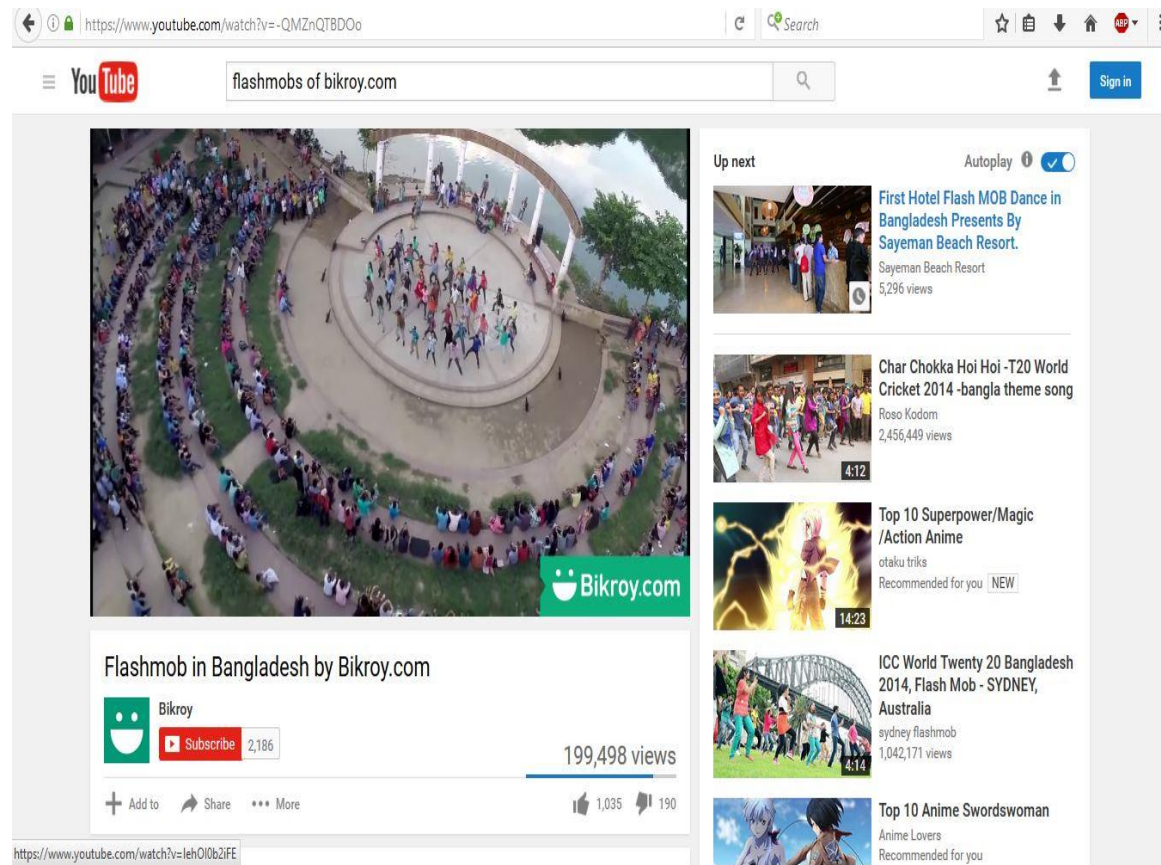


Figure 13: Flash mobs

Bikroy.com made a Flashmob at Rabindra Sarabor which enabled them to create a huge crowd at that place. After that it made a huge impact on customers mind and spread like a thunder within a few hours at social media.

Social media

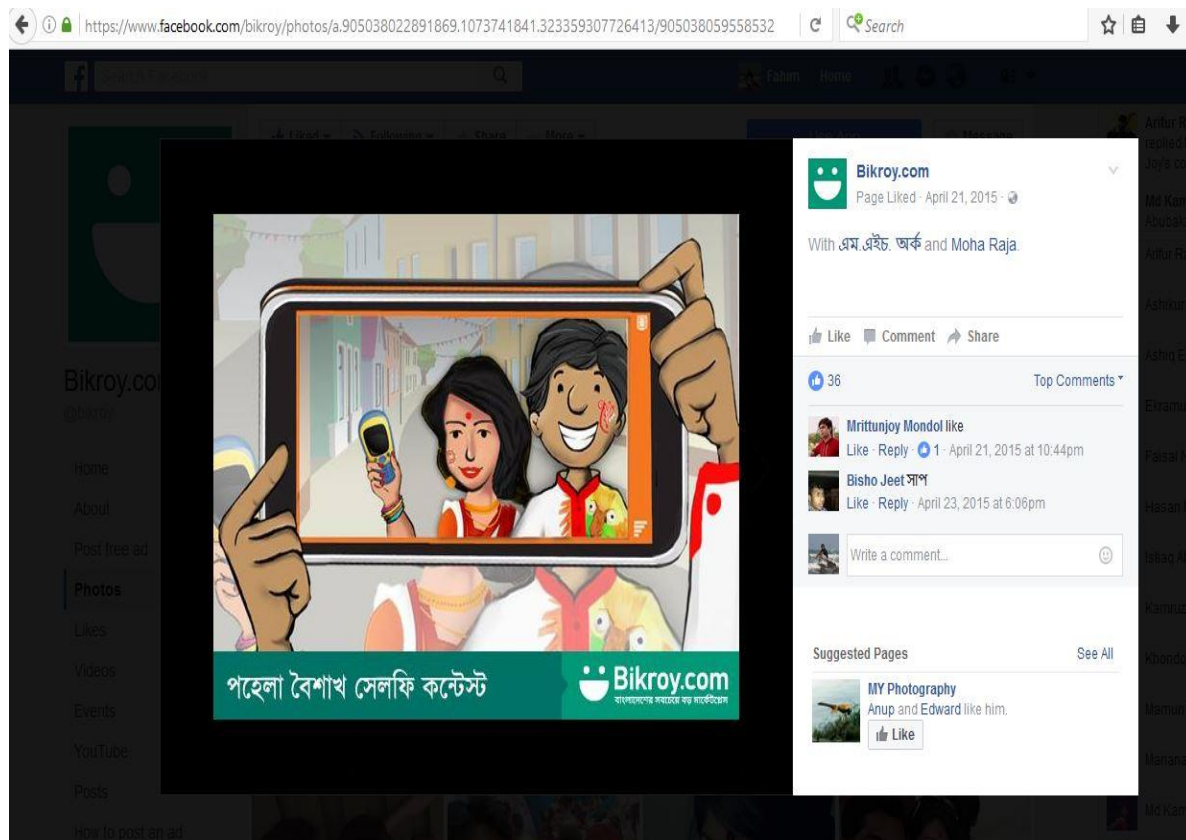


Figure 14: Social media

Bikroy.com advertises their events or campaigns through social media like Facebook, Twitter and Instagram etc. They arranged a “Selfie contest” which created lots of excitements to the young. Millions of peoples participated in these contest.

Software and Promotions

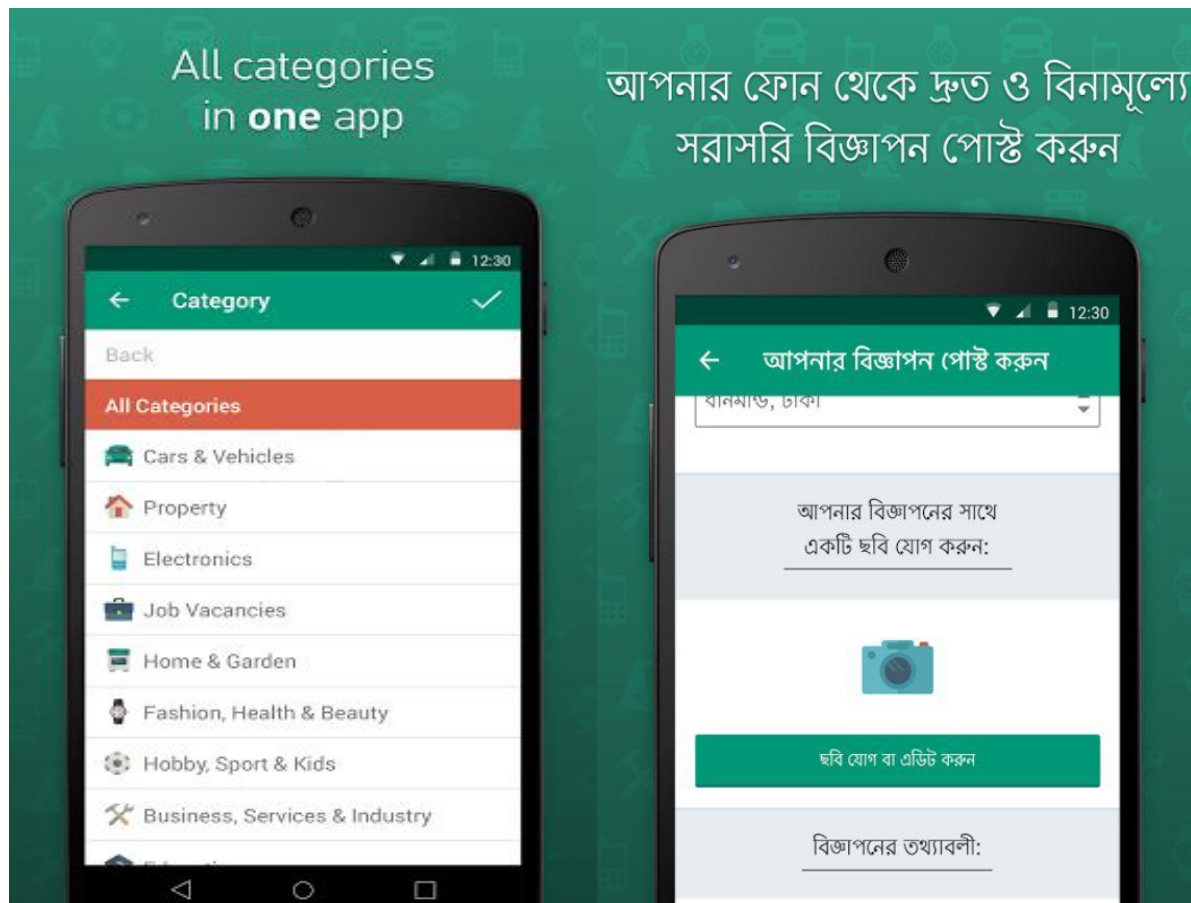


Figure 15: Software and Promotions

Those who use bikroy.com through android , IOS and windows mobile they can use this software of Bikroy.com via login in their Bikroy account to enable them to know more about the products available or information. Customers can easily post their and find necessary products ad from this software.

Professional pages

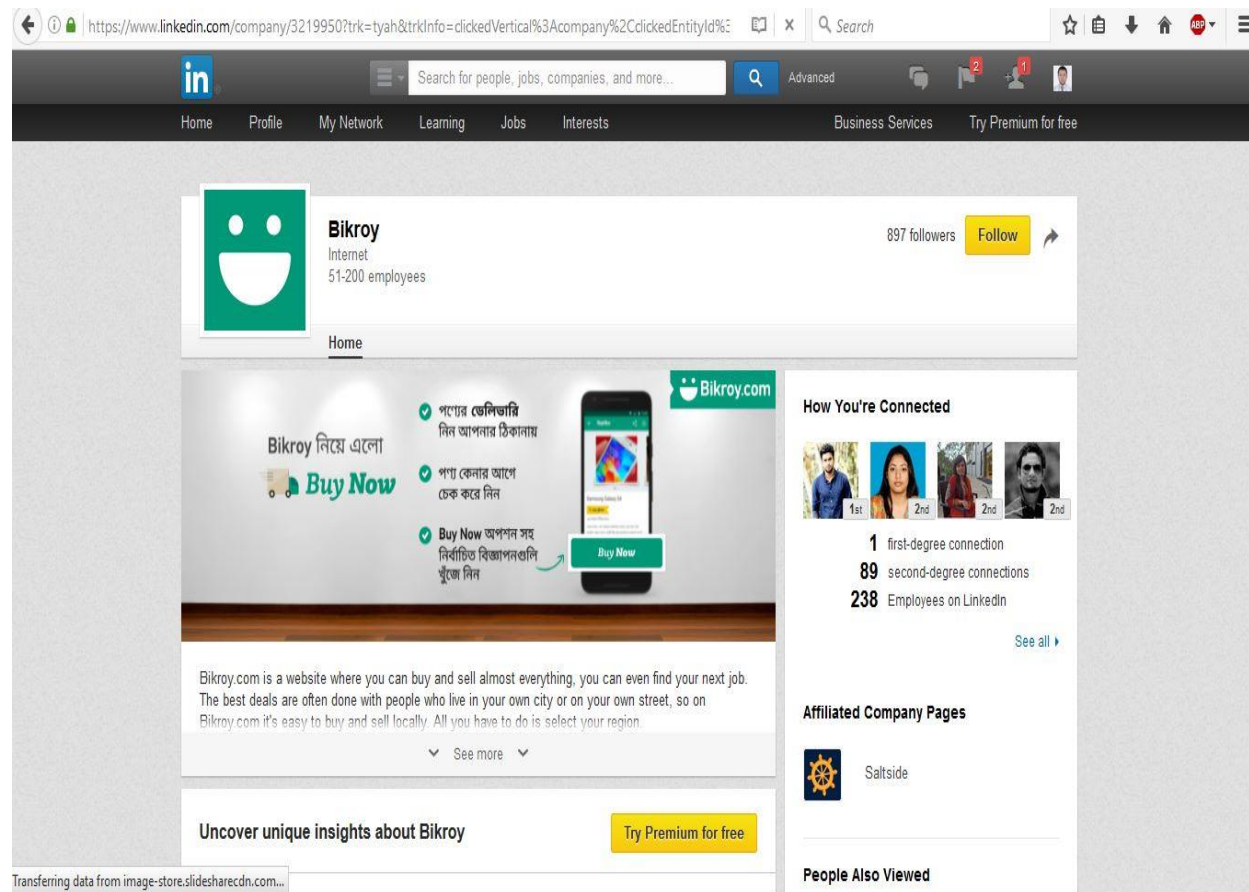


Figure 16: Professional pages

Bikroy.com uses professional pages like Linked in so that people can know more about their activities and operations to attract more new and future potential customers.

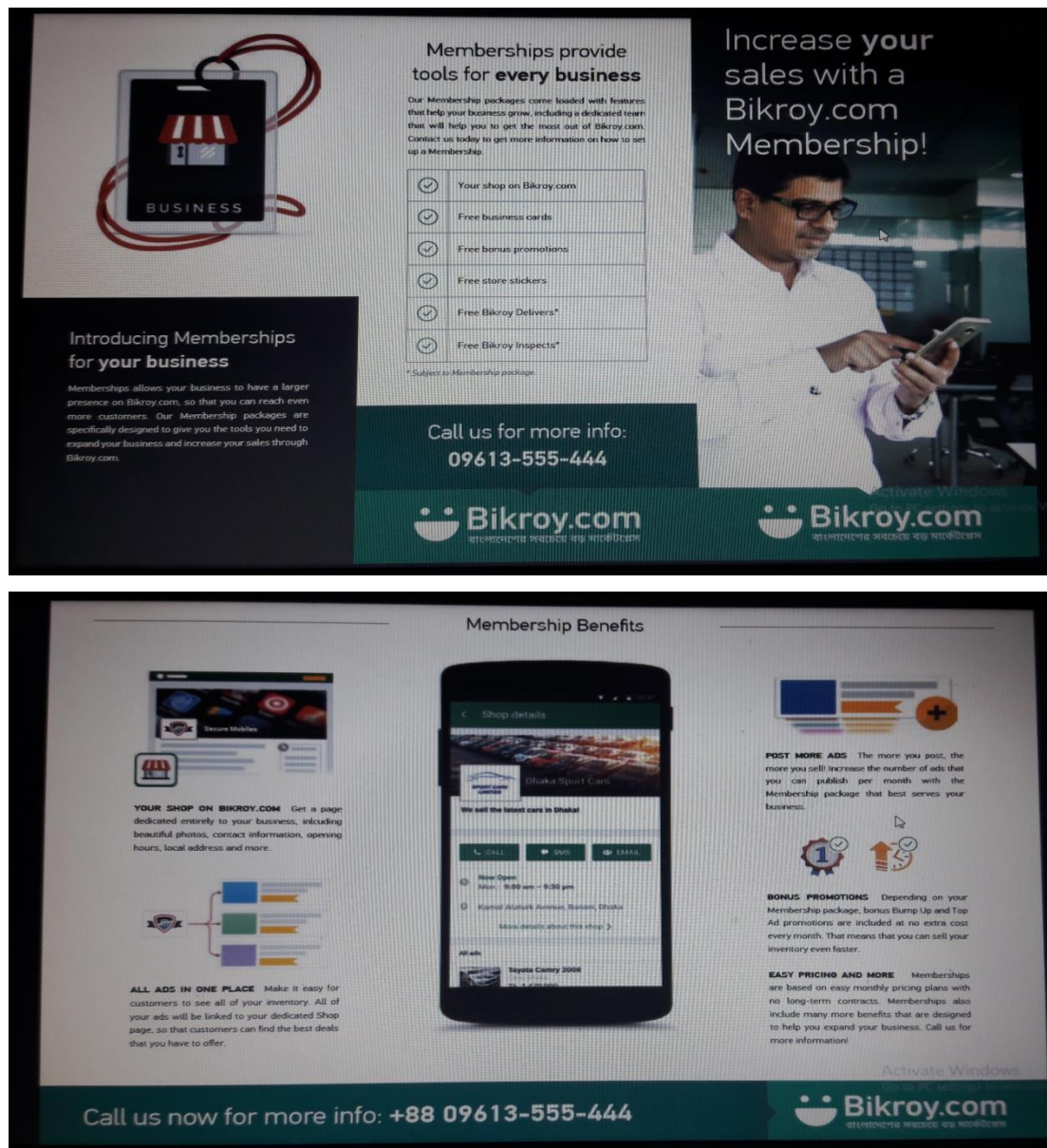
Car stickers



Figure 17: Car stickers

The cars people buy via media Bikroy.com they have a sticker at the back of the car which enables the people to see their name and attracts them to know more about them. Their target is involving more peoples with Bikroy.com.

Leaflets



Memberships provide tools for every business

Our Membership packages come loaded with features that help your business grow, including a dedicated team that will help you to get the most out of Bikroy.com. Contact us today to get more information on how to set up a Membership.

- ✓ Your shop on Bikroy.com
- ✓ Free business cards
- ✓ Free bonus promotions
- ✓ Free store stickers
- ✓ Free Bikroy Delivers*
- ✓ Free Bikroy Inspects*

* Subject to Membership package.

Introducing Memberships for your business

Memberships allows your business to have a larger presence on Bikroy.com, so that you can reach even more customers. Our Membership packages are specifically designed to give you the tools you need to expand your business and increase your sales through Bikroy.com.

Call us for more info: 09613-555-444

Bikroy.com
বাংলাদেশের সবচেয়ে বড় মার্কেটপ্লেস

Membership Benefits

YOUR SHOP ON BIKROY.COM Get a page dedicated entirely to your business, including beautiful photos, contact information, opening hours, local address and more.

ALL ADS IN ONE PLACE Make it easy for customers to see all of your inventory. All of your ads will be linked to your dedicated Shop page, so that customers can find the best deals that you have to offer.

POST MORE ADS The more you post, the more you sell! Increase the number of ads that you can publish per month with the Membership package that best serves your business.

BONUS PROMOTIONS Depending on your Membership package, bonus Bump Up and Top Ad promotions are included at no extra cost every month. That means that you can sell your inventory even faster.

EASY PRICING AND MORE Memberships are based on easy monthly pricing plans with no long-term contracts. Memberships also include many more benefits that are designed to help you expand your business. Call us for more information!

Call us now for more info: +88 09613-555-444

Bikroy.com
বাংলাদেশের সবচেয়ে বড় মার্কেটপ্লেস

Figure 18: Leaflets

Bikroy.com uses leaflets so that people can know more about their operations and activities and promote new services it enables them to get permanent clients or new potential clients and customers for their business.

Campaigns



Figure 19: Campaigns

Bikroy.com arranged a campaign “Rehab Fair 2016” so that people can know about the services they offer and what new and unique services or opportunities they can bring to attract new customers or clients.

Sponsorships

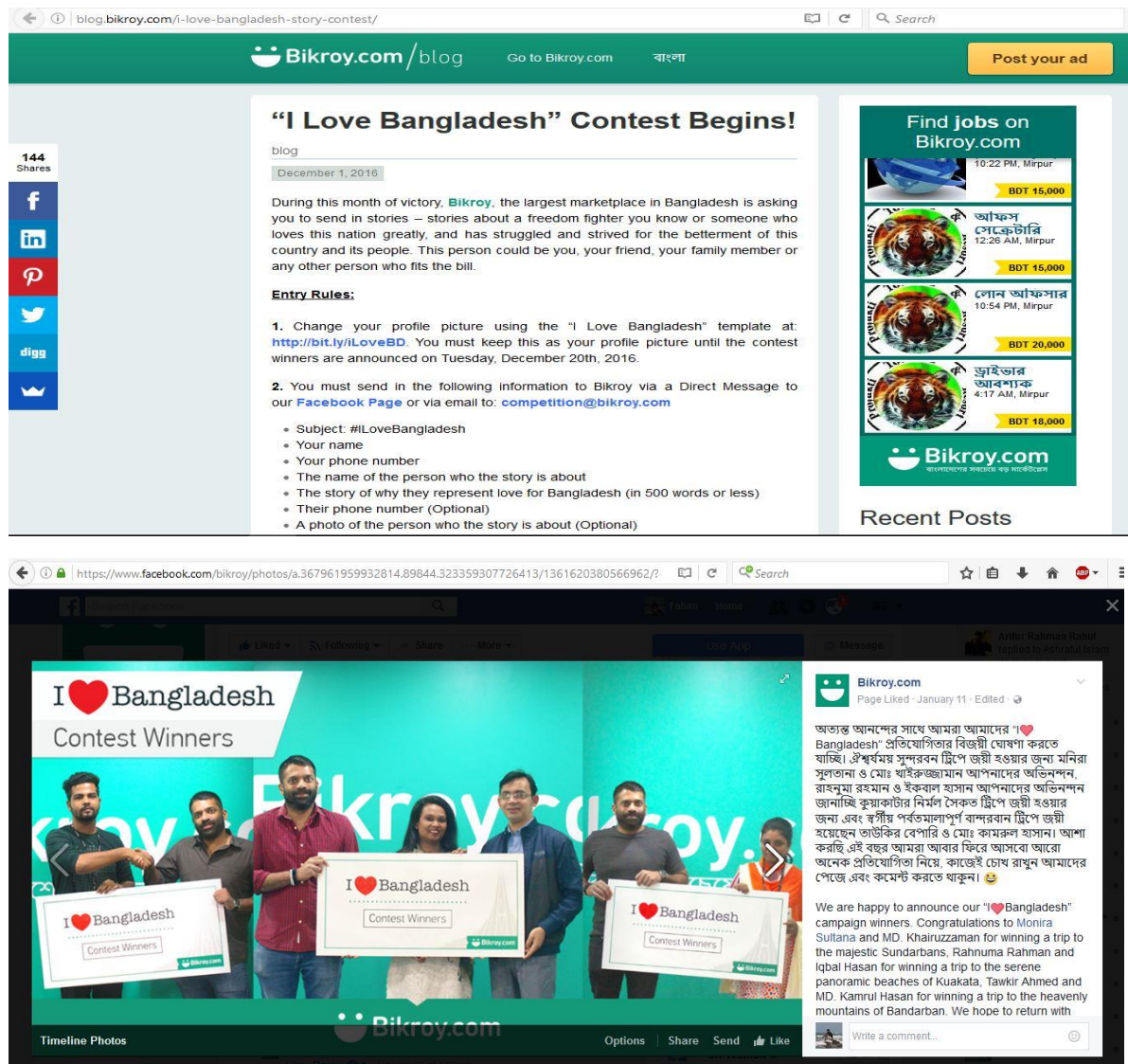


Figure 20: Sponsorships

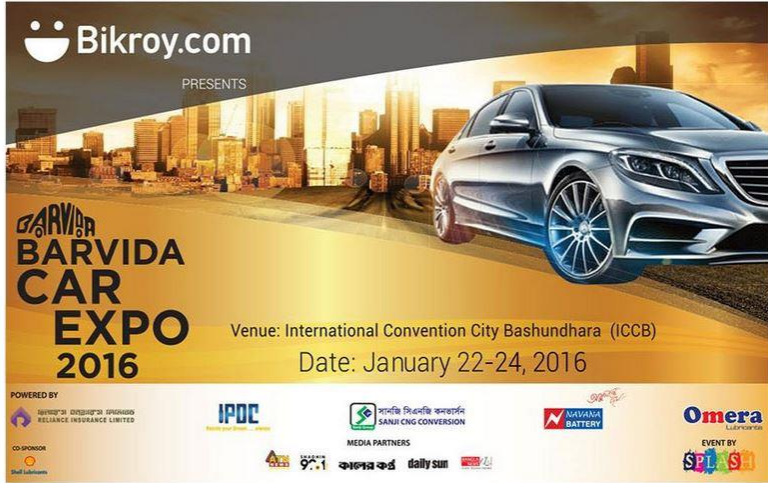
Bikroy.com was the official sponsor of "I Love Bangladesh" competition and distributed the prizes among the winners of the competition. The program was based on the best freedom fighter stories. Bikroy.com sponsored this program.

Events

← | | | https://www.adsofbd.com/print/bikroy-com-barvida-car-expo-2016/3781 | | | Search |

PRINT / JANUARY 21, 2016

BIKROY.COM BARVIDA CAR EXPO 2016



Bikroy.com
PRESENTS

BARVIDA CAR EXPO 2016

Venue: International Convention City Bashundhara (ICCB)
Date: January 22-24, 2016

POWERED BY
RELIANCE INSURANCE LIMITED

CO-SPONSOR
Shell Lubricants

IPDC

MEDIA PARTNERS
সানজি টিভি স্টেশন কনভার্সন
SANJIT TV CONVERSION
কাল্পনিক কবিতা
daily sun

MAVANA BATTERY

Omera Insurance
EVENT BY
SPLASH

SPLASH CREATIVE

Twitter: 3
Buffer: 0
Like: 0
G+: 0
in Share

Figure 21: Events

Bikroy.com arranged lots of Events to promote itself. In 2016 they arranged Car fair at International Convention City Bashundhara named “Barida car Expo 2016”. All the members of Bikroy.com came with their cars. They offered and discount prices for the cars. By this event Bikroy gained a huge number of attention from others car business company of Dhaka and Chittagong city.

Safe Working Environment for Women



Figure 22: Safe working environment for women

Bikroy.com enables their women employees to work at a safe environment to enable them to work more effectively and efficiently. As a result they are getting potential employees as well as empowering more women to contribute for the betterment of their organization.

LIMITATIONS

During the time of preparing the report there were some difficulties regarding collecting proper information and data. As the online marketing is not so much popular in Bangladesh there was lack of information. As I was an intern at Bikroy.com, I did not have enough access of all the information. I had to perform some particular task so I had limited information. In addition, as I had to work for 3 months so I could not get adequate data for my report. Due to the organizations confidentiality so there was not enough primary sources of information for making this report in a detailed manner.

As I was temporary the employees are not allowed to share the company's advertisements core details according to the company policy and regulations.

FINDINGS

Bikroy.com now is the 3rd most leading search online pages in Bangladesh. Today there are now sharing 94 percent people visits their official website as they are dominating with Ekhanei.com in our country. Around 1million people visit their website on weekly basis. They ensure safe working environment for all the employees especially for women. Moreover, to motivate the employees they give extra KPI (Key Performance Incentive) when an employee meets the target. Also, they reward the best employees according to their performance. They have one of the best customer services as there are many employees who are assigned for providing solution to the customer's problem. They have strong advertising practices for example, they have their company's sticker at the back of the cars, providing key rings, sponsoring events and participating in different campaigns. Recently they are making a huge impact on customers by introducing their new service "Buy Now".

RECOMMENDATIONS

For the betterment of Bikroy.com I would recommend few things which may increase the efficiency level of their service and operations. As nothing is perfect in this world, this organization also has some scope of improvement. In these 3 months I experienced lots of things from Bikroy.com.

From Organizations Perspective:

- They should reduce their ad review time in order to post ads on their website in a short period of time.
- They should make clear view of their product categories in terms of posting advertisements so that people can easily know under which category they should post their advertisements.
- At the time of rejecting ads the employees should inform the ad posters the proper reason by e-mail for the rejection of any advertisement.
- They should control the quality for “Buy Now” service. Most importantly they should come up with a solution to reduce the cost of delivery charges for the customers who resides outside Dhaka city.
- They need to make sure the best service for sellers for example, timely payment and proper information about the product.

From the Project Perspective:

- They can diversify their business in view of their client’s tastes, desires, perspective and particular needs especially for their membership clients.
- They can arrange seasonal offers by approaching their membership clients by which they can get the attention.
- They can endorse the popular celebrities to attract people to be with Biyroy.com.

CONCLUSION

In conclusion, Bikroy.com has come in this position by facing lot of challenges and difficulties. Bikroy.com has created a new benchmark in the field of online business in Bangladesh. Moreover, they are introducing new services Job advertisement which can add values and become another source of income likewise Buy Now. In addition, they maintain a standard of service, rules and regulations which made them successful today. However, Bikroy.com has strong employee policy which is another story of their success and it makes them unique from their competitors. They have some scope of increasing services. Lastly Bikroy.com should maintain efficient, constant and effective service to customers for holding their present reputation and they need to make their market more diversify.

Chapter – 03

SUPPLEMENTARY PART

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