

Report On
Customer Shopping Experience

By
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17304124

An Internship report submitted to the BRAC Business School in partial fulfillment of the
requirement for the degree of
Bachelor of Business Administration

BRAC Business School
BRAC University
February 2023

Declaration:

It is hereby report declared that

1. In the time of complete my degree from Brac University , I did my internship report witch one fully done by me.
2. The report submitted fully by own work and not written by any kind of third person.
3. The report also not contain any kind of copy or idea from any other institute or university.
4. I have fully idea, about all the source of help I have taken.

Student's Full Name and Signature:

Kaniz Fatema Tuz Zohora

17304124

Supervisor's Full Name and Signature:

Ms. Tanzin Khan

Lecturer, BRAC Business School BRAC University

Letter of Transmittal

Ms. Tanzin Khan
Lecturer,
Department of Business Administration
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on customer shopping experience of The LAFZ.

Honourable Madam,

I am glad to inform you that, with in the base of The LAZF's procurement policies I submit my internship report on the "Customer Shopping Experience" which made by my three months of experience. Maintaining the requirements of my assigned company, I completed this report.

As I worked in the company physically, the report fully based on my three months of experience. This report contains the problem i faced and also about my responsibilities in PR team, CRM team.

I exert oneself very hardly to gather a lot of experience and skill in that time, and also learn thousands of skills which I can use in my professional carrier.

I hold in high regard your given guidance and assist. I will be very respectful and honour to you if you have any queries about the report.

Sincerely yours,

Kaniz Fatema Tuz Zohora
ID: 17304124
BRAC Business School
BRAC University
12th February 2023

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]
The LAFZ and the undersigned student at BRAC University (Kaniz Fatema Tuz Zohora, 17304124) have made and entered into this agreement.

Acknowledgement

Before I start writing my report, I would like to thank Allah, the Supreme Being. He has given me the perseverance and strength to complete this challenging assignment. This project report would not have been completed without the help and effort of many people. Therefore, it would come off as extremely ungrateful if I did not express my gratitude to those who helped me and supported me in any way by providing pertinent feedback, suggestions, instructions, and direction while I worked to compile this report. They all deserve my appreciation.

Let me begin by expressing my gratitude to my respected and honourable supervisor, Ms. Tanzin Khan madam, a lecturer in the business administration department of BRAC University. As I've been putting my report together, she has consistently provided me guidance and encouragement. Her wise counsel has been really helpful to me whenever I have run into something that I do not understand. She was always there. I owe her a debt of appreciation and respect for all the time she has spent dedicated to me.

Moreover, I would also like to express my gratitude to my co-workers at The LAFZ for their support, consideration, and educational opportunities. I learned a lot during my internship, and I'm pleased to be working at The LAFZ now.

In conclusion, I want to express my profound gratitude to BRAC Business School, each of my lecturers, and the entire BRAC University team for helping me over the past four years to advance professionally.

Executive Summary

The biggest Halal Certified brand is LAFZ is the parent firm of firm of Zayn & Myza, Dr. Rhazes, and Zayn & Myza Labs. LAFZ began its adventure with just Halal Gas-based body sprays. Later, they expanded their product line, and in a relatively short amount of time, LAFZ became one of the most well-known halal-certified businesses in the world.

This survey was conducted based on their customer satisfaction and purchasing experiences. This study aims to explore the problems LAFZ encountered and how they overcame them to continue operating in the digital marketplace. In this report, our focus was to evaluate the critical methods were used by the PR, communication, and CRM teams as a whole to help the business continue to meet its needs, achieve targeted sales, and maximize customer satisfaction.

This report goes over my responsibilities at LAFZ and how I contributed to the company as well as how I am being benefited from this organization. Their purpose, vision, business values, product lines, management procedures, marketing practices, and analyses of the industry and competitors are also highlighted. Primary and secondary data, as well as the organizational structure, recruitment and selection process, compensation process, marketing techniques, operations management, information system, order placement methods, payment methods, and industry and competitive analyses, are all included. Additionally, their advertising strategies, such as how they use social media, the benefits of having Mashrafee Mortaza as our brand ambassador, how they use internet resources, influencer marketing, telemarketing, how they sponsor the most famous TV shows, etc. are also mentioned. The primary project section comprises background information, and the report's objectives. The purpose of this study is to plan a long-term goal, service compliance and adherence rate, and future market demand. Here, I've included some of my analysis, such as my competition and industry analysis, which I conducted using the SWOT Analysis and the Porter's Five Forces Analysis. The Porter's Five Forces Analysis helped me analyze the threats of new entry, which I found to be modest, threats of substitutes, low, low power of buyers, high power of suppliers, and high rivalry among the competitors. The SWOT analysis helped me identify the company's strengths, weaknesses, opportunities, and threats. It also analyses the primary aspects influencing the overall working environment, E-business adaptation strategy, client purchasing behaviour online, delivery method, and money transactions. A survey was done to determine areas that needed improvement, such as improving the delivery process, reducing difficulties with international shipping, maintaining hierarchy, expanding the availability of the product, and attracting more potential clients.

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Chapter 1: Overview of Internship

1.1: Student Information

Name: Kaniz Fatema Tuz Zohora

ID: 17304124

Program: Bachelor of Business Administration

Major: Human Resource Development

Brac Business School

1.2: Internship Information

1.2.1:

Period: 3 months

Company: The LAFZ

Department: PR and Communication, CRM

Address: The LAFZ, House- 49, Road- 13, Block- D, Banani, Dhaka

1.2.2:

Supervisor's Name: Mr. Rakinur Islam

Position: Real Time Monitoring Supervisor

1.2.3 Job Scope:

Job responsibility as an Intern:

I have been a part of the CRM & PR and influencer marketing teams at LAFZ for the past two months. And it is a wonderful pleasure for me to work for a company where I am always treated as a valuable team member rather than as an intern. Before assigning me the main duties for my internship, my supervisor organized an introductory session to better understand my key challenges.

My primary responsibility as a customer relationship manager is to interact with customers. The bd team meets with the department head and planners in a central location every month to discuss ways to enhance our services more effectively. so that we can recognize our customers' problems and offer the appropriate solution in light of those problems. We try to employ proactive and intuitive methods to enhance the customer experience by suggesting products that meet the interests and requirements of our consumers. We also provide a range of service channels (email, chat, phone, SMS, etc.) for a greater customer experience. We must use proper tanning techniques in order to protect and clearly express the benefits of the client's products. Then, in order to find solutions to the concerns of consumers, I must continually be ready, confident, and driven. Additionally, I need to be able to probe deeply into the demands of clients and I need to reach or exceed all program criteria as outlined in training materials and manuals (such as attendance, quality, sales, etc.). If I run into problems on my own, I must consult my supervisor for advice and follow all instructions. I then provide the customer with the solution.

I work with both established and emerging influencers as a member of the PR and communication team in addition to being an active player in the business. Different goals and standards have been established for each nation and each team, and we aim to schedule two to three collaborations per month. The product lists that we intend to advertise for the following month are also included here. I then send the product request to the Product Management Team after communicating with them. After that, my manager shares the full influencer list among the team members, including me, as we sit down together. I then write up proposals for the partnerships and email them to my manager. After receiving approval, I complete my list and begin contacting the influencers on it. I send the terms and conditions together with the proposal. I create another list for everybody who accepts the proposition, which implies I shortlist them. I then transmit the list to the delivery team according to the available slots, and I'm told to put at least 30 to 50 items in each slot. When the delivery agent notifies me via email that they will begin dispatching the packages the following day, I begin messaging the influencers once more to inform them that the dispatch has begun and to

notify me once they have received the package so that I can send them the content brief. As soon as someone lets me know she has received the package, I begin drafting the content brief and submit it to them along with the deadline and our specifications. I make a note of the deadlines and continue to check in with the person who didn't get the package. Then, in order to get an update on those packages, I generate another list of them and submit it to the delivery person. When I realize I won't be able to manage 30 to 50 influencers from the previous lists, I begin researching new influencers. I look at their profiles, contents, follower counts, etc., and cross-check to see if they were previously included. If not, I resent them the proposals, meet with them numerous times, and explain our expectations to them. I use the same process to send them free goods if they accept and find it convenient. The month-end report, which includes the names of the influencers, the number of followers, the products and shades I had sent, the status of the videos (Done or Pending), the content links, and the views of those contents up until the month's end, is something I start preparing after sending 4 slots and while finishing all the procedures. Last but not least, I continue to follow up with the influencers regarding the contents, meeting deadlines, and any problems with the product or delivery.

1.3 Internship Outcome

1.3.1 Students contribution to Company

I currently hold the positions of PR and communication executive and team leader at LAFZ BD CRM. The most significant roles in LAFZ BD are being played by the PR & Communication and CRM departments. I need to work extremely carefully to improve contact with our influencers because I'm a key player on the PR & contact team and the team leader of the CRM team. so that they get our message on the criteria and can subsequently provide a better result for us. However, the global team used to offer the PR and media team only 300 targets, thus our team had to deliver 300 fresh pieces of material each month. We had a goal of 500 pieces of material when I first started working here, and I managed to gather 145 of them in the first month. We received a total of 600 pieces of content in the second month, and my team and I managed to collect 676 of them. The founder and the worldwide team were really pleased with our team's performance. Finally, in the third month, he challenged us to produce and gather a total of 800 pieces of material. We successfully gathered a total of 851 pieces of content, and we received direct praise from the creator.

Everyone at LAFZ BD tried to answer questions before I joined as a CRM agent, but they were unable to respond to all of the questions and comments in a timely manner, and the majority of the questions were pending. So, after accepting responsibility for it, I made an effort to respond to both new and outstanding questions. I then make an effort to educate myself on the specifics of the product, different skin types, and consumer preferences. so that I may inform the customers correctly and adequately support them. After that, I concentrated on putting together a competent team to handle the inquiries. Since LAFZ prioritizes customer happiness, I train the new hires in accordance with this. so that clients receive appropriate responses in a timely manner and enjoy the greatest possible purchasing experience with LAFZ. Additionally, I have worked on the holes that the business overlooked. I make an effort to emphasize these details and forward them on to the relevant staff. For instance, I began identifying the areas where the majority of the delivery, exchange, and refund issues were taking longer to handle and assisted them by offering advice and input so that the problem would be resolved quickly. Despite the fact that I stopped taking chats once I became the team leader, anytime a client is upset about something or has a serious

problem, I attempt to manage it on my own. I pay attention to their problems and take the required action to fix them right away. I also teach the same to my team mates. As a result, when the global team launched Verloop, a new chatbot with us, it had a feature where users could review the quality of our customer care, and that rating was rising quickly.

1.3.2 Benefits of the Student

I was able to better grasp how start-up businesses operate, particularly those with an online presence, thanks to my employment at LAFZ BD as both an intern and a full-time employee. Working here has taught me how to operate under extreme pressure and how to be patient with customers. Additionally, I have to follow up with the influencers frequently throughout the next three months, which has enabled me to meet my goals on time. I have also learned about various skin tones, skin conditions, and potential treatments for them. Additionally, I learn about the many components used in various skincare products, their functions, prevalent skin problems, and how to treat them. I gained some useful insight about how to patiently interact with various types of individuals. Additionally, I helped write a few articles that were published in various online publications, including The Muslim Times (Article Title: Know Your Sunscreen) and Bangladesh Post (Article Title: Can Your Facewash Exfoliate?), which allowed me to gain more knowledge about article writing. My co-workers have also assisted me with this because I am producing articles for the very first time.

1.3.3 Problems and difficulties, I have faced

I have found my work at LAFZ BD to be pretty interesting, and I've learned a lot of things that are really different from what I learned in class. At first, it was a little challenging for me to understand my duties and to receive a direct briefing and training from my supervisor. My remote supervisor gave me good instructions. My supervisor tried a number of ice-breaking activities during the first few days of my internship, during which I had the challenge of interacting with various people. After those sessions, I was able to interact with many officials and gradually get comfortable. Additionally, because of the delivery problems, I was not initially introduced to the individual in question and was unable to connect with him. LAFZ BD had a Cash on Delivery refund policy, regardless of whether the consumer used mobile banking to pay for the purchase. As a result, starting the refund process for homes outside of Dhaka was taking a long time, and I had trouble communicating with the customers about this refund issue. Additionally, since LAFZ BD is renowned as a halal band and occasionally offers sales on a variety of products, customers seek to confirm the validity of Halal products. During that particular period, I had numerous issues. LAFZ offers sales or discounts on a select number of items, however some customers mistakenly believe that all items are on sale and wish to receive discounts for all items. After that, we must inform the buyer about it. After that, a lot of people in our nation are ignorant of how to utilize websites and the online ordering and payment systems. We had to place the order after they booted us out of Facebook or Instagram, and it took a long time. Another issue I encountered at work required a customer response. If a customer wishes to place an order but we don't hear back from them right away, we'll have to wait at that point as well. Sometimes they respond to our messages so recently that we must reread the entire exchange before providing feedback. Working for a firm that makes skin care products is a new chapter in my life. I frequently had

trouble responding to questions regarding skin care products. People are interested in learning which products are best for their skin. as every person has a unique skin type. I have to advise them on the best products for their skin type. I need to conduct product specifics study to determine which products are best for each type of skin. additionally conducted some training sessions for that particular issue. I also need to understand about other people's skin tones and types.

On the other hand, the most problem I faced that is delivery issue. LAFZ have the biggest problem in delivery. Sometime they deliver with in a day sometime after long time. Although they have a fixed time to delivery but they failed most of the time due to increasing the customer and vacancy of delivery man. LAFZ increased day by day but their contract delivery company had not increased their delivery man, for the reason it needs more time in discount or sell time to deliver the customer.

Lastly, I faced another common problem that is refund customer. Sometime from the company customer took wrong products and sometime the products don't suit with customers skin type. That time they want to exchange the product or request for refund. For refund it need some information and steps. But customer didn't give us the information fully or also sometimes they give us wrong information. Customer paid by cash on delivery but we have to refund their money with different way. Some cases I saw that they payment by cash on delivery, as a refund we need a mobile banking system or banking system. But the customer denies to give the bank account number or mobile banking number, also give us late reply. So that I had to report the customer case again and again.

1.3.4 Recommendations

***Bullet Points**

- The intern is the most crucial component when beginning a new career.
- The company should emphasize training and show appreciation for the work of interns.
- The supervisors of each intern should make a note of them.
- Offering the interns the proper instructions.

The internship is important since it contributes to the development of a professional career in addition to being a requirement for earning the degree. Attempt difficulties that will aid in your future learning rather than just completing the credits. Students should make an effort to learn about the new work environment for the benefit of the future. Since the professional world and what we learn in school are very unlike, this three-month time is our first chance to expand our knowledge and gain experience outside of the classroom. You'll need this experience anytime you begin a full-time job. Because of the intern is important for building a student's carrier company also should focus on some key factors. As like, Proper tanning, need appreciation for students work, avoid giving different directions and also provide good behaviour with new inters.

During the tanning sessions, the business ought to concentrate on student concerns. Students are still learning the pre-employment process; therefore, company observation is essential for advice and direction. The students believe that the management of the company does not care about the effort they have done if this move is not practicable. A supervisor should make a note of each student. The supervisor is in charge of assisting students with conducting training by acting as a guide for them while they go through a three-month training period.

Companies have a significant role in advising students on what is appropriate given the courses they are taking. As a result, the business should also give employees some sort of compensation for the labour they do. Students' spirits can be inspired and drawn to the field with the help of awards or effective instruction from the company itself.

Students shouldn't receive different instructions from the company. This is due to the fact that students will become perplexed if they hear different instructions from different staff members. Assignment errors can be avoided if the organization provides precise and unambiguous instructions.

Chapter 2 (Organization Part)

2.1 Introduction

2.1.1 Objective

- To provide a summary of LAFZ
- To be familiar with the various LAFZ operations and locations.
- To understand the online shopping experience of LAFZ

2.1.2: Methodology:

In this chapter, primary and secondary data have both been utilised. Primary data comprises of the personal information I provided to the content producer, MD, my supervisor, other coworkers, and the other LAFZ members over the three months of my internship. Additionally, I have gathered some significant information from the official websites of Believe Pte. Ltd. and LAFZ, as well as from my own education and professional experience.

2.1.3: Scope:

Brief information about LAFZ and client reviews of their services and products are provided in this internship report. Brief descriptions of some of the most effective customer satisfaction initiatives. This paper will outline many aspects of how LAFZ may enhance its offerings to better serve its clients.

2.1.4: Limitations:

- Period of internship
- Lack of written documentation regarding company
- Limited product information.
- Very little to no information regarding Company Operations

2.2 Overview of the company:

Over the past ten years, the term "halal lifestyle" has become more well-known. Muslims are required to use and consume only items that have been certified as halal, according to a component of Islamic law. Additionally, it can be very challenging to find a product in the cosmetics or scent categories. Attar was once one of the recommended halal smells among Muslims. As time went on, company owners realized how crucial it was to produce something halal to satisfy Muslim customers. They made a concoction entirely from scratch, eliminating any hazardous chemicals or other ingredients that are forbidden in Islam. They even advertised their products in front of several mosques to see how the public reacted. Following an analysis of the market's demand, LAFZ introduced six SKUs for both men and women. This was the start. Up until this point, they had never had to reflect. The market for fragrances has grown significantly. Within two years, LAFZ had surpassed all other fragrance brands in the country after launching numerous SKUs while sticking to halal rules. The unusual epidemic had little impact on the growth ladder. Right now, it is the most well-known halal brand. Gaining the trust of stakeholders and customers was no easy task. LAFZ made it through a very difficult path with their best efforts and sincere intents. The company's vision is tastefully decorated and organized. Their goal is to provide every Muslim with a fantastic opportunity to live a halal lifestyle. As part of their ongoing efforts, they successively introduced popular brands into the market, tightened and doubled down on their organizational structure, and expanded their geographic reach to provide halal living.

2.2.1: Corporate Vision:

In this market, LAFZ hopes to provide A-Z solutions as a cosmetics brand. Products from every brand of cosmetics for beauty will be available. Basically, this means pioneering the cosmetics market in Bangladesh. By consistently creating creative, high-quality cosmetics that are natural and user- and environment-friendly, we hope to:

- Achieve market dominance in the global cosmetic care products segment by becoming the preferred choice for both end-users and professional consumers.
- Enhance our market share and bolster our corporate reputation across our current markets.
- Penetrate and establish a presence in new markets, both within and beyond Asia.

2.2.2: Corporate Mission:

LAFZ successfully contributes to the cosmetics industry with a superior product that is created with just halal components for a sizable religious population like the people of Bangladesh.

We continuously exceed end consumers' wishes, needs, and expectations as the market leader in the Halal product category with premium cosmetic products and services. We build and maintain partner relationships with our customers and all other stakeholders on the principles of reciprocity and trust. We put a lot of effort into making the workplace enjoyable and take every possible step to better the local and global communities. Our dedication to social responsibility is demonstrated by the numerous sporting, cultural, educational, and humanitarian organizations and activities we sponsor. We make a special effort to conserve the environment because we recognize that we have a duty to do so. To do this, we constantly endeavour to make our business operations more environmentally friendly and use energy, raw materials, and other natural resources responsibly.

2.2.3: Corporate Values:

- To establish as a halal-certified brand
- Maintain the Halal production of cosmetics
- Developing enduring relationships with the clients
- Strive to keep the delivery process flowing.

- Quick response to any problem or inquiry from a customer

2.2.4: Core values of LAFZ:



Figure 1: Four core values of LAFZ

The four guiding principles of LAFZ are passion, resiliency, delivery, and teamwork. LAFZ values workers who put in a lot of effort to complete a task. Every person is equally valuable. They usually provide the workers enough flexibility so that no one feels under pressure or uneasy while they are at work. The office lacks a traditional "boss" structure or hierarchical organization. Under the direction of a team leader, everyone works together.

2.2.5: The product line of LAFZ

For Male:	For Female:
• Facewash • Sunscreen • Moisturizer • Face Serum • Face Musk • Hair Serum • Body Spray	• Facewash • Sunscreen • Moisturizer • Face Serum • Face Musk • Hair Serum • Body Spray • Foundation • CC Cream • Primers • Concealers • Nail Enamel Remover • Nail Polish • Dip-Liner • Lipsticks & Lip Colours • Wipes



2.3: Management Practice:

LAFZ Bangladesh's country director is Arefin Hossain. Mr. Rajibul Hossain is in charge of the entire marketing staff and answers to MD. Zahid Hasan, the director of marketing. Mr. Nahid Alam then handles the accounting and finance portion. The Country Director is directly responsible for the IT Manager, the Legal group, and the Sales Manager. The corporate sales, wholesale & retail sales, as well as the e-commerce sites, are all under the sales manager's control. Deals are closed with larger banks, NGOs, corporate offices, etc. through the corporate sales division. The parlor, salon, super stores, and neighborhood merchants are dealt with by the Wholesale & Retail Sales team. The E-commerce team works

with Bangladesh's biggest and most well-known e-commerce websites, including Daraz, The Mall, shop.shajgoj.com, M-mart, etc. Additionally, the Product Development Team is primarily investigating the product quality. They conduct market research to find comparable product categories, buy those things, and use them. Then, they prepare reports and provide input to the manufacturing team after trying to understand how those items differ from ours, why people are buying them, and what the market is asking for. The inventory management team monitors the goods and regularly updates the stock on hand. They have a benchmark, and if any product's stock reaches it, they send a new requisition to the appropriate team along with the new stock to the warehouse. They also maintain track of the supplier, the quantity, and the purchasers, for instance, who is acquiring how many things and for what purpose. The team in charge of quality control is also highly busy. Any problems we have with our products are always addressed promptly. For instance, if a consumer complains about one of our products specifically causing their skin to react. This group suggests potential causes for such response and potential fixes for the problem as quickly as possible. In addition, they provide the report to the manufacturing team if any significant corrections are required. Lastly, the transportation and packing of our products are also handled by the Inventory Management team. Since LAFZ lacks an internal delivery workforce, they perform the deliveries through outside delivery companies. The Inventory Manager is also in charge of the packing staff.

This company has an autocratic management style. Therefore, in this situation, the directors and managers directly report to the national head, while the executives report to their individual managers. Here, the nation determines the objectives to be met and is in charge of all choices.

2.3.1: Recruitment and Selection Process:

LAFZ BD typically hires based on internal recommendations. However, they make an effort to fully assess the candidate. The department heads or managers evaluate candidates for their team in an effort to determine whether they have the necessary time flexibility, adaptability, and capacity to function under extreme stress. They train the candidate from scratch, thus it's okay if they have some knowledge gaps in a particular field. A three-month probationary period follows the hiring of the candidate, during which time the supervisors learn about the individual's strengths and weaknesses and attempt to address them while also assisting them in discovering more about themselves. When I received the call for the interview, I had to sit down for two separate interviews with two different people. The Marketing Director interviewed me first and focused on my prior work experiences, my working abilities, knowledge, and skills. The Senior Marketing Manager interviewed me next and paid more attention to my interpersonal skills and discussed what they expected of me.

2.3.2: Compensation System:

LAFZ follows the Salary and Bonus as a monetary compensation system among the four main categories of the compensation system. The corporation rewards teams or individuals that do very well during any given month or throughout any given activity. I received a 50%

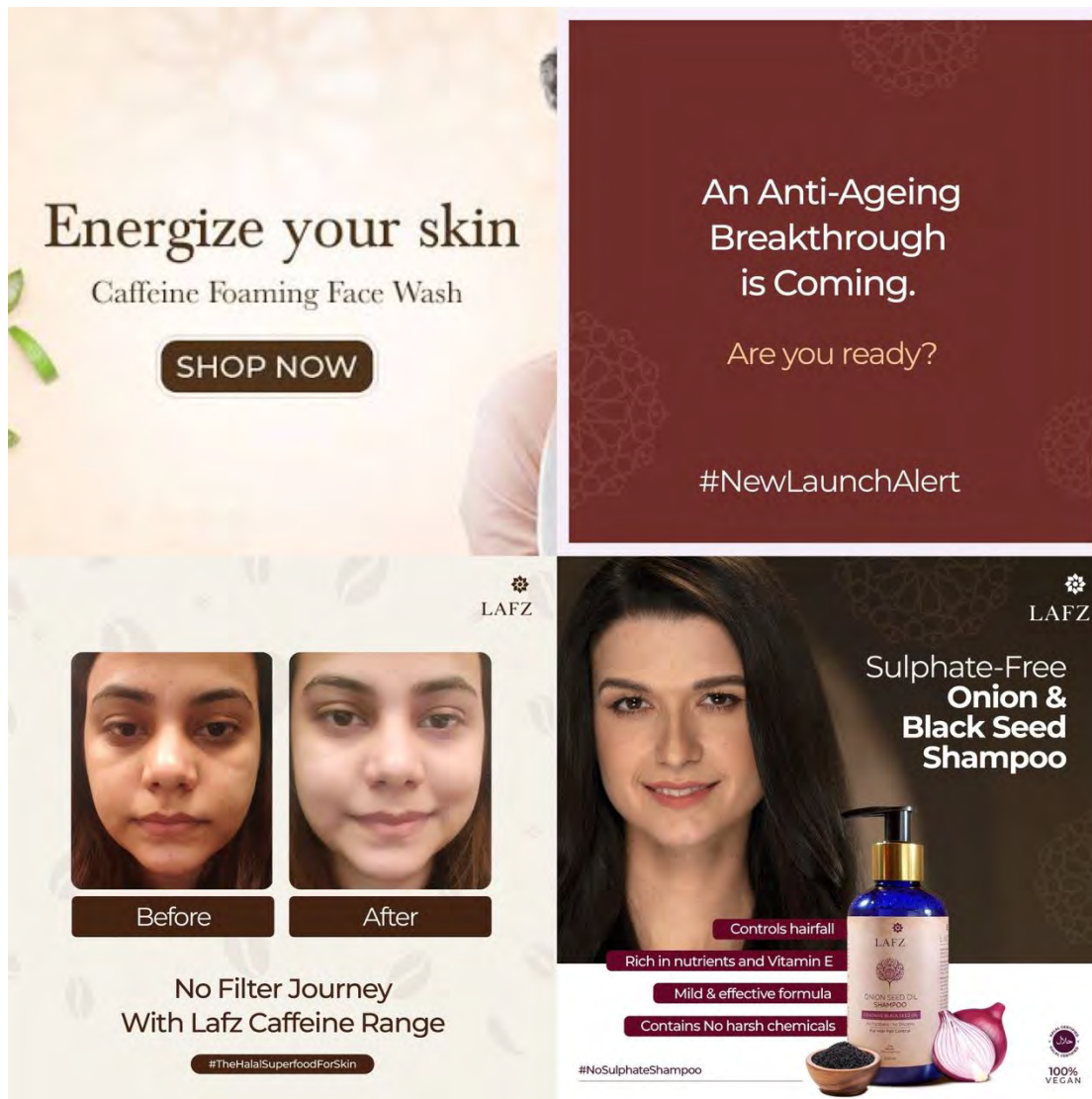
bonus in a month when I began receiving more 5 stars in CRM. They currently provide life insurance to all of its employees.

2.4: Marketing Practices:

After successfully entering Bangladesh, LAFZ had to research other marketing plan options. Jon Iwata asserted in 1960 that "Your brand is so much more than what you sell." They first focus on social media sites because of their extensive coverage in Bangladesh. This implies that these platforms make it simple to reach the intended audience. Due to the fact that LAFZ's TV program featuring Mashrafe Mortaza had already attracted considerable notice, buyers had already begun making reservations for their preferred products. Later, the database of former consumers was used to retarget the current clientele. And today, social media promotions still follow this technique.

Next, promotions on web portals and social media are used to attract a sizable audience. Additionally, LAFZ attracts parents' attention by advertising on internet news sites so that parents can understand the product when it comes to the decision to buy cosmetics.

Influencer marketing, however, was LAFZ's performance enhancer. Young individuals most likely enjoy connecting with an inspirational figure. To attract those new clients, LAFZ began collaborating with the influencers. The procedure was that LAFZ provided these social media influencers complimentary promotional products as gifts; if they liked the things, they created influencing content and published it on their channels. These articles discuss the importance of the products and how to use them. As a result, the influencer's followers have a greater grasp of the product and are more likely to mimic them by buying similar goods in the future.



The popular TV programs BIG BOSS and others have both been sponsored by LAFZ. Recent collaboration between LAFZ and Dipto TV in Bangladesh saw various Turkish TV shows sponsored for Bangladeshi viewers after being dubbed in Bangla. Furthermore, TV advertisements consistently have a wide audience coverage margin.

Another element of LAFZ's marketing plan includes telemarketing. Existing clients received SMS notifications whenever a new product launched, a new discount offer was made, or an older product became available.

Primarily, LAFZ's strategy is to gauge audience reaction before urging people to buy products by positioning the company as a HALAL brand.

2.5: Finance Performance & Accounting Practice:

A company's ability to generate revenue from its primary business is measured by a metric called profitability. This expression is widely used as a broad indicator of a company's long-term financial health. It can be used to compare similar firms or to combine several markets or regions. Financial management can be used to evaluate a company, its divisions, or a development's resilience, durability, and profitability. This research is done by experts who utilize proportions to infer conclusions from data, notably data obtained in financial papers and other publications. These reports are typically provided to top management as one of their primary sources of information when making decisions for the company. Understanding the financial accounts must be done in order to comprehend the business's prospects. Normally, it is necessary to analyse the income statement and balance sheet. These two statements can be used in ratio and trend research. These are the most important indicators of a business's financial health.

2.6: Operation Management & Information System Practices:

2.6.1: Information Management System:

All traditional businesses are currently working to enhance their digital operations. The same is true of LAFZ. They also preserve the client information very securely for upcoming marketing campaigns. The highly skilled IT professionals at LAFZ work incredibly quickly to use the database securely and to protect data. Customers' first point of contact and the conclusion of the product purchase are kept in strict confidence. Maintaining this level of confidentiality involves all LAFZ departments.

2.6.2: Order Placement Methods:

Customers have a variety of ways to place orders.

- By directly contacting the LAFZ sales team through the LAFZ website,
- official Facebook page, and other social media sites.
- E-commerce websites
- Local cosmetics shops.

2.6.3: Payment Method of LAFZ

Every kind of payment that is permitted in Bangladesh is accepted by LAFZ Bangladesh. Most customers prefer payment upon delivery. But the popularity of cashless transactions has grown recently. Mobile banking, like bKash, is the most common form of cashless payment. A growing number of people are using Nexus Pay, Up, and Nagad. Customers also enjoy using online banking. Not to mention that all payment-related information was kept secure and confidential.

2.6.4: Production Method of LAFZ

They are produced in different places all around the world. Most of the production takes place in countries like Turkey, India, Italy, France and more.

*Body Spray

LAFZ body sprays don't have any form of alcohol in the products. They manufacture their products with 100% natural ingredients like Aloe Vera and Vetiver. These ingredients help in moisturising our underarms. They also use tea tree oil extract and triclosan as their antibacterial properties help in reducing the smell of sweat. Also, LAFZ body sprays are halal certified and are dermatologically tested to assure it can be used on all types of skin.

*Nail-Polish

LAFZ is a halal-certified brand with breathable nail polishes that are free from 9 harmful chemicals, including parabens, acetone and camphor. These halals breathable nail polish is free from alcohol and animal cruelty and are dermatologically tested to keep your nails beautiful and healthy.

* Avoided (SILICONES, CARMINE, ALCOHOL ETC.)

Our skin is the largest as well as one of the vital organs in our body. So it important to feed our skin with nutrients rather than poison. Check out a list of products that should be avoided during the skincare regime:

Aluminium: It is a toxic metal that has the presence of estrogen in it. It can disrupt the endocrine system.

DEA, MEA, TEA (di-, mono -, triethanolamine)

DMDM HYDANTOIN and UREA: These preservatives can produce formaldehyde which leads to joint pain, skin allergies, headaches, and insomnia.

Mineral oil: It might fill up the pores causing severe acne problems.

Paraben (methyl, ethyl, butyl, propyl): Use of paraben can result in hormonal imbalance.

PEG: Use of PEG on skin alleviates the natural moisture of the skin (coco nuts and kettlebells, 2020)

Propylene glycol, methylene glycol: Use of these can weaken the protein and cellular structure which in turn end up damaging the skin.

Siloxanes: These are suspected to be endocrine disruptors and reproductive toxicants.

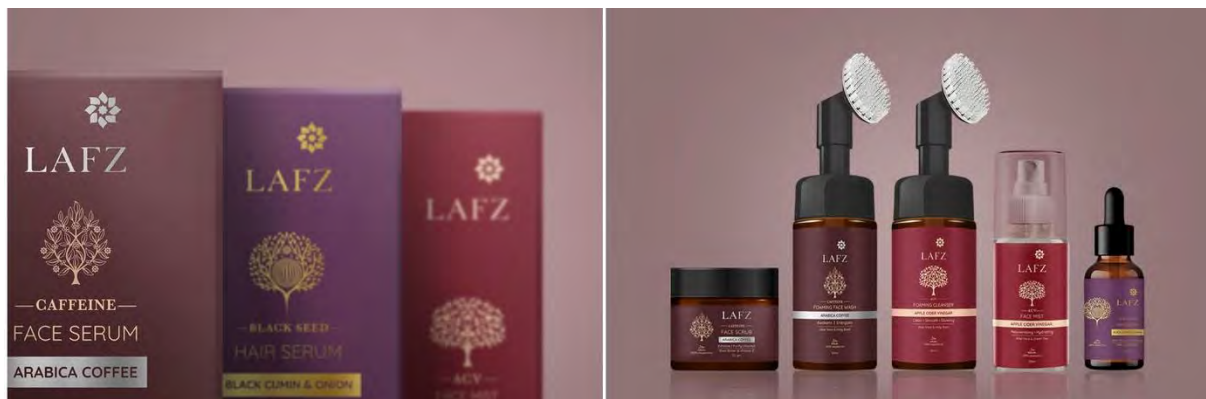
Sodium lauryl sulfate and sodium Laureth sulfate Synthetic fragrances.

Triclosan: It can turn into carcinogenic and can disrupt thyroid functions.

Apart from the above-mentioned ingredients, Silicon and Carmine are also harmful products to be included in skincare. (The Dirty Dozen: Top 12 Ingredients to Avoid in Your Skincare, 2020)

2.6.5 Packaging methods of LAFZ

The LAFZ packing experience is distinctive and special. Every component is meticulously incorporated to the package story to make it look elegantly balanced and regal. Hand-drawn, gold foiled designs create a signature visual lexicon for the brand and provide a sense of mysticism and warmth against the deep hues.



2.7: Industry and Competitive Analysis:

There are various companies that are regarded as the largest rivals in this business because LAFZ is one of the fast-moving consumer goods industries and a game-changer in the world of growth or the internet marketplace. And Marico, Unilever, Inglot, Fogg, and Vini are our main rivals. They also provide comparable products, however LAFZ has the benefit of being the first company to receive a halal certification in this case.

2.7.1: SWOT Analysis:

Strengths	Weaknesses
• Products made in cutting-edge factories and technologies that are imported • Highest quality at affordable prices • Dermatologically tested and appropriate for all skin types	• Reliance on international shipping • Products on hand • Reliance on outside delivery services
Opportunities	Threats
• Product preference is increasing. • Exploring undiscovered markets • Educating the intended market about halal goods • Value-based way of living • Promoting the use of halal products	• Lack of knowledge on the products' ingredients • Threats from prospective rivals • Alteration of duty regulations • Pandemic or other natural calamities' effects on international shipping

SWOT analysis of LAFZ BD

Strengths:

LAFZ International Ltd., an international FMCG firm with its headquarters in Singapore, provides customers with solutions that are ready for the market by paying attention to their needs and developing goods that complement their cultures and way of life. Our multinational team of experts uses cutting-edge technology, scientifically validated methodologies, and age-old wisdom to provide our customers with anything from ground-breaking personal care necessities to beauty goods that exceed international standards. Since we are the industry leader in the Halal product area, we consistently provide end users and professional users with high-quality cosmetic products and services that meet their wants, needs, and expectations. Based on trust and reciprocity, we establish and preserve partner relationships with our clients and all other stakeholders. We work hard to create a pleasant workplace and do everything we can to improve both the local and larger communities.

The LAFZ provide the best quality products with in affordable pricing. The products purchase by every kind of people. As like students, teen-agers, job holders, housewife etc. People love to buy products with in this price and that's the best strengths of LAFZ. LAFZ has a lot of different products, based on skin, age and skin tone. So, People based on their skin and age they can buy products from their website.

Weaknesses:

Although the company's objective and vision are strong and well-intentioned, we are still unable to improve our position as market leaders across all brand segments. One barrier to the expansion of our products that occasionally puts customers in a difficult situation is the import obstacle. Faster growth can be achieved by constantly offering new items, however this can occasionally cause stability problems.

A problem of LAFZ is that the company makes offers on outdated products when it introduces new ones. We receive a lot of orders during the offer period, however there aren't as many available products. Before the sale, the company should have enough inventory. Additionally, we lack our delivery mechanism, which is crucial for achieving the objective over the long term. Hiring a third party for the delivery system prevents us from heavily transferring the negative criticism to other people's shoulders.

Opportunities:

Islam is practiced by 1.9 billion people, or around 24.7% of the world's population, according to a report from 2022. The second-largest religious group is this one. As Islam ideologically supports the halal lifestyle, it is one of the prior habits in this group. 90% of the population of Bangladesh practices Islam.

LAFZ supports a halal way of life. Our products are well-known all over the world and are halal-friendly. There is no rival that can outperform the market and comprehend the needs of Muslim customers.

The first step in promoting the beauty of Islam and opening up the market will be raising awareness. All customers were able to trust the goods because of its certification by an established body. All LAFZ goods have Halal Certification and adhere to Islamic principles. Since they don't include animal by-products during any step of preparation, manufacture, storage, or transportation, they are safe.

Threats:

Marilyn Suttle (1920) asserted that your attitude toward your customers affects how you handle them. "Although the Islamic way of life is connected with a Halal lifestyle, very few people are aware of the items' ingredients and whether they should be used or avoided in daily life.

The Islamic government and society have not taken any initiatives to raise awareness. Additionally, the government's local protectionism and unfriendly regulatory procedures cause significant difficulties for the import of the goods, making it unavailable in the nation.

2.7.2: Porter's Five Forces Analysis:

The threat of New Entry: The entry of a new company always presents a challenge to an existing one. A successful approach might result in the purchase of other companies' brands. The threat is minimal nonetheless because of the existing stance. LAFZ is significantly more challenging to overcome.

Threats of Substitution: Some customers always look for the cheapest choice for their skincare products and pick lower-quality options over those that are already available and of high quality. Losing clients is thus always a threat to a business or brand. Additionally, several well-known brands and global corporations like Marico, Unilever, and Inglot are unable to provide comparable goods. We are now the sole halal-certified brand, therefore the threat is minimal.

Power of Buyer: The purchasing power of LAFZ customers is modest. because they haven't had a way to negotiate for anything until now. Since the price and the amount are predetermined in this situation, the buyer's authority is also limited.

Power of Suppliers: In this case, suppliers are very powerful. Because under this circumstance, suppliers may exert pressure on firms by raising prices, lowering quality, or reducing the availability of products. Additionally, they might put pressure on consumers by increasing prices and limiting availability.

Rivalry among Competitors: In Bangladesh, there are numerous well-known cosmetics brands. Therefore, there is usually a contest where they compete to show who is the best. Because they have been monopolizing the market and the sector for a while, Unilever is our toughest rival. As a result, there is intense competition in this situation.

2.8: Summary and Conclusion:

In conclusion, LAFZ is making a lot of effort to keep the product's quality and customer service at the top of the list. For a nation like Bangladesh, the HALAL slogan is extremely powerful and sacred. To thrive in this cutthroat industry, every aspect of promotion, quality assessment, tagline development, and service must be excellent. To remain a fierce competitor with the other market pioneers, LAFZ constantly assesses every area of the brand.

2.9: Recommendation:

LAFZ International's quick and considerate responses to the market helped the company quickly establish itself as a pioneer. The company's high investment policy and appropriate target market are its major strengths. Muslim individuals today are more likely to follow the

Islamic way of life and are looking for alternatives. Increased awareness of Islam and halal components will solidify the company's reputation. The buying power of this nation is low to medium, so LAFZ can benefit by introducing products that aren't very affordable. Low-income consumers make very careful product selections and strive to stock up on affordable, high-quality brands. If LAFZ can introduce more reasonably priced brands in the nation, they will be successful in conquering the market. Launching manufacturing units in many nations may cause it. Import costs and restrictions are getting more and more aggressive. Therefore, it will be challenging to do business using only imported basic products while still needing to guarantee the availability of all products. Own distribution and delivery methods significantly strengthen compliance. Customer satisfaction need to be a top goal and requirement. Customers are constantly in demand of quicker delivery and refund times. There are also additional places where a rich heritage can emerge. The most coverage will result in the most sales. All Muslims who practice face a problem in learning about halal ingredients. The market's capacity will expand, and brand trust will be strengthened, as halal ingredients become more widely known. Social media is the new theater of the marketing wars, and LAFZ needs to make the most of this channel. One of the most effective ways to inform people about a halal lifestyle is likely through social media. The spokesperson must exercise extreme caution when engaging in such social media interactions since any kind of quirky justification harms the client experience. The following set of guidelines must be followed for increased growth in the future.

- Set up factories for us in our own nation.
- Increased market research and product testing frequency
- Increasing awareness of halal components
- Rise the number of people employed
- Boost promotional spending and efforts to reach every region of the nation and the Muslim community
- should set up their delivery system to ensure that products are transported more quickly.

3.1 Introduction

LAFZ is the largest Halal Certified brand. One of these four brands is LAFZ, and the parent company is Pte. Ltd. The other brands include Dr. Rhazes, Zayn & Myza Labs, and Zayn & Myza. Initially, LAFZ only offered body sprays based on Halal ingredients. After making improvements to its produce item, LAFZ quickly rose to prominence as one of the most well-known halal-certified companies in the world. Singapore is home to the business LAFZ.

According to a saying, "Halal is a must for believers in everything, not just what we eat, but also in what we wear, what we eat, what we earn, what we love, etc."

I have had an incredible chance to observe all of the company's operations, benefits, and drawbacks since I have been completing my internship program at LAFZ for months. I worked in customer relationship management, where I frequently used Facebook pages and phone conversations to offer consumers both online and in-person support. The company will update its website and provide new client services beginning in August 2022. Customers and staff had a hard time receiving services as a result. I was more aware of and knowledgeable about these customer service and satisfaction issues at that time. This is why I decided to focus on customer shopping experiences and service satisfaction for my internship report.

3.1.1 Problem Statement

Working at LAFZ BD has been a lot of fun, and I've learnt a lot of things that are completely different from what I learned in university. At initially, it was tough for me to grasp my responsibilities and receive direct briefing and training from my supervisor. My supervisor provided excellent remote guidance. My supervisor tried multiple ice-breaking sessions over the first few days of my internship, where I had to deal with a variety of people. Following those lessons, I was able to deal with various officials and progressively become more comfortable. Furthermore, due to delivery challenges, I was unable to interact with the concerned individual because I had not been introduced to him from the outset. LAFZ BD's return policy was Cash on Delivery, even if the consumer paid with Mobile Banking. As a result, starting the reimbursement for consumers living outside of Dhaka was taking a long time, and I was having difficulty engaging with clients about this refund issue. Also, the consumer wants to confirm the authenticity of Halal items because LAFZ BD is known as a halal band and occasionally the company offers sales on many products, which caused me a lot of problems at the time. LAFZ offers sales or discounts on select products, but customers believe all products are on sale and wish to receive discounts on all products. Then we must explain it to the buyer. Following that, many individuals in our country do not know how to use a website, nor do they understand the online payment and order system. They pounced on us on Facebook or Instagram; we had to place the order, which took a long time. Another issue I encountered with this assignment was waiting for a response from the customer. Customer wants to place order but they don't respond soon, therefore we have to wait if they don't respond rapidly. Sometimes they respond so quickly that we have to read the entire dialogue again to provide feedback.

Working in a skin care products firm is a new adventure in my life. I mostly had trouble responding to questions concerning skin care products. People want to know what products

are best for their skin. Because everyone's skin is different. I have to recommend items based on their skin type to them. For the problem, I need to research product details, such as which products are appropriate for which skin type. In addition, I conducted certain training sessions for that specific problem. Furthermore, I must learn about people's skin tones and types.

On the other hand, a delivery issue was the most significant obstacle I ran through. Most delivery problems from LAFZ are concerning delivery. Their package delivery time is not stable, sometimes they take a significant amount of time and sometimes they are delivered in a day. They do have a specified delivery time, yet despite that, they frequently fall short because of a rise in consumers and a gap in the delivery man's schedule. Because it takes longer to deliver customers during a sale or discount, LAFZ grew daily, but their contract delivery company did not.

Finally, I ran into another common problem: a client refund. Customers occasionally purchase the incorrect products from the business, and other times the products are inappropriate for the customer's skin type. At that time, they want to exchange the item or seek a refund. For a refund, specific details and procedures are needed. However, the customer periodically gave us inaccurate information and did not give us all of the information we needed. Customer paid cash upon delivery, but we must find another way to return their money. I saw that they made certain payments by cash on delivery, and in order to return them, we need a banking system or a mobile banking app. However, the client delays in responding and declines to supply the mobile banking or bank account details. I was forced to constantly report the customer case as a result.

3.1.2 Objective of the Project

The report's primary goal is to evaluate their level of client happiness and the quality of their services. The main objectives of this reports are-

- Need to enhance the abilities of their employees, they can organise any training or development activity.
- Need to collect customers data by getting permission from customer's and upgrade their system by using online banking or mobile banking.
- Need to maintain the delivery time and make some deal with other delivery company's for giving the product with in time

3.1.3 The Literature Review:

According to (shep hyken 1992) "Satisfaction is a rating. Loyalty is a brand." Customer satisfaction is a marketing term that refers to how a company's goods or services meet or even exceed a customer's expectations. Customer satisfaction will be important since it gives marketers and business owners an indication they can use to cope with the development of their companies. A person receives customer service when they purchase any things for their own welfare. Businesses that provide excellent customer service have increased their profits, respect, and notoriety. If a company's customer service cannot meet the demands of its clients, it cannot remain stable in the face of market competition. The company can increase its assets and customer base by satisfying its customers.

It is safe to say that improving a participant's knowledge or skill set is the main objective of any training programme. This will cover customer service-related topics include bettering communication, the need for organisation, the need of paying attention to the customer, and problem-solving methods. If you give your staff training that covers the same set of competencies, it promotes teamwork while also giving them a uniform procedure to manage client complaints or concerns.

The organisation as a whole must take care of its personnel in order to provide excellent customer service. Salary and wages have an impact on the business. A business owes its employees a decent standard of living in return for superior performance. They may employ qualified, experienced people and provide them a living wage in return for their high-quality services.

Employee appreciation matters because it has a direct impact on important organisational components. Employee recognition is a potent motivator of motivation, productivity, and retention, according to numerous studies. Different organisations take different approaches to employee recognition. Some choose more informal channels, such thank-you notes, employee lunches, shout-outs at meetings, social media posts, or the company intranet. Others are making use of powerful employee recognition tools like Kudos to speed up the process and ensure that everyone wins.

3.1.4 Significance

LAFZ faces a significant issue in maintaining good manufacturing quality using HALAL ingredients. Due to the crowded market and numerous competitors in the e-business sector, it is impossible to find an immediate answer. Therefore, the main issue in this situation was developing a new strategy. People today are particularly concerned about their skin, thus skincare is always required. The primary obstacle to selling LAFZ's products was thus locating and reaching consumers who are on a budget and have a tendency to adapt to and test various branded products. The cost of living for Bangladeshis is rising daily, yet despite this, average incomes are staying the same, which has a negative impact on consumer spending, which is the main issue. From the perspective of the buyer, people were more inclined than ever to purchase a product that would last for a long time and cost less than similar items already on the market. In addition, people were probably trying harder than ever to be devout, which is why they related to the idea of using halal items rather than mainstream ones.

3.2 Methodology

This methodology section in my internship report describes the comprehensive research actions undertaken by me to fulfill the project's objectives. In order to attain the desired outcomes, various methods were used. This section will elaborate the specific methods

utilized throughout the project.

Methods:

To effectively establish the project's objectives, two fundamental methods were used mainly-

1. Qualitative Analysis:

A combination of few unstructured interviews and in-depth interviews were conducted with selected employees of The LAFZ, clients, and managers. These interviews aimed to provide valuable insights into the roles of digital marketing communication and other areas of expertise.

2. Online Survey Questionnaire:

The purpose of this method was to gather customer feedback regarding the company's services, products, and delivery system, an online survey questionnaire was meticulously designed by me and implemented. This approach facilitated the acquisition of valuable customer insights, information and feedbacks.

The Data Collected and Used:

This research study represents both quantitative and qualitative components. I am stating the summary overview of the data I collected and researched in order to construct this report:

1. Data Type:

This report reflects upon both Primary and Secondary data sources.

Primary Data:

The primary data collection involved the use of a survey method comprising of 18 questions aligned with the research objectives. The target audience belongs to various social media users and individuals from the general public. A total of 53 participants, comprising social media users and online users, were surveyed using stated methods. Using the power and influence of social media, email, and personal networks, the recorded survey responses were efficiently gathered within a few days, gathered by the online questionnaire format. This survey successfully acquired responses from all 53 sampled individuals which are considered as Primary Data source

Secondary Data:

The secondary data sources are:

- ♣ The LAFZ
- ♣ Believe Officials
- ♣ Website

2. Data Source:

Primary Source: Primary social media data is obtained using targeted group surveys and individual/personal observations.

Secondary Source:

Similar to primary sources, secondary sources play an important role in providing information for the report. The following secondary sources have been described below:

1. Internet
2. Social Network Sites

Sample:

53 people have been chosen as the sample size for this study's sample from the general community. The sampling method I chose for this study was random, as the poll was conducted online with strict anonymity measures within place. Recognizing the widespread concern for privacy among internet users, particularly when individuals are participating in surveys, this decision was made to ensure the survey was conducted anonymously and withheld survey takers privacy in mind. The sample for this study contains active social media users from diverse occupational backgrounds, including students, employees, business owners, Online buyers, and others.

Data Analysis:

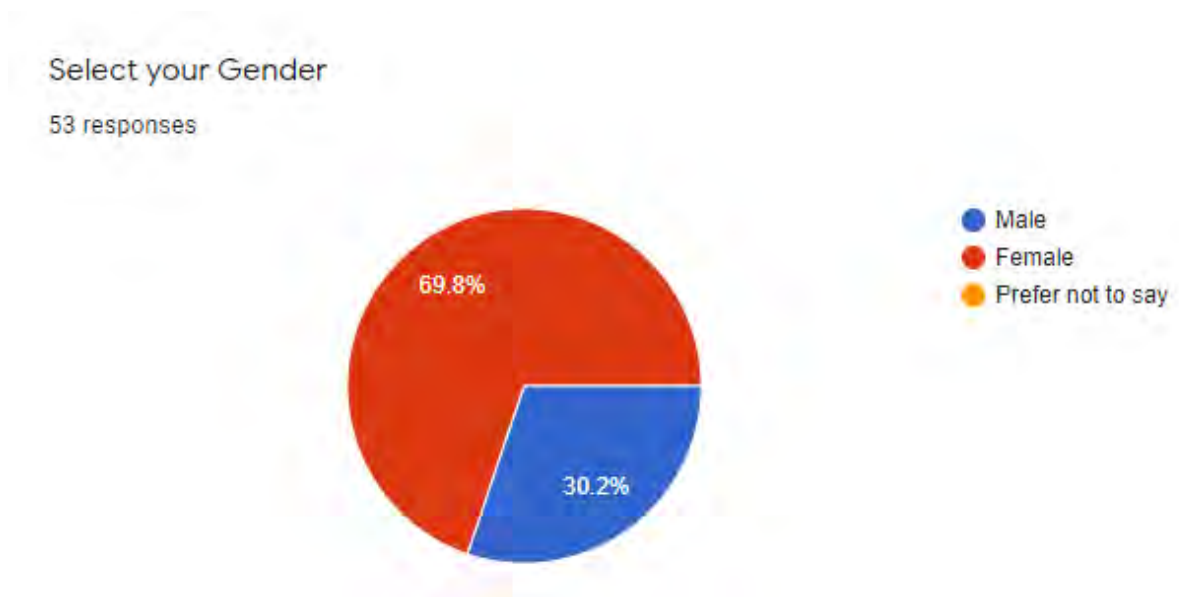
Data analysis is an important process that involves the proficient utilization of quantifiable and practical methodologies to depict, summarize, and evaluate information. It serves as a major component in any research paper. In my endeavour to conduct a comprehensive study, I gave my utmost efforts to collect and analyse both quantitative and qualitative data. Google Forms was used to gather and analyse the data online due to a timing crunch. They have a robust database system and tool that can generate charts and perform analysis automatically. It was useful for data analysis. My job was made a bit simpler via Google Forms. Considering that my research was descriptive, these tools were appropriate. Additionally, it was successful in exporting data from Google Forms to MS Excel. I didn't need to enter the information again. The analysis tool in Google Forms handled everything. Because it is popular and contains a sufficient number of functions for sorting, filtering, and deleting duplicates as well as formulas for totals, percentages, and other calculations, MS Excel was utilised after exporting.

3.3: Findings and Analysis

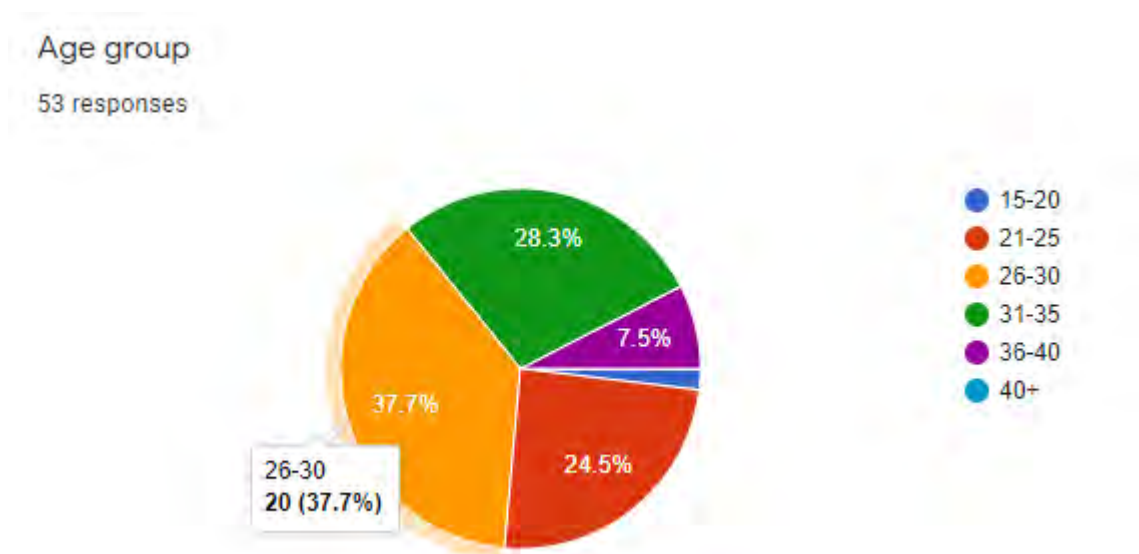
3.3.1: Analysis of the Survey Response

Consumers' online buying experiences are the main emphasis of the survey. I conducted this survey among live consumers with the company's permission. I was unable to use any contact information, such as phone numbers or email addresses, because they prevented me from sharing any of the client's information. When someone wanted to manually place an order or when they contacted us with concern after receiving the merchandise, my employees and I knocked on our social media accounts. "Quality in a service or product is not what you put into it," says (Peter 1850). It is what the customer receives."

3.3.2: Survey Results



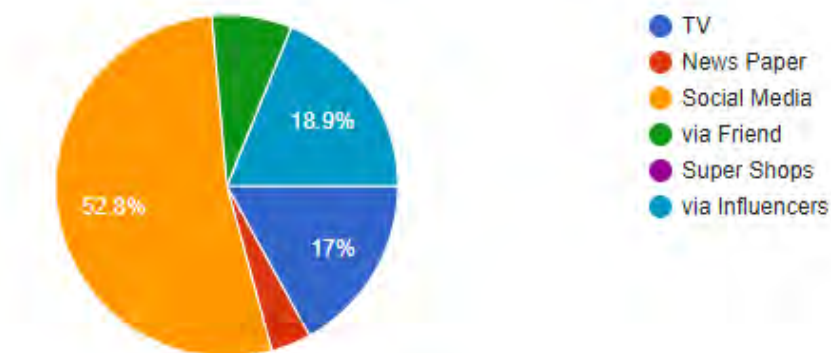
Out of the 53 survey responses I received, approximately seventy percentage (69.8%) replies were from women, while the remaining thirty percentage (30.2%) were from Men. The higher number of female responses can be attributed to the way of my work, creating a co-relation with a cosmetic brand, which tends to attract a larger female audience such as Lafz.



I received responses from people between the ages of 15-20, who made up about 3% (2.9% of the total), 21–25, who made up about 26% (25.5%), 26–30, who made up about 37% (36.7%), 31–35, who made up almost 27% (28.3%), 36–40, who made up about 8% (7.5%), and people over 40, who made up about 3% (1.9% of the total). As we can see, a majority of people more specifically, more than 90% of people—in the 21–35 age range prefer to make purchases online.

How did you know about LAFZ?

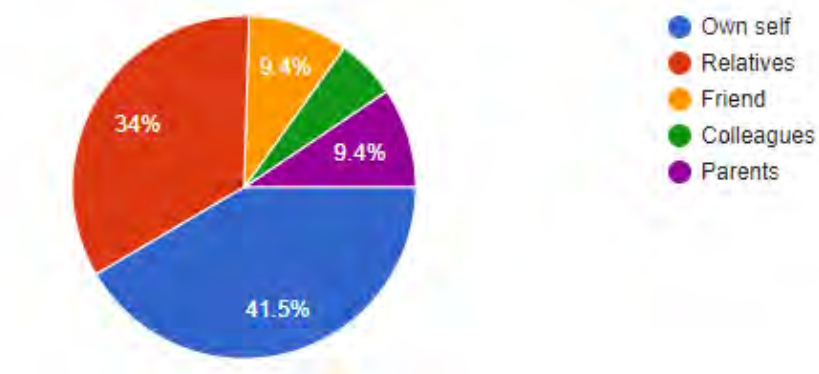
53 responses



More individuals are watching advertisements so they are aware of the product's existence. Most businesses now offer their goods online, where customers may do it whenever they want while relaxing in their homes. About 18% of people learned about LAFZ through influencers and social media almost 53%. The remaining 27% of people learned about this brand through other channels. Specifically, roughly 7.5% came from friends, 16.5% came from television commercials, and roughly 3% (2.8%) came from newspapers and periodicals. Super stores received 0% of the vote due to our lack of awareness there up until this point, however this will change in the near future as we plan on doing the same.

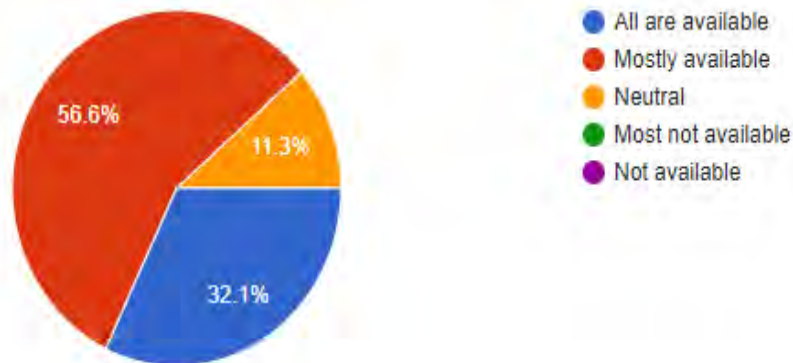
Who did you purchase for?

53 responses



How satisfied are you with the availability of products?

53 responses

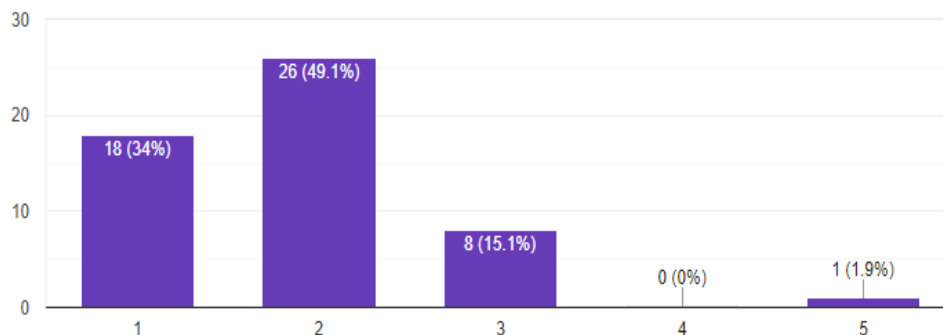


In

In this survey section, we can see that respondents are not entirely happy with the products' accessibility. Being a start-up worldwide corporation, we have a lot of shortcomings and holes to close. Since we import our goods from several nations, we occasionally run into problems with timely product refills. Some offline retailers may not carry all of our products, and occasionally due to discounts and campaigns, certain items run out of stock. As a result, we are unable to provide all of our customers with the products they want at that moment.

How satisfied are you with the quality of products?

53 responses

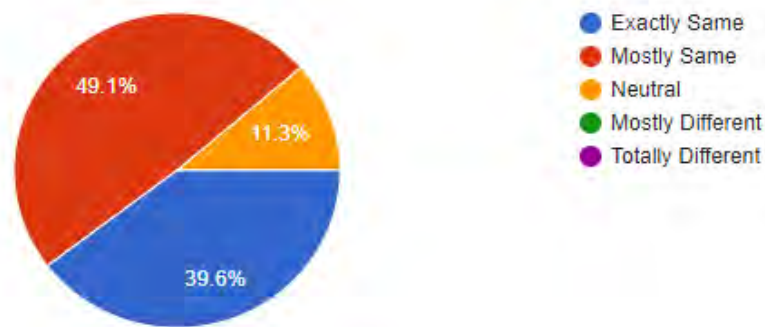


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then asked the respondents to the poll how satisfied they were with the products' quality. Additionally, more than 83% of consumers are happy with the product's quality, which, in my opinion, is a significant accomplishment for a start-up business. But only 17% of individuals are really happy with the product's quality. We take customer comments seriously and endeavour to enhance the product and quality in accordance with our belief that there is always room for improvement.

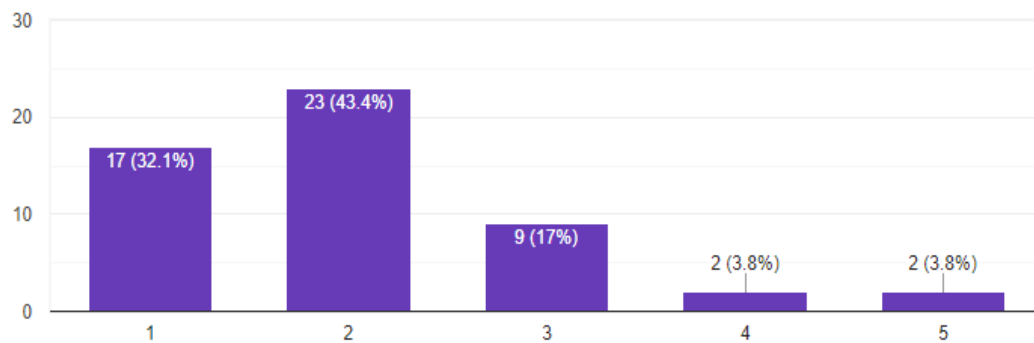
Do you get exact the same product that you see on website?

53 responses



How satisfied are you with the packaging of products?

53 responses

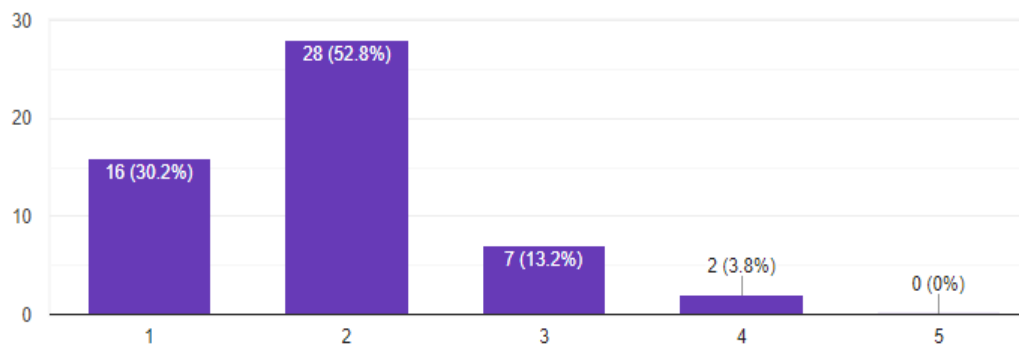


Everyone chose "Exactly Same," "Mostly Same," or "Neutral" when I asked if buyers received the same goods they see on the website; no one chose "Mostly Different" or "Totally Different." The thing that clients see before making any purchases is what we always attempt to deliver, and we believe that we are most successful in this regard. However, there are very tiny variations between the actual products and the images. Because of how differently product hues and colours may appear on various devices' screens and because of resolution. After receiving several complaints about it in the past, we updated and edited the images that are now on the website.

How satisfied are you with the Delivery duration ?



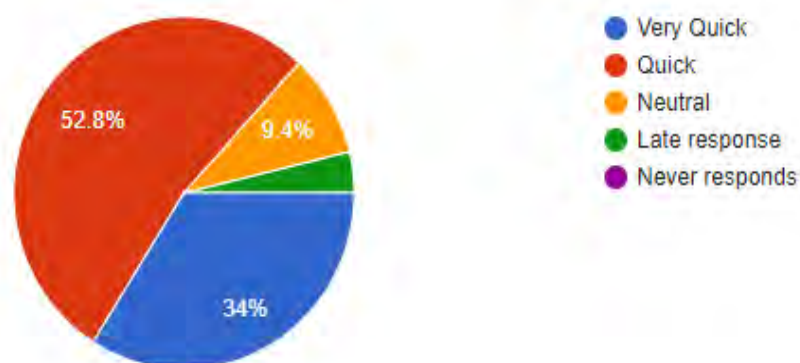
53 responses



Most respondents more specifically, more than 96% have expressed satisfaction with the delivery time. From my personal experience, we had a lot of delivery-related problems in the past. There, the duration was longer. Previously, RedX, E-Courier, and BD Parcel were used for our deliveries. We altered the delivery agents and engaged extra staff for the same when we started receiving a lot of complaints because customer satisfaction is our top priority. Therefore, we have successfully lessened the difficulties in this area. Additionally, we intend to have our delivery system in place so that we can guarantee complete client pleasure and receive no product delivery-related complaints.

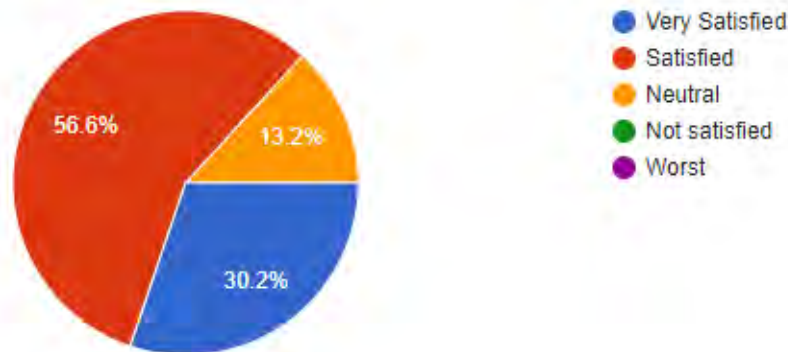
Do you get prompt response wherever you reach LAFZ's representatives?

53 responses



Are they satisfied about the chatbot automated response?

53 responses

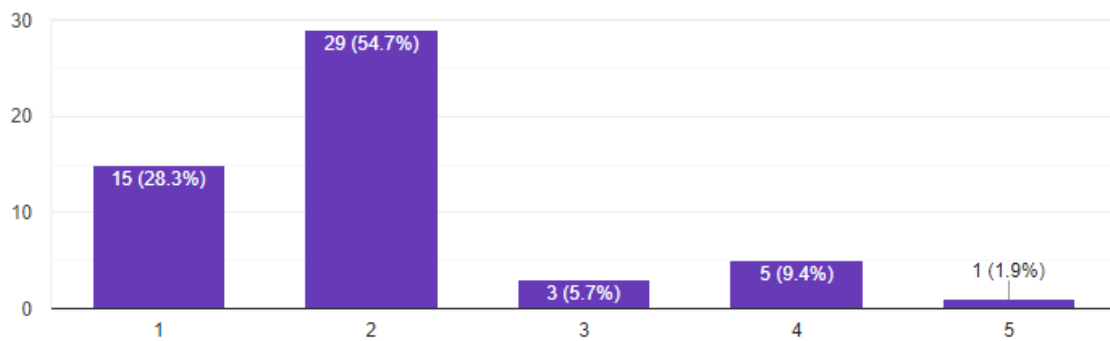


The LAFZ staff members respond to consumer inquiries quickly. All respondents, with the exception of 4%, gave yes answers. Call center representatives are among these. Since we lack a call center of our own, we rely on third parties, and I feel that they are less responsible than we are. Verloop, the chatbot, is yet another factor contributing to this unhappiness. Because so many people are still unaware of the capabilities of the buttons and processes that are readily available, such as how to use the chatbot to place an order, the format of the email address, how to ask for business, and how to use the "Talk to an Agent" functionality. Consequently, some of them find it challenging to contact us. Because CRM agents cannot respond to clients using Messenger or Business Suite until someone clicks the Talk to an Agent button, the chat will not be forwarded to them. Additionally, we received affirmative feedback regarding the satisfactory quality of chatbot automated response. Before we planned to educate the clients about Verloop when we first started using it, I was told to first educate my team about its features. As a result, at the beginning, we took chats manually. At the conclusion of the session, we offered some information on how they can contact us by utilizing the Talk to an Agent Button, and that was quite helpful. Sometimes, the bot was unable to process the customer's request and repeatedly posed the same queries to the user. I told the tech team about the problem, and they modified it so that if a customer asks a question and the bot is unable to handle it twice, the bot will immediately transfer the chat to an agent who is on duty at the dashboard at that moment on the third attempt. And it worked, allowing us to ease consumer inconveniences.

LAFZs products are budget friendly.

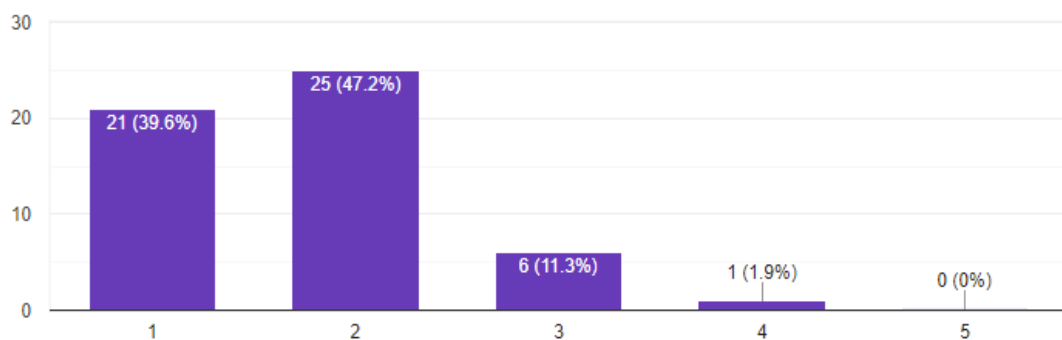


53 responses



How often do you get discount on LAFZ's products?

53 responses

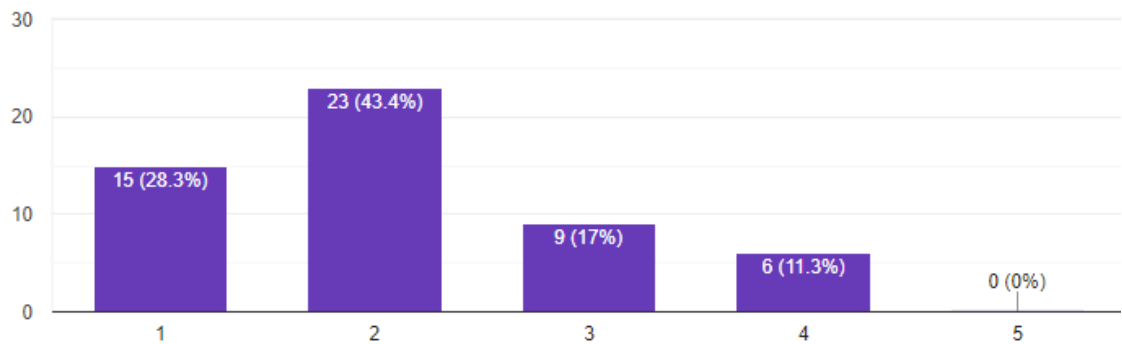


I wanted to know if LAFZ items were reasonably priced. A total of 83% of voters said they agreed that LAFZ items are reasonably priced. 11% (11.3%) of respondents believe that LAFZ items are too expensive, while roughly 6% (5.7%) of voters chose Neutral. My opinion is that it is clear because their price range is suitable for persons in the upper middle class to higher classes. But LAFZ has considered this problem. In order to address this issue, they are providing discounts of up to 80% on a certain number of products—more specifically, the ones that are in higher demand so that consumers of all income levels can buy our goods. They retrieve this data from the CRM. In connection with this, I then inquired as to how frequently they receive discounts on LAFZ's goods. And the results showed that over 98% of respondents agreed that they frequently receive discounts on LAFZ products. Moreover, Mart provides discounts on our products on Daraz and shop.shajgoj.com.

How safe did you feel while sharing your contact details?



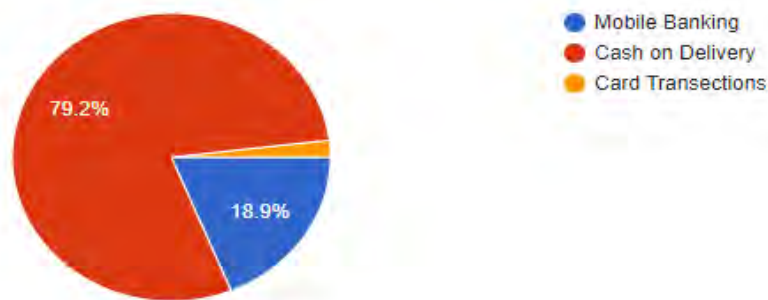
53 responses



When I asked the following question, "Do customers feel safe sharing their contact information with us?", a total of roughly 89% of respondents said "Yes." We never divulge any of the customer's information to anybody or anyplace, as per our privacy policy.

Which payment method is more convenient to you?

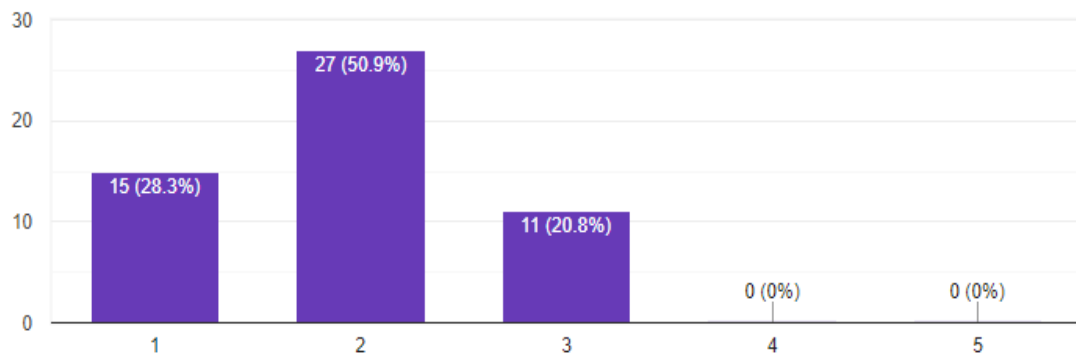
53 responses



While conducting the research about convenient payment methods, the results indicate that approximately 79% of survey takers points favour at cash on delivery, while approximately 18.9% prefer mobile banking instead of cash on delivery. Our company website offers a wide range of payment options to accommodate customer preferences based on the market research the company conducts. However, it is crucial to note that we do not currently support any kind of international transactions, which may be considered a limitation for a company such as Lafz.

Are you satisfied with the refund policy of LAFZ?

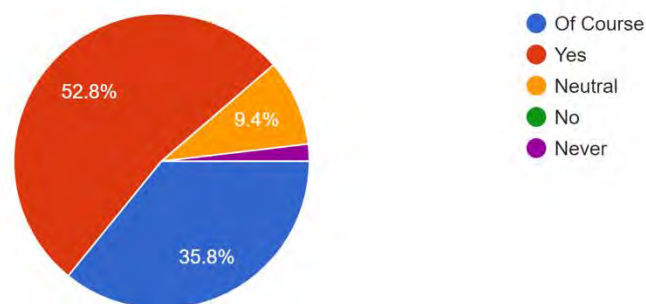
53 responses



When I asked the customers in the survey if they were satisfied with our general refund policy, no one responded negatively. I don't think anyone could object to the refund policy. Because LAFZ consistently aims to treat its clients like kings and places a premium on customer satisfaction. So, whenever a consumer contacts us with a problem with the product, we are directed to initiate a refund very away, and the customer receives the refund the same day that they contact us.

Will you recommend LAFZ's products to your surroundings?

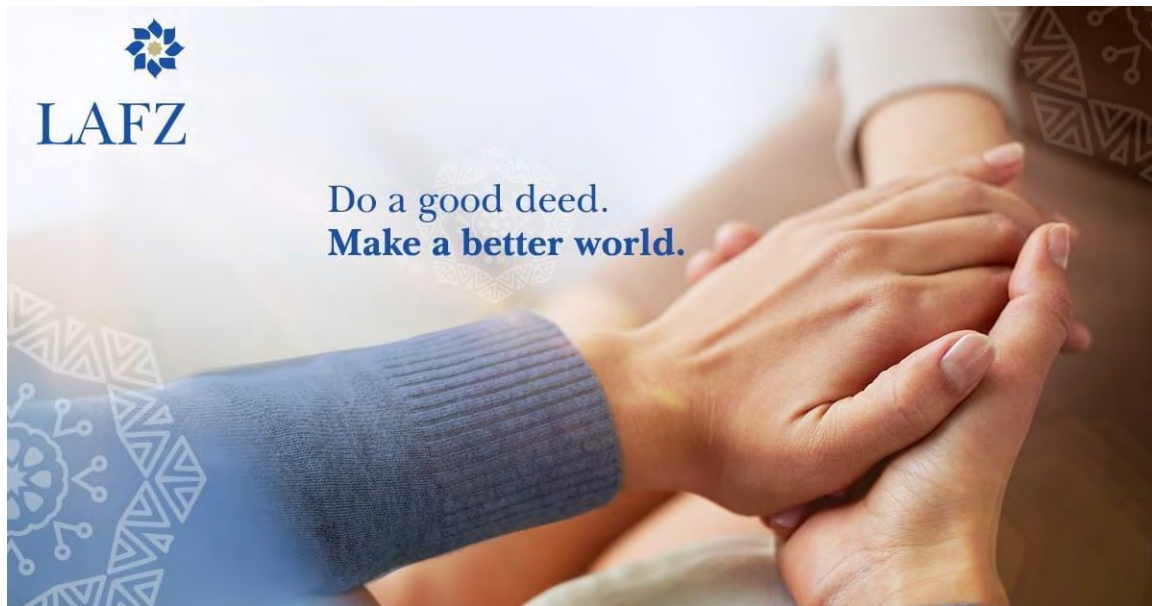
53 responses



The last question I asked was whether or not customers would recommend LAFZ to others, and 99% of respondents said they would. We view the remaining 1% of respondents positively because we know that some customers will have problems or negative thoughts, and we always welcome those comments in order to learn from them and provide them with the best possible shopping experience.

***Major Findings Bullet Points:**

- Customer prefer to cash on delivery rather than online payment.
- The customer service of LAFZ is helpful to customers.
- Customers are happy with the availability of products.
- Maximum of the customers are known LAFZ from the social media platform.
- Females are the main customers of LAFZ.



3.4: Recommendations:

The LAFZ delivery process has to be modified. Similar to these clients, many others desired to make their payments via mobile banking as soon as they received their packages in order to avoid any encounters with the delivery person. The delivery company, however, lacked a facility like this. Any payment method outside cash was rejected by them. LAFZ has limited power to resolve these problems because they rely on outside agents to distribute their products. Therefore, I advise them to establish their own delivery system so they may establish their own policies and guidelines and offer their clients a more efficient delivery service.

LAFZ pays a significant amount of money only to import its goods, even though these goods are made specifically in India, Turkey, and Italy. Additionally, they must pay additional duty taxes on the same. Therefore, I would advise them to first establish at least one factory in Bangladesh, which will help to down their expenses over time. Additionally, the shipments may arrive late or are delayed for a variety of reasons. As a result, they occasionally fail to provide the products as requested by their clients, which adds to their dissatisfaction. Sometimes when they provide a sale or discount for a particular event, they don't manage to satisfy every customer, which leads to a chaotic scenario and a bad impression. Before

making any decisions, I would also advise them to make adequate plans and to keep accurate stock updates for all the products.

Due to a lack of communication between all departments, it might occasionally take longer to resolve a matter once it arises. I've come to realize that all the departments work together, therefore effective communication is essential to finding solutions and staying on the same page. Additionally, the CRM team needs to interact with the primary teams on a weekly or monthly basis and receive real-time information. They need to have all the updates and information on hand so they can provide the consumers with prompt, correct service because they are in direct contact with them. They plan their social media strategy every six months to a year. On many social media networks, promotions can go live without the CRM agents being aware of it. Because of this, answering consumer questions takes longer, which irritates them.

LAFZ must have a strategy in place for making their products available on the market. Customers occasionally prefer to buy things directly from the market after testing them. Because individuals still have a low level of confidence for internet purchases. However, they still lag behind in providing traditional customer service. Additionally, some stores don't offer samples of their products, making it impossible for customers to compare colors before making a purchase. A larger selection of sample products should be made available in stores, brand promoters should be hired who have knowledge of colour cosmetics, and salespeople and CRM agents should receive proper training so they can recognize different skin tones and types and make recommendations to customers based on that knowledge. They also need to open their own showrooms to better service customers who still prefer to make traditional purchases and to boost their marketability. Finally, they offer skin care items that are appropriate for both men and women. However, they consistently advertise their goods, and on their official website, they give examples of the requirements in such a way that occasionally people believe the skin care items offered there are just for women, or the men themselves are unaware that they can use such items. They are consequently turning away a sizable number of potential clients. They frequently work together with female bloggers, influencers, and vloggers; they feature female public figures in their TV commercials; and even their articles are written with women in mind. Therefore, I advise them to concentrate on the male clients, inform them of the value of skin care, and raise awareness among them because everyone has to take care of their skin.

3.5: Summary and Conclusion:

The survey's findings make clear the current state of the LAFZ online marketplace. Although it took some time for customers to adapt to the plan, it seemed to have a significant impact on every outcome and discussion. According to a recent study, e-commerce site shoppers aged 24 to 35 make the highest purchases. [The Daily Star; 24 December 2021]. The study's positive side is that it demonstrates that LAFZ is on the right route to snare the youth market, which is heavily dependent on e-commerce. Additionally, 85% of the respondents to our study fell into the aforementioned age bracket. And this age group accounted for 93% of revenues. E-commerce is expanding more quickly in Bangladesh, where it will soon overtake the USA, China, and India in importance. Additionally, members of this age group are very connected to social media, celebrities, influencers, bloggers, etc., and they used those

connections to find LAFZ. LAFZ needs to make a big effort to become more visible if they want to win the position and attract the millennial generation as future customers. According to several experts, a customer's happiness with the delivery and refund processes can have a significant impact on their decision to choose and stick with a particular business. LAFZ left a favorable effect on its customers. Customers who have signed up for the program are quite happy with the delivery and refund systems, thus LAFZ has to keep working to improve these two procedures. LAFZ uses a variety of ways to market its goods, and it successfully reaches the majority of clients. The mode of payment was another crucial consideration. A recent study revealed that 95% of online shoppers prefer cash on delivery, and the survey confirmed this finding even if there were other ways to pay. Future client acquisition will benefit from a variety of payment option choices. Last but not least, a great brand impression will boost sales of the goods and encourage customers to visit their local retailer. The majority of buyers decided to buy or advertise the goods for themselves or their closest friends.

In conclusion, we can say that LAFZ needs to keep working for their clients and preferable take a day-by-day approach to win over new clients and steal market share from other businesses.

3.6 Limitations:

Throughout the three-month internship period, I encountered numerous challenges there. This subsequent section highlights some of the limitations identified in the report:

- Acquiring accurate information from individuals during the collection of primary data can pose as significant challenges, as people may feel uneasy sharing personal opinion or provide inaccurate information.
- The research is constrained by time due to the substantial amount of duration required to examine all of the corporation's operations and draw meaningful conclusions accordingly.
- The research's overall quality could have been greatly improved if it was possible to obtain additional information. However, due to confidentiality agreements within the company, accessing such information was not feasible choice.

References:

1. <https://www.lafz.com/bd/>
2. <https://www.lafz.com/bd/our-belief>
3. <https://www.lafz.com/bd/blog>
4. <https://believe.sg/>
5. <https://www.lafz.com/bd/women.html>
6. <https://www.lafz.com/bd/men.html>

Screenshots of Survey:

The image displays three sequential screenshots of a Google Docs survey form titled "Customer Shopping Experience". The form is designed in Bengali and includes a header with a Google login prompt. The survey is divided into several sections, each with a title and a list of radio button options. The first section, "Select Your Gender", offers choices for Male, Female, and "Prefer not to say". The second section, "Age Group", lists age ranges from 15-20 to 31-35. The third section, "How do you know about LAFZ?", provides options for various sources of information like TV, Newspaper, Social Media, etc. The fourth section, "Who did you purchase for?", lists potential recipients of the purchase. The fifth section, "How satisfied are you with the availability of the products?", offers a scale of satisfaction from "All are available" to "Not available". Each screenshot shows a different part of the form, with the "Done" button visible at the top right of each page.

docs.google.com Done

Customer Shopping Experience

আপনার উন্নতি সেভ করার জন্য Google-এ সাইন-ইন করুন। আরও জানুন

Select Your Gender

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

Age Group

- ☐ 15-20
- ☐ 21-25
- ☐ 26-30
- ☐ 31-35

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- ☐ 26-30
- ☐ 31-35
- ☐ 36-40
- ☐ 40+

How do you know about LAFZ?

- ☐ TV
- ☐ Newspaper
- ☐ Social Media
- ☐ Via Friend
- ☐ Super shops
- ☐ Via Influencers

Who did you purchase for?

- ☐ Own selfs
- ☐ Relatives

docs.google.com Done

- ☐ Via Influencers

Who did you purchase for?

- ☐ Own selfs
- ☐ Relatives
- ☐ Friend
- ☐ Colleagues
- ☐ Parents

How satisfied are you with the availability of the products?

- ☐ All are available
- ☐ Mostly Available
- ☐ Neutral
- ☐ Most not available
- ☐ Not available