

Report On

An Analysis of Customer satisfaction at Daraz: prospects and challenges

By

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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
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Declaration

It is hereby declared that

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

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Letter of Transmittal

Mr. Shamim Ahmed
Assistant Co Ordinator,
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BRAC University
Kha 224 Bir Uttam Rafiqul Islam Ave, Dhaka 1212

Subject: Submission of Internship Report.

Dear Sir,

This is my pleasure to display my experience in the customer service representative position of Daraz.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires and you will find it informative and credible.

Sincerely yours,

Roushni Hossain
22204245
BRAC Business School
Brac University

Non-Disclosure Agreement

This agreement is made and entered into by and between Daraz and Roushni hossain

The information given in this report paper is credible and can be used for the internship purpose.

Acknowledgement

I want to start by sincerely thank the Almighty Allah for allowing me to complete the internship and submit the report on time.

Then, I want to express my gratitude to my academic supervisor, Mr. Shamim Ahmed

Sir, for his assistance with the report-writing procedure.

Furthermore, I also want to express my gratitude to Sir Yeamin Shakur, my supervisor at Daraz, for his guidance to finish my internship report.

An Analysis of Customer satisfaction at Daraz: prospects and challenges

Executive Summary

Daraz Bangladesh is mainly an e-commerce company that provides its merchants with an online showroom and its customers with accessible online buying opportunities. Since 2015, Daraz Bangladesh has had the most significant GDP economy in our markets, bolstered by a robust government digitalization goal. This report looks at the opportunities and difficulties facing Daraz, a well-known e-commerce platform, regarding client happiness. User experience, customer service, delivery speed, and product quality are essential variables that affect consumer happiness. Positive comments emphasize the affordability, variety of products, and ease of use. Nonetheless, obstacles continue to exist, like irregular delivery schedules, product-caliber disparities, and sporadic customer support problems.

Using cutting-edge technology like artificial intelligence (AI) to customize shopping experiences, improve logistics for quicker delivery, and put strict quality control procedures in place are all promising ways to increase consumer happiness. Increasing the number of customer service channels and streamlining the return and refund procedures can also raise customer satisfaction levels. Managing the supply chain's complexity, guaranteeing the product's legitimacy, and upholding service standards in the face of fast expansion are challenges. Strategic technological investments, alliances with dependable suppliers, and a strong feedback system to consistently raise the caliber of services are all necessary to meet these obstacles.

Despite Daraz's notable progress in building a robust online presence, concentrating on these crucial areas will help the company overcome current obstacles and increase customer happiness, which will guarantee long-term growth and a competitive edge in the changing e-commerce industry.

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List of Acronyms

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

Chapter 1

Overview of Internship

1.1 Student Information:

I am Roushni Hossain, an undergraduate student in the BBA program of Brac Business School at Brac University. My student ID is 22204245. I majored in marketing and minored in human resource management.

1.2.1 Period, Company, Department and Address:

I did my job as a customer service executive at Daraz Online Shopping, which is basically the leading e-commerce company in our country. Daraz mainly serves customers in Pakistan, Bangladesh, Sri Lanka, Myanmar, and Nepal. It is largely responsible for the revolution in South Asian e-commerce, giving millions of consumers a comfortable shopping experience. My contract was for three months, starting on January 2nd and ending on April 2nd, 2024. I was appointed as a customer service executive in the customer service department. Daraz's customer service office situated at Dhanmondi 07, Dhaka-1209

1.2.2 Company Supervisor's Information:

My supervisor was Yeamin Shakur. He is team lead of customer experience department of Daraz Bangladesh Limited. His job was to monitor us and direct us on how to serve our customers and to provide them with the best solution they actually needed. He motivated us and encouraged us to do our job well in every possible way.

1.2.3 Job Scope:

At Daraz, a customer service executive is the first point of contact with customers, assisting them in having a seamless and satisfying experience when shopping on the platform. My main duties are ensuring client pleasure and resolving any difficulties they may have while utilizing the platform. I take care of questions and grievances and offer support through live chat. My main goals were to satisfy customers by giving them precise information, handling issues quickly, and making a good first impression. Meeting predetermined performance goals and upholding strict standards for service quality are also part of the job description. I am also prepared for a fast-paced work atmosphere where I will continuously gain new skills and develop my ability to navigate the e-commerce industry and deliver exceptional customer service.

My duties also include fully comprehending and using Daraz's policies, services, and goods so that I may offer precise information and solutions tailored to each client's requirements.

Excellent communication skills are necessary, but so are a strong sense of empathy and patience to manage a variety of customer circumstances with care and professionalism.

Additionally, I also work directly with Daraz's other departments, including sales and logistics, to guarantee the smooth resolution of challenging problems and enhance the general client experience. Additionally, one of your responsibilities is to proactively gather client feedback, which provides Daraz's continuous improvement programs with insightful data.

All things considered, as a Customer Service Executive at Daraz Bangladesh, my role was vital to maintaining Daraz's standing as the top e-commerce platform in Bangladesh, promoting customer loyalty, and increasing satisfaction.

1.3 Internship Outcomes:

1.3.1. My Contribution to the Company:

I'm sure my commitment to outstanding customer service will greatly impact Daraz's success. Customers will feel heard and appreciated because of my ability to establish connections and actively listen. My ability to solve problems is great, and I can effectively handle questions and challenging circumstances, which results in quick fixes and happier clients. I will ensure clients obtain correct information and feel empowered by my succinct and clear written and vocal communication.

In addition, I'm a cooperative worker who values information exchange and ongoing development in a team atmosphere. As a data geek, I'm excited to examine consumer interactions to spot patterns and make recommendations for bettering procedures or available products. My dedication to going above and beyond is not limited to everyday chores. I have a strong desire to support Daraz's expansion by keeping up with market developments and making recommendations to improve the general clientele experience.

Essentially, I regard myself as a brand representative, a champion for the consumer, and a vital player in fostering enduring patronage for Daraz.

1.3.2 Benefits I gained

Getting hired as a customer service executive (CSE) at Daraz, one of South Asia's top e-commerce platforms, presents a special opportunity for both professional and personal development. Here is a glimpse of them:

- Knowledge of E-commerce: Daraz is leading the way in South Asia's E-commerce revolution. In the center of this vibrant sector will be you, as a CSE. From product listings and order processing to shipping and payment systems, you'll have a thorough understanding of online retail operations. Not only at Daraz, but throughout the whole thriving e-commerce industry, this knowledge is vital.
- Strong Communication and Problem-Solving abilities: You will improve your communication abilities via regular encounters with clients. You'll get the ability to negotiate challenging interactions with tact and empathy, accurately explain complicated subjects, and actively listen to customer problems. In addition to this, if you make sure that experiences are good as well as enjoyable, through critical thinking, analysis, for purposes of providing solutions that address client problems, the more the capability to surmount hurdles will rise.
- Fast-paced and dynamic work settings: At Daraz, employment involves adapting to developing desires of customers, technology and patterns. One's tenacity and ability to adapt can be enhanced due to continuous change in this high-speed environment which constantly encourages a mindset favorable for ongoing growth.
- Possibility of Professional Development: Daraz is a company that is continually growing in itself. Being a CSE you would have chances for advancements inside the company. High performance and commitment to knowledge can lead to placement in other units within the organization such as Sales, Marketing with possibilities for supervision.
- Operating in a Global Ecosystem: Daraz was purchased by the ecommerce giant, Alibaba Group. Through this relationship, you will more likely be exposed to best international practices and may even have access to future job prospects within a large global network.

- **Assisting Other Apart from Oneself:** At the end of the day, a customer service position is about assisting others. One might feel a sense of personal satisfaction and accomplishment after resolving consumer complaints and making sure that the purchasing experience is good.

Joining Daraz as a CSE provides a great chance to advance my career, improve myself, and support a growing sector.

1.3.3 Recommendations to the company for future internship:

One of Bangladesh's top e-commerce sites, Daraz, provides a vibrant atmosphere for developing the abilities required for a position as a customer service professional.

By undertaking an internship with Daraz, I will gain firsthand experience in addressing customer inquiries, resolving issues, and delivering exceptional service. I probably deals with a wide variety of clients and pick up skills for handling different circumstances, which will help you become patient and communicate clearly.

My capacity for efficient work and problem-solving will improve in Daraz's fast-paced work environment. It could also be exposed to Daraz's internal operations throughout the internship, giving me a comprehensive overview of the e-commerce sector.

Upon completion of my internship, I will possess the necessary skills and knowledge to thrive in the role of a customer service executive, positioning as a formidable contender for next career prospects.

Chapter 2

Organization Part

2.1 Introduction:

Daraz Bangladesh was established in 2015 and has since emerged as a leader in the nation's e-commerce industry. Bangladeshi customers may access a wide range of products, including food, electronics, household goods, and clothing, through this online marketplace. Daraz provides customers with an easy-to-use platform to browse, compare, and safely buy preferred things by partnering with both local and worldwide businesses. With safe payment methods, cash on delivery, and hassle-free returns, Daraz streamlines the buying experience. Products are delivered quickly to clients throughout Bangladesh because of effective delivery networks. Daraz Bangladesh firmly establishes itself as a top e-commerce destination for Bangladeshi customers by actively interacting with its client base on social media and through promotions.

2.2 Overview of the Company

2.2.1 History of Daraz

Operating in South and Southeast Asian regions, Daraz is an online marketplace and logistics firm controlled by Chinese investors. 2012 saw the establishment of Rocket Internet, a German venture capital firm. In Bangladesh, Myanmar, Nepal, Pakistan, and Sri Lanka, Daraz Group runs e-commerce websites and provides logistical services. The creator & CEO of Daraz is Bjarke Mikkelsen. The Chinese online retailer purchased the Daraz Group in May of 2018.

Daraz was established in 2012 as a fashion shop in Pakistan, but when it began operating in Bangladesh and Myanmar in 2015, it shifted its focus to a broad marketplace strategy and business model. In September 2015, Daraz obtained EUR 50 million in Series B investment with the aim of expanding its operations in Bangladesh, Myanmar, and Pakistan. After acquiring South Asian consumer-to-consumer online marketplace Kaymu in July 2016, Daraz Group started operating in Nepal and Sri Lanka.

Alibaba Group revealed in May 2018 that it had acquired Daraz Group for an unknown sum. This action occurred around two years following Alibaba's purchase of Lazada Group, a South-East Asian company also owned by Rocket Internet Group.

2.2.2 Company purpose:

Our marketplace is utilized by more than 30 million users on a monthly basis to gain access to a wide range of over 35 million goods. As part of our commitment to giving consumers access to a wide range of products and services, we work with more than 550,000 Sellers. Through our platform and offerings, we help small and medium-sized enterprises (SMEs) and brands build their operations.

2.2.3 Mission and Vision of Daraz:

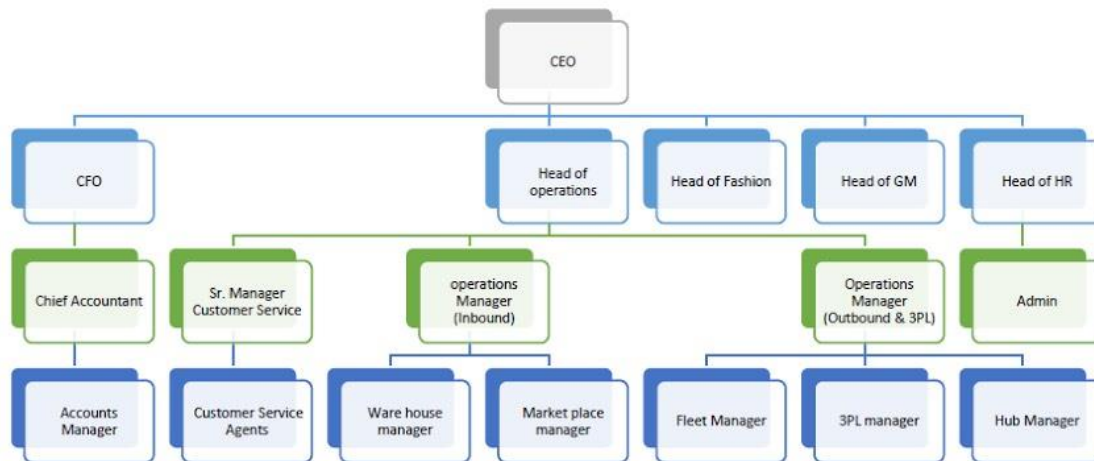
Mission:

DARAZ's aim is to achieve nationwide expansion in Bangladesh, dominate the e-commerce sector by capturing the highest market share, provide to all clients' demands, and curate the top Sellers in the country to feature their products on the DARAZ website.

Vision:

The vision statement of DARAZ Bangladesh is: "To be the best marketplace by providing all of our Sellers and customers with top-notch services."

2.2.3 Organizational Structure of Daraz



Source-Internet (BRAC university report)

It is evident from the organogram that the CEO is directly involved in running the business, and the S/He is the primary figurehead who guides the business. Since it operates internationally, each nation has a designated CEO. The CEO assigns tasks and distributes directives to the heads of all departments that are classified as working divisions. Each department head has a manager assigned to them to oversee the staff or the company's HR department. Every individual working in a managerial position works with concepts and regulations, whilst employees working below the managerial level follow basic guidelines and do their assigned principal responsibilities. Having a large workforce does not imply that they are unrelated to 3PL. They also require labor from outside parties for their operations, such as courier services.

2.2.4 Products offered by Daraz

Leading the e-commerce scene in Bangladesh, Daraz Bangladesh offers different consumer demands. Daraz provides a one-stop shop for everything you need, including well-known global brands and regional favorites.

- **Global Superpowers:** Fashion: Discover well-known labels like Mango, Levi's, Adidas, Nike, and H&M. Discover chic items from worldwide brands such as Dorothy Perkins, Jack & Jones, and Vero Moda.
- **Electronics:** Daraz offers a wide selection of products from industry leaders including Samsung, Apple, Sony, LG, and Philips, so tech fans should be happy. For your computer needs, you may also discover well-known brands like HP, Dell, Lenovo, and ASUS.
- **Home & Living:** Shop at Daraz and you will definitely acquire both home appliances and equipment that could help in transforming your house from good to great, all this thanks to some of the top most global companies' brand such as Bosch, Tefal as well as Singer that makes some of the world's leading models such as Dyson or Karcher. In addition, furniture plus other related stuff coming from outlets like IKEA, Home Center together with Danube Home can also be found at Daraz.
- **Beauty & Health:** Daraz is providing clients with an opportunity to attend to their selves by choosing from a selection of products, sourced from notable beauty brands across the globe such as Garnier, M.A.C., Maybelline and L'Oreal.

Local products

Daraz Bangladesh has a reason to make headlines because of their skills and talents in the business. These are the names of a few well-known Bangladeshi brands:

- **Fashion:** Want comfortable, stylish clothes? You can get them from Rangdhanu, Batik or Aarong with the help of Daraz. At Evra and Kay Kraft, there are elegant dresses for special occasions that you can find on Daraz.
- **Electronics:** In Bangladesh, Walton is a highly respected company that offers a variety of Electronic Items: refrigerator, televisions, air conditioners, cell phones, and their products are available on Daraz for easy purchase.
- **Home & Living:** Upgrade your house by adding furniture from Hatil and Navana. You can also check the unique Bangladeshi craftsmen Aarong home décor pieces.
- **Beauty & Health:** You can pamper yourself to original form of beauty that companies like Shaher Lalon offer.

Additionally, Daraz Bangladesh gives individual Sellers and smaller companies more influence. A diverse array of handcrafted goods, clothing lines acquired locally, and one-of-a-kind jewelry items created by skilled business owners are available. This enables you to support regional companies and find undiscovered treasures.

Authorized Brand Shops:

On Daraz Bangladesh, several local and international companies have opened official outlets. This guarantees the genuineness of the items and frequently has extra advantages like special offers and quicker delivery.

Differentiation for All Budgets:

Daraz offers a range of price points. In addition to name-brand products, a large array of reasonably priced choices from regional producers and lesser-known foreign labels are available. Daraz is even more affordable because of its frequent sales and discount offers.

2.3 Management Practices

2.3.1 Leadership Approach:

Daraz Bangladesh, the leading online retailer in the immediate area, applies a strategic leadership strategy that is based on enabling their staff, encouraging creativity while prioritizing localized solutions to navigate the cutthroat world of e-commerce. In Daraz Bangladesh, Transformational leadership is highly embraced. This strategy of leadership revolves around the aspect of inspiring teams using a particular vision as drive towards new ideas and solving problems, hence; creating such an environment.

The framework of Daraz's global operations is being customised in ways that will allow them to blend in or match up smoothly with special needs and opportunities in Bangladesh sectors. In order for this to happen, we ought to grasp the shopping methods of customers in specific places;

improve traffic in all towns and villages and then form business selling tactics that can influence particular lots of people in the whole nation. In a place where customers have different tastes and the channels of distribution are intricate, localization is very important.

They use empowerment as a leadership style. Daraz also invests heavily in employee development. Consequently, every Daraz employee can perform tasks that help them move up the organization's hierarchy or just be successful in life. This can be done only because the workers operate in an organizational framework that provides an interesting scheme for employees to highlight their strengths and put forward their ideas in an autonomous way.

Daraz Bangladesh also uses technical advancement; they serve to enhance the consumers' delight and running quality while at the same time improving consumers shopping experiences. In addition, information analytics are an input to decision making about the management of the warehouse and its procedures and customers' requirements as well. These instructions are inclusive of buying not only but also helpful in watching the conduct of the customer or the direction of a certain market.

2.3.2 Human Resource Planning Process

- **Talent management:** In Bangladesh, Daraz relies on having an all-inclusive human resource management scheme to lure, nurture and retain high fliers in the cutthroat zone of electronic businesses. Multiple benefits accompany remuneration packages which are offered in Daraz Bangladesh including health covers, promotions and flexible shifts of work.
- **Creating Talent:** Daraz Bangladesh funds initiatives aimed at staff development and training. These events include training sessions with experienced people in general as

well as those who have been around longer with the company (in-house), leadership workshops and technical up-skilling seminars. Moreover, it is usual for the workers here to attend most if not all of these conferences or any other industry events related them so as not lack behind with developing trends and technologies.

- **Bringing in and Holding Talent:** Daraz Bangladesh creates an interesting and motivating work environment. It focuses on the provision of chances for advancement and development as well as rewards for exceptional accomplishment. A happy workforce is what the firm wants hence it has established an atmosphere which values sound feedback, criticism, freedom of expression, and worker psychological well-being.
- **Management of Performance:** Daraz Bangladesh employs a performance management system that specifies targets in order to ensure continuous performance assessment, feedback sessions, as well as self-improvement.
- **Inclusion and Diversity:** Diversity and inclusion are one of the major campaigns supported by Daraz Bangladesh. It implies that applications from people irrespective of their backgrounds are being accepted into jobs and a diverse work environment is being built to allow all employees take equal steps towards advancement.
- **Training and development:** Since fundamental components of its organizational strategy are training and development, Daraz gives them great importance. Training and developing the employees are crucial aspects of Daraz's organizational strategy. Daraz is aware that the digital industry is dynamic. As such, the firm invests heavily in staff training to suit the highly competitive contemporary world. This is designed to mix effectively into the company's broader objectives as an important part aimed at fostering continuous innovation along with learning.

- **Compensation and Benefits:** Daraz Bangladesh companies prioritize employee health and well-being knowing how essential drawing in and retaining skilled laborers in the present competitive market is, rewarding those who work for it by ensuring they earn better wages compared to elsewhere within that industry.
- **Recognition and Rewards:** Daraz introduced a number of employee-friendly programs apart from financial motivation to enhance worker welfare and create a more conducive working atmosphere; such as paid days off provided that as well as flexible work schedules; and medical insurance assistance. Reduced prices for goods purchased on their e-commerce site when an employee makes an online purchase. Daraz chooses an employee of the month every month throughout the year to motivate workers to give their level best in their respective departments. With their extraordinary team building skills and work ethics, employees at Daraz work hard to achieve recognition among their peers and superiors.
- **Employee well-being:** Employees at Daraz Bangladesh are offered various health benefits for themselves, as well as for members of their family. To promote employee well-being, Daraz offers counseling services, gym membership as well as psychiatric services for those who are under immense pressure in both their professional and personal lives.

Daraz raises staff morale by concentrating on employee welfare, therefore preserving job satisfaction and promoting a favorable environment for business expansion.

2.4 Marketing Practices

2.4.1 Marketing Strategies

In Bangladesh's e-commerce business Daraz takes first position because it uses various marketing strategies, such as digital marketing campaigns, social media initiatives, search engine optimization to achieve maximum reach and conversion rates for its target audience as well as using sales events, discounts, and promotions to acquire and preserve clients. Collaborations with brands, influencers, and businesses increase the visibility of Daraz, while partnerships enable the creation of unique goods and co-branded promotional campaigns. To meet the new growing mobile purchase trend, Daraz attaches more importance to mobile app optimization over and above everything and quest to give the best user experience this increasing lessening customer dissatisfaction and disengagement. Daraz Bangladesh carries out market research to identify their target demographic. These include buying patterns, consumer's preferred communication channels and internet activity.

- **Digital marketing:** Social media marketing (Facebook, Instagram) important parts include influencer's relationships, targeted ads and interesting content. Daraz achieves great visibility in the online searches by employing search engine optimization (SEO).
- **Offline Marketing:** Daraz strategically partners with media houses and sponsors many local events.
- **Discounts and Vouchers:** Daraz Bangladesh encourages people to buy things using special offers such as discounts, and also vouchers or flash sales.

- **Mega Sale Events:** Through themed promotions and unique offers, major shopping events like Daraz 11.11 or Ramadan sales, Daraz generates a lot of online traffic and revenue.
- **Loyalty programs:** Daraz retains customers by awarding regular customers with Daraz Bonus points and membership levels.
- **Tailored Promotion:** Daraz personalizes the purchasing experience using user information. Along with product recommendations based on browsing and purchase patterns, this also incorporates tailored email marketing initiatives.
- **Marketing using Content:** Creating product review and collaborating with various influencers draw in new clients, positioning Daraz as a thought leader in the field, improving search engine optimization.
- **Developing Relationships with Customers and Trust:** To foster trust and good customer relations, Daraz Bangladesh concentrates on open communication, offering detailed product descriptions, easy return and exchange guidelines, and effective customer service.
- **Social Proof:** Testimonials, ratings, and reviews from customers affect purchasing decisions. Customers may be encouraged by reviews posted on Daraz and help highlight favorable shops and products according to their desire.
- **Participation in the Community:** Interactive advertising, competitions, and social media engagement help Daraz users develop a feeling of community and brand loyalty.
- **Affiliate Promotion:** Collaborating with bloggers and influencers allows you to take advantage of their large following to market Daraz goods and increase sales.

- **Constant Enhancement:** Daraz Bangladesh probably uses website analytics, social media engagement data, and consumer feedback to track how well their marketing initiatives are working. They can improve campaign optimization and approach refinement with the use of this data.

2.4.2 Segmentation, Targeting and Positioning

Segmentation: To put it another way, market segmentation is a tactic used to organize customers into discrete categories according to characteristics they have in common. The organization initially determines the target market in order to plan and develop a variety of marketing strategies to satisfy the target market. Daraz further breaks down the market into several subcategories in order to develop the most effective marketing tactics across a range of sectors. It separates the market according to the factors mentioned below: Segmentation by Demographics: A few of the factors utilized to categorize its clientele are gender, age, household income, and level of education.

- **Gender:** Men and women have quite distinct wants. Daraz sells to both men and women as a result. Men's and women's apparel, accessories, and shoes are all offered.
- **Age:** Daraz has divided its clientele into many age groups in order to meet the requirements of various age ranges. Due to their propensity for utilizing the internet, young people have been the site's primary target audience. As a result, the site's main focus has been on delivering information that appeals to this group.

- **Income:** The market has been divided into groups based on income: low, middle, and high. Daraz provides high-quality products at the lowest possible price to enable a broad spectrum of customers to afford them.

Targeting: Daraz considers its employees, specialists, and students to be its consumers. Four generations make up the corporate world, according to Daraz: Millennials (Gen Y), Baby Boomers (Gen X), and the Silent Generation (older individuals who haven't retired yet). Millennials want to make their financial transactions online. Millennials that care about social issues have a lot of money, and they're eager to spend it. Daraz has supplied the millennial market with focused and targeted merchandise.

- **Geographic:** Daraz divided the market into areas and municipalities. This firm provides distribution services to Bangladesh.
- **Psychographic:** The psychographic segmentation technique is used to analyze the attitudes, beliefs, and everyday behaviors of consumers. Daraz has focused its marketing efforts mostly on Tech-Savvy consumers because of their high average order value. It exclusively offers luxury products to attract
- **Behavioral Segmentation:** Daraz mainly concentrates on the event variable under behavioral segmentation. Customers could differ according to the conditions in which they get a need, purchase a good, or make use of a service. Daraz is getting ready for a "Dashain and Tihar Sale" since people prefer to buy new stuff during these holidays. In a similar vein, it keeps tabs on those who often utilize the internet to find new customers.
- **Market Targeting:** The organization's marketing initiatives will be predicated on a plan to target particular market groups. Daraz was able to concentrate its activities and

resources on the most profitable segments of the market by using targeting. Daraz may choose to focus on certain customer segments instead of the entire sector to overcome the issue of restricted marketing budgets.

Undifferentiated strategy, differentiated strategy, and focused strategy are the three types of strategy. Daraz met the needs of different markets by offering a wide range of products, therefore using a creative approach.

Positioning: Daraz offered a wide range of items in a novel way to meet the demands of various markets. Along with a range of kid-friendly items, including games, novels, and dolls, it also has diapers and wipes for babies. In the marketplace, creating a mental image of a brand for consumers is crucial. Daraz has tried to present itself as an internet retailer with branded, upscale products at most reasonable rates. This facilitates standing out from the competition and leading in the market. Presenting a wide range of products, simple shopping choices, and consistent customer service, Daraz markets itself as Bangladesh's best e-commerce website. In order to attract into its target market and distinguish themselves from competitors, our company, therefore, emphasizes on its cost effectiveness, unique offers and fast shipping options. Daraz also affirms its steadfastness in originality and contentedness so as to be identified as a reliable and customer-centered trade name in Bangladesh's contested online market environment.

2.4.3 Marketing Channels

Daraz uses a lot of marketing approaches in order for it to effectively reach the customers it intends to reach, and in other to highlight the electronic commercial relationship channel to the people of Bangladesh. Daraz targets various media sites such as Instagram, Facebook and Google which helps bring customers to their website as well as mobile app thus aiming at

specific demographic characteristics or ethnic groups when using digital advertising. If you wish to stay subscribed or active then email marketing includes having subscribed to newsletters; personal discounts etc. It is active on sites like Facebook, Instagram, Twitter, and YouTube, sharing promos and interesting information there to engage its audience. Daraz's reach is increased by partnerships with influencers since these individuals provide sponsored content and product evaluations for their following. Daraz also makes search engine optimization investments.

2.4.4 4Ps of Marketing Mix



- **Products:** Daraz is an internet marketplace. We found different variety on Daraz, including Computers, Electronics, Books and Media, Shoes, Watches, Jewelry, Mobiles and Accessories, Books and Media, Home and Living, Health and Beauty, Toys, Kids and Babies, Books and Media, Sports and Outdoors, and many more. A consumer may read all of the product details, including photographs, descriptions, payment choices, and

delivery information, by tapping on an item they find appealing. Additionally, customers may quickly find the things they want by using keywords in their search. With Daraz's advanced search feature, customers can focus on a smaller selection and shop in peace. Basically, as much as one can buy the same at Daraz. Should someone wish to provide as a company, they must register with Daraz as a vendor in order to obtain a Daraz online shop. Offering something to Daraz entails paying Daraz a certain percentage of the item's retail price. Apart from this commission on deals, there is no listing cost. Daraz operates an online marketplace that enables Sellers to offer nearly anything on the internet.

- **Price:** Daraz provides services. The cost of the Daraz services depends on a number of factors. The cost is not borne by the customer. The person responsible for the price of Daraz is the product's vendor. Daraz is mostly a commission-based company. Daraz receives every transaction from its Seller. Stated differently, Daraz serves as a middleman between the vendor and the buyer.
- **Promotions:** Marketing Daraz is an online-based company by nature. Therefore, the Daraz regulatory body's primary concentration is on the Internet platform. It has exposed itself to every conceivable web sector in an effort to reach its target audience. Daraz is present on social media platforms and search engines like Google. Due to the widespread local usage of Facebook (a social network), Daraz has managed to maintain its presence on the platform. Every day, Daraz supports 10 million Facebook advertisements. Daraz is still active on Twitter, YouTube, and Instagram in addition to Facebook. Additionally, they are reaching almost a million clients by employing a personal email database. In

order to increase its possible sales opportunities, Daraz is also utilizing the telegraph network by sending SMS advertising.

- **Place:** Daraz operates mostly online, with its virtual storefront located at www.daraz.com.bd, where customers may purchase the things they want. Additionally, the actual location of the firm can be thought of as the client's address, where their ordered items are delivered.

2.4.5 Marketing Issues

Daraz faces several marketing challenges, one of which being the fierce rivalry in Bangladesh's e-commerce industry. Due to the industry's continued rapid growth, there is intense rivalry for customers' attention and loyalty as a large number of domestic and foreign businesses compete for market share. Daraz faces difficulties in this competitive environment in effectively distinguishing its brand, goods, and services to stand out from the competition. Furthermore, it's critical to preserve client happiness and confidence.

2.5 Financial Performance and Accounting Practices at Daraz

2.5.1 Financial Performance

- **Financial Performance Revenue Growth:** Daraz's revenue has increased significantly since its acquisition by Alibaba. With Alibaba's financial support, Daraz has been able to grow its business, make technological investments, and improve its logistics system. As an illustration of the growing number of transactions on its platform, Daraz announced a 100% year-over-year gain in Gross Merchandise Value (GMV) in 2020.

- **Investment and Expansion:** Daraz has been making consistent efforts to enhance customer satisfaction and grow its infrastructure. Across the nations where it operates, the organization has built numerous warehouses and logistics centers. For instance, Daraz made investments in last-mile delivery services and automated sorting centers in Pakistan to increase productivity. Although these expenses originally increased operating expenses, they are anticipated to increase profitability over time.
- **Impact of COVID-19:** In South Asia, the COVID-19 epidemic greatly sped up the adoption of e-commerce. Daraz made the most of this trend by adding more product categories and contactless delivery choices. Both the number of new customers and the frequency of orders from current customers increased as a result of this. Daraz saw an increase in sales as a result of the epidemic.
- **Profitability:** Although Daraz's sales have been increasing, the company has had difficulty turning a profit because of high operating expenses and fierce competition in the e-commerce market. However, in the coming years, profitability should be boosted by the company's emphasis on operational effectiveness and wise technological expenditures.

2.5.2 Accounting practice:

Leading Bangladeshi e-commerce platform Daraz has grown significantly in the last few years. Investors, analysts, and anybody else interested in the company's financial health must comprehend its accounting methods. However, since Daraz is an affiliate of Alibaba Group, it might be difficult to get precise financial data. Here's an overview of what we can learn using the resources at our disposal:

- **Standards of Accounting:** Daraz probably prepares their financial accounts using International Financial Reporting Standards (IFRS), much like the majority of businesses in Bangladesh. By ensuring uniformity and openness in financial reporting, IFRS enables cross-national and company comparisons.
- **Recognizing Revenue:** Revenue recognition plays a crucial role in Daraz's accounting. Daraz connects buyers and Sellers through a marketplace concept. It probably records revenue when a transaction is finished.
- **Management of Inventory:** Daraz wouldn't have related expenses on its balance sheet because it doesn't own inventory. Sellers are in charge of managing their inventory, which has an effect on their financial accounts.
- **Marketing and Obtaining New Clients:** To draw in customers and sellers, Daraz makes significant investments in marketing and client acquisition. These costs are probably shown in its financial records under operating expenses.
- **Transportation and Delivery:** For Daraz's operations to function, logistics and fulfillment expenses are essential. The business may bear these expenses in-house or contract with outside logistics companies.
- **Restricted Access Public Data:** The general public cannot access Daraz's financial accounts since they belong to Alibaba. This inaccessibility complicates assessing the debt, general economic performance and profitability of Daraz.

2.6 Operations Management and Information System Practices

2.6.1 Operations

Daraz is a perfect illustration of advanced operations management and information system technologies if one wants to maintain its competitive advantage and guarantee perfect consumer experiences. Daraz's advanced supply chain, which covers inventory control, warehouse management, and logistics help to define its operations management. Modern warehouse management systems (WMS) enable the organization to guarantee precise tracking and effective delivery by means of which the storage and retrieval of products is simplified. The company's even more operational devotion is made evident by Daraz's affiliations with national and international logistic entities to enhance its last-mile delivery.

Importantly, KPIs related to customer satisfaction and supply chain efficiency concerning all activities of Daraz are also monitored with the help of superior analytics. These technologies contribute real-time information to help the company quickly eliminate operating limitations and bemoan decisions on fact. Some key ISs are AI for virtual assistant and chatbot automated customers cares hence fast response and quality services provision.

The latter also highly appreciates creativity and consistent enhancement and is constantly updating its technical platform to capture the newest trends in e-commerce technologies. Since most of the targeted audiences have the penetration of mobile devices, this involves the development of convenient and engaging applications to enhance user interaction as well as the execution of the mobile-first projects.

Sustainability is also very paramount to the operations of Daraz since it aims at reducing its impact on the environment in many of its undertakings. The company is keen into minimizing its ecological impact in various packaging and is active in looking for environmental friendly means of transport for its products. Besides corresponding to the international environmental criteria of the activity, it meets the increasingly customer demand for ethical behavior by companies.

2.6.2 Information System

The key nervous system of the business is Daraz's information system, which coordinates a seamless experience for merchants and buyers both. Using an e-commerce platform for order tracking, processing, and placement simplifies these tasks. Integration of seller panels helps with buyer contact, inventory updates, order processing. Demand forecasting techniques enable the IS to provide sellers with inventory control capabilities enabling management of listings, tracking of inventory, and maximum stock levels. Order routing, dispatch control, and real-time delivery tracking made available by the IS streamlines fulfillment and logistics. Right through the IS, consumers may obtain purchase tracking, delivery warnings, and possibly self-service solutions for common problems. Combining order histories, customer accounts, and wish lists from CRM allows tailored advertising campaigns and recommendations. The IS is crucial for marketing and promotions since it offers customized advertising depending on consumer data and helps campaign management among multiple media. Data analytics is a fundamental part of the IS since it provides perceptive knowledge on consumer behavior, sales statistics, marketing effectiveness, and operational efficiency. Using these data helps one to maximize pricing, product choice, marketing strategies, and general corporate operations. Maintaining the safety of client details, payment details, and vendor details is done by the IS through adherence to the law as well as being cautious. Another measure through which transactions can take place on the

internet without much difficulty is through the incorporation of a secure connection with payment gateways by the IS whenever one wants to purchase something from one of their platforms. Chances are, Daraz IS will certainly transform when the e-commerce sector grows to include possibly automated warehouse and fulfilment, chatbots driven by artificial intelligence for better customer service, and analytics powered by big data for even more crucial strategic choices.

2.7 industry overview:

Industry Synopsis

Bangladesh's e-commerce sector is expanding rapidly due to a growing rising disposable income, widespread smartphone use, and rising internet penetration. Bangladesh offers e-commerce platforms like Daraz BD, which is a fertile ground due to its large population and growing urbanization. Online shopping has become more popular as a result of the government's initiatives to create a "Digital Bangladesh" and upgrades to the country's digital infrastructure.

There is fierce rivalry in the market as many domestic and foreign businesses compete for market dominance. A large selection of products, competitive pricing, effective logistics, dependable customer service, and the implementation of cutting-edge technology are critical success elements in this sector. The industry is changing due to developments in big data analytics, artificial intelligence (AI), and mobile commerce (m-commerce), whichnd big data analytics, which improve operational effectiveness and customer experience.

Competitive Environment

Daraz BD is up against fierce competition on a number of fronts:

Regional Online Retailers:

- **AjkerDeal:** Among the biggest local rivals, AjkerDeal provides a huge selection of goods and has established a strong brand in Bangladesh. It has an advantage over rivals due to its in-depth knowledge of consumer preferences and local market dynamics.
- **Bagdoom:** This company has established a specialized market for itself by emphasizing fashion and lifestyle items. It appeals to the Urban adolescent audience because of its emphasis on quality and customer service.
- **Pickaboo:** With a focus on electronics and gadgets, Pickaboo has become a trusted resource for tech lovers. It sets itself out with exclusive offers and expedited shipping options.
- **Social Media Business:** Platforms like Facebook and Instagram are used by a lot of small and medium-sized businesses (SMEs) to sell goods directly to customers. This type of social commerce is becoming more popular, particularly for locally produced handmade items and specialty products.
- **Global Marketplaces:** International logistics businesses promote cross-border e-commerce, which presents competition, particularly for branded items and high-end gadgets, even if platforms such as Amazon and eBay do not have a physical presence in Bangladesh.
- **Offline Retail Chains:** To provide a seamless shopping experience, well-known brick and mortar retailers are progressively embracing an omni-channel strategy that combines offline and internet sales channels.

2.7.1 Porter's Five Forces Analysis

Porter's Five Forces study is a useful starting point for assessing the competitiveness of any business environment and determining a company's profitability; in this report, I've tried to focus on the concerns that are relevant to DARAZ.

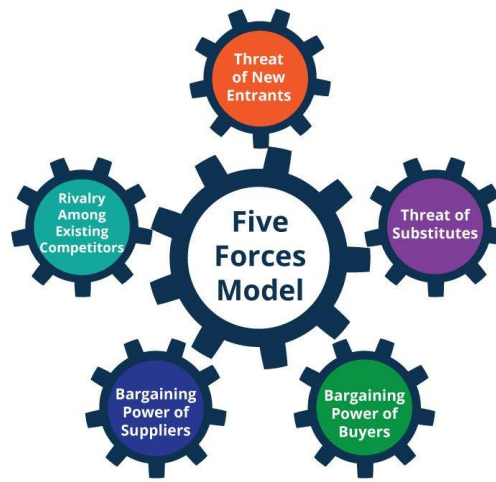


Fig: Porter's Five Forces Analysis

- **Threat of new entrants:** There is little chance of new competitors entering Bangladesh's e-commerce market. Since the sector is still very young, a small number of very large companies, like Daraz and Grameenphone's "GPHUDL" online marketplace, dominate it. Furthermore, the business has a robust large consumer base, strong brand recognition, and substantial financial resources might make it challenging for new competitors to join the market and capture a sizable portion of the market.

- **Threat of substitute products or services:** There is a moderate risk of replacement goods or services. Even though e-commerce is still a relatively new idea in Bangladesh, the business is expanding quickly, and both domestic and foreign companies have recently entered the industry. Customers have additional alternatives because of the rivalry this fosters among the businesses.
- Daraz stands out thanks to their extensive array of unique offerings, which include simple return policies, reward programs, and special bargains that are difficult to find elsewhere.
- **The bargaining power of buyers:** Buyers have a moderate amount of bargaining power. Customers at Daraz have several options when it comes to e-commerce platforms, and they are the company's main source of income. Daraz, however, has a sizable client base and a solid image as a brand, which provides it some negotiating leverage. Customers may buy with Daraz more conveniently because of the company's easy return policies, free delivery, and range of payment choices.
- **Bargaining power of suppliers:** The suppliers have little leverage in negotiations. Daraz being an e-commerce platform, there are several sources through which it acquires its products and not a single one. It also has quite a number of clients to deal with which gives it leverage in the bargaining with suppliers on the price.
- **Competitive rivalry:** There is a lot of competition. Bangladesh's e-commerce industry is expanding quickly, and companies from both domestic and foreign markets, like Pickaboo, Ajkerdeal, and Grameenphone's "GPHUDL" online marketplace, are vying for customers.

Daraz, on the other hand, has a competitive advantage over many of its rivals because of its strong brand reputation, sizable client base, and extensive product offering.

2.7.2 SWOT Analysis



Strength:

- **Brand Recognition:** As a top e-commerce site in a number of South Asian nations, Daraz has a strong brand presence. Both buyers and Sellers are drawn to its well-established reputation.
- **Market Leader:** Daraz can negotiate better terms with suppliers and logistics companies thanks to its dominance in the area, which may result in cost savings.
- **Alibaba Support:** As an affiliate of Alibaba, Daraz has access to cutting-edge resources, knowledge, and technology that drive its expansion.
- **Broad Product Selection:** Daraz offers a large variety of products from many categories to satisfy the several needs and preferences of its clients.

Weakness:

Daraz's product offers are mostly dependent on their vendor base. The efficiency and control of delivery might also be impacted by relying on outside logistics companies.

- **Counterfeit Products:** Daraz still struggles to fight fake products, which could affect customer confidence and the company's name.
- **Dominance of Cash on Delivery:** Cash on Delivery (COD), while handy, could cause running costs to rise and order fulfillment delays.
- **Limited Rural Reach:** Daraz might not be able to attract a larger customer in rural areas given internet access in some of them.

Opportunities:

- **Growth of Mobile Commerce:** Given the increasing preference for mobile shopping and the demand for better user experience, Daraz can both build and participate in improving mobile apps.
- **Emerging Markets:** The company's entry into new regions across South Asia and beyond could help Daraz's customers and revenue potential to be significantly larger.
- **Data-Driven Marketing:** Daraz can enhance chat conversion rates and contentment if it narrows down on adverts and creates relevant proposals based on buyer information.
- **Value-Added Services:** The loyalty programs, after-purchase backing and warranties attached to goods enhance client allegiance and participation in the Daraz Online Shopping mall.

Threats:

- **Intense Competition:** The Daraz market share is at risk due to the growing competition in e-commerce. Both unknown entrants and existing competitors pose threats to its existence.

- **Economic Downturn:** In times of economic downturn, people tend to buy less and thus Daraz may end up making fewer revenues and profits.
- **Legislation:** With continued advancements in technology regarding e-commerce, the changing legislation on e-commerce and data safety might cause changes that would increase the running costs of Daraz's operations.
- **Technological Disruption:** This means that in order for Daraz to keep up with others it must always be innovative by finding new ways before anyone else confronts it.

2.8 Conclusions

Daraz Bangladesh's solid base, strategic flexibility, and technical integration allow it to solve operational issues and satisfy changing customer expectations. By consistently improving its services, increasing the range of products it offers, and forming strategic partnerships, Daraz is well-positioned to hold onto its leading position as Bangladesh's e-commerce market grows. Daraz hopes to achieve long-term success in the cutthroat world of e-commerce by using these initiatives to provide outstanding value to its stakeholders and consumers.

Chapter 3 Project Part

3.1 Introduction

This is a descriptive research study with the goal of determining Daraz's customer satisfaction level. The primary purpose of descriptive research is to characterize the features of any given population. A qualitative analysis has been used to analyze the research data. The responders were asked closed-ended questions. These are simple to use and comprehend questions.

3.1.1 Literature Review

E-commerce sector success is determined by customer satisfaction. It affects word-of-mouth advertising, repeat business, and consumer loyalty. With a particular focus on Daraz, this review of the literature looks at previous research and theoretical frameworks on consumer satisfaction in e-commerce. A key e-commerce platform in Bangladesh, Daraz, is especially affected by the multifaceted notion of customer happiness, which has a substantial influence on both consumer loyalty and corporate performance. The body of research to date highlights a number of crucial elements that affect customer happiness, such as the integration of cutting-edge technology, product quality, delivery effectiveness, and service quality. A common model used to describe service quality is SERVQUAL, developed by Parasuraman, Zeithaml, and Berry (1988). It emphasizes aspects like assurance, empathy, responsiveness, and dependability. Studies like the ones conducted in 2003 by Anderson and Srinivasan highlight the significance of perceived value—which strikes a balance between product quality, price, and convenience—and trust, which is developed via dependable service and safe transactions. Cho, Ozment, and Sink (2008) emphasize that delivery performance, including speed, order correctness, and the state of products upon arrival, is a significant indicator of customer satisfaction; it is imperative to ensure

timely and precise delivery in the Daraz environment. Research by Kim and Stoel (2004) indicates that perceived product quality significantly impacts online purchase intentions and satisfaction, which supports the significance of product quality. Furthermore, Szymanski and Hise (2000) point out that Daraz's broad product offering is a strength but also a difficulty in terms of maintaining consistent quality because it gives customers more options and meets a variety of demands. Another important consideration is the user experience, with Davis's (1989) Technology Acceptance Model (TAM) highlighting the importance of perceived ease of use. Daraz still has to overcome a number of obstacles, though. Infrastructure constraints make it extremely difficult to guarantee uniform delivery performance throughout Bangladesh's many regions. Another constant problem is managing consumer expectations and maintaining a high standard of product quality. According to Ramanathan (2011), managing customer complaints and comments well is essential for both sustaining high satisfaction levels and fostering continual development. Furthermore, although Bangladesh's e-commerce sector is growing and Daraz may take advantage of this to extend its client base, the competition is getting fiercer .

Daraz believes that the best ways to increase customer happiness are to concentrate on service quality, delivery performance, product quality, user experience, and utilizing technology innovations. Maintaining high levels of customer satisfaction requires resolving the issues of delivery reliability, product quality control, and efficient customer feedback management—even if there are many opportunities for growth and development. Daraz may sustain its competitive advantage and cultivate enduring client loyalty by means of persistent research and adjustment to changing consumer demands.

3.1.2 Objective

The objective of a customer satisfaction analysis at Daraz, or any e-commerce platform, is to understand how well the company is meeting customer expectations. The principal purpose of Daraz's customer satisfaction study is to comprehensively comprehend and assess the variables that impact customer experiences and perceptions, with the ultimate goal of augmenting overall satisfaction and loyalty. Daraz can identify areas of strength and areas for improvement by means of significant factors such as service quality, delivery performance, product quality, and user experience. By changing its methods and approach, the organization might better satisfy customer expectations given the helpful knowledge this study offers. Daraz's purchasing experience can also be customized and enhanced by simplification of its product offers, streamlining of its logistics system plus enhanced technology adoptions in its delivery systems; its ultimate goals are maintenance of competitive edge customer loyalty through return purchases identifying themselves with brand.

3.1.3 Significance

For Daraz, the value of a customer satisfaction analysis report resides in its capacity to offer insightful information capable of enhancing strategic development and increasing competitiveness. Depending on an understanding of customer satisfaction, many various company sectors—including service quality, delivery efficiency, product quality, and user experience—have areas of strength and development. This report guarantees constantly dependable services and superior products, thus Daraz may better connect its activities with customer expectations.

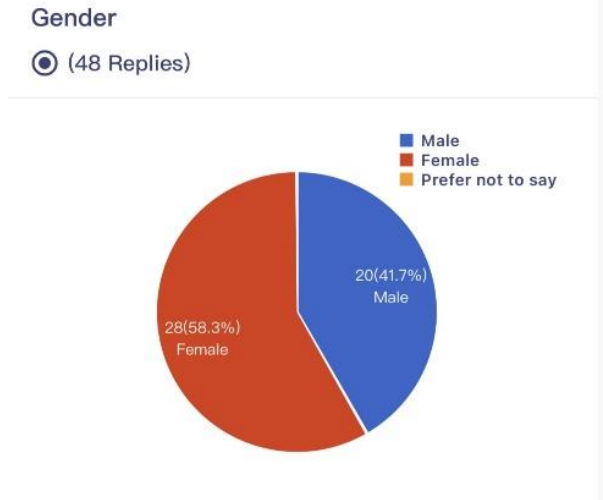
Moreover, the study helps Daraz customize client experiences by applying data-driven insights, thereby improving consumer loyalty and repeat business. In Bangladesh's very competitive e-commerce industry, distinctiveness and market supremacy depend on maintaining high degrees of consumer satisfaction.

3.2 Methodology

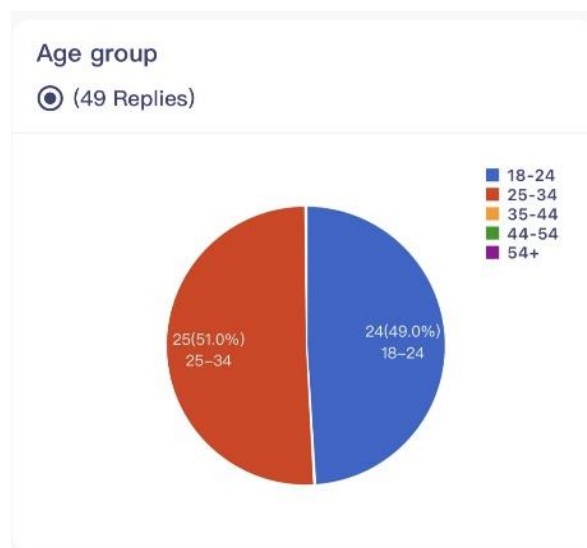
Focusing on potential and challenges, Daraz gathers whole insights using a mixed-methods approach for its customer satisfaction study. In order to assess service quality aspects, delivery performance, product quality, and user experience, quantitative data collection uses online surveys that are given to a random sample of Daraz customers. The surveys contain structured questions that are in compliance with the SERVQUAL model. client satisfaction is measured and the client base is segmented with the use of Likert-scale questions and demographic data collection. In order to gain a better understanding of consumers' experiences and perspectives, qualitative data gathering techniques such as focus groups and in-depth interviews. Furthermore, examining user reviews and comments from Daraz's platform and social media accounts offers insightful information on recurrent topics and opinions.

3.3 Findings and Analysis:

In my survey there are 50 people participated.

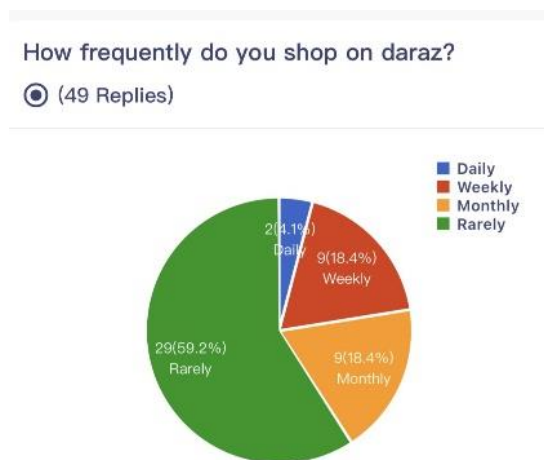


Gender: A basic analysis of the gender distribution of the respondents returned by the survey was 58.3% female and 41.7% male participants. attached to this is the fact that in the survey, females seem to participate more than males; therefore, the diagram. The gender breakdown of the respondents is determined and depicted in the data obtained.



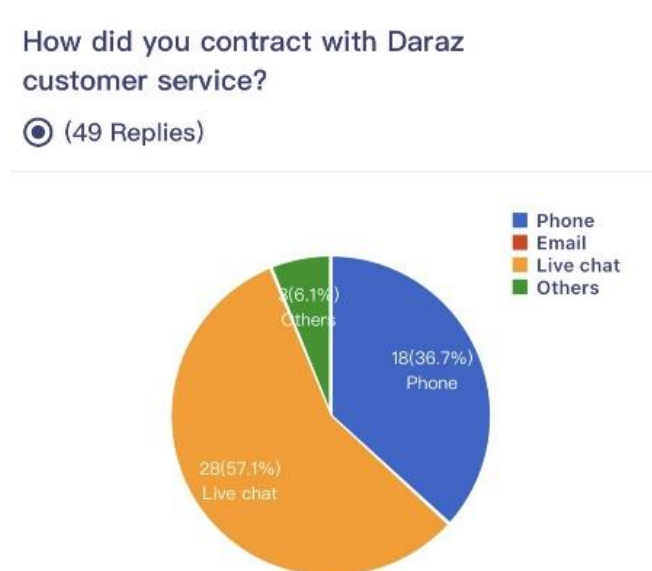
Age group: Among the respondents, only 37 percent were aged 20 and below, 52 percent were aged 25-34 and the remaining 11 percent were over 35 years. Other age groups of significant participation were the 18-24 age group. These age groups were the most represented in the survey and accounted for 52.5% of the total number of respondents.

Survey questions no 1.



Frequency shopping rate: From this pie chart, we can see that around 60 percent of people shop rarely from Daraz. Then we have equal percentage of people who shop both rarely and weekly from daraz. And there are less percentage people who shop regularly from daraz.

Survey questions no 2

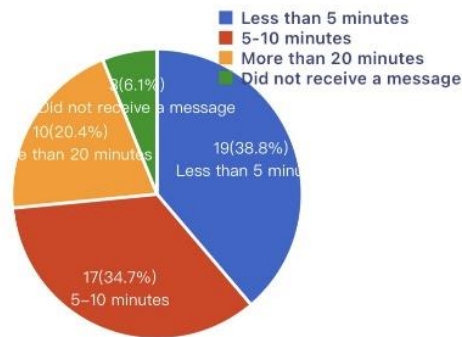


Contract with daraz customer service: This pie chart represents the Daraz's customer care contact methods on the basis of 49 replies. It explains different sources of customer care regarding Daraz which is an online shopping platform where people can buy products easily. Majority of the users (57.1%) engaged in live chat, phone calls came in second at 36. 7% who called. Only 6. 1% of the respondents reported using other methods while none reported using e-mail.

Survey questions no 3:

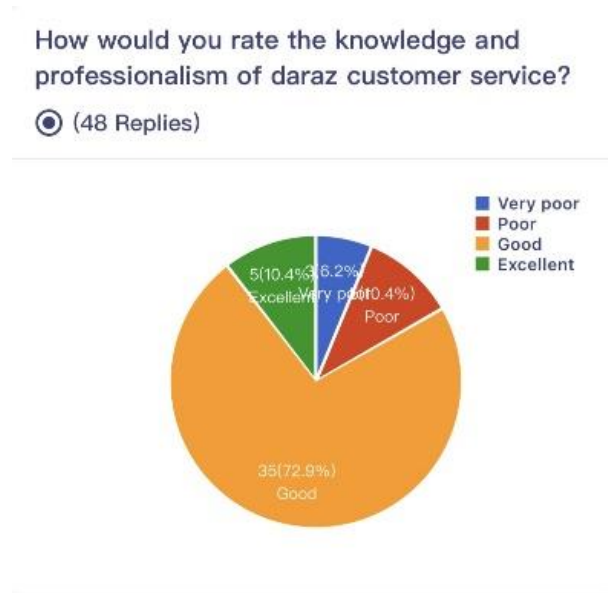
How long did you wait before getting a response from customer service?

☒ (49 Replies)



Time frame of getting a response from customer service representative: Based on 49 responses, the pie chart displays the Daraz customer care response times. In less than five minutes, the largest group (38.8%) received a response. While 20.4% waited longer than 20 minutes, 34.7% waited for five to ten minutes. 6.1% of the sample received no message at all. This suggests areas for possible improvement in customer service efficiency, as while most consumers received rapid help, a significant minority suffered lengthier wait times or no response at all. They basically try to improve their service for the customer, and the improvement is shown in the pie chart.

Survey questions no 4:

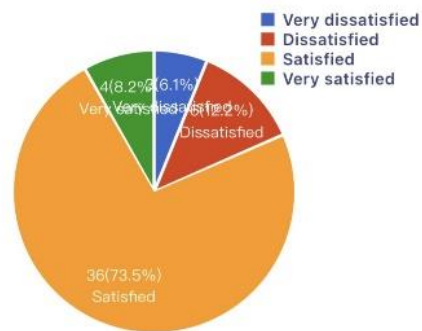


Knowledge and professionalism rate of daraz customer service: Based on 48 responses, the pie chart shows how customers rate Daraz's customer service expertise and professionalism. With 72.9 percent of respondents rating the service as "Good," overall satisfaction was evident. 10.4% of respondents thought it was "Excellent," indicating great satisfaction. There is still opportunity for improvement, though, since 10.4% of respondents ranked it as "Poor" and 6.2% as "Very Poor." Although the majority of consumers are happy with the service overall, resolving the issues raised by disgruntled customers might improve the overall experience. As per the survey, most of the people are satisfied with the knowledge and professionalism of Daraz's customer service, and they are also trying to improve more.

Survey questions no 5:

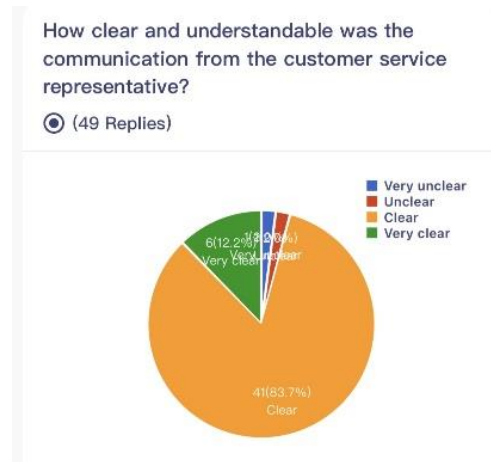
How satisfied are you with the resolution provided by the customer service representative?

🗳️ (49 Replies)



Resolution rate of daraz customer service: Pie chart representing customer satisfaction with Daraz customer service's resolve based on 49 replies. The resolution was deemed "satisfactory" by a sizable majority, 73.5%. A certain amount of unhappiness was shown by the 12.2% of respondents who were "Dissatisfied" and the 8.2% who were "Very dissatisfied." A smaller subset, 6.1%, expressed "Very high" levels of satisfaction. Although the majority of customers are happy with the solutions provided, a sizable percentage of respondents expressed dissatisfaction, pointing out areas where customer service might be strengthened to increase satisfaction levels.

Survey questions no 6:



Communication clearance and understandable rate of daraz customer service: Using data from 49 replies, the pie chart shows how consumers felt about Daraz customer service's communication in terms of its clarity and understandability. Eighty-three percent of respondents evaluated the communication as "Clear." One in twelve respondents rated the message as "Very clear," indicating a high degree of satisfaction. Of the respondents, 2% thought it was "unclear," while an additional 2% thought it was "very unclear." This indicates that although a small percentage of consumers find the communication to be clear, there are others who do not, indicating the need for minor adjustments to communication practices.

Survey questions no 7:



Based on 49 replies, the pie chart shows how satisfied customers are with the resolution offered by Daraz customer service. 73.5 percent of respondents said they were "satisfied" with the resolution. Discontent was shown by the 12.2% of respondents who were "Dissatisfied" and the 8.2% who were "Very dissatisfied." 6.1%, a smaller percentage, expressed high levels of pleasure by rating themselves as "Very satisfied." While the majority of consumers are happy with the solutions provided generally, a sizable percentage of respondents expressed dissatisfaction, pointing out potential areas for improvement in customer service to raise overall satisfaction.

3.4 Challenges:

With reference to the measurement of customer satisfaction in Daraz Bangladesh, certain problems have been observed that deter the experience of the clients from being fully satisfying.

There could be the following challenges;

Logistic and delivery issues: Below are some of the challenges that a customer may experience; the holder experiences delayed delivery, shorter communication with the last-mile delivery service providers, difficulty in tracking customer's orders among others.

Product Quality and Authenticity: Sustaining the quality of the products is not easy and the defective product hampers the image of the firm.

Customer Service: Late replies to the consumer inquiries lead to bad experiences by customers.

Return and Exchange Policies: Where the exchange procedure is lengthy it is capable of deterring the customers. Amorphous guidelines for both return /exchange policies contribute to confusion.

Website and App Usability: Lapses within the website or the application can deny the customers the chance to go through with their shopping. A complicated flow of the user interface might present difficulties to the customers.

3.5 Recommendations

Daraz, a well-known e commerce platform, can enhance customer satisfaction significantly by following these steps: Hence, Daraz, a famous e commerce platform, can increase the customer satisfaction index to a great extent by executing these activities to the letter.

- **24/7 Live Chat Support:** Organization should have live chat service to support clients with any questions they may have or order or anything they need at any time.
- **Improved Order Tracking:** Upgrade the order tracking system where possible to notify the consumers of their order's status at any instance. This implies that addressing the particulars, when it was dispatched and when it is en-route, helps in reducing customer inquiries.
- **Mobile App Optimization:** The majority of the mobile application users have the intention of using it to conduct a transaction it is therefore recommended that its interface is simple.
- **Social Media Engagement:** This means that questions and remarks on the social media platforms must be responded to in good time and through the help of the social media platform. Here, it can be seen that there is customer consideration being provided.
- **Efficient Returns and Refunds Process:** The returns and refunds have to be easy and the steps to initiate explained to the extent possible.
- **Customer Feedback Loop:** From this feedback it is also crucial to employ it in the improvement of other services as the responses show that this is a service that is often sought.

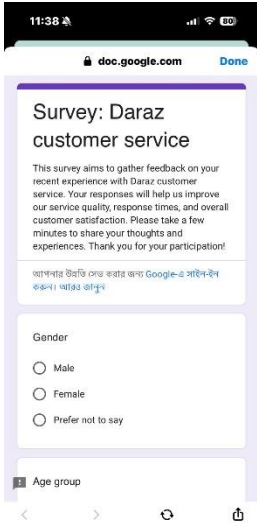
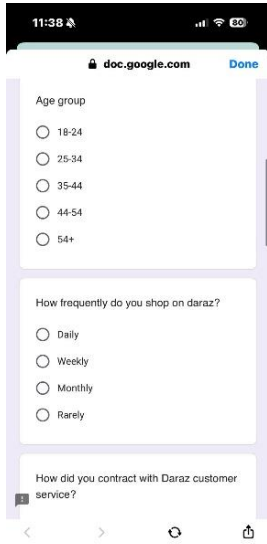
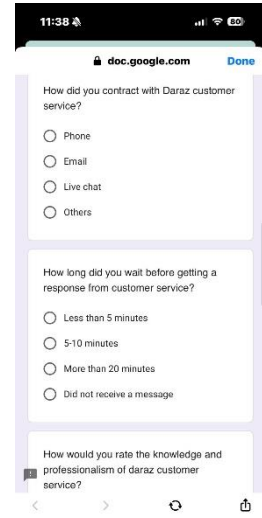
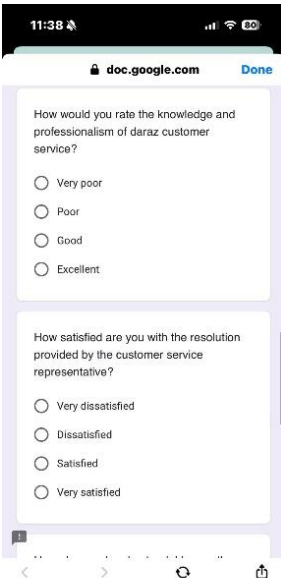
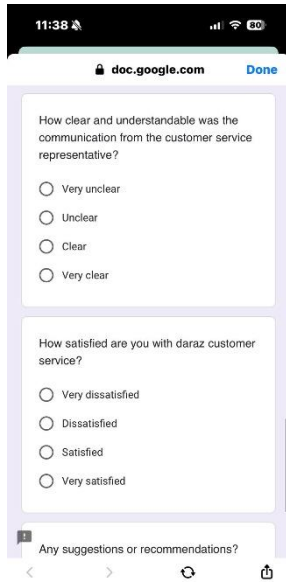
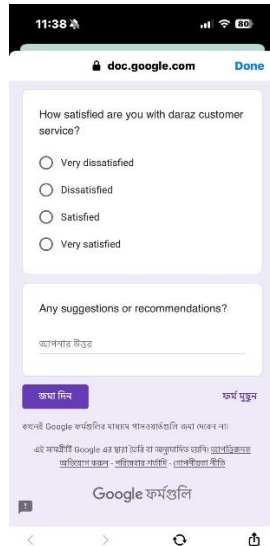
- **Quality Assurance:** Improve customer relation quality management policies with respect to the quality service that is being rendered to the customers in matters concerning customer relation with a view of making sure that every time the customer approaches through the chat line, phone calls the kind of service that we are offering to him or her is quality service all the time.

This way Daraz will be in a position to label itself as a company fully endowed with sound customer service skills, and facilitate the users of the site with a strictly pleasant experience – a factor that will spur the sales and customer loyalty factor.

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Appendix:

 Survey: Daraz customer service This survey aims to gather feedback on your recent experience with Daraz customer service. Your responses will help us improve our service quality, response times, and overall customer satisfaction. Please take a few minutes to share your thoughts and experiences. Thank you for your participation! আপনার উক্তি সেতু করার জন্য Google-এ সঠিক-কিন করুন। যাতে তা সঠিক Gender ☐ Male ☐ Female ☐ Prefer not to say Age group	 Age group ☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 44-54 ☐ 54+ How frequently do you shop on daraz? ☐ Daily ☐ Weekly ☐ Monthly ☐ Rarely How did you contract with Daraz customer service?	 How did you contract with Daraz customer service? ☐ Phone ☐ Email ☐ Live chat ☐ Others How long did you wait before getting a response from customer service? ☐ Less than 5 minutes ☐ 5-10 minutes ☐ More than 20 minutes ☐ Did not receive a message How would you rate the knowledge and professionalism of daraz customer service?
 How would you rate the knowledge and professionalism of daraz customer service? ☐ Very poor ☐ Poor ☐ Good ☐ Excellent How satisfied are you with the resolution provided by the customer service representative? ☐ Very dissatisfied ☐ Dissatisfied ☐ Satisfied ☐ Very satisfied	 How clear and understandable was the communication from the customer service representative? ☐ Very unclear ☐ Unclear ☐ Clear ☐ Very clear How satisfied are you with daraz customer service? ☐ Very dissatisfied ☐ Dissatisfied ☐ Satisfied ☐ Very satisfied Any suggestions or recommendations?	 How satisfied are you with daraz customer service? ☐ Very dissatisfied ☐ Dissatisfied ☐ Satisfied ☐ Very satisfied Any suggestions or recommendations? আপনার মতামত জানান জমা দিন ফর্ম পূরণ কোনই Google ফর্মটির মাধ্যমে নামকরণের ক্ষমতা নেই। এই ফর্মটি Google ৪৪ জনের দ্বারা তৈরি করা হয়েছে। কৃত্রিম বুদ্ধি - পরিচালনা করে - গোপনীয় নথি Google ফর্মগুলি