Comparative analyze between Kaymu and Daraz

Mun Khondoker
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Internship report on

Comparative analyze between Kaymu and Daraz

SUBMITTED TO

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Submission Date:

June 16th, 2016

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Mohakhali, Dhaka-1212

Subject: Submission of a report on comparative analyze between Kaymu and Daraz

Dear Sir,

I am very delighted to submit the final term paper, due in June 16th, 2016 as you requested. I have done this paper on differentiating two of the most common and well known online companies in Bangladesh. I hope that I personally have done a satisfactory job considering my level of experience and capability and have been able to relate the fundamental things with realistic applications.

Moreover, I am extremely thankful for the opportunities that you gave me to express my innovative ability and I intently hope that you will like the work that I have done.

Sincerely yours,

Mun khondoker

ID: 14304084

Table of content

Introduction

E-commerce refers to the buying and selling of products or services over electronic network combining a range of process such as Electronic Data Interchange, Electronic mail, World Wide Web, Internet Applications and Network Applications. Everyday e-commerce is improving the efficiency and effectiveness of business, government and nonprofit organizations. At today's date, people lack time. They try to save it as much as possible and that's where e-commerce shows its charisma by saving both the most important things which time and money. From an online marketplace people can buy and sell their products rather than visiting physical marketplace.

Bangladesh has a huge population which attracts a lot of marketers to offer their products. But due to lack of technology, Bangladesh people still lag many latest facilities the modern world offers. Most of the Bangladeshi people do not know the use of internet which is becoming a challenge for the online marketers. Bangladesh Government is trying to provide internet throughout the country by 2016 which will enable the expansion of e-commerce industry of Bangladesh. From the inception, ecommerce sector is booming and day by day, it is spreading its wings.

This report has been written as a degree requirement for 'Bachelor in Business Administration' at BRAC University. A minimum 12 week internship is part of the university curriculum for the above degree and is worth 4 credits. For our Internship report we are to Analyze and compare the top 4 E-commerce companies in Bangladesh (Kaymu, Daraz, Ekhanei and Bikroy). We have written this report comparing all the 4 companies mainly based on how they work what they actually do, their sole purpose, and differences in their website.

Our findings in all these 4 websites are that they are of two different kinds, first Kaymu and Daraz are very similar to each other and then bikroy and Ekhenai are very similar to each other. Although there are few other differences among these websites but they are not worthy to be separated and create a new difference. So we have divided the whole report into two parts. In

part 1 we will talk about the differences between Kaymu and Daraz since they are both similar kind of works, have the same purpose of work and both are from Rocket internet, and then in the 2nd part of the Report we will talk about the difference between Ekhanei and bikroy since they have similarities.

PART 1

Our first part of the report consists, the difference between Daraz and kaymu but we all know that both Kaymu and Daraz are a part of Rocket Internet so before we start differentiating between them we should have some idea about Rocket Internet.
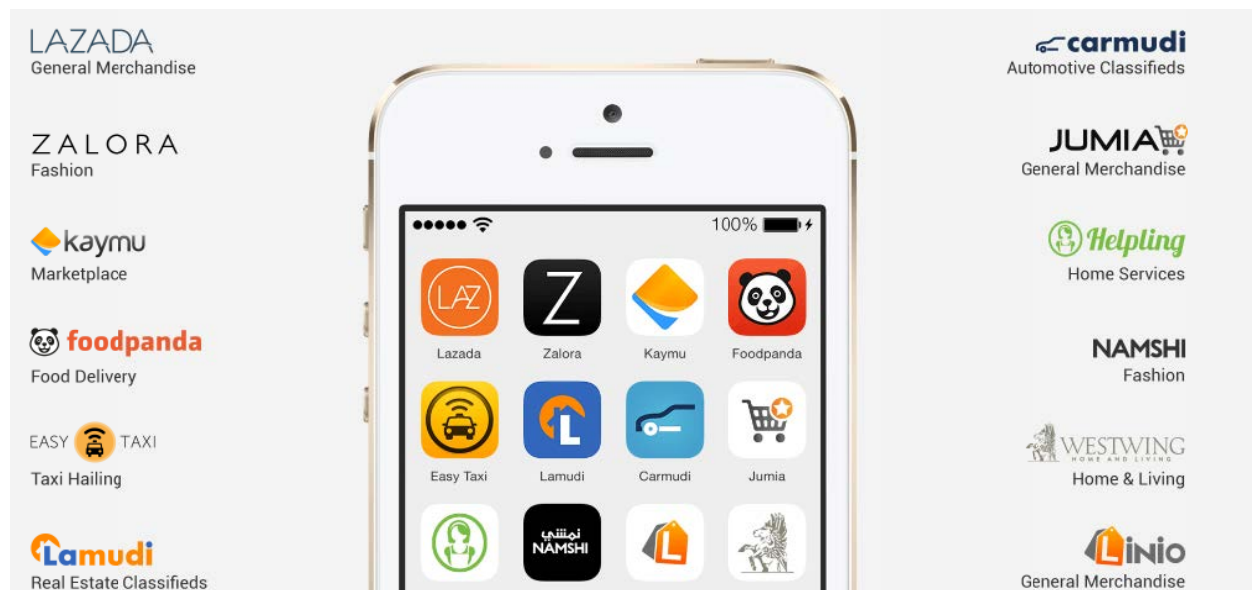
About Rocket Internet

Rocket Internet builds and invests in Internet companies that take proven online business models to new, fast-growing markets. Rocket Internet focuses on five industry sectors of online and mobile retail services that make up a significant share of consumer spending: Food & Groceries, Fashion, General Merchandise, Home & Living and Travel.

Rocket Internet GmbH is a German based internet incubator. Samwer Brothers are the founders of this company and their Headquarter is in Berlin, Germany. Rocket Internet builds online startups and owns shareholdings in various Internet companies. Some of their ventures are Foodpanda, Jabong, Carmudi, Lamoda, Jalong, Zalora etc.

Rocket Internet started their journey in 1999 and already they have 120+ market leading companies in 50+ countries. In late 2014, Samwer Brothers valued Rocket Internet as a multi-billion dollar company.

The Samwer brothers had successful investments in Group on, eBay, Facebook, Linkedin, Zynga etc. The Company's business model is to identify successful internet ventures from other advanced countries and replicating their strategies in emerging markets. Investors such as Russian billionaire Leonard Blavatnik, Swedish investment firm Kinnevik and J.P. Morgan invested close to $4 billion in 2012 and 2013.

Right now, Rocket Internet GmbH operates in more than 50 countries in five continents and has more than 120 online ventures such as Zalando in Germany, Jabong.com in India, Lamoda in Russia, Zalora in South East Asia, The global food delivery platform foodpanda, the global property listings site Lamudi, global car selling site Carmudi. Rocket Internet has 25,000 employees working for them in five continents.

Figure 1: Rocket Internet

Rocket Internet launched 5 companies in Bangladesh in last 2 years- Carmudi, Lamudi, Foodpanda, Kaymu and Daraz. As Bangladesh is and emerging market where online marketplace like EBay, Amazon, Flipchart has not been introduced yet, Kaymu grabbed the opportunity to get into this huge market.

FEW KEY FACTS ABOUT ROCKET INTERNET

Started in 2004[1] by serial entrepreneurs **Alexander, Marc & Oliver Samwer**

Incubated **more than 100 fast growing online companies** all over the world since inception

Currently **25+ international branch offices** on **all 5 continents** from Africa to South East Asia

Operated by a **highly talented team** of Business Development, Operations, IT and Online experts

Currently **15,000+ employee** in more than **60+ start-ups** around the world

ALL VENTURES

Figure 2: Business Models of Rocket Internet

DIFFERENCES

We know that both Daraz and Kaymu have similar targets. They both are from Rocket Internet and they also have the same purpose. They maybe from the same company but they do have some differences. There are different kinds of differences when it comes to comparing these two similar companies. We can differentiate them on how their performance, Website, Website content, outlook of the website, how easy to use and understand the website, the buying process, the selling process, statistics and mane other ways.

Statistics according to Rocket Internet

According to Rocket Internet statistics we came to know that Daraz is the leading online retailer in Asian frontier markets and has secured EUR 50m (USD ~55m) in its first major financing round. The investment comes from the CDC Group – the UK Government's Development Finance Institution (DFI) focused on supporting and developing businesses in Africa and South Asia – as well as Daraz's existing investor Asia Pacific Internet Group (APACIG).

Daraz is already the leading e-commerce platform in Pakistan, Bangladesh and Myanmar (operating as shop.com.mm). The company started in Pakistan in 2012 as an online fashion business, but since then has expanded its business model to a general marketplace for quality brands within electronics, home appliances, fashion and many other categories. The funding will be used to continue to grow the business in existing markets and for expansion into other frontier markets in Asia.

"Taking the e-commerce business model into these exciting markets is a fascinating journey. Although internet penetration is still relatively low, the market is developing fast and its potential is immense", says Bjarke Mikkelsen, CEO of Daraz. "By making Daraz a success, they are not only building a great business, but also creating jobs and infrastructure in the countries we operate in - that's what makes it so exciting".

Product and service offering Kaymu

Kaymu is, first and foremost, an online marketplace. One can browse through categories like Clothing, Footwear, Jewelry, Watches, Mobiles & Accessories, Jewelry, Books & Media, Electronics, Footwear, Watches, Mobiles, Computers, Electronics, Home & Living, Health & Beauty, Toys, Kids & Babies, Books & Media, Sports & Outdoors and various other categories. When a customer sees something they like, they click on the product and view the details that include pictures, descriptions, payment options and shipping information. Customers also can search for their desired products by using keywords in no time. Kaymu provide advanced search option in which Customers can narrow down their search and shop comfortably.

When a customer sees something they like, they click on the product and view the details that include pictures, descriptions, payment options and shipping information.

Customers also can search for their desired products by using keywords in no time. Kaymu provides advanced search option in which Customers can narrow down their search and shop comfortably.

Just as one can buy almost anything on eBay, one can sell almost everything, too. Using a simple listing process, one can put all of the junk in their basement up for sale. People can sell old laptops, clothing, furniture, etc.

But if one wants to sell as a business, they need to enlist in Kaymu as a Kaymu seller via which they get a Kaymu e-store. When one sells an item on Kaymu, they pay a certain percentage of the final sale price to Kaymu.

There is no listing fee except this commission on sales and for people selling personal products, there is no commission either. Kaymu operates an online marketplace enabling end customers to buy and sell basically anything online.

Product and service offering Daraz

When it comes to Daraz's products and services they are a little bit different from Kaymu because Daraz bring premium brands selling their finest products to the customers fingertips.

From trendy Cargos to formal wears ormodish Fautas to stunning party wears, we cater to the needs of everyone: kid or adult, man or woman. Discover An Ideal Online Fashion Store for the Brand Conscious. Daraz feature famous brands like Yellow, Noir, Ecstasy and Texmart among many others that tend to attract the fashion Esta within the customers .If people are looking for readymade Punjabi or Sherwani, Shirts, T-shirts, Shoes, kurti, crop top, semi off-shoulder dress, etc. then people can skim through their neatly sorted on-line fashion store collection and buy the one that fits the event, ready to be delivered at the most reasonable prices. Daraz feature small to large home appliances including Toasters, Juicers, Cookers, Microwaves, Split air conditioners, Washing machines, Freezers etc. from the brands you trust the most like Panasonic, Philips, Miyako, Shimizu, etc. Plus, from tablets to smart phones and PCs to laptops, there's just nothing that eludes Daraz's online electronic store offerings.

So if we look at it again we can easily see that Kaymu is focused on all types of products and all different prices and different qualities of products whereas Daraz is more focused in brands, they try to connect with more brands and attract customers who are more comfortable wearing or using brand cloths or other products.

Internationalization (Keymu & Daraz)

Normally when people talk about Rocket Internet or to be more specific when they talk and differentiate between Kaymu and Daraz most people would think that Daraz is more successful compare to kaymu because Daraz is more Brand Oriented. Daraz was created to be more Brand oriented because Kaymu does all the non Brand works. That does not mean that Kaymu does not represents any Brands, of course kaymu represents many brands but they represents many other local shops and other brands. This may be the reason why Kaymu is actually more common in many countries. In our study we found out that Kaymu in operation in more than 32 countries across Africa, Asia and Europe today with new countries being launched every month. which Includes Algeria, Ivory coast, Kenya, Sir Lanka and many other developing countries.
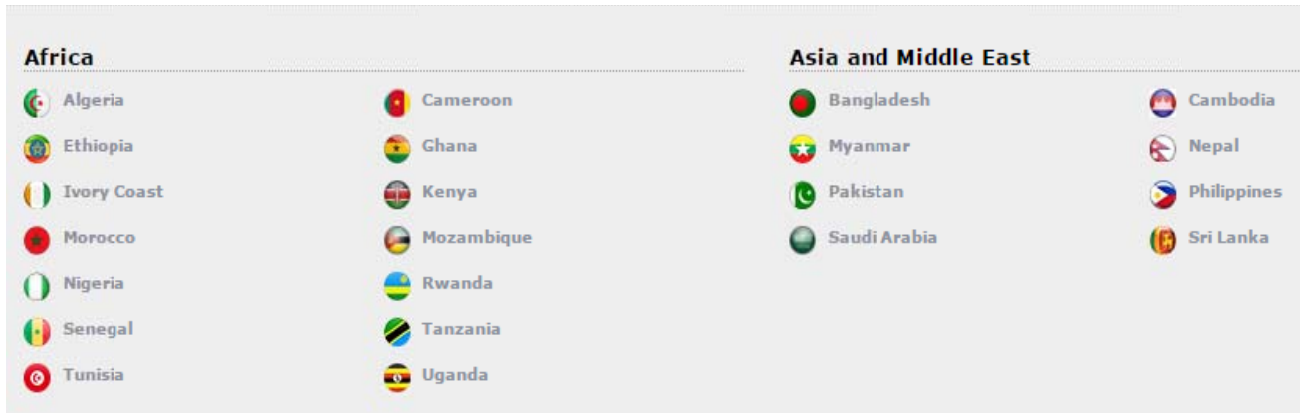
Figure 3: Keymu operating countries

So we know that Kaymu is operation in more than 32 countries but on the other hand Daraz is operation in only 3 countries and they are all from ASIA. Bangladesh Pakistan and Myanmar are the only three countries Daraz is operation right now. So we see that Daraz is way behind Kaymu when it comes to Internationalization because Kaymu is successfully working in more than 32 different countries around the world whereas Daraz is only working for three countries.
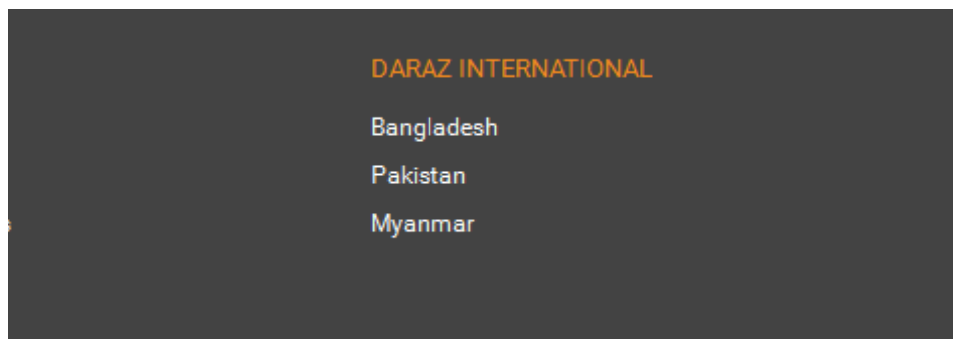
Figure 4: Daraz operating countries

Website Analyze

We all know that both Kaymu and Daraz are online shops and comes under the category of E-commerce and so website analyzing is one of the most important topic we should discuss. When it comes to website analyze we will consider all the facts about websites we know, for example we will consider how good or bad the website looks, whether the website is mobile friendly or not and of course we will also consider how well they respond to Google search and the time each website takes to load. So let us start with http://www.kaymu.com.bd.

Website Analyze (keymu)

When we visit www.keymu.com.bd we see the home page of Keymu. If you notice carefully you will see that the website homepage is pretty neat and it has enough white space so we know where we are actually looking and what we are actually want to buy. There are many websites where the amount of white space very limited and there are too many pictures in one page and so we don't really know what we are looking at, they mix up all the advertisement with the products which is actually huge negative side for the website. In Kaymu.com we see they have maintained the white space pretty nicely. On the left top of the website they have listings of categories of products that they have on the website and on the right they have the selling option. If we scroll downward we see that different products are listed and pictures are also presented in such a way that the website looks clean although it carries a lot of pictures. The only negative thing about the hope page of Kaymu.com is that page length is huge. According to Google to be a good website the scroll should not be more than a few seconds of scrolling but if we look at the website of Kaymu.com we see that the scroll bar goes way down. According to Google a website "About us" page should be somewhere where people can see it anytime, no matter on which page they are or in which category of products they are in. In kaymu.com the about us page is listed very below which is a negative side for the website because to find the "About us" page I, myself had to search for a very long period of time because it was really unexpected and unlikely that a website would have their about us page way below. According to Google a good website should also have a different page for "contact us" because people needs different methods to contact the customer care but in Kaymu.com they have only provided one single phone number at the top

instead of a different page and it has only one mobile number which is also another bad side for the website. So it is very clear that we do have some negative points in the home page of Kaymu but in total the home page is not so bad after all because it is very clear to the customers and easy to understand and operate.
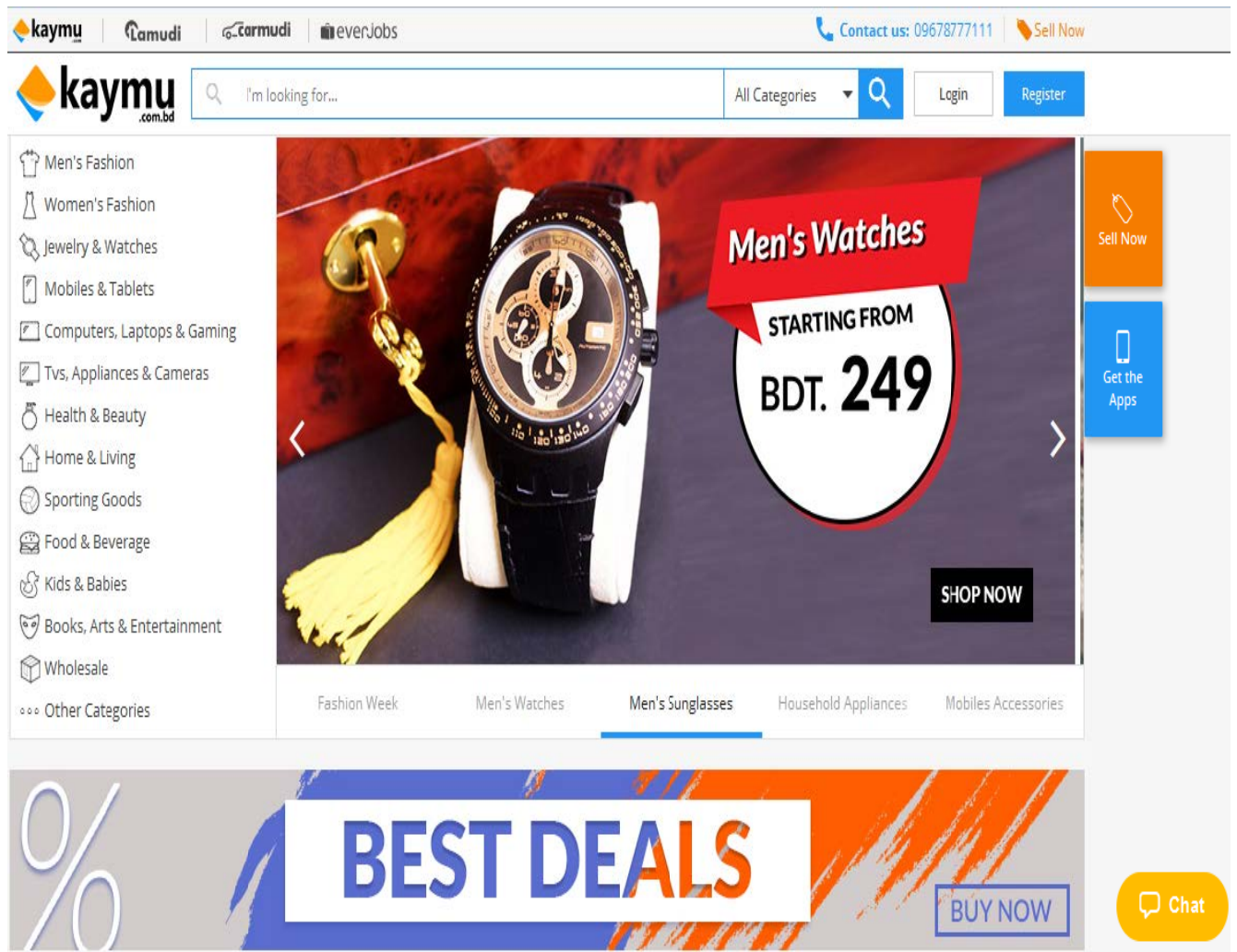
Figure 4: Keymu home page

Speed test: When it comes to Website speed test we will use Kingdom Website Speed Test because it is one of the most used and well known speed test website found in online.

The website does not only tell us about the speed of the website but also informs us about the website size and also a total review and points about the website. We have to know that the less the load time is the better and the more the website size is the worst. To be a good website the website has to be loaded within the first 6 seconds or else the website may looks customers because of the time lapse.

Figure 5: Speed test result (kaymu)

The load time or the speed of the website is only 2.47 seconds which means the speed of the website is amazing. Within only 2.47 seconds the website will load but it may differ due to the speed of internet provided. Then comes the size of the page, it is only 2.9MB which is just great because the less the size of the website is the better and this page is only 2.3Mb which is really good. Despite of having many images in the websites home page the size of the website is very low which makes the website faster and is a success.
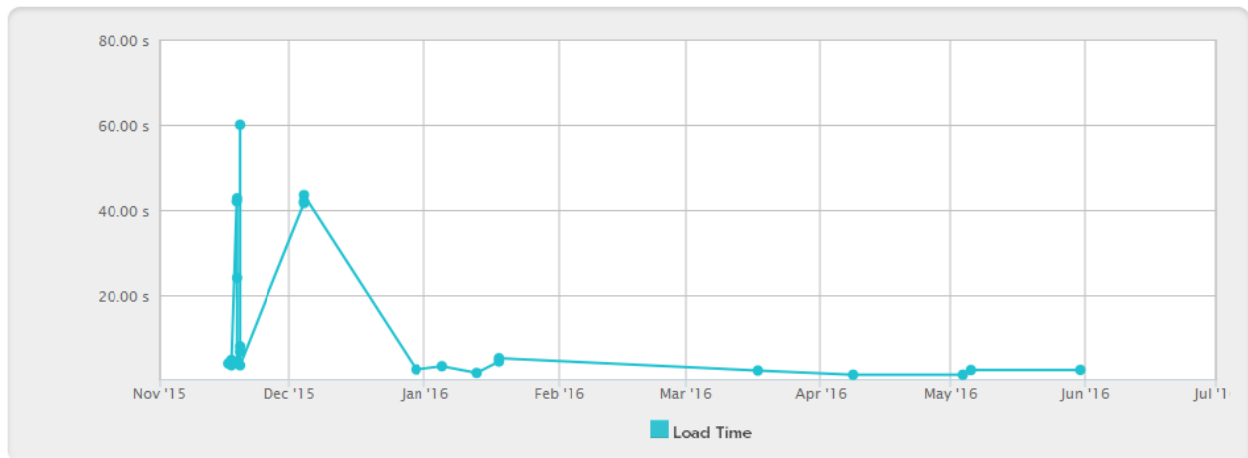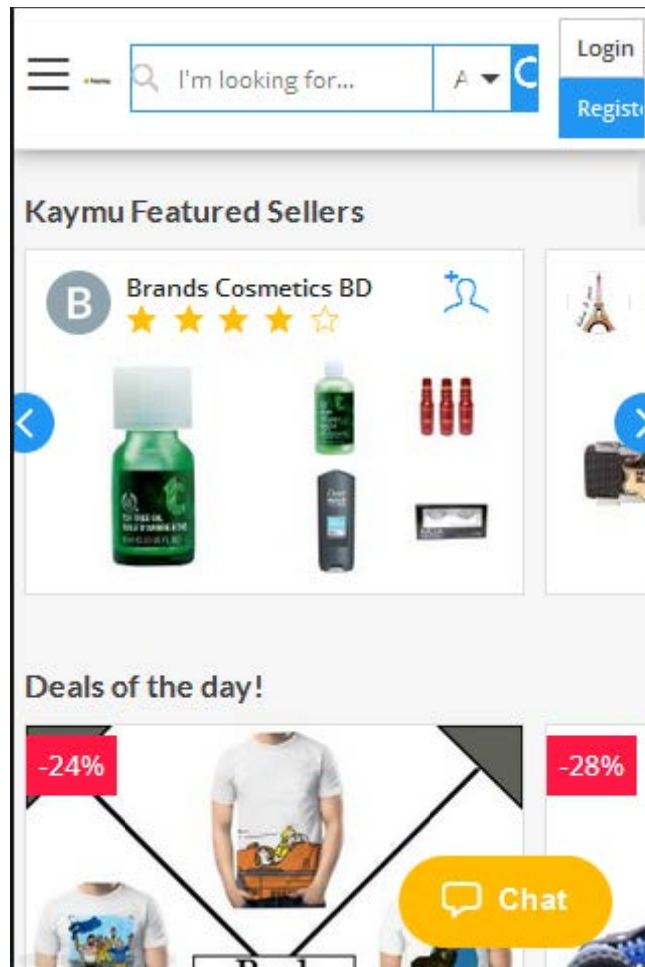

Figure 6: page load time from Nov'2015 to June'2016 (kaymu)

As we can see in figure 6 the page load time at the beginning of December 2015 was very high at almost 60 seconds and then over the year they have changed the load time and able to decrease to a minimum level to 2.57 seconds which is a great improvement.

Mobile Friendly Test

Figure 7: Mobile friendly test

In the mobile friendly test we see that the website is clear when it is seen from a mobile so we can say that the website is mobile friendly. We need to add that when a website is seen from a smart phone or a mobile it is not exactly the same from when you see it from your computer. This is because the size of the mobile screen is too small to show all the available information. That is why when Keymu website is seen from a mobile we can see that the category list from

the left side and the "Sell now" option from the eight side is not visible but other more important information are visible like products and deals of the day . So we can say that the website is actually very mobile friendly.

Meta: Before we talk about META we have to understand what META is, Meta tags are snippets of text that describe a page's content. The Meta tags don't appear on the page because they are represented as codes and are considered as codes of a website. We all know tags from blog culture, and Meta tags are more or less the same thing, little content descriptors that help tell search engines what a web page is about. Meta tags only exist in HTML, usually at the "head" of the page, and so are only visible to search engines (and people who know where to look). The "meta" stands for "metadata," which is the kind of data these tags provide – data *about* the data on your page.

When it comes to Meta there are three main components of meta that comes to our mind at first,

1. **META Title**
2. **META Descriptions**
3. **META Keywords**

META Title : The Meta title is the HTML code that specifies the title of a certain web page. It appears at the top left corner of your browser when you visit a web page. In coding, the Meta title is embedded at the header of a web page, above the Meta description and Meta keywords tags. There can only be one META Title for each page just to define the pages title.

META Descriptions : The description Meta tag includes a brief one- or two-sentence description of the page. Both the keywords and the description are used by search engines in adding a page to their index. In META Descriptions we can use 60-70 alphabets because a description has to be limited, we cannot just use sentences as we want. It varies from different SEO software's whether we can use 60 or 70 alphabets.

META Keywords : META Keywords is also another important part of META and SEO (Search engine optimization), We can use as much keywords as we can for every certain page but it is harmful to use too many keywords, However Meta keywords helps us find the website in Google search engine.

Now that we know what META is we can now definitely see how the META is treating Keymu.

META Title for Kaymu : If we look at Figure 8 we can see that the META Title for the home page of Kaymu is pretty obvious.

```
1  <!doctype html>
2
3  <html class="no-js" lang="bn">
4
5  <head>
6      <meta http-equiv="Content-Type" content="text/html; charset=utf-8"/>
7      <meta name="viewport"
8          content="width=device-width, initial-scale=1.0, maximum-scale=1.0, user-scalable=no, minimal-ui"/>
9      <title>Online Shopping in Bangladesh - Buy &amp; Sell Online | Kaymu</title>
10     <meta name="description" content="Kaymu.com.bd offers Online Shopping in Bangladesh with Home Delivery. I
11     <meta name="keywords" content=""/>
12     <meta name="robots" content="index,follow"/>
13     <meta name="google-site-verification" content="4_YTE9rVGi9MRctoLGor-3AmOP2_TnbGeSUYATHhtqw"><!--[if IE]>
```

Figure 8: META Title of Kaymu

We can see the title used for the home page is "Online shopping in Bangladesh - buy, Sell online" which can be considered as a perfect META Title for Kaymu because they have expressed everything they do in just one single line and that is what META Title is for. So we can say that META Title is nicely done for the Home page of Kaymu.

META Description & Keyword for Kaymu : If we look at figure 9 we can see the META Description for Kaymu home page.


```
ad>
 <meta http-equiv="Content-Type" content="text/html; charset=utf-8"/>
 <meta name="viewport"
       content="width=device-width, initial-scale=1.0, maximum-scale=1.0, user-scalable=no, minimal-ui"/>
 <title>Online Shopping in Bangladesh - Buy &amp; Sell Online | Kaymu</title>
 <meta name="description" content="Kaymu.com.bd offers Online Shopping in Bangladesh with Home Delivery. Buy Mobile Phones, Computers, Clothing, Shoes
 <meta name="keywords" content=""/>
 <meta name="robots" content="index,follow"/>
 <meta name="google-site-verification" content="4_YTE9rVGi9MRctoLGor-3AmOP2_TnbGeSUYATHhtqw"><!--[if IE]>
nk rel="prefetch" href="//www.kaymu.com.bd" /><![endif]><![if !IE]>
nk rel="dns-prefetch" href="//www.kaymu.com.bd" /><![endif]--><!--[if IE]>
nk rel="prefetch" href="//static.kaymu.com.bd" /><![endif]><![if !IE]>
nk rel="dns-prefetch" href="//static.kaymu.com.bd" /><![endif]--><!--[if IE]>
nk rel="prefetch" href="//static.kaymu.com.bd" /><![endif]><![if !IE]>
nk rel="dns-prefetch" href="//static.kaymu.com.bd" /><![endif]-->
```

Figure 9: META Description & Keyword of Kaymu

We can clearly see that META Description of Kaymu is we well done as well, because in their descriptions they have used all the necessary words that are required. They have not focused on the keyword because they have covered all the keywords in META Description.

Where it is in Google: We have seen that the META and SEO in the home page of Kaymu is good but the question still arrives, where is it in Google? We are doing all the meta words and the SEO because we want people to search us on Google and find us on Google so now it is time to search some online products that are available in Keymu and see if Google suggests us Keymu. If Google suggests Keymu in the first 3-4 options then we can consider that the META in Keymu actually works or else the META was not so good after all.

Figure 10: General Google search(Best online shop in BD)

This might be a little disappointing to some because we know that Daraz and Kaymu are the two most important and largest online shopping sites in Bangladesh but when we are searching for best online shop in BD, we see that Daraz is first at the list and Kaymu is not to be found in the first 5 options. So we can clearly see that although Kaymu has done a pretty impressive job for SEO and META it is still not one of the best because in Google search we cannot find Kaymu in the first 6 options.
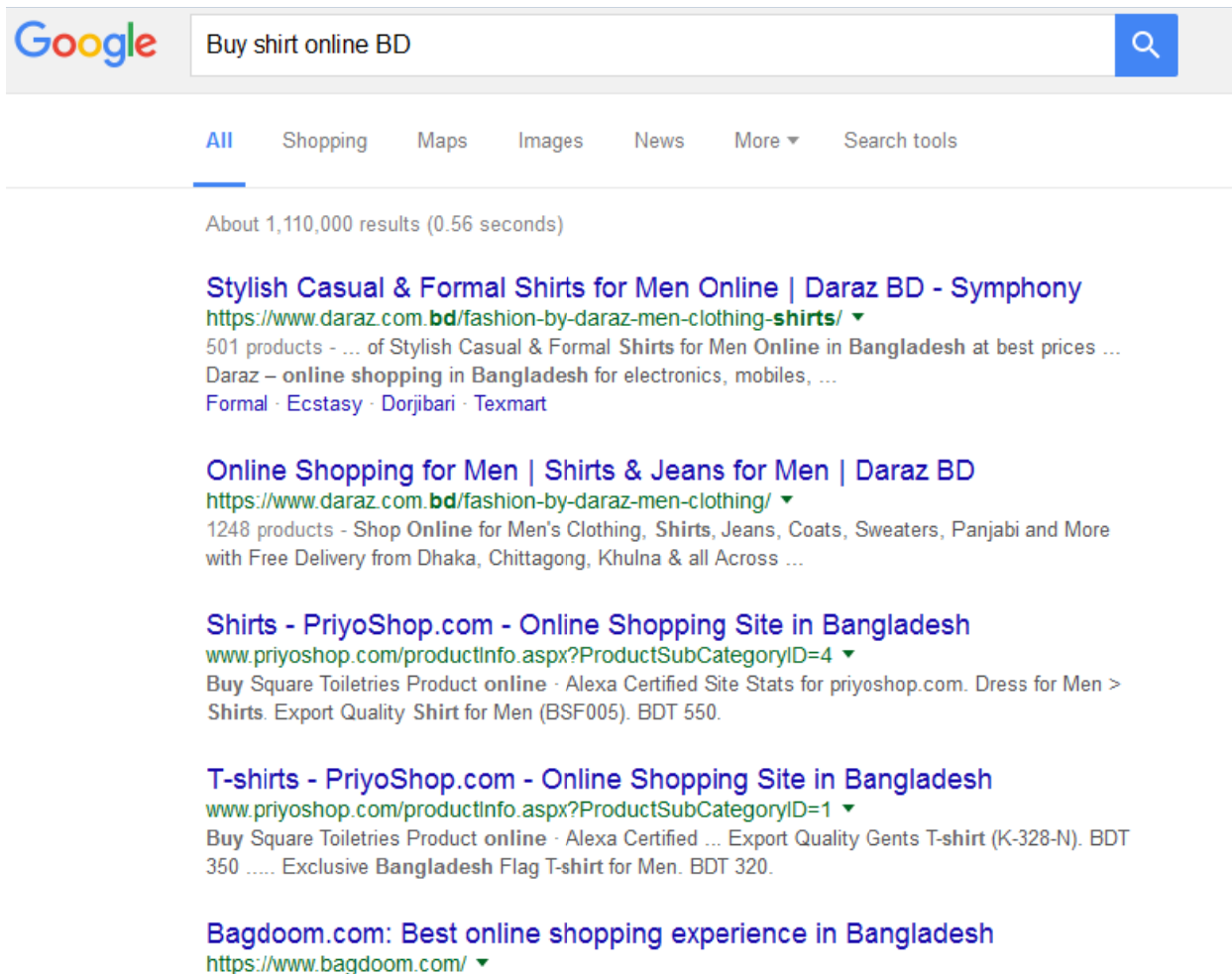
Figure 11: General Google search(Buy shirt online BD)

Just to be sure we have search with some other keywords in Google and we found the same result. Daraz comes first and then other websites takes place but kaymu is nowhere to be found so now we can be sure that when it comes to META kaymu has some laggings comparing to Daraz and we can now tell for sure that Daraz has a much better and strong SEO system with a better META.

Website Analyze (Daraz)

When we visit https://www.daraz.com.bd/, we see the home page of Daraz. If you notice carefully you will see that the website homepage is pretty neat and it has enough white space so we know where we are actually looking and what we are actually want to buy. There are many websites where the amount of white space very limited and there are too many pictures in one page and so we don't really know what we are looking at, they mix up all the advertisement with the products which is actually huge negative side for the website. In https://www.daraz.com.bd, we see they have maintained the white space pretty nicely. On the left top of the website they have listings of categories of products that they have on the website and on the right they have the selling option. If we scroll downward we see that different products are listed and pictures are also presented in such a way that the website looks clean although it carries a lot of pictures. The only negative thing about the home page Daraz is that page length is huge just like kaymu. According to Google to be a good website the scroll should not be more than a few seconds of scrolling but if we look at the website of Daraz we see that the scroll bar goes way down. Another negative thing about Daraz is their "About us page, which is exactly the same as Kaymu. "According to Google a website "About us" page should be somewhere where people can see it anytime, no matter on which page they are or in which category of products they are in. In https://www.daraz.com.bd, the about us page is listed very below which is a negative side for the website because to find the "About us" page I, myself had to search for a very long period of time because it was really unexpected and unlikely that a website would have their about us page way below. According to Google a good website should also have a different page for "contact us" because people needs different methods to contact the customer care and unlike Kaymu, Daraz actually has a different page for the "Contact us" page. In the "Contact us" page they have provided a mobile number and their e-mail address so that people can communicate with them as they wish, which is better than what Kaymu did. They also provided the Operating time and hour when they can receive a call or not which is another thing that Kaymu has failed to show in their website. So it is very clear that we do have some negative points in the home page of Kaymu but in total the home page is not so bad after all because it is very clear to the customers and easy to understand and operate.
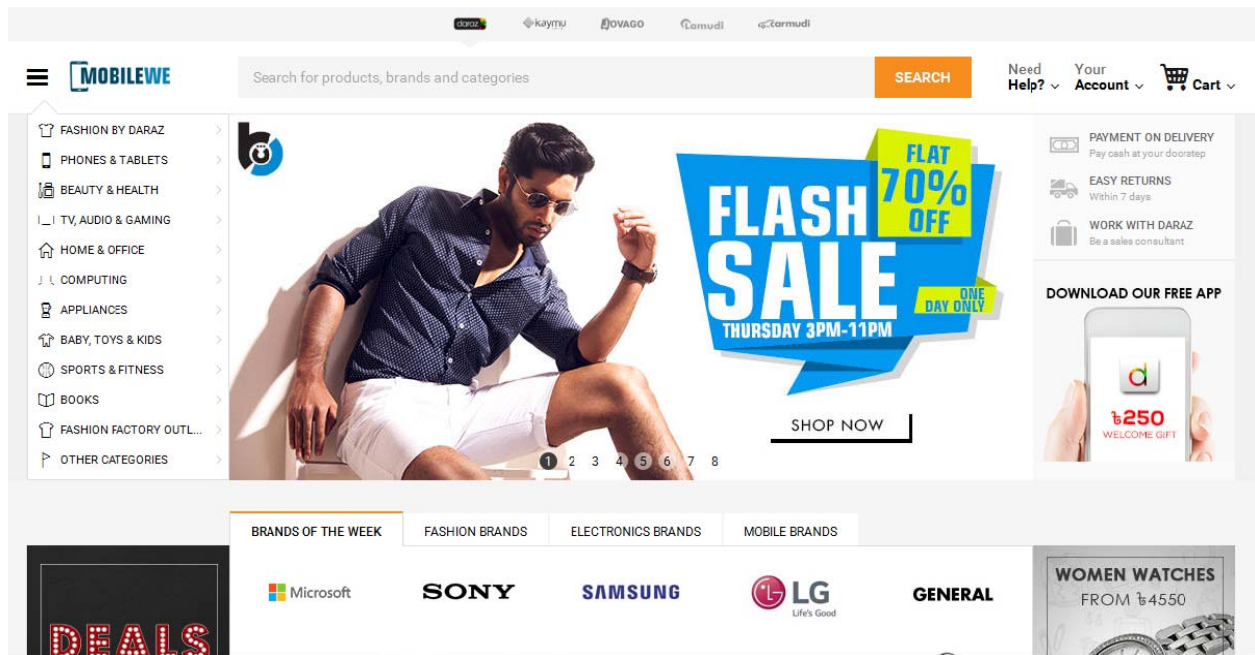
Figure 12: Daraz home page

Speed test: When it comes to Website speed test we will use Kingdom Website Speed Test just like we did with Kaymu because it is one of the most used and well known speed test website found in online.

As I have already mentioned that the website does not only tell us about the speed of the website but also informs us about the website size and also a total review and points about the website. We have to know that the less the load time is the better and the more the website size is the worst. To be a good website the website has to be loaded within the first 6 seconds or else the website may looks customers because of the time lapse.
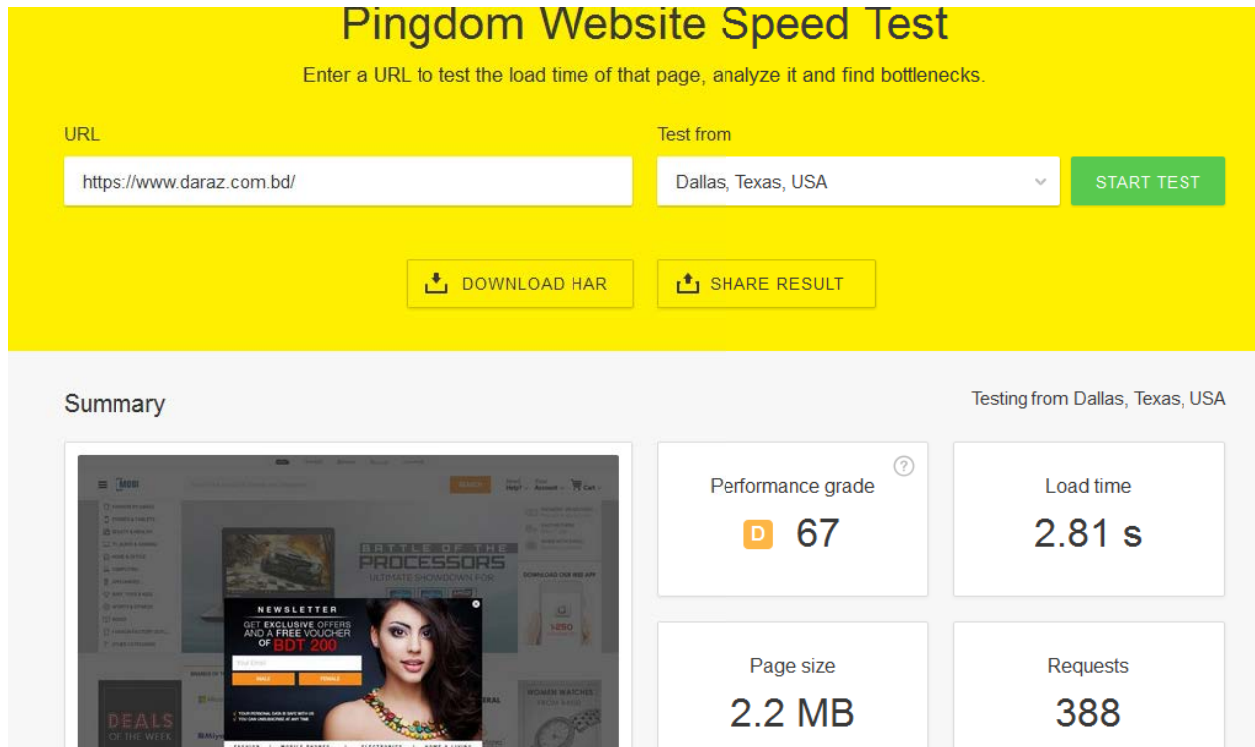
Figure 13: Speed test result (Daraz)

As we can see that the load time or the speed of the website is only 2.81 seconds which is just a little more higher than Kaymu but it still means that the speed of the website is amazing. Within only 2.81 seconds the website will load but it may differ due to the speed of internet provided. Then comes the size of the page, it is only 2.2MB which is a little better than Kaymu because Kaymu's page size was 2.9MB and we already mentions earlier that the less the page size is the better. Despite of having many images in the websites home page the size of the website is very low which makes the website faster and is a success

Mobile Friendly Test:
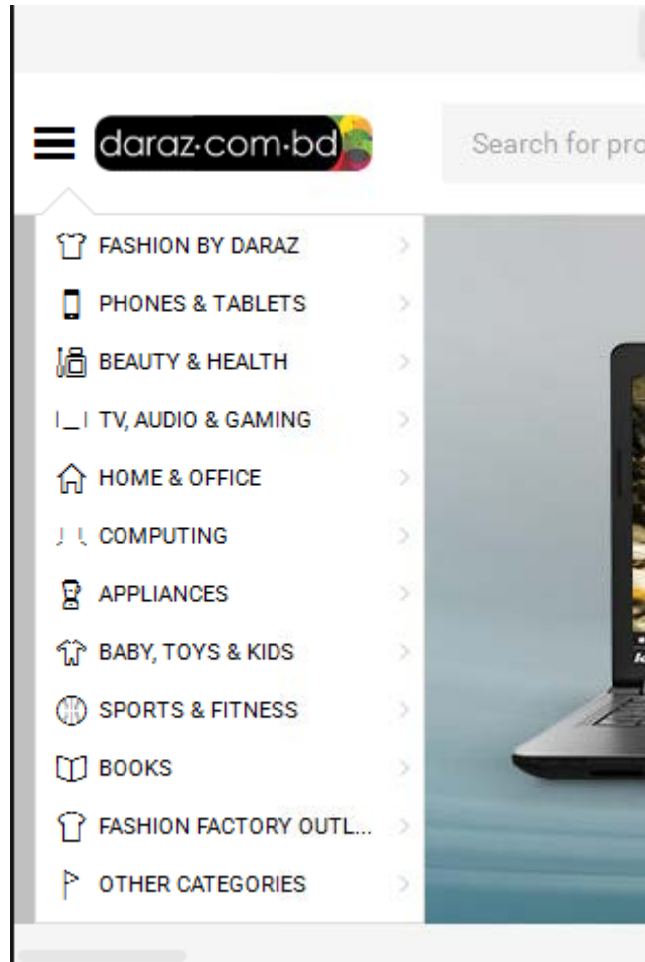
Figure 14: Mobile friendly test

In the mobile friendly test we see that the website is clear when it is seen from a mobile so we can say that the website is mobile friendly. We need to add that when a website is seen from a smart phone or a mobile it is not exactly the same from when you see it from your computer. This is because the size of the mobile screen is too small to show all the available information. That is why when Daraz website is seen from a mobile we can see that the category list from the left side and the "Cart, help and account" option from the eight side is not visible but other more

important information are visible like products categories and deals of the day . So we can say that the website is actually very mobile friendly.

META: We have already explained what META is and also that META is a part of SEO, Previously we have shown the META of Kaymu and now we will do the same for Daraz. We have learned from out earlier work that Daraz META is already better than Kaymu because in Google search we find Daraz in the first option whereas kaymu was nowhere to be found. Although we already know that Daraz has a better SEO and META we still need to know how Daraz is better and what did Daraz do that Kaymu did not, what made Daraz appear in Google search and not Kaymu.

When it comes to Meta there are three main components of Meta that comes to our mind at first,

1. **META Title**
2. **META Descriptions**
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META Keywords : META Keywords is also another important part of META and SEO (Search engine optimization), We can use as much keywords as we can for every certain page but it is harmful to use too many keywords, However Meta keywords helps us find the website in Google search engine.

Now that we know what META is we can now definitely see how the META is treating Daraz.

META Title for Daraz : If we look at Figure 15 we can see that the META Title for the home page of Daraz is also pretty obvious.

```
12
13  <head>
14      <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
15      <title>Online Shopping Bangladesh: Electronics, Fashion, Mobiles at Daraz.com.bd</title>
16      <meta http-equiv="X-UA-Compatible" content="IE=edge,chrome=1">
17      <meta name="description" content="Daraz.com.bd offers Online shopping in Bangladesh. Buy Fashion wear, Mobi
18      <meta name="keywords" content="Online Shopping Bangladesh: Electronics, Fashion, Mobiles at Daraz.com.bd" /
19      <meta name="robots" content="index, follow" />
20          <meta name="referrer" content="unsafe-url">
```

Figure 15: META Title of Daraz

We can see the title used for the home page is "Online shopping Bangladesh, Electronics, Fashion, Mobiles at Daraz.com" which is a little more specific than Kaymu because Daraz has mentioned about some other categories in the title as well which actually worked out for Daraz very well because they have expressed almost everything they do in just one single line and that is what META Title is for. So we can say that META Title is nicely done for the Home page of Daraz.

META Description & Keyword for Kaymu : If we look at figure 16 we can see the META Description of Daraz's home page.

```
12
13 <head>
14     <meta http-equiv="Content-Type" content="text/html; charset=utf-8" />
15     <title>Online Shopping Bangladesh: Electronics, Fashion, Mobiles at Daraz.com.bd</title>
16     <meta http-equiv="X-UA-Compatible" content="IE=edge,chrome=1">
17     <meta name="description" content="Daraz.com.bd offers Online shopping in Bangladesh. Buy Fashion wear, Mobile phones, Electronic
18     <meta name="keywords" content="Online Shopping Bangladesh: Electronics, Fashion, Mobiles at Daraz.com.bd" />
19     <meta name="robots" content="index, follow" />
20         <meta name="referrer" content="unsafe-url">
21 <link hreflang="en-pk" rel="alternate" href="https://www.daraz.pk" />
22 <link hreflang="ur-pk" rel="alternate" href="https://www.daraz.pk/ur/" />
23 <link hreflang="en-mm" rel="alternate" href="https://www.shop.com.mm/en/" />
24 <link hreflang="my-mm" rel="alternate" href="https://www.shop.com.mm" />
25 <link hreflang="en-bd" rel="alternate" href="https://www.daraz.com.bd/" />
26 <link rel="dns-prefetch" href="//d2ny3614h1j67q.cloudfront.net">
27 <link rel="dns-prefetch" href="//connect.facebook.net">
```

Figure 16: META Description & Keyword of Daraz

We can clearly see that META Description of Daraz is as good as the META of Kaymu. Which is pretty nicely done as well, now the difference we can see between Kaymu and Daraz META is that Kaymu has left the META Keywords aside because they have covered it all in the Description but in DARAZ's META we see that they have actually covered both Description and Keyword separately. We have recently learned that if the description is good different websites does not need META Keywords but here we see something else because Kaymu and Daraz both had similar META Description and Title and yet in Google search we always found Daraz in number one option, this may be because they have taken care of both Description and Keyword separately.

Where is it in Google: We already know that the META and SEO in the home page of Daraz is far more better because in Google search Daraz is the website that Google suggested first and then other websites whereas Kaymu was nowhere to be found

Figure 17: General Google search(Best online shop in BD)

We know that Daraz and Kaymu are the two most important and largest online shopping sites in Bangladesh but when we are searching for best online shop in BD, we see that Daraz is first at the list and Kaymu is not to be found in the first 6 options. So we can clearly see that although Kaymu has done a pretty impressive job for SEO and META it is still not one of the best because in Google search we cannot find Kaymu in the first 6 options.
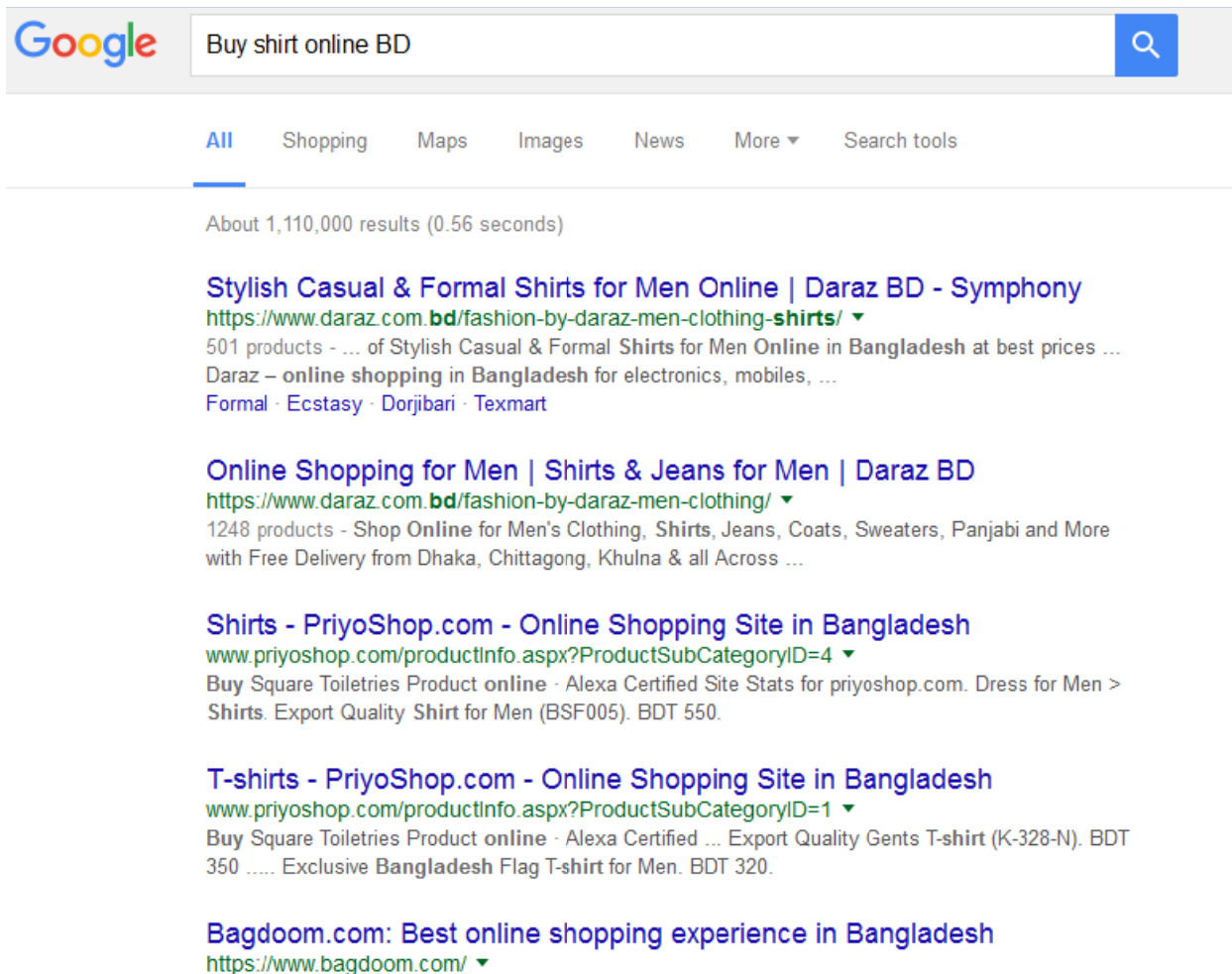
Figure 18: General Google search(Buy shirt online BD)

Just to be sure we have search with some other keywords in Google and we found the same result. Daraz comes first and then other websites takes place but kaymu is nowhere to be found so now we can be sure that when it comes to META kaymu has some laggings comparing to Daraz and we can now tell for sure that Daraz has a much better and strong SEO system with a better META.

Suggestion: Now that we have learned about both the companies, about their products, their targets and their Website there are few suggestions we have. First of all before suggesting we have to acknowledge that Kaymu is operating in more than 30 different countries but we will be suggesting them in perspective of Bangladesh and same goes for Daraz as well. Although Daraz is operating in three different countries but we will suggest them according to the perspective of Bangladesh. We don't have a lot of suggestions when it comes to products offerings because both the companies are doing extremely well in terms of products offerings. However we do have a few suggestions about their websites.

Suggestion (Kaymu):

➢ Kaymu is operating in more than 3o different countries which may seem very good but they need to expand slowly and concentrate on different other major parts of different countries. i.e. Kaymu in Bangladesh is mostly targeting people from Dhaka but they need to concentrate on other major cities in Bangladesh.

➢ Kaymu needs to work on their home page, although they have enough white space but they also need to decrease the amount of pictures used in the home page so that people can actually concentrate on certain content.

➢ The website of Kaymu should have two different page for "About us" and "Contact us" within their home page and should be visible from any page of the website.

➢ Kaymu being one of the leading online shopping site in Bangladesh actually has one of the worst Meta covered. Their Meta Title, Meta Description and Meta Keywords are not well done, so Kaymu needs to ensure that their Meta is taken care of.

➢ In Google search Kaymu is nowhere to be found, although they are one of the leading online shopping companies in Bangladesh they are nowhere to be found in Google search. Kaymu needs to come in the top four searches in Google search engine.

Suggestion (Daraz):

➢ We know that Daraz is only targeting Brands but they are not targeting enough Brands or failed to convince the Brands to open an online shop in their website. They need to attract more Brands.

➢ Daraz needs to explore more in Bangladesh and different cities of Bangladesh.

➢ Daraz also needs to work on their home page as there are way too many pictures and different offers in their home page, it needs to be more clean so that customers can actually focus a particular product.

➢ Darazs website should have two different page for "About us" and "Contact us" within their home page and should be visible from any page of the website.

➢ Growth of Daraz is very slow compare to Kaymu as Kaymu operates in more than 32 different countries where is right now Daraz is operating in three different countries only.

Conclusion

Today after the research between both the company and their websites we finally see that both the companies are successful and are from Rocket Internet. We also came to know that Daraz is more Brand focused whereas Kaymu is non brand focused. Other differences we found among these two companies are that Kaymu is operating in more than 30 different countries whereas Daraz is operating in only 3 different countries. Since both the companies are online shop we thought it would be best if we also do the website checking or website analyze because website plays the most important part of their business. After Analyzing of both their websites we found that both are websites are well shaped when it comes to Mobile friendly test, Speed test and other tests. We also found that in Google search Daraz always comes first when we search about anything regarding online shop but Kaymu on the other hand is nowhere to be found. So basically in that part Daraz is better comparing to Kaymu.