

Report On
Customer Satisfaction Of One Ummah Bd

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

BRAC Business School
BRAC University
June 18, 2023

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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/We have acknowledged all main sources of help.

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Letter of Transmittal

Md Arif Hossain Mazumder
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Subject: Submission of internship Report on Customer Satisfaction of One Ummah Bd.

Dear Sir,

Sincerely, I am delighted to present the internship report on- “The Customer Satisfaction of One Ummah Bd”. I made an effort to adhere to all of the directions given by my supervisor when I wrote this paper, and I am sincerely appreciative of your guidance and assistance, sir. This report aids with determining how satisfied One Ummah Bd customers are. I've had some exceptional chances to have successful professional encounters. Those experiences significantly aided in my ability to bridge the gap between what I learned in the classroom and my actual circumstances.

I did my absolute best to make this report as useful as possible while also trying to cover all relevant topics. Finally, I would like to say my heartfelt appreciation for your help and direction, which enabled me to finish and deliver the internship report. I appreciate you providing me the confidence to work on this fascinating subject. Please accept my report, and I will be grateful.

Sincerely yours,

Samiul Haque
ID: 17304035
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The concealment Protocol

The contract is prepared & confirmed through a signatory pupil at the One Ummah Bd

Samiul Haque

Acknowledgement

Firstly, I would want to offer my sincere gratitude to Allah, the Almighty, for keeping me in good health and for giving me the power, capability, and chance to successfully complete the report within the allotted time.

Secondly, I would like to thank my advisor, Md Arif Hossain Mazumder, Assistant Professor, BRAC University, for his random assistance.

Moreover, I need to thank Mr. Abdul Qader Parvez who supervise me to gain in hand experience of operations, how to handle customer queries and give proper guidance to customer. I would also thank our CEO to give me a chance to gain experience of customer operation, managing product quantity and in hand experience of service oriented company. My future career will benefit from the experience I've gathered here. I would especially like to thank the entire staff for their kind cooperation and support throughout my journey.

I've worked so hard to finish this report. Any suggestions or insights about this would be highly welcomed.

Executive Summary

One Ummah Bd is one of the Muslim Lifestyle shop in Bangladesh specially in clothing brand. It has created numerous business opportunities as well as new consumer trends. As the shop manager of One Ummah Bd, I was responsible for operations management, so I have made an effort to demonstrate these processes in this report. I've started by describing how the report came to be. I've provided my report's introduction below. Next, I put the overview of One Ummah Bd. However, I have made an effort to share my research on One Ummah Bd, as well as my results, interpretation, and suggestions. Additionally, I made an effort to include the consumer recommendations I discovered during my survey in the recommendations section. The last section of my report is the conclusion. I sought to learn from the report what kinds of services clients anticipate from One Ummah Bd, their existing service status, market evaluation, where they should improve, and so forth. To boost market growth and market share, it is increasingly imperative to foresee and fulfill the wants and demands of the consumer.

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Chapter 1: Origin of the Report

1.1 Origin of the report:

The satisfaction of One Ummah Bd's customers is the subject matter of the survey I have selected to conduct. I have largely included the firm summary, information about the parent company, slogan, tagline, mission, vision, and objective of One Ummah Bd. Nevertheless, I put in a number of analyses on One Ummah Bd, like competitor analysis, targeting, positioning, and segmentation of One Ummah Bd leading competitors in the sector, as well as advantages of employment at One Ummah Bd.

1.2 Objective of the report:

There are a couple of different types of objectives that we see: general aims along with particular objectives.

The particular goal includes the conclusions I want to draw from my report, whereas the general goal contains the data for which I started the task.

My overarching goals are to:

1. Learn more about the One Ummah Bd in general.
2. Tracking down One Ummah Bd's general routine operations

1.3 Specific Objectives:

The specific objectives are -

1. To ascertain the degree of contentment
2. To determine the offerings that existing consumers desire
3. To determine which offerings are unsatisfactory to consumers
4. To determine the elements that influence a buyer's choice.
5. Learning regarding the attitudes or behaviors of the consumers
6. Improve One Ummah Bd's performance for improved consumer results.
7. Develop the mindsets necessary to keep your current customers in order to establish a permanent connection

1.4 Methodology of the Report:

I had to construct an online survey in order to verify the findings and obtain the necessary data, and the approach or technique I used was as follows:

Set up the Population:

To obtain the population, we need to gather information about the intended and reachable populations. On the opposing side, the population that can be reached inside the target population is made up of people I can readily approach, such as my close companions, fellow residents, and family.

Sample Frame:

In this instance, the sample frame represents all customers of One Ummah Bd.

Sample Size:

I selected 100 regular shoppers from One Ummah Bd. While completing the poll, I sought their assistance via an internet survey form.

Survey Methods:

Information from all respondents is gathered using both primary and secondary sources.

Primary Sources:

1. Questionnaire
2. Executed by having in-person discussions with interviewees in a public area.
3. Evaluations made at a job.

Secondary Sources:

1. One Ummah Bd's page and other internet sites.
2. Magazines, study papers, and blogs on one ummah business and online shopping.
3. Handbooks and sources of information on linked subjects.

Data Accumulating Procedure:

An open-ended and closed-ended structured questionnaire is used to gather the data, and formal and semi-formal discussions are held to make the report-writing process as simple as possible. I completed the following procedures after gathering all the data-

1. Adding a number that can be tracked to the questionnaire
2. Entering all the gathered data into a Microsoft Excel sheet and calculating the proportion of each group according to its total
3. Creating the necessary graphs to determine how each parameter is related.

1.5 Scope of the Report:

This research's focus is only on the patrons of Dhaka stores. The research is extensive and worthwhile, though. The study focuses on the importance of structured stores for retailing and how satisfied customers are with them.

1.6 Limitations of the Report:

There are still some shortcomings in this report despite my greatest efforts, extreme probabilistic determination and devotion. They are-

1. The primary restriction was time. Time restrictions prevented me from conducting more thorough research.
2. I was unable to do an exceedingly thorough, in-depth study and include it in my report.
3. Due to organizational strategy obstacles, it was unable to provide all of the details on the companies.

1.7: Job Description

The information in the job description included the following:

1.7.1: Duration Of Employment:

I was in employment of as a full-time employee in One Ummah Bd as a shop manager.

Working Hours:

Thursday to Tuesday: 11:00 am – 8 pm

Lunch Hours: 2.30 pm – 3.00 pm

1.7.2: Remuneration:

Throughout the duration of my job, I received a consistent monthly gross remuneration of BDT 12,000

1.7.3: Work Station:

Throughout the Job period, the main work station was at Uttara as our head office in Uttarkhan.

1.7.4: Responsibilities:

The responsibilities of my job are–

1. Sales and Customer Service:
 - Create and put into action plans to increase sales and hit goals.
 - Deliver first-rate consumers assistance and take care of any issues or concerns raised by clients.
 - Track revenue growth and put productivity-boosting strategies in place.
2. Staff Management and Training:
 - Make arrangements for work, allocate responsibilities, and take steps to sure there is enough personnel.
 - Regularly assess personnel's outcomes and give them feedback.
 - Energize and inspire team members to provide high-quality client service and achieve targets for sales.

3. Store Operations and Visual Merchandising:
 - Uphold requirements regarding the company, appearance, and hygiene in the workplace.
 - Monitor adherence to organization rules on well-being, methods, and legislation.
 - Control the quantity of stocks, do stock inspections, and make orders as required.
 - Align marketing campaigns and shows of goods to increase sales.
4. Financial Management:
 - Maintain and oversee the revenue, expenditures, and costs of the store.
 - Examine data on sales, spot trends, and put performance-enhancing plans into action.
 - Create records of stocks, earnings statements, and different administrative paperwork.
5. Team Communication and Collaboration:
 - Encourage a good job atmosphere via excellent collaboration and interaction.
 - Work in together with other divisions to streamline retail services, such as marketing and purchasing.
 - Participate in discussions and inform the management team.

1.7.5: Specific Responsibility of the Job:

The regular operation of the shop was my responsibility. This means making sure that the store is adequately manned, regulating the amount of stock, keeping a close watch on sales and earnings, and maintaining a tidy and organized store atmosphere. I was setting up employees' work schedules, advising and supporting them, evaluating their performance, and handling any potential concerns or conflicts. I'm in charge of managing customer inquiries and issues, educating staff to provide superior customer service, and putting initiatives into place to enhance the general consumer experience. I was often in charge of handling the store's finances, including budget administration, spending tracking, and financial report analysis. Keeping track of the level of stock and making sure the store has a sufficient supply of goods were frequent tasks that fell under my purview. This involves maintaining an eye on the state of stock, making purchases from vendors, and managing and keeping track of inventory. I was accountable for preserving an atmosphere of safety and well-being for both clients and staff. I'm responsible for ensuring adherence to health and safety laws, doing routine safety checks, and putting policies in place to deal with any hazards or accidents that may arise.

Chapter 2: Introduction

Not long ago, in our country, we would never have considered purchasing something without personally touching it or inspecting it first. It was unimaginable that we could order something based only on a picture and some information, have it delivered to our house by a third party, then pay for it and receive it. The terms "online shop" and "online market" didn't exist. We simply couldn't order anything online and make a purchase. But in current times, the situation has undergone a significant transformation. This happened because of the development of technology along with the new idea, e-Commerce. A few years ago, online commerce was introduced in Bangladesh, and by the end of 2013, it had become a major industry. Many different online business companies set out on their journey. More often than not, they started as online shops. Organizations from abroad and locally existed. In Bangladesh, there is currently a fantastic atmosphere for online commerce, and the government of Bangladesh is also placing emphasis on this sector in light of the growth of E-trade that has been achieved. In Bangladesh, there are more than 2 crore web users overall, or 12.5% of the country's population. Thus, the market for developing an online business has enormous potential. Online shopping refers to the practice of performing transactions for the purchase and sale of products and services from many vendors using current technical tools like the internet, mobile devices, credit and debit cards, etc.

Essentially, this is a type of electronic commerce that lets customers use a web browser to directly buy products or services from a vendor via the Internet. With the rapidly expanding e-business, online shopping has emerged as a substitute for traditional brick-and-mortar forms of product and service distribution. As a result, both information technology and marketing disciplines have concentrated on the behavior of online shoppers.

In order to understand One Ummah Bd business strategy and how it uses various online media to entice customers, I tried to think about such things in this study. In order to consider what customers want, believe, and are satisfied with regarding One Ummah Bd, I also conducted an online evaluation.

Company Overview

2.1: Overview of One Ummah Bd

One Ummah BD is the largest Muslim lifestyle brand in Bangladesh. Launched in 2016, the online store offers the widest range of products in categories ranging from T-shirts, hoodies, Panjabi perfume oils, men's and women's Islamic dresses. One Ummah Bd is a unique business idea in Bangladesh. In this society, one Ummah Bd is working to grow Islamic philosophy. One Ummah Bd's items, particularly its t-shirts, convey powerful statements. This unique idea is being accepted by the people of Bd. Thousands of people give orders every day.

Bangladesh is a growing nation with a lot of potential, nonetheless. It is a fantastic spot to invest money. In any event, the globe is developing, and Bangladesh is similarly accepting of the situation as it is. Due to the significant changes made to the web, communication in the modern day has become exceedingly swift as a result of the increased productivity it provides for businesses. It generates profits for every present corporate segment. Moreover, a new market called "online business" has emerged in light of the limitless modification and expansion that the web provides. Online commerce is not a new concept; it has been practiced for more than ten years. When it first started, e-commerce was a relatively new phenomenon; today, it is widespread over the globe. If you're not online, you're nowhere, according to this statement. What's more, it has now been developed and, thanks to globalization and widespread internet access, has reached our country as well.

Bangladesh has a gigantic population that attracts numerous sponsors to market their products. However, due to a lack of advancement, Bangladeshi citizens continue to require a number of the most modern jobs available in the modern world. A significant portion of Bangladeshis don't have the faintest idea how to utilize the internet, which is becoming a challenge for online marketers. The government of Bangladesh is working to provide internet access nationwide, which will contribute to the development of Bangladesh's internet business sector. Internet business zone has grown significantly from its humble beginnings and is currently booming daily.

One Ummah Bd offers many products which is conventional as well as religious need of people. Customers can find desirable products under the following categories:

1. Men's Fashion
2. Women's Fashion
3. Kid's Fashion
4. Perfume Oil

1. **Men's Fashion:** Products like regular t-shirt, Dawah t-shirt, polo t-shirt, Panjabi, cap, socks are the main segments of men's product line up. Pictures of some products are given below-



Figure - Men's product (www.oneummahbd.com)

2. **Women's Segment:** Products like Borka, Abayah, Niqab, Hand gloves are main segment of women's product. Pictures of some products are given below-



Figure- Women's product (www.oneummahbd.com)

3. **Kid's Fashion-**They have limited edition of kid's t-shirt in their stock. They are working in segmentation of products in this area. Pictures are given below-



Figure- Kid's product (www.oneummahbd.com)

4. **Perfume Oil-** They have different sections of perfume oil like Ariban oud, Irani Bakhor, traditional perfumes like Hugo Boss etc.

2.2: Mission, Vision, Objective of One Ummah Bd

The One Ummah Bd has a few mission statements. Regarding the mission, vision, and objectives of One Ummah Bd, I spoke with Head of HR.

2.2.1: Mission of One Ummah Bd

The missions are-

1. To give customers a pleasant shopping experience and assist our sellers in developing
2. It will keep growing its sizable, devoted client base by offering the most comprehensive variety of products, amazing prices and unwavering attention to the customer experience.
3. One ummah bd will accomplish its purpose by concentrating on its fundamental values and by attracting, developing, and retaining the top talent in the sector through a solid corporate culture.

2.2.2: Vision of One Ummah Bd

“ Being the most credible marketplace while offering the best products and services to our valued customers”

2.2.3: Objective of One Ummah Bd

The objectives of One Ummah Bd are to expand over the entire country of Bangladesh in order to capture the largest market share, to offer all essential Muslim lifestyle products to its customers.

2.2.4: Slogan

“A Muslim lifestyle solution”

2.3: Major department of One Ummah Bd

Each firm requires a form of organizational framework to function effectively, regardless of its size. It gets very difficult for the company to carry out operations plans and meet its objective despite the correct organizational framework.

The exact divisions of One Ummah Bd are listed below:-

IT

financial affairs

Supervision of advertising activities

Visual and public relations architecture

Consumer Assistance

Account Administration

Personnel & Interaction

IT- The main purpose of the it sector is to maintain smooth application experience like solving software bugs , web page maintenance ,updating software applications etc.

Financial Analysis-The main job is to maintain the finance, analyze financial statement, maintain the budget distribution.

Visual and public relations architecture- The main job is to design the products for printed t-shirts to portray the image and to create unique products with various design.

Consumer Assistance: The main job is to maintain customer database, solving the problems of customer, Support the customer with confirming the order through tele communication.

Account Administration: The main job is to maintain the cash of the organization and give money when the company needs to invest.

Personnel & Interaction: The main job is to main good relationship among staffs, to observe the performance of staffs, to train the staffs when in need.

2.4: Segmentation, Targeting and Positioning of One Ummah Bd

A fundamental concept in the research and practice of marketing is the segmentation, targeting, and positioning (STP) approach. Segmentation, targeting, and positioning are abbreviated as STP. The STP procedure illustrates the connections between a market's overall framework and the decision of an organization to remain viable in that structure.

Segmentation is the process of breaking a target market into smaller groups or segments according to particular demographic, psychographic, behavioral, or geographic variables. This enables companies to develop promotional techniques and targeted communications that are superior by recognizing and catering to the needs, preferences, and behaviors of various consumer segments.

Targeting is the procedure of locating and choosing particular market categories that a company wishes to concentrate its marketing efforts on. The purpose of targeting is to determine the most pertinent and receptive demographic with marketing tools including communication, publicity, and promotions.

Positioning means the act of creating a certain location or view in the minds of prospective clients, relative to competitors and other options in the market. In order to distinguish a good, brand, or business and establish a unique and significant presence in the marketplace, it requires tactically influencing consumer perceptions of such entities.

2.4.1: Market Segmentation of One Ummah Bd

Market segmentation in marketing refers to the process of dividing a broad market into distinct and identifiable segments based on specific characteristics, such as demographics, psychographics, behavior, or needs.

Geographic Segmentation:

From the beginning, One Ummah Bd divided its market into segments based on its territory and the entire nation. One Ummah Bd concentrated on the whole market and aimed to seize the majority of it. Later on, though, it divided its market into cities to make operations simpler. It centered primarily on Dhaka and Sylhet.

Demographic Segmentation:

Income, age, generation, and the lifespan of a family are factors that can be accounted for in demographic segmentation. In order of segmentation, they are primarily concentrating on the young generation of people. As a result of the youth generation's awareness of fashion are currently in the spotlight. On the other hand, one can observe from the One Ummah Bangladesh website that they provide a wide variety of products for different types of customers. This demonstrates unequivocally that One Ummah Bangladesh has chosen to target all sectors rather than confine consumers to a single group. They favor selecting people of all backgrounds when it comes to family and money

Psychographic variable:

Socio status, methods of life, and character make up this company's psychographic characteristics. It seeks to connect with both upper-class and moderately socially situated individuals. In the context of "personality and emotions," psychographic variables also relate to "a behavior according to acts, related to retail choices," involving views, way of life, interests, fear of danger, character, and governance attributes, all of which are closely followed by One Ummah Bd. One Ummah Bd places a lot of emphasis on its psychographics and demographics because it is a digital marketplace, which helps you understand "who" and "why" your customers buy.

Behavioral variable:

The behavioral variables include the event, the advantages, the consumer's position, consumption rates, the level of devotion, the ready-to-use phase, and their mindset regarding the item being used. One Ummah Bd users' buying habits, product usage, desired advantages, and level of use— heavy, substrate, and moderate It does not only focus on those who use it frequently, because that could lead to overlooking viable market niches.

2.4.2: Targeting of One Ummah Bd

One Ummah Bd uses a marketing approach called differentiated marketing, which is referred to as segmented marketing, with the goal of steadily growing its consumer base across the entire nation. They immediately focused on attacking the metropolis of Dhaka. Their segmentation strategy takes demographics into account, focusing in particular on the younger generation and the middle-to-upper income categories. When determining their target audience, they also consider lifestyle and personality attributes. Their main goal is to connect with fashion-oriented people. They additionally take personality traits, like holidays and special occasions, into account to improve their marketing efforts. When it comes to festivals like Ramadan, Eid, companies have created special deals. The company divides the strategy into two parts, based on the customer's viewpoint and their own concerns, and deals with a variety of essential questions throughout the targeting process.

2.4.3: Positioning of One Ummah Bd

One Ummah Bd has established itself as a top Muslim lifestyle products site in the nation by emphasizing competitive pricing, easy shopping, superior customer support, and genuine goods. Their distinctive selling proposition is that they offer comparable goods to those found in physical stores, shopping malls, and rival websites, but at a reduced cost. Due to their emphasis on pricing, this value offer has found favor with their clients. One Ummah Bd has grown quickly despite being a relatively recent company, thanks to its successful positioning approach. They provide coupons for discounts, enable debit/credit card payments, assure countrywide product delivery, operate a well-organized database, and set a premium on openness, making them the dominant player in the nation's digital marketplace market.

2.5: Micro- environment and Macro-environment Analysis

The macro-environment explains the general economic circumstances that occur across the whole economy as opposed to just one specific territory or region. It includes elements like the GDP (gross domestic product), the rate of inflation, job creation, expenditure patterns, and budgetary and monetary policies.

On the contrary, the microenvironment, particularly in the context of business, is made up of regional elements that have a direct impact on how well a company can service its clients. Among them are the business itself, suppliers, marketing middlemen, customer marketplaces, and the neighborhood. This term encompasses those factors that are directly tied to the business and affect its success directly.

The marketing section works in an atmosphere where other factors outside the control of the company influence it. These components may be categorized as macro-environmental forces or micro-environmental forces. The idea of macro environmental elements is vast in dimension and encompasses ideas like demography, economy, interpersonal and cultural elements, political and legal aspects, technology, and the natural environment. In contrast, the company itself, consumers, suppliers, marketing middlemen, government agencies, and other private and public entities are examples of microenvironmental forces.

2.5.1: Micro-environment Analysis

Microenvironment: The microenvironment, particularly in the context of business, is made up of regional elements that have a direct impact on how well a company can service its clients. Among them are the business itself, suppliers, marketing middlemen, customer marketplaces, and the neighborhood. It will describe briefly in below-

Customers

Each business needs consumers to succeed, so it's essential for companies to be present where those customers are. For example, One Ummah Bd has developed a marketing plan with the aim of luring and keeping clients by providing goods that satisfy their needs and wants as well as top-notch customer care. One Ummah Bd prioritizes meeting the demands of all categories of clients equally. Such subcategories of the customer component of the marketing microenvironment include commercial and corporate customers as well as clients from state, local, and territorial governments.

Employees

One Ummah Bd places a high value on hiring employees with the right qualifications. This emphasis starts right through the hiring process and continues to be a top priority throughout an employee's employment, with ongoing training and promotion opportunities offered. One Ummah Bd meticulously adheres to this complete procedure since it is aware of the important role that training and development play in acquiring a competitive advantage, especially in the service industry's marketing division.

Suppliers

By delivering the supplies needed for a company's activities, suppliers support businesses in a vital way. A supplier's actions have an immediate effect on the firm it supports. For example, if a supplier provides poor service, it may cause delays or jeopardize the quality of the goods. To protect its image, One Ummah Bd continually aims to build solid connections with dependable vendors and suppliers. An excellent way to preserve competition and guarantee the purchase of high-quality items is to develop tight relationships with suppliers. The company can think about finding the necessary personnel or supplies from suppliers in accordance with its manufacturing plan. The organization can increase its bargaining strength by enacting a purchasing policy that gives it the authority to negotiate advantageous terms.

Shareholders

A company may decide to go public by offering its shares on the stock market if it wants to grow and needs money. One Ummah Bd, which is currently a privately held firm, puts its investors' concerns first. The hopes of shareholders to increase earnings will have consequences for the company's strategic choices. One Ummah Bd. adopts a circumspect approach in managing its interactions with shareholders, understanding that placing a too strong focus on short-term revenue growth may endanger the organization's future prosperity.

Media

The achievements of a company can be strongly impacted by the media, which can either generate positive attention that enhances its image or adverse publicity that detracts from it. One Ummah Bd takes innovative steps to manage media coverage, trying to emphasize the positive features of their company and goods while minimizing the influence of any unfavorable incidents. One Ummah Bd also seeks the advice of public relations (PR) professionals to efficiently handle particular issues or occurrences.

Competitors

Marketing's primary objective is differentiation. One Ummah Bd never loses sight of the fact that its products and advantages are superior to those offered by its rivals. The company often highlights the importance of having a distinctive selling feature. One Ummah Bd understands the value of competitor evaluation and tracking to make sure it keeps or improves its place among competitors in the industry.

Marketing Intermediaries

Banks, venture capitalists, and other finance sources are typically used by One Ummah Bd to finance its operations. For the distribution of their products, they rely on distributors, retailers, storage facilities, and transportation businesses. To efficiently sell their products, One Ummah Bd also works with advertising agencies, market research companies, and public relations companies. The marketing strategy is developed by taking into account each intermediary's potential to increase or decrease client happiness.

Publics and Market

The term "publics" describes organizations or teams that have a significant impact on marketing plans meant to increase consumer satisfaction with a brand or business. One Ummah Bd is aware that happy consumers make up a group of people who are capable of helping a marketing campaign succeed by spreading positive referrals. Conversely, some members of the public, including consumer activists and watchdog organizations, have the capacity to thwart marketing initiatives through unfavorable recommendations. One Ummah Bd does recognize that in order to guarantee general satisfaction, it must cater to the general public as well as rival businesses and customers.

Company/Organization

One Ummah Bd's departments all have the power to positively or negatively affect how satisfied customers are. As a result, the marketing division works closely with other divisions like finance, purchasing, R&D, and manufacturing. In order to attain excellent consumer satisfaction for One Ummah Bd, this partnership attempts to pinpoint methods whereby every unit can play a role in providing outstanding customer value.

2.5.2: Macro-environment Analysis

Economic Forces

Economic pressures have a big impact on the capacity of any company to succeed, especially when it comes to the markets for purchases and sales. For young or growing companies, this effect is especially important. Business operations as well as decision-making processes are significantly shaped by economic issues. They have an impact on the cost of financing for the company as well as the purchasing power of potential clients. The economic position, trends, and growth of the nation, interest rates, currency exchange rates, inflation rates, governmental employment policies, business cycle stages, and import/export ratios are a few examples of these economic elements. The future plans and existing operations of an organization can be affected by a market boom, a recession, or a problem with rising inflation. One Ummah Bangladesh ought to think about setting its product prices appropriately given that Bangladesh is an emerging economy with a modest per-person income.

Technological Forces

The most significant effects on the environment are thought to be caused by technological forces or influences. The practical application of scientific knowledge is referred to as technology. There is no disputing the fact that information and communication technology have revolutionized how businesses operate. As a result, companies that depend on complicated knowledge that changes quickly are particularly vulnerable. One Ummah Bd should conduct research and development in areas like innovative products and services, energy usage and costs, government spending, global communication, technology accessibility, licensing, patents, and other pertinent factors in order to gain a competitive edge given that Bangladesh is not a country with a highly developed technology sector.

Socio-cultural Forces

Through their impact on societal views and beliefs, socio-cultural influences have a substantial impact on how behavior is shaped. Along with other variables, such as shifting workplace mindsets, political consciousness, and customs of culture, such forces also have consequences on companies, notably in their inner ties with staff. Depending on regional variances and individual ideas, social influences can differ between nations. They cover a wide range of topics, including fashion, trends, demography, religion, population growth rate, consumer attitudes and opinions, legal developments affecting social elements, brand recognition, consumer purchasing habits, and more. One Ummah Bd should give these socio-cultural considerations top priority and see to it that they are adequately addressed.

Environmental Factor:

Environmental issues have a strong connection to nature and have a big impact on how a company does business. It is still hard to forecast what will happen in the future because it is so unexpected. These environmental elements have a significant impact on sectors including tourism, agriculture, and insurance. They include changes in atmospheric circulation and alterations in the climate, as well as the occurrence of floods, earthquakes, droughts, and other natural disasters. It is important to recognize how these developments may affect One Ummah Bd's operations and to take the necessary safeguards to reduce any potential hazards.

Legal and Political Factors:

This legal component includes a variety of laws, including those that prohibit injustice, defend consumers, prohibit monopolies, regulate the workplace, and set standards for safety and health. Companies must abide by these laws since breaking them may result in punishment. They also have an impact on a company's operations, which affect its expenses and product demand. Legislatively established policies regarding finances and money, for instance, may encourage smaller businesses through tax breaks and financial support. One Ummah Bd, a digital marketplace that relies on customers placing orders, may have difficulties if the government implements a value-added tax on technological equipment in the upcoming budget. These limitations may adversely affect One Ummah Bd's business operations.

2.6: Comparison with the Competitors

Comparison with competitors refers to the process of evaluating and analyzing a company's performance, offerings, and market position relative to its direct or indirect competitors. It involves gathering information and data about competitors' products, services, marketing strategies, customer base, pricing, distribution channels, and overall market share.

One Ummah Bd is one of the popular brand among the Muslim lifestyle conscious people when it comes to t-shirt One Ummah Bd introduces the Islamic message t-shirt back in 2016 and later on they gradually adopt the local market with traditional clothing like traditional t-shirt, sports t-shirt, polo t-shirt, joggers, pants, caps ,lungis etc. Now One Ummah bd has to compete with other brands like Siwak, Easy, Yellow for t-shirts and men`s accessories. But according to the price and product offerings and what they offer the customer it makes vast majority of loyal customers who not only buy the products but to refer and review the products. The market is open now. In this competitive market if a company survives then really it needs unique products and unique selling point to meet the customer satisfaction and compete with the competitors.

Chapter 3: Findings& Interpretation

3.1: Findings and Interpretation

I attempted to describe the survey statistics and secondary data after assessing them in light of my study goals. In addition, I looked into what customers thought about One Ummah Bd and their expectations.

I randomly selected 100 respondents for the survey online. They offered feedback to the survey questioners. They evaluated the level of service provided by One Ummah Bd using a variety of questions, scales, ratings, and points. Following are the conclusions and their interpretations:

3.1.1. Age Group

The age group denotes that the users of which range of age usually use One Ummah Bd product.

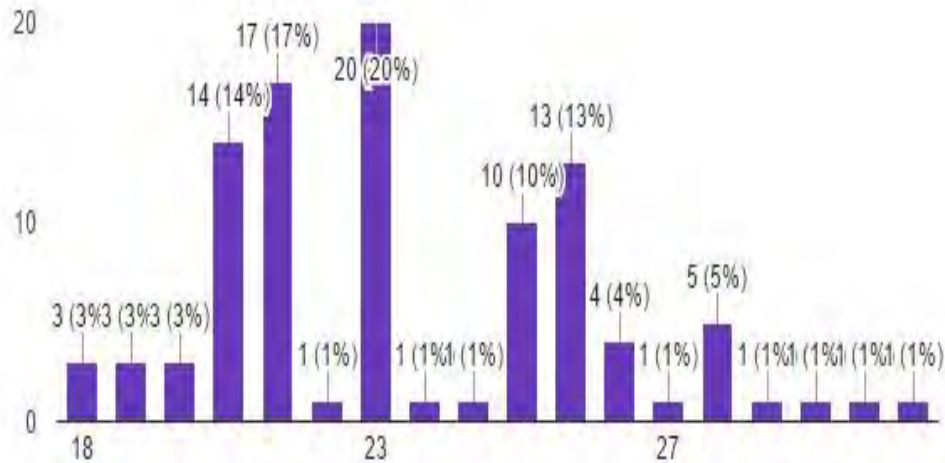


Figure 1-Age group of customers of One Ummah Bd

The above figure denotes to answer the question of age group we state that the graph shows the percentage of users group of age who usually buy. We see from the graph the age between 20-25 age is the age group who is highest age group of buyers. 20% which is highest percentage in the age group 23.

3.1.2 Gender

Gender denotes that among male & female who are the frequent buyers of One Ummah Bd

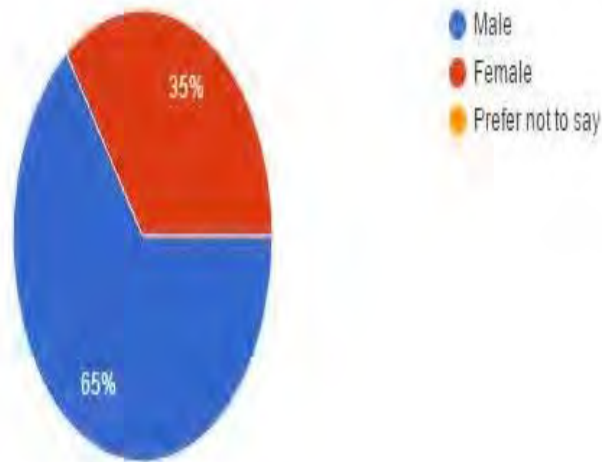


Figure 2 -Gender Segmentation Of Using One Ummah Bd

The above figure denotes that the question that is the gender group of One Ummah Bd , to state the answer is the chart shows 65% of male and 35% female are the users of One Ummah Bd. The ratio shows that male users frequently use our product. The red portion of the chart are female and the blue portion of the chart are male.

3.1.3 Profession

Profession denotes that which profession from buyers prefer to buy product from One Ummah Bd .

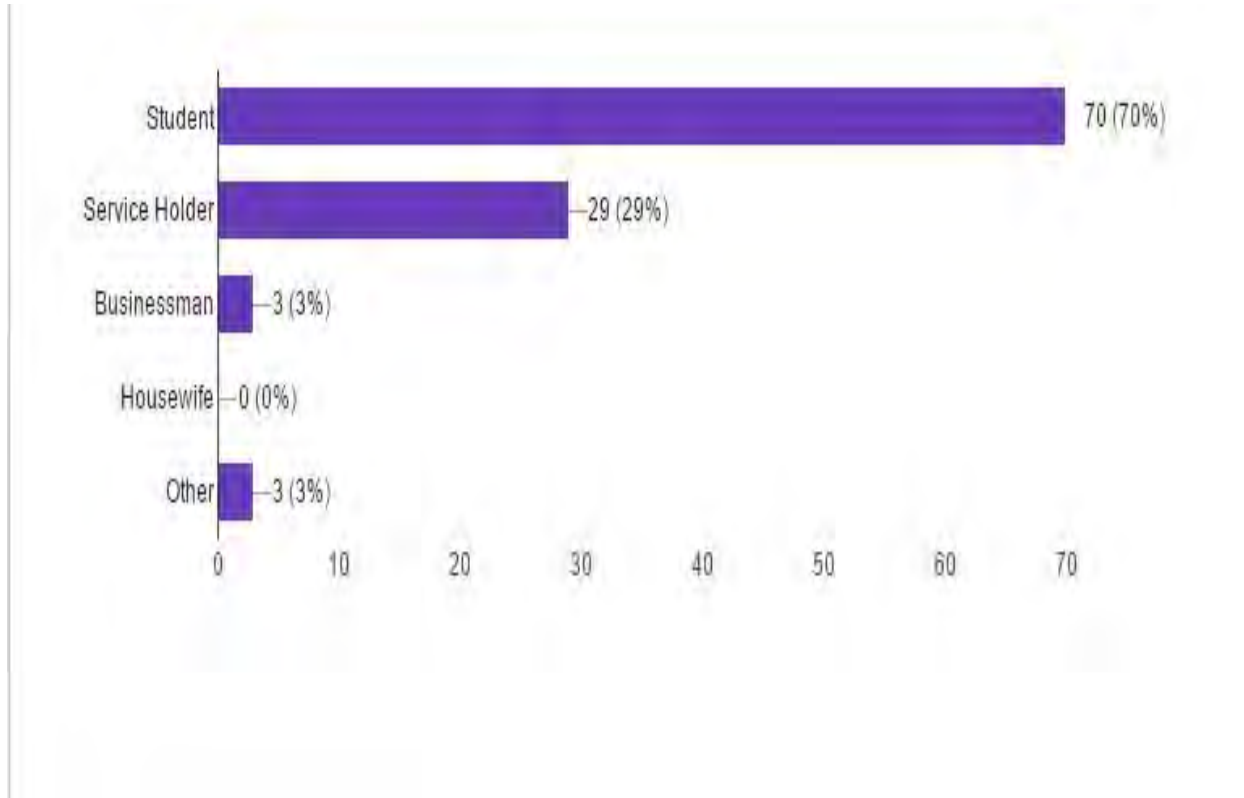


Figure 3 – Profession of people consuming One Ummah Bd

The above figure denotes that the stated question gives the information that the students represent around 70% of users and buyers, according to the survey. However, just over one quarter of users register to a service. Certain customers double as service providers and scholars. They generally have part-time jobs. But only 3% of people identify as customers, businesspeople, or others. This evidence demonstrates that One Ummah Bd places a special emphasis on students. The Percentage shows 70 % from student, 29% are service holder that shows majority users are from students and the second highest among user is service holder.

3.1.4 What's the process like for placing an order?

The question denotes that the procedure of placing an order is satisfactory among consumers.

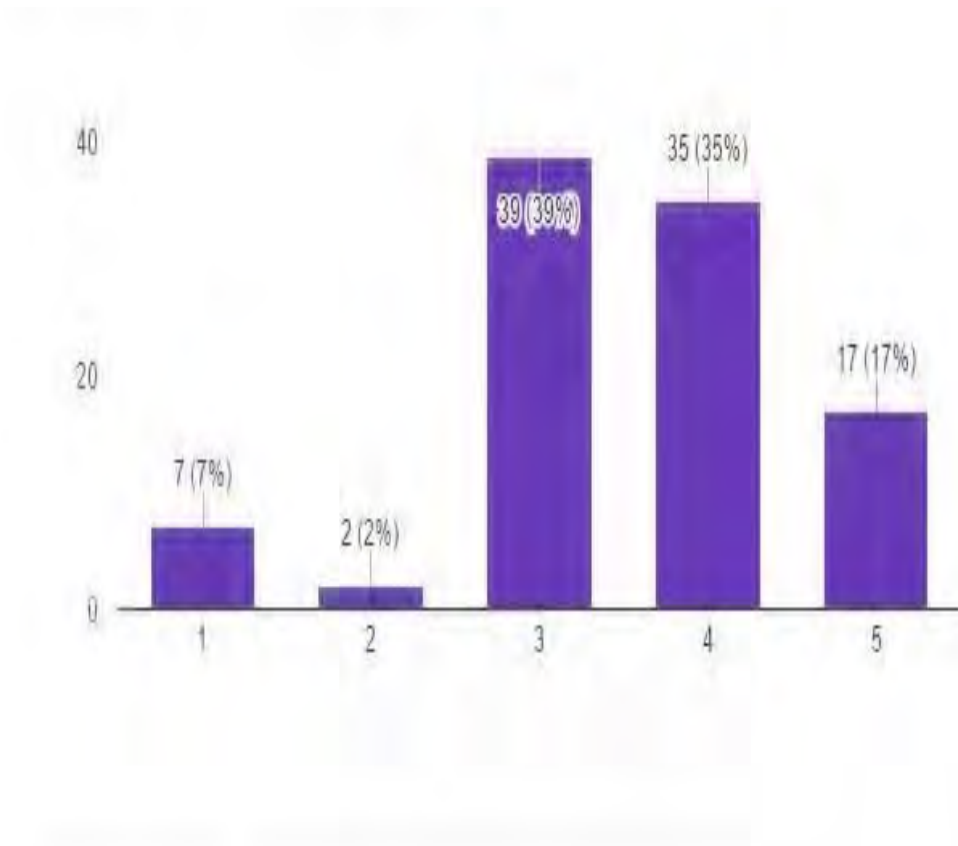


Figure 4- What's the process like for placing an order??

The above figure denotes that the stated question gives us the information that 39% of respondents stated the process was simple or fair. 17% thought it was extremely easy, and 35% said it was very easy. However, 2% of respondents said it was complex, and 7% said it was highly complex.

3.1.5 Do you think the website's product descriptions are comprehensive enough??

The question denotes that among our users are agreed or not that the website's product are comprehensive enough.

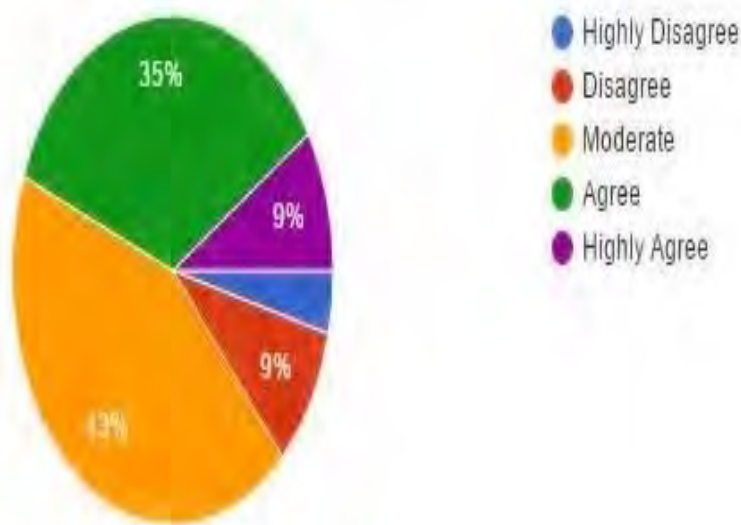


Figure 5 -Do you think the website's product descriptions are comprehensive enough??

The above figure denotes that the stated question gives us the information , 35% of them agreed believed there was enough data available about the product, and 9% of them strongly agreed. Only 9% of people feel that there is insufficient data and that it needs to be improved, while 43% say they are satisfied with the data provided. The five color blue, red, yellow, green and purple denotes as highly disagree, disagree, moderate, agree and highly agree.

3.1.6 When an order is placed, do customer service representatives contact??

The question denotes that among customers ,do they satisfied with customer service representatives contact while ordering a product.

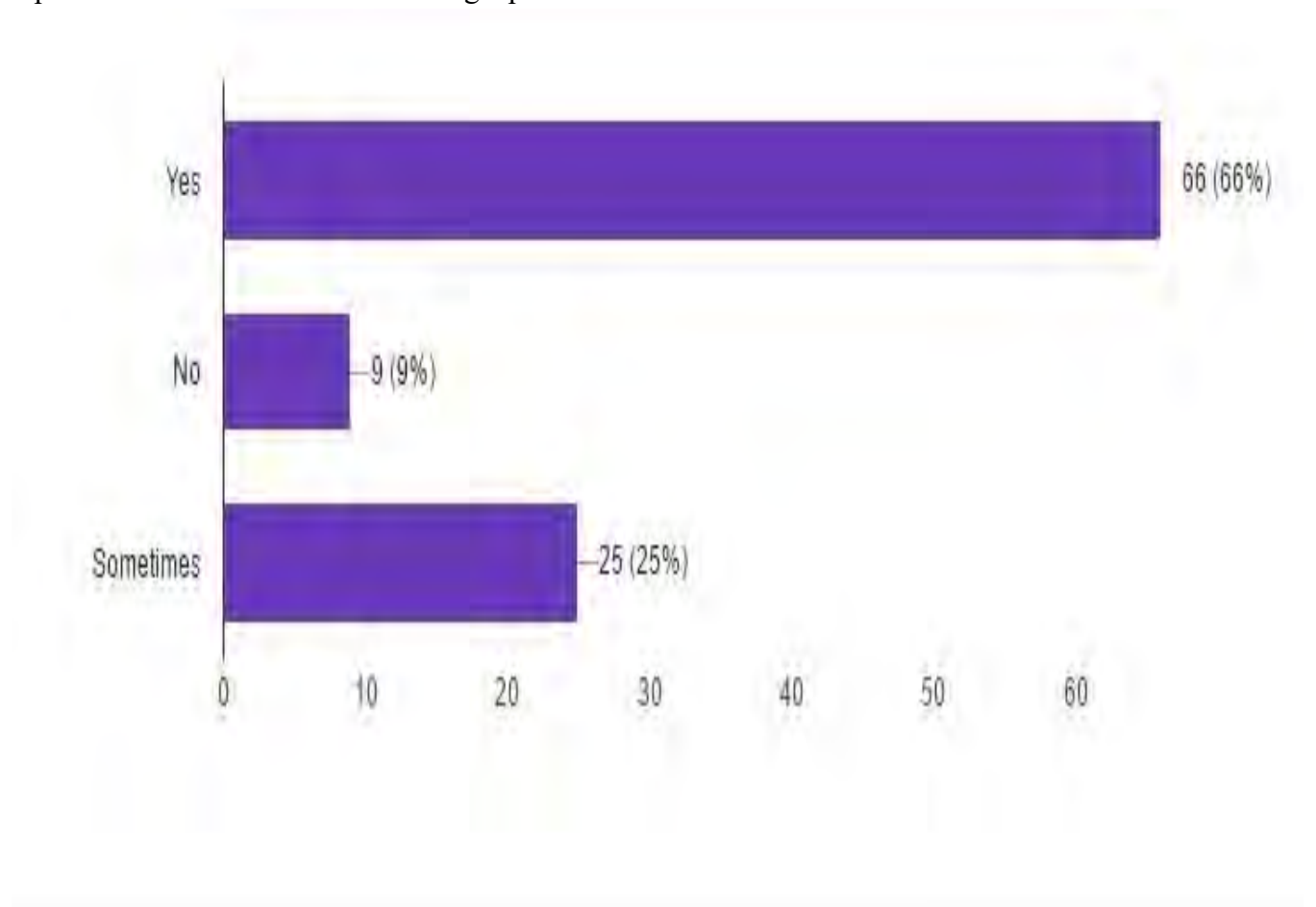


Figure 6 - When an order is placed, do customer service representatives contact

The above figure denotes that the stated question gives us the information 66% of respondents reported getting a call right away after placing an order. Only 9% of respondents reported not receiving a call from the customer service department within the allotted period, and 25% said they occasionally received a call early or did not receive a call at all

3.1.7 Do you receive the product on time?

The question denotes that the do consumer receive the product on time through responding the option.

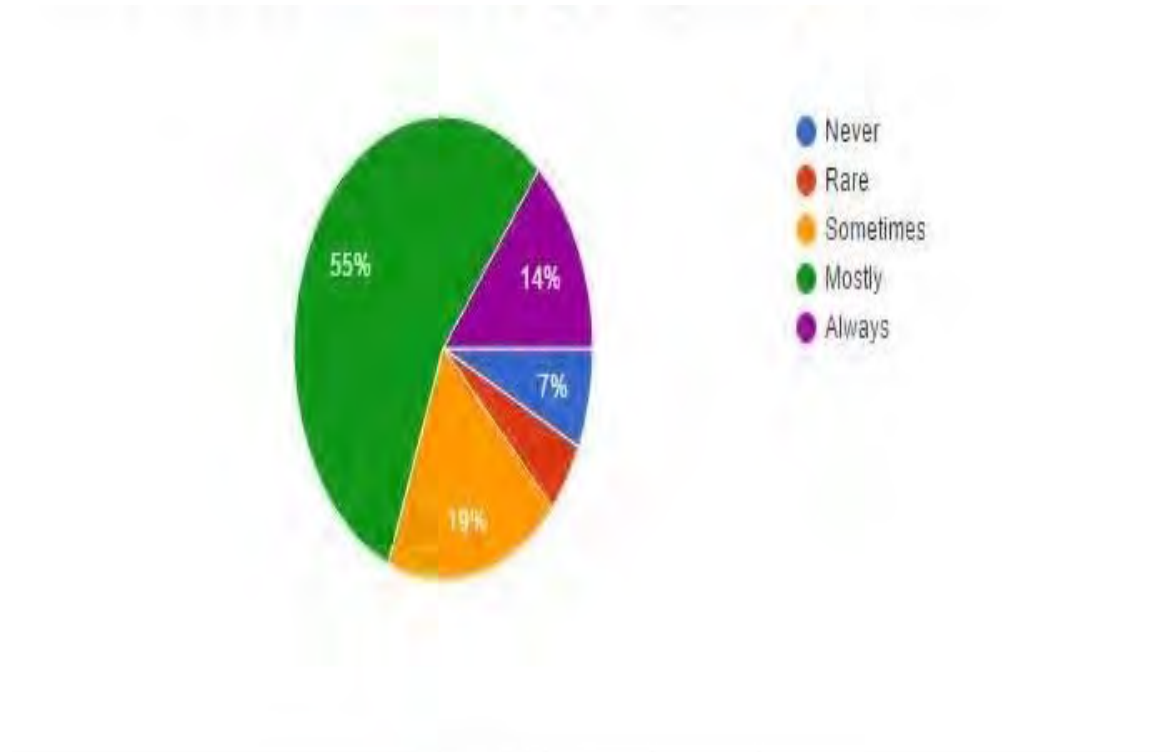


Figure 7- Do you receive the product on time?

The above figure denotes that the stated question gives us the information that 55% of respondents claim that they typically receive the merchandise on time. 14% of respondents said they were extremely satisfied with the delivery time and that they consistently received their order on time. Only 7% of respondents said they "never" received the merchandise by the deadline, compared to 19% who said they "sometimes" received the delivery. The green shades determines mostly, red shades rare, yellow shades sometimes and purple shades determines always.

3.1.8 What's your comment on deliver charge?

The question denotes that what's the customer opinion regarding delivery charge

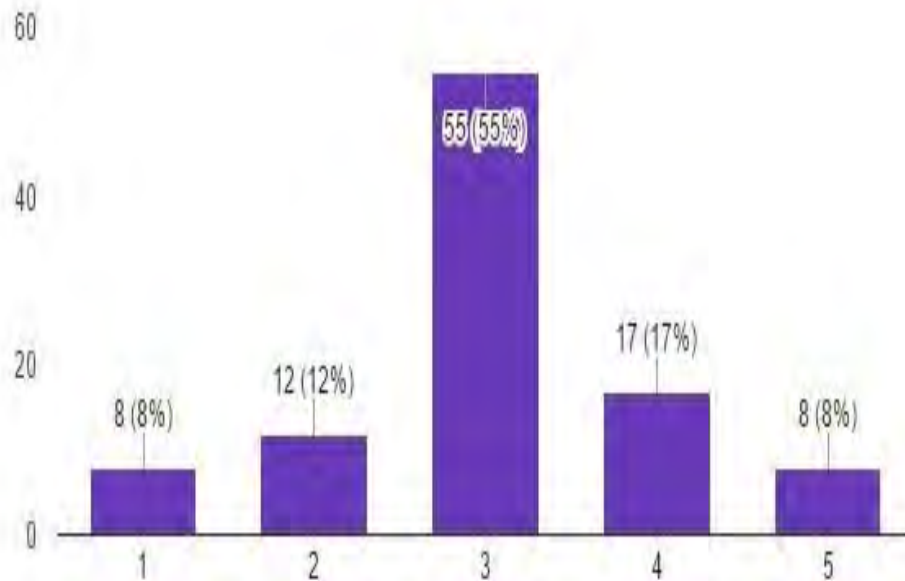


Figure 8-What's your comment on deliver charge?

The above figure denotes that the stated question gives us the information that 55% of customers think the price is "moderate," but 8% of customers feel it is both "very high" and "very low." It is "High" for 17% of persons and "Low" for 12% of people.

3.1.9 Are you satisfied with the shipping period??

The question denotes that among customers are satisfied with the shipping period of product

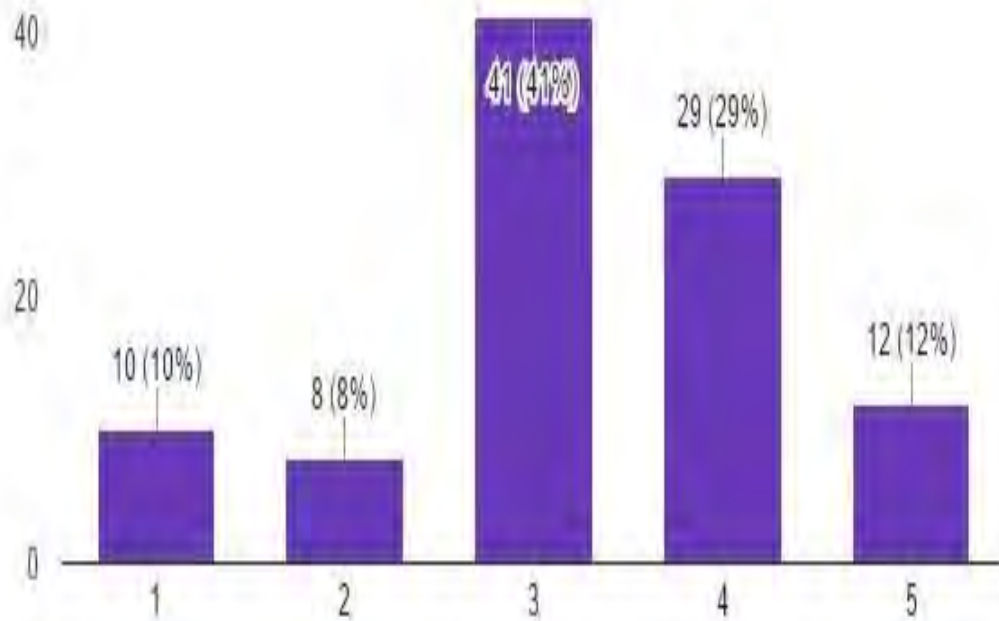


Figure 9-Are you satisfied with the shipping period??

The above figure denotes that the stated question gives us the information that the typical delivery time is Within 72 hours, and 41% of respondents believe that this time frame is "okay". However, 10% of respondents are "extremely dissatisfied" and 8% of respondents are "dissatisfied" with the delivery time. In contrast, 29% of respondents say they are "satisfied" with the delivery time, while 12% say they are "extremely satisfied."

3.1.10 Is the product same what you expected??

The question denotes that the customers are receiving product ,is it the product they expected.

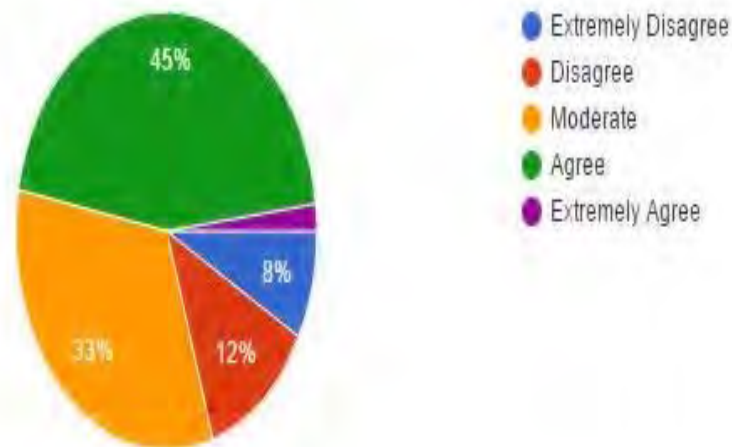


Figure10- Is the product same what you expected??

The above figure denotes that the stated question gives us the information that Respondents "agree" with the aforementioned statement in 45% of cases, while 33% think the product quality is "moderate". In addition, 12% of respondents and 8% of respondents, respectively, "disagree" and "extremely disagree," with the assertion. As a result, I think One Ummah Bd should work to improve how satisfied these 20% of its clients are with the caliber of its goods.

3.1.11 Do you think the similarity is as same as the picture of the product you ordered?

The question denotes that the customers think that the similarity of the product is same as the product they ordered

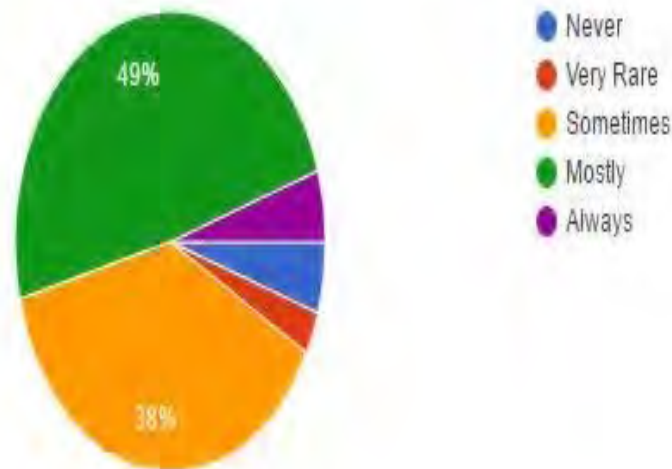


Figure 11- Do you think the similarity is as same as the picture of the product you ordered?

The above figure denotes that In this instance, The stated question gives us the information that 49% of respondents stated that they "mostly" receive the exact goods that was advertised on the website, compared to 38% who believed they "sometimes" received the genuine product. 13% of respondents claimed that it is extremely uncommon or that they never receive the actual thing, which is highly upsetting. According to the poll results, 38% of respondents claim to "sometimes" obtain the real product, which raises serious concerns for One Ummah Bd.

3.1.12 Is the prices of the product worthy?

The question denotes that among the customers think that the prices of the product is worthy or not.

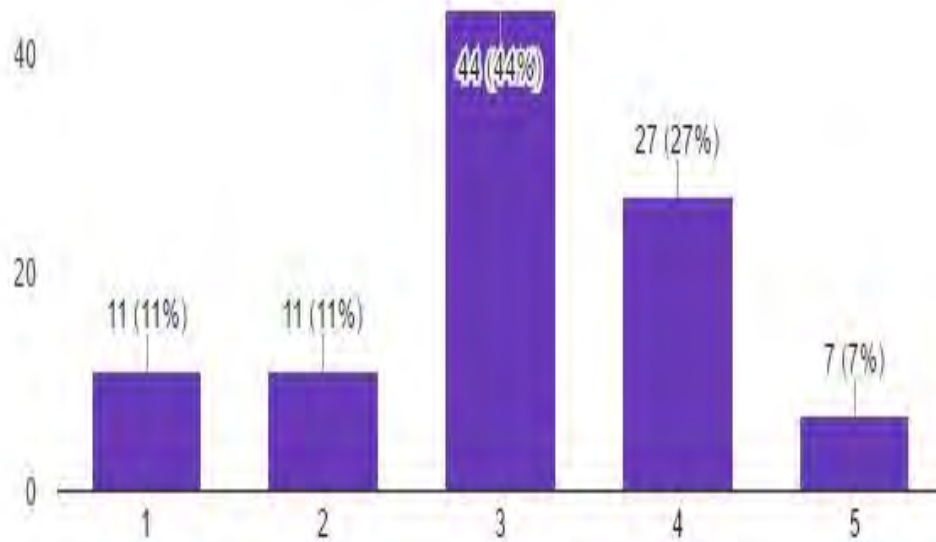


Figure 12- Is the prices of the product worthy?

The above figure denotes that the stated question gives us the information that 44% of respondents indicated that they "agreed" with the aforementioned assertions, while 11% expressed "highly disagreement," 11% indicated "disagreement," 27% indicated "agreement," and 7% indicated "highly agreement." According to the survey's findings, One Ummah Bd's product prices are reasonable for customers.

3.1.13 Are you satisfied with the payment system of One Ummah Bd?

The question denotes that among the customers are happy with payment method of One Ummah Bd .

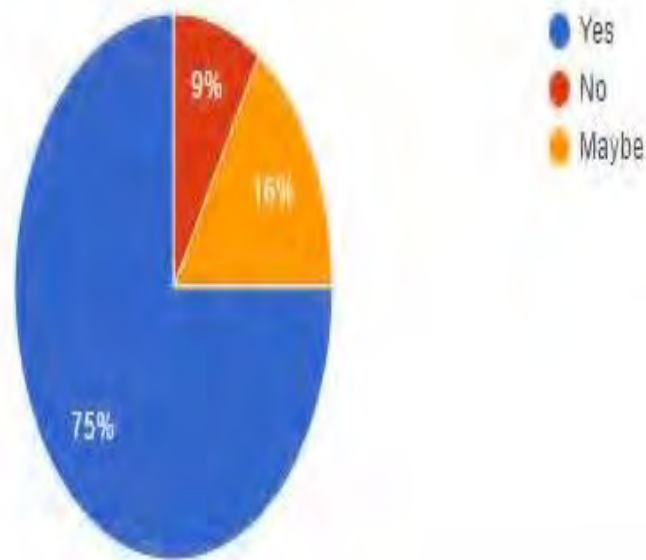


Figure 13- Are you satisfied with the payment system of One Ummah Bd?

The above figure denotes that the stated question gives us the information that consumer satisfaction with the payment method is at 75%. 16% of respondents believe that the system would benefit from the addition of some more techniques. However, 9% of respondents find the payment method to be unsatisfactory.

3.1.14 Are you satisfied with the approach of delivery person?

The question denotes that among the users are satisfied with the approach of delivery person

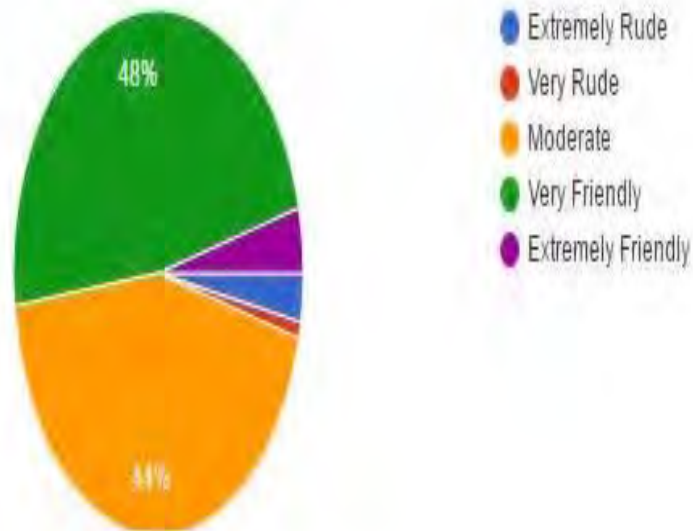


Figure 14- Are you satisfied with the approach of delivery person?

The above figure denotes that the stated question gives us the information that customers believe that the delivery person's appearance is "very friendly" in 48% of cases, and "moderate" in 44% of cases. So far, I haven't noticed any issues with the delivery man's behavior based on the survey results.

3.1.15 Are you satisfied with the customer service of One Ummah Bd?

The question denotes that among the customers are satisfied with the customer service of One Ummah Bd.

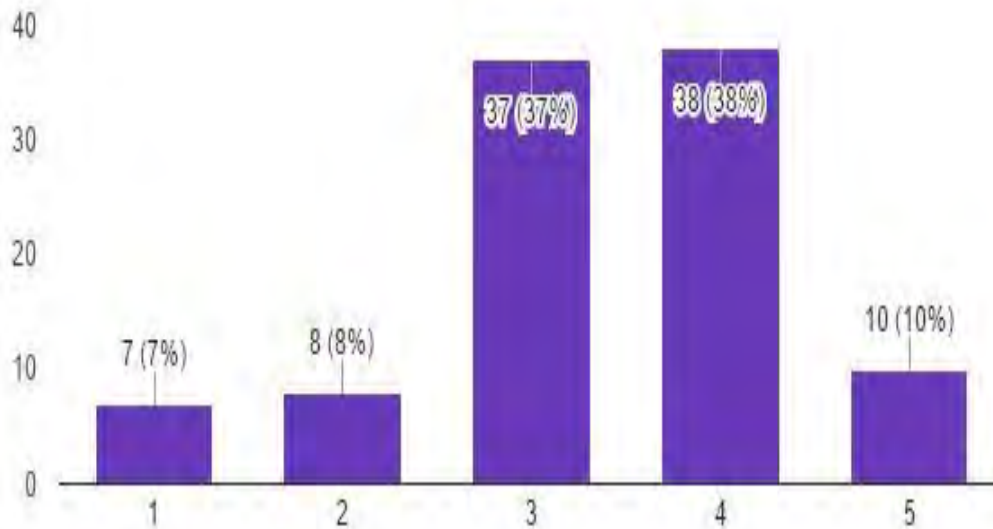


Figure 15-Are you satisfied with the customer service of One Ummah Bd?

The above figure denotes that From the survey I get to know that 37% told that the service is “Moderate” and 38% people told that the customer service of One Ummah Bd is “Satisfactory”. On the contrary, 7% people found the service “Extremely Disappointed” and other 8% people were “Disappointed” with the customer service department of One Ummah Bd .

3.1.16 Are you satisfied with One Ummah Bd?

The question denotes that among customers are satisfied with the One Ummah Bd

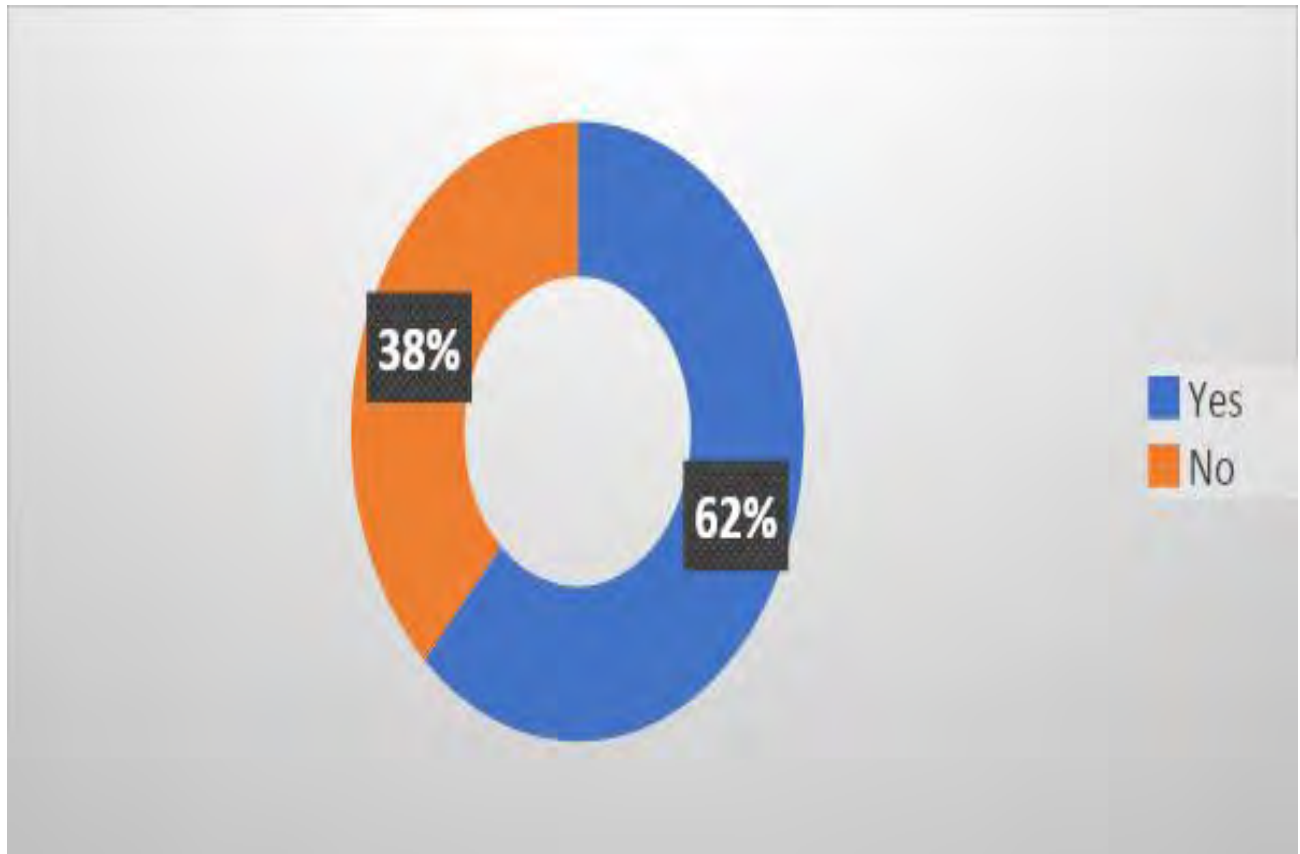


Figure 16- Are you satisfied with One Ummah Bd?

The above figure denotes that the stated question gives us the answer that 68% are satisfied with the service they provide and the rest of the number means 38% are not satisfied with that. The blue shades of color denotes yes and yellow shades of color denotes no.

3.1.17 Do You Satisfy with The Outlet Environment?

The question denotes that among the customers are satisfied with the outlet environment

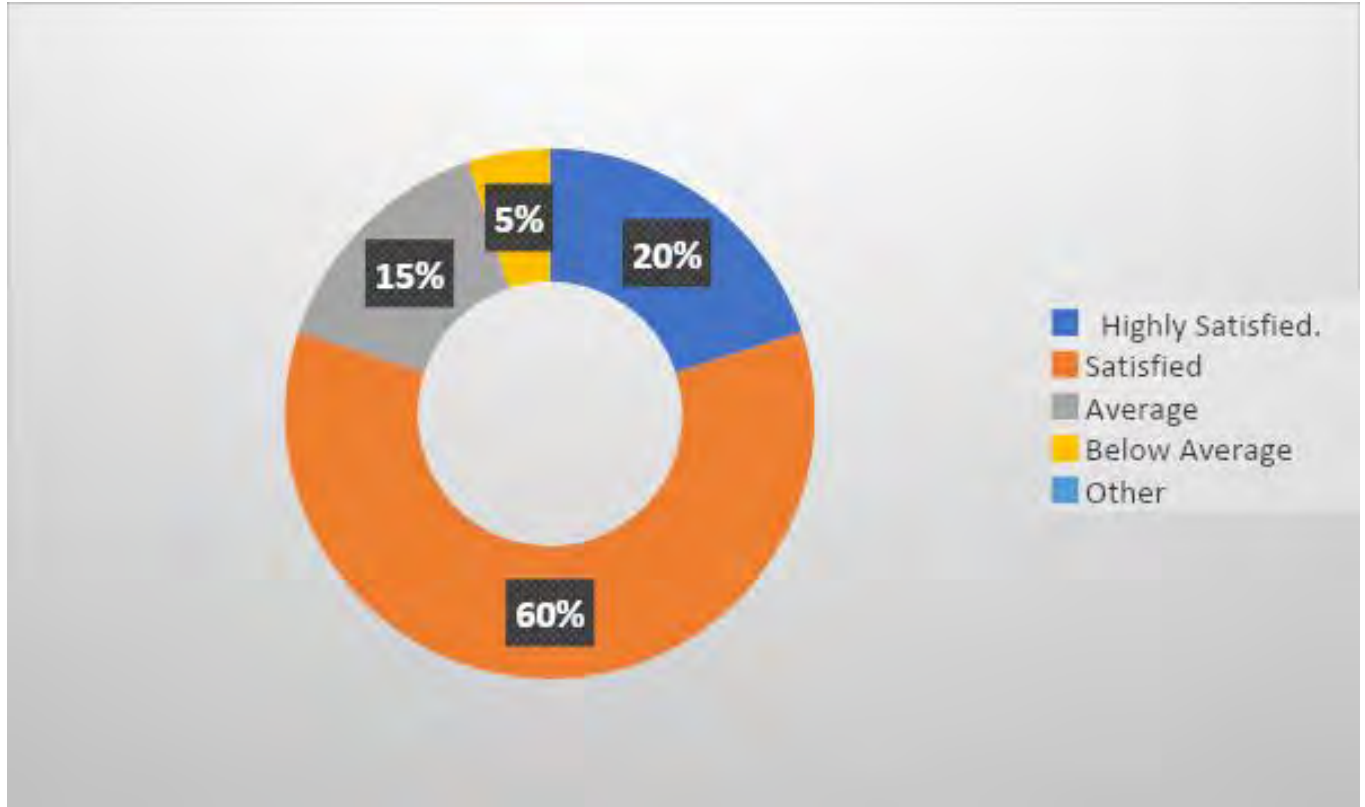


Figure 17-Do You Satisfy with The Outlet Environment?

The above figure denotes that we survey among our customers that did they satisfy with the outlet environment. The survey shows that 60% are satisfied, 20% are highly satisfied and 5% said it is below average. The color yellow, green, ass and orange denotes the percentage of people who are highly satisfied, satisfied, average, below average.

3.1.18 - Do you refer anyone to buy From One Ummah Bd?

The question denotes that among customers do they refer anyone to buy from One Ummah Bd

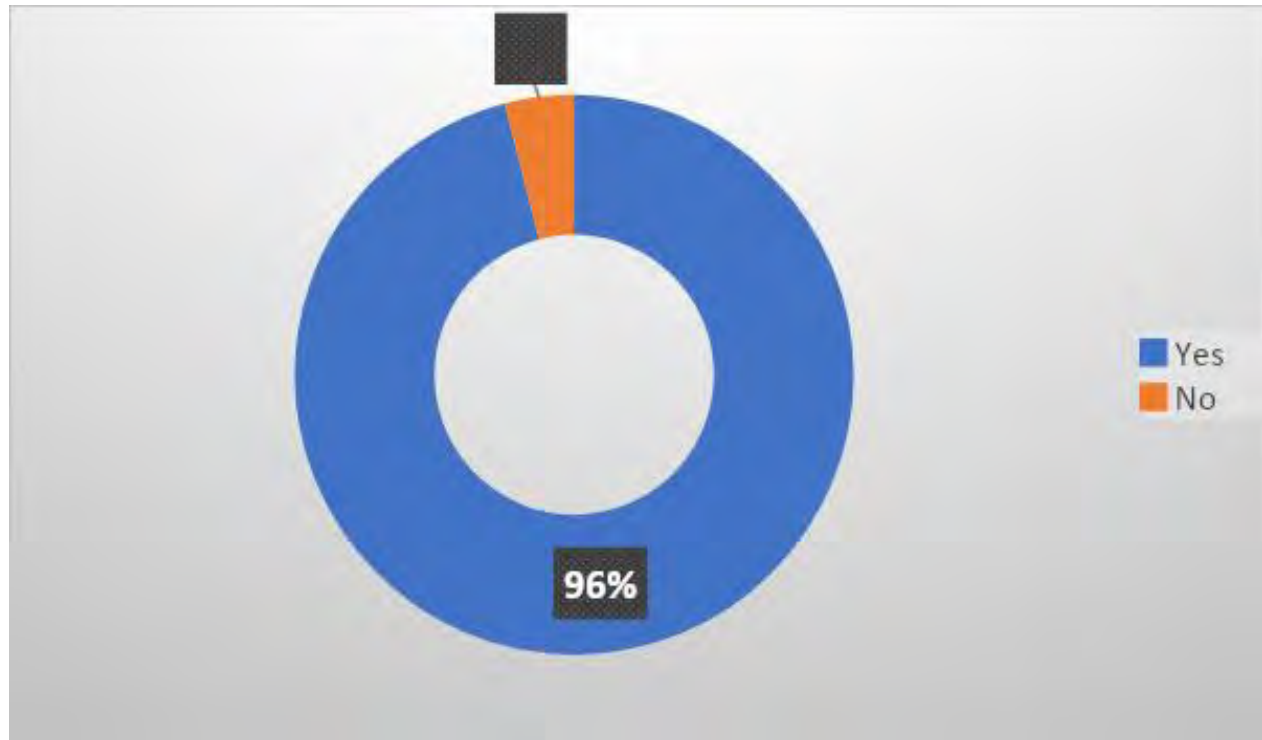


Figure 18- Do you refer anyone to buy From One Ummah Bd?

Explanation- The stated question gives us the answer that 96% replied yes and 4% replied as no. The blue shades of color denotes yes and orange shades of color denotes no.

3.2 Summary Of Findings -

Question Number	Name	Result of Highest %
Q1	Age group	20% (20-25)
Q2	Gender	65% male
Q3	Profession	70% student
Q4	What's the process like for placing an order?	39% fair or simple
Q5	Do you think the website's product descriptions are comprehensive enough??	43% satisfied
Q6	When an order is placed, do customer service representatives contact?	66% yes
Q7	Do you receive the product on time?	55% mostly
Q8	What's your comment on deliver charge?	55% moderate
Q9	Are you satisfied with the shipping period?	41% okay
Q10	Is the product same what you expected??	45% agree
Q 11	Do you think the similarity is as same as the picture of the product you ordered?	49% mostly
Q12	Is the prices of the product worthy?	44% worthy
Q13	Are you satisfied with the payment system of One Ummah Bd?	75% yes

Question Number	Name	Result Of Highest %
Q14	Are you satisfied with the approach of delivery person?	48% very friendly
Q15	Are you satisfied with the customer service of One Ummah Bd?	38% satisfied
Q16	Are you satisfied with One Ummah Bd?	62% yes
Q17	Do You Satisfy with The Outlet Environment?	60% highly satisfied
Q18	Do you refer anyone to buy From One Ummah Bd?	96% yes

In short ,we can say from findings that the majority of the users from male and the youth like students are the major consumers of One ummah Bd. Most of them are satisfied with the service but as well as some suggestions and limitations of service was there from survey. Hope the company consider their limitation and will work on it.

Recommendation & Conclusion

One of Bangladesh's top Muslim lifestyle product selling brand is One Ummah Bd . When it began operating in Bangladesh, they have been getting better every single second. Still, it may end up being much more valuable and improved than it is right now. However, when I was gathering information for this study, I spoke with a number of people regarding One Ummah Bd and learned that the company frequently encounters a number of issues that its consumers also want One Ummah Bd to address. As a result, I'd want to share some advice for One Ummah Bd that I obtained through an audience poll. These can be found below:

1. The selling price of the item should remain comparable to that of other competitors.
2. They have a poor categorizing mechanism. People frequently look for advancement. These discounted items cannot be separated on their website.
3. More helplines need to be added. The customer service line is frequently unreachable by customers.
4. Each item should have a single price. The offer price is not offered in shop. Avoiding this is advisable.
5. Every divisional city should implement a doorstep delivery system.
6. Particularly outside of Dhaka city, delivery times should be shortened.
7. Must produce a quality product. After receiving the delivery, some customers discover the incorrect item.

Lastly, I'd like to add that One Ummah Bd has a tremendous possibility of developing and capturing the largest possible share of the market. They ought to expand their operations in mature markets while searching for fresh opportunities in underserved ones. One of Bangladesh's largest Muslim lifestyle brands, One Ummah Bd, has earned the title of top digital commercial hub in the country. It is persistent in identifying areas for development and business potential. One Ummah Bd first entered the market in 2016, and as of now, it has firmly established itself as one of the most important Muslim lifestyle brands in Bangladesh. For certain prospective grads, it has created employment opportunities. In several of their sectors, including customer service, they are establishing part-time job opportunities for the current students. This helps the students' financial security while also giving them opportunities to gain practical experience. They typically maintain excellent client relationships. Customer service is consistently available to assist clients with any problems. One Ummah Bd is still expanding and has a great chance to keep getting better because it has the ability and capabilities. They must make sure to provide the client with the most effective assistance possible. Customers have certain demands, therefore businesses have to be prepared. In Bangladesh, there are several opportunities for business. Simply need to perform honestly and provide client satisfaction. This is a rapidly expanding industry in Bangladesh, and in my opinion, One Ummah Bd is going to reach the pinnacle of the clothing industry. One Ummah Bd has successfully transformed the fashion business in Bangladesh and ushered in a new way of life for those who enjoy living stylishly. There is still a long way to go, though. In preparing this study, I learned more about Bangladesh's RMG sector and fashion business overall.

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