

Report On
Employer Branding of Daraz Bangladesh Ltd.

Submitted To
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An internship report submitted to the BRAC Business School which is partial fulfillment
of the requirements for the degree of
Bachelor of Business Administration (BBA)

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Declaration

It is hereby declared that

1. This internship report submitted is my own original work while completing BBA degree at Brac University.
2. This 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. This report does not contain material which has been accepted, submitted for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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Letter of Transmittal

Ms. Mahreen Mamoon

Assistant Professor,

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66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on “ Employer Branding of Daraz Bangladesh Ltd.”

Dear Madam,

This is my pleasure to submit my internship report titled “ Employer Branding of Daraz Bangladesh Ltd.” I have tried to complete my internship report with all the information I could gather as per your support and guidance.

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

I trust that the report will meet the desires.

Sincerely yours,

Sreejon Chowdhury

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BRAC Business School

BRAC University

Date: June 6th, 2021.

Non-Disclosure Agreement

This agreement is made and entered into, by and between **Daraz Bangladesh Ltd.** and the undersigned student at **BRAC University- Sreejon Chowdhury** to ensure confidentiality of the information. Here, both parties agreed upon to maintain confidentiality of information used in this report.

Acknowledgement

Firstly, I am grateful to Daraz Bangladesh Ltd. for giving me the opportunity to work in their organization and to all the people who work in the organization who relentlessly supported me in my internship period. I would like to acknowledge my farthest gratitude to my internship advisor **Ms. Mahreen Mamoon** for her guidance and feedbacks. Without her assistance, it would not be possible for me to finish this report within the due time. I also want to thank all my teachers at Brac Business School and other departments of BRAC University for sharing their knowledge in my under-graduation classes which I can use rest of my life. Notably, I would like to express gratitude to my onsite supervisor **Md. Merajul Islam Sunny** (Head of Talent Acquisition & Employer Branding) for trusting me with the responsibilities and his guidance to begin my professional life. After that, I also would like to thank Md. Imran Roby (Senior Executive) and Md. Mizan Munna (Executive) whom I worked with in my internship period and learned about the organization and its internal functions. Furthermore, I am grateful to Kazi Mohammad Jafar Sadek (CHRO), Irma Dewan (Assistant Payroll Manager), Asif Haider Ovee (Senior Executive- Employer Branding and Organizational Development) for their support. I got to learn about different HR functions which I believe can use in my future career.

I undertook my best attempt to present Daraz Bangladesh Ltd. through my analysis. In case of any inaccurate information provided in the process I sincerely express regret to the reader.

Executive Summary

Employer Branding of Daraz Bangladesh is an important function of Human Resources which manages and influences the reputation as an employer among job seekers, employees and key stakeholders. To attract best talents among the job seekers and for retaining, the employee's employer branding plays a vital role in Daraz Bangladesh. Campus engagement activities like Daraz Xpedite, recruitment programs, maintaining corporate culture, differentiating the offerings as employer are some of the activities Human Resources Team undertakes to improve their employer brand image among the stakeholders in Daraz Bangladesh. Being aware of the benefits of a good employer brand image HR team of Daraz Bangladesh consistently working to improve their employer brand Image.

Keywords: Employer Branding, Attracting Best Talents, Organizational Culture, Employer Brand Image.

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List of Acronyms

HR	Human Resources
EB	Employer Branding
HRM	Human Resources Management
DFLP	Daraz Future Leadership Program
E-Commerce	Electronic Commerce
E-cab	E-commerce Association of Bangladesh

Chapter 1

Introduction

Employer branding has been a growing trend all over the world as well as in Bangladesh's management practice. In the early 1990's, the term employer branding came into use and since then it has widely adopted by global management community. Employer branding is concerned with three components- attraction, engagement and retention initiative to enhance the company's employer brand.

Daraz is an online market place operating in five markets Bangladesh, Myanmar, Nepal and Sri Lanka. It was founded as an online retailer in Pakistan in 2012 by two entrepreneurs and the initial funding came from Rocket Internet. After that, with external funding it expands its operation to Bangladesh and Myanmar. In May 2018, Daraz was fully acquired by Alibaba Group. Daraz has now 460 million customer bases of them 60% are under the age of 35. Daraz now adapting new strategies regularly in their management as ecommerce market is fast-paced and the competition is also growing day by day.

At Daraz Bangladesh the HR dept takes different initiative to enhance their employer brand. Daraz expedite (Campus ambassador program), Daraz future leadership program, celebrating significant days like international women day, Mother's Day, Pohela Falgun, are some of them. The mean age of employees working at Daraz Bangladesh is 25 who are young and energetic people. To retain these millennial population working at Daraz, is a hard task and to give them a strong identification with Daraz the Employer branding is helpful.

1.1 Background of the Study

E-commerce is a growing sector in Bangladesh while a large no of entrepreneurs and existing businesses are interested to invest in this sector. But as a new sector, traditional practices of Human Resources Management are not going to be helpful specially in a sector where most of the employees are young. To sustain in E-Business industry “Employer Branding” comes handy to attract the young talents to the company.

In my Internship period, I gained practical experiences in Employer Branding and Talent Acquisition of Daraz Bangladesh by working in some events and activities. This report is presented as a requirement of my Internship of BBA program where I described some Employer Branding practices Daraz Bangladesh LTD undertook to achieve the goals.

1.2 Objective of the Study

The intention of the report is to find similarities and dissimilarities between the theoretical knowledge I gained in my undergrad life and real-world practices. The main motive is to find out how Employer Branding helps Daraz Bangladesh attract talents that are needed also retain the existing customers. Main two objective of the report are:

Primary Objective: Primary objective of the study is to understand how Employer Branding can help an organization to retain and gain manpower that can help to achieve their goals.

Secondary Objective:

- To understand the effects of Employer Branding on the organization
- To understand the day to day problems HR employees, face for employer branding
- To Find out solutions to the problems
- To gain an overall understanding of Human resources functions of an e-commerce organization.

1.3 Methodology of the Study

The report is based on qualitative data I gained while I was doing the internship. My onsite supervisor and executives helped to get the information. Also, many information was gained through my observation. I collected both primary and secondary data to make the report more informative.

The sources of the data:

Primary Data:

- Asking descriptive questions to the respective seniors
- Personal Observation while working in Employer Branding activities
- Interviewing employees in the organization

Secondary Data:

- Articles, journals and issues about Employer Branding
- Online data from Daraz Career social media page
- Business textbooks

1.4 The Rationale of the Report

Internship is a partial requirement for graduation which allows a student to work in a certain organization to apply and relate theoretical knowledge to the practical work-life. The report is a part of my internship in which I presented how Employer branding effects the success of an organization.

1.5 Scope of the Study

The study is focused on the employer branding practices in an e-commerce platform in Bangladesh. It covers how employer branding related activities is used to satisfy the employees in an organization and to attract future talents to the organization.

1.6 Limitation of the Study

There are some limitations I faced during the process of the study, those are:

- Due to time constraint I could not get many information from the employees end
- Many information and strategies are confidential in the organization which I could not use in the report
- Not many analyses have been done on Employer Branding and its effectiveness
- Less secondary information on Daraz and e-commerce industry in Bangladesh

Chapter 2

Organizational Profile

2.1 Introduction

E-commerce industry in Bangladesh is a booming sector. There are now three types of business which are popular in this sector. B2B, B2C and C2C. In late 90's, some gift websites were targeted to non-residential-Bengalis living in abroad. From year 2000-2008 Bangladesh bank took different initiative to implement e-Payment gateway. In 2009, the real change happened when Bangladesh Bank allowed online transactions. Since then, many entrepreneurs started to invest in online selling of products and services. Now, there are 500 websites and 2000 Facebook companies registered with E-Cab. E-Cab (E-Commerce Association of Bangladesh) is the body which regulates the E-Commerce businesses in Bangladesh. Daraz Bangladesh Ltd. is also registered with E-Cab which is currently the biggest online marketplace in Bangladesh with over 5000 full-time and contractual employees working in the company.

2.2 Company Overview

Daraz is a online marketplace launched in 2012, operating in south Asia covering 5 countries – Bangladesh, Nepal, Pakistan, Sri Lanka and Myanmar. Daraz has now 30000 sellers and 500 brands and serves 5 million consumers across the region. Daraz has now 2.5 million products on their Daraz app and website. In May 2018 it was acquired by Alibaba group. Now, Daraz have well over 5000 employees working inside Bangladesh. In all over Bangladesh Daraz have 64 hubs in 64 districts and in Dhaka Daraz have 7 hubs and 2 warehouses. Daraz follows the B2C business model in which it has sellers who are registered with Daraz and sell their products on the app. Customer orders products from Daraz app and another wing of Daraz which is Daraz Express delivers the product to the customers. Daraz Bangladesh HQ is situated at Banani, Dhaka. Business Development, Commercial, Finance, Human resources Marketing many other department functions physically from the Head Quarter. In 2021 Daraz entered into the food industry by acquiring HungryNaki. Daraz is now the most happening online marketplace in Bangladesh which have customer centric policies and leads as a pioneer in E-commerce industry in Bangladesh with plans to expand its business in other sectors as well.



Fig 1: Daraz Logo

2.3 Daraz Bangladesh Product and services

Daraz have sellers who sell their products on Daraz app by uploading the pictures of the products. Daraz app is the medium through the sellers sell their product. This app and website of Daraz is the main marketplace. Customers can buy anything starting from electronics to household goods, beauty, fashion, sports equipment, groceries and medicines as well. Everything is categorized in Daraz app which helps the customers to find their desired product easily in the app. Daraz Express delivers the products from seller to customers doorstep. For example, if an order is placed from a customer on the app, a rider goes to the seller who sells the product and collect the product and bring it to the sort center where the products are sorted into area or district. Daraz also partnered with third party Then the product is delivered to the customer end by another rider. Other than that, Daraz trains the sellers for more effective selling. Recently, Daraz acquired HungryNaki which is a food delivery service currently operating in Dhaka, Chittagong and Coxsbazar. Some projects like hyperlocal and logistics service are soon to lunch by Daraz.

2.4 Vision

Daraz's vision is aligned with Alibaba's vision. Daraz wants to be a good company that will operate for 102 years and aim to build the future infrastructure of e-commerce.

2.5 Mission Statement

Daraz's mission is to make it easy to do business anywhere. Daraz enable businesses to modify the way they market, sell and operate and improve their efficiencies.

2.6 Daraz Organizational Structure

Daraz have total of 18 departments. All departments work together to achieve the organizational goals. Here is a short organogram of Daraz Bangladesh Highlighting the main departments and their associates:

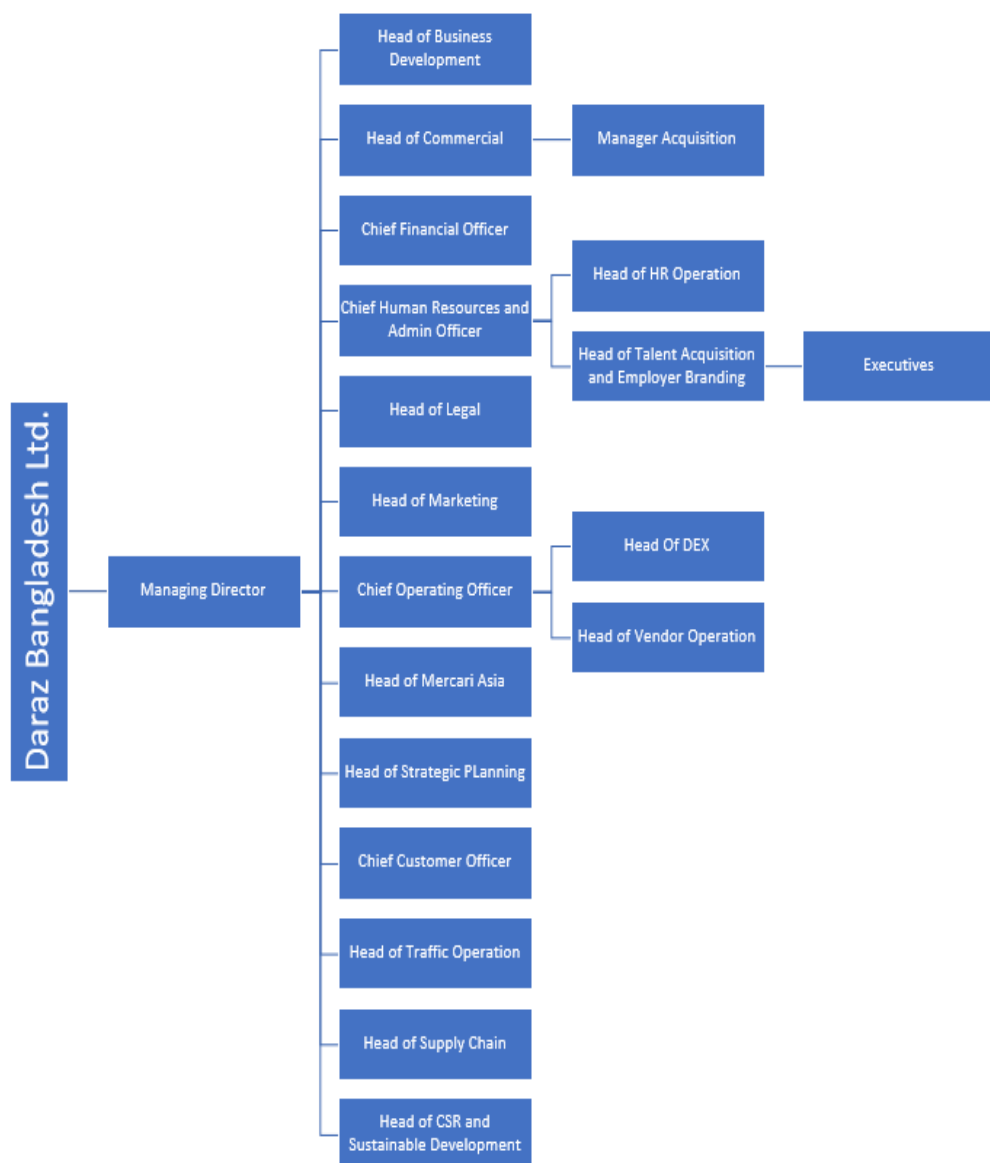


Fig 2: Organogram of Daraz Bangladesh

2.6 Shared Values at Daraz

1) Embrace Change: Daraz embrace and expect change. Change follows growth, and growth drives us every day.

2)Teamwork: Daraz think as a team, work as a team and grow as a team. The power of the team allows ordinary people to achieve extra-ordinary things.

3)Customer Commitment: Daraz believe in giving the best to their customers, sellers and society.

4)Integrity: Daraz treat their partners and each other with mutual respect and work for mutual benefit and expect the highest standards of honesty and deliver their commitments.

5)Ownership: Daraz employees know their priorities, and when they do something, they do it with focus and perseverance.

2.6 Organizational Culture

Daraz's workforce is young and energetic. Daraz makes each employee empowered and give them outmost independence to work which makes the individuals more responsible toward their work. The work culture is very engaging. Employees work in a shared room which makes communication easier and transparent. They share stories and personal experiences as well which makes employees more motivated toward work. Different events like Pohela Boishakh, Pohela Falgun, Mother's Day etc. are celebrated which engages all level of employees.

The customers and sellers are very much valued in Daraz. They are the main stakeholders which keep the business going. They are given the outmost priority so that they are satisfied with the service Daraz provide. While making planning Daraz incorporates young minds which brings new ideas on the table because young minds are creative and can think outside the box.

2.7 Strategic Business Units of Daraz

SourceCo is unit of Daraz which fulfils FMCG products. This unit manages the inventory of FMCG products like groceries, medicines and cosmetics and delivers to customers footsteps. Sourcing, purchasing and inventory management are the key functions of this unit.



Fig 3: SourceCo Logo

HungryNaki has been newly acquired business as of Daraz Bangladesh Limited. It is a food delivery company in Bangladesh. This unit delivers food from the restaurants to the customers end. Currently, Hungrynaki is functioning in three major cities of Bangladesh Dhaka, Chittagong and Coxsbazar.



Fig 4: HungryNaki Logo

Mercari Asia Limited is Marketing agency which is another subsidiary of Daraz Bangladesh which looks after the promotional and marketing logistics and catering services. They give support to all the promotional events and in-house events of Daraz Bangladesh and works with different clients like BYLC, Metlife, MGH as well.



Fig 5: Mercari Asia Logo

Chapter 3

Conceptual Framework

3.1 Employer Branding Definition

Employer branding is the process of influencing organization's reputation to the jobseekers, employees and other stakeholders. EB is the process that attract future talents and employee value propositions as opposed to more regular corporate brands. In early 1990s, employer branding became widely popular in global management community. Employer branding is related with attraction, engagement and retention of employees.

3.2 Importance of Employer Branding

Employer branding is a growing importance in organization which want to have a smooth hiring and retention cycle. Organizations now want to gather the best talents and want to hire them for their greater efficiency. Some benefits of Employer Branding are:

- Competition to gather best talents among employer
- Growing No. of jobs after the great recession and decline in gathering big talent pool as before
- Filling the positions in STEM related and data scientist roles and competing over the same pool of candidates
- Changes in consumer behavior especially the talented ones who researches and find out more about the offerings, values and culture before applying to an organization
- Lowering hiring cost and time to fill positions
- More employee interest in joining an organization with good employer brand rather than a company with bad employer brand

3.3 Employer Branding Concerns

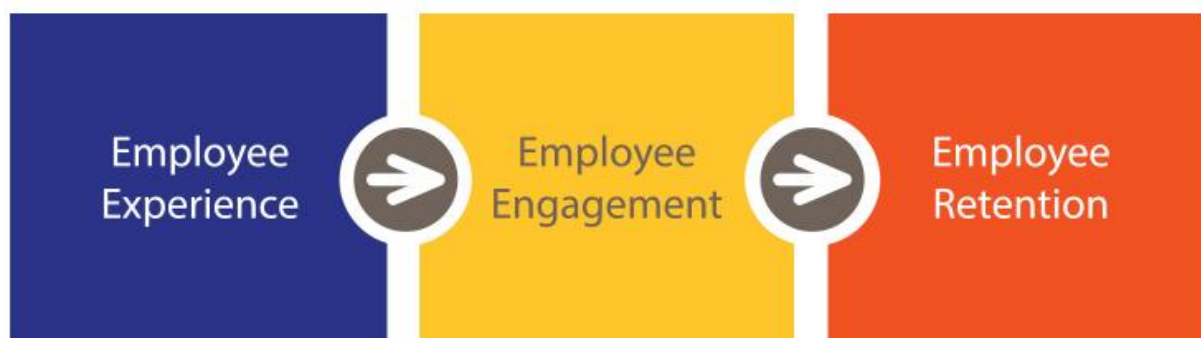


Fig 6: Concerns in Employer Branding

3.3.1 Attraction

For an organization which is operating in a market first they need to give the job seekers the awareness that they are opening their job positions in the job market. It depends on individual companies how they are attracting the job hunters to their company. Some companies prefer word of mouth for spreading the offers and information of their organization and the jobs among job seekers. Some companies prefer job portals, social medias for the offerings. Social medias like LinkedIn are very common now a days for showing the insights of life in an organization as this media can show multimedia like pictures, videos and also very interactive.

3.3.2 Engagement

Employee engagement is the extent to how much employees feel passionate about their work and committed to their organization. As an employee joins an organization they are part of the shared values and culture of the organization. Orientation, workplace environment, shared values, work-life balance responsible for employee engagement. For better employee engagement human resources celebrates different days, manages in house training sessions for self-development.

3.3.3 Retention

Employee retention is one of the most challenging task of Human Resources management. Millennials are more likely to change jobs than older population in the workforce. To retain them workplaces, need to maintain a friendly environment in office, give them more global exposure, connect them with new technologies and give them sense of belonging in the workplace. New young population working now want work-life balance, they mostly focus on present moment and demand a friendly and flexible workplace rather than attractive monetary benefits. To retain the employees in present world, Herzberg theory comes handy to retain employees. Rather than focusing on giving employees only the hygiene factors like remuneration, salary, security they should be given responsibility, advancement, growth

and recognition as the absence of hygiene factors can decrease the job satisfaction which can lead to higher turnover rate.

3.4 Employer Branding Types

Employer Branding can be divided into two types:

3.4.1 Internal Branding

Internal Employer Branding is the reputation an employer has with its current employees. Employee value proposition, compensation packages, company culture, core values that an employer can offer to the employees are internal branding. Building a strong internal employer Branding is important because it can increase employee engagement and emotional attachment, increase productivity and employee satisfaction.

3.4.2 External Branding

External Employer Branding is a organization's strategy to manage and influence the reputation it has among the job seekers and key stakeholders. It can be done through social medias, career pages, employee spotlights, events and job descriptions. A good external employer branding is necessary to attract the talents and increase the pool of candidates for different positions.

Chapter 4

Daraz Bangladesh's Employer Branding Practices

Introduction

Daraz Bangladesh's workforce is young and consist of employee aged between 22-27. Human Resources Department of Daraz Bangladesh is responsible for Employer Branding. Different medias like Facebook, LinkedIn, YouTube are used to show the life of the employees and perks of jobs in Daraz Bangladesh. Moreover, print media and tv channels

are also a great medium to reach the all kind of stakeholders and job seekers. Also, many in-house and outside events are arranged regularly by Daraz HR team in order to reach the job seekers and aspirational groups who want to work in Daraz.

4.1 Internal Employer Branding of Daraz Bangladesh

4.1.1 Onboarding of Employees

Onboarding in Daraz is a very unique experience for any new joiners at Daraz. Most of Fulltime employees are called to Headquarter of Daraz and they are given forms for joining. The forms information is kept very short and simple so that every employee understands the employment rules and regulation easily. Then they are given Daraz diary, pen and laptop of their own. They are introduced by a department colleague with the co-worker he or she will work with. Everyone greets him/her with by saying “Welcome to Daraz”. Daraz have a helping culture. Everyone helps the new joiners by make him/her understand the values, culture and etiquettes. Furthermore, as a new joiner join the office they are known as a “Darazian”.

4.1.2 Celebrating Occasions

Daraz celebrates different significant days like women’s day, Pohela Falgun, Pohela Baishakh, ect. Every day are celebrated by decorating office by different origami, banner themes which are prepared by Mecari Asia. Different activities are also planned for the occasions. For example, in women’s day a big board is given in front of head office and every woman were given a card to write something about womanhood and pin on the board. In 2021 women day, every female working were given goodie bags. Other than that, Unilever gifted cosmetics to all the employees in Daraz. Celebrating all occasion in the office gives the employees a sense of belonging which motivates them toward their work.



Fig 7: Pohela Falgun Celebration at Daraz BD HQ

4.1.3 Sports and Wellness

Sports are a great way to bond the employees together and have a great sense of belonging in the organization. Daraz HR also organizes sports among different departments. In 2021, Daraz organized cricket match between different departments like HR, commercial, Marketing, Operations. Furthermore, different wellness sessions like stress management, anger management are organized by Daraz HR which are free for the employees. These sessions happen mostly online sometimes offline as well. These are board games in Daraz office these games are often played by the employees in the leisure time. These activities are loved by the young employees and helps to retain the employees. Moreover, during pandemic to ensure outmost safety employees of all level were tested for Covid19 virus at Head Office for free.



Fig 8: Cricket Match arranged by Daraz

4.1.4 D Woman

D woman is a new project of Daraz where they want to achieve some goals. These are empowering woman by promoting them to leadership positions, increasing the number of woman employees and giving them outmost safety in the organization. This activity increased the number of women applying to Daraz also promotes gender equality.



Fig 9: D-Woman Planning Meeting

4.1.5 Recognition and Rewards

After performance appraisal some employees are chosen for recognition these recognitions are shown on companies internal instant massaging app Ding also on social medias. This recognition is given in different criteria's like top performing facility, best extra-mile effort, best performer of the month. These recognition helps the employees to give their fullest to the organization and to get the recognitions and motivates them. Other than that, these recognitions are also given in groups as well to enhance group performance as well.



Fig 10: Social Media post of Daraz

4.2 External Employer Branding of Daraz Bangladesh

4.2.1 Word of Mouth

Word of mouth is one of the most popular way to spread positive brand image. Internal employer branding increases word of mouth from internal employees to external. Internal employees are the main brand ambassadors of Daraz workplace, they talk about their work-life outside of workplace and spreads positive word of mouth about Daraz which attracts other talents to Daraz Bangladesh.

4.2.2 Social Media

Social Media is most used now a days to interact with outside stakeholders. All kind of multimedia like images, videos, text can be used to communicate to outside stakeholders of the company. Daraz Bangladesh HR have a Facebook page named “Daraz Careers” which is used to post job related post as well as perks of working at Daraz. All pictures of occasions celebrated inside office are posted on Daraz Facebook group which attracts the job seekers to daraz career. After the acquisition of Daraz by Alibaba, Daraz also promotes themselves as a multinational company now, which also attracts the young talents to Daraz. Moreover, Daraz has a LinkedIn group where Daraz post job related news as well as shows the culture of Daraz.

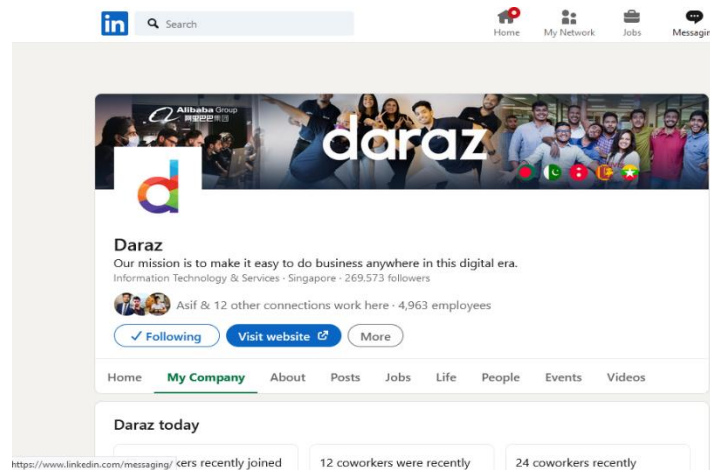


Fig 11: Daraz LinkedIn Profile



Fig 12 Daraz Careers Facebook Page

4.2.3 Participating in Job Fairs

Daraz also participates in different job fairs arranged by third party. These job fairs give exposure to lot of job seekers and fresh graduates as well as promotes employer brand of Daraz. It is a great way to engage with outside stakeholders.

4.2.4 Daraz Xpedite

Daraz Xpedite is an initiative by Daraz where students from top universities were chosen as a campus ambassador of Daraz. 33 Students were chosen as a campus ambassador of Daraz from different universities. They are the point of contact of Daraz when it comes to communicating with the universities for arranging different events. Also, they will be given priority for employment in Daraz. These volunteers were invited to a five-star hotel in Bangladesh. There were different fun activities, food, and prizes for them. They were given Daraz coupons so that they can share those with their friends and families. Moreover, they were given certificate of recognition as a Campus Ambassador of Daraz.



Fig 13: Daraz Xpedite Campus Ambassador

4.2.5 Daraz Future Leadership Program (DFLP)

Daraz Future Leadership Program is flagship recruitment program of Daraz. In this program top talents from different universities are called to apply for management trainee role. This program happens every year. This program requires fresh graduates from reputed universities along with good extra-curricular activities. They are evaluated in a one-month long program and if they are eligible they are given management trainee role in different departments and upon completion of 18 months long traineeship they are given permanent role as assistant manager or manager of respective department. It is a great chance to boost career for the talents. The participants in this program are very much appreciative of this program as this program gives them exposure to different learning opportunities.



Fig 14: Daraz Future Leadership Program Social Media Post

4.2.6 Amar Daraz Volunteers

Amar Daraz is initiative by Daraz where Daraz set up temporary shops for the marginalized children all over Bangladesh for Eid. These shops are called shopner doka. Daraz hired 720 volunteers for this initiative. All volunteers were given refreshments, CSR exposure, refreshments and volunteering certificates. These volunteers were hired and given chance to do something good for the society. This initiative gave Daraz exposure to a lot of young minds who want to help the society and given exposure to CSR activities.

Chapter- 5

Conclusion and Recommendation

5.1 Conclusion

Employer branding is an essential part of a growing organization and Daraz Bangladesh as an employer surely keeping with the trend of Employer Branding and its activities. Working with the HR team of Daraz as an intern I realized Employer Branding is not just to attract jobseekers and talents but also to ensure in-house employees' engagement and retention.

Any event and activities partaken as an Employer branding also help to achieve organizational financial goals as well. Being a leader in the e-commerce market of Bangladesh Daraz Bangladesh giving their best effort to be a responsible employer by ensuring the best Human Resources practices.

5.2 Recommendation

Daraz Bangladesh HR is continuing to strengthen the Employer Brand Image with various activities. In my experience, as an intern in Daraz Bangladesh I can say it is a great place to work and learn because of the young talents and work environment it gives to the employers. I have some suggestions for Daraz HR for improvement in employer branding:

- In Recruitment part of Daraz HR they should include more activities in onboarding and hiring process. For example, candidates should be given learning opportunities in the interview sessions and given more gifts while they are being onboarded.
- Many interested job seekers apply for the jobs by Email but if they do not get selected they do not hear anything from recruitment team because of great number of applicants. They should be getting a regret letter if they do not get selected so that they do not feel refused.
- Use of the social media pages of Daraz should be more interactive by giving reply to the job seekers. Also, more contents should be on the in-house employee experiences.

- The external employer branding should be more focused on the difference that Daraz as an employer is making. Young workforce, friendly nature of colleagues, competitive salary, less bureaucracy these should be more focused while doing external employer branding.

Chapter-6

Appendices

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6.2 Screenshots

The Employer Branding Process



6 TYPICAL CHARACTERISTICS OF TRADITIONAL EMPLOYER BRANDING

emire



SHORTER AND SHORTER
RECRUITMENT CAMPAIGNS



ADVERTISING WHAT THE
COMPANY NEEDS



SUCCESS = APPLICATIONS
TO CURRENT OPENINGS



SLOGAN MARKETING
(EVP'S)



GENERIC MESSAGES LOST
IN THE NOISE.



ROI UNLIKELY TO
IMPROVE OVER TIME

WWW.MODERNEmployerBRAND.COM
@RANTANENSUSANNA

Our Values

**Embrace Change**

We embrace and anticipate change. Change is growth, and growth is what drives us every day.

**Teamwork**

We think as a team, work as a team and grow as a team. The power of our team allows ordinary people to achieve extra-ordinary things.

**Customer Commitment**

We believe in giving the best to our customers, sellers and society.

**Integrity**

We treat our partners and each other with mutual respect and work for mutual benefit. We expect the highest standards of honesty and deliver our commitments.

**Ownership**

We know our priorities, and when we do something, we do it with focus and perseverance.



Messages



VOLUNTEERS NEEDED

What's there for you?

- Hiring Priority
- Refreshments
- Exposure to CSR
- Daraz Merchandise
- Certification & Recommendation
- Future Volunteering opportunities

Last Date of Application
28th March, 2021

*T&C Applied

daraz



daraz EXPRESS

TOP PERFORMING FACILITY OF AUGUST, 2020



CONGRATULATIONS
SYLHET (SYL) LAST MILE HUB

**HAPPY
MINDS**



SUPPORTING RESILIENCE AND MENTAL WELL-BEING

**A webinar on Psychological Trauma and Mental Health
issues among health workers during covid.**

Join the online session via Daraz and Happy Minds Page
3rd June, 2021.



Facilitators: Binod Poudel, Psychologist
Susmita Bogati, Mental Health Nurse

ABOUT THE SESSION:
Session length: 70-90 minutes

First part:

- Addressing common mental health issues among the front liners
 - Coping strategies
 - Relaxation Techniques

Second part:

- Address issues raised by the participants

Q&A:

ZOOM ID: 89134206577
PASSWORD: FRONTLINE