

Report On

“Strategic emphasis on Organic Marketing in Daraz”

By:

Md. Sakib

ID- 17104177

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

BRAC Business School

BRAC University

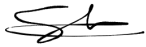
February, 2022

Declaration:

It is hereby declared that

1. The internship report submitted is my/our original work while completing my 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 that has been accepted or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:



Md. Sakib
ID- 17104177

Supervisor's Full Name & Designation:

Tasneem Quader Tazin
Social Media Manager,
Daraz Bangladesh Ltd.

Letter of Transmittal

25th January 2022

Mr Shamim Ahmed

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212.

Subject: Submission of internship report on Daraz Bangladesh Ltd. in Fall, 2021.

Dear Sir,

With due respect, I am Md. Sakib, ID: 17104177 would like to submit my final internship report on “Strategic emphasis on Organic Marketing in Daraz”. I have prepared this internship report based on my experience during working at the Marketing department in Daraz Bangladesh Ltd. This report is a requirement for my Bachelor of Business Administration (BBA) degree.

For the past three months, I've had the opportunity to work with Bangladesh's most popular e-commerce marketplace which is a multinational company, and I've learned a lot about the e-commerce industry. I worked mainly in the Social Media department of Daraz Bangladesh Ltd. In my report, I went into depth about my own experience and findings to develop the organic marketing strategy of Daraz. I truly hope that my report paints a complete overview of my time in Daraz.

Sincerely,

Md. Sakib

17104177

BRAC Business School

BRAC University

Acknowledgement:

I have received numerous support from various sources to prepare this report. First of all, I would like to express my gratitude to my Supervisor **Mr Shamim Ahmed**, Lecturer, BRAC Business School for the constant support and guidance throughout the internship period. This internship report would not have been possible without his advice and guidance.

Secondly, Expressing my special gratitude to my onfield Supervisor **Ms Tasneem Quader Tazin**, Social Media Manager of Daraz Bangladesh Ltd. She was so cooperative and supportive throughout the internship period. She helps me to understand social media analytics, narrow down the problems and to make data-driven decisions.

Last but not the least, I would like to thank my co-workers of the Social Media team of Daraz Bangladesh for their constant support and training that was necessary. It was my pleasure to work with them and learn more about social media marketing.

Executive Summary:

Daraz Bangladesh Ltd established itself as one of the top e-commerce marketplaces in Bangladesh. With its lead in emerging South Asian markets and support from Alibaba Group, the e-commerce retailer Daraz expects to continue doubling retail volume over the next five years. Daraz currently provides its services from its dynamic website and mobile app. Daraz has the largest and fastest last-mile delivery system that commits the faster delivery to customer doorstep. Being the top e-commerce marketplace Daraz has empowered so many small businesses and owners to grow together.

Daraz's management practices hold themselves at the summit of success. By utilising social media platforms Daraz has established the largest follower base on Facebook. They are doing both organic and paid marketing to increase brand awareness and grow the business. Daraz focuses on modern technology to provide the best support to customers. To aim that, Daraz introduced AI-based support and live chat to accelerate the issue resolution time. Daraz is constantly making its services better to facilitate its customers by introducing Fan meetups, sellers meetups and other activities to communicate with the customers.

The Bangladeshi e-commerce industry is booming and it will grow rapidly in the next few years so there is an opportunity for Daraz to hold the leadership position. Daraz needs to focus on organic marketing more to properly utilise its social media audience base. To conclude, Daraz is serving millions of customers in Bangladesh, during the covid-19 situation keeping up the operation and delivering to customers are really difficult but they are making sure the customers are getting a happy shopping experience.

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List of Acronyms:

DAU- Daily Active Users

GMV- Gross Merchandising Value

SEO- Search Engine Optimisation

CRM- Customer Relationship Management

SMM- Social Media Management

IR- Issue Resolution

PSC- Partner Support Center

AI- Artificial Intelligence

CS- Customer Support

1. Chapter 1: Overview of Internship

1.1 General Information

1.1.1 Table 1: Information of Student

Name	Md. Sakib
Student ID	17104177
Email Address	md.sakib@g.bracu.ac.bd
Major Subjects	E-Commerce & Marketing
Program	Bachelors of Business Administration
Department	BRAC Business School

1.1.2 Table 2 Information of University Supervisor and Co-Supervisor

Supervisor Name	Mr Shamim Ahmed
Designation	Lecturer
Email Address	shamim.ahmed@bracu.ac.bd
Co-Supervisor Name	Mr Mahmudul Haq
Designation	Associate Professor
Email Address	mhaq@bracu.ac.bd

1.2 Company Information

1.2.1 Table 3 Company Information

Organization	Daraz Bangladesh Ltd
Industry	E-commerce
Location	Asfia Tower, House: 76, Block: E, Road: 11, Dhaka- 1213
Job Type	Internship
Duration	3 Months

1.2.2 Table Company Supervisor Information

Supervisor Name	Tasneem Quader Tazin
Designation	Social Media Manager
Email	tasneem.tazin@alibaba-inc.com

1.3 Information of Internship

1.3.1 Responsibilities

- ❖ Social Media Management
- ❖ Copywriting
- ❖ YouTube Channel Management
- ❖ Channel Growth
- ❖ Query Management
- ❖ Marketing Analysis of Social Media Posts
- ❖ Public Sentiment Analysis
- ❖ Marketing Performance Reporting
- ❖ Content Calendar Creating
- ❖ Strategic Content Developing
- ❖ Live Show Broadcasting
- ❖ Winner Management
- ❖ Winner Compliance Checking
- ❖ Communicating with winners

1.3.2 Outcomes

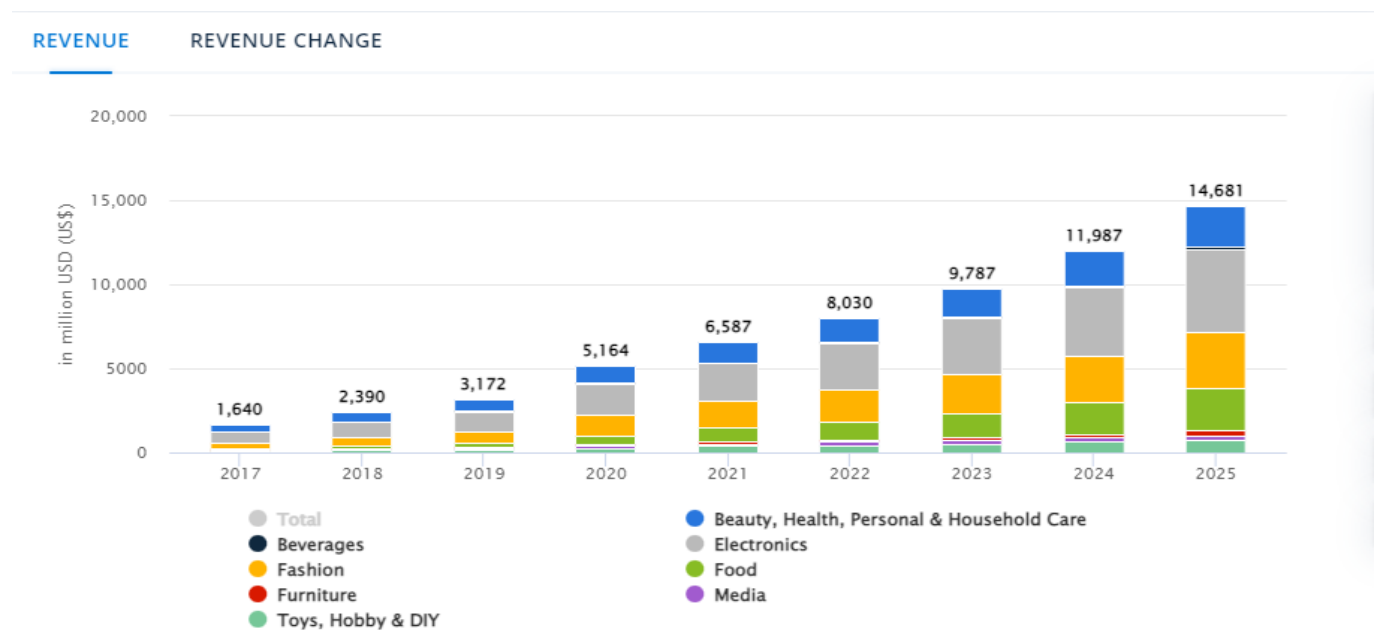
- ❖ Opportunities to know marketing analytical strategies.
- ❖ Improved Organic marketing knowledge.
- ❖ Performing marketing research and performance analysis.
- ❖ Social Media content developing ideas.
- ❖ Engaging content development strategy.
- ❖ Gaining practical knowledge on how to increase audience engagement.
- ❖ Learning to operate social media page live broadcast.
- ❖ Developing communication and networking skills.
- ❖ Overall marketing strategies of content development.
- ❖ Working under pressure to maintain deadline.
- ❖ Aligning with team members and co-operating with sub-departments.
- ❖ Communication skills developed over the time.
- ❖ Improved the quick decision making skill.

1.3.3 Limitations: There were few limitations I have faced while doing the internship. Sometimes tasks were assign without alligning with team members that made worklife little difficult. Secondly, financial information were totally private and it was not possible to access annual report or financial statement to get information due to organizational policy.

Chapter 2: Organizational Part

2.1 Introduction

In this country, e-commerce is not a new concept. Selling and purchasing goods and services over the internet is known as E-Commerce or Electronic Commerce. The online market began its journey in Bangladesh at the end of the first decade and the beginning of the second decade of the twenty-first century. Bangladesh's e-commerce growth rate is increasing year after year. According to Statista, the revenue of the Bangladeshi e-commerce market is expected to be worth \$14,681 million by 2025.



Notes: Data is shown using current exchange rates. The applied current exchange rates are displayed in the Key Market Indicators below. This replacement of the 2017 constant exchange rate with current exchange rates was carried out in October 2021.

Most recent update: Dec 2021

Figure 1: Revenue Growth of e-commerce in Bangladesh

Source: Statista 2021

According to e-CAB, Bangladesh's e-commerce market has grown by around 100 per cent between 2016 and 2019. As a result, we can see that e-commerce has a lot of opportunities to grow in Bangladesh.

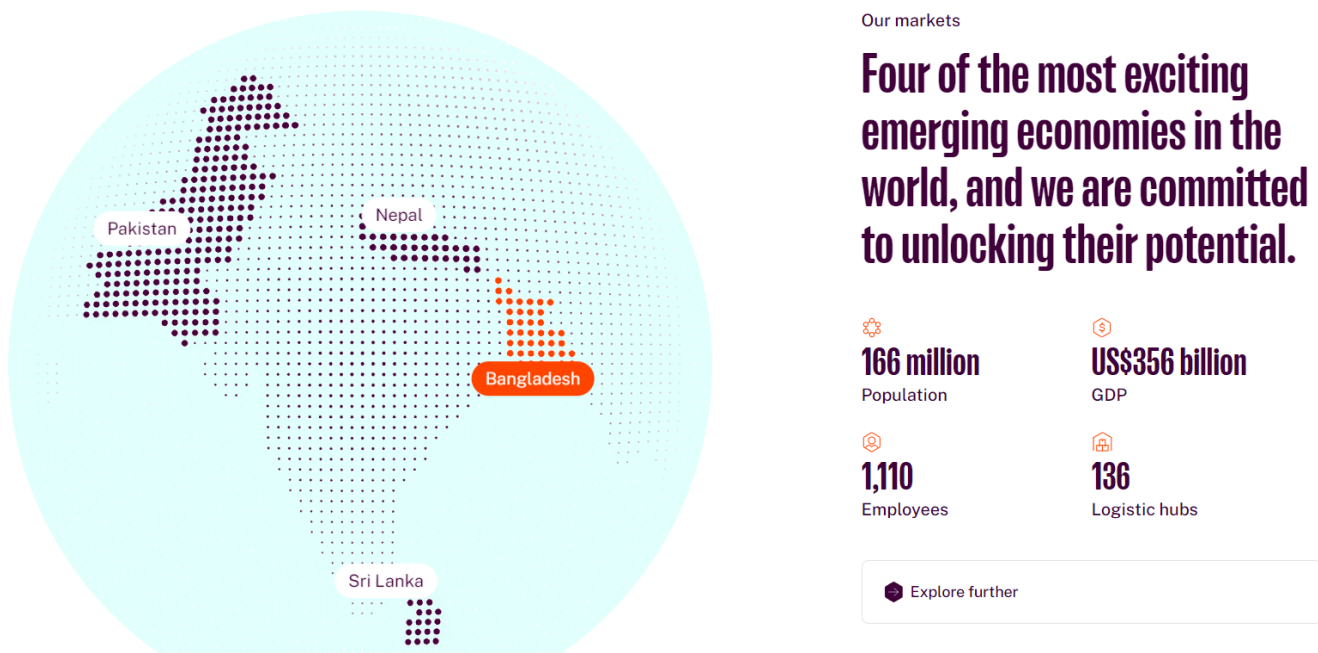
Growth in e-commerce has been driven by a number of factors, including rapid internet use, improvements in logistical communication, and constant development in online banking and mobile financial services. The industry's expansion has been accelerated by the Covid-19 breakout. People are feeling safe to shop online and get home delivery and sometimes contactless delivery which really important during the pandemic.

It was necessary for Bangladesh to pass the Information and Communication Technology (ICT) Act in 2006 in order to facilitate e-commerce and promote the development of information technology. All these hold a good impact on new consumers who are interested to shop online and continue using it. Because of the country's large population, many marketers use Bangladesh as a target market for their products. But because of a lack of technology, Bangladeshi people still miss many of the most cutting-edge amenities of the modern world. For online marketers, the lack of knowledge of Bangladeshi people about the internet is becoming a challenge.

Bangladesh consists of a large population that attracts a large number of merchants to sell and promote their goods and services. A big portion of our people, however, does not know about online shopping and has to be educated on how to use it. However, the situation is improving and lots of opportunities are coming for the e-commerce industry to grow in Bangladesh

2.2 Overview of Daraz Bangladesh

Dhaka-based startup Daraz Bangladesh was founded by the Rocket Internet Group. Bangladesh was the first country where it started operating in 2015 and continued up the e-commerce journey. Rocket Internet Group's startup, Daraz continues its journey as business to consumer (B2C) model in Bangladesh. It was the first time a venture introduced this model in Bangladesh, which appeared similar to Amazon which is a popular e-commerce marketplace in the world. B2B, B2C, and even C2C are some of the ways Daraz's sales can be split into three groups. Daraz is derived from the Urdu term "Drawer" which means e-commerce marketplace. Bangladesh's leading e-commerce platform, Daraz, is a sister concern of the Alibaba Group and offers customers access to practically every type of product accessible for purchase. In contrast to other existing marketplaces in Bangladesh, Daraz is a little different due to the fact that they have a multinational presence in a number of other countries, such as Pakistan, Myanmar, Nepal, and Sri Lanka.



Source: Daraz 2022

Figure 2: Daraz Market Performance Overview 2021

Daraz was created to help small and medium-sized enterprises (SMEs) expand their online presence while also providing customers with an engaging and personalized buying experience. As a marketplace, Daraz Bangladesh is a web-based company. It's a marketplace that sells a wide range of goods, such as clothing for men, women, and children, sporting goods, housewares, and other necessities. Daraz customers can have their shopping experience delivered right to their doorstep. Continually, they are extending their range to integrate the most recent technology, styles and merchandise. Because Daraz Bangladesh is an extremely varied e-commerce marketplace, both in terms of product and consumer adaptability, the company works diligently to improve that top quality service is provided in combination with top quality products.

Daraz is a marketplace that connects merchants with customers, allowing sellers to showcase their goods and customers to purchase everything in one place. It is a business to consumer (B2C) product, and the business strategy appears to have received excellent feedback from customers.



Figure 3: Daraz Operation Overview

Apart from providing a retail solution with the greatest possible convenience, the company is also driving disruptive change in the region's technology. A marketplace in which customers can quickly locate suppliers and select from a diverse range of products is defined as follows:

- ❖ Fashion Collection for Men
- ❖ Fashion Collection for Women
- ❖ Home & Living
- ❖ Mobile & Tablets
- ❖ Computing & Gaming
- ❖ Accessories
- ❖ Home & Living
- ❖ Collection on Beauty & Health
- ❖ Tv, Audio & Camera
- ❖ Kids & Toys Category
- ❖ Sports & Travel
- ❖ Grocery Collection
- ❖ Other Categories

Daraz assures that their consumers receive the best possible price. Furthermore, Daraz consistently provides a wide choice of promotional deals on a weekly basis, as well as on special occasions and in the context of ongoing campaigns. These promotions encourage customers to purchase products from Daraz. Top of all, Daraz has its own shipping facility, which allows them to reach its buyers faster than any other online retailer in Bangladesh, resulting in products being delivered in less time. In order to assist Bangladeshi consumers in purchasing international quality products without having to travel abroad, Daraz Bangladesh Ltd. has onboarded a large number of international brands.

Daraz offers 7-14 days return policy which gives customers an opportunity to happy shopping. Daraz operates its services from its mobile app and website. Their mobile app is developed in a way that customers will find their needs easily and communicate with customer support with few touches. They have introduced an AI-based live chat system which increased support

productivity and takes less time to escalate and complete a customer support ticket.

With ongoing offers and promotional discount campaigns, Daraz continuously offers a great deal to its customers. The e-commerce industry rapidly moving towards live commerce. It is a concept where merchants come to live and engage with their customers to sell products. Daraz introduced “dLIVE” that increased their active users on an app that generates high numbers of DAU.

Customers place orders more and more frequently to take advantage of these promotions. One customer can use multiple email addresses to receive special deals. To provide customers with the most modern, adaptable, and safe online shopping experience, Daraz offers an extensive selection from a variety of brands.

2.2.1 Mission of Daraz:

Daraz aims to provide an excellent online shopping experience to all of its consumers. Daraz offers a wide range of tempting deals to its customers to fulfil this mission. Daraz took some initiative as well to meet their mission.

With the help of their sellers and customers, Daraz continues to develop. Because of this, Daraz workers need to make sure that both groups have a pleasant purchasing and selling environment.

2.2.2 Vision of Daraz:

By 2030, Daraz will be a regional leader of South Asia serving 100 million people.

2.2.3 Values of Daraz



Source: Daraz 2021

Figure 4: Values of Daraz

2.3 Practices in Management and Human Resources (Management Function)

2.3.1 Company's Organogram:

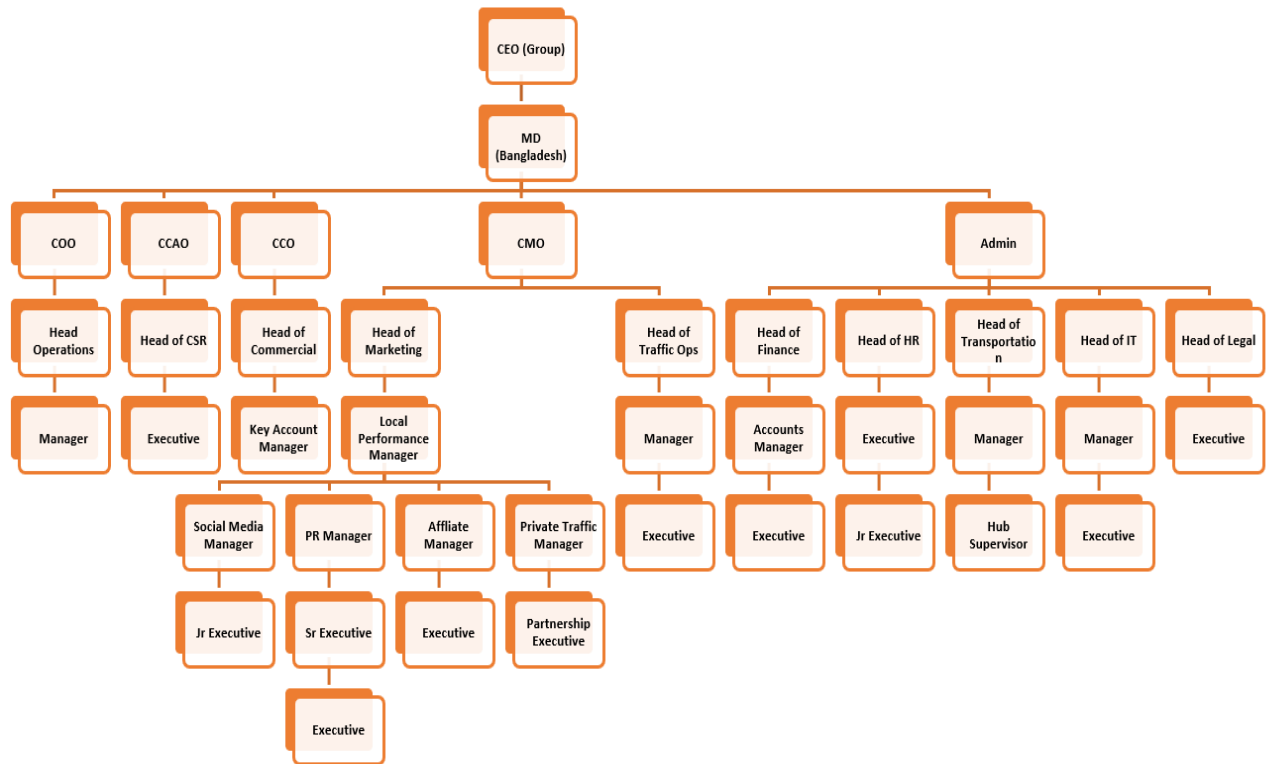


Figure 5: Organogram of Daraz

2.3.1.1 The process of selecting Employess

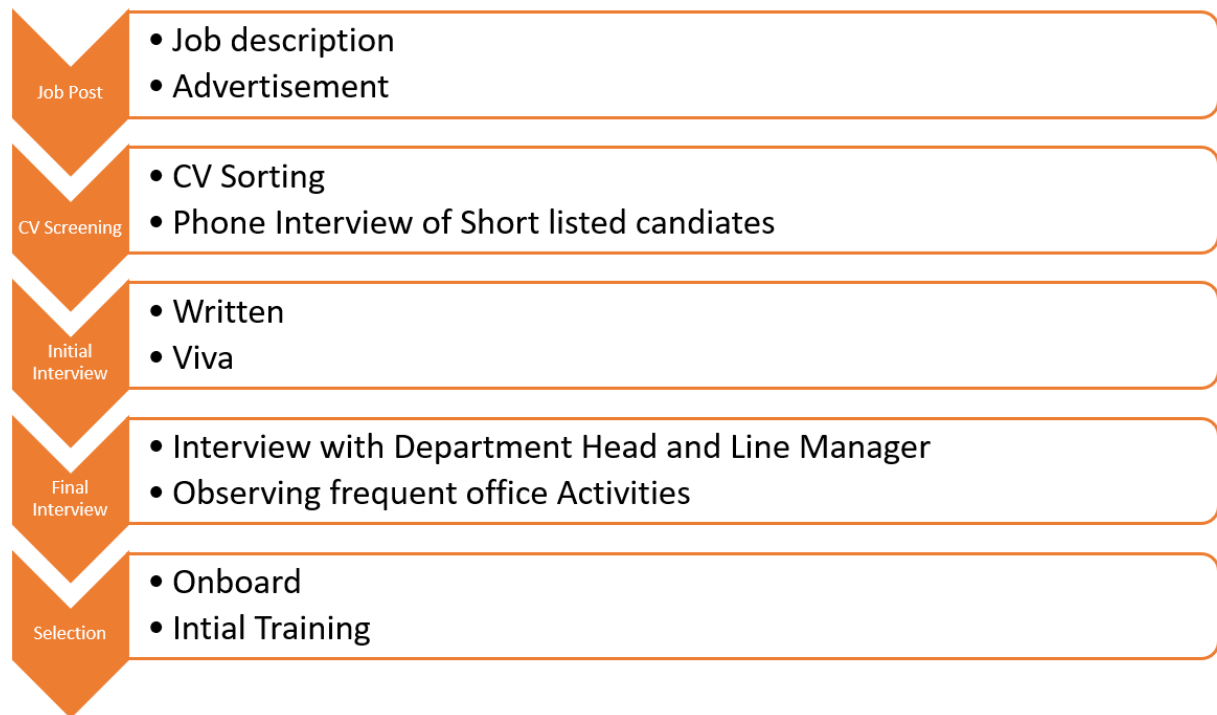


Figure 6: Daraz employee selection process.

2.3.1.2 Appraisal and evaluation of one's performance

1. Employee Self-Appraisal- Personnel evaluate their performance based on their principles, key competencies, and goal achievement.
2. Managers' appraisal- Team managers evaluate their workers' performance based on self-evaluation (values, skillsets, goal performance).
3. Department Committee- Managers study and analyze the evaluation findings depending upon ratings, determine the department's poor, moderate, and excellent performance, and establish new staff goals.
4. MD Panel – Final evaluation of departmental assessment results and recommendations for departmental management.
5. Appraisal meeting- Team Managers meet with employees to discuss the final output.

Daraz values have been reviewed and renewed:

1. **Consumer Commitment-** They care about giving their consumers, merchants, and the community as a whole the best possible service.
2. **Teamwork-** We think as a group, work as a group, and grow as a group. Our team's strength enables ordinary individuals to accomplish extraordinary feats.
3. **Embrace Change-** We welcome change and anticipate it quickly. Change is synonymous with development, and growth is what motivates us every day.
4. **Integrity-** Daraz respects their partners and one another's mutual trust and respect and work together to stand to gain one another because they require the highest standards of honesty and adherence to our commitments.
5. **Ownership-** They understand what their commitments are, and they follow through on them with tenacity as well as perseverance.

The approach begins with a transparent self-appraisal, in which all employees must assess themselves and inspire their performance score.

Second, managers must analyze their self-assessment, assign new targets, and offer general remarks on the appraisal form. Employee self-appraisal is the first step in the process of assessing an employee's work performance.

Overview of Attendees on the MD Committee

- Country Managing Director
- Department leaders (e.g., CCO, COO, CMO)
- HR representative checklist HR to ensure that all departments' appraisal data is unified.
- A summary of evaluation data; a summary of payroll effect; and a breakdown of top, average, and low performers.
- Compare the assessment outcomes (promotions, salary increases, and dismissals) and the payroll effect of each department.
- The MD and CEO will make modifications as needed to achieve departmental balance.

- Review and agree on the management team's evaluation outcome and goals.
- Evaluate top performers and agree on benefits/rewards for them.
- Determine rewards/special initiatives for high achievers
- Finalize assessment outcomes for each employee and the total payroll impact for the entire business

The evaluation conclusion and the total payroll impact for each department will be compared side by side, and any outliers will be adjusted.

The organization's total appraisal conclusion will be analyzed to determine the appraisal impact. Managers' ratings within departments will be modified and normalized based on comparative team scores to account for external influences (relationship with managers and department size)

2.3.1.3 Training and Resource Development

Daraz also gives seller training so that they may run smoothly and recruit exceptional individuals who will be dedicated to the organization's work only to fulfil the purpose and identify and create significant resources for the organization.

When an employee joins a company, they become a member of the business's shared values and culture. Employee engagement is influenced by orientation, working environment, shared values, and work-life balance. Human resources celebrate several days and administer in-house training events for self-development to improve employee engagement. Daraz also prepares sellers for more successful selling through onboarding meetings and basic training.

Furthermore, Daraz Future Leadership Initiative is the company's main recruitment program. Top talent from various colleges is invited to apply for the job of management trainee in this program. This program is held each year. This program demands recent graduates from reputable colleges, as well as strong extracurricular activities. They are evaluated in a one-month program, and if they are eligible, they are assigned to management trainee roles in various departments. After completing the 18-month traineeship, they are assigned a permanent post as an assistant

manager or manager of the corresponding department. It is an excellent opportunity for talented individuals to advance their careers. The participants in this program are grateful for it since it exposes them to a variety of learning possibilities.

Vendors, on the other hand, have no worries. The mission of this division is to monitor inactive seller accounts, find problems, and keep tabs on them. Records or conclusions show that the VE department contacts these vendors and tries to establish the reasons for their inactivity, informs them of their difficulties, offers advice on how to improve the number of orders, and gives essential assistance to sellers. Once an issue has been brought to the attention of the relevant VE staff member, that employee will pass it along to the proper department for further investigation. If the issue involves money, for example, the VE employee sends the issue to "Accounts Department." A VE's job is to simply transmit a problem to the right department so that it may be addressed by the proper department. Sellers who are new to the business or who are experiencing trouble running the seller centre may find this section helpful (Actual Platform). In the world of education, there are two types: formal and informal. Webinars are online classes. bootcamp, on the other hand, is a more traditional kind of physical training.

Daraz has a 24-hour, seven-day-a-week customer service staff that is ready to assist customers with any questions they may have. Furthermore, after making orders, the CS team gets those orders through Daraz's built-in website known as the Order Management System (OMS). After talking with the consumers, they check and confirm the orders. Aside from that, employees should have adequate Excel training. Excel is a highly crucial tool to deal with incorporate employment. However, most employees lack sufficient training, and Daraz, as a company, should provide comprehensive training assessments for its employees so that they may perform better in their jobs. It will benefit both the company and the personnel.

2.4 Marketing Approaches and Strategies

2.4.1 Marketing plan and strategy (7p's of Daraz)

Product: Daraz is a platform where vendors list their items for sale online. Examples include smartphones, tablets, televisions, cameras, gaming, home appliances, athletics and tourism and travel, health & beauty, baby care products, and food. Currently daraz has more than 200 categories of products including physical and digital.

Place: As an online marketplace Daraz operates its stores from the website and mobile app. Daraz has a dynamic website and that is www.daraz.com.bd. Daraz also has a mobile app both for **IOS and Android** platform. Daraz does not charge a fee for the products. Based on the price set by the vendor. Due to vendor pricing, prices for the same item in Daraz can vary. Price reductions are sometimes offered by vendors.

Price: It has a wide range of things. As a result, the price fluctuates. Daraz aspires to provide the most offers to its customers in a competitive and growing market. Sellers are the ones who decide on the prices. On every sale, Daraz makes money. Daraz gets a cut of every transaction. Daraz is a completely made-up character. All of the sellers are on Daraz.com alone. Daraz does not operate a regular business, thus there is nothing for sale.

Promotion: Daraz primarily advertises themselves digitally. Email marketing, Facebook, and Instagram are all options. They also conduct a lot of public relations. They appear in newspapers regularly. They also employ a personal selling method in which agents are compensated for orders placed on behalf of consumers. Affiliate marketing is also an option. Their Facebook page promotion efforts have recently increased dramatically. Daraz engages in a variety of promotional efforts. The majority of their promotions are conducted online. They are active on social media networks by posting advertisements there. Daraz has retained its email database for marketing purposes. They utilize SMS to communicate with and market to customers. Daraz uses innovative marketing techniques such as promotions to boost income.

Daraz is the Bangladeshi company behind this kind of marketing. They changed the name from "Black Friday" in November to "**Fatafati Friday**" After the 11.11 mega campaign to reflect the culture of Bangladesh. November 17 through November 27 are the dates for this campaign.

Pohela Boishakh marketing is solely done by Daraz online shopping, in Bangladesh. To gain attention, they opted for this name. We have yet to see the success of other e-commerce companies in our country.

11.11 One Day Biggest Sale Campaign: This is one of the biggest campaigns of the year in daraz. With one campaign daraz sells thousands of products within a few minutes. The offer remains for only 24 hours within the time customers gets free delivery, and up to 70% off on products and many more surprising discounts.

This is just another marketing ploy by Daraz, this time promoting a flat discount on food. Various food items are on sale at a discounted price as part of this promotion. Daraz Bangladesh Ltd. is the only e-commerce site in Bangladesh that sells food goods on a massive scale.

One of Daraz's best marketing campaigns is **Eid Fashion Week**. The following are some of the campaign's most important features. E-commerce companies launch Eid fashion promotions on their websites. Daraz Bangladesh Ltd is the only company that has had the type of success that they've had.

Daraz Bangladesh Ltd's "**Autumn Sale**" is yet another great marketing campaign. In this ad, they sell autumn-appropriate fashion items. This marketing lasts a long time and helps them sell more. So far, no other e-commerce sites have been successful in establishing a seasonal promotion.

Every year, Daraz Bangladesh Ltd. successfully launches this campaign. This promotion sells mobile phones from all brands. The corporation has made it easy for its customers to purchase a mobile phone. In launching this campaign in Bangladesh, they have done something quite special. Nobody will be able to get past them.

A new marketing effort from Daraz Bangladesh Ltd. has shown the company's singularity once again!. This year, they used the 10th of October, a random day in October, as the basis for a promotional campaign. Discounted goods are offered by the collective. During this promotion, they are offering a discount of up to 85%.

Daraz Bangladesh is largely an internet retailer. That's why Internet marketing has become their primary focus to boost sales. Regularly, they advertise on several websites. These adverts lead visitors to Daraz Bangladesh Ltd's website if they click on them.

During the Fatafati Friday promotion, Daraz Bangladesh Ltd. distributes discount cards to its customers. They employ the following methods for offline marketing: daily newspaper advertisements, participation in various sorts of fairs, and placement of banners in various markets.

People: Daraz has currently more than 2,000 employees. A new crop appears each year. They rely on third-party delivery services for their products. Among the firms they collaborate with is those which provides delivery services. Pathao, Bidyut, and the 5-star, Sundarban are just a few of the options. Outside of Dhaka, they have more than 50 hubs, and there are 62 hubs in Bangladesh overall.

Physical Presence: They don't have a storefront to communicate and engage with customers or to complain about the product. They need to communicate via email, live chat and hotline number to communicate with daraz.

Process: Online shopping is separate from traditional brick-and-mortar shopping. Here's how to access Daraz on the internet: They use a variety of programs to keep things running smoothly. It's similar to the seller centre (CRM, warehousing, and delivery)

With the Seller Center, sellers may contact Daraz to make changes to their inventory and pricing. Business growth and sales are aided by it as well, as is inventory management for Daraz.

Contact management software (CRM) simplifies customer service calls, both incoming and outgoing. For internal and agent-to-customer communications, there's also Zendesk and ZOHO.

In order to ease product pick-ups, stock management, and delivery, the warehouse module was created.

Delivery System: Daraz Express (DEX) delivery system is one of the fastest delivery systems in our country. After placing an order customers can check their delivery status on the mobile app and website. Sometimes daraz uses third-party delivery partners to deliver last-mile products. It assists the third party in tracking deliveries and their status on behalf of Daraz.

2.4.2 Discussion of Customers, Targeting, and Positional Awareness

Market Segmentation: In other words, segmenting the market is a strategy for categorizing clients into distinct groups based on their shared features. So that the firm may design and create numerous marketing strategies to meet the demands of the target market, the company first identifies the target market.

The whole market is further divided into many subcategories by Daraz to build the most successful marketing strategies in various industries. It divides the market based on the variables listed below:

Demographic Segmentation: Gender, age, household income, and educational attainment are just a few of the variables used to sort its customers.

- **Gender:** The needs of men and women are quite different. Due to this, Daraz sells to both men and women. Clothing, footwear, and other accessories are all available for both men and women.
- **Age:** To cater to the needs of different age groups, Daraz has categorized its customers into several age groups. Young people have been the primary target audience because of their proclivity for using the internet, and so the site's primary emphasis has been on providing content that appeals to this demographic.

- **Income:** The market has been segmented into low-, middle-, and high-income groups. To make premium goods affordable to a wide range of consumers, Daraz offers them at the lowest feasible cost.

In addition, Daraz uses education as a basis for segmenting its market since it attracts internet users who can readily access its website. '

Students, workers, and experts are all classed as Daraz's customers. According to Daraz, the business world is divided into four generations: Generation Y (Millennials), Generation X (Baby Boomers), and the Silent Generation (older people who have not yet retired). When it comes to spending money, millennials prefer to do it online. Socially concerned millennials have a lot of money to spend, and they're willing to spend it. Targeted and targeted items have been supplied to the millennial market by Daraz.

- **Geographic:** Daraz segmented its market into towns and regions. ' Bangladesh is served by this company's distribution services.
- **Psychographic:** Consumers' daily behaviours, attitudes, beliefs, and views are examined using the psychographic segmentation approach. Due to their high average order value, Daraz has primarily targeted Tech-Savvy customers for its marketing efforts. It only sells high-end goods to appeal to customers who have a somewhat enhanced standard of living.

Behavioural Segmentation: Under behavioural segmentation, Daraz focuses primarily on the occasion variable. Buyers may differentiate based on the circumstances in which they acquire a need, buy a product, or utilize a product. Daraz is preparing a "Dashain and Tihar Sale" for occasions such as Dashain and Tihar since people like to purchase new things at this period. Similarly, it maintains track of those who use the internet often to discover new clients.

Market Targeting: The marketing efforts of the organization will be based on a strategy of targeting certain market segments. Daraz was able to use targeting to focus its resources and operations on the most lucrative areas of the marketplace. To address the issue of limited marketing funds, Daraz may target certain client groups rather than the whole sector.

The three categories of strategy are undifferentiated strategy, differentiated strategy, and concentrated strategy. Daraz used a unique approach to cater to the needs of different markets by offering a wide range of products. As an example, it has children's toys and games, diapers, and napkins, as well as a wide variety of electronics and fashion products for adolescents and young adults. The approach of picking market segments on which to concentrate a company's marketing efforts is known as "market targeting." Using targeting, Daraz was able to focus its resources on the most lucrative areas of the market. This will help Daraz to address the issue of a restricted marketing budget by narrowing their attention to certain target groups rather than the whole market.

There are three forms of strategy: Undifferentiated strategy, Differentiated strategy, and Concentrated strategy. Daraz used a unique approach to cater to the needs of different markets by offering a wide range of products. On the children's side, it has a variety of children's toys such as dolls, games, and books, as well as baby diapers and wipes.

Positioning: In the market is all about developing a brand image in the minds of buyers.

Daraz has attempted to promote itself as an online shopping site that provides luxury and branded items at the lowest possible costs. This assists in differentiating oneself from the competition and achieving market leadership.

Repositioning a brand or product implies shifting its location in the consumer's thinking. Daraz changed from Kaymu to Daraz in an attempt to modify customers' perceptions of a brand. This rebranding is being carried out to portray the company as a premium brand. This rebranding, however, has caused misunderstandings among clients in the target market. To minimize this uncertainty, Daraz is participating in numerous initiatives such as "Mobile Week," case studies in educational institutions, Daraz Ten, which offers a 10% discount on all items bought, and so on.

2.4.3 Marketing using Digital Space

Many companies today utilize a variety of digital marketing strategies depending on the nature of their business. Due to the nature of its online platform, Daraz is primarily reliant on digital marketing techniques and technologies to reach clients. Daraz uses the following digital marketing strategies:

SEO (Search Engine Marketing): "SEO" stands for Search Engine Optimization. As a digital marketing tool, it's considered essential. Daraz's website, www.daraz.com.bd, may benefit from SEO by being more visible in search engine results. As a consequence, the prospect's chances of becoming a customer increase. Additionally, Daraz might make use of this to educate customers on the many brands that they carry. Additionally, they are establishing themselves as an authoritative and trustworthy expert in the field of e-commerce. Search engine optimization (SEO) is a term that refers to a wide range of techniques used to improve a website's visibility on the internet. People on the lookout for a certain product or service might be reached through brands. Because Daraz has so many branded things in its numerous categories, the app shows specific branded products depending on the product category when a prospect searches for products using keywords.

In digital marketing, new audiences are gained via the use of content. Daraz produces articles on a variety of subjects, including digital marketing and interesting projects. They're popular and wanted by others. As a consequence, the general public's attention is drawn to the presentation. Website content, videos, and blogs are all used by Daraz to reach its target audience.

When it comes to Daraz's SEO strategies, they focus on two key components: exposure and ranking. Visibility helps buyers find Daraz when they have something to offer. The two are intricately intertwined. The more people see it, the better it is rated.

Two of the most common methods for boosting a website's visibility on search engine results pages are SEM and PPC. PPC (Pay Per Click) and sponsored search are two more terms for this kind of advertising model (PPC). Increasing a company's visibility in an online marketplace like Daraz, where consumers buy items digitally, requires the use of search engine marketing (SEM).

Using the Daraz app, customers may search for items. Once the app has been downloaded, the vast majority of users turn to a search engine for assistance. Daraz can tell from SEM searches that individuals are interested in learning more about and then purchasing a certain product. The results of SEM may be seen pretty quickly. Additionally, as part of its SEM strategy, Daraz makes use of paid search advertising, in which sponsored advertisements appear above and to the side of organic search results.

It is possible to use remarketing to entice clients who have previously ignored an advertisement. They use the Daraz app to produce new ads on connected sites based on the visitor's information tracked through cookies.

Daraz publishes a variety of videos daily to engage customers in their enterprises. Daraz promotes companies, services, and goods via digital marketing. They also use video to teach customers how to place orders and other topics. They also let people know via videos when there is a big event or when beginning a campaign, and they often perform live streaming to make the information more credible.

E-commerce refers to the purchasing and selling of goods using online services via the Internet. Mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data exchange (EDI), inventory management systems, and automated data gathering systems are all examples of electronic commerce. E-commerce sites are expanding daily, and virtually everyone is aware of it in today's modern environment. People no longer have to travel to a real store to purchase things; instead, they may explore products on the internet and have them delivered to their homes. Ecommerce is booming because people's lives are busier than ever before, making a personal presence for purchasing goods difficult most of the time.

2.4.4 Development of New Offerings and competitive strategies

Since Daraz is an E-commerce company, it has little to no room in developing new offerings, but they are trying to incorporate different tactics and bring revolutionary changes to the E-commerce industry of Bangladesh. Such as Daraz Mall, dLive and many more.

Concerning Competitive Strategy, Daraz is Bangladesh's premier internet marketplace, with the main firm at its helm. It is also the first and largest internet corporation in the market. Some sources of competitive advantage give it the edge to be the dominant player. The following are some of the benefits:

As the first online firm in Bangladesh in 2011, AjkerDeal was able to build confidence and reliability since many people were reluctant to do business online. First mover advantage People were acquainted with Daraz since it was a worldwide firm. Daraz's arrival in Bangladesh sparked a new trend of online buying, and people started to buy from the company. Due to its position as a pioneer, Daraz has access to a wide range of resources.

In terms of technology, Daraz has an edge because of its comprehensive, user-friendly, and intelligent website. Product listings, orders, and money are all conveniently accessible for sellers. Customers may simply type in the product's name, the seller's shop, or a certain category to find and purchase the items they want.

The most important resource a business may have to succeed in the market is its human capital. One of the most important factors in the success of a company is having a well-trained and diligent crew. This fast-moving and the worldwide firm currently has a significant pool of highly-trained employees and is adding many more to its workforce. As internet commerce grows in our country, we expect that most of our business will be handled online soon. As a result, we're encouraging brilliant individuals to join our company.

This is a major financial advantage for Daraz since it was already an international firm before it was acquired by Alibaba Group. Because of this, it came to Bangladesh well-funded. For the first time, Alibaba Group is the firm's primary shareholder.

Daraz has a wide variety of products and categories on its website, unlike other Bangladeshi internet companies, which only sell a few products. Because of this, customers may shop for everything they need on the Daraz website. More and more retailers are offering the same product that customers want. When customers don't find what they're looking for from one of the vendors on the Daraz platform, they may switch to another vendor inside the Daraz platform but not within Daraz itself. Compared to other online marketplaces, Daraz's conversion rate is quite low.

2.4.5 Advertising and Promotional Strategies

Daraz advertising offers are often available in huge quantities for customers to buy. However, there are certain products and services for which offers are only available once a year or once a year. Customers must purchase additional units via the website to take advantage of these discounts. Customers may buy Daraz in several ways by using various email addresses. Daraz's goal is to provide customers with the most up-to-date and innovative products available. Daraz.com has the full support of leading brands such as Samsung, Panasonic, LG, Walton, Apple, and others by giving sales evaluations.

According to the value proposition, E-commerce enterprises market themselves as "Saver of physical and mental energy" since the buyer does not have to go outside in these bad weather and traffic conditions to buy anything. As a consequence, that individual is spared the annoyance and may even be calmer in their physical and emotional state.

A vendor's goods form part of Daraz's inventory since Daraz makes money by selling them to customers. Such products are advertised alongside the seller's merchandise on Daraz.

Digital Marketing for Daraz: The 5 D's

Consumers have several options for getting in touch with businesses now that digital marketing has introduced its "5 D's".

It gives businesses a way to interact with their clients and get feedback on their products and services. The fact that Daraz.com.bd has an online presence on several social media networks means that it is extensively invested in digital marketing activities. The 5 D's of Digital Marketing and their definition of Bangladesh's Daraz are presented in the table below.

The Use of Electronic Devices Examples of digital gadgets include smartphones, tablets, and personal computers. With all of these devices, audiences and customers may stay in touch with businesses. Daraz already has a mobile app that customers can download from app and playstore. Customers and audience members may simply download the app on their mobile devices and begin using it. By signing up for an account, they may easily use the Daraz app's corporate websites. Daraz is a smartphone app. The Daraz app may also provide customers with a fair idea of the seller offering their products. For those who have a smartphone or computer, the app account may be used.

At the very least, two diverse groups may communicate economically through digital media. Because Daraz is a business-to-consumer (B2C) platform, these two needs are necessary. For the parties to work together, they must communicate with each other. Examples of digital platforms include feedback, Instagram, and other social media sites, such as YouTube, Twitter, and LinkedIn. Daraz is active on Facebook and Instagram, two of the most popular photo-sharing apps. In addition, there are channels on YouTube, Twitter, and LinkedIn, all of which should be mentioned. Daraz can contact a huge number of people via numerous channels, and the firm may publish and promote any form of a corporate update to reach consumers at the proper moment and in the shortest feasible time The Daraz app is also a part of this digital platform.

Using digital media to reach out to individuals as well as enthrall viewers is a common practice. There are many instances of this in the advertising, email, search engine, and social media industries. Adverts on Daraz conform to a stringent set of guidelines. Print or television ads are the two most common types of commercials. Three distinct demographics are reached when a

television commercial is made available online. in a wide variety of methods Examples include the use of paid and unpaid advertising, as well as organic reach and post clicks. Increased performance of the digital platform may be achieved by the allocation of funds for a certain post. The term "paid reach" is used from that point forward. Reach strategies are implemented when a certain time has elapsed since the beginning of any campaign.

Digital Data: Businesses use digital data to get demographic and interaction information about their target audience. When a new Daraz buyer's account is created. Daraz maintains this data in their database and allows users to communicate with one another through live chat, Facebook messaging, email, and other methods. In addition, all of the discussions are taped for future reference. Law requires that they remain private at all times. This gives companies the ability to pinpoint the exact location of the customer so that their ads may be more relevant to their tastes and interests.

Customers and businesses alike benefit from businesses' use of digital technology. Daraz isn't much different from the rest of Pakistan. Users may establish a community on Daraz to share their shopping experiences with other Daraz consumers.

2.6 Management of Operations and Information Systems

A Chinese company, Aliba Group, acquired Daraz in May of 2018. An organization led by former English teacher Jack Ma founded the Alibaba Group in Hangzhou, China, in 1999. Alibaba started as a modest retail company, expecting that the internet will one day level the playing field by allowing small vendors to employ newness and technology to grow and replicate more effectively and efficiently in the national and global market. Trade-in Pakistan, Nepal, Sri Lanka and Myanmar is covered in the agreement.

As of now, the business will be conducted under the Daraz name. Following Alibaba's example, Daraz sought to make use of its online technology, online commerce, mobile payment, and logistics skills to increase wealth in the five South Asian internet markets, which collectively had a population of over 460 million people.

2.6.1 Management of Operational Processes

The importance of each department in a corporation depends on the size and scope of the project. The departments operate per their plans for success. The departments now have a well-trained workforce, allowing them to perform their duties more quickly and effectively. As a global online retailer, Daraz's operations are planned and implemented following criteria set by Alibaba's headquarters. It is important to note that the finance and accounting departments, as well as the human resources and commercial departments, are adjacent to the commercial department.

For every department, there are sub-departments. For Daraz to be the best online business platform in Bangladesh, the operational procedures of each department are meticulous.

Daraz Bangladesh's operations team is the company's largest department, having other divisions inside it. Operational department overview:

- Inventory
- Inbound
- Aftersales
- Shipping
- Operations excellence
- Chief of Operations,
- Operations Manager (Inbound),
- Inventory Management,
- Inbound, Sales support,
- Logistics,
- Operations Excellence,
- Operations Manager (Outbound),
- Own fleet,
- 3PL
- Network

The following divisions work under commercial division:

- Acquiring new vendors is the responsibility of this section. Once they acquire a new seller, they send him to PSC for account verification.
- Verification of accounts, activation and deactivation, delivery of product lists to the content management department, and assisting new sellers who have registered online are all tasks performed by the Partner Support Center (PSC).
- An underperforming seller's performance is tracked by the Seller Support Unit (SSU), which then sends the results of that tracking and analysis to the Vendor Excellence Department (VED) for additional study so that underperforming sellers may raise their game.
- The Department of Vendor Education (VE) consists of the following individuals: Inactive merchants' accounts are investigated and problems are discovered. Sellers that are new to the industry or are experiencing trouble using the seller centre may find guidance in this area as well (Actual Platform).
- Management of content: This division is in charge of checking the accuracy of the information that a vendor submits for publishing. While this department makes a product live or visible when its contents meet the minimum criteria, it rejects any products that do not and provides an explanation when it does.
- Category management: Because Daraz offers a variety of product categories, this department appoints a category manager to each one. Each category is managed by a category manager.
- Seller Engagement: This department engages with sellers and incorporates their important input into the organization's strategy, as well as involving sellers in decision-making.
- Regional Commercial: The regional commercial head is in charge of a region's many hubs and offices. Take, for example, the city of Dhaka.

Payment System: Daraz has a wide range of payment choices, including credit cards and debit cards. You may pay for your order in several ways at Daraz. These include credit and debit cards from City Bank as well as bKash, Rocket, and mobile payment. Recently, Daraz has placed a

strong emphasis on EMI payment by credit card for ALL items valued above 10,000tk; this EMI is interest-free and may be utilized for 6 or 12 months. Only credit/debit card and bKash payments are accepted for digital products. In the event of hotels and travel packages, the offline EMI policy is applied.

Daraz Business Intelligence Software: It is heavily reliant on Daraz Pakistan BI since its software provides the majority of the information updates. The dependence on Pakistan would be decreased if we collaborated with independent systems, making information flow more efficient.

2.7 Evaluation of the Industry and the Competition

2.7.1 The SWOT Analysis of Daraz

Strengths:

- High levels of security
- a variety of payment options
- accessibility for clients
- a wide range of branded products

Weakness:

- Poor profitability
- Untrustworthy personnel
- Inadequate oversight

Opportunities:

- Increasing e-commerce revenues
- Increasing numbers of people using the internet

Threats:

- Problems with safety
- Online shops are on the rise, and social media businesses are taking advantage of this.

2.7.2 Porter's Five Forces Analysis of the E-commerce Industry in Bangladesh

There is a lot of **competitive rivalries** since competitors are forced to decrease their differences to maintain their priority, leading to extends geographical market and increases the number of rivals - decreases the variable cost to comparable and nearby fixed costs Price discounting is under growing strain.

There is some risk of **Newcomers Entering the Market**, as Internet applications are difficult to keep out of the hands of newcomers because of the ease with which newcomers can get in and out of the industry. Daraz is one of the leading online stores, and as such, it reduces barriers to entry such as the need for sales forces, financial capital, and physical assets.

The Threat of Substitutes - The internet has the potential to increase market growth by making business more efficient - New developments in internet technology, such as the proliferation of physical retail stores and the direct shipping of certain suppliers, have produced new challenges that cannot be replaced.

As a result, there is a high risk of substitutions.

As the **Suppliers power** is low, the supply chain negotiating power tends to rise when procurement is done online, but this may also provide suppliers access to a larger number of clients. The internet offers providers a way to contact end-users, hence lowering the amount of labour required. As a result of the internet's prepared procurement and digital market, all companies now have equal access to suppliers, and procurement is moving toward standard products, which decreases distinctiveness and encourages the proliferation of downstream rivals. As a result of bringing in new suppliers.

Purchasers Power to Negotiate: Powerful avenues of negotiation for traditional buyers are eliminated, resulting in lower options for bargaining. As a large number of buyers are willing to pay for the service, it shifts the negotiating power to end customers.

2.8 Conclusions

Daraz is one of the largest e-commerce marketplaces in Bangladesh. Daraz continually gives its customers a great deal with ongoing discounts and special discount campaigns. Daraz customers may have their shopping experience delivered right to their doorstep. Additionally, Daraz runs the largest delivery system named Daraz Express(Dex). Outside of Dhaka, they have more than 50 hubs, with a total of 62 hubs across Bangladesh.

Daraz reaches out to its target customer base via social media, paid advertisements, online user-generated content, videos, blogs and app live In May of 2018, Aliba Group, a Chinese firm, bought Daraz. Daraz intended to put its strategy to enhance online marketing, overall campaign performance, mobile payment system, and logistics. Daraz also has their own fulfilment centre and they brand it as “Daraz Mall” where they sell premium products with a guarantee of the best quality. The actions are planned and executed in line with the specifications set by Alibaba's headquarters. Daraz management and leadership chain is well structured. Currently, they are the market leader of the Bangladeshi e-commerce industry.

2.9 Recommendations

As a multinational company Daraz should be more transparent in their company annual report. They don't have any at this moment. So it's difficult to get some insider information that can be so helpful in research or to get to know more about the company's standing. Overall management practices are good but they can improve the alignment problem between sub-departments.

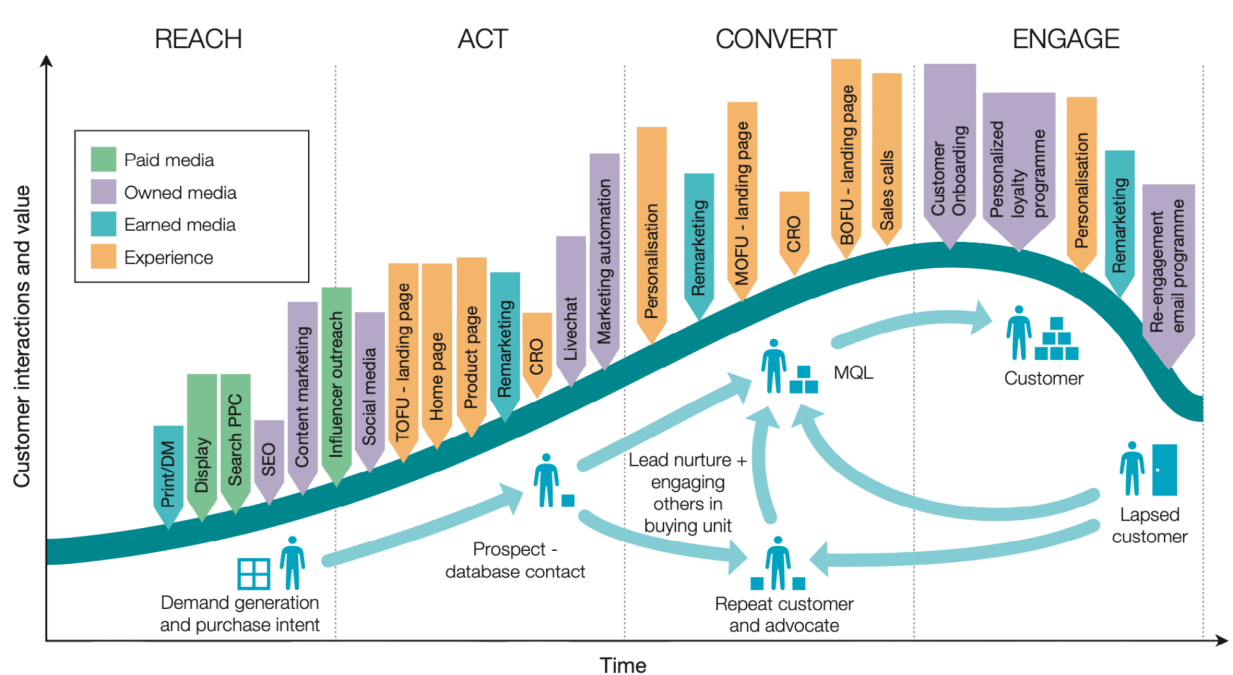
As an e-commerce market place, Daraz needs to take some strategies to get more trust if customers. They get lots of complaints about sellers doesn't provide the right products. So,

taking proper action against those sellers who abuses the marketplace. Proper action plan and strong decision from the management will be the best solution for this problem.

Chapter 3: Project Part

3.1 Introduction

Digital Marketing: In 2022, digital marketing is essential to the success of any business. Marketing using digital channels like company websites, search engines, social media channels, email marketing, CRM, and smartphone apps is known as digital marketing. Businesses must use digital marketing to complement their company and marketing strategies to compete effectively today. Marketers must integrate their brands into a vast network of digital channels, but online advertising is far more complicated than this. As a digital marketer, one must delve deep into today's huge and complex cross-channel world to find engagement marketing techniques that have a long-term influence on the business.



Source: Smart Insight 2021

Because of the increased use of digital media and technology, new customer journeys and pathways have emerged, many of which can be impacted by digital marketing and involve many connections. Digital media channels and communication tools offline can affect purchases throughout the customer lifecycle in ways that are summarized in a customer lifecycle visual.

Marketing campaigns that don't include the correct digital approaches are missing out on possibilities to impact customers at crucial online touchpoints. Company can utilize their digital marketing channels and platforms to communicate with their target group of the audience about the brand, products or service by using these platforms. To put it simply, digital marketing focuses on a company's ability to maintain a strong presence on the internet through a variety of channels, including its website, mobile apps, and social media accounts.

According to WARC, the social media platform facebook has more than 47.2 million active users in Bangladesh, if we relate it with a population 28 percent of the population, as of June 2021; 21.2 million of the users are between the ages of 18 and 24, 69.1 percent of them are male and 30.9 percent female (WARC,2021). This statistic clearly demonstrates that generation Z's fondness for social media channels, while Generation Alpha prefers social media platforms like Instagram, which has a country user base of 4.70 million.



Social Media Statistics of Bangladesh 2021



Facebook

Active Users
41 Million



Instagram

Active Users
4.70 Million



Twitter

Active Users
442.2



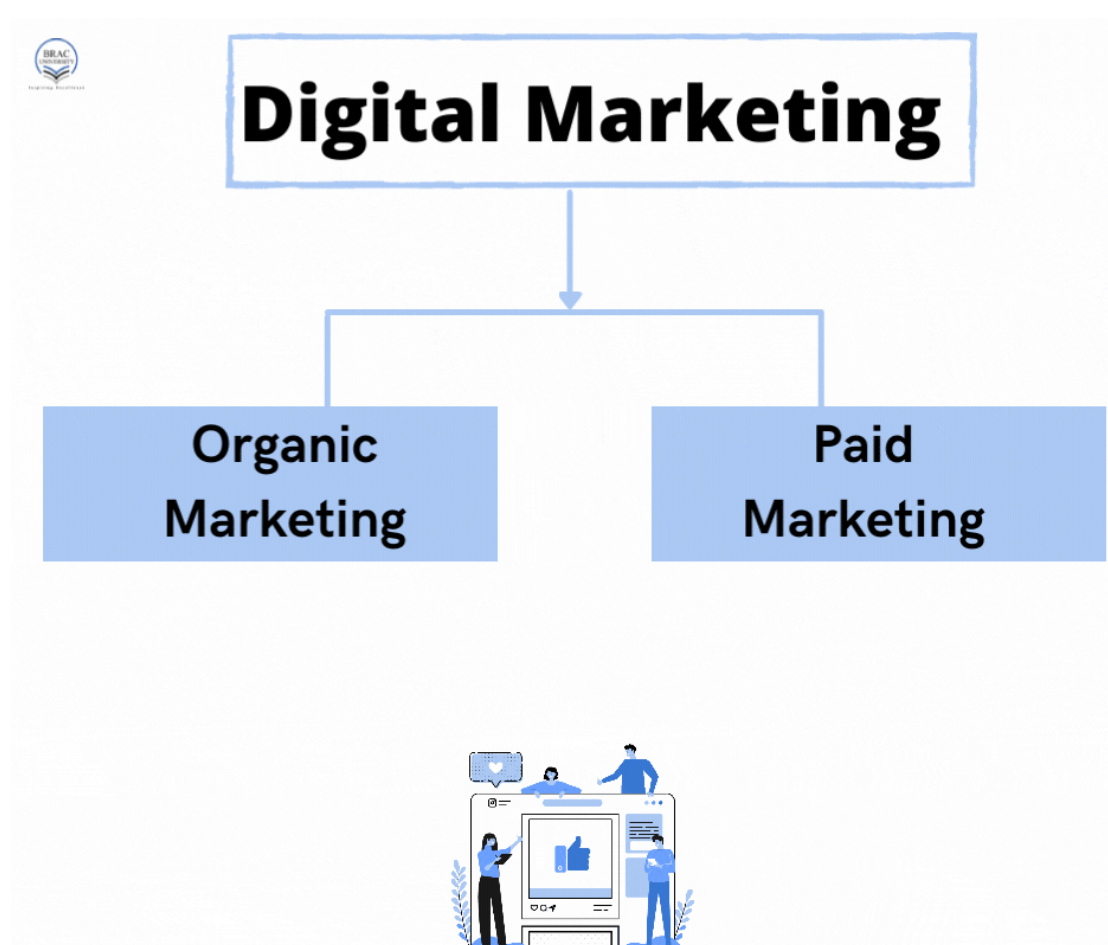
Linkedin

Active Users
3.80 Million

Data Source: Hootsuite 2021

Entertainment has also evolved dramatically since the rise of digital life. In the previous two years, both local and international streaming platforms and OTT platforms have steadily penetrated urban areas, making YouTube the alternative television across segments with an average spend time of roughly 19 minutes per day. This opens a new opportunity for companies to promote and sell their products via these channels. Utilising social media channels and promoting through life is a new strategy that businesses are following from the past years. As a digital marketer, one must delve deep into today's huge and complex cross-channel world to find engagement marketing techniques that have a long-term influence on your business. Using the information gathered over time, engagement marketing allows building meaningful relationships with both new and returning customers. It is possible for marketers to gain significant insights into their target audience's behaviour by employing an omnichannel digital marketing approach.

Digital marketing strategies are two types and those are organic marketing and paid marketing.



The term "organic marketing" refers to any type of digital marketing that does not include paid advertisements. Unpaid blog entries, case studies on the company, an affiliation between brands, guest posts, tweets, in-app push notifications, PR, web push notifications, email newsletters, a partnership between brands to promote themselves in their own platforms for free and status updates on facebook all fall under organic marketing. As it is largely utilized to fill the upper portion of a sales funnel, it can be difficult to quantify the impact of organic marketing. Growing the audience's knowledge of the brand or company and establishing a good relationship with them is the primary objective of organic marketing.

Organic marketing is one of the most effective ways to interact with the target audience. As a low-cost, high-impact technique for expanding any business, organic marketing is an effective option. By creating emotional connections with consumers through useful content or engaging content, an organic strategy aims to ensure that the brand remains at the forefront of their minds when they're ready to purchase your product or service. Organic marketing is a great way to bring in new site visitors who will ideally become paying customers in the future. As a contingency for paid advertising, organic marketing is essential. As a result, the cost per click (CPC) and return on investment (ROI) of business increases.

3.1.1 Literature Review:

According to smart insights (2022), a recent global social media statistics research summary for 2022, social networks have revolutionized marketing and their popularity is continually increasing. Social media is used by 57.8% of the global population. There is an average of two and a half hours of use every day (Smart Insights,2022).

In January 2022, Kepios predicts that there will be more than 4.62 billion social media users around the world, or 58% of the world's population (Kepios, 2022). It is possible that social media user estimates may be higher than internet user figures or even the overall population because of concerns such as duplicate accounts. Digital Bangladesh initiatives reflect on the social media statistics in the country. People using social media in Bangladesh have increased dramatically during the last year. During the first week of January 2021, there were 47.6 million

internet users in Bangladesh. According to Datareportal, 45 million people are using social media in the country as a whole (Chaffey,2021). The rise of social media has pointed out the fact that these new communication platforms should be included in any brand's key marketing channels, as proven by the growth of the platform in recent years. Instead of relying on paid advertising or sponsored posts to drive traffic, an organic marketing strategy relies on word-of-mouth recommendations from existing customers (Riserbato,2021).

Over time, an organic strategy will automatically reach consumers to the business. Rather than advertising products to the target market, businesses can be luring them in by providing the information they seek. Invesp's infographic shows that 59% of consumers prefer to buy their desired products from reputed and trusted brands. It signifies that the brand has a significant differentiation or reputation that influences the perceptions of the potential customers.

3.1.3 Objectives

- Evaluation of the current performance of organic marketing.
- Finding the strategy to improve organic performance.
- Suggesting the maximum utilization of all channels to grow.
- Suggesting the strategy to improve online visibility and engagement with customers.

3.1.4 Significance

Optimizing social media channels is very important for any business. If it is an e-commerce business in Bangladesh then it is required. More online presence and engaging with the audience creates trust and improves brand reputation. By strategic emphasizing organic marketing Daraz can unlock the opportunity to improve their social presence among customers that will impact overall business growth. So, proper analysis of the online presence and taking necessary steps to improve by finding opportunities will be beneficial for brand

3.2 Methodology

- **Primary Data:** Collected information from employees and co-workers of Daraz Bangladesh by interviewing and questionnaire survey.
- **Secondary Data:** Information was collected from the internet, journals and previous research papers.
- **Sampling Method:** Random sampling from internet users who has access to the smart device. Collected data from general customers and employees via survey and interview. Surveying general customers of 30 people with the help of google forms and MS Excel.
- **Interview:** The interview was conducted physically on 10 employees and 5 co-workers with verbal consent.

3.3 Findings and Analysis

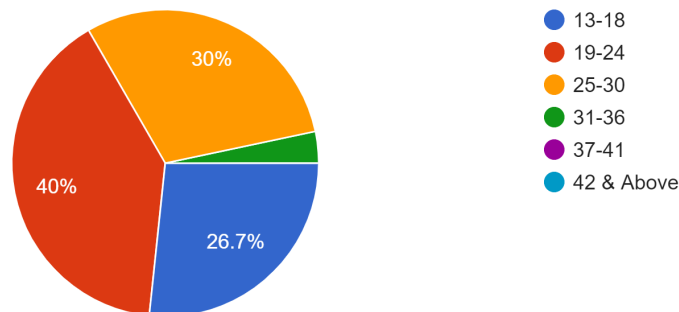
Based on the survey there are some important findings to take to get a clear picture of people's perception of a business online presence. The online survey was performed anonymously by using a simple random sampling method.

3.3.1 Survey Data Interpretation:

This section of the survey asks some basic questions about the demographics and preferences of the consumer.

What is your age range?

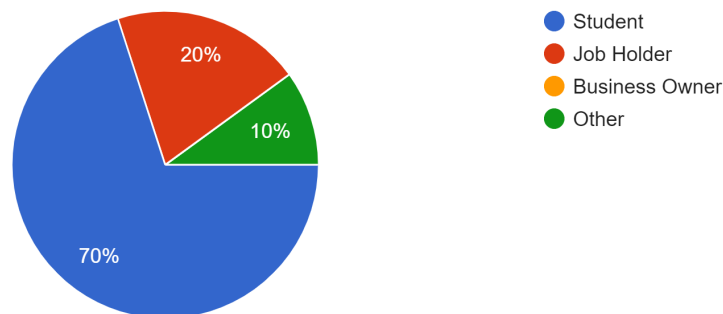
30 responses



The majority 40% of responders age range were between the ages of 19 and 24 years old. Followed by 30% of responders were between the ages of 25 - 30years old and 26.7% of responders were between 13-18 years old.

What is your profession?

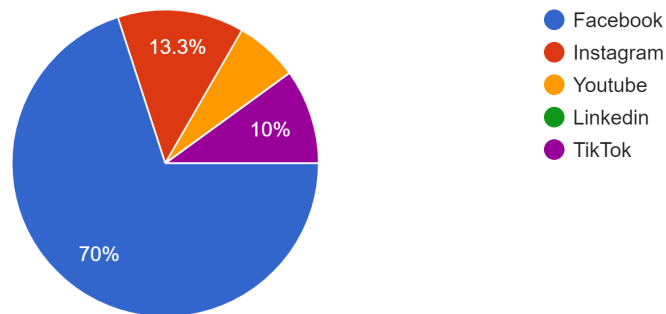
30 responses



Secondly, the majority of the responders of the survey were students with a percentage of 70 and 20% of them were job holders and 10% were other profession. This indicates that the majority of them were educated and aware of their social media usage and behaviour.

Which social media platform do you use the most?

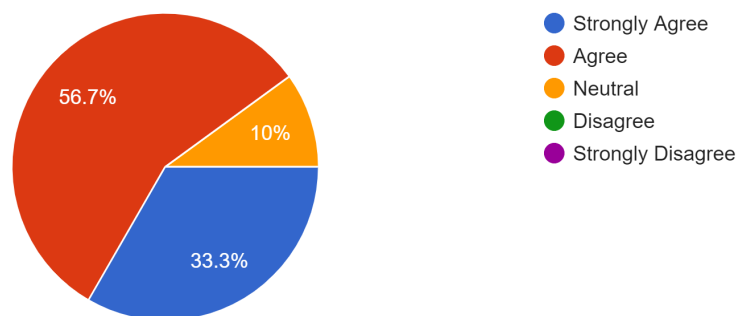
30 responses



The data shows that 70% of the respondents use Facebook as their social media platform on daily basis and 13.3% on Instagram. There are some TikTok and youtube users who are followed by 10% and 6.7%. Facebook is the largest social media platform in Bangladesh with the highest active users base. The popularity of this social media platform is higher than others. That made this a market growth opportunity platform for businesses.

Does the online presence of a business influence your purchase decision?

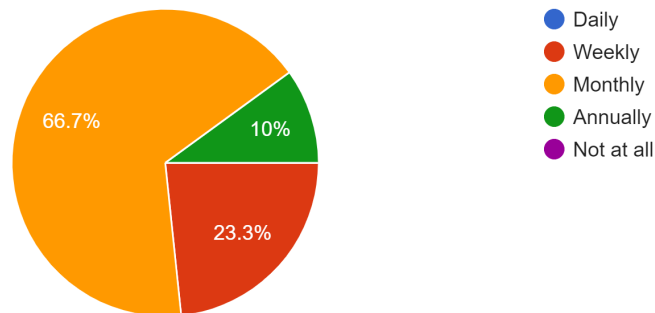
30 responses



Through this question response, we can see that majority of the people have purchase decisions influenced by businesses online presence. 56.7% of people were agreed and 33.3% were strongly agreed as a response. Lastly, 10% were neutral as per the response.

How often do you shop online?

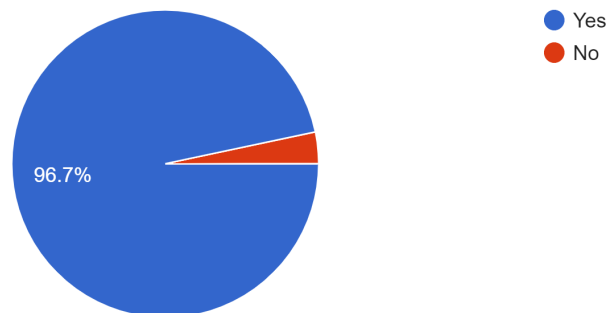
30 responses



The majority of the respondents do their shopping online. 66.7% of respondents shop online on monthly basis. So they do shop online at least one time a month. 23.3% of respondents shop online on weekly basis and 10% of respondents shop online on annual basis. These responses reflect the usage of online shopping by general people.

Do you follow any businesses on social media?

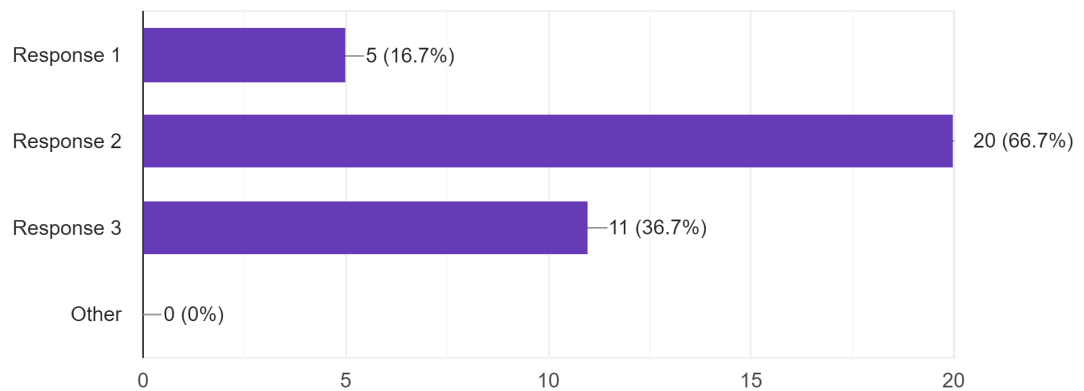
30 responses



The survey data shows that 96.7% of people follow businesses on social media including social media platforms and business pages as well. And 3.3% of people don't follow the businesses on social media.

Which types of response do you expect to have from any business's social media platforms?

30 responses



Which types of response do you expect to have from any business's social media platforms? *

 daraz



Product er dam koto?

Response 1: Hey! Asha korchhi bhalo achen. Pochonder ponno ti khuje pete ebong bistarito jante visit korun: https://click.daraz.com.bd/e/_7bYek.

Daraz theke khub shohojoi apnar pochonder ponno ti order korar niyom jante video ti dekhun: <https://cutt.ly/YTXTHH>. Ponner mullo ponner chobii er niche ullekh kora thake. Echarao ponno CART a jukto korar por apni delivery charge shoho bistaritobhabe ponner mullo jante parben.

Response 2: Hi! Ponno tir price somporke jante visit korun: https://click.daraz.com.bd/e/_7bYek. Ponnoti CART a jukto korar por apni delivery charge shoho bistaritobhabe ponner mullo jante parben.

Response 3: Hello! Asha korchhi bhalo achen. Ponno tir price somporke jante visit korun: https://click.daraz.com.bd/e/_7bYek. Ponnoti CART a jukto korar por apni delivery charge shoho bistaritobhabe ponner mullo jante parben.

- ☐ Response 1
- ☐ Response 2
- ☐ Response 3
- ☐ Other

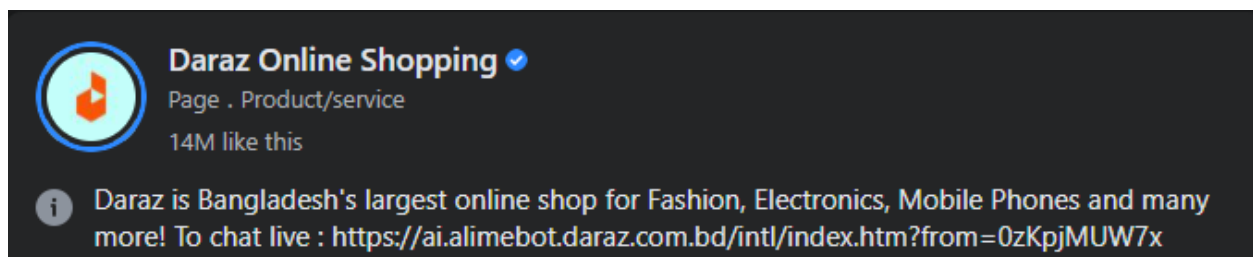
This was a scenario-based question to understand the customer's minds how they want any business to communicate with them. Some responses were given as sample responses where

Response 1 was from Daraz online shopping facebook page and Response 2 and 3 were modified in a human-centric way. Surprisingly, 66.7% of people expect to have response 2 and 36.7% of people expect to have a response. Lastly, 16.7% of people expect to have response 1 from any businesses social media platform. That indicates they like to get human-centric short and bold responses.

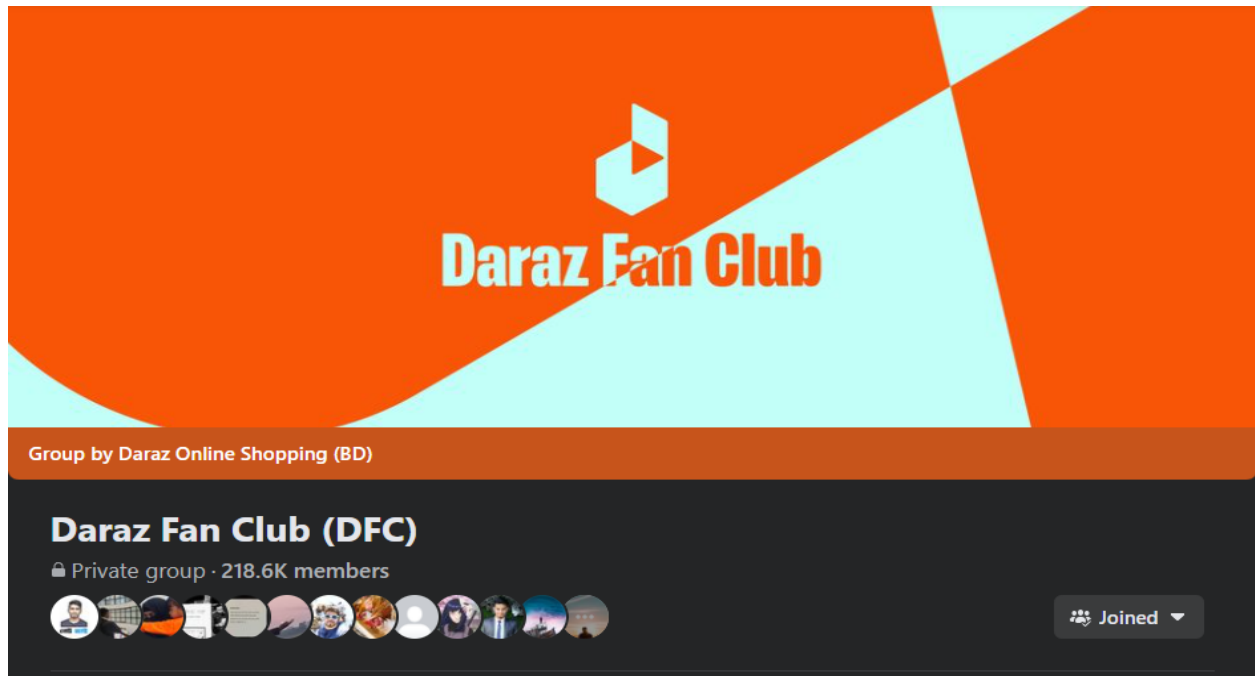
3.4 Online Marketing and Organic Marketing Strategy of Daraz

3.4.1 Social Media Marketing (SMM):

Social media marketing refers to marketing through social media channels such as Facebook, Instagram, Youtube, Snapchat and LinkedIn that helps with the purpose of raising consumer awareness, promoting product sales, and increasing traffic to a website. Daraz has several social media marketing channels including Facebook, Instagram, youtube, TikTok and LinkedIn. Currently, they have about 14 million likes on Daraz Facebook page. The frequency to post on social media is 3-4 per day and campaign time the volume increases to 10-12 per day. They have a lower response rate on query management which means customers are getting delayed responses to their comments and messages from the social media page.



Daraz has a strong presence on social media. Social networking is essential to their company. On these sites, Daraz often offers promotions. Daraz also has a community group “Daraz Fan Club” on Facebook with 218.6K members. Besides this, they run paid advertisements to promote their business on social media. Daraz also runs contest and live contest programs where they engage with customers and provide attractive gifts.



3.4.2 Search Engine Marketing:

Search engine optimization (SEO) is the process of making companies website more visible in search results for keywords relevant to the company's service and product. It's essential for boosting a search engine's visibility and improving a website's usability for people. Daraz Bangladesh has a strong seo optimisation for their website so when people search with relevant product keywords it will reflect on the website.

3.4.3 Email Marketing:

Email marketing is the practice of sending promotional emails to a list of contacts who have given the company permission to do so with products and services promotional content. Daraz collects customers mobile numbers and email addresses by default. So, they have thousands of contacts to promote by email marketing which is an advantage. Currently, they sent out transactional emails like orders status updates, product review updates and default account setting update notifications via email and very less promotional emails.

3.4.4 Push Notification:

Daraz's use of push notifications is another successful marketing strategy. When customers get a push notification, it appears as an alert on the mobile or computer. It contains marketing copy, offer alerts and promotional content. The app team may send the push notification at any time, and customers don't have to be in the app to get it. It's a good way to increase DAU.

3.4.5 Affiliate Marketing and Partnership: Daraz uses this method to discover marketing partners that have a large following and are interested in promoting Daraz in exchange for a commission on purchases that come through their sites or mutual benefit to promote each other that is totally unpaid.

3.4.6 dLive:

Daraz introduced “dLive” that increased their active users on an app that generates high numbers of DAU. There are different categories of a live show broadcast in dLive every day including morning news, tech review, mom & child show, makeup products review, English learning show, cooking show and gaming show. Among all these shows gaming show live is one of the best live shows in dLive.



Source: Daraz 2021

3.5 Summary and Conclusions

Daraz Bangladesh has established its online presence that has an impact on the customers. They primarily performed marketing campaigns and regular engagement posts to connect with the audiences that drive DAU to their application. Daraz is the dominant player in the Bangladeshi e-commerce business, and its online marketing methods are essential to its performance. However, it may be a difficult task to build and maintain a solid method of handling distinct customers. Social media platforms open up an opportunity to communicate with the customers directly and increase brand awareness.

Based on customers psychology how they want the business to communicate with them in a human-centric way, not as a scripted or robotic response. Omnichannel distribution of online presence will surely uphold the brand them on customers mind and the company will get the benefit.

Daraz is trying to increase its online presence by creating more marketing campaigns, engaging with customers and utilising its platform. It is important for them to get the maximum number of DAU that will lead to an increase in GMV. Daraz has built the super app that has shopping and entertainment features that gives them a benefit to grow the business. Still need to utilize their platform and channels to get the maximum out of these.

3.5 Recommendation:

Daraz is the top e-commerce company in Bangladesh with having large audience based on social media channels. Proper use of them will increase DAU and revenue. Daraz has the largest number of followers on their Facebook page “**Daraz Online Shopping**”. The content plan consists of 3-4 post per day that doesn’t include engaging posts which is very important. After the Facebook algorithm updated the business page organic reach decreased the number of amounts. So, it’s very essential to proper use of the largest follower base.

They can create engaging posts along with creative posts. **Engaging posts** refers to those post that the audience engages by reacting, commenting and sharing. It helps to increase the reach and overall engagement of the post. Based on my observation throughout the internship period, the response rate of quarry management was slow as a result the post reach was impacted. Faster response to comments within an hour of posting can lead to better audience engagement. It’s one of the best ways to do marketing organically. More reach and engagement boost the audience engagement.

Secondly, the majority of the response from Daraz’s social media platforms are scripted and sound robotic. That sometimes creates a bad impact on the audience who expect better responses and faster responses. There comes the human-centric reply, it helps to communicate with the audience in a **human-centric** way by understanding their pain point and responding exactly to what they want. Through the survey finding, it was clear that the majority of people like the human-centric short and point to point response over scripted and automated response. For being the leading e-commerce company Daraz has the brand value and fast mover advantage so they can engage with the audience to grow the business. Understanding peoples pain points and respond accordingly will surely create a good impression among customers. The more they interact with people in that way the more communication for every post will increase and that will help them to reach more people organically. So, it is important for organic marketing to respond faster and human-centric way to customers.

Another important thing that Daraz can focus on is to get better performance by doing organic marketing through app push notifications. They have thousands of **daily active users** (DAU). They can utilise it by sending customized promotional notifications based on the customer's behavior. For example, a customer is looking for a water purifier and they searched in the app and browsed the product page, after a few minutes they left the app without purchasing. Then it can be detected and sent a **push notification**. “Oh, you were looking for a water purifier? We’ve found the best products and you can buy it with a fingertip.” This will remind the customer and can get back to make a purchase. That’s totally free and they can utilise this strategy.

Improving the online presence by utilising **search engine optimisation** (seo), it is one of the best ways to do organic marketing for a company. When people search about a product on google, they get so many results and it is important to show up at the first page of the search results. That’s what can be done without spending money on paid advertisements. Through SEO, Daraz can increase their web visibility for any product that customers look for on the web.

To conclude, it’s getting harder for businesses to do organic marketing. But utilising all social media channels for omnichannel marketing strategy will surely help to reach the maximum number of people and grow organically. People have some influence on purchasing a product by seeing brands social media and online presence. Each and every year social media users and internet users are increasing in Bangladesh which opens up an opportunity to utilise it. So, Daraz needs to make sure to do an omnichannel marketing approach to appear on all social media platforms so they can grow their business.

Appendix:

1. What is your age range?
2. What is your profession?
3. Which social media platform do you use the most?
4. Does the online presence of a business influence your purchase decision?
4. How often do you shop online?
- 5) Do you follow any businesses on social media?
6. Which types of response do you expect to have from any business's social media platforms?

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