

Report On
Issues relating to agent channel activities and product delivery
of an E-business: a case on Deligram Technology Limited

By

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An internship report submitted to the BRAC Business School in partial fulfilment of the
requirements for the degree of
Bachelor of Business Administration (BBA)

BRAC Business School
BRAC University
September 2020

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DECLARATION

It is hereby declared that

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

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LETTER OF TRANSMITTAL

22nd September, 2020

Mr. Saif Hossain
Assistant Professor & Director (BBA Program)
BRAC Business School
BRAC University

Subject: Submission of Internship Report on “**Issues relating to agent channel activities and product delivery of an E-business: a case on Deligram Technology Limited**”

Sir,

It is a great pleasure of mine to submit the internship report on “**Issues relating to agent channel activities and product delivery of an E-business: a case on Deligram Technology Limited**” to you as per the requirement of BUS 400 course. I have prepared the report according to the instructions and the guidelines and tried my heart and soul to make it as instructive as I can with the primary data collected directly from the customers and employees. Besides, I have made use of my analytical abilities to explicate the data and showed them with visuals. I have done my Internship at **Deligram Technology Limited**. Being an aspect of this e-business industry, it helped me to set up the report with direct understanding. I truly trust it will meet your expectation.

I trust I have attempted my most extreme level to make the pre-owned information as rational and explicit as could be expected under the circumstances. Nonetheless, the report isn't liberated from defects, I encourage you acknowledge it with insightful contemplations.

Rifat Jahan Ripa
ID – 15304128
BRAC Business School
BRAC University

ACKNOWLEDGEMENT

First of all I might want to communicate my enormous gratefulness to The Almighty Creator for presenting me with quality and withstanding me with intelligence and tolerance to reach in a state where I am today and making me having the option to satisfy my temporary job report under the course BUS400 in the excursion of four years of undergrad life at BRAC University.

Furthermore, I want to take this chance to express my significant gratitude, appreciation and profound respect to my chief personnel under the BUS400 course Mr. Saif Hossain, Assistant Professor and Director (BBA Program), BRAC Business School, BRAC University, for his cherished criticisms, moral direction and significant proposals and for his consistent help and interminable consolation while setting up this internship report.

I offer my most extreme thanks to:

Kazi Hasan Iqbal, supply chain and logistics manager for going about as coach and controlling me all through these period. His direction has helped me to adjust to the corporate culture rapidly and spurred me to get familiar with the functionalities of supply chain and logistics department.

At last, I would like to thank my loved ones for their nonstop help all through this temporary job period, without their help I wouldn't have the option to arrive at this phase of my life.

LETTER OF ENDORSEMENT

This to confirm that Rifat Jahan Ripa, holding the student ID – 15304128, is a steady and consistent student of BRAC Business School, under BRAC University. She has capable been to finish the internship report named **“Issues relating to agent channel activities and product delivery of an E-business: a case on Deligram Technology Limited”** under my watch. The company in which she did her internship was at Deligram Technology Limited. I am gratified to express that she has worked her level best all through her internship and orchestrating this report also. Credibility is found in the data and information discoveries gave on this report. However there have been barely any defects and mistakes still it tends to be guaranteed that others by everything means can utilize it for their comparable investigation and further examination purposes.

I wish her fruitful achievements throughout everyday life.

With Regards,

Mr. Saif Hossain

Assistant Professor & Director (BBA Program)

BRAC Business School

BRAC University

EXECUTIVE SUMMARY

Now-a-days e-commerce business is the most mainstream business in Bangladesh. Deligram is known as an Omni channel e-commerce platform which is merging the gap between online and offline shopping service. Deligram.com is the E commerce sector of Rahimafrooz which has started its journey in 2017.

This internship report is made on Deligram Technology Limited where the topic was to find out the issues related to agent channel activities and product delivery. Since it is a startup company, all the works and process are new and there are flaws in them. Almost every day new strategies has been made and the whole supply chain and work system has been changed according to the new strategy. Hence my main responsibility was to make new plans and work process to fulfill the new strategy. Moreover, there were many departments where there was no definite process of doing the work, no proper documentation of the work done which needed to be modified.

This report finds out the challenges faced by the company while delivering the product to the agent or customer and the whole work process of the company. It also states the challenges to make new plans and work process for new strategy and expansion of the company. The report likewise examines about the authoritative capacities, structure and its tasks. Ultimately, the report additionally comprises of not many suggestions that Deligram may follow so as to improve its work cycle and to be economical in e-commerce industry.

LIST OF ACRONYMS

- **QC** – Quality Check
- **PO** – Purchase Order
- **PLB** – Private Label Branding
- **T&L** – Transportation & Logistics

LIST OF FIGURES

Figure 1: Flyer of Deligram	13
Figure 2: Hierarchy of Deligram.....	17
Figure 3: Different Departments of Deligram.....	18
Figure 4: Online Website	20
Figure 5: Free Gifts with Different Products	23
Figure 6: Porter’s Five Forces Model	24
Figure 7: SWOT Analysis.....	26
Figure 8: New sitting arrangements	30
Figure 9: Warehouse arrangements.....	31
Figure 10: PO tracking sheet.....	32
Figure 11: Different formats of Supply chain & logistics cost calculation.....	33
Figure 12: Time schedules	34
Figure 13: Courier Expense of September.....	40
Figure 14: Packaging cost’s Format.....	42

TABLE OF CONTENTS

LETTER OF TRANSMITTAL	3
ACKNOWLEDGEMENT	4
LETTER OF ENDORSEMENT	5
EXECUTIVE SUMMARY	6
LIST OF ACRONYMS	7
LIST OF FIGURES	8
TABLE OF CONTENTS.....	9
ORGANIZATION OVERVIEW	12
Core Values of Company:	13
E-commerce through regional Stores:.....	13
Objective, Principle & Purpose of Deligram:	15
Objective:.....	15
Principles & Purpose:	16
1. Uncompromising Integrity	16
2. Customer & Agent at the Centre	16
Organization Organogram.....	16
Divisions of Deligram Technology Ltd	18
Supply Chain & Logistics Department	18
□ Teams we have -.....	18
□ Work process:.....	19
□ Number of employee.....	19
Brief Discussion about Operation Process:	20
□ Online Order:.....	20
□ Offline Order:	21
□ Vendor Acquisition Process:	21
□ Payment Process of vendors:.....	21
□ Delivery Process:.....	22
□ Customer installment Process:	22
Promotion Activities:	22
□ Banners and posters:.....	22
□ Catalogue:.....	23
□ DG Fair:.....	23
□ Different kind of awards and offer:	23
□ Discount and cash back offer:	24

PORTER’S FIVE FORCES MODEL:	24
Bargaining Power of Suppliers:	24
Bargaining Power of Buyers:	25
Threat of Substitute:	25
Threat of New Entry:.....	25
Industry Rivalry:	25
SWOT ANALYSIS OF DELIGRAM:	26
INTRODUCTION TO THE REPORT/STUDY	27
Rationale of the study.....	27
Statements of the problems.....	27
Scope and Delimitation of the study	27
Objective of the study	28
My role during Internship	28
Work accomplishments in details	29
☐ New expansion model	29
☐ PO tracking sheet	32
☐ Different expense calculation formats.....	33
☐ Time schedule of employees	33
Internship Objectives.....	34
☐ To find out the challenges to pick up the products from vendor point and deliver it to the agent or customer:.....	34
☐ To understand the challenges faced for warehouse expansion to mitigate the increased demand of product delivery:.....	35
☐ To know the trend of agent channel activities and product delivery:	35
☐ To figure out the associated costs of product collection and delivery:	35
☐ To recognize the threats in ensuring the right products of the right quality:	36
LITERATURE REVIEW	36
RESEARCH DESIGN	38
PRIMARY SOURCES	39
SECONDARY SOURCES	39
RESULTS, DISCUSSION AND MAJOR FINDINGS.....	39
Transportation & Logistics Operations	39
Well established T&L for Better Supply Chain	40
Value of Proper Packaging.....	42
Major Findings	43

□ Not using the night hours	43
□ Centralized operation System.....	43
□ Use of Technology	44
□ Skilled Work Force	44
□ Others	44
1. Availability of the Products:.....	44
2. Success/Failure of Customer Purchase:.....	45
3. Internet availability:.....	45
Recommendation.....	45
CONCLUSION.....	46
REFERENCES	48

ORGANIZATION OVERVIEW

Deligram Technology is known as a start-up E-trade business organization which is affiliated by Rahimafrooz Bangladesh. Rahimafrooz Bangladesh is the greatest lead corrosive producer in Bangladesh which was built up in 1954. It predominantly fabricates 200 unique sorts of batteries for the market of autos and IPS. So Deligram Technology is essentially running as the E-business Section of Rahimafrooz Bangladesh. The CEO of Deligram Technology is Mr Waiz Rahim.

Deligram Technology was wanting to begin from 2017, yet it at long last beginnings its excursion from January 2018. They additionally take request through their Facebook page. Toward the starting they focused on Cumilla as their market. Why they pick Cumilla is on the grounds that not many of Cumilla is known to E-Commerce shopping and denied of the advantages. Hence, they are attempting to make their life simpler by their administration. Deligram Technology isn't just thinking on the web for their administration yet in addition they are taking requests from clients by disconnected with the assistance of their specialists. They likewise have a Deligram center Located at Cumilla Kandhirpar, where clients can request or pickup their conveyance Products. At this moment Deligram has in excess of twenty operator shop in Located at Cumilla and furthermore began to set their specialist shops in Dhaka. Deligram is wanting to begin its business in Dhaka in December 2018. After their starting in Dhaka they will begin to spread their business entire over the nation. The Website address of Deligram is <https://www.deligram.com/>



Figure 1: Flyer of Deligram

Core Values of Company:

- Serve individuals online as well as offline
- Provide customers great products
- Help rural people and others to get their prerequisites
- Establish good relation with agents
- Establish good relation with vendors
- Create considerable relation with customers
- Work as a team to furnish the best
- Always be straightforward, predictable and capable.

E-commerce through regional Stores:

Deligram is a push to imitate the accomplishments of Amazon in the U.S. what's more, Alibaba in China. The two organizations spearheaded online trade and transformed the web into a

significant channel for deals, however the youthful Bangladeshi start-up's initial methodology is totally different from the way those now hundred-billion-dollar organizations began.

Offline retail is the standard in Bangladesh and, with that, it's the long chain of mother and pop stores that represent most of spending.

That is especially evident outside of metropolitan territories, where such nearby stores nearly become network gathering focuses, where neighbours, loved ones run into one another and mingle.

Rather than disturbance, working with what is essential for the social texture is more intelligent. In this manner, Deligram has adopted a cross breed strategy that weds its customary web based business site and application with offline retail through mother and pop stores, which are known as "Mudir dokan" in Bangladesh's Bengali language.

A customer can order their item through the Deligram application on their phone and have it conveyed to their home or office, yet a more mainstream and in many cases legitimate alternative is to have it sent to the neighbourhood Mudir dokan store, where it very well may be gathered whenever. However, past just taking conveyances, Mudir dokans can likewise work as Deligram retailers by selling through an operator model.

That is to state that they empower their clients to arrange items through Deligram regardless of whether they don't have the application, or even a Smartphone despite the fact that the last is progressively impossible with Smartphone proprietorship blasting. Deligram is proactively selecting mudir dokan accomplices to go about as specialists. It gives them a tablet and a physical list that their clients can use to arrange by means of the online business administration. Conveyance is then taken at the store, making it simple to get, and keeping up the nearby

organization. From internal website, at this moment, one can offer two or three hundred items and can approach 15,000.

For Deligram's situation, the Mudir dokaan gets deals commission just as cash for each delivery that is sent to their store. Home delivery are conceivable, however the absence of neighbourhood framework "turn directly at the blue house, left at the white one, and my place is third from the left," is a typical sort of heading makes finding careful areas troublesome and wasteful, so an extra expense is charged for such demands.

E-commerce start-ups regularly battle with last-mile since they depend on a grasp of logistics organization to satisfy orders. In an uncommon move for a beginning phase organization, Deligram has picked to run its whole logistics activities in-house. That clearly requires cost and likely gives noteworthy developing agonies and stress, yet, in the long haul, Deligram is wagering that an emphasis on quality control will pay out through higher client care and rehash purchasers.

From internal website, organization had taken care of 12,000 requests to date as of the finish of March, yet that has now become past 20,000 demonstrating that request volumes are rising. It declined to give monetary figures, yet it is being said that organization is on target to build its month to month GMV volume by six-fold before the current year is over. Hardware, telephones and frills are among its most well-known things, however Deligram additionally sells clothing, everyday things and the sky is the limit from there.

Objective, Principle & Purpose of Deligram:

Objective:

Deligram an Omni channel ecommerce start up that plans to work at the convergence of on and off the web and incorporate the intensity of computerized business with offline retail by empowering existing corner shops in neighbourhoods to go about as their assortment focuses.

The aim of the Deligram is making digitalization called Mudir Dokaan .With the help of

Deligram any local shop can come under digital ecommerce then the consumer can collect their product whenever they want. In any case, past essentially taking deliveries, "Mudir Dokans" can likewise work as Deligram retailers by selling through an agent model.

Principles & Purpose:

1. Uncompromising Integrity

With the enthusiasm to be the best, Deligram attempts to be lawfully, morally, and ethically a reasonable and unobtrusive association esteeming its clients as well as its workers urging them to be an aspect of the Deligram family imagining an eventual fate of a computerized stage where everybody uncovers a set of principles, and building a valid organization that will be wanted by everybody.

2. Customer & Agent at the Centre

"Deligram" too like some other achievement full organization follows an expression that client and specialist are the main goal and hence they attempt to guarantee quality assistance and worth is given to its customers. Not exclusively does the association need to make creative highlights and open doors for its computerized clients yet additionally it attempts to ensure that it is as straightforward as conceivable to utilize conveying to each need of the customers regarding worth, quality and fulfilment.

Organization Organogram

Each association follows a basic order. Deligram correspondingly follows an auxiliary order which is all around characterized in every division. The association organogram of Deligram Technology Ltd is as per the following:

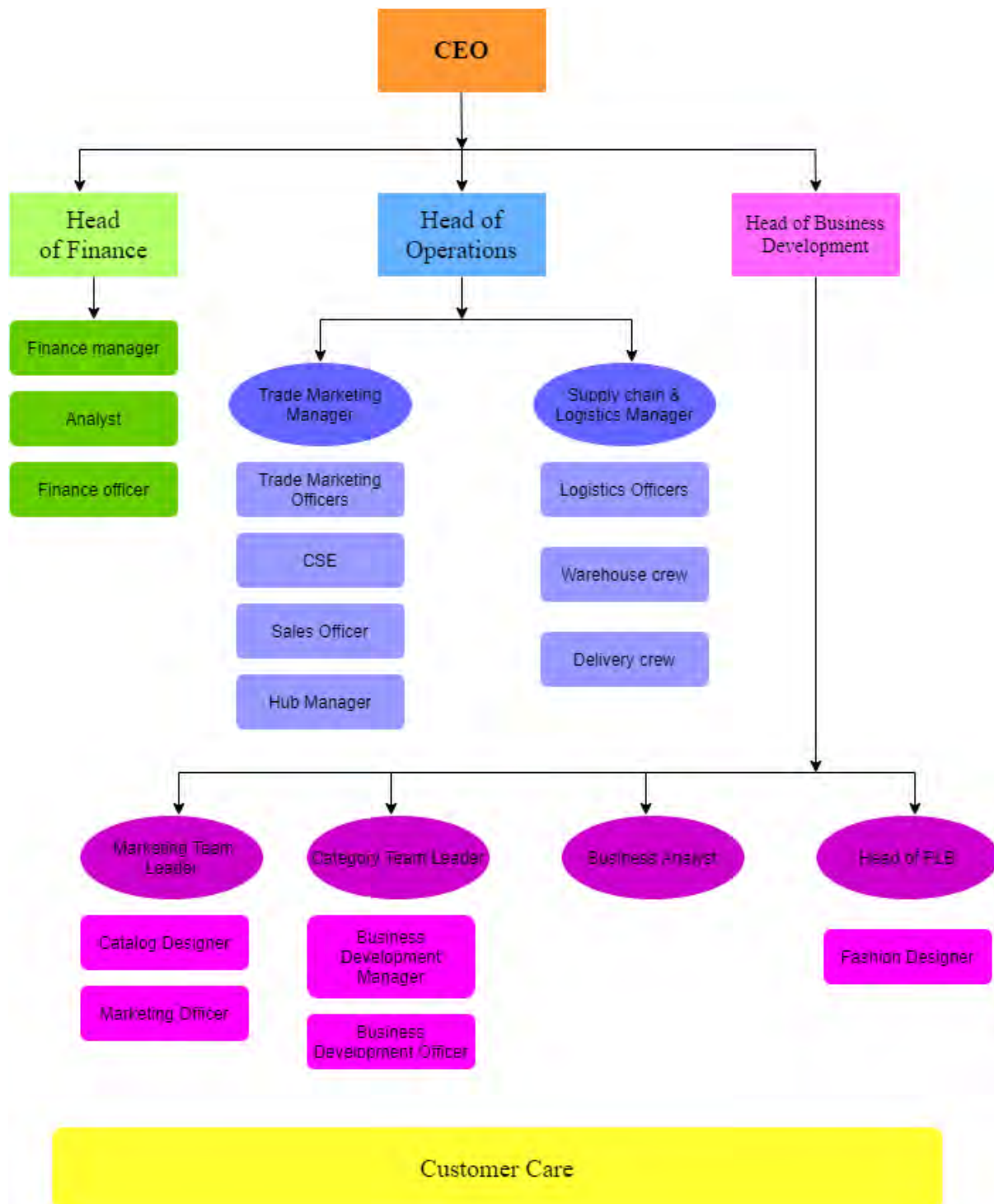


Figure 2: Hierarchy of Deligram

Divisions of Deligram Technology Ltd

There are 8 Divisions at Deligram Technology Ltd up till now; they are shown in the following:

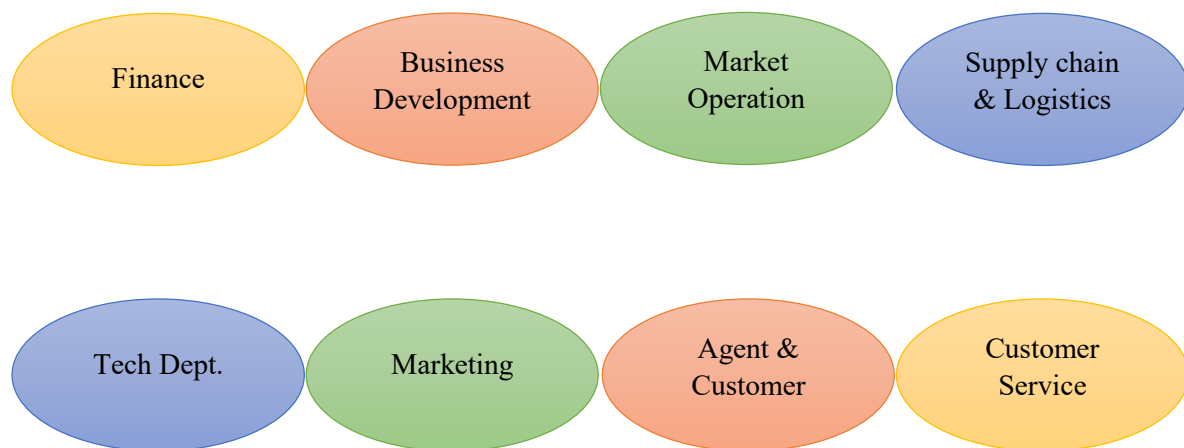


Figure 3: Different Departments of Deligram

Supply Chain & Logistics Department

- **Teams we have -**
 1. Stock confirmation team
 2. Fulfillment team
 3. Packing team
 4. Shipment team
 5. Return management team
 6. Inventory management team
 7. Delivery –
 - lifting team

- home delivery team
 - agent delivery team
 - return / replacement team
8. Vehicle management team
 9. Supervising team
- **Work process:** After an order has been placed the stock confirmation team create a PO for that particular order and give it to the riders to pick up the products from the vendors. After picking the products from the vendors the riders bring the products to the warehouse and the QC and fulfilment team check the product authenticity and whether the riders pick the right products in terms of design, color etc. as per the PO. If the product is right then they record the order as fulfilled in the system and give the product to the packaging team to packet it. After packaging the dispatch team sort the products according to the zone and give it the delivery man to deliver it to the customer or agents. If any product has been returned by the customer or agent the return management team process the product, check the product and send it to the vendor to change or as a return product as per customers demand or company policy.

- **Number of employee**

1. QC and fulfillment team – 6
2. Return management team – 1
3. Shipment bundle team – 1
4. Inventory team – 1
5. Packing team – 4

6. Riders for lifting – 7
7. stock confirmation team – 2
8. Riders for home & agent deliveries – 9
9. Warehouse manager and dispatch – 2
10. Manager – 1

Brief Discussion about Operation Process:

- **Online Order:** Customer can make their online request by utilizing deligram.com. On the off chance that any client needs to arrange through utilizing the site, at that point the client don't have to contact with center or operators of Deligram. They can undoubtedly choose their required item and need to give the data that is fundamental for the conveyance cycle, for example, – Customers name, telephone number and address and so forth.

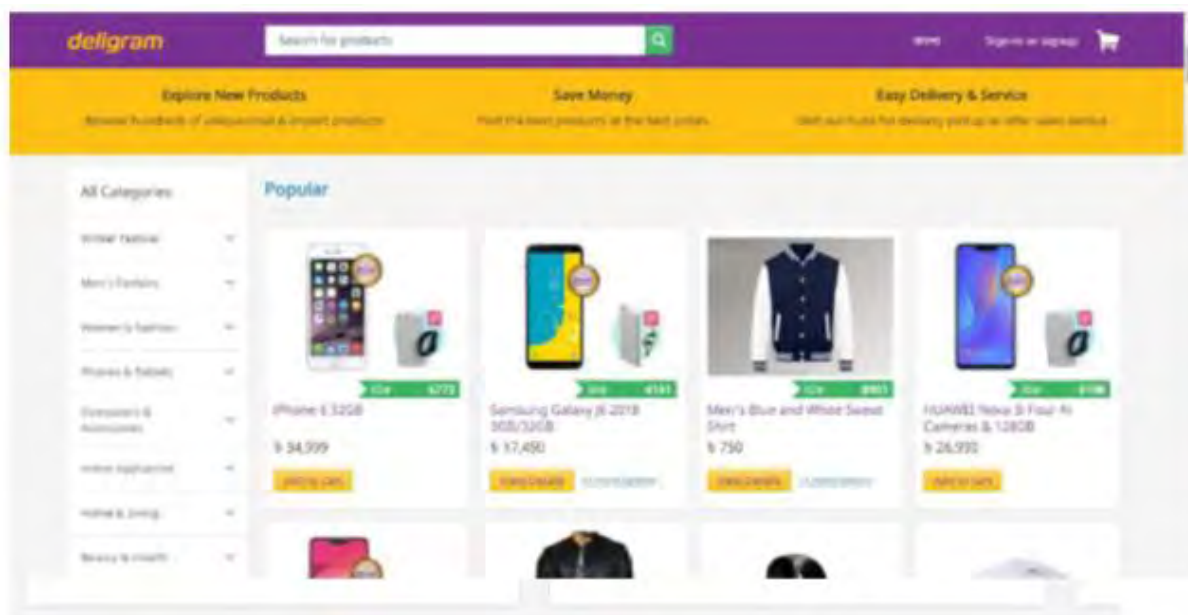


Figure 4: Online Website

- **Offline Order:**

Since Deligram not just spotlights on requesting, there is an offline order choice. The arrangement of offline ordering runs with the assistance of Deligram agents. Their operator shops are Cumilla's neighborhood markets. Deligram orchestrate them a tab so they can put in client request with the assistance of that tab. At whatever point a client can't put in an online request, they go to the operator shop and can submit their request with the assistance of the agent. In that situation, Deligram needs to pay the retailer 2% of the item cost.

- **Vendor Acquisition Process:** Deligram does not provide or produce any product or services their own. They basically work as a media for the seller. Deligram is basically a platform where different sellers and owners provide their product and use this platform to sell their product.

The business looks for goods and suppliers and then peaches them to make their product appear on the website, depending on the need and current market demand. A large portion of the vendors they browse Facebook. Before picking any vendor from Facebook they check the business page and items. . Deligram additionally have sellers out of Facebook. In every sector both the parties Deligram and the vendor have to maintained and followed some terms and condition. Some consultation and meeting was held to conclude the business agreement between these two parties.

- **Payment Process of vendors:** Deligram choose most of the vendor from the Facebook. Before picking any vendor from the Facebook first they confirm the business page and items to distinguish the realness of the item. Deligram additionally have vendors out of Facebook. They take 10%-20% commission from the vendors of their sold item. Subsequent to making the business manage the vendors they live their items in their

site. Subsequent to getting request they contact with the vendor and carry that item to send to the client. Deligram has a fixed installment strategy they pay their vendors by giving check multiple times in a month.

- **Delivery Process:** At whatever point any customer affirm about their request at Deligram the shipment cycle begins. From the outset they organize physical supply of that item in their distribution center from the particular vendor. Subsequent to gathering the item from the vendor they bundle it for delivery. Their transportation vehicle begins making a beeline for Cumilla center point and shops for conveyance consistently after 5 pm. Deligram consistently make an honest effort to deliver the item to customer hand within 72 hours of the request. At whatever point the item will be transported to the Deligram center or specialist shop, it will show as delivered all together administration status of dashboard. A while later when the customer will get the item the center administrator or operator will make it as delivered in the executives' status.
- **Customer installment Process:** Customer can pay for their request through Bkash application, BRAC Bank or they can pay to center point administrator and operators or agents.

Promotion Activities:

- **Banners and posters:** As of now Deligram is showcasing their administration in Cumilla, Sylhet, Chittagong, Norshingdhi They are Distributing banners in those territories and Deligram flags with the name of the shop agent.

- **Catalogue:** They are likewise disseminating catalogue alongside 70-80 items with daily newspapers in Cumilla.
- **DG Fair:** Recently in Chittagong Deligram have arranged a fair for the customer of Chittagong the fair is promoting as “DG Fair”. Deligram take order of the product through Tab and distribute the product at the same time. They also try to collect agents in this fair.
- **Different kind of awards and offer:** They are likewise orchestrating some promoting exercises in their Deligram site. Likely, in winter they have given get one get one offer, purchase two get two offer, purchase noodles get one tiffin box. They are also providing gift bundle for different kind of product such as, with Nescafe coffee they provide travel kit and many more.

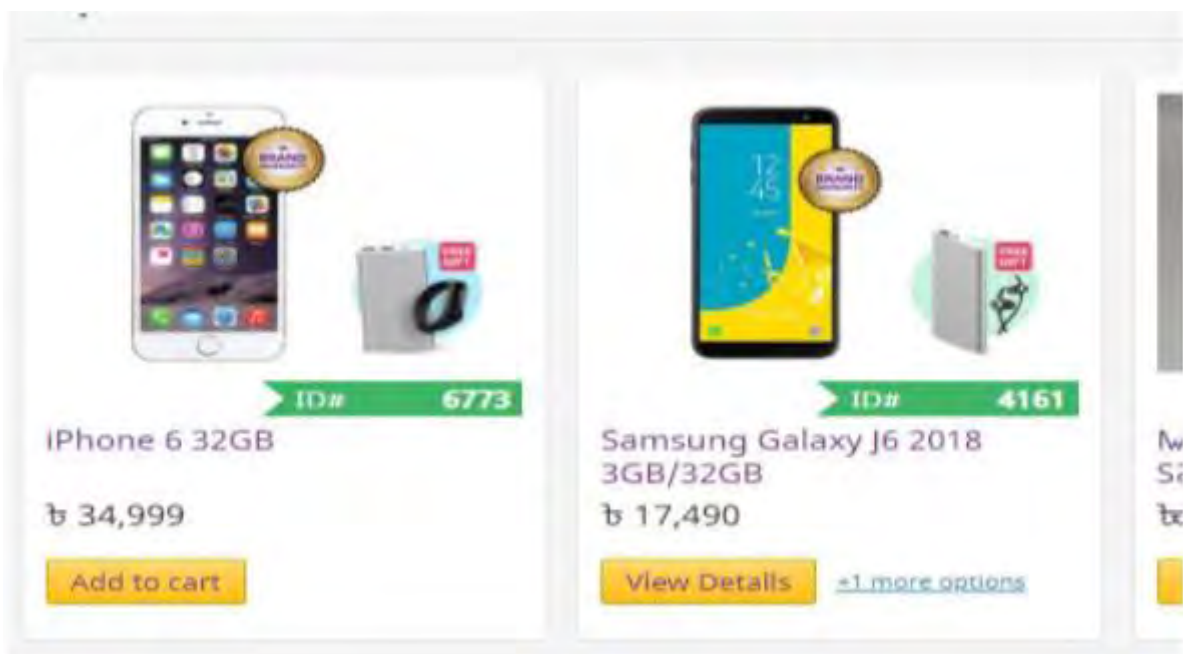


Figure 5: Free Gifts with Different Products (From Deligram Website)

- **Discount and cash back offer:** Deligram gives markdown on their diverse sort of items consistently. On extraordinary events, they additionally offer rebate, for example, Eid, Puja, and Pahela Baishakh. Once in a while they additionally make an extraordinary class for stock bargain basement. Additionally they arrange Bkash money back proposal for the customer consistently.

PORTER'S FIVE FORCES MODEL:



Figure 6: Porter's Five Forces Model

Bargaining Power of Suppliers: The number of suppliers and vendors are massive from these vendors or suppliers they bring their product. So Deligram have the option to change starting with one vendor then onto the next vendor effectively to bring items from their site. So the dealing intensity of providers for Deligram is low that is a quality for the association.

Bargaining Power of Buyers: Presently, Customers has colossal of choice on the off chance that they need to purchase item from on the web. Customers have a few choices in the event that they needs to purchase item from other E-Commerce site and furthermore from Facebook pages as opposed to Deligram. If the customer are able to find same product with a good quality at a cheaper price than in other places than Deligram they will switch to that option.

Threat of Substitute: The threat of substitute is high for Deligram which is not positive for an organization. The threat of substitute is high since individuals can undoubtedly discover same item and quality in outlet or another site without any problem.

Threat of New Entry: As there are numerous experienced E-commerce driving business organization is already available in the market so Deligram is already facing difficulties to grab a market share. On the other hand e-commerce business is becoming famous on a daily basis so that anyone can invest in this company and join the industry. So there is a moderate risk of new entry in this industry for Deligram.

Industry Rivalry: In our country there are gigantic number of opponents who are leading the market, for example,, Pickaboo, Bagdoom.com, Clickbd, Daraz BD and many more. So operating the company with a huge completion is not easy for Deligram.

SWOT ANALYSIS OF DELIGRAM:

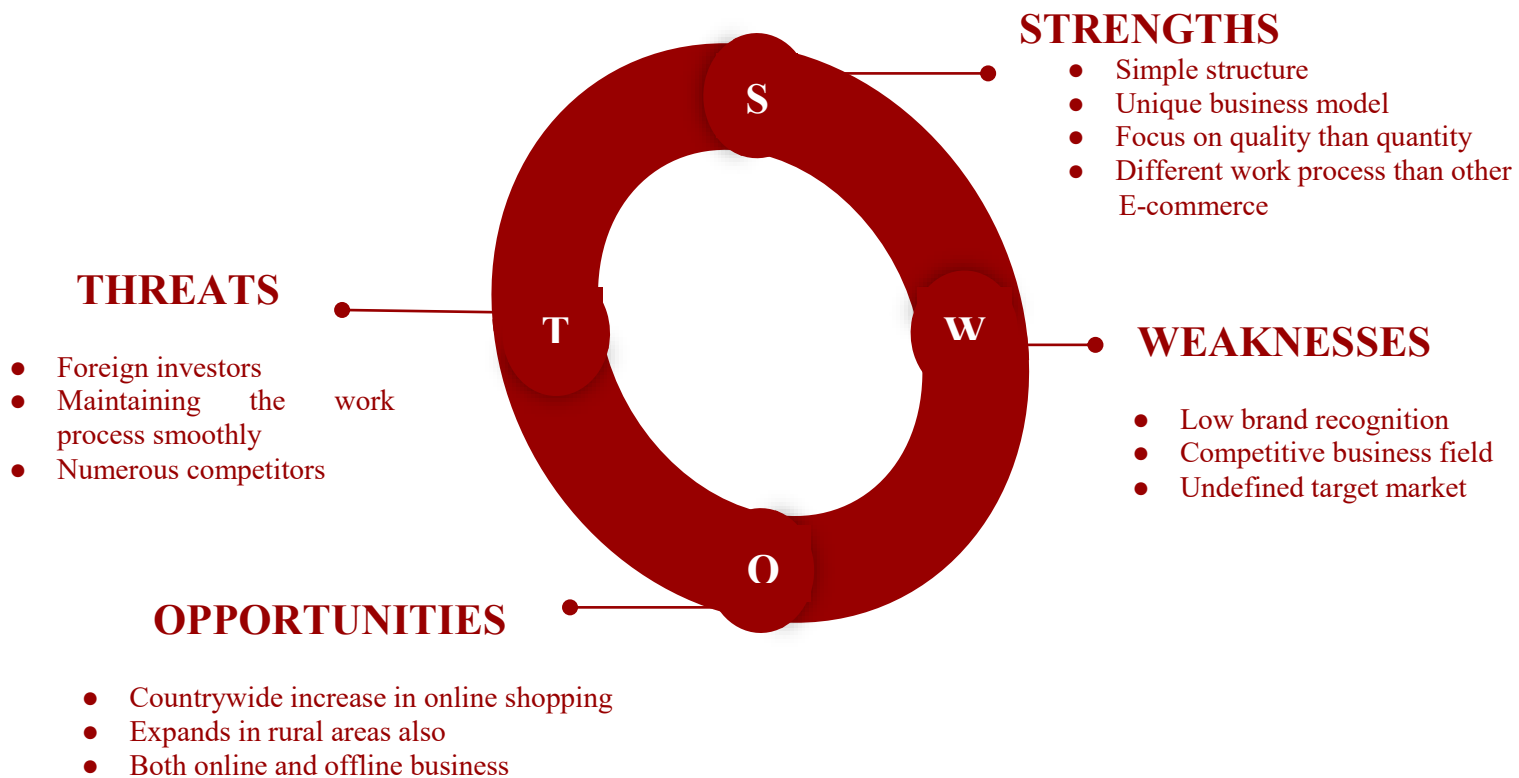


Figure 7: SWOT Analysis

INTRODUCTION TO THE REPORT/STUDY

Rationale of the study

To find out the challenges faced by Deligram to expand the business and adapt the new work process to fulfil the new target and objective. As Deligram works with agent channel and vendor, they faces new challenges on a regular basis. Moreover, as a start-up they are still expanding their business and set new targets and to fill those many problems and issues has been arisen. These issues and how to overcome these issues by creating different formats, models are the main purpose of this paper.

Statements of the problems

Deligram is a start-up and affiliated company of Rahimafrooz. Since it's a start-up it is still expanding and the work process changes simultaneously to establish a proper, smooth and sustainable process to maintain in the future. Therefore, it faces problems with every work steps to cope up with the new plans. Moreover, the official website is still under construction which leads to a lot of paper work which needs to be included in the system. Furthermore, as a new company they do not have any established formats which could be followed by the employees to follow.

Scope and Delimitation of the study

The theme I decided for the report is exceptionally immense so as to make it exact and important I picked just barely any urgent factors out of many. An opportunity to direct research, dissect and assess results and at last compose the proposal was restricted and furthermore getting precise outcome from studies was likewise testing on occasion.

Objective of the study

The report was made to discover the difficulties in the stir cycle of a beginning up in E-trade industry with Deligram's present exhibition situation and their future probabilities and, examine the quality and shortcomings of Deligram's plan of action as they are extending their business to develop a supportable association.

My role during Internship

During the internship time of 4 and a half months commencing from 15th October 2019 to 29th February 2020 I have worked in Supply chain & Logistics department of Deligram Technology Limited under the supervision of **Supply chain & Logistics Manager Kazi Hasan Iqbal**. I felt blessed and lucky to work under his direct supervision and guidance. He helped me a lot with every work of mine and gave me feedback and advice how to improve myself in every step. For his friendly behavior and proper assistance my experience of working in Deligram Technology Limited was very pleasant and I learnt a lot from him.

My duties and responsibilities are as follows:

- To create new work process for the QC and Fulfillment team.
- To design the new warehouse as they were expanding and also the sitting arrangements of the supply chain & logistics team in the new office.
- To make formats to calculate the different supply chain & logistics cost and calculate the costs of the whole year of 2019.
- To create PO tracking sheet to keep the track of an order from making a PO till receive the product by fulfillment team in the system and record those data in Google sheet and make monthly report on them.

- To create bin card, PLB tracking sheet, dispatch assigning sheet and many other formats to keep the right track of products and delivery.
- To generate different ideas for an efficient work process and make presentation on them to convey those ideas to others.
- To go through the whole website again and again to find out flaws in every departments and find out the solutions to change them for a standard and flawless website.
- To forecast the whole supply chain & logistics requirements and costs for the year 2020 based on the estimated orders.
- To make list of agents and vendors area wise and make a root plan for the riders based on them.
- To make schedule and monthly roaster of holidays of the whole supply chain & logistics team.
- To communicate with the employees and find out the problems faced by them to adapt the new work process.

Work accomplishments in details

- **New expansion model**

I have created new sitting arrangements for the whole supply chain and logistics team as we shifted into a new after my joining. The following arrangement and warehouse design was made by me with the given space measurements of the new office and warehouse. All the measurements were taken by me with the help of other employees.

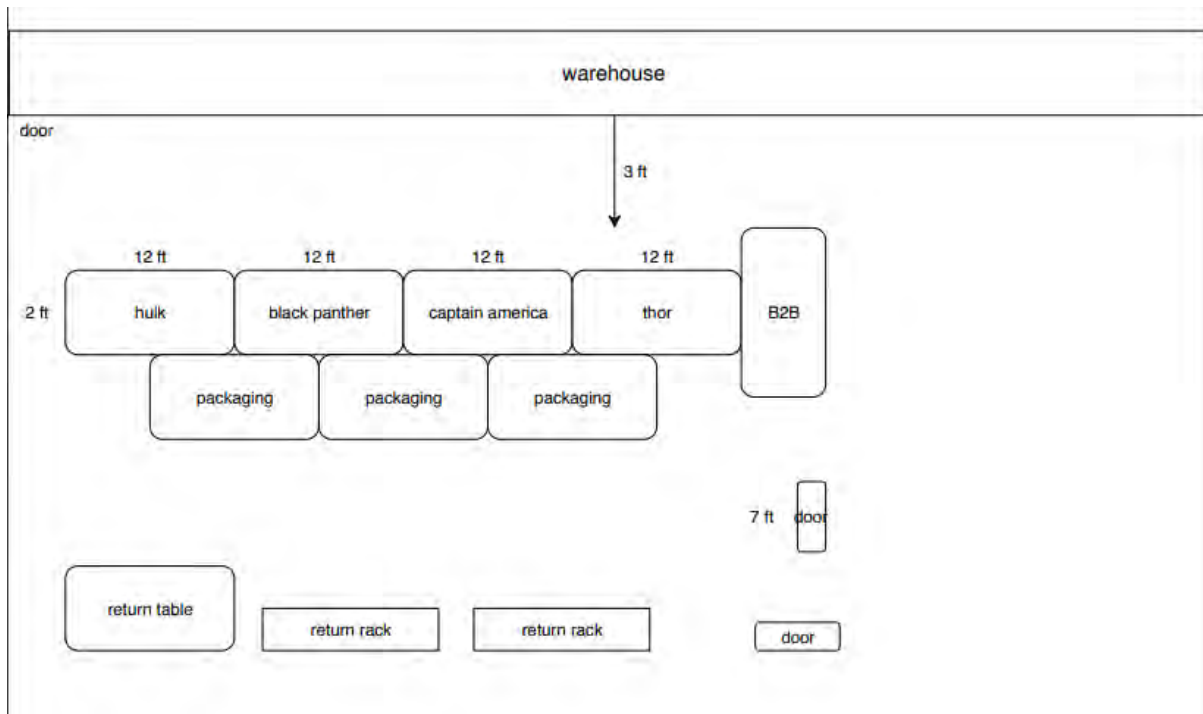


Figure 8: New sitting arrangements

The diagram illustrates the layout of racks in a warehouse. At the top left, there is a 'door' and a 'table'. Below them are two columns of racks. Each column consists of three rows, with each row containing two racks. Dimensions are indicated by arrows: a vertical arrow labeled '4 ft' between the first and second rows, another '4 ft' between the second and third rows, and a horizontal arrow labeled '5 ft' between the two columns. A vertical arrow labeled '8 ft' points down from the bottom of the rack section. Labels include '2 racks' for each individual rack unit. At the bottom right, there is a label '(packaging materials)'.

In total -

- 288 racks
- 4 racks in 1 column
- 8 rows of racks
- 9 levels in 1 rack
- 576 big bins

Measurements of the 1 rack -

- length - 4 ft
- breadth - 2 ft
- height - 1.83 ft

Figure 9: Warehouse arrangements

- **PO tracking sheet**

I have created this PO tracking sheet by my own to track down the purchases from vendor to receive them in the warehouse and then package for customer or agent delivery. All this column used to fill up by the particular employee and at last when all of them were filled up I used to write them on Google sheet altogether and make monthly report from them.

DELIGRAM TECHNOLOGY LTD															
PO Tracking Sheet															
Tracking ID															
Date															
SL NO	PO Create d By	PO		Ven dor	Zo ne	Ride r Na me	PO Issu ed Tim e	PO Recei ved time	Received			On Board ed time	On Boar ded date	On Boarded By	Remarks
		NO	P. Qty						By	PR. Qty	St. Out Qty				
1															
2															
3															
4															
5															
6															
7															
8															
9															
10															

Figure 10: PO tracking sheet

- **Different expense calculation formats**

This is a part of format which was made by me to calculate different expense cost of the company. Concerned people will fill up the columns to get the final result.

Packaging cost														
Products Name	Price	Unit cost	01/12/2019		02/12/2019		03/12/2019		04/12/2019		05/12/2019		06/12/2019	
	In Taka	In Taka	Used QTY	Cost	Used QTY	Cost	Used QTY	Cost	Used QTY	Cost	Used QTY	Cost	Used QTY	Cost
QC Table														
QC Sticker (1 roll=450 Pcs)	12.5	0.03		0		0		0		0		0		0
PO Traking Sticker (1 roll=450 Pcs)	12.5	0.03		0		0		0		0		0		0
QC Poly -Big (1 kg=240 Pcs)	165	0.69		0		0		0		0		0		0
QC Poly -Small (1 kg=260 Pcs)	165	0.63		0		0		0		0		0		0
Receiving Table														
UPC Sticker (1 roll=1000 Pcs)	400	0.40		0		0		0		0		0		0
Package Sticker (1 roll=500 Pcs)	450	0.90		0		0		0		0		0		0
Agent ID Sticker (1 roll=500 Pcs)	450	0.90		0		0		0		0		0		0
Packaging Table														
DG Branding Poly Sleeve (Pcs)	10.5	10.50		0		0		0		0		0		0
Buble Wrap (1 roll=250 Ft)	1450	6		0		0		0		0		0		0
Cartoon-1 (Pcs)	4.15	4.15		0		0		0		0		0		0
Cartoon-2 (Pcs)	10.5	10.50		0		0		0		0		0		0
Cartoon-3 (Pcs)				0		0		0		0		0		0
Cartoon-4 (Pcs)				0		0		0		0		0		0
Cartoon-5 (Pcs)	45	45		0		0		0		0		0		0
DG Shopping Bag-S (Pcs)	10	10		0		0		0		0		0		0
DG Shopping Bag-M (Pcs)	17	17		0		0		0		0		0		0
DG Shopping Bag-B (Pcs)	26	26		0		0		0		0		0		0

Figure 11: Different formats of Supply chain & logistics cost calculation

- **Time schedule of employees**

The operation of Deligram continues for whole week. The logistics team do not get the holiday like the other employees of the organization. Therefore, time schedules of them was required and I made it for them. If any new employee got recruited then I adjusted them with other employees in the schedule.

departments/days	satur	day	sun	day	mon	day	tues	day	wednes	day	thurs	day	fri	day
	in	out	in	out	in	out	in	out	in	out	in	out	in	out
QC & FF														
Emdadul Haque	12:00 PM	9:00 PM	12:00 PM	9:00 PM	12:00 PM	9:00 PM	12:00 PM	9:00 AM	12:00 PM	9:00 PM	12:00 PM	9:00 PM	days off	
Evan Molla	days off		12:00 PM	9:00 PM	12:00 PM	9:00 PM	12:00 PM	9:00 PM	12:00 PM	9:00 PM	12:00 PM	9:00 PM	12:00 PM	9:00 PM
Masud Parvez	12:00 PM	9:00 PM	days off		12:00 PM	9:00 PM	12:00 PM	9:00 PM	12:00 PM	9:00 PM	12:00 PM	9:00 PM	12:00 PM	9:00 PM
Monem Hossain	9:00 AM	6:00 PM	9:00 AM	6:00 PM	days off		9:00 AM	6:00 PM	9:00 AM	6:00 PM	9:00 AM	6:00 PM	9:00 AM	6:00 PM
B2B	10:00 AM	7:00 PM	10:00 AM	7:00 PM	10:00 AM	7:00 PM	days off		10:00 AM	7:00 PM	10:00 AM	7:00 PM	10:00 AM	7:00 PM
Stock & Inbound Logistics Management														
Md. Rajib Hossain (Rajj)	10:00 AM	7:00 PM	days off		10:00 AM	7:00 PM	12:00 PM	9:00 PM	12:00 PM	9:00 PM	12:00 PM	9:00 PM	days off	
Md. Abdul Awal	days off		10:00 AM	7:00 PM	days off		9:00 AM	6:00 PM	9:00 AM	6:00 PM	9:00 AM	6:00 PM	10:00 AM	7:00 PM
New							days off							
WH & Logistics Incharge														
Mohiuddin khan	10:00 AM	7:00 PM	days off		10:00 AM	7:00 PM	9:00 AM	6:00 PM	9:00 AM	6:00 PM	9:00 AM	6:00 PM	days off	
Sourav anthony gomes	days off		10:00 AM	7:00 PM	days off		12:00 PM	9:00 PM	12:00 PM	9:00 PM	12:00 PM	9:00 PM	10:00 AM	7:00 PM
New														
Return														
Tariqul Islam Likhon	12:00 PM	9:00 PM	12:00 PM	9:00 PM	12:00 PM	9:00 PM	12:00 PM	9:00 PM	12:00 PM	9:00 PM	12:00 PM	9:00 PM	days off	
New	days off		9:00 AM	6:00 PM	9:00 AM	6:00 PM	9:00 PM	6:00 AM	9:00 AM	6:00 PM	9:00 AM	6:00 PM	9:00 AM	6:00 PM

Figure 12: Time schedules

Internship Objectives

- To find out the challenges to pick up the products from vendor point and deliver it to the agent or customer:

The methodology to fulfil this objective was by interviewing the delivery crew.

When an order is placed by a customer or agent the stock confirmation team creates a PO and the delivery crew goes directly to the particular vendor to bring the products. They face a lot of challenges there like sometimes the products are out of stock, sometimes the vendors take a lot of time to find out the products etc.

When the products are received in Deligram warehouse and get prepared for delivery, the delivery crew faces some more problems like the customer is not available, sometimes they tell them to deliver the products in some particular time which is very time consuming and inefficient etc.

- **To understand the challenges faced for warehouse expansion to mitigate the increased demand of product delivery:**

The methodology to fulfill this objective was through observation.

When I started my internship Deligram was expanding their warehouse and office space. Therefore I was able to identify the challenges faced by the company during the process. For example, new sitting arrangements, new design for warehouse etc. I also give the solutions by designing the new warehouse and new sitting arrangements based on the given space of new office and warehouse.

- **To know the trend of agent channel activities and product delivery:**

The methodology to fulfill this objective was by working with the system and collection of data.

To know the trend of the agent channel I used to work with the previous data and also search through the systems to find out the latest criteria and also find out the solution to fulfill that criteria.

- **To figure out the associated costs of product collection and delivery:**

The methodology to fulfill this objective was through observation.

I created some formats to calculate all kinds of expense required for the whole supply chain and logistics process as there were no such formats previously to calculate the expenses. After I created those I used the data collected manually from different departments of supply chain and logistics team and calculated the year expense of the previous year. Moreover, I also make all the team member understand their own part so that they could fill those up from then so that it would be easy to find out the whole expense at the year end.

- **To recognize the threats in ensuring the right products of the right quality:**

The methodology to fulfill this objective was by interviewing the QC & fulfillment team.

Deligram focuses on quality over quantity to deliver a product to its destination. The QC & fulfillment team ensure the quality of each and every product which are there in the warehouse. Starting from the color, model, design, size everything comes under consideration of quality check.

They often face a problem of matching the design of the ordered product and the product which is sent by the vendor to delivery. The reason is, it might be a single leaf on the front side of a t-shirt and the vendor sent it with two leaves. In normal perspective it is not that major problem. However, when it comes to Deligram it is a huge deal. Either they sent back the product to change it or in terms of stock out let the customer care department handle the problem.

LITERATURE REVIEW

Literature review is the fundamental examination of a specific point on which an engaging investigation is run on. It will comprise of synopsis, arranging, examination and assessment. It might be a standard synopsis of the sources however it more often than not it has a hierarchical example and makes by summarizing rundown and union E-Commerce Sector is making a gigantic effect on business division. In Bangladesh E-business part is quickly developing since 2000. In 2017 Bangladesh earned 900 crore (News age Business: November 18, 2017) the level of development in this part was 70% in that year.

In excess of 700 E-Commerce sites are existing in Bangladesh and 8000 Facebook pages are dynamic for internet shopping. In a quickly developing universe of web clients, Bangladesh

has been positioned fifth biggest web utilizing nation in Asia. (The Daily Star: November 16, 2019).

Bangladesh's internet business market remains at \$1.6 billion as of now and will duplex to \$3 billion by 2023 on the rear of an advanced establishment set somewhere near the administration and a youthful and educated populace, a German exploration firm said as of late. (The Daily Star: December 22, 2019). It is foreseeing by examinations that Bangladesh will have \$20 billion by E-Commerce. More 50,000 of individuals are occupied with E-Commerce business. A large portion of the E-Commerce clients of Bangladesh are between 25-34 years (daily asianage.com: 15 July, 2019). The quantity of dynamic web associations in Bangladesh hit 9.05 crore in August gratitude to the expansion of around 18 lakh new associations with the organization in a month, Of them, 8.47 crore are associated with portable web, 57.33 lakh with fixed broadband web while the rest use WiMAX. (The Daily Star). As indicated by U-Lab E-Commerce report arrangement 78% of online customers are minimal effort thing purchasers. Current market pattern of E-Commerce is Business to business (B2B), Business to buyer (B2C), Consumer to customer (C2C), Business to representative (B2E). As indicated by the examination by e-taxi 90%, E-Commerce site are taking their instalment money down as opposed to utilizing check card or MasterCard. For showcasing reason for these E-Commerce computerized promoting is gradually supplanting conventional commercial. Minister Abul Maal Abdul Muhith proposes to force 5 percent VAT on all internet business, including those utilizing Facebook for deals, in the spending plan for financial 2018-19. (The Daily Star: November 22, 2019). In spite of the fact that are enormous open doors for E-trade business yet additionally numerous difficulties are as yet existing in the market, for example, the absence of online exchange framework, commonness of online misrepresentation, deficient conveyance component, Poor web association, etc. (export.gov: 16/10/2017).

RESEARCH DESIGN

“An research design is a thorough arrangement that sets out the research destinations and gives direction on what a research needs to perceive these targets” (Jaideep, 2016). “It is the blue print for assortment, estimation and examining the information” (M.K. William, 2017). The research design is the general arrangement for managing different exploration parts in a consistent and discerning manner; guaranteeing that the exploration issue is tended to fittingly.

“The research design is like building up a graphic arrangement for the exploration in which the analyst clarifies how the general exploration is to be done” (Jaideep, 2016).

There are various types of research design which can be used for understanding different types of research problems. Basically researcher use three types of research design-

1. Exploratory Research
2. Descriptive Research
3. Causal Research

In my research, I followed exploratory research through meetings and gathering conversations with the whole supply chain and logistics team for different aspects. I talked more often with my instructor and got data from him the supply chain and logistics manager.

I additionally dissected some essential information from organization's inner sources which is an excess of secret and for auxiliary information I examined a few sites, journals, reports and related writing.

PRIMARY SOURCES

My fundamental data assortment for this report has been done through observation. I get the consent to work straightforwardly with the manager of supply chain and logistics. Thusly, I watched the activities of the labourers and endeavoured to aggregate the data which had any kind of effect on me for directing this ask about.

SECONDARY SOURCES

- Published articles
- Official web sites

RESULTS, DISCUSSION AND MAJOR FINDINGS

Transportation & Logistics Operations

“Transportation and Logistics tasks is getting the chance to be the chief sensitive issue directly as the customer solicitation of movement advantage is ceaselessly propelling step by step and advantage providers are not set up to settle on customer advantage” (HoneyWell, 2013). Ability to require mechanical modification, steady headway and adjust up with changing condition can compel a T&L tasks to push ahead conjointly has any kind of effect the association to arrive at a savvy situation

.Deligram has very limited transportation as it is a start-up and also the maintaining cost is higher than expected. On a regular basis, for 1 bike it needs almost Tk. 12000 for one time maintenance which is way too high for a start-up.

In total we have 16 bikes and 3 covered vans to pick up and deliver the products. Besides, we use SHUNDARBAN courier and SA paribahan for shipment which is also very costly. Some calculation of courier cost is given below.

..	Sending Date	Currier Name	Currier SN Number	Hub Name	Total Order qty	DG Box Size	DG Box Qty	Courier Cost
September ▾	01.09.2019	SA ▾	286445	Comilla ▾	19	6+TV 2pes	1	2800
September ▾		SA ▾	286446	Sylhet ▾	14	5	1	300
September ▾	02.09.2019	SA ▾	287523	Comilla ▾	54	6	1	400
September ▾		SA ▾	287524	Sylhet ▾	22	6	1	400
September ▾	03.09.2019	SA ▾	290211	Comilla ▾	78	6+TV 1pes	2	2000
September ▾		SA ▾	290212	Sylhet ▾	3	3	1	200
September ▾	04.09.2019	SA ▾	290889	Comilla ▾	47	6	2	800
September ▾		SA ▾	290888	Sylhet ▾	7	6	1	400
September ▾		SA ▾	292695	Comilla ▾	56	6	1	400
September ▾	05.09.2019	SA ▾	292696	Sylhet ▾	4	4	2	600
September ▾		SA ▾	293027	Comilla ▾	29	6	1	400
September ▾	06.09.2019	SA ▾	293028	Sylhet ▾	3	6+POSM	1	400
September ▾		SA ▾	294060	Comilla ▾	19	6+Water filter 2 pes	3	1200
September ▾	07.09.2019	SA ▾	294061	Sylhet ▾	5	3	1	200
September ▾		SA ▾	294781	Comilla ▾	25	6	1	400
September ▾	08.09.2019	SA ▾	294782	Sylhet ▾	24	6	1	400

Figure 13: Courier Expense of September

Moreover, Deligram has to reduce the T&L cost to gain more profit.

Well established T&L for Better Supply Chain

Organization's way better execution generally rely upon a sound supply chain execution.

Transportation logistics activity is one of the first urgent parts among all. “Experiences create the impression that roughly 77 percent associations’ state that their customers directly demand same day transport and the customer satisfaction level is especially moo where they can't meet this solicitation” (HoneyWell, 2013). The expanding interest for same day conveyance is squeezing the T&L activities to meet the course of events, yet have to bring to the table a constant customer assistance.

A sound transportation and logistics must spreads numerous things like –

- Route Planning.
- Well Packaging.
- Tech based.
- Customer service.
- Well prepared delivery work power.

- Re-designing of work conveyance.
- Return policy.
- Payments.
- Conveyance Methods and traffic update.
- Tracking and monitoring.
- Maintaining hub delivery or Distribution center.
- Swift Communication among the vendors.

Due to shortage of bikes and vans as mentioned before, whole Dhaka city is divided into 5 major zones such as-

1. Uttara
2. Old Dhaka
3. Gulshan
4. Dhanmondi
5. Mirpur.

All the PO lifting and delivery are divided into these 5 zones which is not efficient for Deligram.

Moreover, there is a huge gap in communication among different hubs because all the internal entry in official website regarding a product is done by the main branch and after the shipment in other cities they just deliver it. Therefore, if there is any problem with any product or needs to be changed it becomes haphazard as the products has to return to Dhaka and then marked as returned or replaced. For this long process sometimes the customer do not get the product within promised time period.

Value of Proper Packaging

“The significance of pressing exactness is developing quickly on the grounds that it is straightforwardly related with delivery logistics” (HoneyWell, 2013). It is indispensable both for thing security and thing transport. More often than not organization picks the assign cost by group measure and weight. For overall dispatch glorify squeezing might be an absolute necessity. It also has any kind of effect close by transport if organization occupations the procedures of packaging. Packaging is also segment of marking which contain organization title and image, address and contact information. It can limit the by and large brought and time through unmistakable estimating pack and thusly, one can successfully cause the admired to orchestrate document.

Though Deligram is a new company, it has developed a unique work process and focuses on the packaging of the products. For a lucrative and strong packaging, again Deligram costs a high amount of its profit. Some demo of cost calculation of packaging materials are given below.

Packaging cost														
Products Name	Price	Unit cost	1/1/2020		1/2/2020		1/3/2020		1/4/2020		1/5/2020		1/6/2020	
Cartoon-6 (Pcs)	90	90	20	1800		0		0		0		0		0
Cartoon-5 (Pcs)	45	45	25	1125		0	4	180		0		0		0
Bundle Sticker (1 roll=500 Pcs)	300	1	1	1		0		0		0		0		0
DG Cartoon Tape (1 roll=250 Ft)	65	0.26	15	4	1000	260	6	2		0		0		0
Common Items														
Letter Head Pad (Pcs)	1	1	1000	1000		0	1000	1000		0	1000	1000		0
A4 Paper (1 rim=500 page)	250	1		0		0		0	1000	500		0		0
Stapler PIN (1 Box=1000 Pcs)	20	0.02		0		0		0		0		0		0
Toner	1200	1200		0		0		0		0		0		0
Ribbon	1050	1050		0		0		0		0		0		0
Tape-Small (1 roll=25 Ft)	12	0.48		0		0		0		0		0		0
Tape-Big (1 roll=250 Ft)	50	0.20		0		0		0		0		0		0
Total			1062	3935	1735	3409	1145	2599	1000	500	1061	2037	1000	900

Figure 14: Packaging cost's Format

Here cost needs to be reduced however not the standard of the packaging.

Major Findings

As an intern, I have done my job very responsibly and effectively. Though I was an intern in Supply Chain & logistics department, I have done research on other departments as well under the guidance of my supervisor. As a new organization Deligram faces a lot of problems and try to come up with ideas to solve those problems. However, they still have many flaws which needs to be taken under consideration.

- **Not using the night hours**

Deligram starts the operation from 9 am in the morning and officially ends it at 9 pm at night. Due to lack of vehicles and the unique work process of checking the quality of the products at warehouse, the time gap between orders placed and deliver it to the customer increases. Whereas, they can easily divide their whole schedule in two shifts and can process all the orders within 1 day.

On the off chance that the organization goes to a lasting repayment for utilizing night move they can set aside cash utilizing additional minutes and the proficiency of work will increment.

- **Centralized operation System**

Deligram is currently operating in 6 cities as mentioned earlier including Dhaka but all the work done and process is done from the main hub which is in Dhaka. The whole work process from confirming the stock to shipment bundle and then data entry in the website has been done from main branch. Due to this centralized operation system, the time span of product delivery from the order placed by the customer increases.

If the system can be separated and all the hub could process their own orders then the workload for the main branch will decrease and they would be able to process more orders for Dhaka city.

- **Use of Technology**

“The eventual outcome of information advancement in transportation and logistics activity is basic nowadays and it probably will augment unequivocally in close future. The tenacious declining cost of present day development and its potential advantages is enabling the freight business to broaden its use besides information advancement will affect the particular methods of transportation” (Regan, Holguin, & Chow, Online Pubs, 2017).

Deligram has given a lot of effort to make a sustainable and strong website as well as app. They have a strong IT team who work day and night for the improvement of the official website and app. Nonetheless, they still have many flaws in it which needs to be modified. Again, since everyday new work process is establishing, hence gap evolved on a regular basis in the system.

Additionally, the site of Deligram isn't as quick as other Bangladeshi E-trade site. It is seen that frequently it takes a more than second to stack a page likewise the site isn't well arranged yet. For internet shopping client consistently want to visit those sites which is efficient so they can discover their item without any problem.

- **Skilled Work Force**

In conclusion, the preeminent basic part of any supply chain is their workforce. A capable workforce can reduce most the operational inconveniences to sum things up in short amount of time. As I mentioned several times, the company is still growing and do not have any sustainable established work process which is a huge disadvantage for E-commerce. Therefore, they should fix their work force to be sustainable in this industry as early as possible and maintain it strictly for efficiency of the company.

- **Others**

1. **Availability of the Products:** Deligram has recently started its excursion so the item list on its site is as yet not sufficient contrasted with other online

business site, for example, Pickaboo and Daraz yet Deligram has a ton of items on its site in this brief timeframe. Deligram normally includes new items from its vendors to their sites. A wide range of items will before long be accessible on their sites. At this moment there are completely arranged items yet the amount isn't enormous.

2. **Success/Failure of Customer Purchase:** It is unimaginable to expect to give client their required item if it isn't accessible in the stock of the vendors. Despite the fact that sometimes individuals get their arranged items however once in a while Deligram neglects to send it to the customers as a result of not accessibility of the items to their vendors. All things considered Deligram needs to drop the request and advise the customer. At whatever point they discovered one item is unavailable in vendor's stock, Deligram stops the item from the site for that time being. At the point when the vendor again affirms about the accessibility of that item Deligram again enact the item in site. At times if the vendor neglect to illuminate about the unavailable data and customer make a request for that item it got extreme to deal with the circumstance.
3. **Internet availability:** To run an E-commerce business internet availability is one the most significant resource. But I have observed that the internet system of Deligram is incompetence in several times. Several times the server went down slow that remain like this for a period of time that slow down the speed of the work in organization.

Recommendation

- Night shift should be started
- Operation systems should be decentralized

- Well established work force
- Experienced employee is required.
- Product cost must be less expensive than different sites
- Marketing Campaign is needed.
- Give regular significance to contender's movement.
- Product delivery time have to be reduced.
- Make customers accept about their product quality.
- Gathering customer input consistently.
- Building solid organization and media transmission hub.
- Create website faster for better experience.
- Formation of legitimate law against cybercrime.
- Increasing the quality of internet due to provide better service to the customer.
- Improving payment method like using several payment options so customer can easily pay.
- More vehicles is required
- Logistics cost needs to be reduced

CONCLUSION

E-commerce is expanding in Bangladesh and people are accepting it day by day. However, there are many other company who do not give any ensured promises like Deligram does for the quality of the products. Moreover, they have started PLB which is very attractive to the customers and profitable for the company. Given that, Deligram is still growing, it has many

scopes to develop, also distinctive business model which is very powerful to be sustainable in e-business industry.

Deligram Technology Limited is trying to establish them in the market with a unique business model. They are successfully trying to grab the market share of E-commerce in Bangladesh with diversified wings. The manpower behind these activities is their hardworking employees. With a qualified human recourse they are playing a vital role in gaining this position. The organization's employees are trying their best to manage good products to create a high brand image. The organization is also arranging a well-furnished infrastructure so that the employees can work suitably. The demand for E-commerce business is high now so the demand of high-quality product is rising rapidly as most of the local E-commerce sometimes fails to provide good quality service. This creates an advantage for Deligram to trade in the market and create a good position in the market as a new entrant.

The organization is continually working for building up its business structure and extending right now in Bangladesh. If they can maintain their current standard then in near future they will outnumber most of the competitors and will establish as one of the top organization in E-commerce industry.

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