



BUS400
Internship Report

**Promoting Product for B2B Market: Online Content
Development for Corporate Gift Delivery Service by
UpoharBD.com**

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LETTER OF TRANSMITTAL

December 6, 2016

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Subject: Submission of internship report

Dear Sir,

I do hereby submit this internship report on “Online Content Development: Corporate Gift Delivery Service by UpoharBD.com”. It has been a great pleasure by contributing my hard work in UpoharBD.com. Following all the formal actions and complying with your suggestions, I have completed this report for your kind actions.

I sincerely believe that you will find it very informative and useful. I will be happy to deliver you with further information that you may feel necessary in this regard.

Yours Sincerely,

Farzana Sultana

ID: 12104066

ACKNOWLEDGEMENT

I want to thank all whom in one way or another contributed in the completion of this internship report. Firstly, I would like to express my deep gratitude and wholehearted respect to our instructor Khan M Raziuddin Taufique sir for guiding me to build a fruitful project and for giving me the privilege to explore the project in writing. I must record my immense thankfulness to both the directors of UpoharBD.com, Syed Mahmudur Rahman and Ashrafuzzaman Khan, for sparing their valuable time to give me the direction. They also helped me when I was in need of help, suggestions and guidelines.

I wish to my appreciation and love to the people who offered encouragement, information and assistance during the entire period of preparing this project paper. Without their help, my project paper would not be productive.

With warm regards,

Farzana Sultana

Executive summary

Service industry is the most competitive sector in any country. Companies always try to hold their customers by providing the best quality service and it is the only way to win in the service sector. E-commerce plays a big role in service sector. It has opened up new aspects and horizons for trading. And providing goods and services is a great challenge to survive in the industry. Generating profit and success from this new economic ecosystem, E-commerce lays a vital role. Content development is a massive concern for any E-commerce business. If the web development is not done properly, things may not work out. In this report, I first showcased the company stating from their success story to the web usability. My roles and task have a detail description in the upcoming sections. I have worked on a total web development and improvement of contents as well. Through research work, I came out with several outcomes and results. From a short research, I found out the customers' preferences and market demand. I used that research work for developing a whole corporate category. Moreover, for developing contents, I used some digital marketing tools for some research work such as Google Keyword Planner. Other than that, for offline marketing, I built a brochure for corporate clients as a development director.

Contents

1. Introduction.....	2
1.1 Objectives	3
1.2 Scopes	3
1.3 Methodology	4
1.4 Limitations	4
2. The Organization: UpoharBD.com.....	6
2.1 UpoharBD.com’s success path	7
2.2 UpoharBD.com’s Website:	9
2.3 Products and services.....	14
2.4 Structure of the organization.....	16
2.4.1 Position and responsibility at UpoharBD.com.....	17
3. Project: Development of Corporate Category.....	19
3.1 Introduction of the project	19
3.2 Content Development	21
3.2.1 Goals	22
3.2.2 Market research and analysis	22
3.2.3 Product design and development	28
3.2.4 SEO and Content writing	29
3.2.5 Product launch-Review-Update	37
3.3 Improvement of corporate content.....	37
3.4 Marketing and promotion	37
3.5 Designing Brochure	39
4. Contributions.....	41
4.1 Contribution to the organization	41

4.2 Learning	41
5. Reference	42
Appendix.....	43

Table of figures

Figure 1: Organizational Structure.....	16
Figure 2: Corporate Gifts as an incentive program.....	20
Figure 3: How companies purchase corporate gifts.....	20
Figure 4: Web Content Development	21
Figure 5: Research Campaign	23
Figure 6: Research Insights.....	24
Figure 7: Product design and development.....	28
Figure 8: Steps of building effective SEO	30
Figure 9: Keyword Research Process	32
Figure 10: Keyword Research for Corporate Gifts.....	35
Figure 11: Content Building Template	36



Chapter: One

Report Overview

1. Introduction

In this technological era, we take risk with our business. Experiment with consumers' psychology is necessary to understand their needs. As internet and social media is the most common way nowadays so gathering consumers' opinion has become really easy. And for marketing, research is a big component. As Dan Zarella said, "Marketing without data is like driving with your eyes closed". People now spend a lion's part of their time on internet. So internet is the best place for marketing and letting people know about our products and services. All marketer should have a knowledge that how to utilize digital marketing tools, assets and techniques so that they can improve their customer value proposition to reach their organizational objectives and goals. For digital marketing solution, companies must design an accessible, usable and value-adding website. And to drive traffic and engagement, digital marketing tools and techniques needs to be integrated.

The speedy progress of Digital Marketing Industry is a direct result of the Internet which is now a global phenomenon. Opening an online business is easy to operate if someone have an idea about Digital Marketing. Digital Marketing channels are generating profits and consciousness. If we compare it with the traditional method of advertising, Digital Marketing is offering the most accurate targeting and excellent precise insights.

Before we market a product, we need to develop web content. We need to write content about that specific product and then we can go for digital marketing. In this report, I will showcase a manual for web content development and the five steps that we need to follow for developing web content development. Moreover, the improvement of web content will be discussed as well. Further, I will discuss that how I did marketing for corporate category on internet by online channels and offline marketing by designing a brochure for the clients.

1.1 Objectives

This internship program has two main objectives. One is the broad objective and other one is the specific objective.

Broad Objective:

The broad objective of this report is to get the taste of a real professional world. In last four years, we went through all the academic courses, now it is time to apply relevant learning in the real feel and gain organizational experience.

Specific Objective:

For this internship program there are several specific objectives. And this report was built to accomplish those specific objectives.

-  Complete the educational requirement
-  Building a whole category of an online e-commerce website
-  Developing the web content
-  Design a brochure for the company
-  Improvement of existing contents in the website
-  Digital Marketing for UpoharBD.com
-  Research for identifying customer's choice.

1.2 Scopes

This report is designed to illustrate that how a web content should be built and what are the steps that I followed while writing this report. As UpoharBD.com decided to introduce a new category so the main task is to develop a whole category step by step. In order to fulfill this task, I need some information regarding customer preferences about corporate gifts. And for that, there are some research works and insights which will help to identify the choices of customers and their preferences. This report helped me to understand the consumers' perspective and their choices as well as the mechanisms of digital marketing.

1.3 Methodology

This project paper contains some research work as well as useful information. I used both sources for completing this project paper.

Primary Source:

In this report I have used primary data for the research work. In section 3.2.2, I have conducted a campaign for research work from whom I gathered all the data for developing web contents. I posted a picture on Facebook fan page of UpoharBD.com and asked a question. I got several open ended answer and used it in content development process.

Secondary Source:

There are some secondary data analysis and report in this project paper. Those are:

-  Articles
-  Journals
-  Research papers
-  Google Scholar
-  Blogs
-  Facebook
-  UpoharBD.com's website

1.4 Limitations

We always try to finish our work on time but there are some unavoidable circumstances which cannot be avoided. Limitations and hurdles will be there but no matter what, we are supposed to finish our work. I faced some limitations as well. Such as,

-  *Time limitation:* The due date for submitting this report was 20th December, but I have to finish this entire internship task by 7th December because of urgency. As this project contain some research work, so I went through a tough schedule.
-  *Time management:* Everyone has their own work and finding out time for other work is pretty much tough for some colleagues. In time of designing the brochure, there was a time management conflict between me and our graphics designer. But in the end, we managed to finish it on time.



Chapter: Two

Organizational Overview

2. The Organization: UpoharBD.com.

UpoharBD.com is the oldest and leading online gift shop which is delivering gifts to customer since 2003. This online gift store was initiated in 2005, which is now serving thousands of customers worldwide to send gift to their friends and families in Bangladesh. UpoharBD.com deliver gifts in Bangladesh from Australia, Bangladesh, Canada, USA, UK, Saudi Arabia, Qatar, European and Middle Eastern countries and Asian countries.

One can order cake, flowers, food items, gift packages to send gifts to their family from overseas. In the beginning, this company started their business with a small flower shop in Dhaka and the online version incorporated in 2005. Additionally, after getting tremendous response from the customers, UpoharBD.com has expanded three branches in Bangladesh which are located in Dhaka, Chittagong and Sylhet. As they have three branches they are providing free delivery service in those three cities. They are famous for their extraordinary service.

A good customer service, the presentation of goods and maintaining customer's special request makes them different from other delivery service provider in Bangladesh. More than 40 categories are available in UpoharBD.com and there are various kinds of products available in the website. Moreover, Many well-known food and lifestyle brands are available in UpoharBD.com for example, Aarong, Mr Baker, Bonoful, Coopers, Glazed, Cats Eye, Star Kabab, Four Season, Pizza Hut, BFC, Kings Confectionary, Uniliver, branded perfumes and many more.

There are several types of payment gateway available for those living outside Bangladesh. From the beginning till first half of 2016, the main target market was people living overseas. But from July 2016 the number of local consumers are significantly increasing.

2.1 UpoharBD.com's success path

UpoharBD.com is a very well-known and famous website for those living outside Bangladesh. People from overseas send gifts to their loved ones. After delivering the gifts, we get feedback from many customers about our services. UpoharBD.com follows a thumb rule for their business – “Serve your customer at a best level and business will automatically go forward”. In UpoharBD.com, customers can customize their products. With every delivery UpoharBD.com send five fresh red roses and a beautiful greeting card for free. And the amazing decoration of the gift packages makes customer really happy. There are more than thousand testimonial are given by our valuable customers for the service.

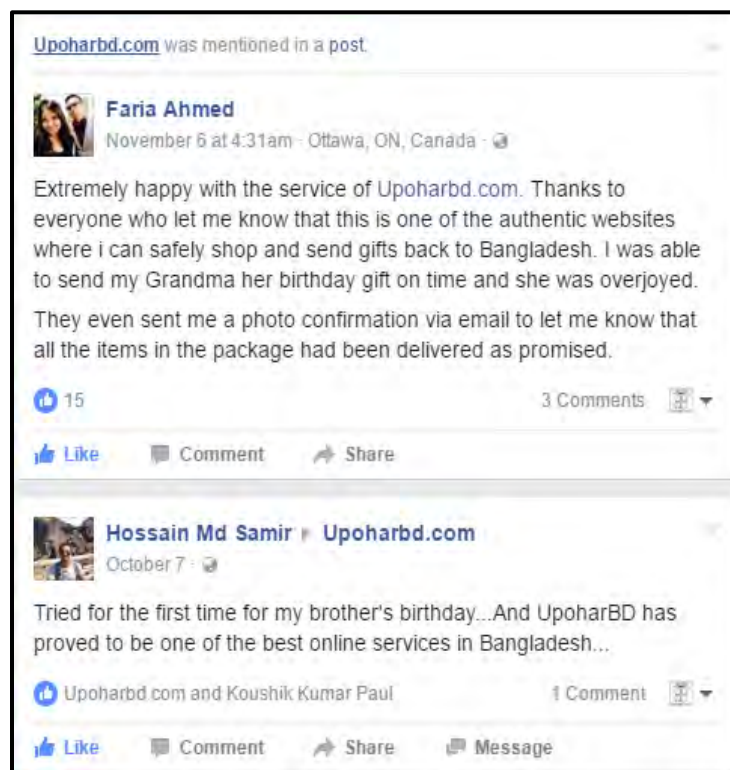


Image 1: Customers' Review on UpoharBD.com's Facebook Page

From this screenshot, it is vivid that the level of customer service in UpoharBD.com is tremendous. If there is any defect found on the product while delivering it, UpoharBD.com replace that product. Before every delivery it is being suggested to the customer to check that product in front of deliveryman so that they can get a zero defect product. Also, UpoharBD.com maintain a proper and exact time for delivering products to the customers.

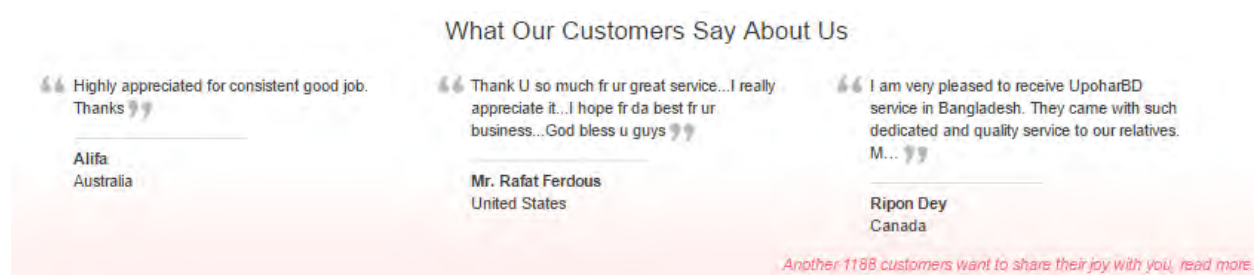


Image 2: Testimonials

Facebook Review Link: <https://business.facebook.com/pg/UpoharBD.com/reviews/>

Website Testimonial Link: <http://www.UpoharBD.com/testimonials>

UpoharBD is very much popular in B2C market. From the links and screenshot above, the picture is quite clear about the success of UpoharBD.com. But UpoharBD.com has now made strategic decision to grow in B2B market as well by introducing the corporate gift category. We already have business clients. But they did not provide any feedback or review yet. And this is the reason that UpoharBD.com is focusing on improving the corporate category so that we can gain popularity in B2B market as well. In this project I worked on improving the corporate category to meet the expected goal of UpoharBD.com.

2.2 UpoharBD.com's Website:

Dr. Peter J. Meyers, president of userreflect.com, defines it as, "... the science of making technology work for people." That's exactly what a website should do; it enables visitors to access the information, service, or product they want as quickly and easily as possible. As simple as that sounds, it takes some serious thought and planning. With the importance of the Internet in business and the impact a web presence can have on a business's productivity, an unusable or confusing website can make or break company's success. For this reason, it is essential to make sure the company's website is readable and easily navigated while containing all the information you want it to possess.

Usability is a combination of factors including:

- ☐ *Intuitive design*: A nearly effortless understanding of the architecture and navigation of the site
- ☐ *Ease of learning*: How fast a user who has never seen the user interface before can accomplish basic task.
- ☐ *Efficiency of use*: How fast an experienced user can accomplish task.
- ☐ *Memorability*: After visiting the site, if a user can remember enough to use it effectively in future visits
- ☐ *Error frequency and severity*: How often users make errors while using the system, how serious the errors are, and how users recover from the errors.

What are the contents in Web Usability?

Web writing is totally different from writing for printed matter. There are certain guidelines everyone should be sure to follow when writing copy for website:

1. Use clear and simple language

Computer screens make eyes tired early while reading and about 25% slower than reading from printed matter. As such, the easier the style of writing the easier it is for site visitors to absorb the words of wisdom. Some techniques for using clear and simple language include:

- Avoiding slang or jargon

- Using shorter words where possible - ‘Begin’ rather than ‘commence’, ‘used to’ rather than ‘accustomed to’ etc.
- Avoiding complex sentence structures
- Using active ahead of passive words - ‘We won the award’ is shorter and easier to comprehend than, ‘The award was won by us’

2. Limit each paragraph to one idea

Limiting paragraph will provide benefits to the visitors. They can:

- Easily scan through each paragraph
- Get the general gist of what the paragraph is about
- Then move on to the next paragraph

3. Front-load content

Front-loading content means putting the conclusion first, followed by the what, how, where, when and why. The first line of each paragraph should contain the conclusion for that paragraph, so site visitors can:

- Quickly scan through the opening sentence
- Instantly understand what the paragraph is about
- Decide if they want to read the rest of the paragraph or not

4. Use descriptive sub-headings

Breaking up text with descriptive sub-headings allows the site visitors to easily see what each section of the page is about. The main heading on the page provides a brief of overall view what the page is about, and the opening paragraph gives a brief conclusion of the page. There are various sub-themes which can be quickly put across with sub-headings.

There's no hard and fast rule for how frequently to use sub-headings, but one should probably be roughly aiming for one sub-heading every two to four paragraphs. More importantly, though the

sub-headings should group on-page content into logical groups, it allows site visitors to easily access the information that they're after.

5. Bolden important words

Another way to help users to locate information quickly and easily is to bolden important words in some paragraphs. When site visitors scan through the screen this text stands out to them, so do make sure the text makes sense out of context.

6. Use descriptive link text

Link text plays a vital role in standing out to screen-scanning web users. Link text such as 'click here' makes no sense whatsoever out of context so is useless to site visitors scanning web pages. In order to find this destination of the link is important, site visitors have to hunt through the text both before and after the link text.

7. Use lists

Lists are preferable to long paragraphs because they:

- Allow users to read the information vertically rather than horizontally
- Easier to scan
- Less intimidating
- Usually more succinct

Now if I talk about the usability of UpoharBD.com's website, it was designed following all the usability terms. For example, all the important services are focused in the beginning of the front page such as, 7 working days, free delivery and urgent delivery. Other than that, there is also a language option. Users can change the language of the website into Bengali. All the categories are really easy to access and the popular categories are showcased in the front page.

UpoharBD.com's website is a very responsive website. It is suitable for any device. For example the mobile view of the website have a pretty impressive outlook and easy for anyone to access.

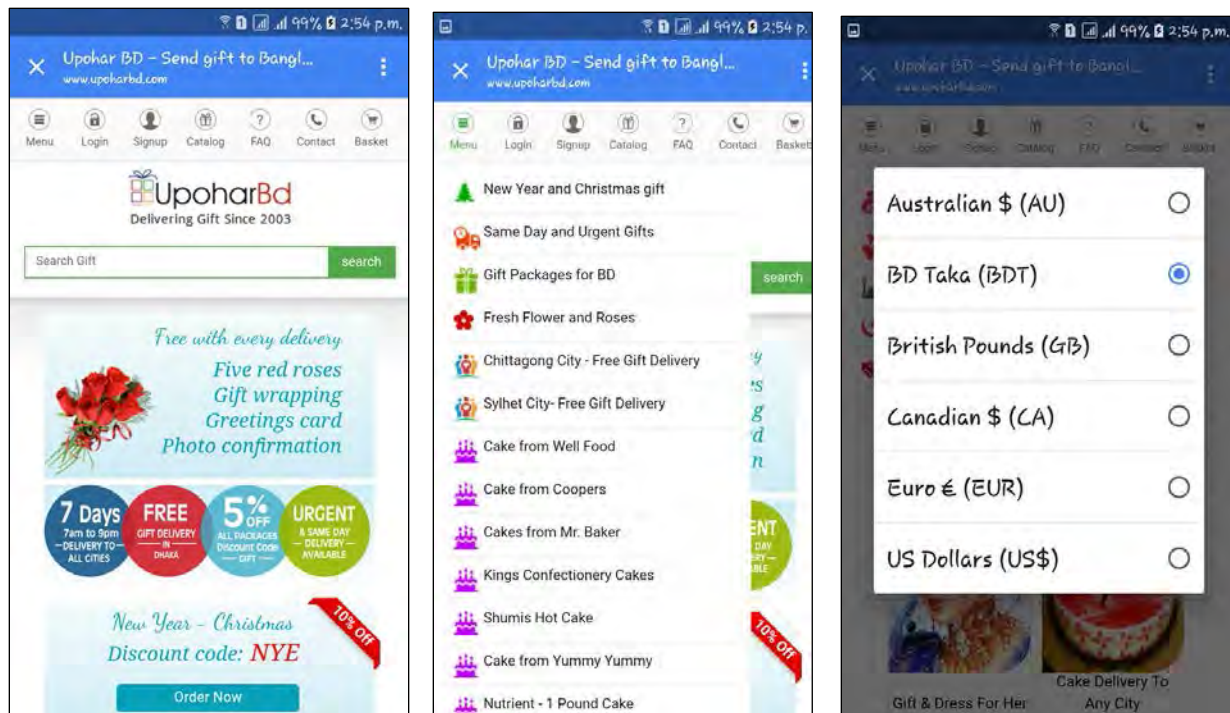


Image 3: Mobile View of UpoharBD.com's Website

From the above screenshot, you can see how it looks in the mobile view. There is the navigation bar that includes dropdown menu, signup, login and also contact information. So a user does not need to search for these in different places which saves a lot of time.

Other than that, there is a list of categories that is the menu of the website where users can easily find their favorite category. More than 44 categories are there in UpoharBD.com's website which are organized in a proper way so that it is easy for customers to find.

UpoharBD kept different types of currency option in their website. The most common forms of currency are available in the website. Users can choose their preferred currency and proceed without any calculation hassle.

In the next page, there is a screenshot of desktop view that shows how the website looks different in the desktop view.

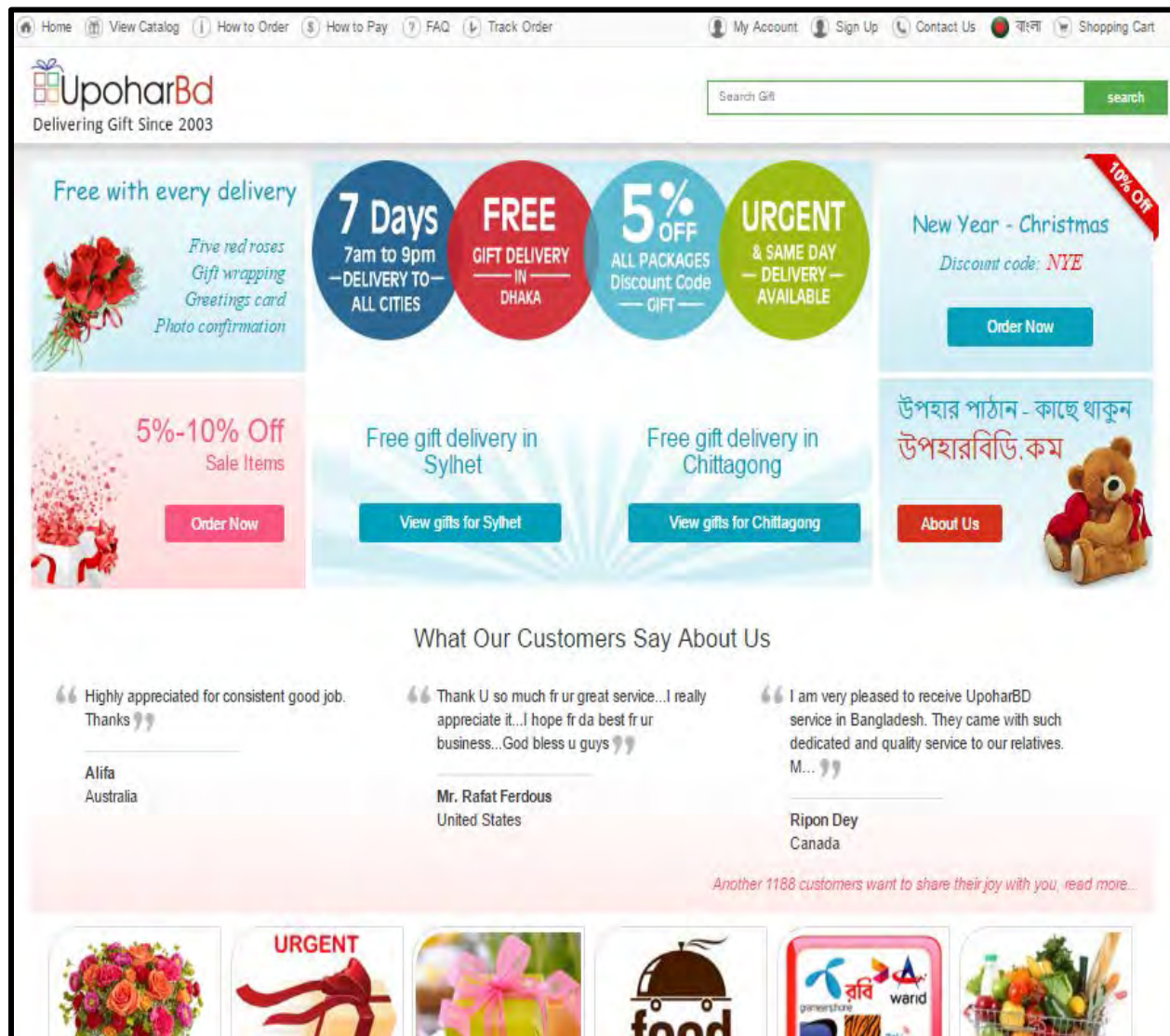


Image 4: Front view of UpoharBD.com's website

Website Link: www.UpoharBD.com

2.3 Products and services

UpoharBD.com offers various kinds of product in their website. In UpoharBD.com, all the product are suitable for giving as a gift. If we turn the old pages of UpoharBD.com, the first product that they offered is fresh flowers. After that they added variety of products in their website. Starting from home décor gifts and handicraft to baby items are available in UpoharBD.com. In winter they deliver pitha and other beautiful packages. The most famous gift category of UpoharBD.com is the Gift Packages. Based on customers' choices and most famous products, UpoharBD.com build several gift package. For example, chocolate cake with Ferrero Rocher or fruits with flower bouquet.

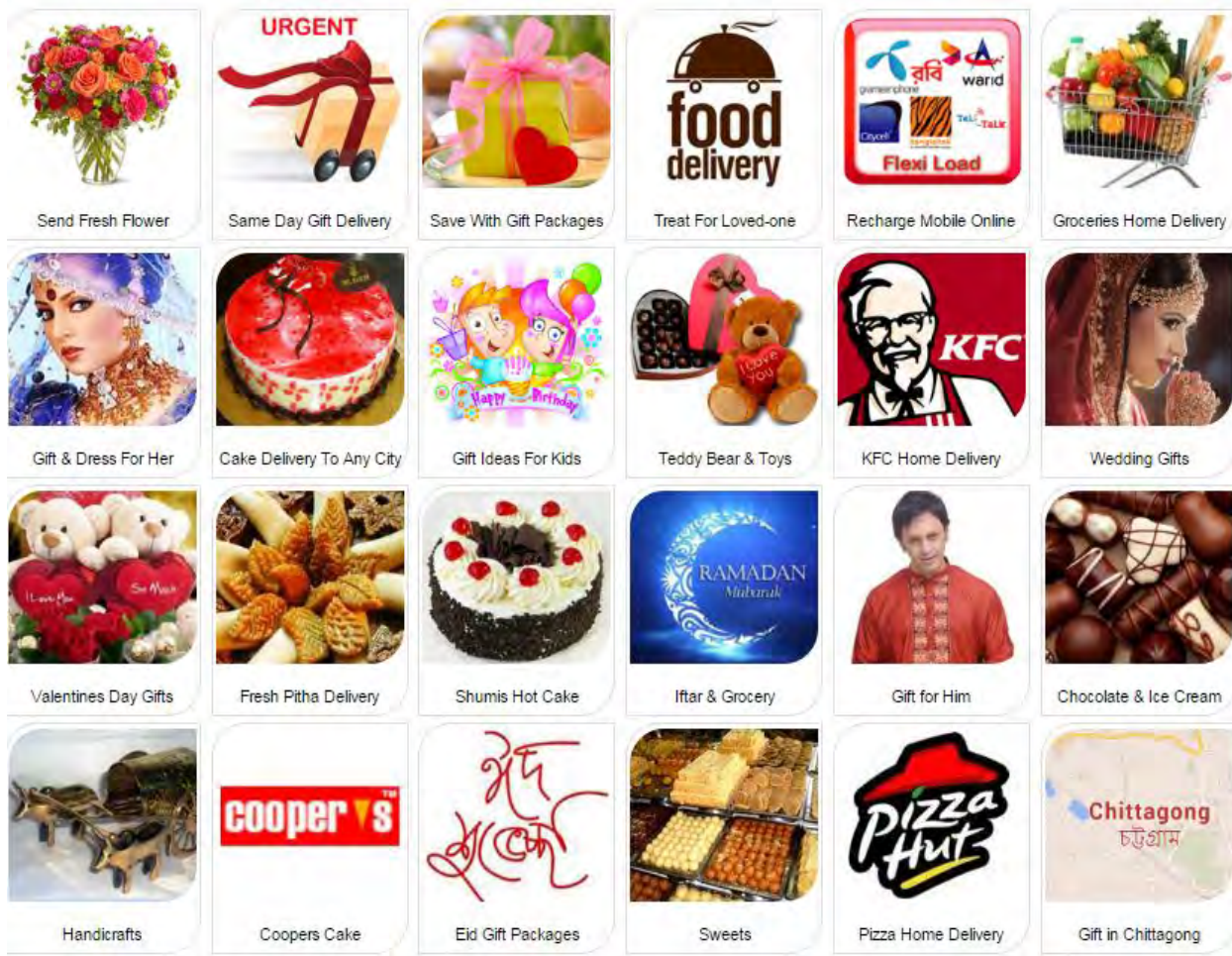


Image 5: Products of UpoharBD.com

UpoharBD.com is most famous for their service. The service of UpoharBD.com is praised by all. UpoharBD.com kept an option for same day urgent delivery. If a customer want a gift to be delivered on that same day that they offer, there is an option for that as well. Other than that, UpoharBD.com offer free gift delivery in Dhaka, Sylhet and Chittagong. They have a number of payment method. These payment gateway helps a customer to be flexible with their payment.



These are the payment option used by UpoharBD.com. Or customers can visit office and make their payment in office as well. As mentioned before, there are more than thousands of testimonial for UpoharBD.com and their service.

UpoharBD.com delivers gifts, flowers, cakes, food items in all cities of Bangladesh from 6 am in the morning to 9 pm at night. Customers will have the option to select your preferred gift delivery time at checkout. UpoharBD.com keeps regular communication with customers to keep them up-to-date. Customers will receive an email as soon as you place an order. This email will have an order number.

If customers pay by credit card, they will receive instant confirmation that your order is in 'Processing' status. If they select an offline payment method (Bank deposit, bKash, Western Union), they will receive email with payment instructions. UpoharBD.com will only process gift order once payment is cleared.

2.4 Structure of the organization

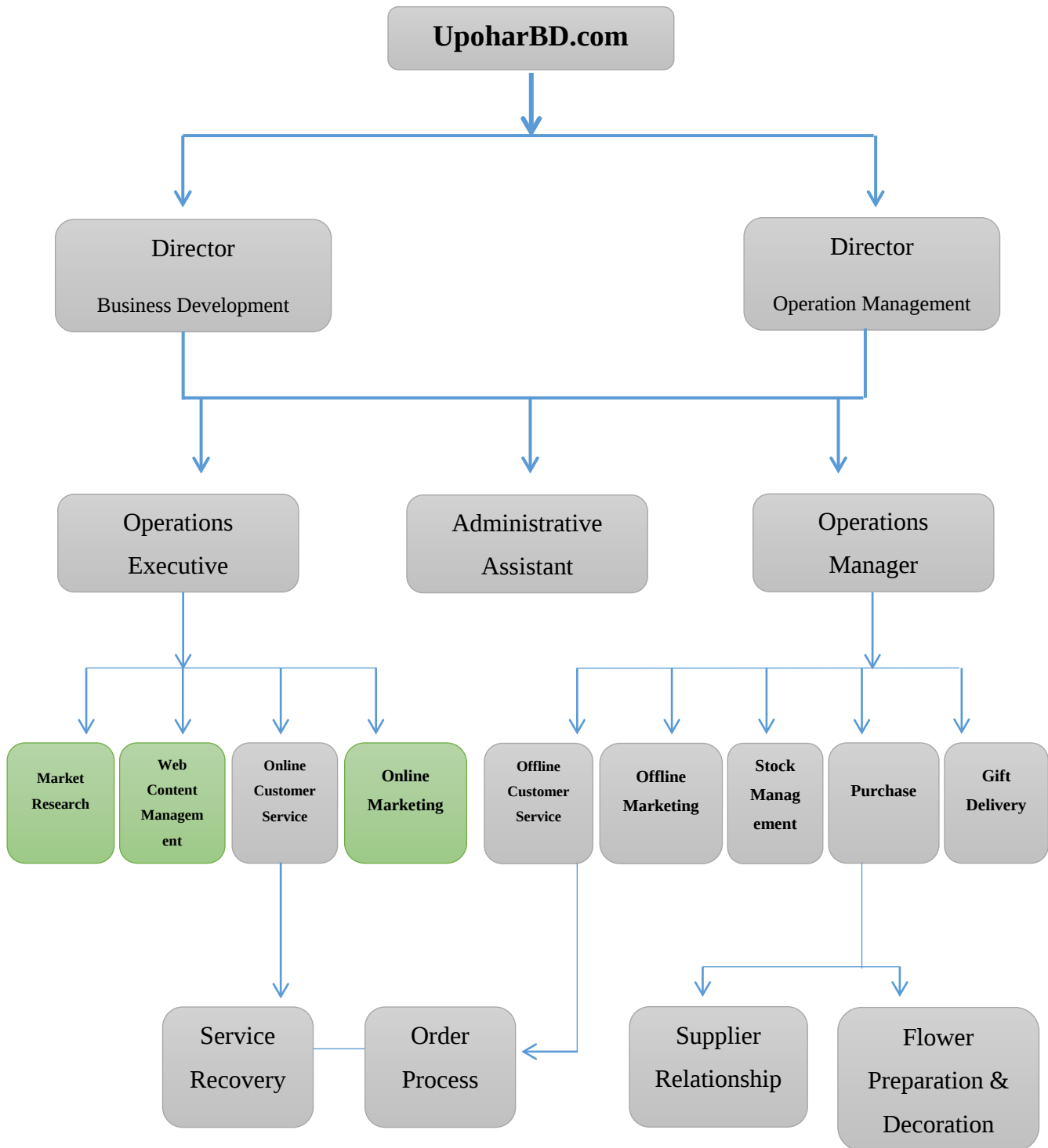


Figure 1: Organizational Structure

2.4.1 Position and responsibility at UpoharBD.com

Since August 2015, I was working for UpoharBD.com as a contractual employee. From the beginning, I was trained in many e-commerce aspects and tools. After that, I decided to join UpoharBD.com as an intern. My on-site supervisor was the Director of Operation Management Ashrafuzzaman Khan. In this session, there were two interns including me. The second intern was also from BRAC Business School. So, as an old and experienced employee, I was assigned for the lead intern and my fellow mate was a standard intern. Relating my responsibility to be organizational structure, I played the following roles:

Market Researcher:

For developing web content, I went through a primary research on online and gathered data about customers' preferences. In the project part, there is a detailed description about the market research that I have done.

Web Content Management:

Web content management is a big part of web content development. After planning and research, the content management is a big task. Writing unique contents for the website, working on SEO and uploading those product in the back-end of the website is a part of web content management.

Online Marketing:

Online marketing is a regular task. After uploading those products, it is necessary to let customers know about that product. In the web development process, there is a detailed description about how I did online marketing.



Chapter: Three

Project – Web Content Development

3. Project: Development of Corporate Category

Throughout this three month, I was assigned for developing the whole corporate section of UpoharBD.com. There are more than 44 categories in UpoharBD.com's website. The corporate gift item is the new category of UpoharBD.com. The high demand for corporate gifts has been an important ritual and trend in the corporate world. Considering this high demand, UpoharBD.com decided to introduce corporate category. UpoharBD.com offers various kind for gifts available starting from cake to table décor items. Throughout these three months, more than 40 products are introduced in the corporate category. Later on in this report, I will describe that how I came out with the idea of those products and development of corporate category.

3.1 Introduction of the project

In Bangladesh, there are so many companies with lots of employees. Giving promotional gift in now very common scenario in Bangladesh. Corporate gifts help to company to maintain a strong and healthy relationship with all the employees. It also motivates employee's enthusiasm and motivation towards their work. Promotional gifts can be a great marketing tool or an organization. Companies nowadays are very much aware about the long term relation because of the turnover. Gift giving can be used as a double-edge sword in corporate world (Pachter, 1995). So in this case, corporate gifts can play a huge role for demolishing this turnover rate. According to a research done by (Fan, 2006), corporate gifts should be used as an integral part of the marketing communication mix so that it can synergize and support other promotional activities. In his research findings he also said that, corporate gifts enhance a company's image and goodwill and also help to reinforce other marketing communication mix such as advertising and sales promotion.

Many researches have been done to prove the importance of corporate gifts in business sector. And most of the results came out positively. In the next page, there are some researches related to corporate gifts with graphical representations.



Figure 2: Corporate Gifts as an incentive program.

A research survey done by (Jakobson, 2013) on 2013, shown in the above graph proves that maximum numbers of companies are using corporate gifts as their incentive program. He pointed the difference between 2012 and 2013 survey saying that the number and responses increased by 49% comparing to 2012. As we are providing our corporate gift service online, so based on the research I have found out the following result:

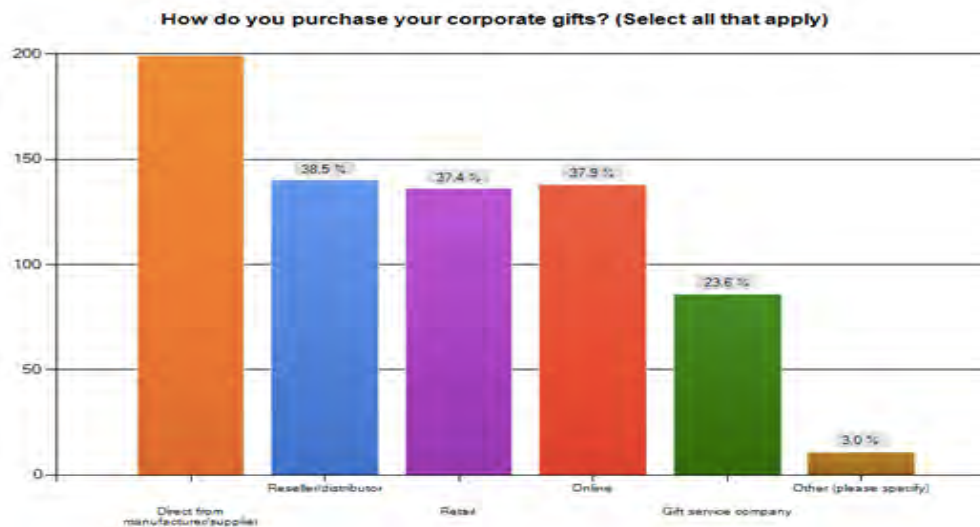


Figure 3: How companies purchase corporate gifts

Affiliated with the previous research, the researcher has found the most common way company by promotional gifts. Result came out with equivalent to retail and distributors after the manufacturer. So Overall, this survey is saying that this project and category will give a fruitful result.

3.2 Content Development

Creating a development process was my first task in UpoharBD.com. In the very beginning I was assigned to do a development chart which will be followed by me throughout this three months.

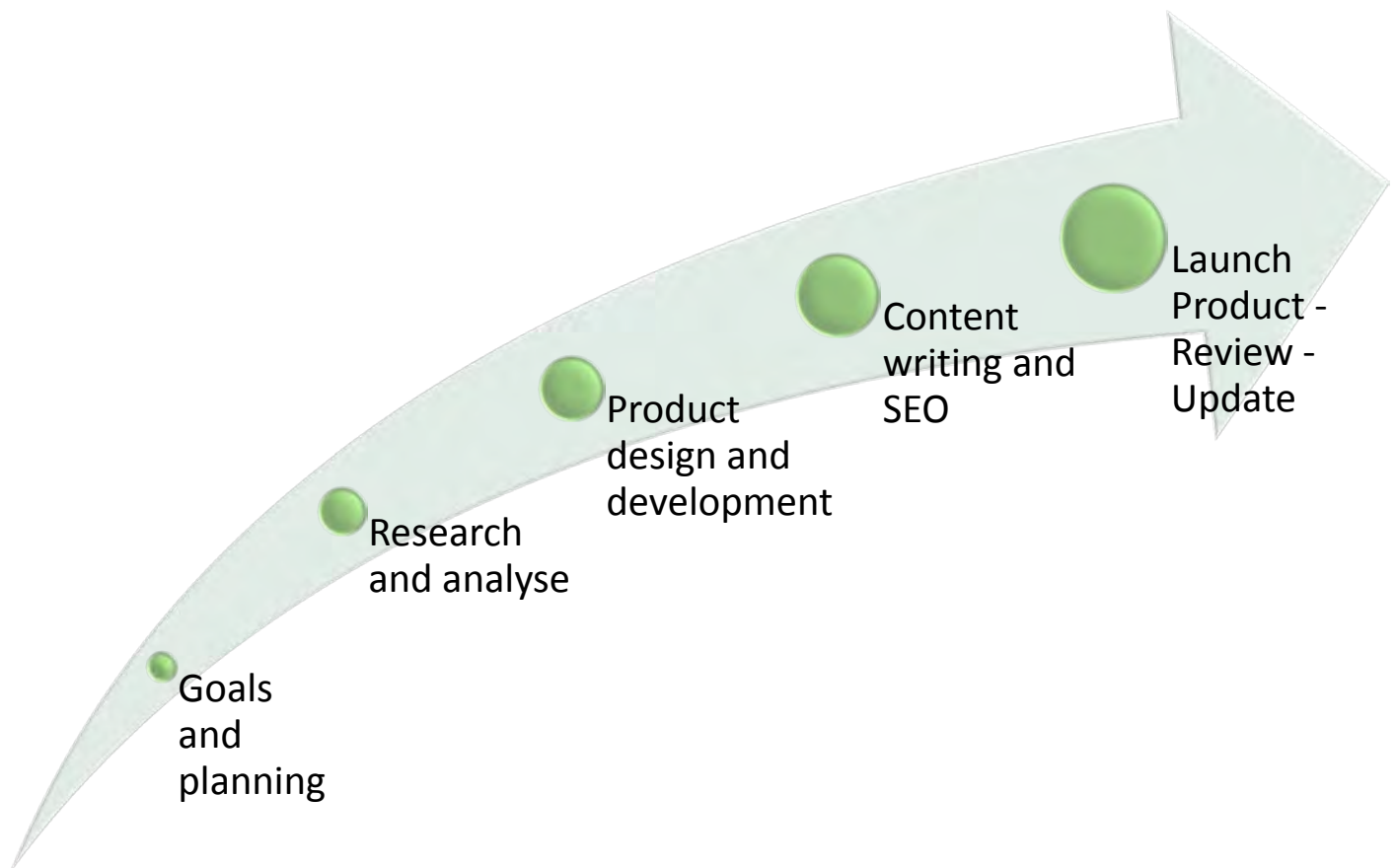


Figure 4: Web Content Development

This is the whole process of developing a content in a website where the first step is to make sure that our planning and goals are fixed and well organized. And after that a research is mandatory to know that what products customer wants in that specific category. Research helps us to clear our confusion that which products should go to the website and which should not which takes us to the step three that is product design and development. Now as we have decided products that will be going in the website, so we need to introduce it to our consumers. And for this, a good content and SEO is mandatory for content development. In the last stage after finalizing and

arranging all the contents, it is time to launch the product and go for a review. In The next page, I will describe all of this points in details with proper screenshot.

3.2.1 Goals

The main goal before starting this project was to develop the corporate category. The time duration for the completion of this whole project was for three months. In the goals and planning, UpoharBD.com came up with the idea of introducing “Promotional Gift” category. After that, my assigned task was to create a development process which has been shown in the previous page. We came up with a step by step process to develop this whole category. Followings were the plan to develop corporate category:

- ✓ Introducing new products in the corporate sector
- ✓ Uploading products in the back-end part of the website
- ✓ Offline and online marketing for corporate gift packages
- ✓ Developing new gift packages for the corporate gift category
- ✓ Promoting gift packages in Facebook.
- ✓ Promoting corporate gifts through Email marketing. (Not implemented)

So this are the planning and goals that we came up with. The planning for e-mail marketing was abolished based on the findings of some research which I will cover in [section 3.4](#).

3.2.2 Market research and analysis

This is the second stage where I went for consumer research online. This research helped me to gain a broad idea about the types of corporate gifts that consumers want. Marketing research is also a great way to build relationship with the customers. First of all the research has been done through an online campaign. This online campaign targeted two major area that UpoharBD.com wants to focus that is engagement and promotion. So with the help to engagement and promotion, it also served as a great research tool.

The main theme of our campaign was to generate ideas from all the comments that consumers are giving. So in the beginning I designed that what we will be giving as a gift who will win this contest. According to that, our graphics designing team created a poster for this research. Then

we boosted this post or in other way we promoted this post in Facebook so that we can reach our targeted participants for this contest.



Figure 5: Research Campaign

This is the post that is created for generating consumer's perception towards corporate gifts. The theme of this campaign was to give an idea about corporate gifts that is they need to give us some idea about what types of corporate gifts will be suitable for our website.

3.2.2.1 Research purpose

The purpose of this online research is to find the answer of below question for identifying customer preferences of corporate gifts.

- “What is your preferred corporate gift idea?”

To find customers' choice about corporate gifts, this research was conducted.

3.2.2.2 Respondents

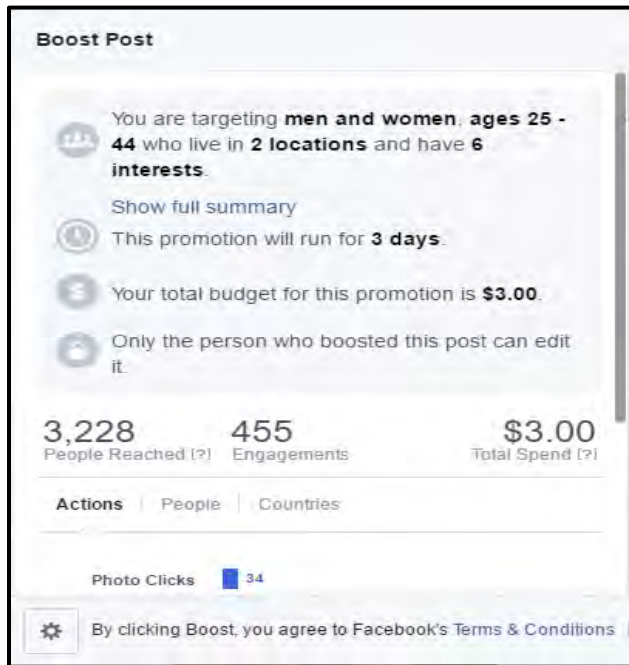


Figure 6: Research Insights

The above picture is clearly showing the demographics for our research. Firstly we chose men and women both where the age will be 25-44. The reason behind choosing the age frame is because people of this age start their job life and this is the time frame where all of our corporate life gets start. So this age frame is perfect for our purposive research. UpoharBD ran this campaign online for three days and the total budget for this campaign was \$3.00



Figure 7: Percentage of respondents based on gender

The previous graph is showing us the proportion of males and females that responded to this post. 95% men in an age frame of 25-34, responded the most whereas only 4.49% of women responded in the same age frame.

Now if we look at the second graph, we can see that 8% men in an age frame of 35-44, responded to this campaign. And the percentage of women is zero.

3.2.2.3 Sample size

The total sample size of this online research was 46 comments. A total of 46 comments was there in the research question. In the image below there are 81 comments because as UpoharBD replied to all those comments, that is why it is showing 81 comments. But if calculated individually, there are 46 comments of customers where they posted with a picture saying that what corporate gifts they want in UpoharBD's website.



Figure 8: Total Sample Size - 46

3.2.2.4 Sampling techniques

As this research was conducted to find out the preference of a specific group that is, what will you prefer as a corporate gift, that is why this is a purposive research where the intention was to study a specific groups of people. And this specific groups of people are both male and female and a age between 25-44 that is the working group. But in internet, there is no way for controlling sample.



Figure 9: Total reach and engagement

Through this campaign we were able to reach a total of 5,669 people out of which 46 responded to this post and these 46 comments are our sample size. The light orange part in the bar show the organic reach (2,441) out of total reach. And the deep orange part shows the paid reach which mean with \$3.00 we were able to reach 3,228 people.

3.2.2.5 Data collection

The mode of this data collection was online survey. A poster was published in the fan page of UpoharBD, and respondents answered their choice in the comment box of that post.

For the data collection, one question was forwarded to the respondents. And based on that question, we have collected the data. In Appendix A, there is a screenshot of the question that was asked to the respondents.

3.2.2.6 Data analysis

After the collection of data, the whole UpoharBD team sat for a discussion that what products we can find in market that customer suggested. It was a qualitative research. So, based on that, the Operation panel of UpoharBD went through all the data for making decision out of this research.

3.2.2.7 Findings and discussion

As this research was a qualitative research where people will have open ended answers, so in this case it is not possible to show any statistical outcome of this research. This research came out with several answers following the survey question. Packaged sweets, pen and watch holder, multifunctioning desktop organizer, diary, mug, key ring, indoor plants, business calculator and so on.



Image 6: Customer's suggestions

This are some of the sample of products that customer wants. And based on their demand, we tried to put similar product in the website. Later on in this report, I will discuss about the product details that are currently uploaded in the website.

3.2.3 Product design and development

In this stage I came up with the idea that what product will be showcased in the corporate category. Based on consumer research and demands, we created a list of products. The operation team went for searching products that are available. And based on that, we first created a list that what are the products that we will showcase in the website.

Code No.	Product Image	Minimum Order	Minimum Price
Corp_2		40 box	Tk.975.00
Corp_3		10 pcs	Tk.950.00
Corp_4		1	Tk.2200.00
Corp_5		100	Tk.2280.00
Corp_6		100	Tk.1750.00
Corp_7		100	Tk.1250.00
Corp_8		50	Tk.1300.00
Corp_9		50	Tk.1350.00
Corp_10		10	Tk.1250.00
Corp_10		20	Tk.3930.00
Corp_11		100	Tk.820.00
Corp_12		100	Tk.2250.00

Image 7: Product List

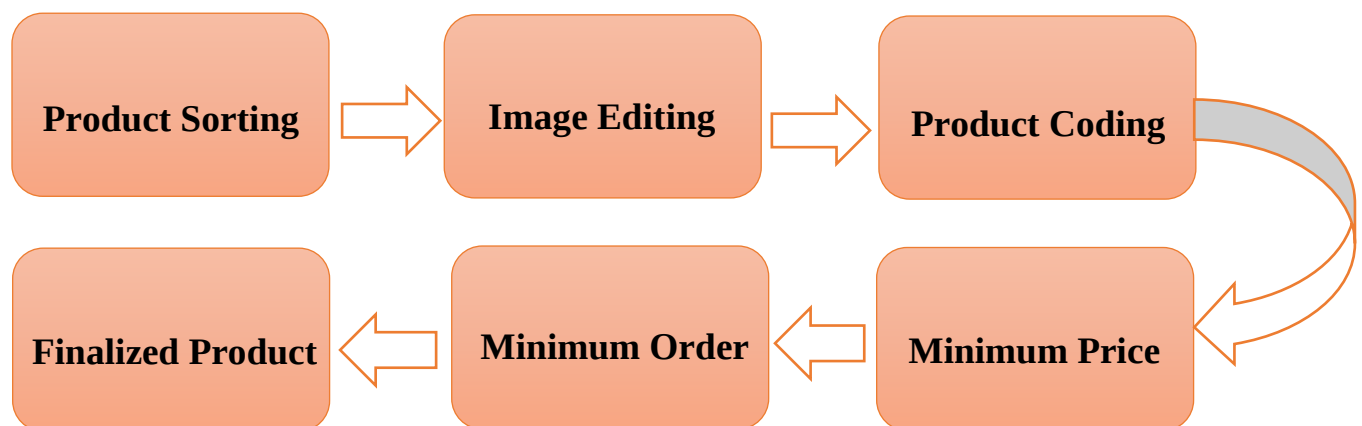


Figure 7: Product design and development

In the beginning stage, these are the products that we sorted out to upload in our website. In the next stage we went for image editing that is making the image suitable for the website. For this first we optimize the picture so that it takes less time to visible or load in the website and all the picture in the website are 500*500. So according to that, product image has been edited. And then comes the copyright. In the last stage, I numbered all the products that is the product code. A watermark is added to each and every product. After this our product design is ready to get uploaded. When our products are ready, with the help of on-site supervisor, I sat the minimum price and minimum order quantity for each of these products. Figure 7 is showing the full design and development of a product.

3.2.4 SEO and Content writing

The fourth stage of web content development is the most crucial part where we make to make it understandable to consumers as well as visible to them. Customer search products online. And when consumers will want to order something and don't know about UpoharBD.com, then they will first go to Google and search for their desired product. For example, if a customer living in UK and want to order a cake for their parents' anniversary, then they will search the product in Google like this:

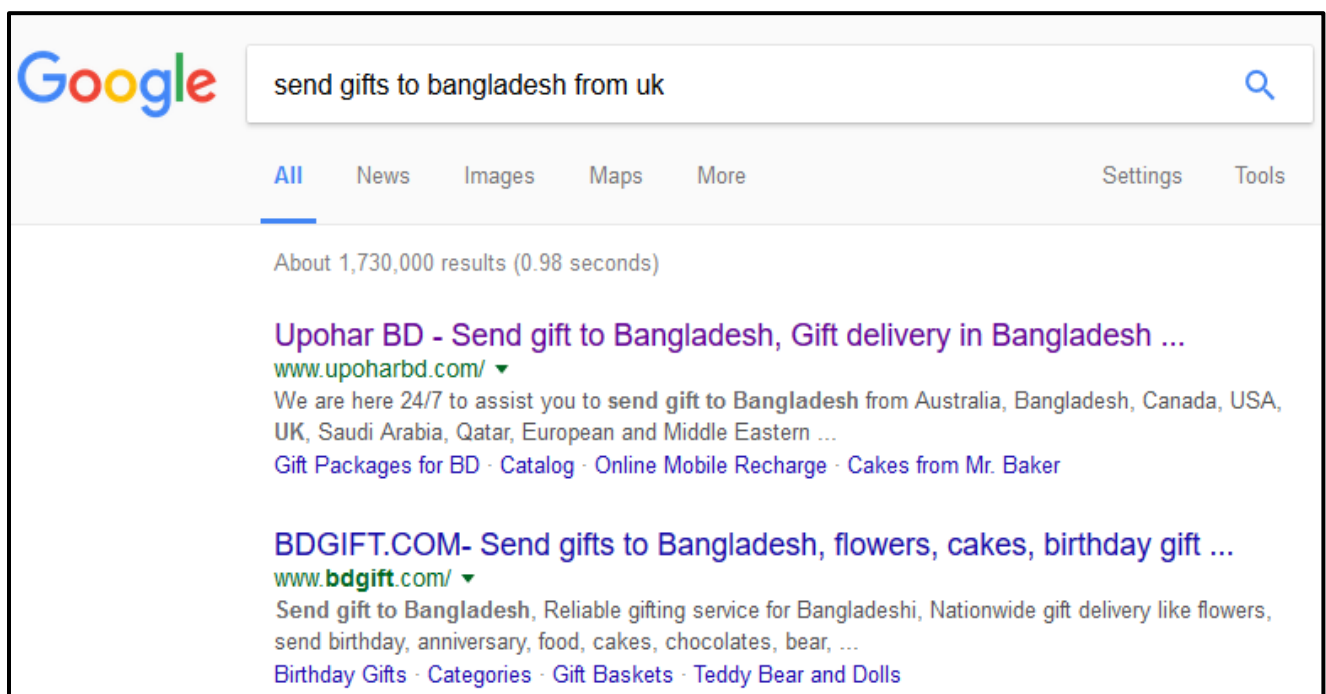


Image 8: Google Search Behavior by users

Search Engine Optimization:

The process of increasing the number of visitors to a specific website by confirming that the site appears on the first page on the list of results generated by a search engine is known as Search Engine Optimization or SEO.

Image 8 shows the result of UpoharBD.com in the first place. And the reason that it is showing in the first page is the Search Engine Optimization (SEO) that we did for the website. Now there are some steps that we need to follow while doing the SEO of a website or a product or a category. A step by step Search Engine Optimization building process is given below:



Source: Internet

Figure 8: Steps of building effective SEO

Step 1: In the step one, we have to make a strategy that how we want to do this SEO. For example, in corporate section, we decided to target only Bangladeshi customers. So, based on location we did our SEO.

Step 2: Step two is a mandatory and crucial step for building SEO. In this stage, we go for SEO research. Firstly we analyze our competitor's website and their keywords and Meta title and secondly, Keyword research. Keyword research is a broad process. Because this keyword

research is the factor that shows a website in the top of a search result. Let me 1st explain some terms related to SEO.

Meta Title: Whenever we are searching something in the Google, there are many websites. Each website contains a different name that is the heading. The website heading help us to understand the contents of the website. Meta title is built with strong keywords.

Meta Description: In every search result, all the website contains a little description about that category or that website. In Meta description, we always write some featured service about that company or something important that we want to highlight. For example, free delivery. Meta description is also built with strong keywords.

Keyword: In SEO, keywords are known as phrases or key words which helps a web content to find website via search engine. If I define it simply then the keyword is the phase that we use while searching something in Google. That is why, it is important to optimize the website with strong keywords so that it helps to connect searchers to find our websites. In a picture below, all these three components are market in the Image 9.

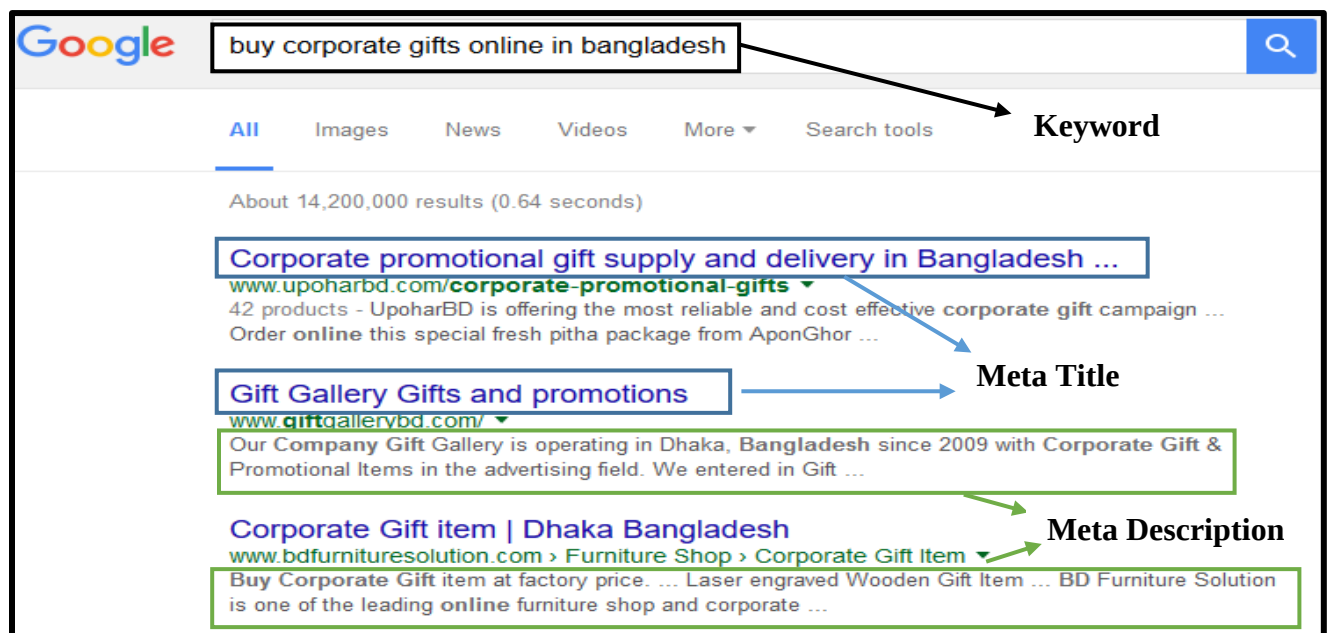


Image 9: Meta Title, Meta Description and Keyword

The above picture is pointing out all the important elements of SEO. The black box is highlighting the Keyword. The blue boxes are highlighting the Meta title and the green one is

Meta Description. These three are the most important element of Search Engine Optimization. So, while building SEO we focus on these three.

Now the question arises that how research for keywords. Doing SEO was a very important part of my project. So, while building SEO, an excellent choice of keyword is really important. There is process for doing keyword research.

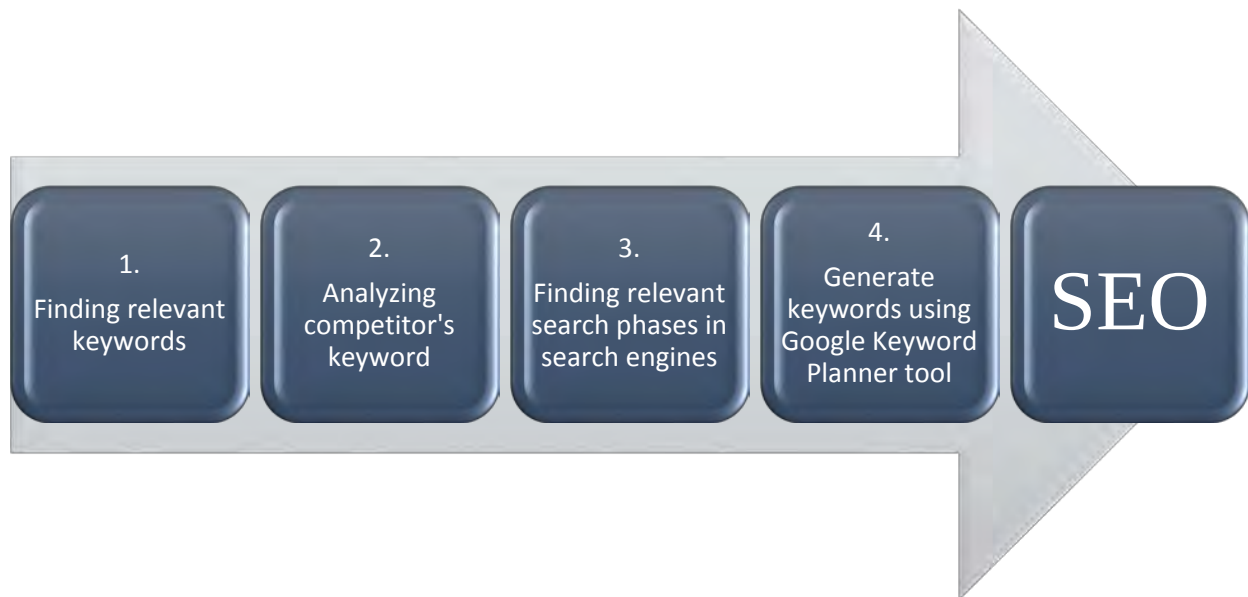


Figure 9: Keyword Research Process

The first step of doing the keyword research is to generate the keyword that people might use for searching a relevant product on internet. There are several ways to find out relevant keywords. But the method that I used for generating the relevant keyword is a short survey. I asked my colleagues and friends that how they will search for corporate gifts if they want to buy it online. A short survey on ten people gave me an idea about different perspectives of search behaviors. Some of the results are:

- Buy corporate gifts online
- Corporate gifts in Bangladesh
- Order corporate gifts online
- Employee incentive gifts online in Bangladesh
- Buy office accessories online

After getting a general idea about the relevant keywords, I searched for competitors keywords.

```
<meta content="text/html; charset=utf-8" http-equiv="Content-Type" />
<title>Corporate Gifts, Bangladesh Corporate Gifts Suppliers Directory on Alibaba.com</title>
<meta name="keywords" content="Bangladesh Corporate Gifts, Bangladesh Corporate Gifts Suppliers, Corporate Gifts Made in Bangladesh" />
<meta name="description" content="Bangladesh Corporate Gifts, Corporate Gifts from Bangladesh Supplier - Find Variety Corporate Gifts f
```

Image: Competitor's Keyword (Alibaba.com)

The third stage is mostly missed by any analyst while doing keyword research. When we search something in Google, at the bottom of the page there are some other search phases or keywords that general people use while searching for that product. A demonstration is shown below:

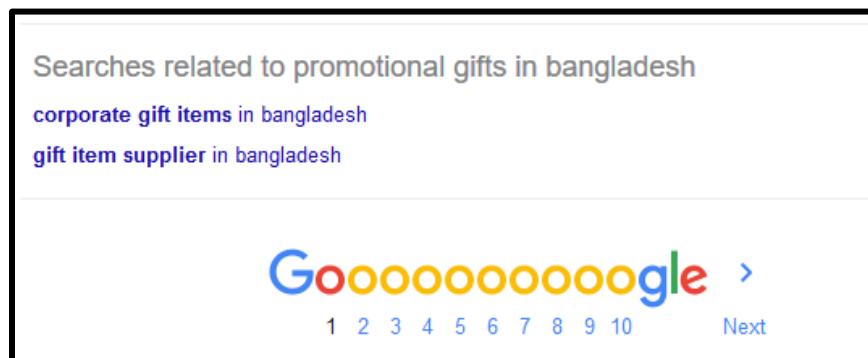


Image 10: Related Search Result

When I searched writing the “buy corporate gifts online in Bangladesh”, in the bottom of search result, these keywords or phrases showed up. It means people used these two phases for searching corporate gifts. So, these two keywords are also important for building Search Engine Optimization.

In the fourth stage I used a tool called Google Keyword Planner tool. It is a tool that generate keywords that people are using while searching on Google. Google records all the keywords. For example how many times a specific keyword is used and the competitiveness of that keyword that means how strong that keyword is.

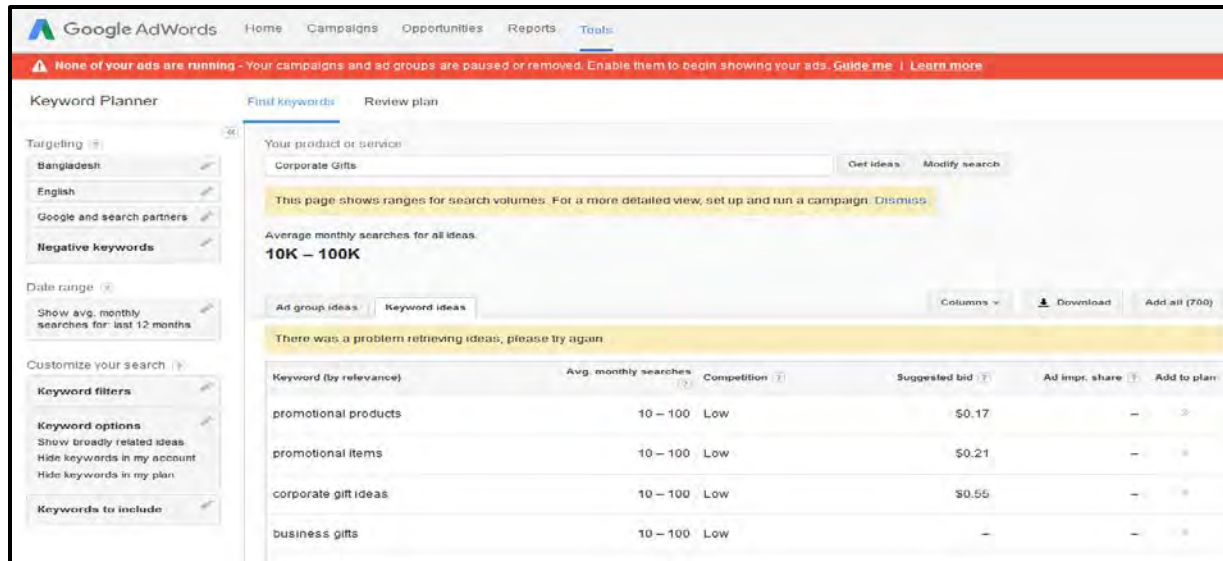


Image 11: Google Keyword Planner Tool

In the search box, when we insert relevant term related to our business at that time Google AdWords keyword planner shows a list of keywords that people use while searching that product. All the information are there for example how many time a specific phrase or keyword has been searched, what is the suggested big amount for that keyword if we want to advertise our website in Google. And after all these research for keywords, I made a list for the most important keywords that can help me to build an effective SEO.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
3						Keyword research for corporate gifts											
4																	
5	corporate gifts ideas																
6	corporate gifts online																
7	corporate gifts suppliers																
8	branded corporate gifts		Corporate gifts														
9	corporate gifts with price																
10	premium corporate gifts																
11	personalized corporate gifts																
12	best corporate gift ideas																
13	unique client gifts		Gifts for clients														
14	high end client gifts																
15	gift ideas for clients inexpensive																
16	employee gifts for years of service																
17	corporate employee gifts																
18	unique employee gifts		Employee gifts														
19	gifts for employees appreciation																
20	mall gifts for employees																
21	employee gifts																
22	gifts for employees																
23	business gifts																
24	employee appreciation ideas																
25	corporate gifts for employees																
26	office gifts for employees																
27	employee incentive gifts																
28	gifts for corporate employees																
29	executive gifts																
30	gifts for employees appreciation																

Figure 10: Keyword Research for Corporate Gifts

This is the list of keyword research that I have done for corporate category. This list result is combined with the outcome of all the four steps of keyword research. This is the asset for building an effective SEO. And in this part we are done with our step 2 for building an effective SEO.

Step 3: In the step three, we have to create a high quality content out of this list. In the figure 11, you can notice in the right side that there are five short lines that I made. Now the question is, what method I used to create this line? To build each line, I picked up two or maximum three keyword from the list and out of those two keywords, I made a line which I can use as a content in our website. For example, the 1st line, “buy unique clients gifts from corporate gift suppliers”. In these sentence, there are two keywords. Those are, unique clients’ gift and corporate gifts suppliers. Now, what is the benefit of this sentence? I used this sentence in the description of some products. So when people are searching writing “corporate gift suppliers” at that time, the result of that product or category will be shown in the google search list. And like this, I made

four to five more sentences where I can use it as a content of my website. Also I used this lines in Meta title and Meta description.

Code:	Corp_4	
Category:	Corporate Gifts	
Name:	Corporate Celebration Cake	
Price	BDT 2,200	Web (USD): ____ ; (BDT): ____
Description	Looking for a cake to celebrate your office events? This cake is a perfect choice for celebrating corporate events. Freshly baked cake from Well Food. This creamy cake comes with four red (any color) roses on top. This cake is also available in bigger size and in different flavor. Delivery to Dhaka, Chittagong is free and shipping charge applies for other cities as it has to be transported from Dhaka via air-conditioned service.	
BN	<u>আপনার আফসের বিশেষ অনুষ্ঠানগুলো সেলব্রেট করার জন্যে অর্ডার করুন ওয়েল ফুডের এই কেকটি। আপনি কেকটির সাইজ এবং ফ্লেভার কাস্টমাইজ করতে পারবেন। ঢাকা তে ডেলিভারি ফ্রি। ঢাকার বাইরে ডেলিভারির জন্যে চার্জ প্রযোজ্য। আপনার অর্ডার পাওয়ার পরে আমরা আপনার সাথে যোগাযোগ করে ফাইনাল অর্ডার কনফার্ম করা হবে</u>	
Special Instruction	You can order 1 cake at a time and per cake price will be Tk.2200.00. For confirming the order, our executives will visit your office for a meeting for customizing your products. After that we will go for the final confirmation of the product.	
Meta Title (40 char)	Buy Special corporate cake for employees	
Meta Description (150 char)	Order cake for your company events and occasions. Client satisfaction or appreciation gift at a cheap price online from the best brands of Bangladesh	

Figure 11: Content Building Template

UpoharBD.com always use this template for developing all the contents for all the products so that it is easy to review and makes to product upload process in the website very easy.

Step 4: In the fourth stage, we work on back linking. Back linking help a website to gain more traffic. In blog websites, back linking is an essential part. But in UpoharBD, we don't use the back link of our Facebook page and Contact Us page.

Step 5: After I complete the whole process, my word is review by the operation executive and if there are any problems, then it is forwarded to me for fixing the issues.

3.2.5 Product launch-Review-Update

In the last step of web content development, I went through all the contents. And after finalizing all the task, I upload the product in the back-end of the website. After uploading the product, we check that if the contents are looking fine in the front-end or not and then the service is ready to deliver.

3.3 Improvement of corporate content

After the development, I went for the content improvement of the corporate contents. There were some old products clone into the corporate category. So based on the theme of corporate gifts, I edited the existing products. Other than improving the contents, I also assigned for cleaning the junks because junks can make a website look really odd. So to make a website good looking and usable, cleaning junk is important which also optimize a website's contents.

3.4 Marketing and promotion

In digital marketing there are 5s. Those are, sell, speak, serve, save and sizzle. So focusing this 5s, I target the sizzle for the corporate section. Because it is a new category that has been introduced by UpoharBD.com. From the success story we can say that UpoharBD.com has built its brand and is above other competitors in the gift sector. And sizzle is used when we want to enhance the brand. In this case, as a new category is being by UpoharBD, so sizzle will be the best one to apply. For sizzle, powerful online content and highlighting the new service and adding extra value is mandatory. So the marketing focus was sizzle.

In the beginning, we ran a campaign to let our consumers know that we are introducing a new section. After that we posted some of our corporate gifts in the Facebook page of UpoharBD.com. At first the marketing plan was to send email to corporate clients and let them know about the corporate gifts. A research done by (Rahman, 2015) picturized that, around 75.4% Gen Y that is the age group of 18-35 does not open or click email advertisement in Bangladesh. So Based on this, our team thought that we will skip the e-mail marketing for corporate gifts.

There were no paid advertisement in Google or Facebook for Corporate gifts. Because the budget for marketing is set for offline marketing that is the brochure for corporate clients. In the next section, there is a step by step process that how I developed the corporate brochure for UpoharBD.com.



Image 12: Facebook Marketing

In UpoharBD's Facebook page, we posted some of the corporate gifts as a marketing purpose.

3.5 Designing Brochure

For the marketing of corporate category of UpoharBD.com, we decided to make a brochure for the clients. It took us one month to design the whole brochure. In this whole brochure building process I played the role of Development Director. UpoharBD.com have a Graphics Designer who designed the whole brochure in the Adobe Illustrator. For the brochure, I went through the following stages.

Stage 1: Pre planning

In the pre-planning, I came out with the design concept. First, I chose a design for the brochure which will be really appropriate for corporate category. The idea was to keep the brochure design simple so that people focus less on design and more on the contents and on the same time design should be attractive.

The idea was to create a tri-fold brochure where it will have 6 section. The color combination was influenced by the logo of UpoharBD.com that is a combination of four color as well as some other colors to look it more vibrant. There were two different fonts. And the fonts were also same as the font of logo.

Stage 2: Content design

Good choices of words are crucial to attract clients and make them understand about our service. And in the brochure, as we have only targeted the corporate persons and companies, so the contents were clear and precise. In the brochure, we targeted three occasions for corporate clients. Those are:

- Send Token of Appreciation
- Noboborsho and New Year
- Celebrate Special Moment

Stage 3: Gathering high quality images and editing

To make the brochure look attractive, attractive images and good quality images are important. So I found some product photos related to the above three occasions. After that our graphics designer edited all the product images and made it ready to put into the brochure.

Stage 4: Implementation of planning

After creating the design and contents, this was the time for implementation. When all the resources were gathered, they started working on Illustrator. In this part continuous edit was there. Because something after placing the images, we feel like it is not looking good. So we change the layout and design again to make it a perfect one. After the final design we went to our next stage.

Stage 5: Proofreading

In this stage, after finishing the whole design, we send the soft copy of that brochure to some people who are really good in proofreading. Sometime our eye can skip a big mistake as well. So I forwarded this brochure to 3 of my friends. And we came out with some mistakes. We resolved the mistake and send it to the directors so that they can approve the design.

Stage 6: Ready for print

When we got the approval from the director that everything is finalized and ready for going to press, at that time we saved a high resolution of PDF and PNG so that the outcome is flawless.

So this is the whole process of designing a brochure for the last 1 month of my internship. After the brochure was ready, the brochure was sent to different companies mostly the existing clients, such as, Makson Group, Rupayan Group. According to me the outcome is just the way we planned out and working out really well. In Appendix B and Appendix C, I attached the image of the brochure.

4. Contributions

Throughout this last three months, I got to learn many new things. Nevertheless, I tried to contribute to this organization to my level best.

4.1 Contribution to the organization

When we are working for a company, obviously they want some good outcome from the workers. In for UpoharBD.com, I tried to complete all of my tasks on time. Following thins I can say was my contribution to this company.

-  Designed a brochure for the corporate clients of UpoharBD.com.
-  Updated some of the sections/categories of UpoharBD.com for example, Flower section, Kid section etc.
-  Build a content development manual (Figure 3). This manual can be used by other interns when they will join UpoharBD.com. Following that manual they can easily understand the process of web content development.
-  Formed the whole corporate section which I described in my project part.
-  Played a role of trainer. As I was a lead intern and an old employee of UpoharBD.com, so I helped newcomers.
-  Conducted a research for which UpoharBD gained an idea about customer's perspective.

4.2 Learning

My learning from this company is immense. As I have been working here for a long time, so gathering all those I will say that:

-  Gained so many skills related to digital marketing.
-  Learned some basic level of graphical works in Adobe Photoshop and Illustrator from the Graphics Designer of UpoharBD.
-  Gained the knowledge that how back-end of a website works, starting from uploading products to optimizing.
-  Knowledge of SEO was enhanced in this company.

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<http://www.bracu.ac.bd/about/people/mr-syed-mahmudur-rahman#sthash.OLreNlNP.dpuf>
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<http://www.bracu.ac.bd/about/people/mr-syed-mahmudur-rahman#sthash.OLreNlNP.dpuf>

Appendix

Appendix A – Online survey question

Appendix B – Front part of the brochure

Appendix C – Back part of the brochure

Appendix A: Online survey question



WIN

Share Your Corporate Gift Idea

Upoharbd.com
Published by Upohar [?]
Like This Page · September 22 · Edited ·

উপহার জিতে নিন: ২ x ডেস্কটপ অর্গানাইজার
কিভাবে:
১) 'কর্পোরেট গিফ্ট আইডিয়া' - আপনার মতামত দিয়ে
কমেন্ট পোস্ট করুন। আইডিয়া এমন হতে হবে যাতে
www.UpoharBD.com -এ অফার করা যায়, এবং
কর্পোরেট গিফ্ট হিসাবে গ্রহণযোগ্য হয়। কমেন্টের সাথে
ফটো বা ভিডিও পোস্ট করতে হবে। Please see our
current corporate promotional gift ideas @
<http://www.upoharbd.com/corporate-promotional-gifts>
২) ২৯ সেপ্টেম্বর বিকেলে লটারী করে দুইজন উইনার
সিলেক্ট করা হবে।
৩) উইনারের রিকোয়েস্ট অনুযায়ী ঢাকা, সিলেট অথবা
চিটাগাং শহরে ডেস্কটপ অর্গানাইজার গিফ্ট ডেলিভারি
করা হবে। Please see gift details @
<http://www.upoharbd.com/corporate-promotional-gifts/desktop-organizer>

Good luck!

Write a comment...

Appendix B: Front part of the brochure

Our Clients:
We are proud to have them Satisfied

REVE Systems

Maksons Group

Rupayan Group

Unitrend Limited

MAF Motors Limited

BFS Partners, Australia

Magnum steel Industries Ltd

AL Asia Chemical Industry, Malaysia

Datawrkz Business Solutions Pvt Ltd, India



Why us?
We are the best Corporate gift service

Our expert gift management and delivery team is serving local and multinational businesses in Bangladesh since 2003. We do not use 3rd party.



Reliable



Top quality products and on-time delivery of your corporate gifts in the most professional manner is our pride; your brand is in our reliable hands.

Flexible



It is all about your brand and your requirements! Let's discuss your gift wish lists and we are flexible to manage dynamic need of your business.

 **UpoharBd**
Gift Delivery Service in Bangladesh

“Professional delivery of your brand image to valued clients and suppliers”

উপহারবিডি.কম
View gifts: <http://www.upoharbd.com>
Call: +88 01716 718 650, +88 01711 976 585
Message: Facebook.com/UpoharBD
Email: admin@upoharbd.com
Head office: 5/5, Block A, Ground Floor, Lalmatia, Dhaka – 1207
Branch offices at Chittagong and Sylhet.

Appendix C: Back part of the brochure



Send Token of Appreciation:
Appreciate your clients' and suppliers' business commitment with exclusive gifts to enhance trust in corporate relation. Personal use items and desk accessories customized with brand's logo are good gift options.

Celebrate Special Moments:
Add a social touch to your business relations by celebrating birthday, anniversary and special achievements with cakes & sweets. We deliver gift to individuals, and we can organize bulk food delivery for corporate functions.

নববর্ষ উপহার - New Year Gift:
Celebrate পহেলা বৈশাখ and New Year Eve by sending gifts to your key clients and suppliers at any location in Bangladesh. We decorate gift baskets with traditional food items. We also use logo to customize gifts.

UpoharBD.com is the most professional gift service conveying your brand image to valued clients and suppliers in Bangladesh