



Inspiring Excellence

Internship Report

On

**“Contribution of ShopUp in the e-commerce industry.”**

**Submitted To:**

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Date of Submission: 30<sup>th</sup> July, 2018

## LETTER OF TRANSMITTAL

30<sup>th</sup> July, 2018

To

Dr. Suman Paul Chowdhury

Assistant Professor, BBS

BRAC University

Subject: Submission of Internship Report.

Dear Sir,

I would like to convey to you my heartiest thanks for your precious guidance and support for me to prepare my internship report. With immense pleasure, I am submitting my internship report on “Shop Up” which was assigned me as a part of my BBA Program. I have tried my level best to complete this report with the necessary information and suggested proposals that you have provided me with.

I hope that the report will meet your expectations and would really appreciate it if you would enlighten me with your thoughts and views regarding the report. I will be always available for answering any query related to this paper.

Thank you for your support and patience.

Yours Sincerely,

.....

Farhina Faruqe Raka

ID: 15204083

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BRAC University

## **Acknowledgement**

This report would have been impossible without the valuable contributions and limitless help of several individuals. I have been benefited by many people in the completion of this report. They have generously supplied insightful comments, helpful suggestions, and contributions all of which has progressively enhanced the quality of this report.

First, my thank goes to the Almighty Allah for giving me the grace to finish this report. I would like to thank all the authors of the journals, books and articles that are secondary sources from where we have collected necessary information regarding this project.

I would like to thank my respectable supervisor Rabbir Rashedin Tirno for giving me the opportunity to perform my internship program under his supervision in the ShopUp. I would also like to express my humble gratitude to all of the colleagues of my team who not only helped me to prepare this report but also helped me with their guidance and by sharing their valuable knowledge. During my preparation, I did not face any major difficulty rather I enjoyed my each & every moment.

I would like to express my deepest gratitude to my respected internship supervisor Dr.Sumon Paul Chowdhury, Assistant Professor of BBS in BRAC University, for giving me the proper guidelines to prepare this Internship Report. Without your help, this report would not have been possible to complete properly. Your support and guidance gave me the courage to make this report.

Finally thanks to BRAC University for arranging an excellent opportunity to make an internship course work where the students are getting the ultimate benefit to make their academic learning into the experience.

## **Executive Summary**

ShopUp is an e-commerce site which work with the f-commerce site of Bangladesh. F-commerce site is mainly the facebook business site where people conduct their business which is the buying selling facebook platform. ShopUp mainly create a platform for facebook sellers where they can run their business smoothly without any hassle. ShopUp provides all the necessary supports to their sellers. It has many features which they developed for the facebook sellers for instance, Shop Management system, delivery service, facebook boost and promotion, sellers grooming session etc. This report is all about ShopUp contribution in the e-commerce sector, how ShopUp helps these online sellers and creating a platform where online sellers can discuss and have a proper solution of their problems. This report is the result of three months long internship program conducted in ShopUp and is prepared as a requirement for the completion of the BBA program of BRAC University. In this report I have explained ShopUp's main features their vision, mission, background, shop management system which includes shop management tools, order management, Delivery support, Boosting and promotion and eLoan etc. following this my responsibility as an intern what are the challenges I have faced and the daily working patterns and my learnings from that. Next, the contribution of ShopUp in the e-commerce industry such as, supper seller session, international delivery, micro finance loan etc. and the limitation of my internship experience following with the recommendations for e-commerce site of Bangladesh.

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# Chapter-1

## Introduction

### 1.1 Objective

This report is made in the purpose of Bus400 course which requires doing three months of internship in any organization under the supervision of Dr. Sumon Paul Chowdhury, Assistant Professor and Coordinator of MBA Program, BRAC Business School, BRAC University. These three months of internship periods have given me not only a practical idea of corporate life and knowledge but also an experience which will help me in my further future career. The main objective of this study is to determine the Contribution of ShopUp in the E- Commerce industry. Besides,

- To describe how it works,
- Their shop management tools,
- Delivery support
- Their boosting and promotional activities etc.

### 1.2 Scope:

In these three months of internship period I got the scope to learn about e-commerce industry and its patterns which was not able to learn from our text book. Also know how e-commerce industry and f-commerce industry is inter related and learn about f-commerce business structures, customer and sellers behavior.

Electronic commerce or EC is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. These business transactions occur either as business-to-business, business-to-consumer, consumer-to-consumer or consumer to-business. It incorporates the whole extent of online item and administration deals through and through. E-commerce tools include incorporate PC stages, applications, arrangements, servers and different programming groups produced by web based business specialist organizations and

bought by traders to increment online deals. E-commerce facilitates the growth of online business. It is categorized as follows:

- Online marketing
- Online advertising
- Online sales
- Product delivery
- Product service
- Online billing
- Online payments

The internet business idea identifies with business or budgetary exchanges that encourage electronic installments of things bought from online stores and administration merchants. Web based business covers a wide scope of business exercises, from computerized content utilized for online utilization to ordinary requests of online stock. Web based keeping money is another type of online business. Internet business exchanges are directed between organizations, organizations and shoppers, organizations and government, organizations and representatives and purchasers and organizations.

E- Commerce transaction is a web based business design, in which continuous deals exchanges happen as a purchaser buys a thing or administration from an online store. This might be clarified as an intuitive joint effort between a customer and shipper. In this web based shopping, there is no go-between - simply the connection between the online purchaser and store/specialist organization. Here, electronic money related exchanges are directed safely. Online business likewise portrays the trading of information between the financing, charging and installment parts of electronic business exchanges.

In online business phrasing, Facebook trade, or F-business, is a methodology that spotlights on creating or planning web based business substance and customer facing facade locales inside the Facebook long range interpersonal communication website



Facebook business (F-Commerce) alludes to E-Commerce business that is encouraged by the Facebook web based life stage. Facebook is a noteworthy venture, with a huge number of clients and close consistent media presentation. Facebook business looks to utilize components of Facebook to drive deals.

The rundown of organizations seeking after F-business is broad and most advertising specialists concur that the volume of future F-trade will develop into a huge number of dollars every year. Organizations like Starbucks and Ticketmaster have officially fabricated to a great degree effective Facebook trade tasks, and more differing organizations are taking a gander at incorporating F-business components in deals extensions.

So I got learned very practical and basic knowledge of E-Commerce and F-Commerce throughout my internship period of “Shop Up”. I have also learned how ShopUp is running their business and making transaction through the interconnection of e-Commerce and f-commerce.

The whole concept of ShopUp is mainly based on E-Commerce and F-Commerce.

### 1.3 Method:

This report is made on the basis of my practical knowledge which I acquire from my three months of internship period. Both of my theoretical and practical knowledge I have applied to complete this report. Most importantly, some of permanent employees and my office supervisor help me in terms of gathering most of the secondary data and also gave me many important information through their experience and knowledge by which I got benefitted in preparing this internship report. So basically, I got and used the secondary data here, as their some internal information are confidential and not available.

### 1.4 Limitations:

This report is made on the basis of my internship experience which is only a couple of months and this is not a sufficient time to know an organization very well and the industry it belongs. So there are many other things which belong to this organization as well to this industry. Some limitations are given below:

- Being an intern I wasn't allowed to use the printing machine when the need arose.

- All the employees helped whenever I needed but they did not share much internal information. As a result I could not collect sufficient information pertaining to this report.
- The company does not have sufficient source of secondary data and collection of data was not smooth.
- As compliance was very implicit and confidential it was difficult for me to get these data for my research.

## Chapter-2

### ShopUp at a glance

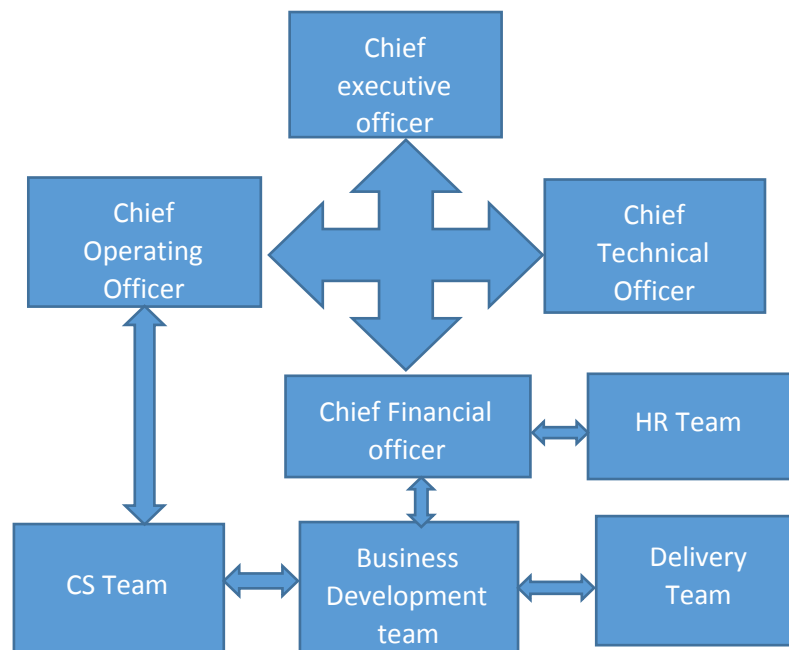
#### 2.1 ShopUp:

ShopUp is a Facebook business management tool. It's a one-stop solution for Facebook business pages. Business pages can enable ShopUp (Only desktop view) section on their Facebook page, using which they can categorize their products and also give the customers freedom to shop simultaneously. Through ShopUp platform one can manage the orders, Inventory data, manage both delivery and cash on delivery of the products and also boost the product selling post.

#### 2.2 Background:

ShopUp started their journey in 2016 and the idea of ShopUp was from Afeef Zubair Zaman and along with him there was Ataur Rahim, Siam Ahmed and later on joined Sifat sarwar. These are the people who established ShopUp in our f-commerce industry. From 2016 ShopUp has tremendous business growth and it is still developing day by day. As a startup company ShopUp creates a remarkable contribution in the e-commerce industry and providing facebook online sellers a platform where they can run their business smoothly.

#### 2.3 Organizational chart:



## 2.4 Vision:

As e-commerce industry is growing very fast in our country. So, ShopUp's vision is to take the f-commerce industry into the next level to improve their seller's life and help them to build their business in an organized way.

## 2.5 Mission:

ShopUp's mission is to become the largest f-commerce platform in Bangladesh and help their customers get the full benefit of being connected.

The services ShopUp provides are given below:

- 1) Shop management tool.
- 2) Order management.
- 3) Delivery Support.
- 4) Boosting and promotion.
- 5) Micro finance loan.

## 2.6 Shop Management Tool:

Shop management tool is a system where one can manage their facebook business by using different panel of it. In this system one can manage their orders, create collection of the products, create coupons and can do the tracking of their orders. However, this shop management system is free service where anyone can register from the ShopUp website. Some features of Shop Management system are given below:

- a) **Organized Catalog:** In this feature products can organize easily and can display as a collection. One do not need to build a website to showcase their products. This shop management tool will provide that platform to display their products in the website of their business page.

- b) **Inventory Management:** Inventory management is the system where seller can easily have the track of their products via excel sheet. When a seller get any confirm order from their ShopUp store, it will automatically updates their order list an inventory.
- c) **Automated Invoice:** This feature gives the seller a professional business service look as in every delivery seller can download the automated invoice of every particular order with the products price and customer's details.
- d) **Updated Order List:** This feature gives the seller a relief from update their order list because in this shop management system the order list will update automatically without any delay. So it gives the chance to the seller to concentrate their work rather than being busy with keeping track of their products.

## 2.7 Order Management:

- 1) **Take orders via BOTs:** Customers knock at any time in any day no matter it is morning or mid night. So sellers can use ShopUp BOT system which will give an instant reply to the customers.
- 2) **Order link with each product:** There is a ShopUp product link in the description of each product. So anyone can easily place order with that link fill up the other information. There sellers don't have worry about anything while customers will place order.
- 3) **SMS notification:** After placing an order customer will get confirmation SMS, also when the delivery will arrived customer will get that update also via SMS.
- 4) **Send automated invoice to the inbox:** Sellers can easily create invoice by using ShopUp's chrome plugin and instantly send it to their customers which will give a professional look to their business.
- 5) **Take orders with comments:** Customers can easily place orders by typing #order on the comment section of products.
- 6) **Creating orders on mobile app:** Sellers can easily create orders by the mobile app. All they have to do is log an order on the behalf of customer using ShopUp app or the

ShopUp dashboard. Fill up all the customers' information and give them the invoice right away.

- 7) **Create product bundles:** Sellers can easily create a complete basket for their customers and customers can easily check out the products with just a one click.

## 2.8 Delivery Support:

The delivery support which ShopUp give is very smooth and fast. ShopUp only deliver the parcel size products up to 2kg and the extra charges added if it is more than 2kg. To have the delivery support the sellers have to do delivery agreement with ShopUp and send them delivery request.

- a) **Reliable Delivery:** If the sellers send the delivery request within 12pm then their parcels will be picked up on that day and after pick up the parcel it will be deliver within 48 hours.
- b) **Timely Payments:** ShopUp has a very systematic payment system. Deliveries which delivered within Dhaka the payment will be given in the next week after the deliveries either in Monday or in Wednesday. Outside Dhaka deliveries payments takes two weeks to disburse
- c) **Sign Up:** To active the delivery support of ShopUp the sellers have to sign up the delivery and send the delivery request to ShopUp after that ShopUp will call the seller and accept their delivery request.

## 2.9 Boosting and promotion:

Boosting and promotions are very important tools for online business. Boost will reach the products to its target customers while promotions will increase the likes of the page. These features anyone can active if they have facebook page. Boost can increase the sell and many facebook sellers are interested to boost their products album to increase their sells. In every occasions such as, Eid, puja, pohela boishakh, New Year etc. in these times boost has most demand. Usually sellers do promotions to increase their page popularity. In ShopUp super sellers can boost their products at 85tk per USD and normal sellers its 115tk per USD if ShopUp place

the ad on behalf of sellers where ShopUp will set the target customers and solve the every other problem arise while boosting. There is one more option which is 105tk per USD where seller will place the ad and they will select the target customers, place and all. Here, ShopUp will just active the boost request.

- a) **Immediate ad placement:** Placing boost request is very easy one just have to follow the boost request video of ShopUp and finishing some steps will successfully send the boost request to ShopUp. The minimum budget is one dollar per day. One can set the budget between 1 to 100 dollar par day.
- b) **High transparency:** After placing the boost one can see how much dollar has spent and the how much like and comment they get in the boost album.
- c) **Close more sales:** Our ad management team try to set the effective target customer for boost which bring the more sale.

## 2.10 Micro Finance loan:

Getting a loan is not an easy process and it requires a lots of processing and documents. ShopUp giving this micro finance loan to its sellers in a very easy way which takes away a lots of hassle.

- a) **Get a loan in a few clicks:** Maintaining an online business takes a lots of preparations for examples, taking orders, preparing parcels and handling customers etc. At the same time applying for loan takes long processing such as, going to the bank and preparing many paper work etc. However, in ShopUp one just have to follow some steps which they can do sitting in their home.
- b) **No securities, No bank statements:** Taking micro finance from ShopUp does not require any securities or bank statements. Only it requires start the delivery with ShopUp.
- c) **Pay as you sell:** Not every month the sell will be the same sometimes the sell will be high and sometimes it will be lower than before. So here ShopUp will deduct a little amount from each sell which will repay the loan interest. By this way the sellers won't have to worry about the loan repaying deadlines.

d) **Flexible Repayment:** To get a loan from ShopUp sellers have to start their delivery with ShopUp because if they do their deliveries from other companies and then lose their money from these unreliable courier companies, as a result it will hamper their loan repayment. In addition, our delivery team will help them to verify their sales, customer satisfactions, parcel cancellation etc.



## Chapter-3

### Responsibility as an Intern

As an intern in ShopUp I was in the CS department. Where I have to communicate with clients in daily basis via facebook, Phone calls etc. Managing the facebook page of ShopUp and receiving the phone calls. Here, basically solving the client's problem also providing the information they want to know about ShopUp. There were different types of clients some has delivery related queries, some has boost related queries, some customer has technical issues or simply wants to know about ShopUp's features and how to do the registration or how they can start an online business. Each and every client has different types of problems which arise at a times and I have to solve them as soon as possible. Describing customers how to use the shop management system, its features and integrate it with their facebook page. There are different features of shop management system which is uploading products with price, details and quantity; facebook boost, delivery, orders, dashboard, collections etc. Here, sellers can upload their products, create their orders and send the delivery request to ShopUp for delivering their products. In their ShopUp management system sellers can set the delivery charge and create coupon for their customers, also sellers can set the payment way either it can be cash on delivery or payment via bkaash. So explaining these features to the sellers and how they can successfully apply them in their shop management system.

Here, I have to maintain excel sheets for different purpose for instance seller's acquisitions, delivery, boost etc. Sellers acquisition is basically tracking the new sellers who are interested in particular services and giving them all the processing later on check each and every sellers whether they active the services or not and having a track list that how many of sellers take which service. In ShopUp they use a software call Slack to have a better communication among the employees and management team. So I also use this software to assign any problem arise in delivery, boost, accounts or technical side. In facebook when we interns got any issues we give it a level according its sector and it direct go the slack in that particular department. Where the assigned employees from that department solved that issues and get back to the customers. Leveling in the slack means it will show to everyone in the company who are registered into

slack and the higher authority keep on checking all the issues and the solutions of that where they also gives suggestions to the employees if any problem arise frequently.

### 3.1 Work with Delivery team:

As an intern most of the time I have to deal with delivery team on behalf of the sellers. Sellers have different types of query about their parcels for instance, when the delivery man will come for pick up the parcels or why this parcels are not delivery yet etc. I have to give them all the answer of their queries and for these daily I have to interact with delivery team. For these purpose we used to maintain an excel sheet where u have to put all the delivery related problems also level these delivery problem in facebook business manager which directly went to the software called slack and delivery team give their answers directly from slack software. In case of delivery related issues there were three types of quires, one is when sellers has some issues of delivering their products, next is when any delivery failed and we have to inform it to the seller and lastly when a seller is completely new, wants to know about the delivery service of ShopUp and do the agreement with ShopUp and send the delivery request. So, here as an intern I have to take care of all these delivery related problems.

### 3.2 Work with Ad management team:

In ShopUp I have to work with ad management team in daily basis. As ShopUp has a service of boost and page promotion in facebook. So, many sellers are interested to promote their page and boost their product via ShopUp. In the boost related queries there was three types of problems frequently arises which are giving the details about boost and page promotion, how to send the boost and page promotion request and lastly most important one is if the ad is not reaching their target customers then change their target customers and giving the screenshot of how much dollar has spent so far. However, there are so many types of problems arise from the sellers which I have to discuss with the ad management team and give sellers a proper solution and later also follow up to these problems.

### 3.3 Work with Finance department:

Working with finance department was not that easy task as their department was far away from the CS department and there were lots of queries about the delivery payment and dues.

Sometimes the sellers became confused about which payment they got and which they didn't and as an intern of CS department I have to contact with the finance department and most of the time they weren't available in Slack thus personally I have to go in that department and solve these issues and get back it to the sellers. Also give them the excel sheet, show them how they can easily download their excel sheet in the shop management system which automatically updated the invoices and the payments. However, sometimes I have to talk with the sellers over phone calls to clear their confusion about their payments and dues.

### 3.4 Challenges:

While working as an intern in ShopUp I have to face many challenges and from there I have learnt many things about corporate behavior, working style and time management etc. In the eve of any occasions or events sellers have more orders therefore, the delivery pressure became huge where I was in CS department so I have to contact with sellers if any delivery failed and give the query answers to the sellers about their parcels. On the other hand, these occasional time there are huge rash of facebook boost requests. Consequently, the queries also came at a time a lot more than before. Moreover, I have to be very quick to response to the sellers and solve their problem both in delivery and boost related queries in these rush time. Another big challenge I have faced when the ShopUp add campaign starts and it continues for some days on those days I have thousands of queries about that particular ad along with that I have to attend phone calls and other departmental queries. Which every time successfully I have managed to reply each and every customer's query and attended all the phone calls, give customers instant solutions to their problems and manage all the sectors of CS department. These situations taught me to think about the problem and give the solution instantly or primarily if the problem is more critical then inform it the related department. Along with that I have learnt to handle the customers as they are not easy to handle because different types of people has different types of opinion and perspective. So, respecting their perspectives still giving them the right direction was not that easy task which I have learnt very dedicatedly in my internship period. However, I have also learnt to be very quick respondent to the customer's queries in both facebook and phone calls.

## Chapter 4

### Contribution of ShopUp in the e-commerce industry

In our country e-commerce industry is growing rapidly and it's still in the development stage. There are lots of place need to be improved. Here ShopUp as an organization having very important contribution in the e-commerce industry and in future there will be many more.

#### 4.1 How ShopUp works:

ShopUp is a f-commerce site which basically works with the facebook sellers. Here ShopUp offers different services to their sellers such as delivery service, facebook boost and promotion, super sellers sessions, seller grooming sessions, shop management system which is the platform where sellers easily upload their products and give it a website view also can manage their orders, send delivery request to ShopUp for delivering their products, easily can send give boost request to ShopUp, create invoices, tracking the inventory, orders, deliveries in a excel sheet etc. These all functions ShopUp offers in their Shop management system which is free of cost just to make online sellers life easier. ShopUp offers low cost boost and delivery for their sellers. Their lowest rate of boosting is 85 taka and all a sellers need to send a boost request with a bkaash payment there is no hassle of international credit card payment for boost. Following this their lowest delivery rate is 35 taka inside Dhaka which creates a huge impact on online selling. ShoUp also organize different types of fair for their sellers and also organize sessions which improve their seller's knowledge about online selling. ShopUp also maintain a blog where they write effective tips and tricks about online marketing and how organizing the online page, how to engage the customers in the page which creates a huge impact to those people's life who is totally unaware of online marketing still want to open an online business. Moreover, ShopUp is evolving their ideas day by day and creating new events and services for their sellers to create a smooth facebook selling platform for them.

#### 4.2 Super seller:

ShopUp has a program called Super Seller session where anyone can join who has the interest to do online business or already has online business. This session is all about educate the sellers.

Here in our country lots of people start online business but they have very little knowledge about doing business in online. Therefore lots of difficulties they face while running their online business. So here in the super seller session one can come and discuss their problem with

ShopUp and ShopUp's business development team try to give them the best advice. In the super seller session ShopUp also explain their features, how to use them and how sellers can convert themselves from normal seller to super seller. ShopUp super seller offer is delivery within Dhaka at 35 taka and boost at 85 taka. Also supper sellers has many others facilities for example, participating in the fair which organized by ShopUp, attending different seminars which develop different skill of online business also get certificate from these seminars or special course. For being super seller of ShopUp the sellers need to active their delivery with ShopUp and also have to deliver at least 3-4 parcel in a week to keep their super seller tag active. Super seller has most big advantage in the facebook boost. As we all know to boost facebook page or post payment need to be done in USD via international credit card also there are many rules and regulations need to follow while boost any facebook post or page. In that case many of online sellers faces difficulties as they don't have international credit card also they don't understand how to boost as a result they went to many unauthorized organization where they have to share their password of their facebook ID which is not safe at all and sometimes their facebook page get blocked permanently by Facebook for not following facebook rules and regulations. So ShopUp brings solution of all these problems as ShopUp has direct link with facebook and it is authorized.

So, any online seller can boost their facebook post or pages via ShopUp where they have to bkaash their boost amount in the ShopUp wallet number. Here, ShopUp does not require any ID password of sellers all they need is a boost request from them to ShopUp following all the process. Boost through ShopUp is very easy and secure also sellers can get the high amount of paid reach which any time they can check that how much dollar has spent.

#### 4.3 International Shipping:

Online business can do very well if the sellers can reach their products internationally and many customers outside the country are very interest to buy from our country especially hade made products, dresses, jewelry etc. However, delivering products outside of the country is not that easy process also the cost is very high. Here ShopUp has made a great contribution to the

ecommerce industry by creating the platform for facebook sellers to deliver their products internationally just following some steps. ShopUp has made international shipping agreement with DHL where sellers of ShopUp can easily send their products from DHL with lower international shipping charge compare to normal standard international shipping charge. ShopUp right now started to deliver products internationally in few countries according to the responses of these countries customers in future it will include many other countries as well. Currently ShopUp internationally shipping to these countries: India, United States of America, Canada, Singapore, Thailand, Malaysia, Philippines, Indonesia, Australia, New Zealand, Japan, South Korea, Germany, Sweden, United Kingdom, Norway, Italy, Netherlands, France, Austria etc. If a seller is registered with ShopUp then they can easily estimate their international shipping charge from their shop management system. In the shop management system they have to select the estimate delivery charge where they have to put their products price and weight therefore they will get the final shipping charge which include products price, shipping charge and payment charge. In the international delivery sellers can pay the shipping charge or customers also can pay the shipping charge it's up to the seller's terms and condition. Customers need to pay first in the case of international delivery and they have to use ShopUp payment gateway. To delivery internationally customers need to follow some steps which ShopUp will guide if anyone one interest in the international delivery. This international delivery opens a big opportunity for the facebook sellers who can easily deliver their products out of the country in a very short period of time with lower cost and developed their business internationally.

#### 4.4 Micro finance loan:

The elementary explanation of microfinance is "financial services for poor and low-income clients" (sabin, 2016). However, the term of micro finance is general understanding about the specific financial movement (sabin, 2016). In the last two decades the micro finance has established its fields in the development practice and the research where micro finance developed broader range of financial and monetary services which offered by many financial institutions such as, non-government organizations (NGOs), savings clubs, building societies, credit unions, cooperate banks, commercial banks and insurance companies (Fouillet, Hudon, white & copestake, 2013)

Started a business requires a lots of capital it does not matter whether it is online business or physical shop but business needs to take some preparation such as stocking the products, opening online pages or create website, maintain customer care, good photography of products etc. However, these require quite a lots of money but if one have physical shop then it is very easy to apply for loan and they can get loan also but the real problem arise for those who does not have any physical shop they only have online shop. Taking loans from banks it's important to have the financial statement of the business, also giving the loan primarily it depends on the income statements and balance sheet of that business (Berger & Udell, 2002). If one have only online shop they cannot get loan for their business and for issuing a loan it takes lots of processing with many terms and conditions which is not easy to maintain for those small online entrepreneurs. For these small online entrepreneur ShopUp brings micro finance loan by BRAC. ShopUp make a partnership with BRAC Bank for giving loan to these small entrepreneur with a very low interest rate. It creates a big supports for those online entrepreneur who has talent but cannot start or run their business fully as they lack of capital. This micro finance loan is for those sellers who has online business in facebook and they have purpose for this loan for instance, stocking the products or start online business in a new way, business promotion or boosting etc. It doesn't require any assets for warranty to grant this micro finance loan. The interest rate is very low only 4% if the sellers repay it within three months and this interest rate depends on how much time sellers need to repay the loans if they want to take more time in that case the interest rate will adjust according to the policy of loan. There is no hidden charges in the loan interest rate. To apply for the loan sellers have to fill up the loan form which they can find in the ShopUp facebook page or they can simply ask to the ShopUp customer care service. After submitting the loan form the ShopUp business development team will review each and every submitted form and then they call the sellers to set the further procedure. Those online sellers who are selected for loan they have to start their delivery with ShopUp and from their delivery charge ShopUp will deduct the loan interest rate. As ShopUp doesn't take any guaranty from the sellers that they will surely repay the loans. So, only start the delivery with ShopUp is the only conditions of giving the loan which ultimately the way for sellers to repay their loans.

#### 4.5 Women Empowerment:

One of the main two problem women face while running their small business is they have difficulties to ensure their funding's to run their business and also they cannot move around easily from here to there like man (Maier & Reichert,2007,p.46). ShopUp encourage women to establish themselves as an individual. There are many women out there who cannot continue their job after having a baby or after get married. ShopUp help these women to start their own online business and give courage to start all over again. They groom these small online entrepreneur for their business and give them ideas how they can improve their sells and make better digital marketing. Most of the ShopUp super sellers are women.

ShopUp highly encourage these woman's to start their own business. They gives idea to them how they can start their own business teach them the basic digital marketing, show them which way they can do better and how they can develop their online business. ShopUp made video of their super sellers how they became successful women entrepreneur to encourage others. They bring up the story to show our society that women's can run their business from home and help them in every possible way so that they smoothly run their business. One of the top sellers of ShopUp is Stylish collection, Rapanzal secret, Tumi golar mala, Bunon, Ayhan shop and so many. These are some of well-known online shop run by women and ShopUp give their full support to them. These online business pages earn monthly in lacks and their profit is growing day by day. Rapanzal secret is the shop who is with ShopUp from the beginning and now they are the most top sellers of ShopUp. There are so many sellers who started their business as ShopUp super seller though their sell is not up to mark still ShopUp encourage them to start their business and as a support ShopUp giving them super seller rate delivery and boosting. On the other hand, if any super sellers having difficulties to sell or their sell in going down then ShopUp business development team analyze them and then help them how they can have their sell higher than before. ShopUp always emphasize in the women empowerment and this is one of the biggest contribution of ShopUP because there are many women entrepreneur who work with ShopUp after leaving their job for their family and now they are successful online business entrepreneur for instance, Jamimaz Collection who used to work for a multi-national company now a successful online entrepreneur.



#### 4.6 Recommendations:

While working as an intern in ShopUp I personally faced so many online sellers who started their online business or about to start their online business but they have no knowledge about how these online business works and also do not have any technological knowledge. Many sellers don't even know how to open an album or facebook selling pages, they don't understand the terms called boosting, promotions, reach while doing boost or promotion or reach depends on the facebook post and how much dollar has spends. These are some very basic knowledge of online business but most of the online sellers who run their business in facebook are unaware from these facebook terms and policies. As a result when they start their business in facebook they face many difficulties such as in boosting or easily get trapped by fraud. However, these online sellers has lack of basic knowledge about technology also. Moreover, in our country these ecommerce industry is growing day by day and many people started to do their business in online so it is necessary to teach them the basic knowledge about the online business and e-commerce industry. Therefore, they will able to run their business smoothly and when they will started to work with ShopUp or any other e-commerce site they will at least understand the terms called boost or page promotions or how much dollar has spent in boosting, what is reach while doing boosting or page promotions etc. Bangladesh ICT (Information Communication Technology) Division can take a step towards this by creating any course for basic online marketing or business. Which anyone can do who is interested in Online business this will brings a very revolutionary changes to the e-commerce industry because sellers will be educated so they will able to serve their best to this industry. ICT has the power to access, transmission and implication of knowledge and information almost in every aspect of human engagement, its being recognized for the possible to bring the new global knowledge based economy (Huyer & Sikoska, 2003). However, in our higher secondary education government can mandatory a course which will teach how to do online marketing. This will prepare a student to have a vision of self-independent towards their future and they will use their talent towards the progress of themselves and the nation as well.

## Chapter-5

### 5.1 Conclusion:

ShopUp makes lots of contribution to the e-commerce industry especially in the F-commerce industry. Every other day ShopUp brings something new for its customers so that they can make some difference to the sellers life and give them a platform where sellers can easily run their business. In my internship period I have seen many events which organized by ShopUp for their sellers such as, success story writing competition where ShopUp invites every sellers who do business in Facebook writes their own struggles behind their success and then ShopUp give them price and publish their story with their shop name in their facebook page. ShopUp also organize different workshop for their sellers for instance, how to keep loyal customers, digital marketing, product photography course etc. Not only these ShopUp has blog post for their sellers where they write lots of tips and tricks for their sellers to explain how they can organized their business to get best output.

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