



**INTERNSHIP REPORT ON
DIFFERENT CAMPAIGNS OF PATHAO LTD.**



Submitted to

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Subject: Submission of internship report on “Different Campaigns of Pathao Ltd”

Dear Sir,

I am glad to present you the internship report titled “Different Campaigns of Pathao Ltd.” which was assigned to me as a required curriculum for the completion of my BBA program curriculum. It was my utmost pleasure to work under your active and direct supervision.

I worked as Intern of communications and content in the Marketing Team where I was assigned with various responsibilities of content writing and communications under the supervision of Muhammad Muhtasim Jawad, Specialist, Content and Communications.

From the almost two month of work experience, I was able to handle a great deal of pressure and quickly grasped the organizational culture of Pathao. Moreover, it gave me both academic and practical exposure of the fastest growing ride sharing company’s organizational environment.

I shall be highly obliged if you are kind enough to receive this report and provide your valuable judgment. It would be my immense pleasure if you find this report useful and informative to have an apparent perspective on the issue.

Sincerely,

Tamanna Rahman Kanta

ID:14104047

Acknowledgement

At the very beginning I would like to recall the Almighty Allah for showing mercy on me to be able to conclude this report successfully. Thanks to all the people who helped me to accomplish the entire task in making this report. I will like to show my gratitude to all the people who gave me broad insight of the fastest growing ride sharing company in Bangladesh, who taught me different technique, to meet the goal and to match the theory with the practice of the current phenomena.

I want to pay my best gratitude to my honorable supervisor and respected faculty Mr. Tofazzal Hossain for his sincere cooperation. My honorable supervisor approached me very positively every time when I had wanted his guidelines and suggestion for the report preparation. Moreover, he kindly listened to all the problems I faced while completing the report despite his very busy schedule. My sincerest gratitude to my supervisor at Pathao Ltd, Muhammad Muhtasim Jawad, Specialist, Content and Communications, for his continuous guidance and support. My superior team members who taught me a lot about work procedure, helped me whenever I faced difficulties to complete any task and supported all the time. I heartily grateful to my team members Ms Anulekha Chowdhury (MTO) and Mr.Armanul Amin(Executive).Without their support and contribution it will not be possible for me to complete this paper. I would also like to give thanks to Ms. Sayeda Nabila Mahabub, Lead Marketing Manager who helped to understand the overall marketing strategies of Pathao Ltd.

No words could suffice as to how the Marketing Team, one of the fastest growing Marketing teams in Bangladesh took me as one of their own. We engaged in a number of large-nationwide marketing campaigns and I am proud to be a part of their 'Moving Bangladesh' dream. The culture and the work ethic truly amazed me as to how the organization functions as a whole.

And I would also like to convey my gratitude to Allah whose invisible guidance helped me to complete this report. Although the time was very limited for getting the sufficient information to prepare my internship report; the short experience that I gathered very early, in Pathao limited I have used to put in order to my Internship report.

I am greatly appreciative to all of the Superiors and colleagues for their support. All of them were very forthright and helpful throughout my internship period.

Executive Summary

Pathao Ltd. is the fastest growing technology startup in Bangladesh having services across Ride sharing, Food delivery, Parcel and Courier verticals. The company was founded in 2015 by a group of young entrepreneurs which quickly became a nationwide brand and cult. The company was recently funded by Gojek, an Indonesia based motorcycle ride sharing company. Initially, the company started its operations as a parcel delivery company with an android application for the service delivery process. The company quickly resorted to the aforementioned verticals and is now the leading player in the ride sharing market for motorcycles and quickly over taking the cars ride sharing market from Uber South Asia, recently acquired by Singapore based Grab. The competition will be fierce in the coming few months. Pathao was able to break the game in the end of 2016 where the technology touched millions and now is a part of everyone's life, whether anyone is commuting to work or simply ordering food from home.

As a content writer and analyst and having significant exposure to marketing theories, I have highlighted how Pathao became a brand through all the marketing content that binds all of their milestones and notable communications.

Facebook is the only platform where companies, even before they are officially launched are incepted to let people know how a company should function and the services they can offer. Except this, I have also highlighted all my content related work and the integrated campaigns that I have worked on. The report focuses on the different content that I wrote and worked on, with explanation as to how the page engaged with the massive audience from 5th June to 1st August, 2018. Along with that, there is also a significant emphasis on how the company functions across all its verticals, i.e. Pathao Rides, Pathao Food and Pathao Parcel. Being a content writer and promotion planner at the marketing team, there were significant responsibilities where content creation is the primary objective following Pathao's brand guidelines and keeping the Pathao style across all the content that has been sent out to communicate across online and offline mediums.

Finally, I have offered some recommendation as to how Pathao, as a brand can communicate in a more efficient way rendering their service delivery process by keeping their communications warm, humane and friendly.

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Introduction

Pathao is Bangladesh's quickest growing technology startup backed by variety of international investors. It has developed app based mostly tangible solutions to counter the country's biggest infrastructural issues. When establishing themselves to be the most important e-commerce delivery company in the country, it has enlarged into the ride-hailing transportation area and food delivery service. employing a dynamic fleet of motorbikes and cars, the company is providing solutions by harnessing the ability of technology to alter the face of the country.

Pathao, the startup started by Hussain M. Elius transports merchandise and other people on bikes and cars – to beat traffic and supply economical business solutions. It's essentially the Go-Jek of Bangladesh, and it's growing quick, creating thousands of visits and orders daily once launching in 2015. The company additionally received investment price \$2 million from Go-Jek on a series A funding.

This report has been prepared to introduce the social media campaigns run by Pathao in Bangladesh. With the help of the knowledge I gathered from past two months working here in content and communications team I tried to emphasize on how Pathao differs from its competitors in the field of social media campaigns.

Company Profile



Pathao Parcel (aka. Fulfillment) is that the mother ship of Pathao wherever as Pathao Rides and Pathao Food are the secondary varieties of delivery service involving humans and food. The company provides supply support to its customers by connecting the net stores with their customers. Domestic E-commerce businesses i.e., Daraz.com.bd; Ajkerdeal.com etc. uses Pathao fulfillment services to deliver the products brought through their sites on to the client face to face.

The services offered through this vertical of business include: cash-on-delivery (COD); reverse supply (which could be a come to sender/origin support); 24-hour client service. customers profit through the value-added convenience of products being delivered to their home, and businesses profit by not having to borne immense delivery prices and giving customers an added service. The integrated app uses a mobile-friendly interface that allows users to access the services on any platform: internet, computer, mobile, and a 24-hour client service implies that customers will have their issues sorted at any hour of the day.



Pathao Rides is a transport service provided by the business, which is more like a motorcycle and car taxi, similar to Uber and Go-Jek. It works through the official Pathao app available in both iOS and Android platforms. Anyone looking for a ride simply logs into the app, selects where they wish to be picked up from and where they want to be dropped. A map will appear in the app showing the location of the pick-up and destination point, the estimated time of arrival and the estimated fair. The interface is user-friendly and the convenience of selecting the exact location gives an added benefit to the consumer. The rates are extremely competitive and much lower than autorickshaws, plus it saves passengers a lot of time. Pathao Rides charges a base fare of Tk. 25 for the first 2 kilometers and Tk. 12 for each kilometer in addition to a charge of 0.5 Tk. per minute. Even though the rates may seem expensive at a glance, the convenience of faster travel and avoidance of traffic makes it worthwhile. The Pathao Rides operations are shared by the Pathao Chairmanbari office and Pathao HQ at Gulshan-2.



The Pathao Food is that the latest addition to Pathao's growing business verticals. the company has quickly achieved adding 3000+ restaurants across the capital associated guarantees delivery in an hour. the company in the main functions by victimization their fleet of freelancing riders and

distributes the food orders equally to the purchasers awaiting food at their homes. Pathao Food has quickly ready to gain the market share wherever the food delivery market is very saturated by native and international players like Foodpanda, Hungrynaki and Harriken. However, because of robust infrastructure and having a robust fleet of freelancers, the food service is premium and offers delivery times that's lesser than its competitors.



The One app vision

Values of Pathao Ltd

At Pathao, everything starts with the users and riders. The company values all of its day to day partners with sheer respect and importance. This pioneering spirit reaches back to its entrepreneurial roots, inspiring collaboration, innovation and especially transparency across all of its platforms. The Pathao spirit may be counteracted within the following points given below:

- **Everyone builds**
- **Walk the speak**
- **Everyone matters**
- **Never stop learning**
- **Keep moving and continue to grow**
- **Empathy and kindness**
- **Leaders area unit fully grown, not made**

Company Divisions and Departments

Pathao was originally supported by the 3 mighty entrepreneurs, Fahim Saleh, Hussain M Elius, and Shifat Adnan. the highest management at Pathao is thought because the team Titans, consisting of the folks shown within the diagram below:

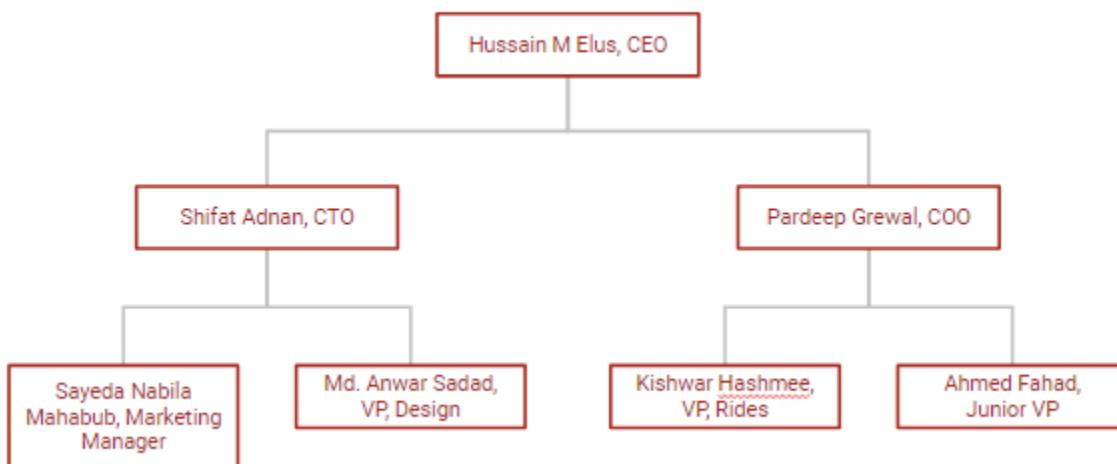


Fig: Organogram of Pathao Ltd

Work Environment



The work environment at Pathao is state of the art with an open office setup similar to any tech company of the world. All its functional offices follow the same arrangement where large tables

are arranged around the office floor and team members work around the tables with their respective devices starting from laptops, desktops and other mobile devices. The work environment focuses on team work where open floor setup enhances the interaction of all team members and cross functional interaction between members of two separate teams. Since I worked at the Pathao HQ, the office boasts four floors of workplace and the Marketing team sits at level-7, the most exciting place and the only dedicated room catered to the Marketing professionals at the organization. Any employee can move to the ascending floors and collaborate with other team members. All the work is simply assigned by email and extra communications are done by WhatsApp.

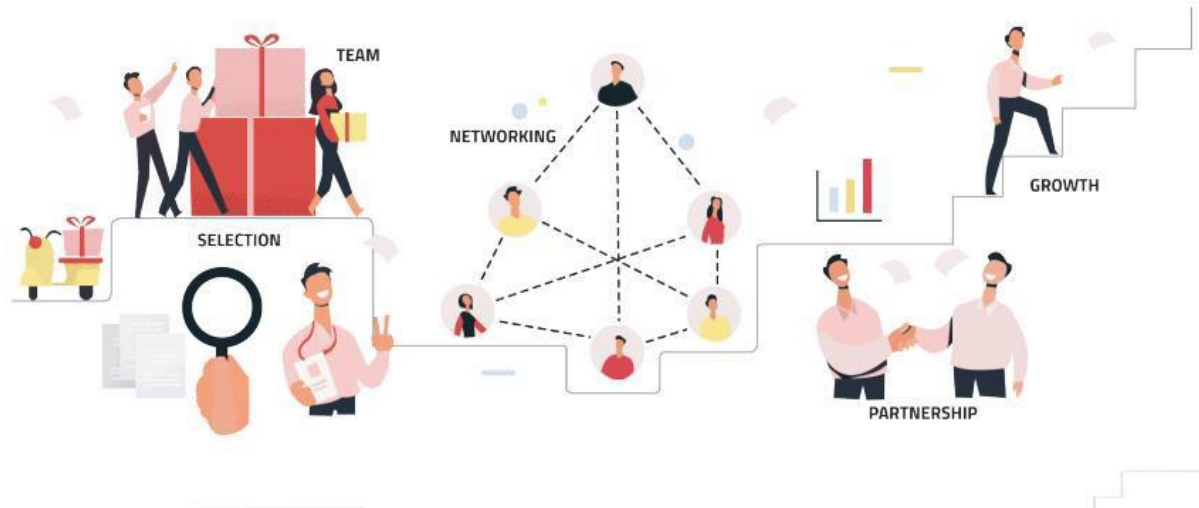


Fig: The Pathao Work Culture

There are a number of functional departments at the Pathao HQ whereas, the list can be updated to a larger number if all the rest offices are considered. Since all the significant administrative work is being implemented from the Pathao HQ, the list of all the teams that work at the HQ are given below:

- **Finance Team**
- **Accounts Team**
- **Admin Team**

- **HR Team**
- **Data Science Team**
- **Food Team**
- **Bike financing Team**
- **Business Development Team**
- **Operations Team**
- **Customer Support Team**
- **Marketing Team**
- **Product Team**
- **Product Design Team**
- **Tech Team**
- **Team Titans (Top Management)**

All these teams have multiple inner divisions relating to functions and responsibilities. The teams and their core functions area unit being delineate below:

Finance Team

The finance team closely takes care of all the money affairs and projections of Pathao lead by a highly experienced chief financial officer. The finance team sits on the level-6 aboard the accounts team and works in par with all the offices and departments of Pathao.

Accounts Team

The accounts team is exclusively accountable for keeping track of all liquid and money connected affairs that area unit a district of Pathao's core business. The accounts team liaises with Pathao's Banks and provides procurance of any money incentive task at Pathao.

Admin Team

The admin team keeps track of Pathao's tangible assets ranging from tables to extremely high-priced instrumentation across all the offices and involves in maintenance of the listed things. If anyone should address any drawback concerning their web service, workplace instrumentation troubleshoots or a straightforward package issue on their individual device, then the admin team ought to take the decision. The admin team sits at the level-6. The Team is led by Shohel Ahmed.

HR Team

The HR team is led by Sifat Hasan, a very distinctive individual whose vision has sparked a true modification across Pathao. The HR team takes care of all of Pathao's workers as if they're the organizations most valued quality. The HR team engages in routine campaigns across all the offices that tend to encourage the staff with world category edges and compensations. The HR team conjointly hires capable people into the Pathao force. The HR team sits at the level-6.

Data Science Team

The Data science team is really a unique team within the whole of Pathao. the data science is led by Ehsan Karim, a really distinguished data scientist who is concerned in operating with all the data that's being generated by all of Pathao's users, riders and therefore the services offered via Pathao's verticals. the data science team interprets all the data and interprets them into actionable measures.

Food Team

With the recently launched Pathao Food vertical, the Food team works closely across the Pathao HQ and Charimanbari office wherever client support primarily functions. The food team often addresses food campaigns and manages edifice accounts of 3000+ restaurants across Dhaka. The team is led by Farzana Sharmeen who is only accountable for all the food operations.

Bike Finance Team

The bike finance team acts as a bridge between the business development team and therefore the promoting team wherever the only real responsibility is to act as a liaison between bike importers and dealerships with vital name and supply solid offers to Pathao Riders and mass customers in order that they'll avail motorcycles for Pathao ride sharing or any reasonably logistic assistance.

Business Development Team

The business development team in the main engages in handling vendors and partners for managing Pathao's promoting and business development opportunities across variety of offline platforms as well as ATL and BTL mediums. The team is headed by Ishfaq Chowdhury and works closely with knowledge science, promoting and Operations team.

Operations Team

The operations team does not sit at the Pathao HQ as they work from the Chairman Bari office alongside the Customer Support Team. The operations team closely monitors the service delivery process of all riders and users in real time and addresses any kind of emergency with diligence.

Customer Support Team

The customer support team works day and night. The team answers to each and every query that goes through Pathao Facebook page and the app. To keep the service quality efficient and streamlined, the team has a dedicated team who works closely with the riders and provides them with the necessary support. Except that, all the food orders received from the Pathao app are also processed there.

Marketing Team

The marketing team is the brainchild of Sayeda Nabila Mahabub, that has successfully undertaken some major campaigns that has helped Pathao reach out to millions. The marketing team is the only team that provides all kinds of content and communication support to the entire organization, across all the verticals. We will discuss more about the marketing team in the coming pages.

Product Team

The product team is deeply involved in formulating and reshaping Pathao's mobile app and providing new updates to the app time to time. The product team works closely with the product design team and changes the application with suggestion from Data science, tech team and the top management. The product team takes input from all the other functional teams of Pathao.

Product Design Team

The product design team is led by Anwar Sadad and a group of country's best UX/UI designers who solve critical problems related to the app. The UX/UI designers analyze app usage problems and work closely with the tech team. They are highly efficient at solving problems with efficient design.

Tech Team

The tech team comprises of 100+ computer engineers. The team works round the clock and maintains the integrity of Pathao's proprietary software and applications starting from backend to front end. They also test newer technologies time to time and makes sure that they keep bugs out of the user's end. The tech team is led by Sifat Adnan, CTO.

Team Titans

The team titans are the top management of Pathao. All the other teams report to this team time to time. The team is comprised of the CEO, CTO, COO, VP and Managers of the organization.

Mission, Vision and Objective

‘Moving Bangladesh’ is the Pathao mission. Being the most trusted community fueled mode of transport in Bangladesh from Parcel delivery, sharing rides and food delivery, the company is making the commutes faster and cheaper by engaging door-to-door deliveries. The company is taking major leap into changing the system as to how logistics service in Bangladesh is conceived.

‘Revolutionize traffic congestion and logistics systems through use of technology’ is the Pathao vision. The company has come close to realizing its long-term goals and is now planning to operate on a nationwide-international platform centering the major cities like Dhaka, Chittagong and Sylhet.

‘One app, all solutions’ is the current Pathao objective. The company is currently working hard to make it possible where all of its services will be housed under an integrated smartphone application which has been downloaded over 1 million times in the Google Play store.

The company aims at becoming the regional leader by using highly trained, decentralized fleet of motor bikes and cars by ensuring the most efficient mode of transportation in the streets of Bangladesh. By leveraging proprietary technology, Pathao provides top-notch service at rock-bottom prices. The app-based ride sharing concept has already changed the landscape of commuting in Bangladesh. The convenience of on-demand rides paired with unbeatable pricing has made Pathao the most popular choice amongst the tech-savvy users in Bangladesh. On the

other hand, hundreds of small businesses have partnered with Pathao to enhance their logistics to support door-to-door deliveries, 7 days a week. The tech-centric solutions are unparalleled in terms of quality of service as well as convenience. Currently available in Dhaka, Chittagong and Sylhet, Pathao is working hard every day to make all its services available across every district in Bangladesh.

The Rationale of the Study

In our education system we still believe in memorization of theories and writing it in our exam sheets like machine. However, BRAC University let its students get the taste of the actual world outside the bookish theories by this internship. Students go through at least three-month long internship program to experience what is happening in the real business world and try to incorporate their knowledge and learn from the companies as well in which they are doing their internship. In this report I tried my best to show what I learned from Pathao Ltd from past 3 months. Moreover, my knowledge from textbook and knowledge I gained from the company-I tried to mingle these two things in the entire report. Here, in the report, I have tried to show the online promotional and marketing strategies which have worked as the key success factors of Pathao Ltd Bangladesh. In this report, I have mentioned Pathao's online promotional strategies along with network channels and my responsibilities as content writer of the marketing team. This report may be used for farther research or to know about Pathao's marketing and branding activities. It will be helpful for the Interns to write their report on Pathao in future.

The Objective of the Report

Primary Objective:

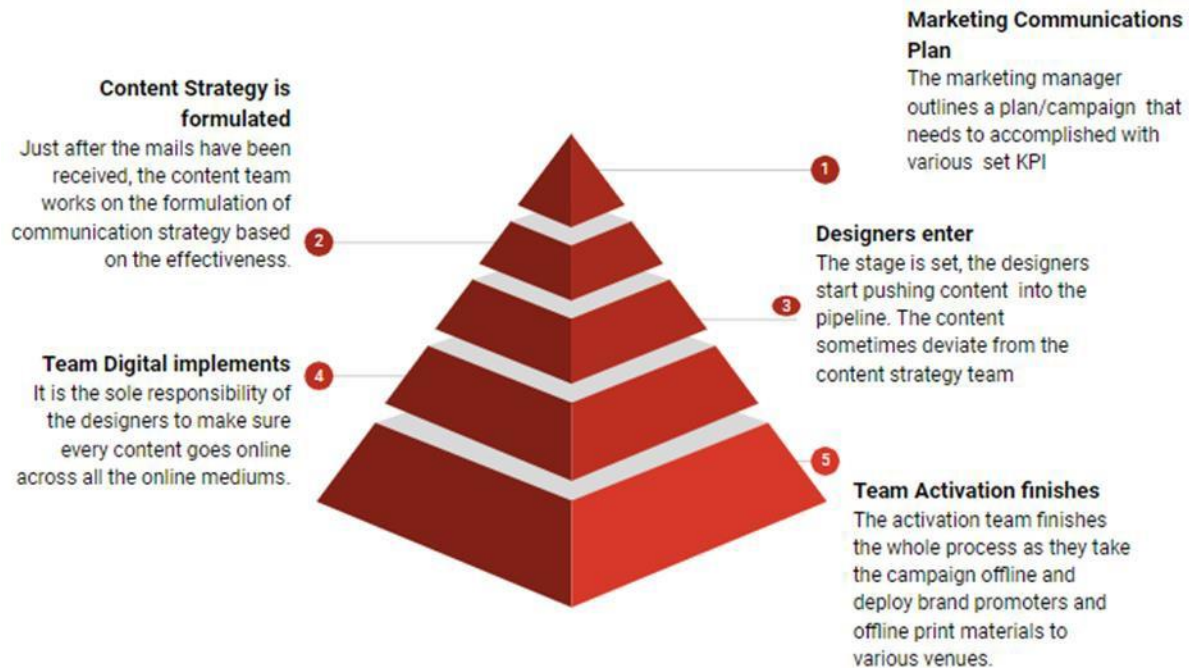
This report is required for the completion of the BBA Program of BRAC University. Therefore, this is the primary objective to complete the degree.

Secondary Objective:

The secondary objectives are mentioned below:

- To apply theoretical knowledge in the working field.
- To observe the working environment of an organization with the corporate manner.
- To gain knowledge of marketing practices.
- To get the idea of how new services are provided to the customers in an effective manner.
- To know the overall market condition for service industry.

Activities Undertaken



From the above outline, we can see that the marketing team fundamentally works by bringing down various IMC (Integrated Marketing Communication) designs in multi month. The sum may fluctuate yet these plans are given by all the contrary gatherings of Pathao going from Product group to bicycle back group. On the off chance that there's any request of any sensibly IMC execution by the other group aside from the advancing group, at that point messages are sent keeping the advancing group in cc with the individual advancing supervisor inside the circle. The advancing supervisor pushes these messages to the individual substance procedure group and once the system has been set, the look group draws in with the look of the substance particularly adjusted to the look request crosswise over on-line and disconnected mediums. Once the styles are readied, group computerized distributes the substance crosswise over Facebook, Google, Instagram and distinctive accomplice fast sites. Finally, group actuation renders those substance into printable material and utilizations them for outside publicizing and BP enactment.

The marketing team is an incredible resource and furthermore bears noteworthy cost over all the Pathao's verticals. Just to achieve 1 million application introduces in google play store, the group advanced needed to spend a tremendous measure of promoting cash just on Facebook and GDN adverts.

The Following Tasks Was Performed by Me While Working in Pathao:

My core responsibility was to provide good contents while Pathao was running different campaigns. Some of those campaigns are-

Pathao Safety and Emergency Campaign:

We used encouraging words and shared our images while using seatbelt or helmet to encourage riders and users to use them to avoid road accidents. During the entire campaign we used a hashtag which was #movingsafely. We even provided riders and users free helmet.



Pathao Pay Shooting Script

Pathao Pay was introduced while I was working in Pathao. I was assigned with writing scripts for shooting small dramas and videos which contained how to use Pathao Pay, what are the benefits of using it etc.

Weekly Content Comparison of Different Ride Sharing Companies:

Another core responsibility of mine was doing weekly content comparison of different ride sharing companies to understand our position.

Sending Promo to Sylhet, Chattogram

All Pathao users know Pathao provide different promos to its users. I was responsible for sending promos in Sylhet and Chattogram. Moreover, when they will go, How much should be the percentage these were planned and scheduled by me.

Worked on Project Annex

The most important business impact of this campaign was that user onboarding will be less costly and Pathao will be able to create a new way of drivers earning by referring users. In addition to this, onboarded users from this medium will be more stable. Pathao also be able to reduce dependency on third parties. If Pathao can run this campaign successfully and make its user base stable then it won't need to burn more on promo.



Uthao Campaign

Pathao provided helicopter service to its top users by picking them through raffle draw during Eid Ul Fitr to make their journey to home hustle free and memorable. I wrote contents for this campaign as well.



Different Seasonal Campaigns

Pathao run different seasonal and special day campaign. I had to write contents for those individual campaigns both for social media and blog.



প্রিয় টিম নক আউটে বাদ?
পাঠাও কাপ
কিন্তু তিকই আপনার অপেক্ষায়!



Moreover, writing content for driver app which was related to road safety, traffic rules, contacting with users, riders if they had any complain was my responsibility as well.

The Learning and Challenges I Faced at The Workplace

Work at Pathao has its challenges and opportunities. When I joined, I was bombarded with work in such a manner that I had to work late from the very first day. That time marketing team lacked members in the team as some of my colleagues were on leave, heavy content creating pressure was on me. Except that, most of the content principles and formulae was not clear and vivid. The marketing team was quite young with only a handful of individuals who were experimenting with

their ideas. The content team consisted of myself, Mr. Muhammad Muhtasim Jawad and Ms. Anulekha Chowdhury.. Thus, I had to learn a lot in a week and provide consistent content to my managers and the top management even though I was not formally provided an orientation. Thus, I was drowning in deep water as to where and how I should create unique content. But slowly, I got a great grasp of all the culture that moves Pathao as an organization.

While I was being interviewed by my dearest Manager Ms. Sayeda Nabila Mahabub, I was quick and spot on to impress her with my articulated answers. I was hired immediately. The transition from a new recruit to an intern with a little knowledge is a challenge. I had to go through these challenges and had to keep pace with all the work being thrown at me.

Pathao is Bangladesh's first tech company that is solely based on logistics and has that tech culture deeply embedded into its offices. The office culture is wonderful and warm where anyone can move around freely and take on any project they are willing to work on. The office time is flexible and you can find interns, part-timers and people working as late as 10 pm.

Regarding the marketing team, there are several challenges I faced specifically as a content writer. The statements are given below:

- The brief about the content is often not provided and the content writer has to formulate the initial ideation himself/herself.
- The marketing team lacked a proper content calendar as to how all the content should have been initially strategized and distributed among the content creators.
- The workload is often not distributed.
- Content is king. The company is struggling with branded content and lacks consistency across all their brands. Moreover, the number of competitors are increasing.

As we have spoken about the challenges, from my personal point of view, marketing team should invest more on branded content as content is the only possible method by which Pathao's brands can get the leverage and provide a better service quality and sell the better experience.

Recommendations

There are few observations by me which I felt if was there it might have been better for the employees. They are discussed below:

Creative Approval

The essential test looked by me as a content writer at Pathao was the endorsement framework by which creatives are affirmed by the best administration and eventually, distributed over every one of the stages.

The inventive procedure at Pathao begins with a basic imaginative brief from outer groups and the essential target begins with the architects searching for content in the web. Inside, the issue emerges when the imaginative brief isn't clear and very much enunciated to the originators. In this way, the innovative created from the plan end frequently don't fulfill the best administration and, in this way, the dismissal levels are high. Thusly, a snappy way to deal with this issue is being defined where a particular google shape would be shared over all the Pathao verticals and the prerequisites would be featured alongside particular parameters for the substance creation and the innovative procedure.

Content Pressure

The content writers at Pathao are frequently overpowered with work and workload isn't equally conveyed. Accordingly, they are regularly provided with work that is beneath their imaginative standard.

The answer for this issue is likewise being defined as more content writers are being procured by the marketing team and the planners are in effect particularly selected to more particular ability arranged regions relying upon their experience and mastery.

Execution and Effectiveness

The imaginative execution at Pathao is very extensive and tedious beginning from the plan brief, methodology, copywriting and configuration input. Be that as it may, the genuine inquiry comes when these outlines/contents are being distributed into different correspondences stages and the

computerized group estimates the adequacy of all these exertion by estimating change.

Transformation is the parameter with respect to how an innovative/commercial over the on the web and disconnected mediums perform and bring up the best administration about how the promotions have performed in getting clients, riders into the Pathao framework. As the marketing team is moderately new and investigating more adaptable strategies for delivering better substance, the transformation rates are relied upon to develop as better substance yields more clients, riders and network commitment and productive activities.

Lessons Learned from The Internship Program

Internship is an extraordinary source to have pertinent work understanding before venturing into the professional life. In any case, companies are searching for the academic accomplishment as well as scan for a person with good corporate knowledge who can best fit to their corporate culture. Some of the time, it turns into the real goal to have a decent position in an organization. The three month of Intern position period have served to a considerable measure to end up acquaint with the business world. In addition, it helped me to bring up that what qualifications one ought to need to end up in a successful position. It will enable me to venture out face the business world. The key learnings that I have learned are given below:

Punctuality:

I believed that I am a punctual individual. However, the thought of timeliness has been changed for me when I saw people rehearse it in Pathao. Being for a minute late to finish a relegated errand or go to any meeting can cost one a great deal.

Managing Time:

Amid my internship the most vital factor that I learned is time administration. Finish distinctive assignments with in the dead line is imperative to guarantee work effectiveness.

Maintaining Chain of Command:

In our everyday life we really don't get the chance to rehearse hierarchy of leadership where it has immense significance in corporate life. One has to report his/her senior than pass on thoughts previously he/she go for to hone it. In any case, director is responsible to distribute the responsibilities among his/her colleagues that he/she is relegated by their line supervisor.

Feasibility:

It is especially imperative to have work feasibility. One should be constantly prepared to finish errands that are allocated to them with most elevated flawless performance regardless of how troublesome the task is. Whether one has thought regarding the task or not it is his/her obligation to discover the best approach to finish it and give the best outcome.

Corporate Etiquette:

One's attitude shows his/her identity. It is especially vital to take after corporate manners. One should be well-mannered and polite regarding speaking with somebody. Carry on in a way that speaks to your identity, keep up the professional workplace and have strong attitude.

As these are the relational aptitudes that I learned as an Intern yet the most gainful exercise that I gained from Pathao is the means by which really the Ride Sharing business works and what are the key comments to wind up effective. Establishments need to dependably think from the client viewpoint and work in like manner. Also, it is crucial to offer some incentive to the individuals who are working fretfully to bring an incentive for an association. Beginning from the supporting staffs to corporate partners, associations need to understand that what measure of significance they have in your activities and give them back somewhat more from what they are providing for you. On the off chance that you can advance like a cluster, you can really be ready to guarantee long haul showcase maintainability which Pathao is really doing. It is a matter of joy and prestige for me to work for Pathao and get learnings about useful business from it in the starting of my professional life.

Conclusion

Pathao is a pipe dream for each youthful business person and the association is genuinely breaking boundaries by keeping their moving Bangladesh aphorism alive and solid. The association has been named as an incredible work environment and exceed expectations. Since I am as yet utilized by this regarded association, I would anticipate investigate openings outside of the promoting group and escape the safe place and give imaginative thoughts that would positively affect how Pathao's administrations are being rendered. The #OnePathao vision is concrete and I intend to adhere to this incredible organization and be the changemaker of tomorrow. The future has just started where coordination in Bangladesh will be re-characterized with ramble innovation and self-governing autos employing in the city of Dhaka.

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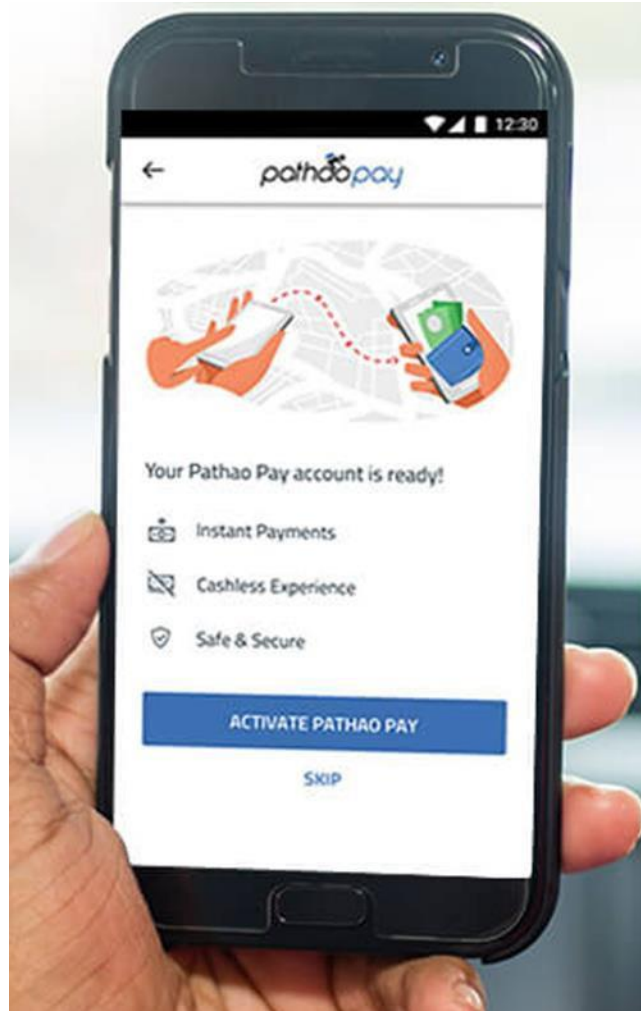
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Appendices

Some Images of Core Activities I Have Done



ক্যাশলেস লেনদেনই ভবিষ্যৎ, আর ভবিষ্যৎ শুরু আজ থেকে

জিঙ্কস করার আগেই!



নিরাপদ পেমেন্ট

নিরাপদ পেমেন্ট, অতি নিরাপদ এই প্ল্যাটফর্মে পেমেন্ট end to end encrypted, তাই mission impossible থাকবে impossible!



সহজ টপ আপ

টপ আপ এখন পানির মতোই সহজ

এক্সট্রা হেলমেট সাথে রাখুন দু'জনের নিরাপত্তা নিশ্চিত করুন



চলে এলো পাঠাও পে লেনদেন এবার হবে সহজ ও নিরাপদ

বিপজ্জনক ওভারটেকিং থেকে বিরত থাকুন
অ্যাক্সিডেন্টের ঝুঁকি কমান

