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Internship Report On

daraz·com·bd

'An overview of Daraz Bangladesh and its operations from vendor to customer'

Submitted by

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Submitted to

Fabiha Enam

Senior Lecturer

Letter of Transmittal

2nd august 2018

Fabiha Enam

Brac University

Subject: Submission of the Internship Report

Dear Mam,

It is my pleasure to submit my internship report that I have prepared from my experience during working in Daraz Bangladesh under the Commercial department.

I feel really privileged to be a part of Bangladesh's top E-Commerce site for the last 3 month as I have gathered a lot of experience about the corporate world. Throughout my three months staying in Daraz HQ I tried to learn every little aspect of the corporate life and I also tried to deliver from my end. This report has been prepared to fulfill the requirement of my internship program at my assigned organization. This report attempts to describe the observations and learning during the course of my internship with Daraz Bangladesh. . I would like to convey my utmost gratitude and appreciation for your kind cooperation, guidance and supervision in conducting and preparing my internship report. It would be an absolute honor for me if you find this report informative enough to fulfill the requirements. I will be happy to provide further query and clarification if needed.

Sincerely,

Mashuq Bin Mizan Mimo

14104167

Letter of Endorsement

The Internship Report titled "An overview of Daraz Bangladesh and its operations from vendor to customer" has been submitted, to BRAC Business School, for partial fulfillment of the requirements for the degree of Bachelor of Business Administration, major in Marketing and Human Resource management from BRAC University on 2nd August, 2018 by Mashuq Bin Mizan Mimo, ID: 14104167. The report has been accepted and may be presented to the Internship Defense Committee for evaluation. (Any opinions, suggestions made in this report are entirely that of the author of the report. The University does not condone nor reject any of these opinions or suggestions).

Acknowledgement

In preparing the internship report on my three months long experience with Daraz Bangladesh, firstly I would like to convey my utmost gratitude to my academic supervisor Mrs Fabiha Enam, without his kind direction and proper guidance this report would not have been possible. I also would like to show my deepest appreciation and gratitude to my category head Jubair Hossain who helped me to understand the basics of the business. He supported and guided me throughout my internship journey. I thank him for putting his trust on me with real tasks which gave me the opportunity to play an active role in Daraz Bangladesh. I also would like to thank each and every one of my fellow colleagues of Daraz who gave me their valuable time and enough information to help me successfully complete this report. Throughout my last three months as a part of my role in Daraz I got to meet many people from different backgrounds and professions. I would like thank each one of them for their valuable contribution in making my internship program a successful and memorable one.

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Chapter 1. Introduction

E- Commerce means an online market place.it means buying and selling products online where the products are displayed on a page and then the seller sells the products from there. Everyday e commerce sites are booming and in the current technological world almost everyone knows about it. Where before people use to go to physical place to buy products, now people can browse their product on the internet and the products directly comes to their doorstep. People are now more busy then before so they lack the physical presence needed for product acquiring.

Bangladesh has a lot of customers and sellers are now aware that just having physical presence will not ensure proper reach to the potential customer. Thus they resort to online marketing or as we know as E- Commerce. But a lot of people still have trouble searching and browsing through online products and comparing price of the best product with decent quality. To solve this problem Daraz Bangladesh steps in.

Daraz is now the leading E commerce site in Bangladesh where customer can find almost every type of products available. The population of Bangladesh was previously aware of amazon and Alibaba, now they know that just like them Daraz is working with the same goal where customer can sort through any products and compare price and buy the product while they are ensured that the product will reach their doorstep within 2 weeks in anywhere in Bangladesh.

Daraz Bangladesh launched in late September 2013 and from then they worked tirelessly to ensure the best quality products for their customer so that they can establish themselves as a brand and shatter their preconception about online marketing is a scam. They try to follow the effective internet projects from other advanced countries like United States and replicate their tactics in developing markets. Daraz Bangladesh Limited is rigorously providing B2C type on selling which no other E-Commerce portal does in Bangladesh

1.1 Objective of the study

Broad Objective

To understand the working model of Daraz and to showcase how Daraz promotes their individual product category

Specific objective

- To identify what a Vendor manager/ Business developer executive
- To specify the work of a VM
- To specify the work of business developer executive experience
- Step Daraz is taking to ensuring and enhancing customer experience in both seller and customer end.

1.2 Scope

This report is entitled as 'An overview of Daraz Bangladesh and its operations from vendor to customer ' In short in this report ". Basically, in this report I have tried to accumulate all the resources that I have learnt from the last few months of my internship period, primary and secondary sources of information. I have collected data from Daraz employees, my own experience, colleagues, website, newspapers, journals and daily records. For primary sources of information, interview of employees of the company will be considered.

1.3 Methodology of the Study

The study has been conducted only based on the work experience. I will be briefing about all I have learned about customer interest analysis, how Daraz operates, workplace culture of Daraz and my contribution as an intern in Daraz Bangladesh. The data are analyzed in aspect of

Business intelligence & managing practices of E-commerce companies. The major limitation of the study is that most of the information were classified and there was restriction in which information I could disclose.

1.4 Limitations

I was allowed to access their backend software called 'seller center' and ' Cube' which shows all the order info and sales values I was not allowed to share my access and the customer info with anyone or what specific customer buys. Some of the information and meeting was confidential so I was not allowed to attend those. As, it is a very competitive industry and a growing company, so the company does not want to disclose certain financial statements. Projects that will become available to customers and sellers are not to disclosed to anyone other than Daraz employees.

Chapter 2. Background Theory

2.1 Business Intelligence

There is another issue with a great number of definitions; they tend to change after some time, in light of the fact that the way of what they consider changes. This is the situation with BI for instance. Initially, software business engaged with BI, BI used to be comprehended as private insight, rather than state or open knowledge. Even after many years, BI is still used by engineers and programmers (Solberg Søilen, 2015).

BI is characterized as frameworks that gather, change, and present organized information from various sources lessening the required time to acquire significant business data and enable their efficiency use in management decision making process (Den Hamer, 2004), permitting dynamic enterprise information look, recovery, examination, and clarification of the necessities of administrative choices (Nofal and Yusof, 2013). As indicated by Tyson (1986), BI concentrates on gathering, process and present information concerning customers, contenders, the business sectors, technology, and products. Pirttimäki (2007) depicts BI as a procedure that incorporates a series of activities, being driven by the particular data needs of decision makers and the objective of achieving competitive advantage.

BI is a framework that transforms information into data and afterward into learning, consequently enhancing company's basic decision-making process (Singh and Samalia, 2014). BI is characterized as a framework which gathers, changes and shows organized information from various sources. BI is a system and an answer that helps decision makers to comprehend the economic circumstance of the firm (Nofal et al., 2013).

BI is termed to as a set of numerical and methodological models for examination utilized for extracting data and valuable information from raw information for utilizing confused basic leadership prepare (Vercellis, 2013). Similarly, Wixom and Watson (2010, p.14) mention that ―Business intelligence (BI) is a broad category of technologies, applications, and processes for gathering, storing, accessing, and analyzing data to help its users make better decisions.‖ We can upgrade the bits of knowledge gave by BI applications—particularly by utilizing information mining procedures, through simulation and modeling of real world under a "systems thinking"

approach, enhancing forecasts, and adding to a superior comprehension of the business progression of any organization (Raisinghani, 2004).

BI helps administrators by breaking down information from various resources in better basic leadership at both tactical and strategic level, for customary utilization, conventional data frameworks farewell, yet for hierarchical and functional planning; new tools are required for business analysis (Rasoul and Mohammad, 2016).

2.2. Data, Information, and Knowledge

In BI context, we always see the word data, information, and knowledge which could lead us getting confused on its use and implication. Carlo (2009) distinguishes their definition.

Data: It refers to a structured codification of single primary entities and as well as of transactions involving two or more primary entities Carlo . BI is popular among companies mainly because of analysis of data that is of any form and formulate a strategy accordingly. Generally, data is classified into three types—structured data, semi-structured data, and unstructured data.

Structured data are information that is fixed form, the data may be a collection of forms of websites, and detailed address that can be easily read by the computers since the data is already standardized.

Unstructured data are information that cannot be easily read by computers, which may be text, documents, video tapes, websites, and pictures or any other type of information that cannot be clearly sorted or organized into rows and columns. Information is used many times to Company data are found across different locations and places in the form of Customer Relation Management (CRM) programs, marketing automation systems and social media platforms.

Information: It refers to the result of extraction and processing activities carried out on data, and it appears meaningful for those who receive it in a specific domain.

Knowledge: It is formed from information which is used to make decisions and develop the corresponding actions. Hence, we could say that knowledge consists of information that puts to

work into a specific domain, and it is enhanced by the experience and competence of decision makers in tackling and solving complex problems.

2.3. Business Intelligence Capabilities

One underlying theme that is evident through the research is that BI used in an organization should be suited for decision making, which in turn contributes to BI success (Clark, Jones & Armstrong, 2007). However, many scholars gained that this success is yet to be realized by many organizations (Hostmann, Herschel, & Rayner, 2007). BI capacities are basic capacities that help organizations enhance both its adjustment to change and its execution (Watson & Wixom, 2007).

According to Oyku et alBI can be examined from both organizational and technological views. Technological BI capabilities are referring to the technical platforms that could be integrated with other systems in the organization and user access. Organizational BI is the assets supporting the BI application that runs in the organization such as flexibility and shared risks and responsibilities (Ross, Beath and Goodhue, 1996).

2.3.1 Integration with other systems

Since BI system is a new system for organization, the integration between BI system and other systems in the organization is another crucial activity behind the BI success. The integrating activity is involving with the connection between various systems and their application or data together, either physically or functionally, thus each individual system can create and provide value to the organization (White, 2005). Furthermore, the organization using data from multiple sources and feeding the data into multiple information systems, the performance of integration will be affected directly by the quality of the communication between these systems (Oyku, 2012).

2.3.2 User access

BI tools according to Oyku et al. (2012) have different capabilities and serve different purposes so that one size does not fit with all BI. Whether the organization prefers to use a single BI suite or best-of-breed applications, it is essential to match tool capabilities with user types. While

some organizations limit user access through practicing authorization/authentication and access control, others prefer to allow full access to all types of users through a web-centric approach. It is critical that organizations achieve the necessary balance to allow the way BI users access information to fit the types of decisions they make using BI.

2.3.3 Flexibility

In order to achieve the competitive advantages provided by BI, organizations must consider carefully on selecting the underlying technology to support BI and also be flexible with the strictness of the business process rules and regulations since flexibility is one of the key factors to run BI successfully in the organization (Oyku et al. 2012).

2.3.4 Risk Management Support

Risk management is one of the major supports in BI, as it helps in decision making, where the conditions tend to be uncertain, for example, when all the factors are known (Harding, 2003). Risk management is crucial for organizations that operate in high-risk environments, as well as, it is important for organizational success (Davenport, 2006). Despite, hazard and instability exist in each business decisions, and organizations may utilize BI to limit vulnerability and settle on better choices. The impact of BI in decision-making capabilities affects its success.

According to Alaskar and Efthimios (2015), not all of BI solutions succeed in all organizations, and, there are signs, before a project begins, that could indicate whether the project will succeed, struggle, or fail and it is essential that organizations are aware of the key indicators of success in adopting BI, so as to overcome the challenges or risks that are associated with the BI project during its implementation.

It is known as that Bangladesh is a developing on the ecommerce industry where famous organizations, for example, EBay, Amazon, Flipkart has not been presented in Bangladesh and meanwhile, Daraz accepted the open door to catch this tremendous market. In most recent 5 years, Rocket Internet presented eleven organizations in Bangladesh and those are in like manner - Carmudi, Wadi, Javago, Printvenue. Vendito.com, Easy Taxi, Lamudi, Lyke, Zenrooms, Kaymu and Daraz. Later, it had been launched more businesses. After that Daraz is bought from Rocket by Alibaba, a leading giant in E –Business sector.

Chapter 4. Company Overview and what Vendor Manager does

4.1 Daraz Overview

"Daraz" is Urdu word which means "Drawer" and as an overall driving e-retail market, it confidently boosted its operation in Bangladesh as Daraz.com.bd. Practically at the remainder of the middle of 2013, it went to the market as a fourth internet business webpage after OLX, Ekhanei and ClickBD however bearing its business operation to acquire the nation's main web based shopping point,it has a verified official fb page with 4 million followers. People who using facebook, can see the new offers in it. It is just like a digital marketing policy to get more customers. There is an interesting thing that Daraz is one of the online marketplaces which keeps their eyes on the SEO. So, when a customer searches on Google like "the biggest or best ecommerce sites", the name of Daraz comes first.

Daraz has sorted out their products under 2 main categories Fashion & GM (General

Merchandising). Customers can find desirable products under the following categories:

1. Men's Fashion

2. Women's Fashion

3. Mobiles & Tablets

4. TV, Audio & Gaming

5. Appliances

6. Computing

7. Beauty & Health

8. Home & Living

9. Sports & Fitness

10. Tours and travel

11. Automobile

12.Groseries

Daraz gives many promotional offers to the customers. These offers are given after end of each weeks or any occasions, campaigns etc. To grab these offers, customers place orders more & more time. Even if one customer places order using his/her different email to get offers.

Like other countries, Daraz provides a shopping experience that is incomparable in Bangladesh. Daraz attempts to offer the most modish, adapted and protected online shopping experience with a wide scope of brands such as Yellow, Noir, Symphony, The Body Shop, Huawei, Samsung, Walton, Aranya, 6 Degree Mobile, ShadaKalo, Apple, LG, Fastrack, MAC, Nikon, Ecstasy, Panasonic, Doors etc. are just a few of the global and local leading brands who have already set up e-stores with Daraz.com.bd with excellent sales reviews.

4.2 Mission

To take over all the clients is the Mission of Daraz. To accomplish this mission, Daraz gives many attractive offers to the clients. So, customers become happy getting many offers and buy products with lowest prices.

According to Syed Mustahidal Haque (MD of Daraz) the missions are-

- To provide an enjoyable shopping experience for Consumers and to grow together with our Sellers
- It will continue building a vast loyal customer base by having the broadest selection of products, unbeatable prices, 100% reliable fulfillment and relentless focus on customer experience.
- For its' Sellers, it will continue to provide a differentiated value-added service to support scalability, growth and integrated business solutions.
- Daraz Bangladesh will achieve the mission by focusing on their core values and hiring, coaching and retaining the best people in the industry through a strong company culture.

- Daraz Bangladesh is committed to a strong ESG program and creating long-term growth and job opportunities in all of our markets by pioneering the e-commerce development.

4.3 Vision:

The vision of Daraz Bangladesh is to be a leader in the ecommerce industry providing best products with lowest prices. The Vision statement of Daraz is "To be the most reliable marketplace and offering the best services to our customers: Consumers and sellers".

4.4 Objectives:

Daraz wants to provide the best quality products at the most competitive price. Daraz believes to introduce the latest and demanding products for its customers. The objectives of Daraz Bangladesh are to reach everywhere in Bangladesh to grab the most market share, provide every necessary product to its consumers and include most significant brands and sellers in Bangladesh.

4.5 Details about the Products & Line Services

Daraz Online Shopping is a market place where buyers and sellers meet. Daraz gives superior collection of products to its clients. From Fashion to GM (General Merchandising) all is available on Daraz. Customers can visit their website www.daraz.com.bd and choose their preferable products without any hassle and products will be delivered within a few days. The products lines of Daraz are given below:

Baby section:

Baby diapers, baby feeds, baby clothes, baby toys etc are included in this category.

Men's fashion:

Western clothes: T-shirts, Shirts etc, Religious clothes: Panjabi, Dhuti. Formal suits, Casual clothes, Shoes, wallets, body spay etc are included in this category

Watches:

All kinds of watches of Different Popular Brands such as Casio, Titans, Break watch, Time Zone etc are available for the customers. So, a customer can buy these products in an affordable price.

Women's fashion:

Sharee, Kurti, Long kameez, Short kameez, Fatua, Lehenga, Shoes, Shirts/T-shirts, bags perfume etc. are included in this category.

Cosmetics:

There are a lot of cosmetics for the girls. There is a full of packages for them. On the other hand, there is special combo offers for them.

Electronic products:

Air coolers, Air conditioners, Televisions, Mp3 players, Hybrid camera, Digital camera, Laptops, DVDs, Home theater, DSLR camera, Lenses, Power banks, Smart watches etc.

Mobiles & accessories:

Daraz has corporate Deal with Xiaomi,Nokia, Samsung, Oppo, Apple, Micromax, Symphony, Asus, HTC, Huawei, Infinix etc. So, a client can find 100% original and authentic products from Daraz. On the other hand, the prices of these phones are lowest from the local markets. Same

things are for the mobile accessories. So, customers place orders more and more to buy these products.

Home appliance:

Vacuum cleaner, Refrigerator, Cooking appliance, Blender, Beverage appliance, Furniture, Bed sheet, mattress, office furniture ,bean bag, kitchen appliances etc are included in this category

Sports & fitness:

Football accessories, cricket accessories, tennis items, treadmills, by-cycle, bumbles etc. are included in this category

Tours and travel

Plane ticket, hotel reservation,tour arrangement, customized packages for touring outside Bangladesh

Automobile

Bikes, cars

Deal under 999 taka:

Under this group, a customer can buy products which are below 999 taka. It is a great benefit for clients. Most of time, customers prefer this division to purchase products.

Grocery Item

It is another special offer for the customers. A customer gets all the products like shampoos, face washes, soups, soaps, chal, dal, baby dippers, chola, dates, combo of these products etc.

4.6 Operation Details

Daraz is working as a middle man but has corporate deals with the many sellers, business firms or corporates. After agreement, Daraz sells those products and give all the services to the customers. The followings are given below:

4.6.1 B2B contact:

Daraz gives opportunity to the business firms to do business with them. Maximum time, companies want to join with Daraz. After the contract, they sell their products through the website of Daraz. So, the products of the firms are selling in a huge number via dara.com.bd.

4..6.2 Content writing:

After completing all kind of system with the vendor, following couple of working days dealer give his or her item list with a cost to the merchant operation director (Business Engineer). At that point business engineer gives that rundown to the Substance Advancement group for transferring the items in the Daraz's e-commerce site.

4.6.3 Marketing:

The marketing policy of Daraz is very strong. Daraz is doing digital marketing. They give advertisement in Google, Facebook, Instagram, Affiliate marketing etc. They come in the live streaming to get in touch with customer. Daraz gives many promotional offers to the customers so that the sales of Daraz increase continuously.

4.6.4 CS verification:

After placing orders, CS team receives those orders in the build-in website of Daraz named Order Management System (OMS). Then they verify & confirm those orders.

4.6.5 Product collection:

As an intermediary online marketplace, Daraz doesn't store products into their warehouse. After getting customer confirmation, Daraz sources those products from the sellers. Then sellers send those products to our hub. But there are some products which are stored already in the hub of Daraz. The quantity of these products is very low.

Delivery:

The outbound team of Daraz delivers the products to the customers who placed orders after the packaging of the products. It takes up to 5 working days to deliver products within Dhaka city. But outside the Dhaka, a customer gets products within 10 working days (highest).

Return policy:

The return policy of Daraz is quite good than other e-commerce sites. A customer can get 7 days after receiving the products. If there is any fault, they can inform to the Daraz about the problems of products. Then the rider of Daraz come to return those products. (Figure: 2, Figure: 3)

Refund policy:

After reaching products to at warehouse, QC is checked of products. If the complain of the customer is valid, then customer gets refund via bKash or portwallet or as a refund voucher.

Review:

Daraz has a review team who takes the review of the products from the customers. Most of the times, customer gives positive reviews but sometimes Daraz gets negative reviews.

Payment systems:

There are multiple ways of payment systems in Daraz. Daraz follows some payment procedures like Cash on delivery, bKash, Rocket, Mobile payment, Swipe on delivery, Online payments with visa card, credit card, master card and amex card of city bank. Recently Daraz is heavily focusing on EMI payment throught Credit card on ALL products that values above 10000tk.this Emi is without interest and could be used for 6 month or 12 months.

4.6 Technical Difficulties

Daraz being an E-commerce site heavily focuses on technology. Now Daraz is pushing payment through credit/debit card. This also creates problem like verification of proper owner of card, cancellation of payment and server issue. Though Daraz is trying to solve these problems it still happens from time to time.

4.7 Item Cycle

There are 7 important thresholds in the item lifecycle.

Invalid: An item will be invalid when the online payment does not go through

Fraud: An item will be a fraud when finance detects it as fraudulent (e.g. mismatch between shipment location and value of goods purchased)

Cancelled: An item can be cancelled by the customer (e.g. wrong size) or by CS for internal reasons (e.g. customer not reachable by phone or email)

Stock Out: An item will be stock out when it is not available in Daraz's warehouse, or if the seller/supplier is not willing/able to source it

Rejected: An item will be rejected when it is shipped but not delivered (e.g. customer refused to pay at delivery, item was canceled post shipment) or when delivery failed (e.g. customer's address was not found)

Returned final: An item will be returned final when it is returned by the customer and replaced or refunded by Daraz (or being replaced or refunded)

Delivered Final: An item will be delivered final when it is successfully delivered to the customer and not returned, or customer's refund request is rejected by Daraz.

Below is given a visual representation of Item cycle
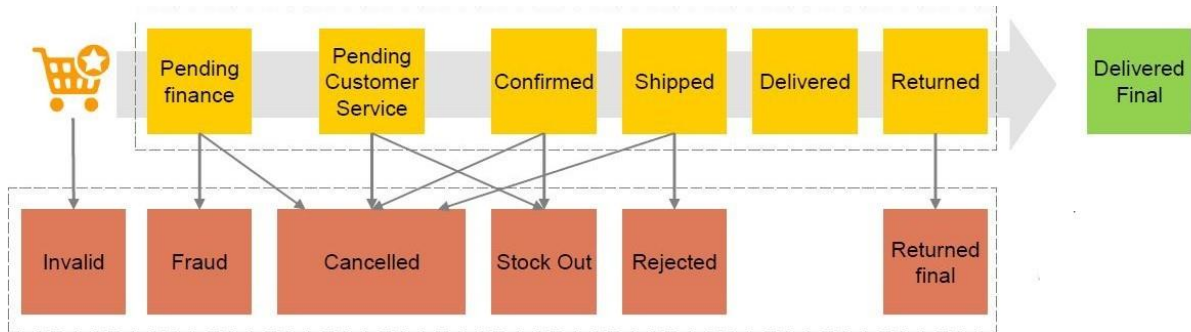
4.7 Pricing & Profit calculation

Daraz has different pricing profile and profit calculation. Depending on the Category sales commotions can range from 2% to 15% at max.

4.8 Job Responsibility

In Daraz I joined as Business developer executive or in other term as a Vendor Manager Intern on 'Home and Living' category. Even though my designation is 'intern' being an employee in Daraz HQ I was given full access of all their operations and was given full access to change product value of Home and Living. After joining I was asked to the first page product which I thing will increase sales value for my category. I was given responsibly of 92 vendors/seller to communicate with them and solve their problem while simultaneously handle which product will go to campaign. I was also given responsibility to acquire new vendor/seller from offline market and successfully train them to use our software. It was a great opportunity for me to work at the Daraz. I got many excellent and hardworking people at Daraz. They helped me to know the corporate culture. They trained me up to so that I can easily handle any kinds of pressure.

- On a day to day basis,

  - ✓ First, I cross check between seller center and onsite for any error and syncing issue.

  - ✓ Boost file on floors those are broken. 'Boosting' means updating rd page display item

  - ✓ Ensure if lowest price is visible (period).

  - ✓ Seller communication for updates and day to day issue regarding syncing,

  - ✓ Order check (communication with Vendor Operator if needed),

  - ✓ New product upload.

  - ✓ Resolving old problems (if any)

  - ✓ Finally searching leads if possible for new brands/product

Some other work:-
- File Numbering
- File sorting
- Putting Data in an Online Database
- Market visit to onboard new seller/vendor
- Price comparison with both online and offline source
- Communicating with boss to share work pressure

One of the most crucial job of Daraz HQ commercial team is to ensure that sales target are getting reached or not. To do that we have to communicate with seller to get reasonable discounts so that we can attract customer, as we know people shop online for convenience and discounts. As a HQ employee I was also told from the beginning to target brands instead of average shop, as we have a full team whose main job responcibility is to aquare sellers. The second most important thing as a vendor manager is to always communicate with seller and

showcase their most unique product on the first page of any their own category. For my case it was "Home and Living" .In my category there are 9 sub categories :

1. Furniture
2. Home Décor
3. Home Improvement
4. Home Storage
5. Bath
6. Kitchen and dining
7. Lighting
8. Bedding
9. Outdoor and garden

I have to daily check for any error on all sub categories and create file which contain data which will indicate what product will be showing first.

4.9 Marketing major related work

As a student who have done major in both marketing and human resource I have to understand customer preference of what they are searching for my department. This also include figuring out what they might want beforehand. More specifically using customers instant order tendency to increase sales by showcasing interesting products. This mostly applies for 'kitchen and dining' and mid value items.

Learnt to work with different applications

During my undergrad life I had a very little knowledge working with excel. When I started my internship I realized how important it was for a student to have proper knowledge on excel and not just prepare flashy PowerPoint slides. I learnt to work with Cube and Seller Center. From these we get most of the information about Daraz's performance.

Making Projections for Brands & Categories

So as a Business Developer I had to prepare projections for my sellers upcoming months and let my boss know about the brands or sellers that are being a loss for the organization. When I see a brand or seller who are unable to make a profit and being a loss for the category I needed to communicate with them to figure out their problem and make a plan to increase their sales value which in turn increases the Net Value Sale.

Calculation of profit earned from campaigns

As an e-commerce site Daraz holds campaigns every month. My responsibility was to oversee how the campaigns are doing for the organization and how much amount we are burning in order to get our desired outcome.

Providing new ideas

Daraz gives employees full opportunity to provide new ideas in order to help the organization reach a better place. I prepared individual new reports for my category and help my category head in calculating their target and how much revenue they need to earn in order to reach the target.

Tracking the Flow of Products:

How many orders are being placed every day, what is the remaining stock, let the category head know about their sales and support them to find the problem when there is problem with information.

Chapter 5. Observation

5.1 Observations

Through my internship period at Daraz Bangladesh Ltd, I have observed these following issues:

Limited workforce:

Recruitment and talent management department of Commercial division performs their responsibilities with a limited workforce. Sometimes, it makes so stressful working environment for existence employees.

Totally new environment for internee:

The Daraz Bangladesh Ltd has no training for internee. They put internee directly on process. As a result, there are many mistakes at starting moment.

Incomplete Data:

As I have to work with different excel programs sometime it gets confusing and moreover not all data is found in one place. There are still a lot of lacking's when it comes to working with raw data and it gets difficult to find proper source.

Gets difficult in prioritizing work:

As I have to prepare reports and analyze including providing proper solutions, at times it gets difficult to prioritize whose work should I do first as everyone needs different information and most of the time those are urgent.

Inefficient policies:

There are a lot of policies and most of these are not maintained properly. It creates a hassle during the initial stage of joining as there are a lot of formalities to be maintained and not to mention a lot of paper works to be done.

5.2 Technical Difficulties

Daraz uses a much-secured way for communicating. All the tasks at first felt like a very long route as I had to follow all those rules via the system and server which I was not aware of. However, with the time passing those difficulties were met within a very short span of time.

5.3 Pricing & Profit calculation

Original Selling Price	The original price shown on the website
Discount Value	Discount Value which customers benefit from (when applicable) on the purchase of a discounted item
Paid Price	Final price a customer ends up paying for an item, after applying the discount value on the Selling Price
Profit Contribution	Profit Contribution (before factoring in marketing and logistic costs) realized on the sale of an item
Revenue from Retail Merchandise	Revenue realized on the sale of a Retail item. Is equal to its Paid Price
Revenue from Marketplace Commission	Revenue realized on the sale of a Marketplace item. Is equal to the commissions obtained

The original price is the price the seller is offering for the product. During campaigns Daraz offers various deals on products and the discount is deducted from the selling price which is basically the amount customers are paying. From that amount commission or expenses are deducted from the revenue and profit is calculated accordingly. In cases of retail merchandising the revenue is basically the paid price and expenses are deducted and the overall profit is calculated. And in marketplace commission, revenue is the commission earned from the seller after sale and other expenses and tax are deducted and profit is calculated.

5.4 Marketplace

Daraz's main revenue is generated from commission earned from different sellers. As an e-commerce site Daraz is affiliated with different sellers from every category and help them reach customers through our website. When an order is placed of a seller, we bring it from them to our warehouse and deliver the product to the customers. In case of returns from customers, we bring the products and return it to the seller. The commission rate can defer according to product and seller.

5.5 Gaps in the Performance View Process & BI in Daraz

Analyzing performance and calculation of revenue is one of the significant tasks of Daraz Bangladesh Ltd. Through these tasks, Daraz provides information on how categories and other departments should work and how much target they should aim. The purpose of business intelligence of Daraz is to ensure right information on right time to meet the category demand across the organization. But unfortunately, there is some major Gaps in BI process that makes it difficult to work for the organization. Some major gaps that I found in Daraz's BI reporting process is showing bellow:

5.5.1 Gets confusing
As Daraz uses two different measures, at times it gets highly confusing for new employees to get used to. Most of the employees don't know that we use projected values to calculate profit and the real value might be different from the projected one.

5.5.2 Lack of information
As a BI I needed a lot of data and information to work with. But most of the times I find missing information which no one has answers to. These creates problems with the reporting and analysis that I need to do.

5.5.3 Unrealistic Expectations
Other employees usually have unrealistic expectations from us. They expect we can generate whatever information they ask us to. But data and information has its own limitations. And we have our bindings in how much deeper we can get into. So during these cases it gets tough to meet these unrealistic requirements of other employees.

5.5.4 Lack of proper training
To work for any organization proper training is a necessity. As Daraz is my very 1st working experience, it took me a while to know everything as they did not have any training systems. Lack of training makes it harder to get used to the work environment and all the systems.

5.6 Lesson learned

One of the first things I learned here is how to communicate with other coworkers in Daraz. Unlike before workplace culture is completely different workplace culture of Daraz is free flowing and people are friendlier. I also learned how to be friendly but at the same time to give respect to my fellow coworkers. I also learned how to negotiate with the seller to get discounts on product. I learned how to on board new seller in Daraz and how to study trend of product purchase and price differentiation.

Chapter 6. Recommendation

Daraz Bangladesh is the Largest E-commerce service providers in Bangladesh. Since it has started its operation in Bangladesh they are improving every moment. Still it can possibly turn out to be considerably greater and better than now. While making this report I have been observed several Fact in the BI department of Daraz Bangladesh and I get to know that there are several problems that Daraz is facing continuously in reporting process and they need to improve at those points. Therefore, I want to mention some recommendation for the BI department of Daraz Bangladesh.

Those are in the below –

- Daraz should update their information within the organization to make reporting and analysis easier to deliver. With the way the information is flowing currently it is very difficult to operate properly as we don't know where to get which information.

- Employers should give proper attention in Cultural fit while hiring someone. They should select someone whose behavior, attitude easily match with organizations culture.

- The expectation from an employee should be specific & not more than needed. They should only focus on the points that is possible to deliver. It will help the employees know about their responsibilities and what they are expected to do.

- Hire more workforce to ease the pressure from existing employees. Currently we have a lack of workforce in our department and because of that it becomes a huge pressure during campaigns and other projects. Hiring more capable employees in certain departments is a necessary for Daraz.

- Prepare proper policies for employees that makes easier to work. The current policies are not all helpful for the employees and some of the policies are not even applicable for most of the situation. Daraz should prepare proper policies for every situation so that managing employees and their work can be easier.

- Employees should get proper excel training. In corporate jobs excel is a very important tool to work. But unfortunately, most employees don't have proper training and as an organization, Daraz should come forward with proper training assessment for their employees so they could do better in what they are supposed to do. It will help the organization as well as the employees.

- Daraz should oversee the sellers they are working with. As at times customers complains about their products being damaged and thus the image of the organization hampers. By overseeing which of the sellers are causing more damage and removing those from the organization will help Daraz improve more.

- Daraz BI software is very dependent on Daraz Pakistan BI as most of the information update comes from their software. It would be better if we have separated systems to work with so that information flow would be more efficient and the dependency on Pakistan will be lesser.

- Daraz has no training for the new Interns. But if they give training program for internees then it will be easier for them to adjust new environment.

Operation process is very important for such organization. Operation process of Daraz is very complicated to work with for both customers and employees. The current system will not help Daraz go far but instead will affect not only employee customer experience but also reporting process harder. Daraz should simplify its operating systems so that it would be easier for both end.

Chapter 7. Conclusion

7.1 Conclusion

Finally, I Want to finish my report with this message that Daraz Bangladesh Ltd. has a great open chance in the market to develop and cover the greatest part of the market. From the very beginning, the company had faced many challenges and defeat successfully to convert the company. From a very small unit, it is a giant organization today. They should search for the new opportunity in undiscovered market and increment their operation in selected market.

To be successful, unyielding contribution and dedication of the organizations business intelligence is very much needed. To compete in the international as well as in local markets in adverse situation the BI managers work has become much more difficult in today's ever-changing business environment.

As Daraz Bangladesh Ltd is decentralized organization and core values are cherished by everyone within the organization, operating in dynamic situation is easier than it seems. Human resource division at The Daraz Bangladesh Ltd is vast and elaborative which compromises the overall management process. Strong recruitment and selection process and teamwork is the secrets of Daraz's success.

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