

daraz



Inspiring Excellence

BRAC UNIVERSITY

INTERNSHIP REPORT

ON

“ONLINE MARKETING STRATEGY OF DARAZ BANGLADESH”

Submitted To:

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Letter of Transmittal

29th Nov, 2018

Raisa Tasneem Zaman

Lecturer,

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Subject: Submission of internship report on ‘*Online Marketing Strategies of Daraz Bangladesh*’

Dear Ma’am,

It is my incredible joy as I remain at the overflow of my graduation with the report of my internship which I unassumingly put before you for assessment and approval. The report is titled ‘***Online Marketing Strategies of Daraz Bangladesh***’ have driven me through numerous useful experience which I have examined to best fit the goal of my report. I am presenting my report which, hopefully you will find to be very much investigated, enlightening and an image of my endeavors and persistence.

While setting up this report, I deliberately took after your and my associations guidelines. I endeavored to cover every one of the substances with important figures and shows to clarify consumer experience investigation. Additionally, the report involves my experience and information that is increased through every day exercises which improved proficient aptitudes to proceed in my career in the best routes with dedication, promptness and genuineness.

I, therefore, express my heartiest thanks of you for your kind supervision, guidance and co-operation for building up this report.

Yours Sincerely,

.....
Ahmad Faisal

ID: 14104174

BRAC Business School, BRAC University

Letter of Endorsement

The Internship Report entitled '*Online Marketing Strategies of Daraz Bangladesh*' 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 Supply Chain Management (SCM) from BRAC University on November 29, 2018 by *Mr. Ahmad Faisal*, ID: 14104174. 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).

Raisa Tasneem Zaman
Internship Supervisor Faculty
Lecturer
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Acknowledgement

I, *Ahmad Faisal*, would like to express my heartiest gratefulness to every one of those people who encouraged me to complete my internship report and provided support regarding the topic, '*Online Marketing Strategies of Daraz Bangladesh*'.

To begin with, I am appreciative to almighty for making this internship report possible. Secondly, I want to offer my thanks to my academic supervisor *Raisa Tasneem Zaman*, Lecturer, BRAC Business School, for helping me with direction and advice to finish my report.

Furthermore, I want to thank my authoritative supervisor *Enamul Hasan*, Social Media Manager, Daraz Bangladesh, for giving me all the essential data. Besides, I am additionally grateful to every one of the colleagues who supported and encouraged me all through the span of my job period consistently.

Lastly, I feel fortunate for getting the support, supervision and guidance of my teachers, colleagues and friends who have helped me through my internship period

Executive Summary

Ecommerce has opened a new era of shopping in Bangladesh. It has created a new trend of online shopping in the country within a very short period of time. In this entire report I have tried to come up with the *Online Marketing Strategies* that **Daraz Bangladesh** who is in the top position in ecommerce sector in Bangladesh. In the **chapter one**, I gave a brief introduction of the company where the organizational chart of the company, mission and vision etc. could be found. Then, in **chapter two**, I gave a short brief about the core online marketing strategies of Daraz and the tools they use for online marketing. In **chapter three**, background of this research is given, including objectives, scope of study, methodology, source of data etc. After that, I gave the results of the survey and my interpretation in **Chapter four**, where the motive of the report can be found. Then, in next part, I gave the major findings of this report, where I have described the results of my report. After that, I gave some **Recommendations** based on my survey, that could be helpful for the company in future. In next I gave the **conclusion** of this report. At the end of the report **appendix** part, where the **interview questionnaire** is available. I ended up the report with the references part.

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Chapter 1: Company Overview

Company Overview

1.1: Company Profile

Daraz Bangladesh was a startup by Rocket Internet Group. It began operations in 2015 in Bangladesh. In the month of May of this year, Daraz Group had joined Alibaba Group's ecosystem. This move comes about two years after Alibaba's acquisition of Lazada Group, which was also a startup by Rocket Internet Group in South East Asian market. Alibaba Group also runs Singapore's Redmart and owns stakes in India's Paytm and Indonesia's Tokopedia. Daraz has been quickly developing and gripping the number one position in this business sectors. Daraz Bangladesh has a youthful, energetic and entrepreneurial group of employees. They are eager to convey creative web ideas to the fast-changing Bangladeshi market. Presently Daraz is focused in growing its business exercises in Bangladesh.

Bangladesh is a growing nation with huge prospects of development. It is an excellent place to invest assets into. Regardless, the world is propelling but Bangladesh seems to be tolerating its conditions for what it has. However, a change seems to be coming our way as businesses are planning to go the online world and this is increasing productivity. Most of the business divisions are being benefitted by this. Moreover, in perspective of the changes and development which the websites offer, another portion has created, "online business". Online business or electronic exchange isn't just another thought as it has been with us for the last few decades. It was quite recently the beginning of e-trade and now it has become available everywhere in the world. With the help of globalization and increasing development in our country, e-commerce is getting a whole new market to operate on.

Daraz Bangladesh is an online business which operates as a marketplace. It is a shopping center which provides people with various options, for example: fashion items for men, ladies and children, sports and gaming items, home and lining products etc. Daraz allows its customer to welcome amazing shopping experiences with their demand sent directly to their doorstep. They are persistently stretching out their extent to consolidate the latest gadgets, styles and products.

Bangladesh has enormous number of people who pull in a considerable measure of vendors to offer their things. However, still a large part of our population is unaware of the online shopping options and need to be trained on using it. A gigantic section of people has no idea with respect to the utilization of web and this has become a challenge for the online businesses. Although

the government is trying to ensure internet access all through out Bangladesh, there is still a long way to go. However, the best part is with this access the online community is also growing bit by bit.

Daraz is a medium for sellers and buyers where the vendors get to display their products and buyers get the opportunity to get everything at once. It is an online B2C kind of offering and this business model seems to have taken a positive view from the customers" side. By adding more sellers to the website, Daraz is focused to increase its customer range even more. It is a place where the buyers can find vendors easily and choose from a large selection of products. There are eleven broad categories of products available at Daraz now and these are:

1. Fashion products
2. Phones & Tablets
3. Sports & Travel
4. TV, Audio & Camera
5. Computing and Gaming
6. Home & Living
7. Baby, Kids and Toys
8. Beauty & Health
9. Appliances
10. Grocer's shop
11. Top-up (mobile recharge)

These categories are constantly being modified to meet the customer demand. Moreover, the grocery items have been added very recently in the mid of 2017 and has seen a big success in the Bangladeshi market. Daraz always tries to make the buyers feel as comfortable as possible and tries to make the system as convenient as they can. For example, there are many payment options from which buyers can choose their preferred method such as, Bkash payment, card payment etc. Daraz also have a 7 days product return policy from which customers can even get cash back offers.

1.2: Parent organization – Alibaba

Alibaba Group Holding Limited is a Chinese multinational specializing in e-commerce, retail, Internet, AI and technology. It was founded in 1999 and provides consumer-to-consumer, business-to-consumer and business-to-business sales services via web portals, as well as electronic payment services, shopping search engines and cloud computing services. Alibaba Group also runs Singapore's Redmart and owns stakes in India's Paytm and Indonesia's Tokopedia and is named as one of the world's most admired companies by Fortune. As of 2018, Alibaba has the 9th highest global brand value.

Alibaba has operations in over 200 countries and territories, with the popularity as the world's largest retailer, one of the largest Internet and AI companies, one of the biggest venture capital firms, and one of the biggest investment corporations in the world. The company hosts the largest B2B (Alibaba.com) and B2C (Taobao, Tmall) marketplaces in the world. Its online sales and profits surpassed all US retailers (including Walmart, Amazon and eBay) combined since 2015. It has been expanding into the media industry, with revenues growing by triple percentage points year on year. It also composed that China's Singles' Day into the world's biggest online and offline shopping day in 2018. The final tally on Alibaba platforms rang in at \$30,802,477,608, an increase of about 27% over last year's total at current exchange rates. That's less spectacular than the 40% growth recorded in 2017.

1.3: Vision

For Daraz Bangladesh the vision is- “To be the number one marketplace by offering top quality services to all of our sellers and customers”

1.4: Mission

The mission of Daraz is: To spread all over Bangladesh and gain highest market share in the ecommerce sector, make all the necessities available to customers and find the best sellers around the country to showcase their products in the Daraz website.

1.5: Objective:

There are some objectives which need to be followed in order to achieve the mission and vision. Daraz Bangladesh also focuses on many goals to achieve its full potential and these objectives are:

- Ensure a great experience for the buyers while flourishing our business by working closely with the sellers
- Daraz will focus on gaining the market by creating loyal customers by providing the biggest selection of different items in lowest price
- By fulfilling the orders effectively and efficiently, customer experience will be improved
- Different support services will be designed to help the sellers grow with Daraz
- Effective recruitment, training, retention and coaching will be done to achieve the mission of Daraz and create valuable resources for the company
- Building an effective culture for the company where the employees get the opportunity to grow and contribute to the company
- Along with the company, helping the growth to the e-commerce industry of Bangladesh by setting the trend for the market

1.6: Daraz Bangladesh Hierarchy Organogram

From the beginning of the journey on 2015, Daraz Bangladesh has grown a lot since then. For the last two years, the company has expended a lot. Recently 19 hubs outside of Dhaka city have been established as well as increasing the number of offices inside Dhaka city. Daraz also welcomed a lot of sellers onboard since they came to Bangladesh. As the operations are growing, the organogram is also becoming complex. A simple hierarchy description is shown in the figure below:

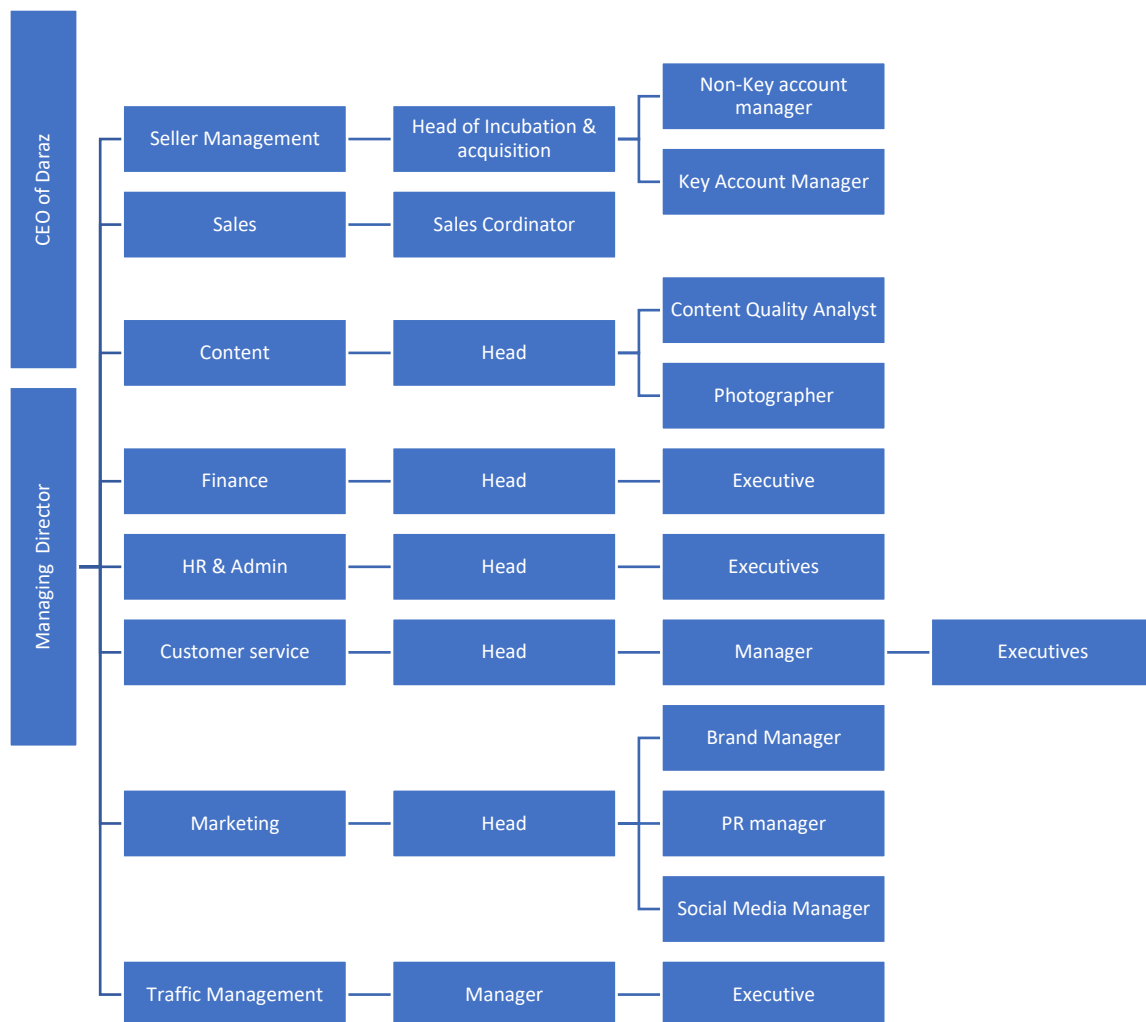


Figure 1: Hierarchy Organogram of Daraz BD

Source: Daraz Online side

1.7: Daraz Bangladesh Crucial Departments

Depending upon the size, each association requires some sort of progressive structure to mitigate the operation appropriately. In absence of the correct authoritative strategies it turns out to be really hard for the association to actualize operational procedures and accomplish the objectives. Being a multinational association and to manage its operation effortlessly Daraz has some dedicated division with the right kind of people. The major departments of Daraz Bangladesh are listed underneath:

- Administration
- Business Development
- Customer Service
- Commercial
- Category Management
- Graphics and Design
- Human Resources
- Information Technology
- Issue & Resolution
- Finance
- Operations
- Onsite and Content Management
- Sales Management
- Marketing
- Public Relation

1.8: Outline of operations department

The operations team of Daraz Bangladesh is the biggest department of the company which consists of many departments within it. A brief idea of the organogram is given below but the full outline is mentioned in the appendix section.

- Head of Operations
- Operation Manager (Inbound)
- Inventory
- Inbound
- Aftersales
- Shipping
- Operations excellence
- Operation Manager (Outbound)
- Network
- Own fleet
- 3PL

Chapter 2:

Research Background

Research Background

2.1 Origin of the Report

The purpose of this report is to fulfill the requirement for completing the internship program. From the three-months period of my internship at Daraz Bangladesh and under the supervision of *Raisa Tasneem Zaman*, this report has been prepared.

2.2 Objective of the Study

Broad Objective:

To analyze and explore the activity and effectiveness of Daraz's online marketing strategies.

Specific Objective

In order to understand where Daraz Bangladesh stands in the mind of customers this study was done. This report tries to analyze and explore the activity and effectiveness of Daraz's online marketing strategies. The specific intentions of this research are mentioned below:

- Measuring the effectiveness of Daraz's advertisements
- Ranking the position among the competitors in terms of online marketing.
- Finding the different areas leading to reaching to customers.
- To find the gaps and processes to improve overall online marketing strategies.
- Enhancing the understanding of corporate research

2.3 Scope of the Study

Initial survey will provide us the online marketing strategies of Daraz Bangladesh and as the population of this research are the members of different ecommerce review groups; it will give us the accurate information. This paper is focusing on the experimental type of research. Here both primary and secondary data has been taken into account. From analyzing previous studies, the questionnaire was developed. For the survey, the research only focuses on people who have

already had interactions with online shopping. The service and quality are Factors effecting customer experience of Daraz Bangladesh measured gender, age and occupation wise. We have 15 questions in short so that it will be easy for the respondents to response.

2.4 Significance of the Study

By doing this research we have gained some potential information of the online marketing and what are their lacking and tried to find out how to overcome it. Moreover, this research has also found the level of customer expectation and satisfaction regarding online promotions. This report has the potentiality to help the brand practitioners regarding the very topic of online marketing. It has the clear knowledge about how the survey has found the customer perceptions and executes the result to convey it to the generals who need the research for their fair decision. Again, based on the results it will be helping the organization by giving some recommendations. Furthermore, the paper has been focused in finding the effective way of online marketing. The company can also have the clear idea about what general customers want and does not want.

2.5 Methodology

The topic for this report was selected focusing on the department I am doing my internship at Daraz Bangladesh, which is Online Marketing. After discussion with my respective advisor, this topic was approved for the internship report. This research is basically following the descriptive research method. Descriptive research is used for describing characteristics of any population, phenomenon and organizations. When there is a basic understanding of the nature of the problem, this research is appropriate. Moreover, it is a quantitative research as the responses are associated with numbers which conveys the importance of each factor.

2.5.1 Sources of Data

There are two ways to collect data and these are:

- Primary Sources
- Secondary Sources

In this research, both primary and secondary sources were used to collect information. Relevant websites were used to collect secondary data. Moreover, data collected from the internal

documents of the organization was also a source for secondary data. primary data, practical work experience, observations and interaction with the customers through the use of questionnaire played a big role.

2.5.2 Respondents & Sampling Procedures

For this research, the overall population can be considered as the customers of Daraz Bangladesh. People who have had at least one experience on shopping at Daraz.com.bd are the population for this report. Sample is a subset of the population that is selected for a research. Thus, from the total customers only some people were taken as the respondent for this research.

There are two major categories for sampling and these are:

- Probability sampling
- Non-probability sampling

As in this research population is known, probability sampling has been used. To be more precise, the sample random sampling technique was followed for this report. From secondary data it has been found that, Daraz Bangladesh has an average of 1000+ customers a day. From those customers, randomly chosen 80 respondents were taken to collect the information for this report.

2.5.3 Sample size

This research took in the survey of 80 customers to understand their perspective towards the online marketing of Daraz Bangladesh. The survey was conducted on online platforms with the help of Google form. The questionnaire was created from the knowledge gathered by reading previous studies. By filling up the form, customers of Daraz Bangladesh presented the insight on Daraz's online marketing strategies.

2.5.4 Research Instruments/Questionnaire

Various types of questions can be used in the survey question. In this paper, some basic questions followed the simple attitude scale for survey. However, mostly Likert scale was used for measuring attitude of the respondents. Respondents indicated their own perspective by checking how strongly they agree or disagree with a statement. For this research, the questionnaire consisted of 15 questions about customer's feedback towards the online marketing strategies of Daraz Bangladesh.

2.5.5 Analysis and Presentation of Data

The survey data has been analyzed using chart and tables, utilized to examine the gathered information and give visible portrayal of the investigation.

2.5.6 Findings Interpretation

The gathered information was dissected efficiently and brought up in the report in a systematic way and lastly appeared as discoveries at the final part of the report.

2.6 Limitation of the Study

This research has some limitations. Firstly, this research was limited to only some customers, while other stakeholders of the company (i.e. website visitors, general people, employees) were not taken as samples. Secondly this research only employed some developed questions which were created after analyzing other papers before conducting the survey. Moreover, some issues were not considered while developing the criteria, which might influence the results, such as: number of visits before purchasing. Lastly, the administration of the company was not willing to unveil some data due to privacy reasons which could have been useful in this research. For example, data from company analytics could have given a better insight about the customer traffic of the organization. However, for this report, even though some restrictions were faced, the personal survey conducted on the customers gave it a great understanding about the experience factors.

Literature Review:

The focus of this study is the Strategies of Online marketing and its Impact in Daraz's Brand Communication. There are many researches that have been done on Brand Communication but lack of emphasis has been given to the Online Marketing. This study discussed Online Marketing and its strategy, which is very important for today's marketing communication. A survey was conducted to find out the current situation of online marketing in Bangladesh and its importance for brand communications. This study will also put light on the brand communication and how digital marketing makes impact on brand communication. This part includes a brief definition of the theoretical part that would be discussed in the report. Major theoretical points and their definitions are given below:

Social Media:

According to Wikipedia, Social media refers to the means of interactions among people in which they create, share, and exchange information and ideas in virtual communities and networks.

Social Media Marketing:

Refers to the process of gaining website traffic or attention through social media sites.

PTAT:

The number of people sharing stories about your page. These stories include liking your Page, posting to your Page's timeline, liking, commenting on or sharing one of your Page posts, answering a question you posted, responding to one of your events, mentioning your Page, tagging your Page in a photo or checking in at your location. (Unique Users)

Lifetime Total Likes:

Lifetime The total number of people who have liked your Page.

(Unique Users)

Reach:

The number of people who have seen any content associated with your Page. (Unique Users)

Page Engaged Users:

The number of people who engaged with your Page. Engagement includes any click or story created. (Unique Users)

Reach of page posts:

The number of people who saw any of your Page posts. (Unique Users)

Chapter 3:

Online Marketing Strategies & Tools of Daraz Bangladesh

3.1: Online Marketing Strategies

3.1.1 Social media marketing:

For an online market place like Daraz Bangladesh, Social Media Marketing is the most important thing. Social media mainly consists of Facebook, Instagram, twitter, snap chat etc. It's a media by which you can get a huge number of crowds very easily.

Daraz is very much active in social media marketing. The major part of their business depends on social media. Daraz regularly runs promotions on these platforms. Specially on Facebook. Every day on an average Daraz post three Commercial posts on their Facebook page. They also boost their posts by paying Facebook to get more reach. They also own a Fan Club group on Facebook, where customers can chat with the officials regarding their complains and suggestions.

3.1.2 Content marketing:

There are different forms of content marketing and depending on strategy formation, could achieve a number of different goals. For example, we can use eBooks, articles and other long-form content to attract signups, conversions and downloads or we can use an on-site blog to invite more inbound traffic to our site.

Daraz runs different campaigns web portal advertising, Google Display Network (GDN), Affiliation with different sites (Local & International) on a regular basis to bring up more traffic in their site and also increase the number of APP users.

3.1.3: Search Engine Optimization (SEO):

It plays a important role to increase the prominence of a search engine or website and to ensure a better usability for human visitor. SEO stands for Search engine optimization. SEO can improve your website traffic. Daraz Bangladesh has a proper SEO. While you will search for the “Best online shopping site in Bangladesh” then it will show you the link of Daraz Bangladesh.

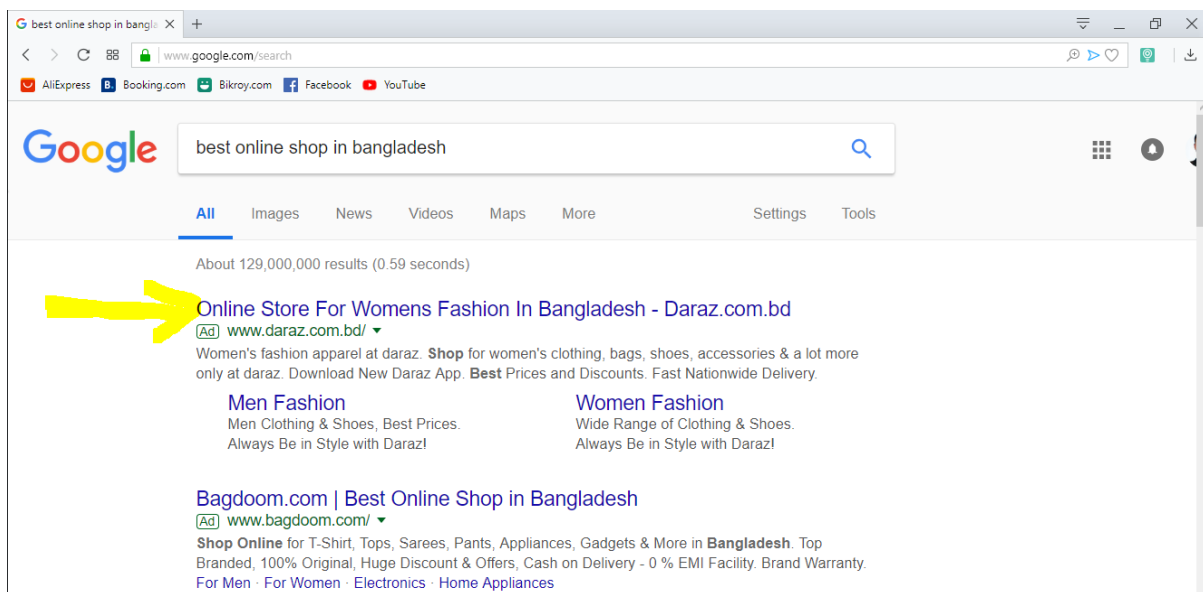


Figure 14: SEO Ranking

On the other hand, our competitor has a good SEO. Such as – Bagdoom.com. When you will search the same thing “best online shopping site in Bangladesh” it shows its name easily.

3.1.4. Email marketing:

Another online marketing strategy of Daraz is Email marketing by pushing Newsletters to the existing and potential customers’ email address. Email-marketing has remarkable potential for ROI as it expenses almost free to implement. It helps to collect social media followers, subscribers from current customer base and other new opportunities and from there Daraz can encourage repeat traffic to it’s site using even a simple newsletter.

3.1.5. Push Notification Marketing

Push notification is another effective marketing strategy of Daraz. Push notification is a message that pops up on a mobile device. App publishers can send them at any time and to receive them users don't need to be in the app. That’s what Daraz do, they send important promotional text and ads regarding different offers, campaigns etc., which pops up on target customers mobile device.

3.1.6. Affiliation Marketing:

Its also a major role-playing strategy. In this strategy Daraz find out marketing partners, who has a good number of fans or followers and interested to promote Daraz, in return they can get commission on basis of orders coming from their sites.

3.1.7. Google Display Network (GDN):

Google Display Network (GDN) is an interesting and significant part of Google Adwords campaign management. By using Google Adwords campaign console, you can target websites based on keywords in their topics or content, place ads on sites. In a sentence **GDN** is a network of websites that runs Google ads. Through this Daraz can generate all types of ads, like- image, text, interactive video ads. Daraz can place those ads on websites that are relevant to their selling. It also shows those ads to the publics, expected to be most interested.

3.2: Online Marketing Tools:

3.2.1. Facebook Page Manager:

This is the mostly used tool. As most of the customers are attached with Facebook, Daraz spends huge investment on Facebook promotion. To manage everything of Facebook they use Facebook page manager APP.

3.2.2. AppAdjust:

It's an online tool by which online team used to create deeplinks, which refers to particular site, page or advertisement. And they promote their campaigns with this links. Through this Daraz can know the number of APP download, order placement, reach, engagements of a particular campaign, ad or other promotional activities.

3.2.3. C360:

It's another online tool by which online team use to manage customer order details. So many order related queries come from Facebook, to reply those online team needs to use this tool.

3.2.1. Twitter/Instagram App & YouTube:

Daraz online marketing team also uses Twitter, Instagram, YouTube app to manage those channels.

Chapter 4:

Interpretation & Analysis

of the Data

Interpretation & Analysis of the Data:

For any sort of business, customers are the most important factor. The vast majority of the business associations in the advanced world are driven by customers, attempting to meet their desire in the most ideal way. Every business generally attempts to snatch their most potential customers to expand their share in the competitive market. At the point when the items and services given by the organizations meet the desires of the consumers then the demand is fulfilled and customers return to repurchase items and become loyal to that organization. In the e-commerce area of Bangladesh consumer loyalty is likewise imperative as in light of the fact that the opposition in this division has been expanding. To hold on to the most loyal customers and to draw in potential clients, a business should be able to offer what their consumers need and desire. Thus, a survey on customer experience can lead the business to make the right decisions.

For this research 80 responses were counted and the respondents were the member of Facebook review group of Daraz Bangladesh. The survey is made on view of a few factors that have specifically or roundabout influence on the Online marketing strategies of Daraz.

4.1: Interpretation of the Data:

This part of the questionnaire consists of some basic questions which reflect that customer's demographic and preference. Survey Poll is made in light of a few factors that have specifically or by implication impact on the company online marketing. In the following section, description of the survey result is given:

1. Age:

80 responses

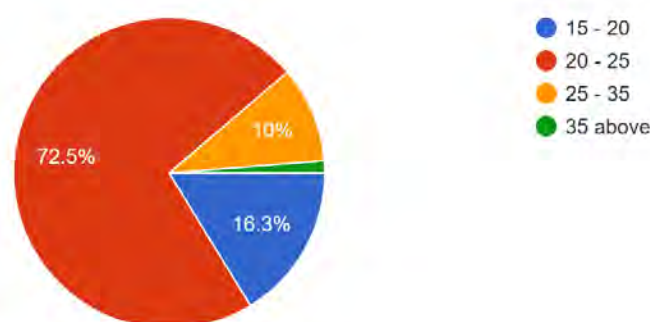


Figure 1: Age group indication

In terms of age group, most respondents were from the range of **20 to 25** years old, whereas, the least number of participants were from the **35** years and above group. As the concept of online shopping is fairly new to our country, it has been seen that most customers consist of the younger generation. Still e-commerce businesses have a long way to go but attracting more aged people will prove to be challenge for these companies.

2. Gender

80 responses

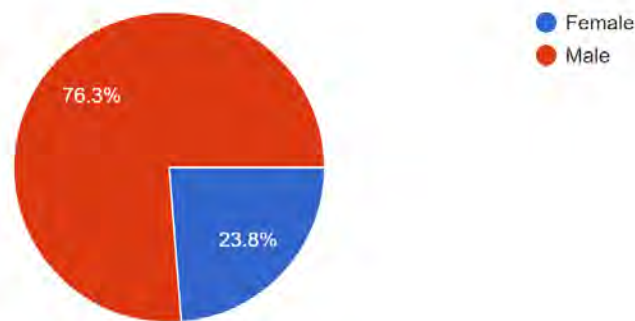


Figure 2: Gender indication

The survey was done to find, how effectively the online marketing effects on customers and it consisted of 80 respondents. Out of those participants, around **76.3%** was **male** and the rest **23.8%** was **female**. This was mostly because Daraz Bangladesh has more male customers than female at this point. Although further analysis needs to be done to understand why the ratio varies, for this research, the survey was done on **61 men** and **19 women**.

3. Occupation

80 responses

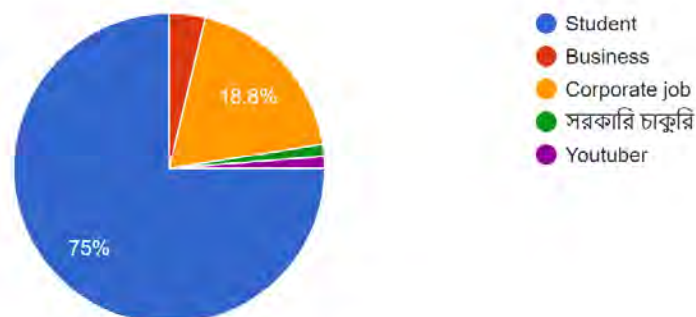


Figure 3: Occupation indication

For this survey, people with different professional background were considered to get the complete picture of customer experience. However, out of the hundred percent respondents, majority were students. This survey reached approximately **75% students** and **19% employees** of different organizations along with around **6%** of **business owners & other jobs**.

4. Monthly income

80 responses

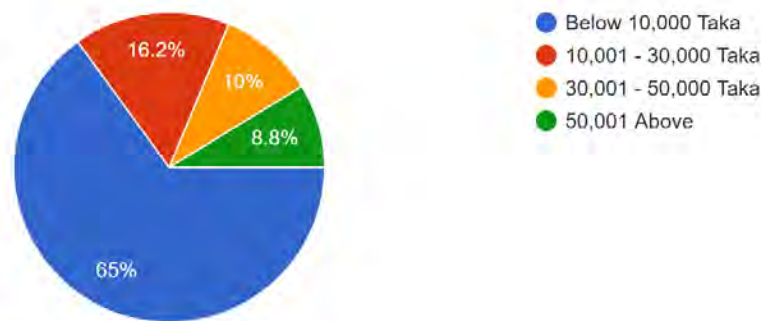


Figure 4: Monthly income indication

People with different income level were considered for this survey, to get the complete picture of customer groups from financial perspective. However, out of the hundred percent respondents, majority were below 10,000/month, which is very much expected, as most of the respondents was students. This survey reached approximately 65% customers who earns less than 10,000 taka a month and 16.2% 10,001 to 30,000 taka, 10% are 30,000 to 50,000 taka and rest earn more than 50,000 taka a month.

5. Where are you from?

80 responses

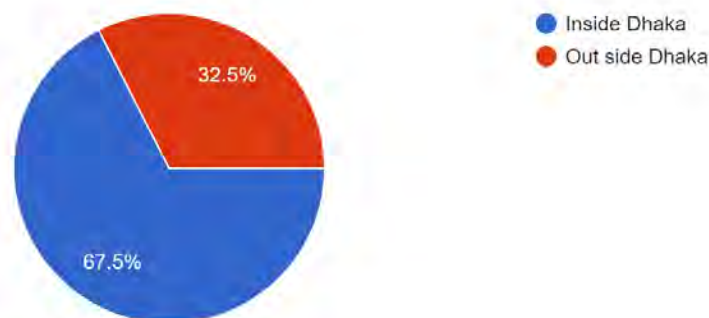


Figure 4: Location indication

In order to understand the geographical segmentation of customers, respondents were asked about their location. As expected, maximum respondents were from inside Dhaka (67.5%). But the good thing is the number of Outsider was much satisfactory, with 32.5%. That's a symbol of digital Bangladesh, I believe.

6. Which of these online markets you have already visited?

80 responses

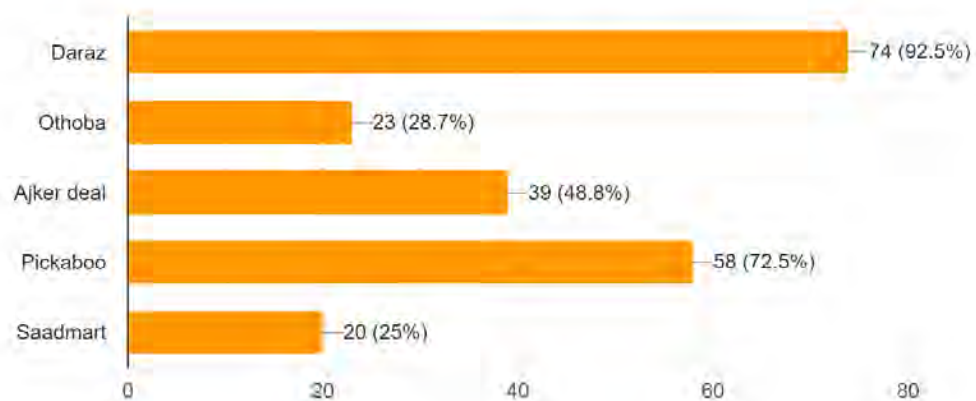


Figure 6: Visitors Indication

In order to understand the popularity of the online shops among the top 5. Customers were asked to point out the online shops they have visited. In this section, most customers (92.5%) pointed out **Daraz Bangladesh**. In second **Pickaboo**, with 72.5% and in third **Ajkerdeal.com** with 48.8%.

7. Which of these you rely most?

80 responses

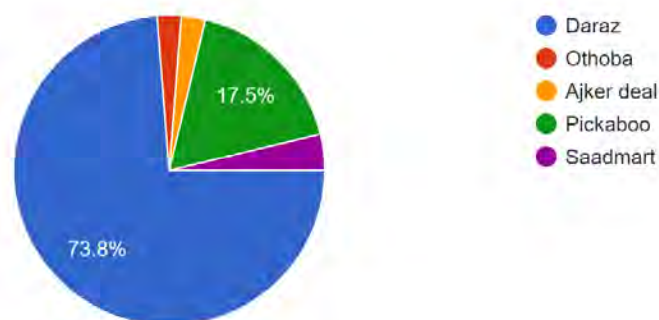


Figure 7: Reliability indication

In the case of reliability Daraz Bangladesh got the vote from maximum customers with **73.8% votes**. However, in second majority customers (17.5%) rely on Pickaboo.

8. How often you visit daraz.com.bd?

80 responses

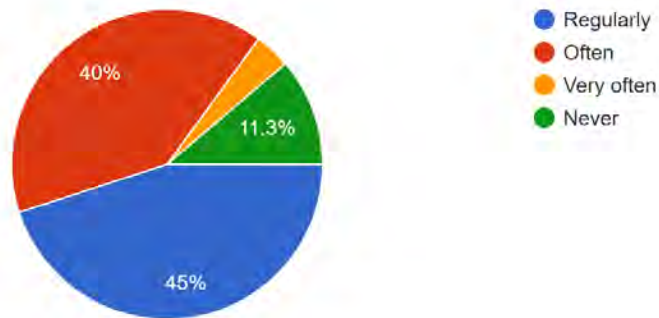


Figure 8: Visit frequency indication

In order to understand the frequency of visit in Daraz onsite by a customer, respondents were asked this question. 45% said they visit regularly and 40% said they often visit Daraz page. The reason of this huge number of active visitors is because of frequent offers and campaigns which attracts the customers to visit the page.

9. How familiar you are with daraz?

80 responses

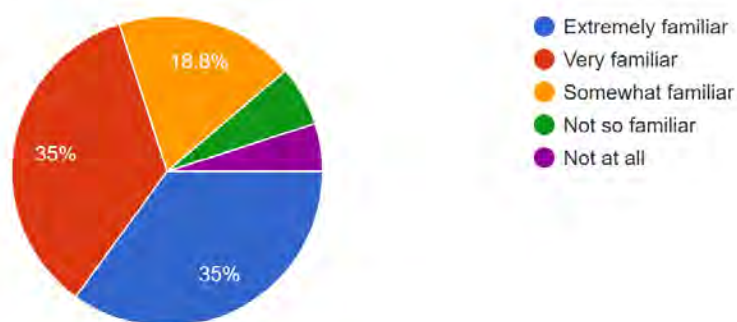


Figure 9: familiarity indication

In terms of familiarity, Maximum number of customers said they are either Extremely familiar or very familiar with Daraz. The main reason can be the huge number of advertisements and campaigns run by Daraz on their onsite, Facebook page, YouTube channel, Instagram and other social media.

10. Can you identify Daraz logo?

80 responses

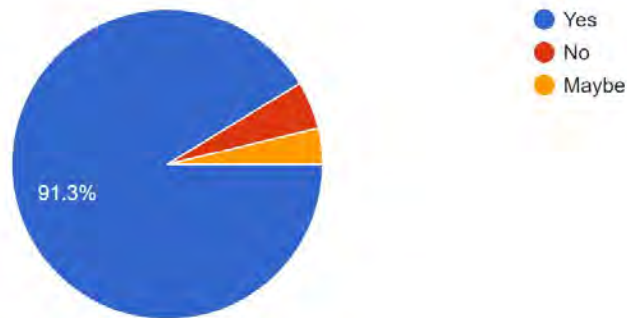


Figure 10: Logo identification indication

A great number of people (**91.3%**) can identify Daraz logo easily. Which is a great success of Online marketing team I believe. Though a very few of the respondents cannot or get confused to identify the logo.

11. How did you first come to know about daraz?

80 responses

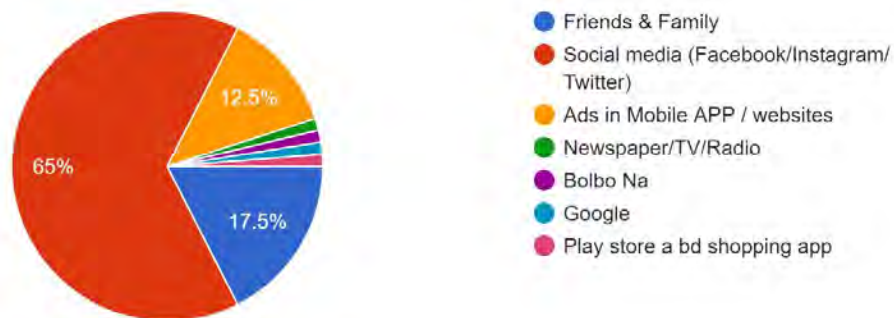


Figure 11: Knowledge source indication

With regards of company knowledge source, max 65% respondents said they come to know about Daraz from social Media, which is a mojo part of online marketing. Daraz spent 85,000\$ just for Facebook promotion on the month of August of this year! Second majority people got to know from their friends and family, and about 12.5% people got to know about Daraz from Mobile APP ads and website promotions.

12. What do you believe to be the best marketing approach to advertise Daraz?

80 responses

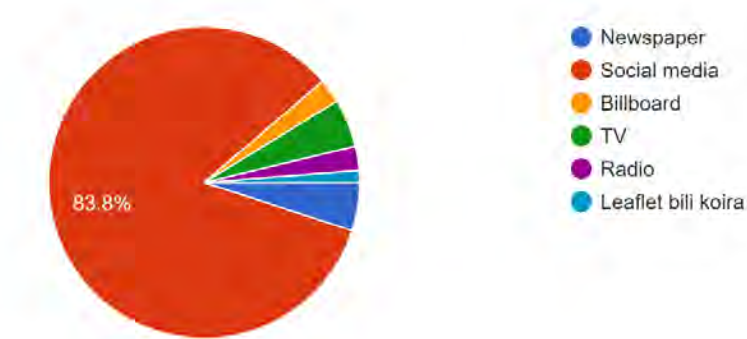


Figure 12: Best way of Advertise indication

In order to understand the most effective media of promotion they were asked to point out the best marketing approach of advertisement. According to 83.8% people, social media is the most effective one. Whereas only 17% people talked about TV, Billboard, Radio, newspaper and other medias.

13. How often can you see Daraz Advertisements?

80 responses

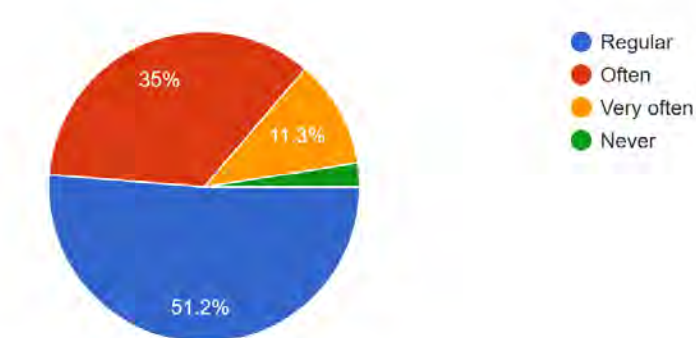


Figure 13: Advertisement frequency indication

In order to understand the success rate of advertisement, the customers were asked about how regularly they see Daraz advertisements in different medias. 51.2% of them said they finds Daraz Ads regularly. Whereas only 11.3% said they can find very often. This statistic can represent the activeness of Daraz online marketing team.

14. Do the advertisements attract you?

80 responses

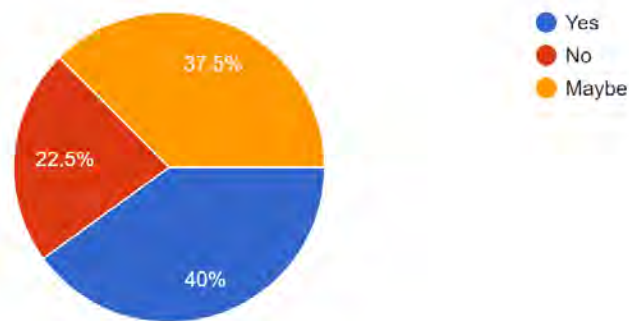


Figure 14: Ad attractiveness indication

In order to understand the attractiveness of the advertisements they were asked this question. Max 40% respondents said Ads are attractive, whereas 37.5 are not fully satisfied with the attractiveness. There is a scope of improvements.

15. Which of the Daraz Campaigns you like most?

80 responses

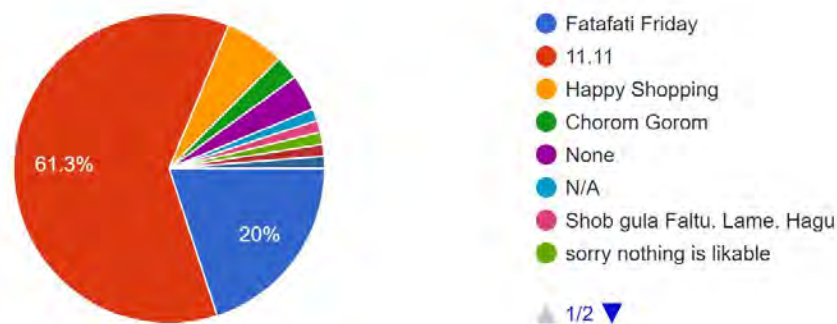


Figure 15: Successful campaign indication

The biggest weapon of an online marketplace is the campaigns. That’s how they attract their customers. Online marketing plays the most important role here, as their main responsibility is making sure the maximum possible reach of customers. Respondents were asked this question to understand the most effective and successful campaign of Daraz. Where 61.3% votes went for **11.11 campaign**, which is known as the world’s biggest sale day. This year Daraz got more than **140,000** orders only on 11th November, which is 11.11 campaign day. Its more than the cumulative number of orders of first 4 months of the year!

Findings:

Daraz holds the leading position in Bangladeshi online market industry and online marketing strategies play the most important role. Yet it can also be a challenging job to create and ensure a great way of addressing diverse clients. As Daraz is still a growing company, there are many online marketing factors that need improvement. New methods according to this country's special needs have to be addressed. For this reason, massive attention is needed to find the features that the customers are looking for and through this research the following points have been found.

Promotion Strategy:

As most of the customers of Daraz is young, Daraz's online promotions should be more focused to youth. In addition, many customers are also from outside Dhaka. Though an online market should be easily accessible for the people of every aspect. Still Daraz should consider young generation as their main targeted traffic.

Market Leadership:

Daraz has the most popularity among the online marketplaces and owns a major share of the market. But to retain the position they have to come up with different marketing ideas to grab attentions and make the page more attractive in online.

Social Media Marketing:

For an organization it's necessary to target a particular media for mass marketing. For Daraz it's social media. Most of the people come to know about Daraz from social media. In Bangladesh social media is more popular than TV or Radio in terms of marketing and promotion.

Branding:

Daraz has achieved a good branding image, most of the people can identify Daraz just seeing their logo. It's a very important asset for a company like Daraz.

Successful Campaign:

Daraz is successful in organizing different campaigns so far. Most of the customers are aware of their campaigns and these campaigns play an important role on Daraz's business. 11.11 & Fatafati Friday is the most popular campaign of them.

Advertisements:

Daraz's has spread their advertisements massively, most of the customers have seen Daraz Ads but many of them don't feel interesting. For an online market place like Daraz advertisement is a crucial part of business, especially online advertisements.

Recommendations:

In a very short period of time like three months, it is very hard to find out any problems in Daraz Bangladesh Ltd. on which I will give recommendations. Currently Daraz Bangladesh Ltd. is the most successful ecommerce site in Bangladesh. But after doing my study in this report I have tried to come up with some recommendations. The recommendations are given below:

- The duration of some of the campaigns can be a bit longer. Daraz's most successful campaigns (11.11/Fatafati Friday) runs for almost 1 week so if they extend the duration of other campaigns it may increase the sale.
- They need to increase the number of advertisements outside Dhaka, to grab more potential customers. Though Daraz is in leading position, but their competitor, Pikaboo, Othoba is also improving rapidly, so to stay at top, Daraz should increase their business outside Dhaka as well.
- They need to give more focus on other social medias along with Facebook. As most of the potential customers are involved in Facebook.
- Number of TVC and Newspaper advertisements should be increased.
- Contents of the Ad should be developed, interesting and attracting.
- They will have to become more active on the social media sites.
- They need to introduce more international campaigns like **11.11** in Bangladesh. As people are welcoming these sorts of campaigns.

These are some of the recommendations that I have found so far for Daraz Bangladesh Ltd. If they follow this they might become more successful in the near future.

Conclusion:

The emergence of E-commerce marks the era of digitalization in Bangladesh. Digital marketing is one of the few sectors which have seen a rapid growth in recent times. Digital platforms like Facebook, YouTube, Instagram, Quora, PayPal etc. has introduced people with the newly defined technology of online transaction. The potential of online marketing is huge as Bangladesh already has 70 million Internet Users which is about 45% of the total population. ICT Minister Quoted, "I am happy to say that from today we will speak about digital marketing as being an essential part of Digital Bangladesh." More people are now willing to use the internet and order their desired product hassle free as people in the city are busier with their work. Daraz with their current online marketing strategy has immense possibility to capture the market and grow their business further. Within a very short period of time they have become the leader of the ecommerce sector in Bangladesh. It happened only because of the right marketing strategies that they have taken. Threats from competitors like Bikroy.com, Chaldal.com, Pickaboo, etc. is there. But they can use economies of scale to their advantage and beat their competitors in the coming days. Moreover, a good relationship with the customer and after sales service is also important to capture more market share.

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Appendix:

Questioners:

1. Age group?

15 – 20 / 20 – 25 / 25 – 35 / 35 above

2. Gender

Male / Female

3. Occupation

Student / Business / Corporate job / Other

4. Monthly income

Below 10,000 / 10,001 - 30,000 / 30,001 - 50,000 / 50,001 Above

5. Where are you from?

Inside Dhaka / Out side Dhaka

6. Which of these online markets you have already visited?

Daraz / Othoba / Ajker deal / Pickaboo / Saadmart

7. Which of these you rely most?

Daraz / Othoba / Ajker deal / Pickaboo / Saadmart

8. How often you visit daraz.com.bd?

Regularly / Often / Very often / Never

9. How familiar you are with daraz?

Extremely familiar / Very familiar / Somewhat familiar / Not so familiar / Not at all

10. Can you identify Daraz logo?

Yes / No / Maybe

11. How did you first come to know about daraz?

Friends & Family / Social media (Facebook/Instagram/Twitter) / (Ads in Mobile APP / websites/ Newspaper/TV/Radio) / Other...

12. What do you believe to be the best marketing approach to advertise Daraz?

Newspaper / Social media / Billboard / TV / Radio / Other

13. How often can you see Daraz Advertisements?

Regular / Often / Very often / Never

14. Do the advertisements attract you?

Yes / No / Maybe

15. Which of the Daraz Campaigns you like most?

Fatafati Friday / 11.11 / Happy Shopping / Chorom Gorom / Other