

The Challenges of Same Day Delivery Service in Dhaka City



koopon



Inspiring Excellence

Internship Report on
The Challenges of Same Day Delivery Service in Dhaka
from
koopon Bangladesh

Submitted To-

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Submitted By-

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Declaration:

It is hereby declared that

1. The internship report submitted is my original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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Letter of Transmittal

January 9, 2020

Mr. Shamim Ehsanul Haque

Assistant Professor

BRAC Business School

BRAC University

Subject: Submission of Internship report.

Dear Sir,

With due respect, I would like to state that, I would like to submit the report prepared on my Internship tenure which is on “The Challenges of Same Day Delivery Service in Dhaka on koopon Bangladesh”. With sincerity and Integrity, I have completed 4 months of my Internship tenure in koopon Bangladesh in Route to establish same day delivery operation plan of Marketing Department. During the period of my Internship, I have completed the tasks I was assigned from My Supervisor from the respective organization. Meanwhile, I have also tried to give full efforts to maintain the Instructions and Guideline given by you. Throughout the Internship Period, I tried to execute the Knowledge and learning I have achieved and observed from my 4 years of BBA program.

Thank You for the instructions & co-operation I have received from you during my Internship Period.

You're sincerely

Mohammed Samiul Islam

ID- 15104026

BRAC Business School

BRAC University

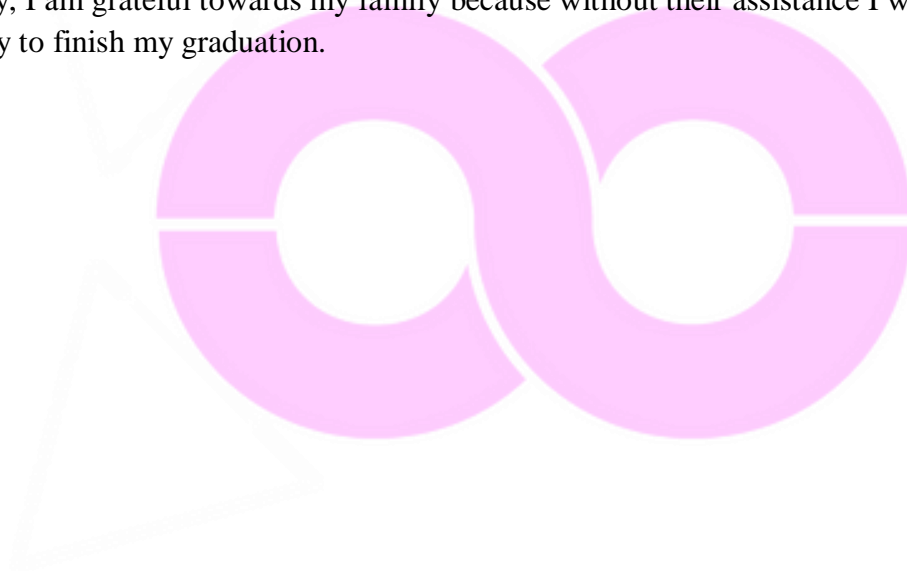
Acknowledgement:

Firstly, I am incredibly grateful towards the Almighty for blessing me to finish my graduation & accomplishing this report. My most significant gratefulness is towards my advisor Mr. Shamim Ehsanul Haque, Assistant Professor, BRAC Business School, BRAC University for providing me her ultimate help to finish the report on time.

Furthermore, I offer my gratitude towards my internship supervisor Ms Basharat Biva, Senior Executive, Marketing for allowing me to get familiar with the departmental works. Moreover, I should thank the whole department for allowing me to feel genuinely great in the affiliation.

Besides, I offer my gratitude towards Mr. Shah Rukh Ahmed, Assistant Executive for his assistance and giving information about the organization along with detailed activities.

Lastly, I am grateful towards my family because without their assistance I would not have the ability to finish my graduation.



Executive Summary:

When time to execute any plan in real life everyone have to face different challenges and those are the successful one who overcome all the difficulties and go ahead. Everyone is not capable to overcome all the challenges.

Service delivery is one of final part of any system. For completing this here need the organizational and professional skill. With the commitment to deliver the service within a short period of time is a big challenges now a days at busy city like Dhaka. Koopon's motto is bring happiness to the customer and deliver the product same day.

This paper is the detailed discussion about the challenges those faced by individual of koopon's. Such as the traffic system, population problem, unplanned urbanization and others.

The report is all about the features and challenges those faced by the koopon team during deliver the products or service to the customers or clients. The discussion and recommendation of the report is the way to improve the state of koopon and in future it will be one of the raising company of Bangladesh. With negligible cost the koopon Team deliver the service within a very short period of time. In addition the report is a research on the challenges of the service system in developing country like Bangladesh.

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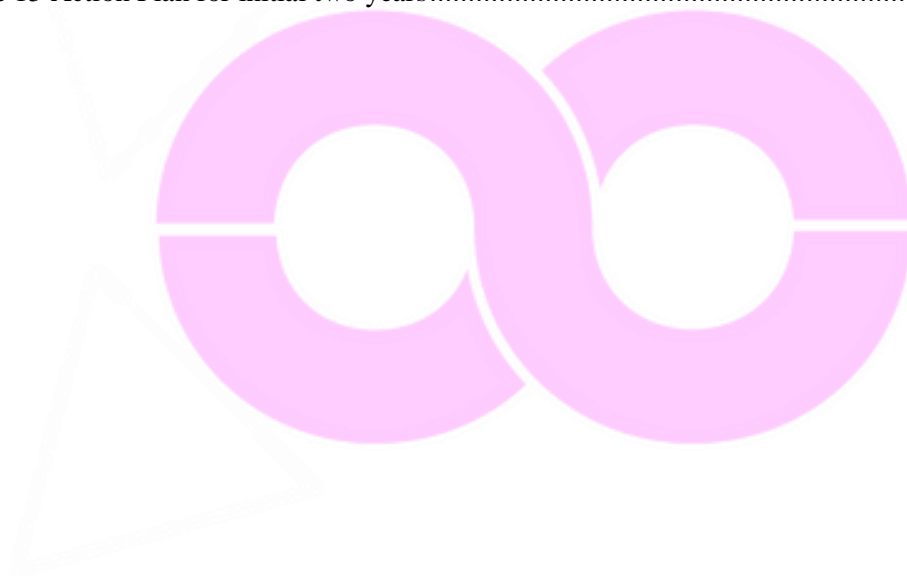
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Chapter 1: Introduction

1.1 Background of the Study

In an internship program, an undergraduate student who's pursuing his degree to get a real life job experience for a specific period of time. This is the time when students can get the chance to utilize their four years academic experience by working as a fulltime "Intern". A business graduate can gain a lot of hypothetical in his academic period. This is the time where they can imply their learnings into real business environment. Internship gives the opportunity to experience the real vibe of chosen majors, enhances CV, boost our skills & academic knowledge. Like every other university, BRAC University students need to complete four to six months internship in an organization to complete their bachelor's degree. This research paper has been prepared on the basis of four months internship in koopon Bangladesh.

1.2 Origin of the Study

This paper is a total output of the four month internship at koopon, where I was offered the opportunity to work under the Marketing Department. This opportunity provided me with a real life scenario of a corporate job. All the academics I got to learn has been implemented with the real work experience. I had the chance to work planning, designing, implementing & distribution under the Marketing Department. Different experiences and exposure to tasks encouraged me to pick the topic "The Challenges of Same Day Delivery in Dhaka" which is a key component of Marketing.

1.3 Objectives of the Research

As the title says, "The Challenges of Same Day Delivery Service in Dhaka City" a report on koopon Bangladesh this report will contain results on the factors that helps the establishment of same day delivery service in Dhaka City. There are so many challenges in every steps to establish this service. Working here in koopon helped me to enhance my thinking ability,

marketing skill, policy making of koopon on the marketing sector. The basic objectives of the paper are:

- To provide the overall organizational review of koopon
- Analyzing same day delivery operation
- Collaborating with the operation team

1.4 Limitations

There were some limitations while making the report. First because of confidentiality issues it was tough to gather information because every organization maintain their own policies. Interacting with the customers of koopon was not easy. While gathering information through questionnaire customers was not very interested to fill up the questionnaires. In some circumstances, it was tough to make them understand about the questions & the activity.

Lastly, their every operation was very hectic and there were so many tasks in the operation. So most of the time I couldn't get the proper time to get the feedback from the customers. As it was a startup it was tough to gather internal information as information was not documented properly like big companies.

Chapter 2: Organizational Overview

2.1 koopon

“koopon” is one of the fastest delivery service in Bangladesh which works on now only at Dhaka city. Its motto is all about bring happiness to the customers. Normally all other carrier service is to so fast that they can reach the customer within a few hours in Dhaka city. They takes normally minimum one day for delivering the product or parcel to the customers. Kooon provides the delivery within maximum 8hours at a single day at a low cost. It works on individuals or any businesses. There is no crux regarding payment procedures. Anyone can get the service via koopon’s website. It deliver the different items of ecommerce like clothing, electronics, books, accessories, official documents, urgent parcel, dry food or bakery items also. But there is some restriction to deliver the toxic, poisonous, liquid, medicines and Govt. prohibited items. It connected stake holder to the local customer with the store. They always try their first and foremost duty to keep the best quality though they have to suffer more struggle. If anyone need anything very fast they cover the package and deliver the items within 3 hours or less. From picking up to deliver the product the team Kooon never compromise their quality for a single moment. The system of payment and return the money if needed is too much transparent.



Figure 1 Kooon's Diagram

koopon team works now only cover the full Dhaka and they are already successful to cover it. The COD (Cash on Delivery) is negligible for each and every customer and business. They have experienced driver to reach the destination of the individuals or business. It is a platform from where anyone can get the service and save the travel cost and time and also they give the product to the customer in time also. For doing a great things it's just beginning. This little initiatives can change the whole picture of the society. If all stake holders go and try to give the product to the customers it create lots hazel and traffic on the busy roads in Dhaka city. Here the Koopon team can deliver the all products to the customers in time and only a way, so there is no chance to create the lots of traffic in busy roads.

A busy city like Dhaka such a need this type of work like koopon. koopon is that type of platform that can reduce the money cost, labor cost for delivering the products as well as save the time and make the customers happy. The logistics of the koopon team is so much co-operative and try their best to keep the quality of their services. They currently work on to deliver the products in a same day in Dhaka city. They always try their best to make the customers happy. They never compromise with the quality of the products and services as well as. Everyone can easily rely on the Koopon delivery service and focus on their own business activity. Basically the Koopon works to do something easy and great for the clients and in business system of Dhaka. The activity of koopon is not so much light, it is too much responsible work that done by the great team.

2.2 Mission

To develop the business system through delivering the products in a short time via negligible price to bring happiness without compromising the quality in Bangladesh.

Motto: Happiness Delivered, Same Day Everyday

2.3 Vision

Koopon will emerge as a leading organization for delivering the individuals or business products from store to the customer's door and according to their choice, want within less than 3 hours and stakeholder can easily rely on it without hampering their own business activity.

2.4 Core Values

- ✓ Ensuring same day deliveries in Dhaka City Everyday
- ✓ Collaboration with merchants
- ✓ Dedication & Teamwork
- ✓ Maximum Commitment

2.5 Departments

Accounts & Finance:

This department manages the whole financial matter of the Koopon. The total payment system is being controlled by this department. The COD (Cash on Delivery) system affirmed by the department. The income and expenditure of all delivery will be estimated by this department. The financial analysis of the company will be done by the department. The department responsible for preparing the financial statement, paying bills of customers and local employee, cost counting and many more. In this department there is Head of the department, senior executive officer and executive officer who works together.

Marketing:

The department works on the how to increase the service facility of Koopon, how to increase the number of customers, how the clients can more reliable on Koopon. Also this department works to compare the market value of koopon's service with other one and way of improvement on this section. The department should work on new marketing tools, innovative market plans, communicate with other company and stakeholder and analysis the market value of the services. In this department there is Head of the department, senior executive officer and executive officer who works together.

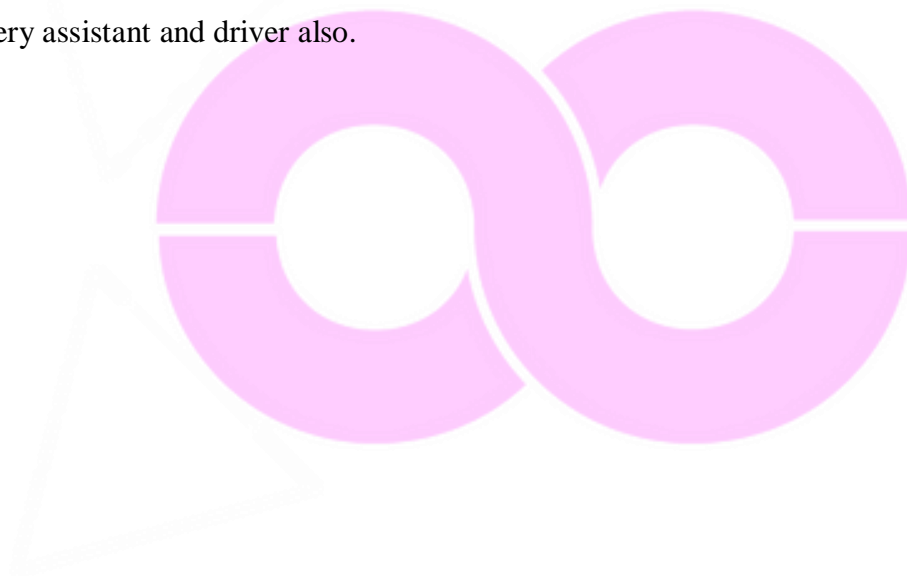
Human Resource:

This department maintain the human collaboration in the company and give them proper guidance regarding other three departments. This department works on recruiting, interviewing, placing the people in the company. They also works on the direct plan of

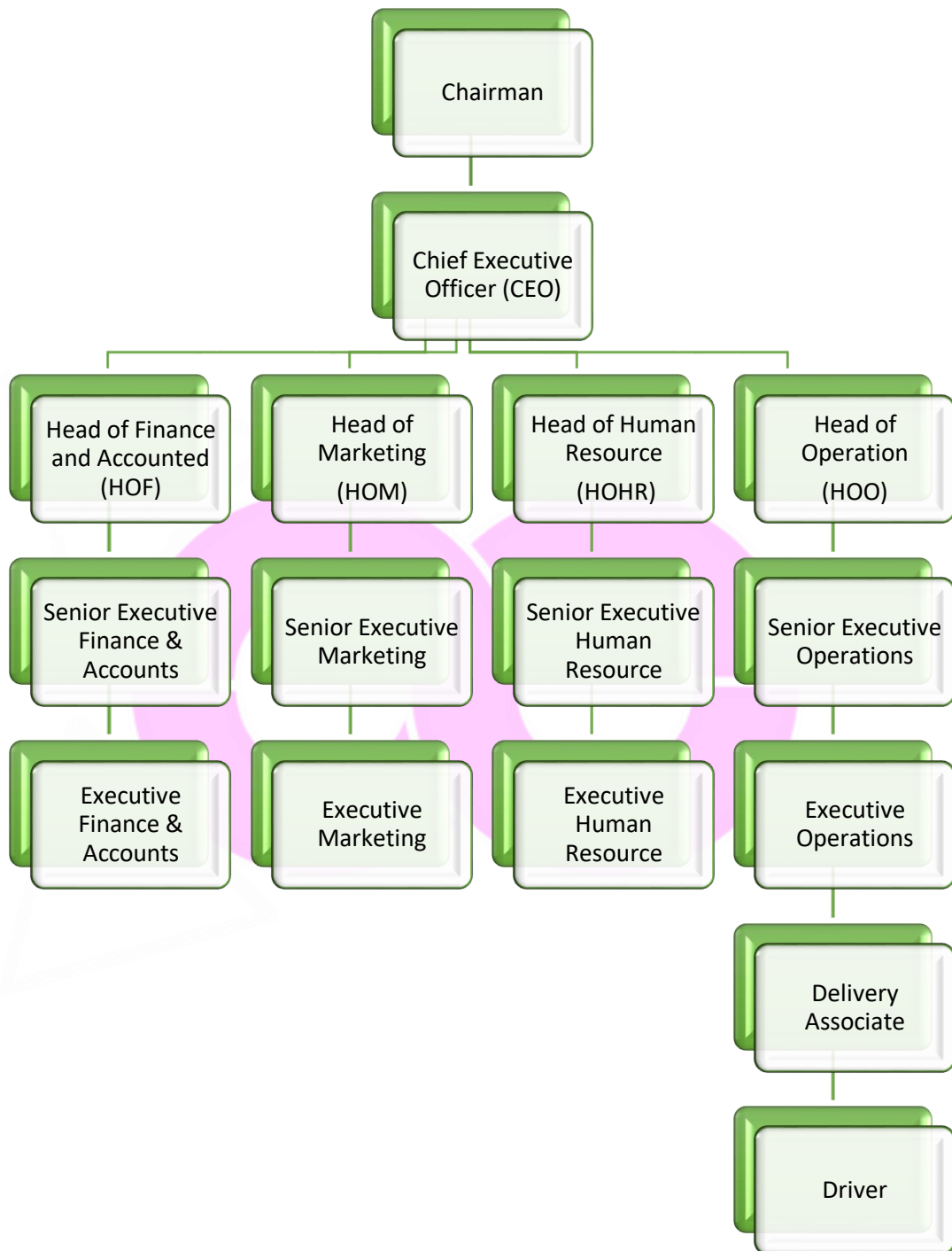
administration of company. How to improve the workers skill they also works on this. This department is responsible to hire the capable candidate or refer the perfect one, inform the applicants about the job's benefits and conditions and others. In this department there is Head of the department, senior executive officer and executive officer who works together.

Operation:

This department works on the delivering the products finally. All services and goods will be reached via this department. All customers will be connected this department directly. All products will be delivered in time with their hard working. This department involves in planning and coordinating the whole system. This department directly connected to the field and customers. In this department there is Head of the department, senior executive officer and executive officer who works together. And being Operation department here also include delivery assistant and driver also.



2.6 Organization Structure of koopon Bangladesh



Chapter 3: Internship Overview

3.1 Responsibilities in Internship

- Contacting new merchants for same day delivery service.
- Increase delivery efficiency day by day.
- Meet up with new merchants
- Update Pricing according to route
- Ensuring proper service to new registered merchants

3.2 Internship Experience

During the internship period I was appointed as Chief Operating officer. It was a huge responsibility for me. To deliver the products finally go through via me. I was connected lots of people because of the responsibility.

Here I was working seems to it's my own home. I gather lots of experiences and chance to know different social condition and statistics via different sector's customer as well. Via this internship I have a lifetime experience to work with a great team who are committed to deliver the product in time without compromising the quality of service or goods.

I learned how to work under lots of pressure and how to handle the situation in a professional way. I learned also the organizational behavior that will surely help me to maintain the professionalism in my future working life.

Here I worked as intern for 6 months and had a great experience. Via this internship my job fear will be disappeared hopefully. It was a amazing journey with Kooon team.

Chapter 4: Literature Review

Challenges:

To develop any plan in practical life there is lots of challenges. In the case of business purpose there is financial management, monitoring the whole activity, uncertainty of future, competition with other system, recruiting the right talent and others. Each and every step taken by the authority is a big challenge to develop the system.

To run any plan in real life there is too much challenges. Such as to maintain all data by developing the information technology system, maintain the reputation of the institution, explore the whole system and developed frequently each and every sector.

Service Delivery:

In a services management context, service delivery system is defined as “*the structure (facilities, equipment, etc.), infrastructure (job design, skills, etc.) and processes for delivering a service*” (Goldstein et al. 2002, p. 132). Basically service delivery is the main output of any system or procedure that can be reached to the customers.

Service delivery systems (SDS) is producing several positive outcomes, ranging from reduced costs, increasing availability of efficient operations, improving service quality and optimum customer experience (Walley and Amin, 1994).

Satisfaction:

In another side of the work is customer satisfaction and from this they can rely on the service for future. According to Ryan W. Buell customer won't to like to wait in a line for getting any service and they won't prefer waste no time for delivering any service. For this system they want to switch the place and move to another state. So the system or authority do any change in the system that reduce the customer's problem as well as increase the lifestyle of the community that will be great. (Ryan, 2018)

Time Management:

To finish any work or order in a time is too much mandatory for improving the state any system. From different reviewed literature it is said that time management is begin with the planning

of the work that continue up to the last target of the work. Time management behaviors like to set the goals and priorities, to preference for organization and mechanism of time management. (Macan 1996)

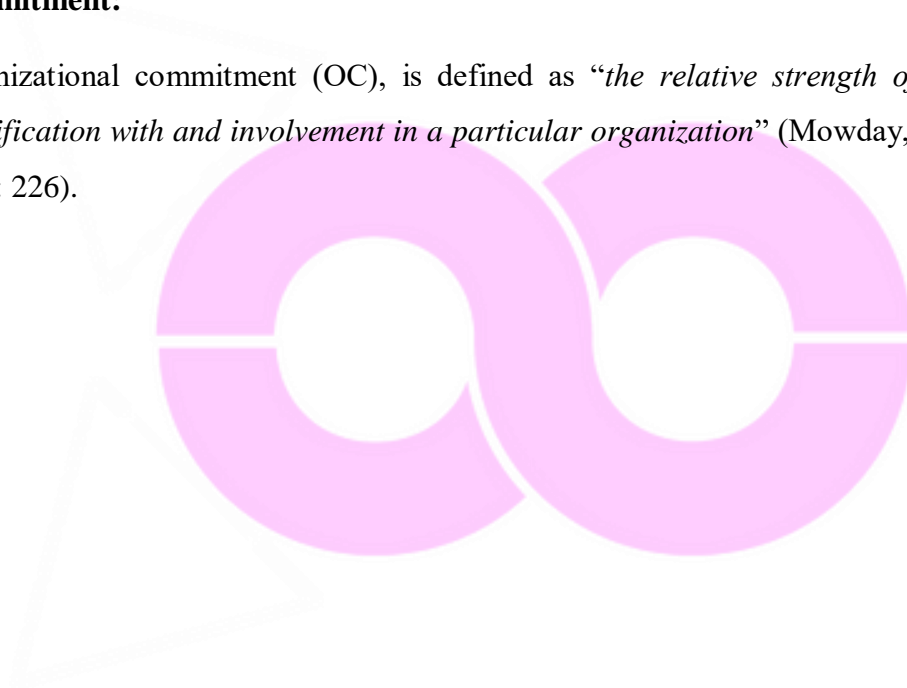
Trust:

In this delivery system trust is a big issues. To gain trust from the customers is too much important and foremost duty of any service delivery company.

Trust in organizational skill involves on the employee’s willing and the customers who will get benefit from the company. An important source of information is the employee’s immediate social environment, which largely comprises co-workers (Tan and Lim 2009).

Commitment:

Organizational commitment (OC), is defined as “*the relative strength of an individual’s identification with and involvement in a particular organization*” (Mowday, Steers, & Porter, 1979: 226).



Chapter 5: Methodology of the Report

5.1 Sources of Data

For this report I have gathered two types of data primary and secondary data. Primary data collected via the customers and clients.

- Primary Data
 - ✓ Direct survey from the clients and customers.
 - ✓ Discussion with the chairman, Chief Executive Officer and Departmental Head.
 - ✓ Questionnaire survey from the office staff and others.
- Secondary Data
 - ✓ Annual report of the company.
 - ✓ Total complete delivery reports and documents.
 - ✓ Online survey.
 - ✓ Different agreement with the business stakeholder.

5.2 Respondents & Sampling

Respondents are selected sample groups who use the Koopon delivery service. Due to initially operation of the projects the respondent number is not so high.

5.3 Survey Instruments and Procedure

An online survey was developed regarding this report. There was open conversation with the chairman, Chief Executive officer, different Departmental Head and staff of the company. Another survey from the clients and customers. The rate of the quality service of the Koopon was asked to the audience.

Chapter 6: Analysis, Interpretation and Findings

6.1 Situation Analysis

In the situation analysis the covered topics are: marketing analysis, SWOT analysis and competitive analysis.

- ▶ **Marketing analysis:** e-commerce business is an ongoing and trendy business everywhere. So, the delivery demand is so on point. It is difficult to handle the delivery for the merchant. Merchants are looking for the delivery outsourcing and kooon just took the right opportunity to meet the demand.

kooon is offering their service as business to business. So, they are mainly targeting to the e-commerce business entrepreneurs. The products are specially jewelry, clothes, books, shoes and beauty products.

Apart from that, they also have monthly clients, they are specially known as corporate clients. Recently, they have associated with Nitol Insurance Company to deliver their documents monthly. They are targeting to achieve more corporate clients in near future.

The market also has a huge demand outside of the capital. So, Kooon is working to expand their business by March 2019, outside of Dhaka City.

- ▶ **SWOT analysis:** precisely SWOT analysis has been done and given below:
 - ✓ **Strength:** In Bangladesh Kooon is the first delivery company who offers same day delivery. They have created their unique strategic positioning by that. Besides that, they have also a premium pricing strategy. Compare to the other competitors Kooon is charging less. They have the goal to reach by maintaining the quality and also asking it in a less amount.
 - ✓ **Weakness:** there is a huge demand outside of the Dhaka City and customers are asking for it. But, unfortunately Kooon is not yet available to give the service outside of Dhaka and they have limitations of bike service.
 - ✓ **Opportunity:** unfortunately, the delivery service is not so much popular outside of Dhaka and E-commerce business is a growing business in our country. If we can expand our business in a short period of time company can earn a lot of profit and we also can get the first mover advantage from our competitors like pathao parcel or any other delivery service given company.

- ✓ **Threat:** Koopon is beating the market by offering same day delivery service. Therefore, we got a huge response from them. So, the competitors are going mad about the Koopon's USP. They are trying to bring the same day delivery service process in their market.

<p><u>Strength:</u></p> <ul style="list-style-type: none"> • Same day delivery • Affordable pricing • Live Tracking 	<p><u>Weakness:</u></p> <ul style="list-style-type: none"> • Service limited within Dhaka Metropolitan area.
<p><u>Opportunity:</u></p> <ul style="list-style-type: none"> • Market expansion • Corporate clients 	<p><u>Threat:</u></p> <ul style="list-style-type: none"> • Imitate the USP

- **Competitive Analysis: Main Competitors: Pathao Parcel, MUV, Bidyut, eCourier**
Will create a table and discussion about the analysis:

Competitor Analysis	Pathao Parcel	MUV	eCourier
Offering Product/Service	Service	Service	Service
Market Share	11.27 %	2.86 %	7.68%
Past Strategies	Limited kilometers based	On demand	Limited B2B clients
Current Strategies	No kilometer's boundaries	App based service	Both B2B and B2C clients
Marketing Platform	Online Platform	Online Platform	Online Platform
Strength	Widely recognized	Superior Service	Modern Technology
Weakness	Poor service	Limited Bike	Not widely recognized
Opportunity	Market expansion	Improving Service	More promotions
Threat	Customer Dissatisfaction	Loosing Customer	Minimum Market Share

6.2 Analysis & Interpretation on Merchant Satisfaction

Merchant Satisfaction means how much our merchants are happy with our service and offerings compare to other companies. For my report, I did an online survey with 50 merchants. They were very happy to give their opinions and almost every merchant give their own opinion about the same day delivery service of koopon. As there were some merchants who was not comfortable with English questions so I did the survey in Bangla.

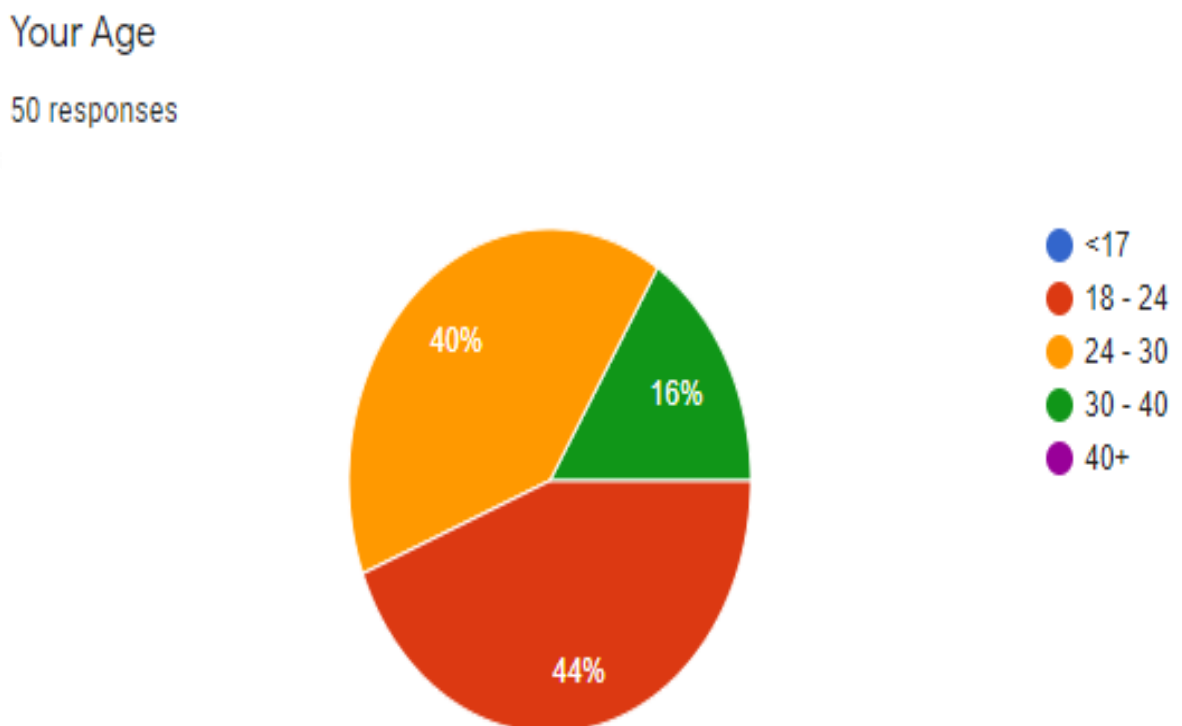


Figure 2 Age distributions of the respondents

Your Gender

50 responses

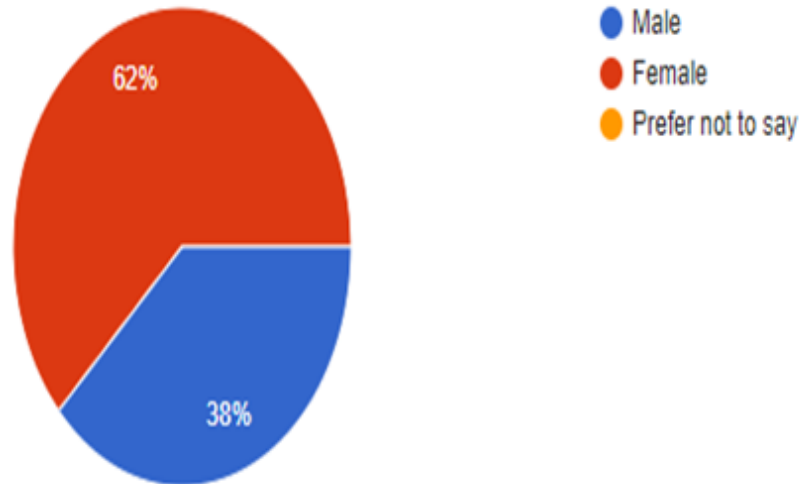


Figure 3 Gender distribution of Respondents

Analysis & Interpretation:

Most of our merchants are 18-30 years old & most of them are female It's a very good news for us that the young faces are becoming entrepreneur. So it was easy for koopon to present the unique same day delivery service policy to the young merchants.

How much you are satisfied with koopon’s service?

koopon এর সার্ভিস নিয়ে আপনি কতটুকু সন্তুষ্ট?

50 responses

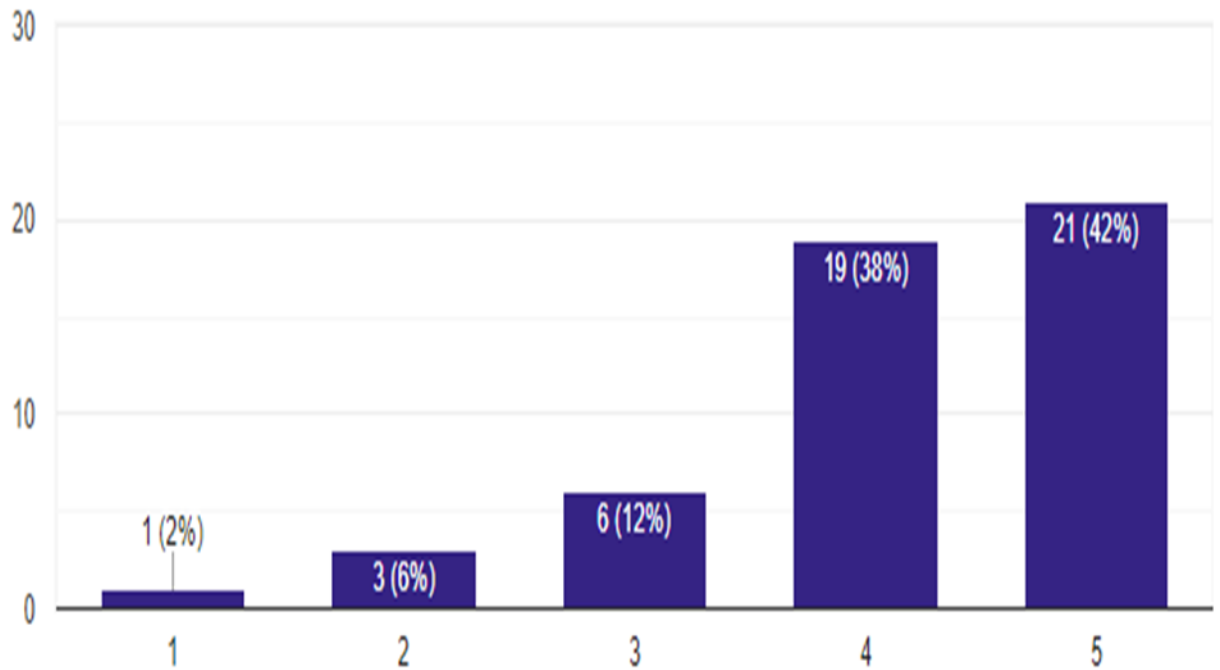


Figure 4 Rate of Quality of Koopon’s Service

Analysis & Interpretation:

Almost 80% of the merchant are pretty much satisfied with koopon’s service because of their dedication and commitment. In same day delivery there are so many challenges. But koopon overcoming them and increasing their market share every day.

What will be koopon’s ranking in top 5 delivery companies of Dhaka City?

ঢাকার ভেতর যদি প্রথম পাঁচটি ভালো ডেলিভারি সার্ভিস এর নাম বলা হয়, koopon কে আপনি কয় নম্বরে রাখবেন? (১ মানে সবচেয়ে ভালো)

50 responses

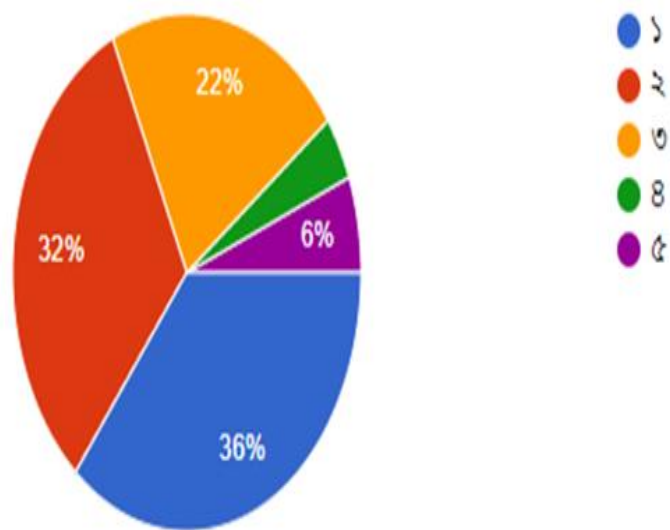


Figure 5 Comparison of Kooon’s service with other delivery Service Company in Dhaka

Analysis & Interpretation:

More than 80% of koopon’s merchant voted that koopon is in the top 3 on the basis of delivery companies in Dhaka. As a startup it’s a huge success of them. As they are the introducer of Same Day Delivery Service in most convenient rate.

Which option is more preferable?

নিচের কোন অপশনটি আপনি সবচেয়ে বেশি প্রেফার করেন?

50 responses

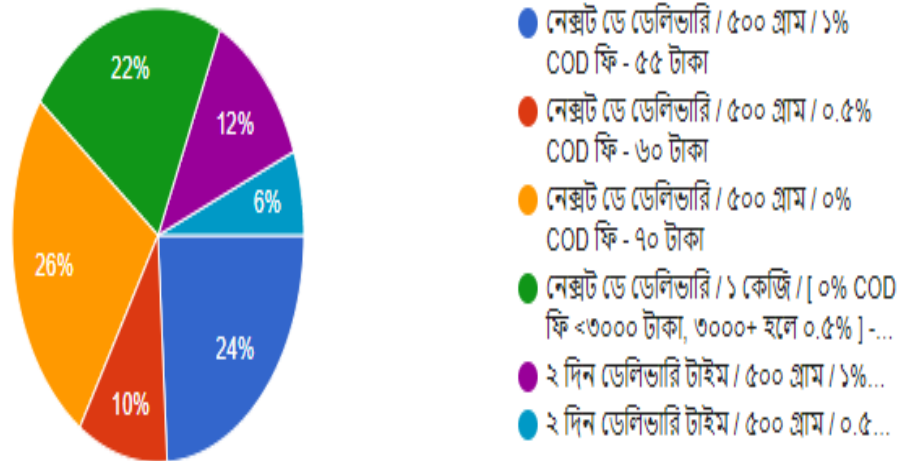


Figure 6 Variation of the service preferable to the customers

Analysis & Interpretation:

In this survey I figured out that merchants give various option when there's next day delivery option. This feature is cost friendly but not efficient. In the result I checked that there are so many preferences by the merchants. So to best way to figure out the problem is to establish same day delivery service in a cost effective way.

The most and least likable two features of koopon

koopon এর কোন দুটি ফিচার আপনার সবচেয়ে বেশি প্রিয়?

50 responses

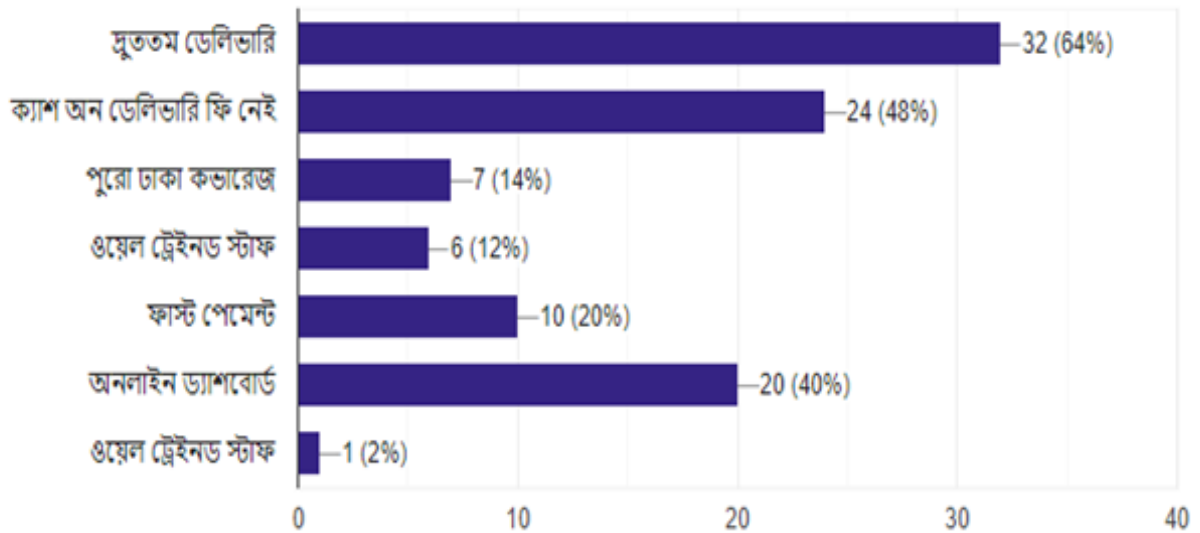


Figure 7 Two most preferable features of Koopon

koopon এর কোন দুটি বিষয় কম পছন্দ?

50 responses

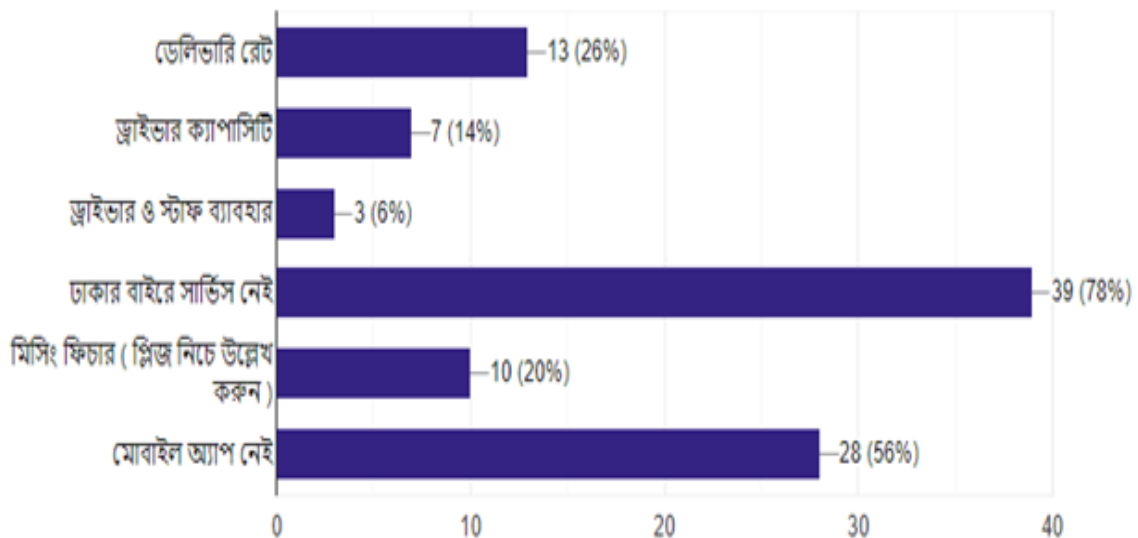


Figure 8 Two most dislikeable features of Koopon

Analysis & Interpretation: koopon is favorite to everyone because of their fastest delivery within 8 hours and no COD which saves a lot of money of the merchants. Merchants really appreciate this two features and they are unique from other companies. What merchant don't

like about koopon is they do not have service outside Dhaka which will start as soon as possible and the development of mobile app has already started.

Future features that you would like to see on koopon

কোন দুটি ফিচার আপনার কাছে সবচেয়ে গুরুত্বপূর্ণ যা আপনি koopon এ দেখতে চান?

50 responses

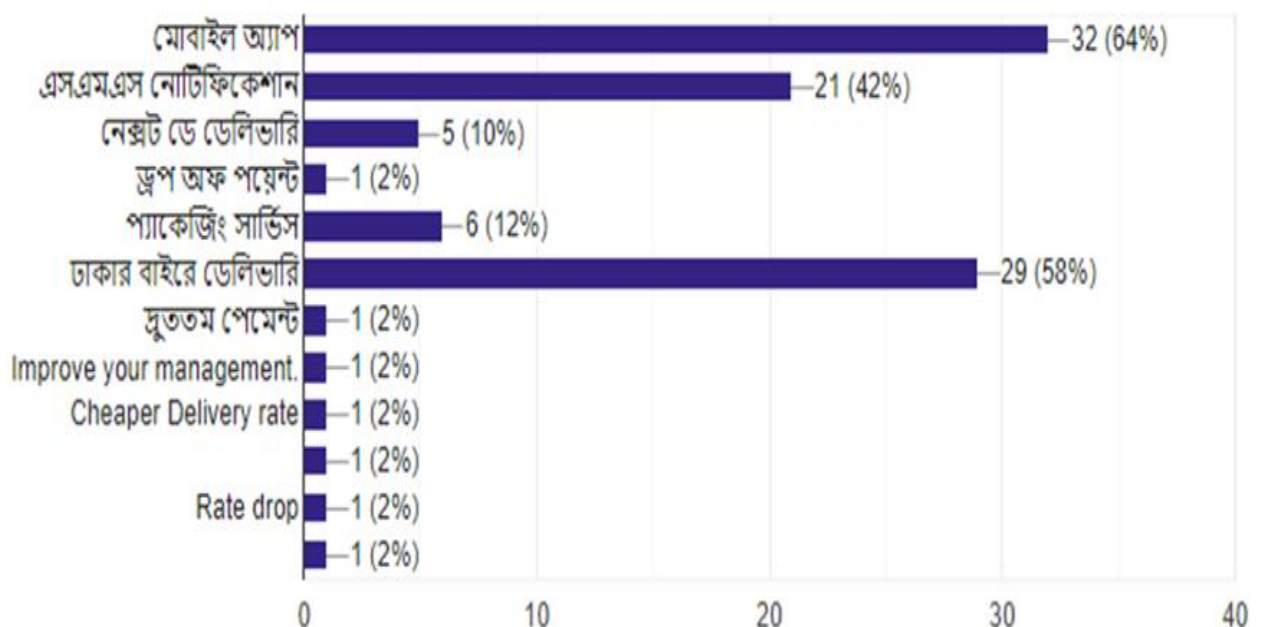


Figure 9 Important features those clients want to see in Kooon.

Analysis & Interpretation: In same day delivery service every merchant would love to see mobile app, SMS notification & outside Dhaka delivery which are the challenges koopon is facing right now. But these are temporary problems. It will be solved soon.

Chapter 7: Challenges to operate the koopon's system

To execute something in real life everyone face some difficulties. Here the Koopon's activity is not different from others. There are some major difficulties those have been faced by Koopon team as well as me.

- **Traffic System**

Without proper traffic system the transformation of trade, commerce and other staff are hampered. Due to lots of traffic in Dhaka city there is a big concerning issue to reach the destination in a time. And here is the big challenge to Koopon team to deliver the service of a company or stakeholder or any individual to the customers in a time though there is lots of traffic or whatever is it.

Due to traffic jam lots of people want to work on online based platform. But the Koopon team want to change the perception of the people and bring something new and easy to the local people. So they have started the work in practical way and handle the worst situation and bring happiness to the customers as well as the stakeholder.

First of all they have to cop up with the heavy traffic in the roads and also deliver the service in a time accordance with their commitment to the authority and people.

In Dhaka City the problem of traffic on the busy roads is lots. Every day because of traffic jam there is lots working hour usually disrupted. The unplanned traffic system is the main reason of that. The roads and highways is narrow and there is no skilled traffic police.

Only because of traffic jam Dhaka city's GDP is hampered and the life style of the Dhaka city is also hampered. To deliver the products in a time is one of the toughest task.

For this traffic system lots of service is not reach it's goal and can't provide the goods or service. For traffic system there is lots of chance to rotten the food items and tough to keep the commitment those already giver to customer and fulfill the mission of Koopon.

Only because of traffic systems there is lots of difficulties to move anyone for delivering the products or services. In this situation Koopon keep their commitment and take the responsibility to deliver the products of many stakeholders and individuals at a same time.

- **Population Problem**

Due to lots of people in Bangladesh all system face the difficulties to maintain the whole procedure properly. All people's need are not same. Some want to transfer his documents or some want to transfer food or other staff. It is really hard to deliver the product without any miss arrangement.

Being a populated country Bangladesh always face different major problems regarding to transfer the trade, commerce and other business staffs. So it is high time to change the system and develop the existing one.

The big issue is population in Dhaka city. Because of lots people the authority should promote lots of bus, car in the busy roads of Dhaka city to reduce the problem but ultimately they creates many problems.

Increases the amount of Carbon dioxide, degrade the air quality, the amount of solid particulate matter and degrade the water quality as well as. Due to air pollution lots of people suffering different types of pulmonary diseases and can't work properly. For their sickness the whole system's people are being affected.

It is tough to maintain all health issues and deliver the services in a time and keep the commitment and bring to customer's happiness.

- **Unplanned Urbanization**

There is no proper plan for Urbanization in Bangladesh specially Dhaka city. For these there is sequence of the residence and road. So it is tough to get the spot for delivering the items and goods.

In Dhaka city the construction of the building and road didn't maintain the rules and existing policies. So the urbanization of the Dhaka city is not sustainable at all. It urbanized area but not too much helpful for increasing the country's economic condition and GDP rate.

The roads are not properly constructed and managed so that there is lots of problem. The U turn side is not properly constructed the angle is not always correct so there is risk to move via that spot.

There is no properly sequence of the office sites, residences, educational institutions, hospitals for that reason the driver face some difficulties to reach the destination.

- **Unskilled Administrative Section**

The administrative section is not proper developed. For that reason there is some difficulties to promote something new in the City initially. They are not ready or able to accept this new, easy system for delivering the service from store to doors.

The clients are not too much professionals. They are not to able properly use the service. They order their products but time of delivery they are not present at home or can't able to complete the payment procedures.

People are not use to do work on online and they can't rely on the service system properly. They are used to get the service by own though they have face struggling and waiting for hours and costing money.

- **There is no professionalism**

The existing service of the Dhaka did not maintain the professionalism properly. There is lots of problem in the system. So to overcome the situation is a big challenge of Kooon.

To deliver the service with maintain of proper professionalism and good attitude is a prime concern of Kooon. The Kooon team always maintain their commitment and able to understand the people that they can easily relay on Kooon service.

It is not a light thing to achieve the people's trust and maintain this with proper management. The Kooon team face difficulties at the very first beginning. But after few months the team capable to maintain all systems in a good way.

Firstly people believe that like other service system Kooon almost same but after working with Kooon or get benefited from the Kooon service they were satisfied with the system and management of the service of Kooon.

- **Existing service is slow, unreliable and unpredictable**

Existing service is slow because they take time minimum 2 days and maximum 8 days to deliver the products.

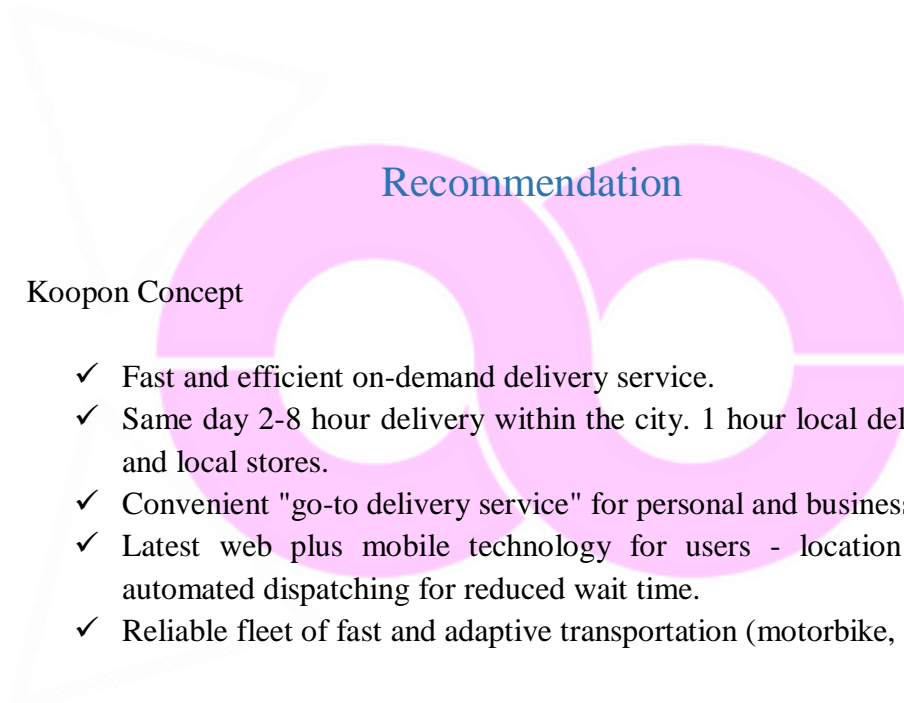
They take 1-7 days delivery time inside Dhaka, the capital, a city with 20+ million people and only about 118.3 mi².

They also take 2-10 days delivery time outside Dhaka.

- **No Existing local delivery service**

- ✓ Most of the local businesses (groceries, pharmacies etc) has no local delivery options.
- ✓ Rest of the few relies solely on in-house delivery person which most of the time is costly and inefficient for the business.

- **Major logistics companies are old and outdated**
 - ✓ Unreliable service with no tracking options
 - ✓ No guaranteed timing for delivery, most cases are delayed
 - ✓ Major companies do not provide pick up service
 - ✓ Small last mile solution providers are unorganized, struggling with customer satisfaction



- **Kooon Concept**
 - ✓ Fast and efficient on-demand delivery service.
 - ✓ Same day 2-8 hour delivery within the city. 1 hour local delivery for retailers and local stores.
 - ✓ Convenient "go-to delivery service" for personal and business uses.
 - ✓ Latest web plus mobile technology for users - location based accuracy, automated dispatching for reduced wait time.
 - ✓ Reliable fleet of fast and adaptive transportation (motorbike, bicycles)

- **Fastest Delivery Service in Market**
 - ✓ Web and mobile app
 - ✓ Scheduled and on demand delivery
 - ✓ In city and out of city services.
 - ✓ Guaranteed delivery time with tracking
 - ✓ Payment collection

- koopon VS. Major Competition

	koopon	Pathao	eCourier	Biddyut
Service Fee	80 BDT	from 50 BDT	from 60 BDT	from 65 BDT
Weight Limit	up to 3 kg flat rate	500 gm + \$\$ / kg	500 gm + \$\$ / kg	500 gm + \$\$ / kg
COD Charge	0 COD Fee ^	1% COD Fee	1% COD Fee	1% COD Fee
Delivery Time	1-8 hours	3-5 business days	1-2 business days	1-2 business days
User Base	Business + Individual	Business Only	Business Only	Business Only

Figure 10 Comparison of price and features of standard service, koopon vs others

- Same Day Delivery Service

It's a very special feature of Koopon that is also unique system of all delivery service in Bangladesh. Basically Same Day Delivery Service means to collect the product and reach to the customers of clients in a same day. Suppose at 11 am one the staff collect the products from store and within a 2/3 hours the products will be reached to the customers.

Initially of the Koopon service system the team deliver the product at same day within Dhaka metro city area. In future it will be increased all over the country.

There is some extra benefit for Same Day Delivery Service. All of us want to get any service or goods at a low cost within a short period of time. Koopon does the same thing to reach the customers within very short time to give the products or goods.

- **Cash on Delivery (COD)**

This is another important feature of Koopon. Koopon collects the money from the customers when deliver the products and send the money to the stakeholder or business site from where they ordered.

There is no mismanagement to give the money to the stakeholder. Koopon send the money to the authority via Bkash, Bank or direct Cash.

- **Operating Policy of Koopon**

Pick up time: 9 am to 12: 30 pm	Delivery time: 2 pm to 8:30 pm
Client must place order before or by 10:30 am for Same Day Delivery. Must write order ID OR 'print and attach' order receipt - on the package.	

Figure 11 Pickup time and delivery time of Koopon

HOLD	
Customer unavailable. Wrong Address. Rescheduled. Not at home, etc.	We will try 2 working days. After that we will return the product to merchant.
RETURN	
Hold expires. (Delivery Fee Only) Wrong product: size, color, defect etc. Customer refused to pay.	Delivery Fee + 50%
EXCHANGE	
Customer to merchant. Merchant to customer.	Delivery Fee + 50%

Figure 12 Holding, returning and exchanging system of Koopon

PAYMENT

- We can send payments collected to the merchant in three ways.
 - Bank: No charge. Minimum deposit 5000 tk.
 - bkash/Rocket: No Charge.
 - Cash: 1% charge.
- Bank deposit, bkash and cash.
- Bank pay day: Sunday & Tuesday
 - 0.5% COD charge for order of TK 10,000 or over.

Up to 2 kg included. Additional 30 tk/kg charge if package is over 2 kg. Maximum 10 kg (Terms apply).

Minimum 2 delivery per day. For single order delivery charge is 100 tk.

Maximum package size included - 12x9x5. Additional charge for larger items.

Figure 13 Payment Procedure of Koopon

Prohibited Items

Medicine (except licensed partners), money, wet items, fragile items like glass or ceramics, wet food, live animals, physically sensitive materials, any and everything considered illegal under the law of Bangladesh. koopon has the right to search package before processing any delivery if needed, otherwise to refuse to provide service.

- Growth Strategy

Technology

- ✓ AI powered smart distribution and delivery ecosystem
- ✓ Automation
- ✓ A platform for everybody
- ✓ Easy to use

Empowerment

- ✓ Connecting local businesses with local customers
- ✓ Reach more without physically expanding
- ✓ Creating reliable jobs
- ✓ Business solutions

Transformation

- ✓ Same Day Service in major cities
- ✓ Drone – personal, emergency and sanitary products
- ✓ Electric fleet for green environment

- Last delivery areas in Dhaka

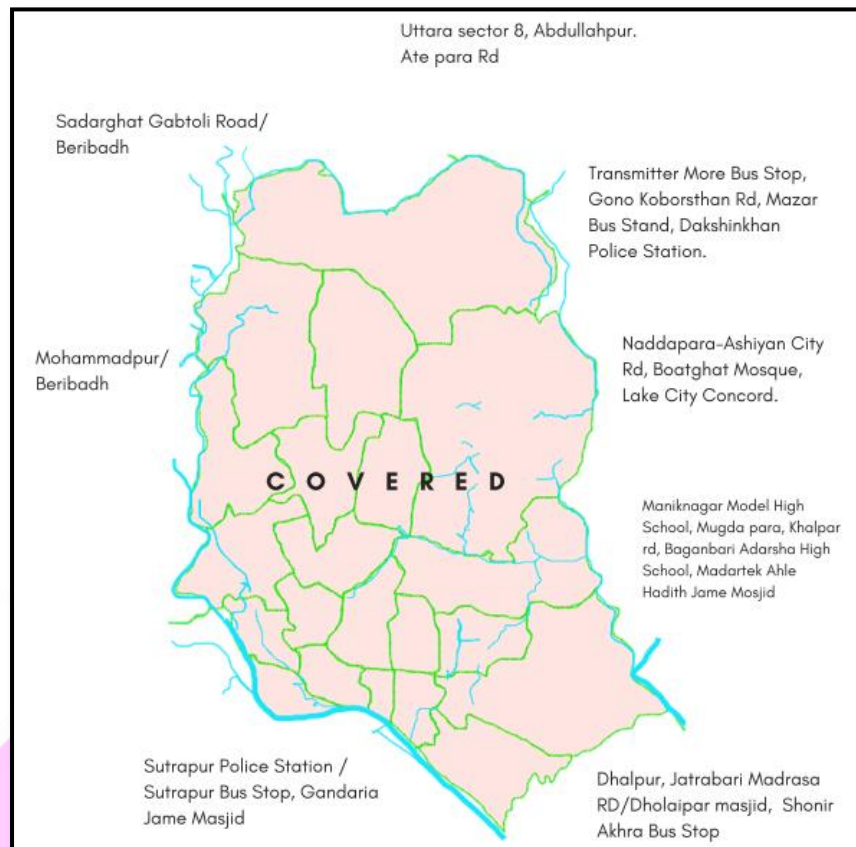


Figure 14 Last Deliver areas in Dhaka

- Future Plan of Koopon to deliver the Service all over the country

By 2020 we want to be in 6-8 major cities. And we want to capture 50% share of the total “last mile delivery market” we operate in.

Working on same day Sylhet and CTG service with next day option.

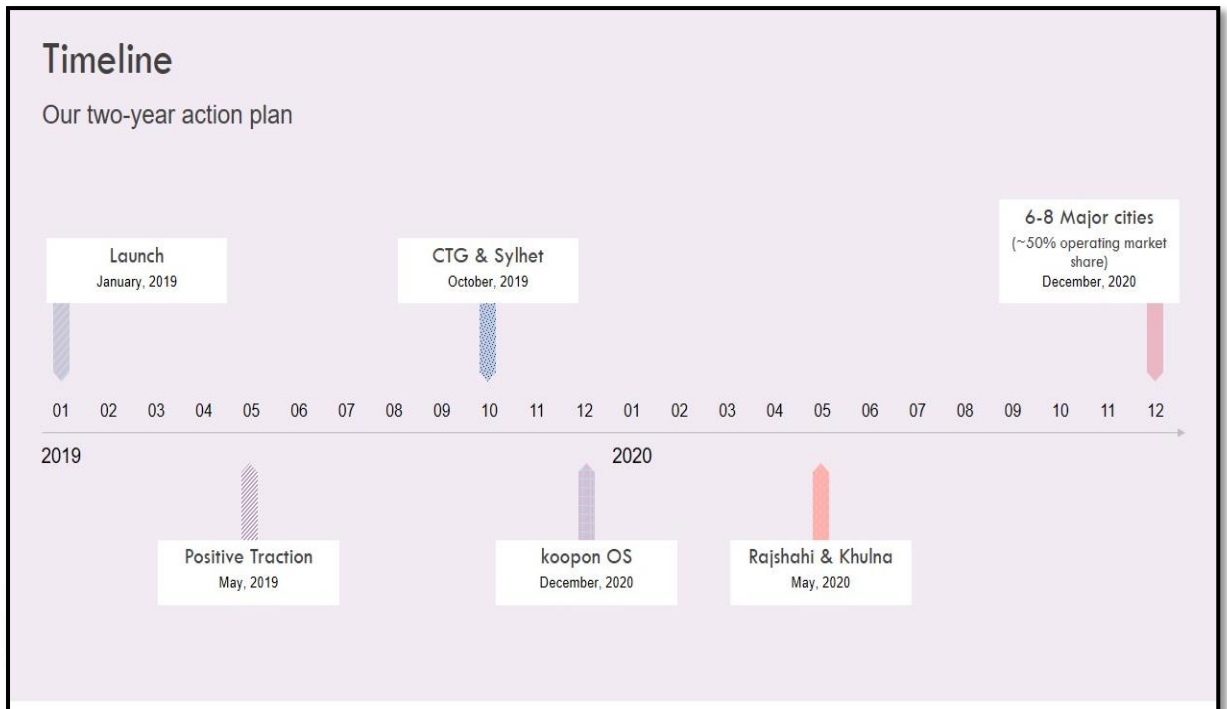
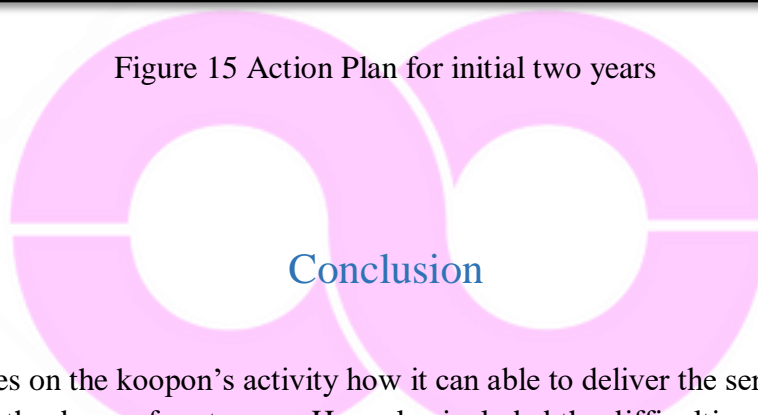


Figure 15 Action Plan for initial two years



Conclusion

The report focuses on the Kooxon's activity how it can be able to deliver the service and products from the store to the doors of customers. Here also included the difficulties those faced by the Kooxon team and identify the way of solution how to reduce the man's struggle and make them happy. The Kooxon's motto is to bring Happiness and deliver same day service. Here research discussion is all about the challenges those faced by the Kooxon team. Kooxon is raising company though it completed 8000+ deliveries within 120 days from start. They give customers more – a great deal more – choice and convenience of getting delivered on the same day. They are extremely professional and committed to their service. If they can improve their lacking within a short period of time then there is a high chance Kooxon can be the market leader in future.

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Appendix

Questionnaire:

- Who are your competitors?
 - What products or services do they sell?
 - What is each competitor's market share?
 - What are their past strategies?
 - What are their current strategies?
 - What type of media are used to market their products or services?
 - How many hours per week do they purchase to advertise through the media used in this market?
 - What are each competitor's strengths and weaknesses?
 - What potential threats do your competitors pose?
 - What potential opportunities do they make available for you?
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