

**Report on**

**Performance of campaigns of Pickaboo**

**By**

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**16304109**

**An internship report submitted to the BRAC Business School in partial**

**fulfillment of the requirements for the degree of**

**Bachelor of Business Administration**

**BRAC Business School**

**Brac University**

**June2021**

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## **Declaration**

It is hereby declared that

1. The internship report submitted is my/our own 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/We have acknowledged all main sources of help.

**Student's Full Name & Signature:**

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**Sarker Rakin Faysal**  
**16304109**

**Supervisor's Full Name & Signature:**

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**Md. Muhaimul Hossain Hridoy**  
Supervisor, Content Management  
Pickaboo

## Letter of Transmittal

Mayesha Tasnim  
Lecturer,  
BRAC Business School  
BRAC University  
66 Mohakhali, Dhaka-1212

Subject: Submission of the internship report on “Performance of campaigns of Pickaboo”

Dear Madam,

This is my pleasure to display my entry level position provide details regarding company overview, job description and a research on campaigns run by the Pickaboo, which I was appointed by your direction.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

---

Sarker Rakin Faysal  
16304109  
BRAC Business School  
BRAC University  
13<sup>th</sup> June, 2021

## **Executive summary**

Bangladesh's e-commerce industry is only getting started. Pickaboo is one of the largest e-commerce companies in the Bangladesh, with a fast-growing market. However, because the market is so competitive, it is difficult to maintain the position. To keep customers happy, businesses must be informative. To satisfy the consumer, each department must take responsibility. To satisfy the consumer, each department must take responsibility. Pickaboo must provide personalized service to each customer.

Internships are similar to on-the-job training. Working in an organization gives students insight into the organization. My job responsibility during my internship period and the function of my department have included in chapter one. The specifics of the organization were described in the second chapter. Pickaboo's profile, mission, vision, and goals, for example. In the third chapter, I have analyzed the campaign of pickaboo.

Lastly, I concluded with a recommendation basis on my analysis and a conclusion.

I have tried to observe during this time as much as I can. Pickaboo is trying to change themselves with the environment. So, they need detect more problems and find solutions as it a startup and culture of e-commerce is still to develop in our country.

Therefore, with giving a overview of the company, I have decided to find a problem that pickaboo may facing. I have tried to give as much practical solution as I can. The business development, Content Management and Customer Service team helped me with giving data and make this report possible. I hope they will be benefited by my analysis.

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# Chapter 1

## Introduction

### **Student Information: Name, ID, Program and Major/Specialization**

I am Sarker Rakin Faysal and my student ID is 16304109. I am a student of BRAC Business School program and my major/specialization is on Computer Information System (CIM).

### **Internship Information**

#### Period, Company Name, Department/Division, Address

I am doing my internship on Silver Water Technologies Bangladesh Limited and I work at Pickaboo which is a sister concern of Silver Water Technologies. My internship started on 6th February, 2021, which is a three-month internship program. The address of this branch is, House: 10, Road: 12, Block: F, Niketon, Gulshan-1 Dhaka-1212, Bangladesh. For the internship I dropped my CV to their HR email and they demanded a reference letter from my university. The reference letter was then sent to Pickaboo's HR email by the Office of Career Services and Alumni Relations (OCSAR). After that I finally got my internship offer letter and started working there.

#### Internship Company Supervisor's Information: Name and Position

At Pickaboo where I work, my internship supervisor is Md. Muhaimul Hossain Hridoy. He is the Supervisor of Content Management Team of Pickaboo. He supervises all the product upload and update of Pickaboo's website and collaborate with Business Development team of Pickaboo.

#### Job Scope –Job Description/Duties/Responsibilities

I am working here as a content management intern. I am working in the department of content management. My responsibility is to upload and update new/existing products. The Business Development department provide us with product list and information. From there I have to upload new products and update existing products if needed. I work from an online platform called, "Magento", which helps an e-commerce site to upload and instantly update any product at Pickaboo's website. I also have to categories some products to specific campaigns and make live the campaign on time. Price update, stock update and other updates come often from the vendors which the Business Development department forward to content management. Therefore, I am working on those updates sometimes.

**Internship Outcomes:****Student's contribution to the company**

As an intern I had to take many critical works during my internship. I need to finish the campaigns on time. I worked overtime during the launch of "Mobile Mela". I had to make a lot of updates as Pickaboo gave a huge sale to many mobiles and mobile accessories. I believe I have normalized the pressure on content management team and helping them to getting the work done on time.

**Benefits to the student**

From the internship program one can experience not only the process of upload and update of the products, but also, they can communicate with the other departments and get to know about the different departments. I have learned many things about product delivery from employees of inventory. This can add skill to a student to understand the business and key activities of it. The environment of the office is mild and nice. Overall, it was a good experience to working with company.

**Recommendations (for and suggestions to the company on future internships)**

As an intern I am happy with work environment mostly. Overall, Pickaboo offers a good learning environment for interns. Senior employees are very close to their subordinates. Pickaboo sometimes share very important data with interns. This involves price and other important information. Sometimes mishandle of it can harm the image of the company. They need take more secure way to complete a task, so that, mistakes can be detected earlier.

## Chapter- 2

### Introduction

#### Objective:

Main objective of the internship is to gather knowledge about a firm and know its functions. For that purpose, I am doing my internship in Pickaboo. In Pickaboo I can gather knowledge about how they attract customers, serve those customers with good service and product.

From a leading e-commerce company like Pickaboo I can also learn how it is competing with other e-commerce companies of Bangladesh and what makes Pickaboo a leading company in this sector.

#### Methodology:

For my report most of the information are collected from primary data. Business Development and Customer Support team along with content team of Pickaboo helped me to collect these data to make this report. I have taken interview employees from these departments.

Some of the data are collected from secondary online articles and Pickaboo's website.

#### Scope:

This report provides information about internal function of Pickaboo and how they are running their operations. One can also know how management works in Pickaboo and how they reach to customers and provide them satisfaction with their service and products.

#### Limitation:

Despite the fact that this internship program has taught me a lot, I don't have much access to the tools they use. Completing this new company's report was not a simple task. Measuring customer loyalty is usually a difficult task. Since pickaboo is new and also an online portal, determining customer loyalty was a difficult challenge. When writing the paper, I encountered several challenges that I had to tackle in order to produce a successful study.

- I had a hard time finding accurate facts on the internet. It was also difficult to gather details from the website on all consumer reviews.
- Due to a shortage of staff, I was sometimes required to do more work, and even though I was an intern, I was sometimes required to serve in various offices. As a result, I was unable to adequately observe any works at the time.
- Again, it's human nature for people to refuse to complete surveys, so I had to ask them to do so and to do it carefully.
- Taking interview of CEO was another problem



## Overview of the Company

### Company profile

Pickaboo is a Bangladesh-based e-commerce firm that has been in operation since 2016. It's an online shopping platform where you may browse the widest selection of products such as computer and accessories, mobile phones and tablets, TV, gaming consoles and their accessories, beauty goods, home appliances, and many more new items will be available soon, and you may have them delivered to your house at your leisure.

E-commerce has changed over time, just like any other new media or consumer-based retail business. As mobile devices become increasingly widespread, mobile commerce has received much interest. Social networking has been an important engine of e-commerce, thanks to platforms like Facebook. The official Facebook profile has over 1 million likes and an average rating of 4.4 stars out of 5 stars. Pickaboo has a response time of about 6 minutes, with a whopping 98 percent response rate due to their devoted social media staff. The Pickaboo website receives about 40 thousand visits a day on average. (Photo courtesy of Pickaboo's Facebook page)

Pickaboo has different time-based expenditures for marketing in Bangladesh, including Google search engine optimization, popular websites, and localized ads on numerous online platforms. Pickaboo is willing to invest more money to boost their website and growing the number of users is their highest priority.

Pickaboo is an e-commerce company with a large global presence and a proven track record. Most of the points mentioned in ICT (point 2.0) can be accomplished by doing business with them, since they are similar to the services they offer to their suppliers, and we can outsource the majority of the above solutions at no extra cost.

Edison Group's sibling firm is Pickaboo. The Edison Company is now entering the market with Edison Logistics, Symphony Mobile, and other devices. Pickaboo one of the largest e-commerce companies in Bangladesh. Pickaboo's board of directors consists of four members who have established several companies and brands. A profitable conglomerate has been founded by three founders of the Edison Group and MO Magic Technologies India. (Source: FutureStartUp, 2017).

## **Pickaboo Mission, Vision, Objective**

### **Mission**

To work in the E-commerce echo system of Bangladesh & make online shopping a comfortable, trust worthy & Necessary shopping experience for OUR consumers.

### **Vision**

What we promise, we deliver.

### **Objective**

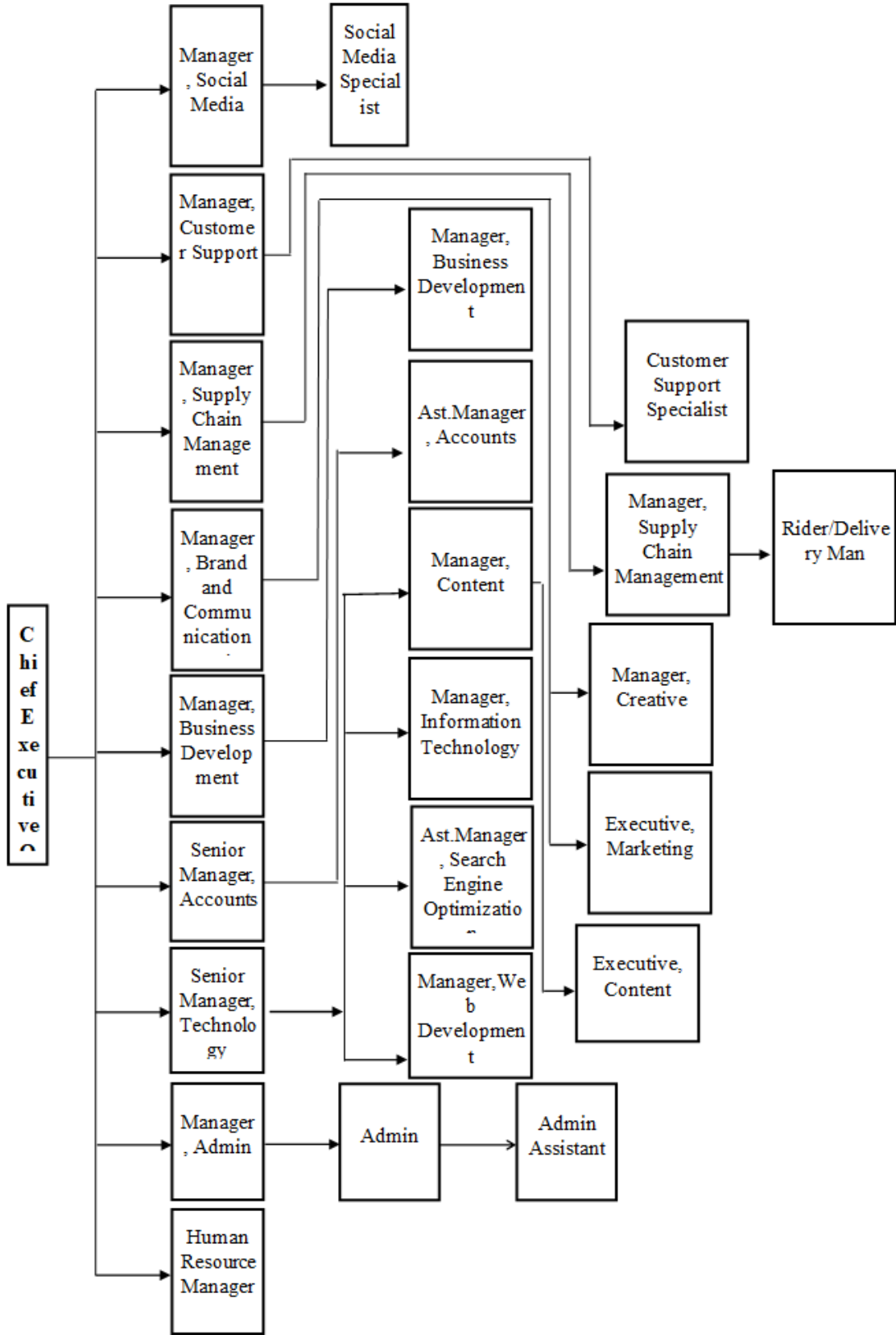
- Empower shoppers with more choice of Products in one place.
- Create a value chain for Grade-A product manufacturer & distributors.
- Establish a dependable after sales service for customers by working closely with the partners.
- Create a dependable channel of sales for our Partners.

### **Tagline**

“Delivering Happiness”

## **Management Practices**

Pickaboo is a very decentralized company. The Chief Operating Officer makes all decisions, and the rest of the department must follow his orders. The main problems have been closely supervised and dealt with by him or under his leadership. That would be the company or some consumer inconvenience. Pickaboo's organogram is seen on the following page.



## **Marketing Practices**

### **Market Analysis**

Pickaboo keeps up with emerging industry dynamics, analyzes customer preference, and offers the goods that customers want (Ex: Nokia 6) Pickaboo was the first company to introduce this innovative product to the market. We need to identify new goods and procure them from various suppliers at the lowest possible costs. We have to analyse the competitors, what kinds of products they are offering and how they are pricing, based on that we have to offer unique products and facilities which is completely different from them.

### **Marketing Method**

Pickaboo does social media marketing through Facebook, Instagram and messenger. Pickaboo has 1 million Facebook and 24.5 thousand Instagram follower. SEO placed Pickaboo's website in the first page of the google.com. In these social media they launch campaign of the products that are new arrival and want to push to the customers. Every month pickaboo launches 5-6 social media campaigns. Pickaboo also sponsors many events. Their recent project is to sponsor some popular YouTube shows which shall increase reach to the customers.

## **Operations Management and Information System Practices**

Pickaboo acts as a middleman, but they are responsible for the whole product. They reach a deal with wholesalers and importers of various goods. They are in the industry of marketing goods for a commission. The following are the specifics of the operation.

### **Agreement**

Pickaboo enters a deal with the distributor and buys or collects the goods from them. The deal specifies the terms and conditions. This arrangement also includes warranty issues, product collection issues, and payment terms.

### **Content Management**

Following completing all procedures with distributor, the vendor sends their list of products to the vendor operation manager with a pricing after a few working days (Business Developer). The list is then sent to the Content Management team, who will upload the items to Pickaboo's website.

### **Order Confirmation/Cancelation**

After a customer places an order, a Customer Care Representative calls the customer to validate the order.

If a client chooses to cancel a purchase, they may do so by calling 09 666 745 745, where a Customer Service Representative will do so.

### **Management of social media**

Pickaboo's official Facebook page has almost 884,000 likes. Every day, we get a large number of responses from prospective clients. If a prospective customer does not receive a timely response, he or she will change his or her mind. Pickaboo's Social Media Specialists are able to respond to new customers quickly.

### **Collection of Goods**

Pickaboo does not stock all products; after receiving an order online, they collect the product from the vendor, or the seller can deliver the product to the Pickaboo office. They utilize "Magento" as an e-commerce platform. When a client submits an order, Pickaboo notifies the designated vendor that he or she has an order. After that, the vendor either prepares the product for the rider to pick up or brings it to the Pickaboo office.

### **Delivery Process**

Within 48 hours inside Dhaka and 96 hours outside Dhaka after receiving an order from a real client. The product can also be picked up from the Pickaboo office. When the product is finished, the customer receives an SMS on his or her phone, and then comes to the office to pick up the product. Cash on delivery, card on delivery, or Bkash payment are all options available to the customer. Pickaboo sends their products via Redex Courier Service to customers who live outside of Dhaka. The Supply Chain Department is in charge of product collection and distribution.

### **Return Policy for Products**

The purchaser has the option of returning the product for a full refund.

When a customer changes his mind, or if there is a technical problem with the product.

However, they should follow a set of rules and restrictions. If the consumer damages the package or causes such defects, etc.

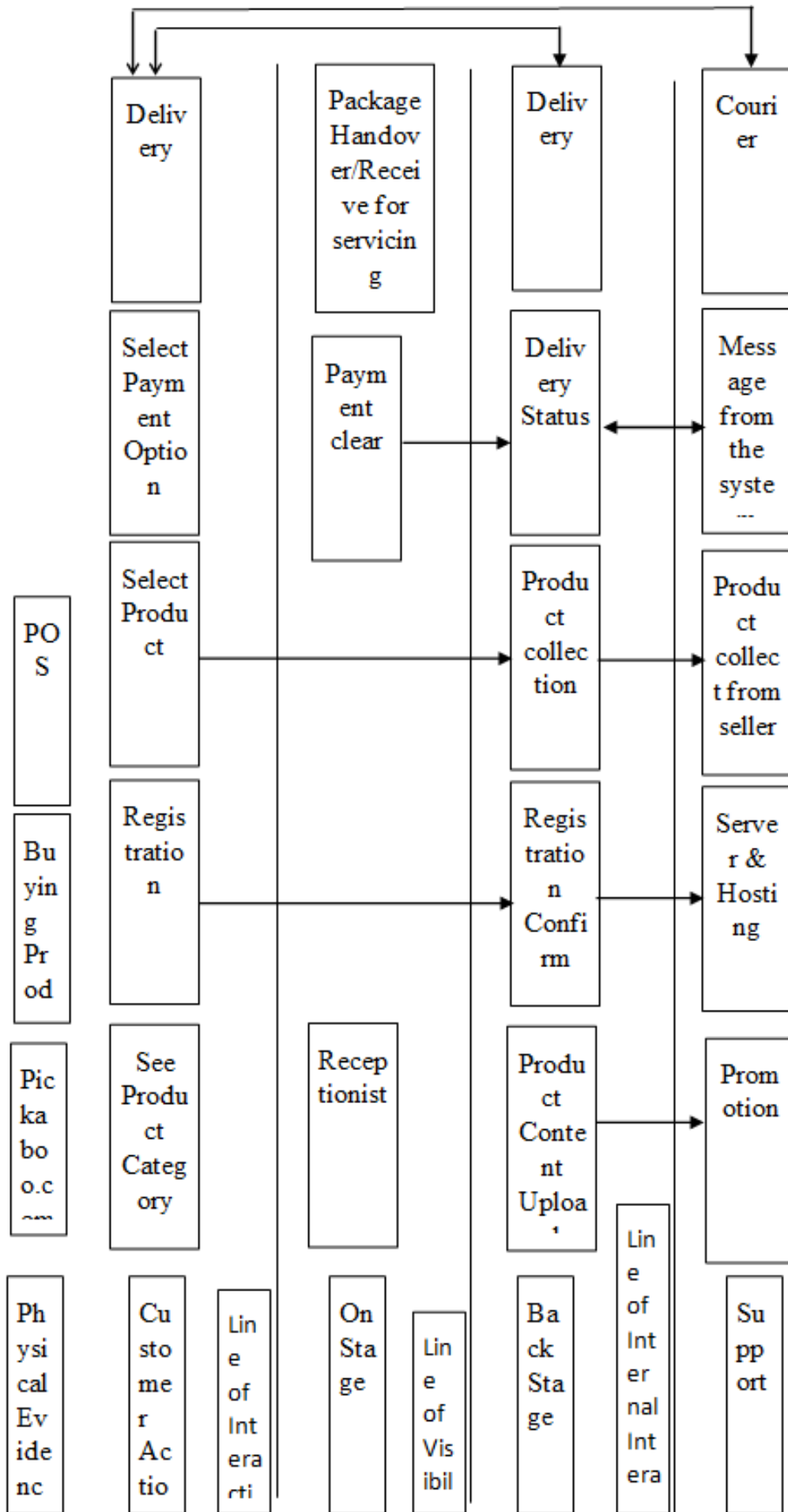
### EMI

Credit cardholders can take advantage of a 0% EMI option. A credit card issued by City Bank, Brac Bank, Standard Chartered Bank, Eastern Bank, Mutual Trust Bank, Southeast Bank Ltd, United Commercial Bank, Dutch Bangla bank Ltd, Jamuna Bank Ltd, Midland Bank, Meghna Bank Ltd, Al-Arafah Bank Ltd, NCC Bank, Trust Bank, LankaBangla Finance, NRB Bank, Standard Bank, Bank Asia, and Premier Bank. EMI facility starts with buying the products. Customers get 3 months to 36 months 0% EMI facility.

### Service Blueprint

Anyone can get a full picture of the company's operations by looking at the service blueprint. The operation blueprint for Pickaboo is as follows:

(Source: Pickaboo Supply Chain Management)



## **Industry and Competitive Analysis** (add sub-chapters, including one on SWOT analysis)

### **Analysis of Industry/Markets**

Basically Pickaboo.com belong to the e-commerce industry. Where customer can purchase product from anywhere through internet. Customer can choose multiple products at a time as well as save his or her time and energy. Pickaboo has been doing business in Bangladesh as a B2C e-commerce firm since 2016. Pickaboo is an online shopping platform with one of the largest selections of products. Smartphones, Feature Phones, Electronics & Appliances, Mobile Accessories, Computer & Accessories, Lifestyle Accessories Plus many more new exciting products to follow, all of which may be supplied directly to your home or business (in Bangladesh) whenever you choose. In future they are planning to categories of soft toys, baby product and so on.

### **Target customer**

100+ million Bangladeshi Internet users.

### **Competitors**

- Daraz
- Evaly
- Ajker Deal
- Bagdoom
- Othoba
- Aleshamart

### **Main Competitor**

The main competitor of Pickaboo is Daraz.com.bd a Rocket Internet venture selling all category, has built a customer base in last 5 years. Although Pickaboo is neck to neck in terms of revenue within 1 year time. Though they deliver throughout the country but customer satisfaction & fulfilment are their main challenge. Evaly and Aleshamart both are main thread to grab more market share from Pickaboo. So, these are the main competitors of Pickaboo.



## **SWOT Analysis**

### **Strength**

- Pickaboo knows the market very well as an early comer in the sector
- Pickaboo is known for electronic appliances
- Pickaboo has customer satisfaction for delivering on time

### **Weakness**

- They don't have enough investment
- Pickaboo don't invest much for advertisement to increase their reach
- Manpower shortage is another problem of Pickaboo

### **Opportunity**

- As well-known in the market good investment can make Pickaboo grow more
- Pickaboo can increase their offline stores more

### **Threats**

- New comers like Evaly and Aleshmart with bigger investments are grabbing the market share
- Slow internet and server can be a destruction toward growth of Pickaboo

## **Summary and Conclusions**

As a powerful expression of globalization, e-commerce is increasingly expanding. Bangladesh's success narrative has been well-known by now. Through their website Pickaboo.com, the offline industry pioneer EDISON Group has recently joined the e-commerce field. They are still on the lookout for market improvement and creativity. An e-commerce business focuses not only on the goods but also on the customer. Pickaboo.com isn't one of those sites. Their strong supply chain control guarantees customer loyalty by delivering goods on schedule. As an intern in the supply chain and logistics management department of Pickaboo.com, I worked with the inventory team, which includes stock availability, the manufacturing and manufacturing staff, and the shipping section. Pickaboo.com, without a doubt, leads the e-commerce market right now, especially in terms of electronic goods. Pickaboo.com has also concentrated on extending its product ranges. Finally, I agree that everything I learned during my internship would be extremely useful in the future.

## Recommendations

- Pickaboo need a challenge to reduce time to giving after sales service and it should be within 24 hours so that customer can highly satisfy with Pickaboo.
- Pickaboo need to create a technician team for after sales service so that they cannot depending on their vendor technician team.
- As committed to customer, Pickaboo need to maintain the timing of delivering products.
- Update their delivery vehicles to reduce product damage or others product hamper.
- Due to Pickaboo has one office they cannot deliver products whole over the country through their own delivery vehicle if they use their own vehicle to deliver the product outside of Dhaka city, they can reduce damaging of product as well as reduce delivery time.
- Product should not be delivered without quality control.
- Products detailed should be checked properly with invoice not only product model.
- Need to proper train up about Pickaboo product line up.
- Pickaboo does not have a strong QC team. So, Pickaboo should make a strong QC team so that product quality ensures properly.
- Every month should be arranging a training secession for knowledge development.
- Create an option for account pay cheque.
- Sometimes accounts department delay for vendor payment. But it should be on time so that vendor should be motivated for doing business with Pickaboo.
- Pickaboo should be added warranty for their all product because of they are selling authentic product.
- After claim the warranty Pickaboo should be align for their rider to pick up the product within 24 hours.
- Reduce the percentage of order cancellation rate.
- Try to give better EMI facility.
- Reduce the number of working days for the customer refund process.

## Chapter 3

### Performance of campaigns of Pickaboo

#### Introduction

##### Background

Pickaboo is one of the largest e-commerce sites of Bangladesh. They are running their operation under Silver Water Technologies Bangladesh Limited. About 100 people are working in the office situated in Gulshan. One of Pickaboo's promotion strategies is running campaigns. They push some specific products to the customers for certain period of time. They give some offer to the products to make it more lucrative.

##### Objective

The objective of this analysis is to judge the performance of the campaigns that pickaboo runs. By collecting relevant data, I shall show how efficient this promotional program is and what can be improved in the campaigns. Process of promotion in different platform

##### Significance

This analysis will help the Key Account Management to understand whether purpose of the campaign is fulfilling or not. As a new company Pickaboo can think of more innovative promotion ideas which will reach to more customers. Findings of the analysis will also show which channel is better for Pickaboo to promote. There will some customer data so it will be significant to Pickaboo to understand the scenario. This analysis will find the problems that campaigns are facing to in their path to acquire more customers.

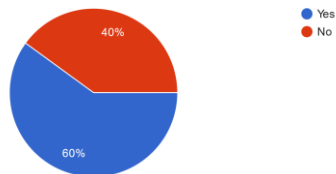
##### Methodology

Methodology that I used to do my analysis is to take data by sending questionnaire to the selected interviewees. To send the questionnaire I have used Google Form. Two employees from Content Management, two from Business Development and two from Customer Service has given me interview. Four Customers also participated the survey. There was total 10 questions. All the questions were not asked to everyone. The customers and the employees had some unique questions. Then I analyzed the charts I had from the survey. Thus, I have completed the analysis.

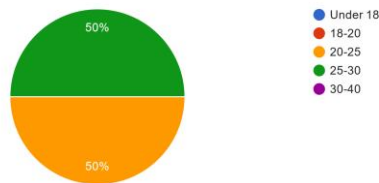
## Findings and Analysis

In this analysis performance the campaigns launch on Pickaboo are analyzed. I have used some primary data to analyze.

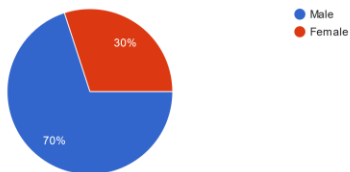
Do you work at Pickaboo?  
10 responses



Age  
10 responses



Gender  
10 responses

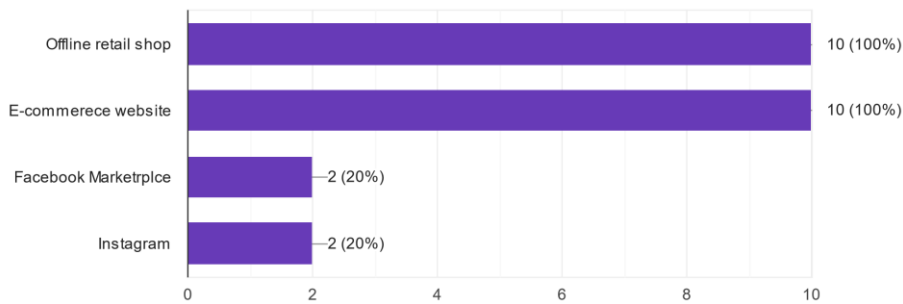


## Demography

Here in the figure-3 we can see the demography of the respondents. 4 of them are customers and 6 of them are employees of Pickaboo. As we can see, most of the respondents are between the age of 20-25. Moreover, number of male and female respondent as customer are equal. So, we can come up with the idea that most of the people who engaged with e-commerce which will be discussed more in the next point.

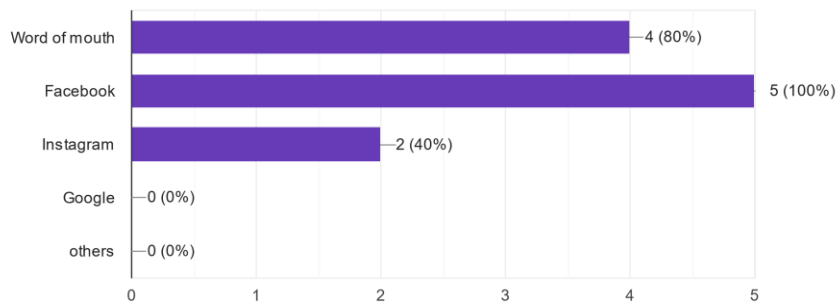
From where do you prefer to buy most your products you need?

10 responses



How Have you came to know about Pickaboo?

5 responses

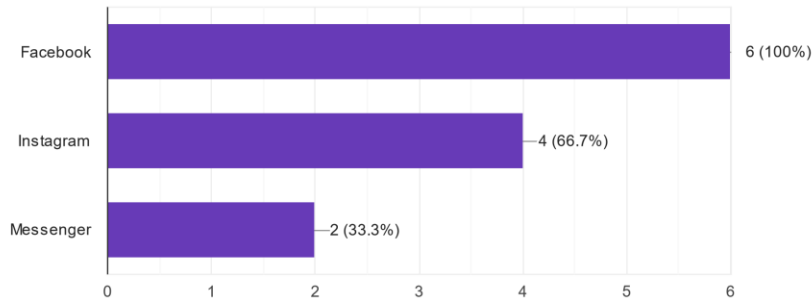


### Respondent behavior

Here we can see most of the respondent use online platform along with offline retail shop. From this we can tell that between the age of 20-25 people are frequently buying from online and they have various choice. Most of them rely on e-commerce websites, after that facebook marketplace. Facebook marketplace is actually yet to develop in our country and Instagram marketing is not that popular. So, e-commerce websites are more reliable and convenient to the respondents. Another point to include that most of the customers knows Pickaboo through Facebook or Word of Mouth. So, these are good platform to reach people.

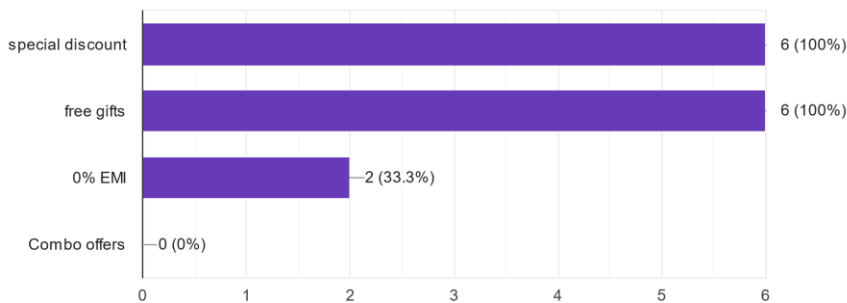
Which media Pickaboo gives importance to launch campaigns?

6 responses



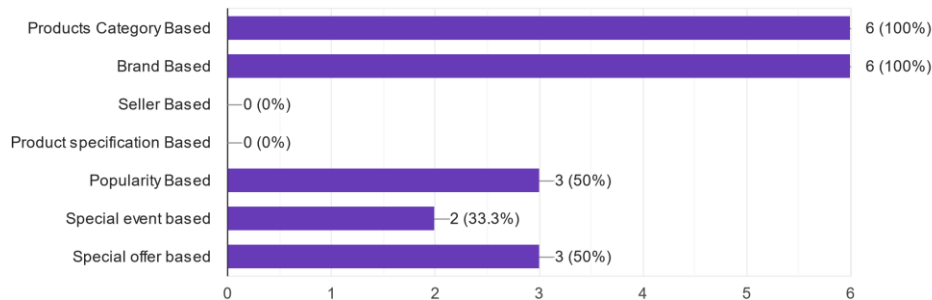
What kind of offer Pickaboo gives during campaigns more often?

6 responses



What kind of campaigns Pickaboo launches frequently?

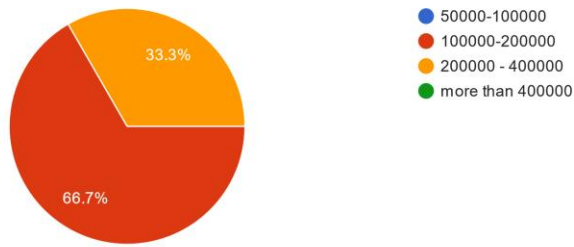
6 responses



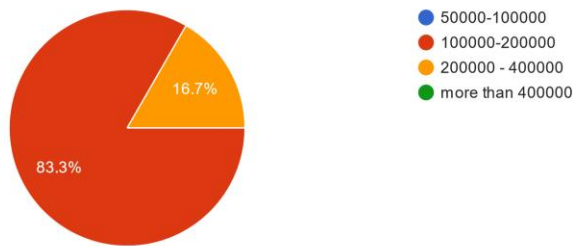
### Campaign strategy of pickaboo

Pickaboo pushes their campaign more in Facebook than other social media. They most of the time gives offer like discount price and free gifts. 0% EMI facility also included sometimes. Pickaboo often do campaign by product categories like, Mobile, Headphone, Laptop and etc. And they also do brand based campaigns with, Asus, HP and other renowned brand's products. These two are the most popular campaigns at Pickaboo. They are trying aquire more customers with these campaigns.

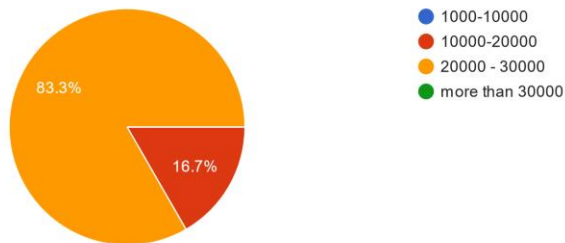
How much Pickaboo target to generate revenue (BDT) from a single campaign?  
6 responses



How much Pickaboo generates revenue (BDT) from a single campaign?  
6 responses

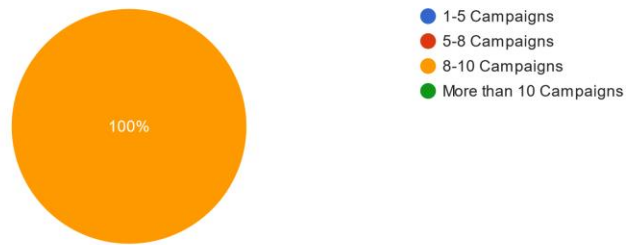


How many customers get engage to the campaigns every month?  
6 responses



How frequently campaigns are launched in a month?

6 responses



### Campaign Goals

Here, we can see how the campaigns are doing against goals. The respondents who are actually the employees of Pickaboo commonly expect 100000- 200000 revenue from a campaign. Pickaboo is achieving this goal quite clearly. A good number of customers are engaging with the campaign every month. Lastly, Pickaboo is launching 8-10 such campaigns.



## Summary, Recommendations and Conclusions

### Summary

To summarize the analysis campaigns of Pickaboo are running smoothly and almost as expected. Some key indicator like how much customers are engaging and methods that Pickaboo is close to expectations of the company. The expected revenue is more or less achieved. Though Pickaboo needs to increase their reach through other social medias and bring some innovative ideas to promote through those channels. The demography helps us to identify Peekaboo's target customers and their behavior are showed in the analysis. Here we can also see some strategies that Pickaboo follows in the campaigns. Thus, I have analyzed the performance of the campaigns of Pickaboo.

### Recommendations

From the insights of my analysis Pickaboo is performing as expected. But they can improve in some ways. Bangladesh has a big number of Instagram users (napoleoncat, 2020). Other platforms like YouTube, WhatsApp can be used. Nowadays these apps are becoming every common among Bangladeshi people. New kind campaigns can be introduced like every year Pickaboo do an event called “Mobile Mela” where many new arriving mobiles are sold on huge discount. From this campaign Pickaboo makes one of the largest campaigns in terms of revenue. People would be more engaged with Pickaboo if they can run more efficient campaigns.

### Conclusions

To conclude the analysis Pickaboo is emphasizing on campaigns very seriously. This is promoting the products as well as the company in the social media. Pickaboo needs to go more widespread in with this strategy and launch more exiting campaigns to survive against the competitors.

## Appendix

### Age

- Under 18
- 18-20
- 20-25
- 25-30
- 30-40

### Gender

- Male
- Female
- Others

From where do you prefer to buy most your products you need?

- Offline retail shop
- E-commerce website
- Facebook Marketplace
- Instagram
- Others

How Have you come to know about Pickaboo?

- Word of mouth
- Facebook
- Instagram
- Google
- Others

Which media Pickaboo gives importance to launch campaigns?

- Facebook
- Instagram
- Messenger
- Other

What kind of offer Pickaboo gives during campaigns more often?

- special discount
- free gifts
- 0% EMI
- Combo offers

What kind of campaigns Pickaboo launches frequently?

- Products category based
- Brand based
- Seller based
- Product specification based
- Popularity based
- Special event based
- Special offer based

How frequently campaigns are launched in a month?

- 1-5 Campaigns
- 5-8 Campaigns
- 8-10 Campaigns
- More than 10 Campaigns

How many customers get engage to the campaigns every month?

- 1000-10000
- 10000-20000
- 20000 – 30000
- more than 30000

How much Pickaboo target to generate revenue (BDT) from a single campaign?

- 50000-100000
- 100000-200000
- 200000 – 400000
- more than 400000

How much Pickaboo generates revenue (BDT) from a single campaign?

- 50000-100000
- 100000-200000
- 200000 – 400000
- more than 400000

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