

Anticipate the overall operational trend of ShopUp through Business Intelligence

by

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An internship report submitted to Brac Business School in partial fulfillment of
the requirements for the degree of Bachelor of Business Administration

Brac Business School
Brac University
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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 have acknowledged all main sources of help.

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Letter of Transmittal

Mr. Saif Hossain
Assistant Professor Director (BBA Program)
Brac Business School
Brac University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir,

I am grateful to the Almighty for providing me with the opportunity for completing the internship and submitting this report to you.

I am also very grateful for your kind advice and guidance while preparing this report. I consider myself lucky enough to have you as my internship supervisor. This report includes a summary of my role as an intern in ShopUp, the organization overview and also research on the topic “Anticipate the overall operational trend of ShopUp through Business Intelligence”

I was assigned as the category manager of “Mokam Commodity” where I prepared the price sales index, product sourcing and also provided a marketing plan. As a result, I learnt a lot which I believe to benefit me in my upcoming career.

Sincerely Yours,

Syeda Raisa

17304094

Brac Business School

Brac University

Date :

Non-Disclosure Agreement

In order to carry out the internship project outlined in this report, ShopUp Limited and Syeda Raisa, the undersigned student of BRAC University, have made and entered into this agreement. This agreement is based on the promise to prevent the unauthorized disclosure of any confidential information of the company.

Syeda Raisa

Acknowledgement

I am indebted to Almighty Allah for His mercy upon me by helping me throughout the internship journey. All my efforts would have gone in vain without His guidance. I would also thank to the ShopUp management team for selecting me as an intern in their “Mokam Commodity” internship program. The program was unique in its style and I could learn a lot which being an intern.

Next, I would like to appreciate the efforts of Mr. J.S. Mahboob, Revenue Manager, Mokam Commodity, ShopUp for his kind guidance during my role as an intern. Working under him in the Category Management department, never made me realize that I was just an intern. In my three months I always felt like the part of the team. Finally, I would appreciate and express my gratitude to Mr. Saif Hossain, Assistant Professor, Brac Business School for his continuous guidance throughout the internship period. His step-by-step procedure helped me to come up with this report in a structured and efficient way.

Executive Summary

This paper details a three-month internship program that provided me with valuable professional experience. My internship with ShopUp's commercial section is detailed in this paper. During my internship, I learned about the realities of working in an experimental field. This allowed me to see firsthand how Bangladesh's business intelligence and data analytics had grown and evolved. Aside from that, the chance broadened my exposure to corporate life, which improved my professional growth and development. This has unquestionably had a significant impact on my professional goals. It showed me places where I could improve, grow, and contribute. ShopUp is the largest full-stack B2B commerce platform for small businesses in Bangladesh. Our objective is to use technology to help businesses expand faster by making B2B sourcing and last-mile logistics easier.

Next, this report contains an in-depth analysis on the "Anticipate the overall operational trend of ShopUp through Business Intelligence" From the research it was visible that how ShopUp is following their business policies by the help of business intelligence. By this report we can also know that "The strategies and equipment that are used to capture and transform raw data into valuable and meaningful information for business analysis," according to the definition of business intelligence. Businesses can use business intelligence (BI) to acquire a complete picture of their operations, including historical, current, and prospective data.

I primarily worked on business intelligence tasks required for various objectives. I had to interact with other firm employees to complete the paperwork efficiently. This change significantly improved my communication skills. I gradually came to understand how a company's sales team must operate. The commercial personnel is critical to the company's success since they turn prospects into customers and expand the client base. They are very important in ShopUp. It was an incredible honor for me to be a part of this team and collaborate with them. My internship with ShopUp gave me the opportunity to put my studies into practice, polish my leadership skills, and gain a competitive advantage in my job search. In my report, I've tried to express my experiences and how this three-month internship has impacted my job and personal life.

Keywords: Professional Experience, Experimental field, Corporate life, B2B. skills, Business Intelligence.

List of Acronyms

B2B	Business to Business
B2C	Business to consumer
C2C	Consumer to Consumer
B2E	Business to Employees
TSM	Territory Sales Manager
ZSM	Zone Sales Manager
SKU	Stock Keeping Unit
WMS	Warehouse Management System
OMS	Operation Management System
ERP	Enterprise Resource Planning
MRP	Maximam Retail Price
MIS	Management Information System
CEO	Chief Executive Officer
CTO	Chief Technical Officer
CBO	Chief Business Officer
CPO	Chief Product Officer
SME	Small and Medium-sized Enterprises
GDP	Gross Domestic Product
ITU	International Telecommunication Union
UI	User Interface
UX	User Experience
PR	Purchase Requisition
BI	Business Intelligence
SR	Sales representatives
SA	Sourcing Associate

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Chapter 1

Overview of Internship

1.1 Student Information

I am Syeda Raisa, Student ID: 17304094. I am currently enrolled in the Bachelors of Business Administration (BBA) program of Brac Business School, Brac University. I have started my under-graduation program in the Summer 2017 and anticipate being a graduate by 2022 with a major in Human Resource Management and Computer Information Management.

1.2 Internship Information

1.2.1 Period, Organization Name, Department Address

I was assigned as the category manager of “Mokam Commodity,” where I prepared the price sales index and product sourcing and provided a market plan. My internship program started on the 15th of January, 2022, and ended on the 16th of April, 2022. ShopUp Bangladesh is one the most prominent startup in Bangladesh whose corporate headquarter is currently located in SKS Tower (4th Floor), Mohakhali, Dhaka.

1.2.2 Internship Organization Supervisor’s Information

As an intern under the Category Management Team, I worked under the supervision of Mr. J.S. Mahboob who is currently serving as a Revenue Manager at Mokam Commodity, ShopUp.

1.2.3 Job Scope

The report results from a three-month internship at ShopUp’s commercial department, which culminated in its publication. I learned where there is a deficiency in data-driven decision making, which areas can be made under daily data-based projection, how to collect data quickly and make it usable, how to test and discover which tools are more effective for analyzing data without technical hassle, how to collect data quickly and make it functional, and how to collect data quickly and make it usable, in part because my internship duties were primarily focused on business intelligence.

In addition, I became more involved in the data source's day-to-day operations to better understand how it works. It made it possible to understand the data flow from that point forward. To complete the operational assignment, I need to grasp how a B2B channel works and the importance of this channel in serving the targeted niche market.

Job responsibilities and duties

I started as an intern at ShopUp (Mokam) Category Manager for their "Product Purchase from Wholesale Market Sales These Products by their Mokam App in Retailer" department, which is part of the "Mokam Category Management." This section is responsible for generating and maintaining demand from the zone-based retailer market, which purchases items through online platforms such as the Mokam App. So, acquiring back Mokam category items previously sold and buying using the ShopUp Mokam category (Mokam App) are part of the daily activity. For acquisition, the sourcing associate was assigned to identify demographics that would profit from selling and phoning and encouraging clients who had previously attempted to purchase to begin trading as an order dump via the Mokam App. The ShopUp Mokam category has over 1700 sourcing employees who contact wholesalers and retailers daily to provide information on new items, policies, and product quality via the Mokam App. The department also communicates via WhatsApp and phone conversations to provide continual assistance and direction to the sourcing associate, Territory Sales Manager (TSM), and Zone Sales Manager (ZSM) so that they may continue their business using the Mokam App. Finally, to achieve optimal retention, we contact sourcing associates, Territory Sales Managers (TSM), Zone Sales Managers (ZSM), and Supervisors who have not placed an order in a long time to understand and address their difficulties. Focus Group Discussions, using Google Hangouts or video conferencing, are held weekly or daily to identify difficulties better and teach sourcing associates on online platforms so that they may do business effectively.

Take control of the rice as a category owner. First, sourcing associates do market research to determine whether SKU rice pricing is higher or lower and which rice SKU is in stock or out of stock. These objects, as category owners, examine and update the inventory in the Mokam app by providing the mail content team with information. The category management head (Category growth analyst) then provided every category owner who offers these extensive items today with the daily selling objective. Category owners give this directly to them under the supervision of a working supervisor, and they are pushed to sell as many things as possible. Then, regularly, file with the worker supervisor Mokam zone-wise local shop went and persuaded the supplier and new supplier to buy Mokam products via the Mokam app. They took supplier recruitment-wise orders this time; if there was a need for stock or a discount, the category owner sent the supplier a deal via mail. Regularly sell and collect memos, vouchers, and other documents. All of these events end at 5 p.m. Then the category owner checks to see how many orders have been collected and how many goods are in the Mokam warehouse. Jatrabari, Tongi, Signboard, Meradia, and Keranigonj are the five warehouses that makeup Dhaka Mokam. The category owner then calculates the order and warehouse product available in the bin. If these

warehouses did not contain supplier recruitment-specific products, I would acquire the goods from a sourcing colleague who provided me the pricing in the morning for next-day delivery for the supplier demand. They go to the market, buy the merchandise recruitment-wise, and then deliver it to the warehouse. If the senior finance post member approves this mail, the sourcing associate can purchase it. If this mail is not authorized by the finance old post member, then the sourcing associate cannot buy. These procedures are carried out by keeping track of routine buying transactions. This was my job as a category manager daily. Fieldworker supervisors and sourcing associates went to the market regularly to buy Mokam products, and they offered price reports on these operations since they needed money frequently. This activity-wise, how much money do they spend regularly? These are also tracked using a Google form and Google sheet, and at the end of the month, prepare a TA Bill and give these sourcing associates their wages.

1.3 Internship Outcomes

1.3.1 Projection Report

Every day there need to be several reports that actually project the operational information and progress (regress) of the business. They are:

Daily WMS (Warehouse Management System) Purchase Order report

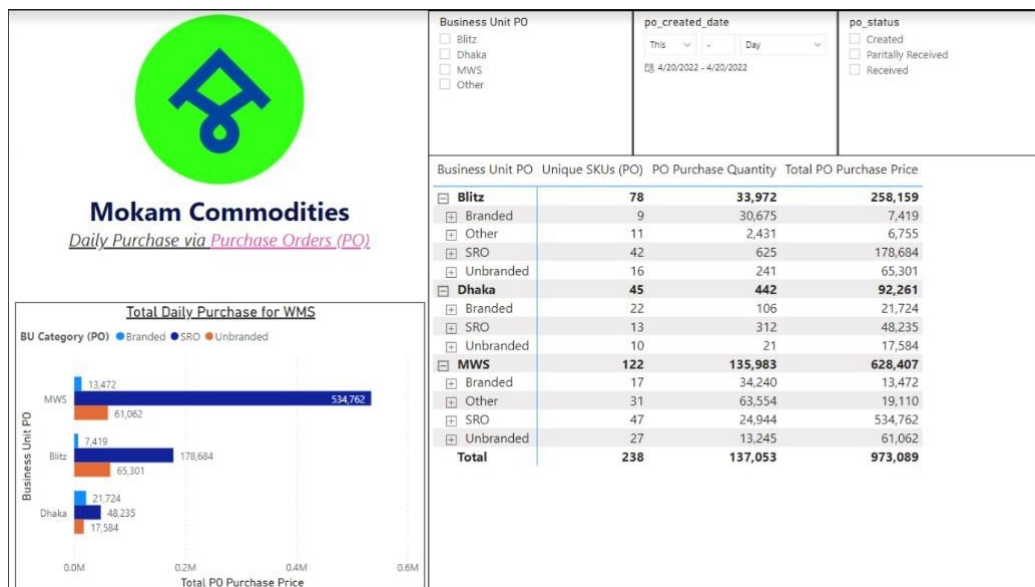


Figure 1.1: WMS (Warehouse Management System) PO (Purchase Order) report

When a purchase is made that will be held in the warehouse, a Purchase order is generated in the WMS Panel (Warehouse Management System Website) by entering the purchase information and invoice. The data is automatically stored in the Metabase (ERP system) and delivered to Power BI via the Hevo Data pipeline. Then I used Power BI's backend to pull the relevant data from the Metabase and create an ER diagram. After that, I make the report and send out automatic emails

to the relevant stakeholders. I would also notify the appropriate persons if the report revealed any concerning issues.

OMS (Operation Management System) PR (Purchase Requisition) report

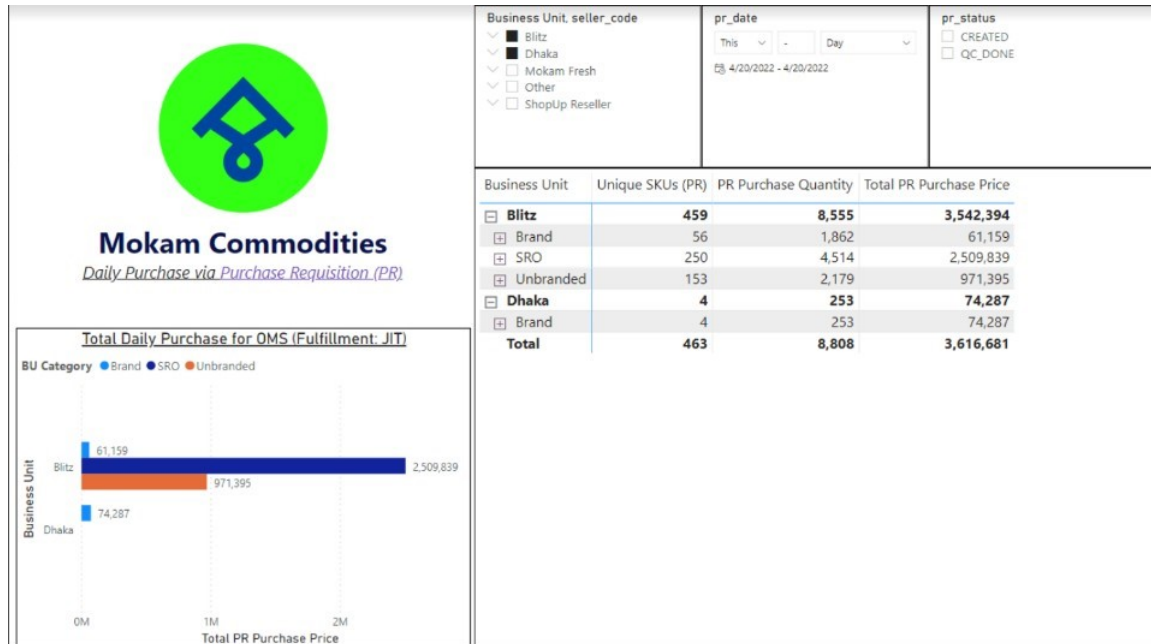


Figure 1.2: WMS (OMS (Operation Management System) PR (Purchase Requisition) report

Alike the PO process, any purchase that won't be kept in the warehouse, rather than would be served as like as just in time method, PR is created in the OMS Panel and it is stored in the Metabase. I got the data automatically through Hevo Data in the Power BI and then had to make another mapping among various data parameters and then generate and circulate the report.

Category Visibility Report

This involves preparing a visual representation of which products are moving quickly, which products require warehouse storage, and which products should be sold more/less often, among other things. After producing the report in Power BI, it must be distributed to the concerned individuals since they must make decisions quickly during a critical business period.

Price Auditing

- Because category owners cannot travel to the market on their own, they must enlist the assistance of the sourcing associate.
- A frequent audit must be undertaken to guarantee that sourcing executives acquire the best price and validate their price.

- I utilized Power Auto to extract their purchase data from the letter and then double-check it with the provider to keep track of this.

1.3.2 Benefit of the Student

I could learn a lot as an intern at Mokam Commodity (shopUp). I was treated as if I were a full-time worker. I learned about the product sourcing, regular price auditing and how it operates in real life.

Mokam provided an excellent learning environment. I gained practical experience conducting market research. In addition, I learnt how to create a price index report. To get a bird's eye view of current market offerings. It also aids in the comparison of product-based functionality and the determination of market price and its source. Because pricing and sourcing is such an important aspect of any product, the price index aids in regulating the product's price in relation to the market.

I also learned how to extract useful information from a large amount of data. To compile a wholesale channel analysis report like metabase, I had to go through sales data from the previous years. At first, I didn't see how I could sift through such a large amount of information. With the support of my supervisor, I was eventually able to extract useful information and write an excellent analytical report. I worked with pivot tables and charts and used Excel functions such as "V-Lookup," "sum if," "index-mathc", "pivot table" and "count if." This was a fantastic opportunity for me to gain practical Excel experience. I could put what I learned in the "Visual Programming for Business" course to good use.

1.3.3 Recommendation

I was assigned the task of completing some fieldwork. It was a little nerve-wracking at first because it was my first time. So, my idea would be to group multiple interns in a field visit. It will assist interns in overcoming their fears and becoming more engaged to work more efficiently. They may also organize some training sessions for the interns to learn how to function efficiently in the field.

Chapter 2

Organization Part: Overview, Operations and a Strategic Audit

2.1 Introduction

2.1.1 Objective

Businesses can obtain a competitive advantage by using business intelligence to understand their current and historical data better. "The strategies and equipment that are used to capture and transform raw data into valuable and meaningful information for business analysis," according to the definition of business intelligence. Businesses can use business intelligence (BI) to acquire a complete picture of their operations, including historical, current, and prospective data.

2.2 Overview of the Organization

2.2.1 Background

Shop Up is a Business Commerce Podium that will provide technical assistance and electronic media to a currently underserved market. E-commerce platforms are being used to connect businesses and customers. Daraz is one of the numerous e-commerce websites in Bangladesh. Traditional wholesale enterprises, on the other hand, that lack access to technology and market understanding are targeted by Shop Up. This bazaar was chaotic and unorganized. Shop Up has come to this site to help all underprivileged micro-entrepreneurs gain new skills.

Shop Up was started in 2016 by Afeef Zubaer Zaman, Siffat Sarwar, and Ataur Rahim Chowdhury. It commenced operations in Bangladesh after being registered in Singapore. The headquarters of the organization are in Mohakhali, Dhaka. The company's IT staff, on the other hand, is situated in Bangalore, India.

In 2021, the largest series B investment firm in Bangladesh will spend \$75 million on Shop Up. It is Bangladesh's and South Asia's most significant investment. At \$100 million, it was the ShopUp's most valuable corporation. Valar and Prosu were the most prominent investors. In the Series B round, new investors included Flourish Ventures, Sequoia Capital India, and VEON Ventures. It's now working

out the figures to locate Series C. In 2020, ShopUp purchased 'Voonik,' a Bengaluru-based e-commerce startup. ShopUp has purchased the e-commerce portal 'Voonik' in Bangalore, with plans to create an office there in 2020.

Website link: <https://shopup.com.bd/>

Slogan: "One stop platform for small business".

2.2.2 Values ShopUp Spread

Co-founders, upper management, and all ShopUp workers place a larger priority on the organization's shared principles than they did when the company was founded. Values here are:

- Marchent First
- Think 10X
- Pace Over Perfection
- Own Your Number
- Disagree Commit
- Do More With Less

2.3 Mission and Vission

The company's future aspirations are encapsulated in its mission and vision statements, which serve as a unifying framework for all of the company's strategy implementation. (blog.shopup.com.bd)

2.3.1 Mission

Here are some of ShopUp's main missions:

- This program aims to assist micro-entrepreneurs in growing more quickly and profitably.
- The idea is to make it simple for business owners to access a wide range of services.
- This channel will allow large, global organizations to better disseminate their products, while small, family-owned businesses will find it easier to do business. The liberty and funding of young people provided through this channel would boost the economy tremendously.
- In order to achieve the above-mentioned general goals, several roles and groups have shared missions.

2.3.2 Vision

ShopUp was founded to modernize the e-commerce business and assist merchants in developing a coordinated lifestyle. Small businesses have long been the backbone of our industry, and ShopUp not only helps micro-entrepreneurs grow their operations but also generates considerable revenue. Their efforts will, without a doubt, have a favorable impact on Bangladesh's performance. Despite the lack of a publicly announced vision statement, the business has a strengthened inner vision communicated to employees to feel more connected to it. Even though ShopUp has a high intrinsic value and is committed to aiding micro-entrepreneurs in overcoming various challenges in their daily operations, its primary goal is to become a "Unicorn." A unicorn is a privately held company with a market capitalization of more than \$1 billion owned by a single person.

2.4 Operating Sector

Shop Up mostly supports small and medium-sized businesses. It is organized into three strategic business groups.

2.4.1 Mokam

Website link: <https://mokam.com.bd/retail/bn>

This company buys products directly from manufacturers and traders, then distributes them to wholesalers and retailers. Mokam serves 800,000 businesses with digital services. In December 2019, Mokam became a B2B e-commerce company. Mokam has evolved to become Bangladesh's largest B2B e-commerce site in less than two years, with 4.5 million small vendors. At the first Bangladesh Retail Awards in 2021, Mokam was recognized the best B2B e-commerce platform in Bangladesh.



Figure 2.1: Logo of Mokam

For merchants, Mokam is a one-stop store. Sales representatives (SR) are in charge of collecting orders. Merchants can also use a mobile app to access all things. The merchandise will be delivered to the stores within 24 hours after the purchase. Mokam has relationships with a wide range of producers and manufacturers and the

most significant distribution infrastructure to ensure timely delivery at a reasonable cost.

To ensure smooth operation, Mokam operates on a segment-by-segment basis, such as:

- Mokam Apparel
- Mokam CPG
- Mokam Electronics and Appliances
- Mokam Energy
- Mokam Fresh
- Mokam Infrastructure
- Mokam Lifestyle and Agro
- Mokam Pharmaceuticals
- Mokam Poultry
- Mokam Poultry
- POP
- Reseller
- Unicorn
- Warehouse and Fulfillment

2.4.2 RedX

RedX Delivery is now primarily considered Bangladesh's most dependable delivery service provider. A one-stop-shop that uses technology to help with logistics across the country. RedX increases delivery distance, making fulfillment, payment, live monitoring, and other vital functions easier.

It provides as a technology-first main supplier for enterprises:

- 24/7 Logistics help on a national scale
- Order monitoring in real-time
- Payment completed the following day- On the day following a successful delivery, receive immediate payment by cash, bank transfer or any other mobile banking platform.



Figure 2.2: Logo of RedX

2.4.3 Baki

The term "cryptocurrency" refers to a fintech digital financial instrument that allows for credit payments while also lowering monetary risk through local trading.



Figure 2.3: Logo of Baki

Baki's active initiatives:

- Online merchants can get funding depending on their scorecard.
- FMCG retailer embedded funding
- Initiative to finance suppliers
- Financing for retailers through distributors for Unicorn Branded.

2.5 Products and services

Shop Up processes all orders via three free mobile applications, in addition to FMCG branded products and a large variety of unbranded products. For example, the Mokam App allows sourcing reps to place orders and view MRPs. In the second app, the SA app, you can utilize a Metabase, an ERP program, to use a mobile device to offer stock of a particular product. Wholesalers can also utilize the Mokam Partner App to directly provide pricing and quantity information to the app. Shop Up also provides logistical support through the REDX App. Baki App is also utilized to operate their digital credit finance company.

2.6 Customer

Shop Up also services the FMCG industry, logistics companies, retailers, and wholesalers. As a result, Shop Up serves as both a buyer and a seller for manufacturers and retailers. ShopUp relies substantially on solid knowledge of information systems because it conducts all of its business online. When it comes to the importance of information, this company is no exception. My team and I were given a massive corporate data collection to analyze, and we had to deconstruct it to detect broader trends, changes in spending, etc. ShopUp is also available on Google Play and Apple App Stores. Every day, back-end developers work to make these systems' UI (User Interface) and UX (User Experience) more accessible and more enjoyable for the end-user. As a result, ShopUp's service will be more broadly available, which its users will like. The ShopUp Store platform is the answer if you've ever wanted to establish your own online business but don't know where to start.

2.6.1 Service Industries

There are numerous industries that are related to Mokam and RedX in the industry. The following industries are among the most important:

- Food
- Poultry
- Pharmaceutical
- Electronics

2.7 Organizational Structure

2.8 Company Analysis

Market and competitive research are essential components of any business, and they are used to establish if the company is successful or not. Strategic research and market analysis are conducted utilizing a range of well-recognized approaches. The most often used methodologies in practice are SWOT analysis and Porter's Five Forces analysis. The SWOT analysis was used to evaluate ShopUp's competitiveness. A SWOT analysis is built in a certain way to allow a firm to examine its internal and external strengths and weaknesses and the environmental benefits and challenges that the company encounters. Porter's five forces, on the other hand, will reveal the challenges faced by new competitors and substitutes joining the industry. This is a crucial tool to have when it comes to an understanding the dynamics that will build the rivalry in an industry. ShopUp is up against the intense competition in Bangladesh's e-commerce business, growing at an incredible and rapid rate. ShebaXYZ, We're X, Daraz Ltd, Evaly, and other similar companies, which are direct competitors of ShopUp, are also growing at an astounding rate. The SWAT analysis is described in the following section.

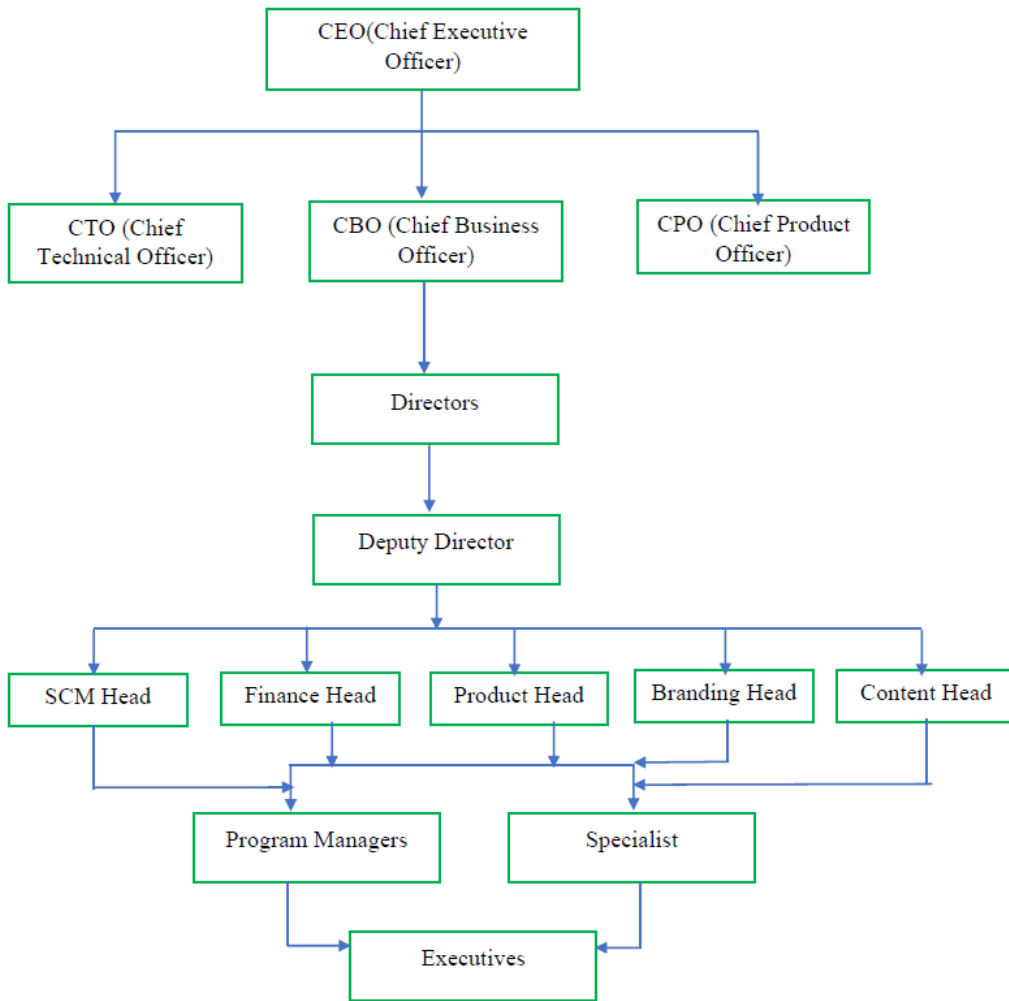


Figure 2.4: Organogram of ShopUp

INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
Captivated significant international investment on a consistent basis.	Because of the lack of branding on the organization's behalf, some people are still unaware of its existence.
Has a great start-up culture, and Forbes named it the greatest start-up in the world in 2018.	When compared to the rate at which they are growing, human resources are in short supply Training and development possibilities will be limited

Table 2.1: S.W.O.T Analysis (Internal)

EXTERNAL FACTORS	
OPPORTUNITIES (+)	WTHREATS (-)
Has the potential to become a global brand	Competitors have a moderate possibility of appearing
In the marketplace, ShopUp has few competitors. Other businesses, unlike B2B, are doing well	Micro e-loans might be dangerous, especially during a pandemic
Their chances of expanding are stronger than ever now that they've already purchased a company in India	

Table 2.2: S.W.O.T Analysis (External)

2.8.1 Porter's Five Forces

Competition in the Industry: Low to Moderate

Because Shop Up is currently providing a one-of-a-kind service on a large scale in the market, there is little competition. Sindabaad is a competitor of Shop Up; however, as Shop Up extends its distribution channels, this degree of competition is diminishing.

Bargaining Power of Supplier: Low

Unlike many other firms, this one does not require many resources to carry out its functions. It relies significantly on its employees' abilities and experience. As a result, its suppliers' bargaining leverage is limited because it does not require any specific commodities to supply its services to clients.

Bargaining power of Buyers: Low to Moderate

ShopUp's core clients are small business owners who lack basic knowledge of starting a business or lack sufficient capital. Every day, an increasing number of people in Bangladesh behave in this manner. As a result, in this scenario, ShopUp's pricing is essentially out of customers' hands.

Threats of New Entry: Moderate to High

The concentration on services throughout the entire process creates a high barrier to entry into this B2B platform. To create such a business, you'll need a patent and financing. These, on the other hand, can be carried out by anyone with enough funds and the courage to take a risk. Many individuals will be glad to welcome such a company because the entire generation now operates through technology. As a result, the danger level is moderate to high.

Threats of Substitution: Low to Moderate

ShopUp has had little competition from other shops as of this writing. Although they do not provide the same degree of comprehensive support for resellers as ShopUp, they continue to grow. As a result, customers' ability to make a change is limited, even if the opportunity arises in the future. As a result, the risk is low to moderate in this scenario.

2.9 Working Procedure of ShopUp

ShopUp mainly works with Facebook shops to facilitate sales. ShopUp provides its sellers with services such as super sellers' sessions, seller grooming sessions, and a shop management system. These services include delivery, Facebook boost and marketing, super seller's sessions, and an inventory and order monitoring system that allows sellers to upload their products quickly, make delivery requests to ShopUp for delivery, and send boost requests ShopUp.

These capabilities are included in ShopUp's free Shop management system to make selling online a little bit easier. ShopUp provides a low-cost shipping solution to assist their businesses. ShopUp also hosts a variety of fairs and training sessions for their merchants to help them better understand how to sell online. ShopUp also has a blog where they provide helpful advice about online marketing, such as building up a web page and keeping visitors interested in it. This will significantly impact those unfamiliar with online marketing who want to establish an online business. ShopUp is continually refining its concepts and establishing new events and services for its sellers to make selling on Facebook as straightforward as possible.

2.9.1 Super Seller

ShopUp's "Super Seller Sessions" are open to anybody interested in starting or running an online business. The purpose of this session is to offer merchants helpful information. Many people in our country are starting online businesses, but

many lack experience with online business operations. As a result, individuals confront various difficulties when it comes to establishing an online business. To put it another way, ShopUp's business development team will do all possible to assist everyone who comes in with a problem. ShopUp also talks over their features and how to use them in the super seller session, and how vendors may go from being essential to exceptional sellers on the site. Delivery within Dhaka is 35 taka, and boost is 85 taka for top merchants, according to ShopUp. Meal vendors can also take advantage of various other opportunities, including participating in a ShopUp trade show or attending a variety of seminars on various aspects of running an online business, all of which can lead to a certificate of accomplishment. Merchants must first activate their ShopUp delivery service and then deliver at least three to four parcels every week to maintain their status as a ShopUp super seller. In the Facebook boost, the exceptional seller has the most significant advantage. According to popular belief, boosting a Facebook page or post needs payment in USD using an international credit card. Boosting a Facebook post or page is likewise subject to a set of guidelines that must be followed. As a result, many online businesses face difficulties in this position since they lack access to overseas credit cards and are unsure how to increase sales. If a person does not follow Facebook's rules and regulations, their Facebook page may be permanently banned.

As a result, they join unauthorized groups where they are forced to divulge their Facebook ID password, which is highly insecure. ShopUp can solve all of these concerns since it directly relates to Facebook and is permitted to do so. ShopUp now allows online merchants to promote their Facebook posts and pages by first paying their ShopUp wallet account. Once a seller has finished the entire process, all that's left is for ShopUp to request a "boost." Sellers can now access ShopUp's vast paid distribution network and track their expenditure at any time by logging into their ShopUp accounts.

2.9.2 International Shipping Operations

Many individuals from outside the country are interested in purchasing items manufactured in our country, particularly handcrafted items like gowns and jewelry, which can lead to a thriving internet business. Exporting goods from the United States to other countries is a time-consuming and costly operation that requires meticulous planning. ShopUp has made a significant contribution to the e-commerce market by developing a platform that allows Facebook businesses to ship their products to other countries by following a few simple procedures (see below). ShopUp retailers can send their products from the online marketplace at a reduced international shipping cost with the support of DHL than they would with other shipping firms. ShopUp has begun delivering products globally in a few countries, with plans to expand to many more countries in the future based on customer feedback from these countries. India, the United States of America, Canada, and Singapore are among the company's current foreign shipping destinations. Thailand, Malaysia, Indonesia, Australia, New Zealand, Japan, South Korea, and other countries are represented. ShopUp also ships internationally to the following countries: A seller can immediately acquire a precise estimate of international shipping charges from their shop management system by using ShopUp. They must input the price and weight of their

products in the store management system and the projected delivery charge. As a result, their credit card will be charged the total delivery fee, which includes the product price, shipping charges, and a fee for processing payments. Depending on the seller's terms and conditions, sellers can either cover shipping costs or ask customers to refund them.

Consumers who want their products shipped outside of the United States must utilize the ShopUp payment option, which is only available in English. ShopUp will walk anyone interested in making an overseas purchase and having it delivered anywhere in the world through the process from beginning to end. The option for Facebook businesses to ship their products outside of the country at a lesser cost and in a much quicker period owing to global shipping opens up a world of possibilities.

2.9.3 Micro finance loan

Microfinance can help people who don't have a lot of money. On the other hand, "microfinance" refers to a specific form of financial transaction. Microfinance is becoming a more important field of research and development. Non-profit organizations (NGOs), savings clubs, building societies, credit unions, and cooperative banks provide financial and monetary services to those who don't have enough money to cover all of their expenses. It makes no difference whether you're beginning a business online or in a physical location; launching a business is costly. To keep customers delighted, a company must have things on hand, open online pages or construct a website, and capture high-quality photos of those products for marketing purposes.

You can easily qualify for a loan to fuel these initiatives if you operate a store. It isn't easy to get a loan if you don't have a physical store or an online store. When asking for a bank loan, your company's financial statement is crucial. Furthermore, while accepting a loan, a bank's key focus is on your company's income and balance sheets. They cannot secure a loan because they solely have an online store. Obtaining a loan for those who operate an online store is a time-consuming and labor-intensive process.

ShopUp offers a BRAC microloan to online sellers. Thanks to a cooperation between ShopUp and BRAC Bank, these small enterprises may now access low-interest loans. This solution might help those who want to start an online business but don't have the funds. You can use the money from this loan to stock up on products, start a new business, or market your current one. This little loan requires no collateral. The interest rate is reduced to just 4% if you pay within three months. If the sellers request more time to pay, the interest rate will adjust to fit the lending policy. There are no additional costs included in the loan's interest rate. People can fill out a form on the ShopUp Facebook page to obtain a loan. Customers can also contact ShopUp's customer care. After the loan application is filed, the ShopUp business development team will review it. The next step is to contact the sellers and arrange a meeting time. The interest rate will be deducted from an online seller's delivery fees if the seller gets a loan from ShopUp. Under this method, sellers are not required to guarantee the repayment of their loans. You won't need a ShopUp loan until you start delivering. This is how sellers pay back their loans.

2.10 Factors affecting B2B tailoring in SMEs

Examining the factors that influence the adoption of B2B platforms by small and medium-sized businesses (SMEs) is critical to comprehending their use. Internal or organizational concerns include SMEs' experience with B2B systems and a company's readiness to implement B2B systems. The following points highlight findings from prior research on B2B platforms in small and medium-sized businesses.

Adopting B2B systems is strongly reliant on senior management's backing, senior executives' expertise, and senior executives' understanding and familiarity with B2B systems. According to them, enterprise size is an internal management challenge that affects B2B system adoption. The overall pressure factors preventing the successful installation of B2B systems have frequently been characterized as global and regional business partners and suppliers.

2.11 An overview of e-commerce industry in Bangladesh

Bangladesh's e-commerce industry had risen significantly since the early 2000s, when the country lacked extensive internet access and a secure online transaction environment. People in Bangladesh were taken aback when the Bangladesh Bank, the country's official banking organization, began allowing internet transactions in 2009. The Bangladesh Bank allowed international credit cards to make purchases and sell services on the internet in 2013. According to figures from the International Telecommunication Union (ITU), internet use has nearly quadrupled since 2013, with 18.2 percent of the population online. Only 2% of the population has a fixed-broadband connection, but 30% have a mobile broadband subscription. Bangladesh is ranked 147th out of 176 nations in the ITU's 2017 ICT Progress Index, an annual assessment of ICT progress. These factors have contributed to the growth of Bangladesh's e-commerce industry.

According to E-Cab, Bangladesh's eCommerce trade group, the country has over 8,000 eCommerce Facebook pages and 700 e-commerce websites. Facebook is still a popular means to advertise and sell things, to the point where many businesses have abandoned their websites entirely. According to a 2017 analysis, eCommerce websites will process ten billion takas in transactions per year.

Based on the most optimistic predictions, e-commerce sales in Bangladesh are expected to approach \$3 billion by 2023. Bangladesh is also on track to transition from an LDC to an MDC in the same timeframe. When customers had more money to spend in the past, they spent more on clothes, food, and other consumables, and this pattern has continued. Many individuals predict that this industry will expand, and the recent rise in internet availability and the development of mobile financial services have been related to this expansion.

2.12 Current Market Trends

Currently, the following four types of eCommerce are popular in Bangladesh:

- Business-to-Business (B2B)
- Business-to-Consumer (B2C)
- Consumer-to-Consumer (C2C)
- Business-to-Employees (B2E)

Many businesses in Bangladesh provide eCommerce services, including digital marketing and advertising, mobile application development, and payment gateways. Several of these companies service clients in other countries, particularly North America. Bangladesh has around 550,000 freelancers working in eCommerce and associated sectors, according to e-Cab. Bangladesh has no problems obtaining funds from foreign nations. Payoneer, a US-based corporation formed in 1998, is one of the most popular payment processors for Bangladeshi freelancers.

Social media is widely used in Bangladesh. Facebook is the most popular social networking platform in Bangladesh, with over 29 million users. Social media sites such as Facebook can be used for customer engagement and business transactions. According to estimates, Bangladesh has around 8,100 Facebook stores. Many of these are small enterprises that use social media to publicize and sell their products. Because of faster internet connections, Google cache servers, and enhanced streaming technology, more individuals in Bangladesh are using YouTube.

HungryNaki and FoodPanda, for example, are demonstrating that business-to-consumer websites (B2C) are growing increasingly popular in large urban regions. Social media-based commerce platforms like Facebook and other initiatives are other B2C examples. Several B2B websites in Bangladesh provide industrial and supply-chain solutions. Aside from that, business-to-business websites include business directories, trade transactions, and information on all suppliers.

2.13 Revenue Trend of the e-commerce industry

- The eCommerce sector is expected to generate \$8.03 billion in sales by 2022.
- Revenue is predicted to develop at a compound annual growth rate (CAGR) of
- 22.27 percent between 2022 and 2025, culminating in a market volume of US\$14.68 billion.
- The majority of income is earned in China, where the market is expected to reach \$1,412 billion by 2022.
- According to predictions, the eCommerce sector would have 75.5 million customers by 2025.

- User penetration will have climbed to 43.8 percent by 2025, up from 35.0 percent currently.
- The ARPU (average revenue per user) will be \$136.70. (average revenue per user).

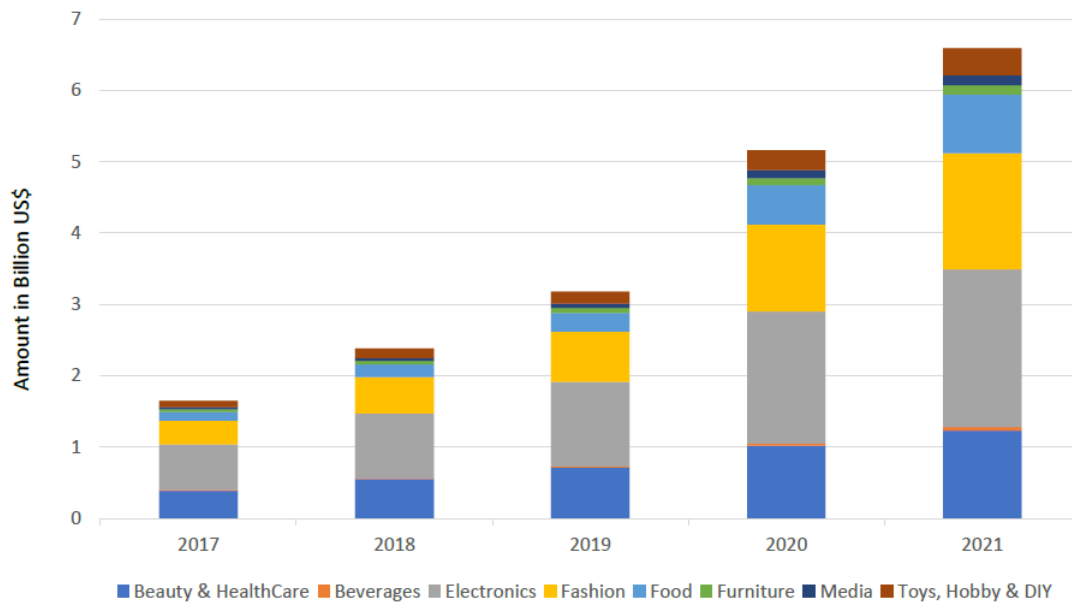


Figure 2.5: Product mix of e-commerce Revenue

2.14 Competitive Environment

RedX executed a rapid growth strategy, expanding its logistics network to include all 64 districts in just six weeks. Officials at the company feel they acted quickly to win the trust of online businesses. Officials at the company believe they worked quickly to earn the trust of online merchants. The REDX network, according to the company, handled more than half of all third-party deliveries throughout the pandemic. The Bangladesh-India Business Council has named the organization the country's largest logistics company for providing the best services across Covid-19 at an award ceremony. After collecting a record \$113 million in finance, REDX plans to accelerate its expansion.

Mokam worked with RedX to address the problems that merchants in Bangladesh were having at the time. Mokam provides a wide choice of products to businesses and delivers them the next day. The organization can ensure the availability of top-quality items at the most competitive prices thanks to agreements with the country's leading manufacturers and distributors. Baki, ShopUp's embedded finance solution, allows stores to purchase goods on credit using the same app, increasing customer convenience.

2.15 External Factors

Several economic issues influence the industry. Because raw materials are imported from other nations, the country's economic situation might significantly impact the business.

Bangladesh is categorized as a lower to middle-income country by the World Bank. Around one-fifth of Bangladesh's population (150 million people) lives in poverty. Microcredit expansion, cottage industry development, overseas remittances, and the garment industry, among other factors, have all contributed to the country's GDP rates exceeding 6.8% over the last decade. Even though agriculture employs three-fifths of Bangladeshis, ready-made garment manufacturing accounts for three-quarters of the country's export revenues. Bangladesh's long-term progress is hampered by overpopulation, poor infrastructure, fraud, political upheaval, and a slow pace of economic transformation. In 2016, Bangladesh's GDP increased by 7.05 percent year on year. According to the World Bank, Bangladesh's GDP growth rate averaged 5.72 percent from 1994 to 2016, with a high of 7.05 percent in 2016 and a low of 4.08 percent in 1999.

Increases in per capita GDP are linked to improving people's living standards. However, when the economy grows, people's urge to spend a lot of money on expensive products increases. Consumers have become far more concerned about the items they buy. In that situation, a grocery store, rather than a traditional market, will provide more products and conveniences. The public is willing to spend even more on high-quality items and services. According to researchers, low-income districts have half the number of stores and four times the number of small grocery stores as wealthier communities.

Chapter 3

Anticipate the overall operational trend of ShopUp through Business Intelligence

3.1 Introduction

Digitalization projects by the government E-commerce has become one of Bangladesh's fastest-growing industries. ShopUp was founded in 2013 to revolutionize online product shopping and selling. Like those in first-world countries, developing-country entrepreneurs can now reach out to customers in developed ones with only a few clicks. ShopUp's services are beneficial to many small business owners that are technologically inept. ShopUp taught them a lot about digitalization and how it may help businesses stay afloat in the long run.

3.2 Industry Size and Growth

Information B2B forums have had a significant impact on the development of e-marketers due to their vital role as trade platforms. Larger firms might benefit from the B2B sector's diverse providers and clients. Many individuals are also curious about how a B2B e-marketplace may assist small and medium-sized firms (SMEs) thrive in the digital age. The number of scholarly and business studies emphasizing the importance of electronic marketing in today's global economy has increased. Despite this, the extent to which expanding e-marketing tactics established in the business-to-business (B2B) sector may aid small and medium-sized firms (SMEs) is restricted.

3.2.1 Objectives

- Our goal is to make our decision-making process more efficient while also increasing its speed.
- Optimisation of internal processes inside the organization.
- The ability to run at a higher rate.

- To obtain a competitive advantage over its competitors through continuous improvement and strengthening.

3.3 B2B Industry to solve the financial gap of SMEs

Small and medium-sized firms (SMEs), particularly in emerging markets, substantially contribute to the economy’s overall performance. Small and medium-sized enterprises (SMEs) account for more than half of all businesses around the globe, and they are crucial in creating jobs and promoting economic growth. Companies in this category employ more than half of the world’s population.

Region	Financial GAP (\$B)
Europe and Central Asia	\$636
Middle East and North Africa	\$138
South Asia	\$291
Sub Saharan Africa	\$245
Latin America	\$1098
East Asia and Pasific	\$2110

Table 3.1: Financial GAP of the SMEs worldwide

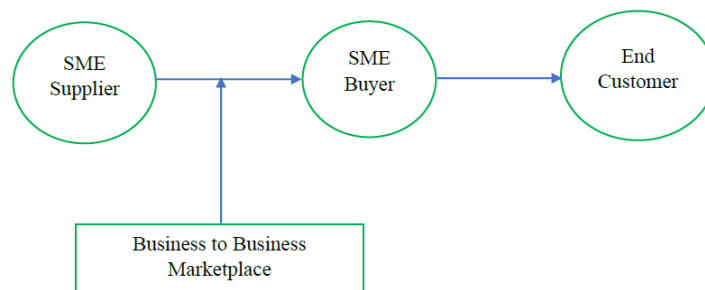


Figure 3.1: B2B Platform enabling SMEs expansion)

Over 40% of the gross domestic product (GDP) is generated by small and medium-sized businesses (SMEs) (SMEs). When informal small businesses are included, the figures soar much higher. Six hundred million additional employment is expected by 2030, with a rise in small and medium-sized firms (SMEs). In emerging markets, small and medium-sized businesses account for seven out of ten jobs (SMEs). One of the most important reasons small and medium-sized entrepreneurs (SMEs) in developing nations struggle to expand their enterprises is a lack of access to capital. The introduction of the Business-to-Business industry through the concept of Industry 4.0, on the other hand, has bridged this gap and offered a stimulant for SMEs’ growth.

Manufacturing accounts for over 40% of the country’s total GDP. B2B solutions

should improve procedures, reduce costs, improve performance and data distribution, reduce inappropriate behavior, streamline the supply chain, and improve service. Managers can use B2B systems to help them manage their company's functions and activities and their contacts with domestic and international trading partners and suppliers. As a result, the primary goal of this study is to conduct a literature review to determine the characteristics that influence the adoption of B2B systems in small and medium-sized businesses (SMEs). The impact of B2B adoption on small and medium-sized firms' productivity and efficiency will also be assessed.

3.4 Methodology

It is now a method for managing and expanding marketing, defining improvement priorities, and cultivating an excellent culture in B2B firms, among other things. This model incorporates levels of maturity that serve as a foundation for gradually growing critical abilities, similar to prior prosecutable maturity models. Your authority to manage the function and positively impact the organization grows with each level. The main elements of each group are crucial for both short-term marketing improvement and making the features of the following story easy to utilize. You may retain and improve on all you learned in the previous level as you progress to the next. Attempting to install complex tools and other components from higher maturity levels without the foundational portions in place is a bad idea that will almost always result in a negative or low return on investment.

The maturity level is:

3.4.1 Level 0 (Survival)

When a company is started, it is usually motivated by excitement for a new product. Specific vital data must be delivered in a culturally acceptable manner to attract the public's attention. A website, a firm name, logo, a PowerPoint (PPT) slide, and other rudimentary demonstrations outlining the company's aim and establishing its identity are all included. These essential components are demanded by investors, potential customers, and employees. All of those and related props are required by any business owner to build their company's viability and notoriety in their community. "survival" is the most fundamental level of a business-to-business (B2B) organization, and its market environment is "survival."

3.4.2 Level 1 (Initiate Sales)

After developing a financially viable service, the focus shifts to marketing the "product," the company must create a business strategy and recruit salespeople directly or through third-party agents. It is not enough to identify the people in charge of selling the final products; they must also be trained and equipped to be successful. Enabling "Sales" provides them with the information and resources they need to educate and persuade potential consumers. The marketing team's primary focus is on sales enablement at this early stage of development. When Sales are correctly enabled, they are in a great position to negotiate a successful purchase. Empowered salespeople close more deals faster as a result of their empowerment.

3.4.3 Level 2 (Demand)

When a corporation has the necessities of organizational data available and a business plan that allows items to be sold efficiently, the next difficulty is providing Sales with an adequate amount of prospects interested in potentially purchasing products or services. The main goal of marketing is to find many potential customers and convey their information to Sales. This is known as level 2 demand creation. While Marketing has a variety of responsibilities, its primary goal is to generate new demand for Sales so that the company can develop.

3.4.4 Level 3 (Strategic)

Marketing has progressed from simply transnational activity to a more strategic one at the third level. The firm recognizes that the quality of the Salesforce is more critical than the number of Leads generated at this level; operations are designed to ensure that Components are worked, with the highest-quality Leads being passed to Sales and the rest being nurtured until they are absolutely Sales-worthy.

3.4.5 Level 4 (Domain)

The attention switches to expanding the process and ensuring that the whole distribution of these leads to sales and conversion is as productive, efficient, and formulaic as possible once a firm has developed a credible plan for generating considerable, competent traffic that sales can execute. Although marketing is rapidly being integrated into many organizations' decision-making processes due to its benefits in accelerating market adoption of new products and lowering the cost of goods sold (COGS) and customer lifetime value (retention). The marketing organization's head is frequently active in the executive process at this level, and marketing is seen as the firm's fourth essential domain.

3.4.6 Level 5 (Forecastable Asset)

Market research can play a significantly more critical part in the organization's future orientation once the firm has gained good experience with marketing as a vital business function, acting as the genuine brains and the company's mouthpiece. The marketing team's market knowledge plays a vital role in the decision-making process for all potential offerings and the overall business strategy.

3.5 Analysis and Findings

3.5.1 Company Level Analysis

I was involved in the day-to-day operations of Mokam Commodity divisions during my internship. I examined the procedures and discovered multiple areas of inefficiency and poor performance in various tasks. According to my views, the ShopUp implementation procedure is the quickest of all the activities. Because they value speed over perfection, the implementation phase is completed as soon as possible, anytime an idea arises.

3.5.2 Market Level Analysis

The country and over 4.5 million small food stores account for about 98 percent of Bangladesh's retail market. With a variety of suppliers, distributors, and wholesalers to deal with while purchasing their goods, the owners of these businesses are constantly faced with various challenges. Their business operations are damaged daily by a shortage of things, instability in price, and a lack of thorough delivery help. Furthermore, about 72% of stores provide credit, but only 27.5 percent of those qualify for loan financing. Many underlying concerns appear to be substantial hurdles to independent merchants' operations. Mokam, a B2B e-commerce platform that launched in December 2019, claims to be able to alleviate the problems that merchants have in Bangladesh. Mokam distributes a wide range of products to retailers and provides next-day delivery. To ensure that high-quality commodities are available at low prices, the organization has built partnerships with the country's leading manufacturers and distributors. Additionally, sellers may use ShopUp's integrated finance partner Baki to purchase items on credit. According to Mokam, the firm currently serves more than 60 locations. Despite natural disasters or lockouts, the company claims to ensure retailers have their chosen supply. In less than two years, Mokam accomplished this astounding achievement. Mokam, which is sponsored by ShopUp and is the country's largest business-to-business e-commerce platform, is attempting to put the country's 4.5 million small enterprises in the driver's seat of the economy's growth. Compared to other delivery companies in Bangladesh, RedX presently has a 55 percent market share, which is extremely impressive.

3.5.3 Professional Level Analysis

Finally, I'd like to express my gratitude to my instructors and university staff for allowing me to finish my internship in a real-world business situation. The three-month internship was beneficial to me, and it completely changed my professional viewpoint. The three-month internship time was beneficial to me, and it significantly changed my professional viewpoint.

Communication and Network

I'm an outgoing person who enjoys meeting new people. During my internship, I had to work with a wide range of employees from various departments. I was obliged to communicate with my supervisor and other interns daily for several work-related reasons. One of the most significant things I've learned throughout my internship at ShopUp is how to communicate professionally. I observed the interactions between professionals in this context and obtained a better knowledge of the process.

3.5.4 Findings

Mokam is a full-stack B2B commerce platform for small businesses in Bangladesh. Mokam already serves over 800,000 local businesses, offering over 10,000 goods at the touch of a button.

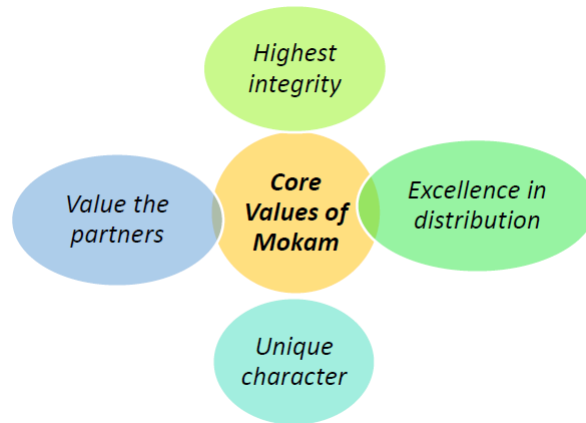


Figure 3.2: Core Values

Growth Track

Objective: Our goal is to make our decision-making process more efficient while also increasing its speed.

- More than 30 well-known business partners (Expanding more aggressively than ever)
- More than 60 active distribution centers (Continuously growing)
- There are almost 18 large warehouses (With state-of-the-art management facilities)
- 62 districts are covered (Upazilla-level expansion is happening)

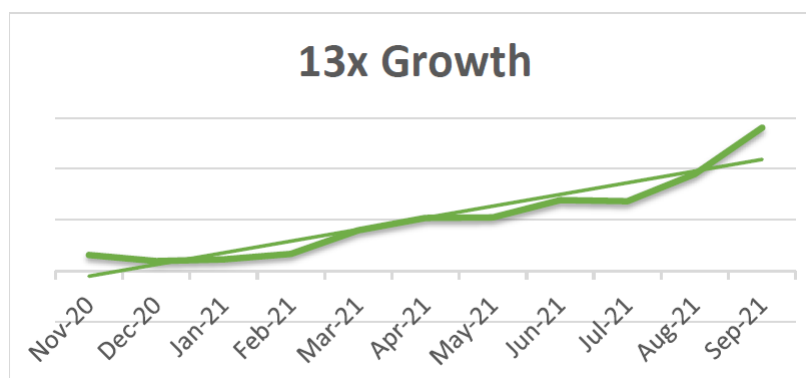


Figure 3.3: Growth Track

Salesforce Capability

Objective: The ability to run at a higher rate.

- 1,000 Cr+ Total GMV in Q4 2022 (And growing every month)

- 1,000+ SRs Operating nationwide Salesforce 5,000+ Personnel by H2 2022 from 2,500+ in H2 2021
- Steep 13x Growth in Sales Volume (From millions to billions in less than a year)

Prominent Sales Channels

Objective: To obtain a competitive advantage over its competitors through continuous improvement and strengthening.

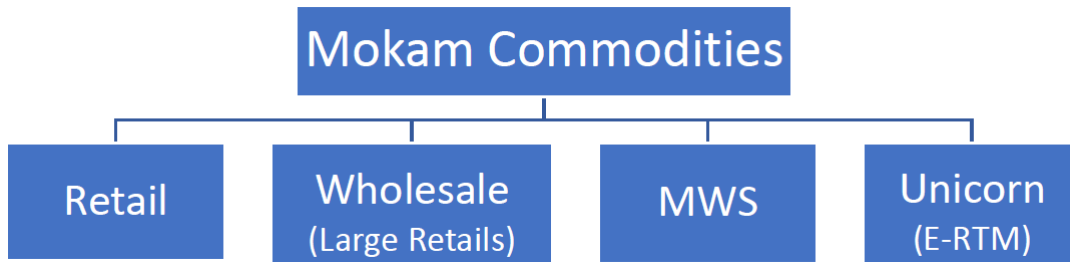


Figure 3.4: Sales Channels

- Retail: Active outreach to 800,000 retails nationwide; 100,000+ in Dhaka.
- Wholesale: Large retails and wholesales, nationwide 1,000+ entities.
- MWS: Mokam Wholesale Shops across Bangladesh, nationwide 500+ outlets.
- Unicorn: E-RTM business model with outreach to 2,500+ retails.

Effective Sourcing Channels

Objective: Optimisation of internal processes inside the organization.

- Manufacturer (L0): For commodities in the sack, and some branded FMCG.
- Formal/Alternate Distribution (L0): Likewise, except, served from manufacturer designated distributors at manufacturer's trade price.
- Distributors (L1): Manufacturer-designated distributors, sourced at Distributor Price.
- Wholesales (L2): Least preferred, modality for the experimental basis to gauge market depth.

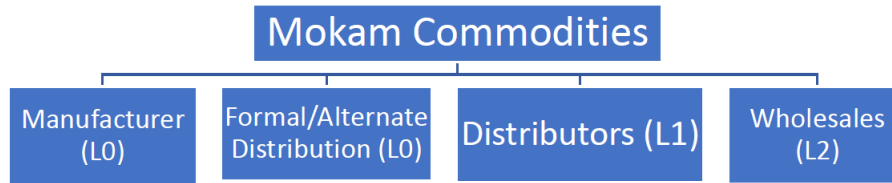


Figure 3.5: Sourcing Channels

3.6 Conclusion

Shopfront Limited is one of Bangladesh’s fastest-growing E-commerce companies. These executives have played an essential role in the company’s long-term growth and development. We have a human resources department and a recruiting procedure comparable to those of other businesses. ShopUp’s most significant asset, in my opinion, is its highly driven and customer-focused employees. There is also a close bond between the business and its employees. Human resources departments are constantly striving to increase employee engagement and the efficiency of human resource operations. The department has lately begun overhauling its operations to improve efficiency and employee satisfaction.

The human resources department’s ultimate aim is to link workers with the company’s fundamental principles so they may better serve customers and create a work climate that supports open communication and creativity.

ShopUp uses competency-based interviewing due to our continual demand for top talent. Competency-based interviewing decreases the chance of interviewers revealing bias and promotes the fairness of the recruiting process by minimizing the inclusion of non-job-related factors in the selection process. Recruitment automation might significantly enhance ShopUp’s high-volume recruiting process, resulting in a more efficient and enjoyable experience for all parties involved. It’s not designed to replace recruiters; instead, it’s supposed to free them up so they can spend more time getting to know potential recruits and honing their interpersonal skills. It would help if you took advantage of these benefits as soon as possible, especially in a competitive employment market where recruiters are obliged to be inventive to acquire candidates.

3.7 Recommendation

During my three-month internship at ShopUp, I saw and learned various things. The goal of this chapter is to describe such thoughts and observations. The session was jam-packed with information and an opportunity for hands-on participation. Because I was a member of one of the startups, the business analytics results were evident to me. Following this part, I’ll try to express my thoughts on how more automation on the data side may be achieved.

3.7.1 Data Consistency

- Hands on training to the end users

- Implementation of Machine Learning
- Launch more powerful business intelligence tools
- Use coding Dashboard to get the live visualization

3.7.2 Ideal Worklife

Because ShopUp works six days a week, it's difficult to find time for self-empowerment compared to other businesses.

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