

Report On

**“E-commerce Industries in Bangladesh and their services: A study
on Kinbo Bangladesh Limited.”**

By

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16304095

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

Bachelor of Business Administration

BRAC University

October, 2021

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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:

Sabia Nazneen

Sabia Nazneen

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Supervisor's Full Name & Signature:

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Assistant Professor, BRAC Business School
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Letter of Transmittal

Shamim Ehsanul Haque

Assistant Professor,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: E-commerce Industries in Bangladesh and their services: A study on Kinbo Bangladesh Limited.

Dear Sir,

This is my pleasure to display my entry level position provide details regarding 'E-commerce Industries in Bangladesh and their services: A study on Kinbo Bangladesh Limited, 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 sincerely appreciate your advice and encouragement in the preparation of the report. I will be pleased to address and discuss any inquiries if possible.

Sincerely yours,

Sabia Nazneen

ID:16304095

BRAC Business School
BRAC University

Non-Disclosure Agreement

The agreement conducts between me as a student of BRAC University and Kinbo Bangladesh limited through 3 months internship program. The agreements are noted below-

- I have to report to my department supervisor every day during the internship period.
- The rules and regulation of Kinbo Bangladesh Limited has to be followed properly.
- I have to complete the daily targets and keep the track of the duties that is assigned on me.
- I have to attain weekly meetings to submit my documents.
- The company bears the rights to disclose my internship immediately if I do anything that goes against the code of the conducts of the company.

Acknowledgement

To start with, I would like to show my utmost gratitude to almighty God. Without his blessings, it won't be even possible to complete this report within the given period. I would also like to show my gratitude to the people who have supported me directly and indirectly to fulfill the commitment that has been imposed on me. I would also like to show my sincere gratitude towards my internship advisor, Respected Shamim Ehsanul Haque, Assistant Professor, BRAC Business School for being the mentor and helping me in each and every situation during my internship journey. I would also like to thank my supervisor and colleagues of Kinbo Bangladesh Limited for their unconditional support, consideration and learning experience. I have gathered more knowledge and experience by being a part of this company. Lastly, I will finish my words by thanking all the faculty members, classmates, mentors and each and every member who are working at BRAC Business School as well as BRAC University to bring me the position and developed me as a person for the last four years.

Executive Summary

Internship is an obligatory prerequisite to conclude the prestigious graduation program at BRAC University. As a student of the well - reputed university, it is highly imperative that I am aware and prepared for the real world after graduation. And Kinbo Bangladesh Limited was the perfect platform to practice for that experience. I have been blessed with the ability to practice my knowledge of the four years course.

In today's world, the real markets experience rapid and fast paced movements which often knowledge doesn't cover. Hence gathering the practical understanding in Kinbo Bangladesh Limited has been a great competitive edge for me as it is an e-commerce business which is a booming industry in Bangladesh.

In this report, at first, I have provided a brief overview of the E - Commerce Industry in which it functions which is crucial to comprehend at first to gain a more knowledgeable insight into the operations of Kinbo Bangladesh Limited.

Next, I have tried to explain the structure of their organization which is very integrated and is dependent on one another for the process to flow smoothly. After the above, I have also tried to reflect on my day-to-day experience of working in the customer executive department in Kinbo Bangladesh Limited.

Lastly, and most importantly I have mentioned all my experiences and learnings from working Kinbo Bangladesh Limited which is the main purpose of this report.

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Chapter 1

Overview of Internship

1.1 Student Information

Name: Sabia Nazneen

ID: 16304095

Program: Bachelor of Business Studies

Major: MARKETING

1.2 Internship Information

1.2.1 Company Information:

Company Name: Kinbo Bangladesh Limited. (E-Commerce Marketplace).

Period: The internship started from 1st February and end at 30th April

Department: Customer Executive

Address: House:18, Road: Sonargaon Janpath, Uttara, Dhaka -1230, Bangladesh.

1.2.2 Internship Company Supervisor's Information:

Name: Farhana Yeasmin

Position: Head of Operation

Kinbo Bangladesh Limited

1.2.3 Job Scope:

Job Description: Kinbo Bangladesh Limited is an Online marketplace and E commerce platform. Kinbo is focused on providing an excellent customer experience, effortlessness of consumption, comprehensive customer care and hassle -free shopping. As an intern, my

responsibility was to maintain connection with the customers for the bills as well as collection of the amount of bills, doing regular communication with the customers.

1.3 Internship Outcomes

Practical experience is essential to assemble knowledge whatever we study in academic form. Kinbo Bangladesh Limited has provided me the chances to build myself more collaborative and how to be more responsible with obligations. I have gotten opportunities to attain some community activities with some organization. My supervisor helped me to try and do given assignments accurately and conveys with the customers to influence for purchase.

1.3.1 Contribution to the company

First of all, my responsibility was to call customers and submit bills aside from collection of bills. So, I have to work at the office and have to attain the office regularly beside with the frequent customer calls was my regular phenomenon. It actually improved my learning skills, time management skills for my corporate life.

1.3.2 Benefits and Achievements

I have gotten opportunities to achieve some corporate activities with a number of the huge heads of this country. While working within the Customer Executive department, I have also learned the problem-solving part easily and quickly. A great relationship has been built with the employees of the company.

1.3.3 Difficulties

The hardships I have got faced during my internship are -

Time Management: I have got to figure a large time till night. I found that there's an issue with time management. If you would like your employee to work hard like this, there may be hampering your future productivity of work.

Scatter work: I think there is some work that is being scattered so it will take additional time to be done and it is difficult to do the work properly. If the work is organized it will be easier to try and do the duties.

1.3.4 Recommendations

I want to specify some suggestions which I believe will help the organization to grow more in future

- Please categorize the work
- Set time to do the job
- Fixed roster of work
- Offer accurate training to the new employees.
- Appoint additional employees to reduce work pressure.

Chapter 2

Organization part: Overview, Operation and a strategic audit

2.1: Introduction:

In the year of 2019, Kinbo Bangladesh Limited began its journey with fresh foods and other consumer goods. The organization quickly developed its business by adding varieties of products ranging from garments, electronics and much more. It is a growing organization in the E-retail market without any functionable app. The targeted consumers are the one who are very busy to visit a store or shop to buy necessary items, here Kinbo Bangladesh Limited. Plays a vital role by providing every sort of items to be ordered through the website. Kinbo is an organization composed of dynamic departments like Marketing and Merchandising, HR, Finance and Accounts.

2.2.1: Objective:

- Reflecting a summary of Kinbo Bangladesh Limited.
- Comprehending the responsibilities and departments of Kinbo Bangladesh Limited.
- Understanding the plan of action.

2.1.2: Methodology:

This report contains both the Primary and Secondary Data. This chapter contains the primary data, the data has been collected in the 3 months of Internship by direct conversations with my director, supervisor, colleagues and clients.

2.1.3: Scope:

This internship report contains the information regarding the working strategies and different tactics of delivering an excellent customer service in this pandemic.

2.1.4 Limitation:

- Inadequacy of time.
- Inadequate of Information.
- Inadequate of Experience.
- Inadequate of understanding of the working process.
- Inadequate of number of resources to gain information.

2.1.5: Significance:

Significant organizations based on manufacturing, mobile banking, retailers, super shops, employees and consumers will get valuable information from this report. The emergence of advanced of advertising technologies and being a medium of modern solution many investors will find interest to add value to this organization.

2.2 Overview of the Company:

In the e-commerce platform Kinbo Bangladesh Limited has grown to be a known and trustable company among the consumers. It is a technology driven company to provide a variety range of products to the consumers alongside with expertise of B2B and B2C professionals. With such

expertise of technology and business Kinbo Bangladesh Limited is changing the daily lifestyle of this country in a positive note.

2.2.1: Mission:

To provide every sort of products with excellent customer services and to linked with organization for building an uninterruptable supply chain.

2.2.2: Vision:

Delivering the best products.

2.2.3: Focus:

- Customer Satisfaction.
- Time Management.
- Quality Products.

2.2.4 Core Value:

- Team Play.
- Professionalism.
- Hard Work.
- Logistics Management.

2.3 Management Practices

Kinbo Bangladesh Limited is a partnership-based business. All the decisions emerge from the directors and then eventually delivered by the CEO to each manager of the 7 functioning departments. As per my observation each departments include 2-3 employees summing up to 31

employees in the organization. Almost every department has an intern with the head office being located in Uttara and a new addition in Dhanmondi.

2.3.1: Functional structure:

Kinbo Bangladesh Limited follows a functionally structured management system including the staff to produce the simplest service to the purchasers. The entry-level employees are reporting to the team lead and he reports to the commander of the division. Additionally, all the reports head to the higher authority. Throughout this procedure, workers are more promised with their customers, and supply better service to the customer.

2.3.2: Management practices:

The management practices are:

- Appointment skilled employees to produce survive.
- Corporate Social Responsibility (CSR) activity
- Gather the customer satisfaction strategies
- Apps development
- Receive digital payment
- Ensuring employees productivity in workplace

2.4 Marketing Practices

The Sales & Marketing department are responsible to understand the market and provide excellent customer services. Marketing teams are involved to study the demography, understand their needs and thus develop various strategies to communicate the business idea to the targeted customers through different medium like Above the Line (ATL), Below the Line (BTL) and Through the

Line (TTL) marketing. Following the different mode of communications being developed by the marketing team the Sales team get involved to develop the proper sales channel to generate potential leads and convert them to end buyers for generating revenue.

2.4.1: Marketing Mix:

The Marketing Mix of Kinbo Bangladesh Limited is describe below:

Product: The leading product of Kinbo Bangladesh Limited are supplying goods to the customers for example food, cloths, toiletries and so on.

Price: The price of the product depends on the Maximum Retail Price (MRP) and they deliver excellence products. Besides, they receive digital payment for example BKash.

Place: They give delivery grocery items in whole Dhaka city and other products in whole Bangladesh. You just need to order your desired product through the website, also you can order by calling them.

Promotion: They use SEO to boost the post to generate extra customer, use social media to impress target customer. Moreover, they do Corporate Social Activities (CSR) activities.

2.4.2: Customer Relationship and Digital Marketing:

Kinbo Bangladesh Limited builds respectable relationship with customer and promote their business with the help of digital marketing:

- After receiving the products service review

- Resolving all the quires of the purchaser
- The customer is updated with the offered product
- Content creations like short video, blog
- Using SEO for the website

2.5: Financial and Accounting practices:

The Financial practices and accounting practices are described below:

2.5.1: Financial Performance:

The Finance & Accounting department is responsible for this practice. The following year of 2021 during the pandemic the rise of daily needs among the consumers due the lockdown, the organization has experienced a rapid number of sales. For the privacy and policy of the company I am not allowed to disclosed the amounts.

2.5.2: Accounting practice:

The strong Finance team with their expertise has always found the proper investor to the company and the pro-activeness of the accounting team has always been helpful for the Finance team to keep update with all the activities of the different departments.

2.6 Operations Management and Information System Practices:

Supply Chain and Research & Development team are responsible for these practices.

2.6.1: Operations management process:

The Supply Chain team is divided into 3 departments:

- **Planning:** Here the team along with the Sales & Marketing and Finance team decides on the products to sell depending on Supply and Demand.
- **Procurement:** The team is responsible for buying decided products from the proper sources in a cost-effective manner.
- **Logistics:** Warehouse Management and Transportation are the main responsibilities of this department.

The Research and Development (R&D) and Project Management team look after the information system practices. These teams are responsible from developing the business model to operate the technology as per the business model. As a result, it ends up being the powerhouse of the organization. Some information regarding the technologies being used are given below:

PrismERP

- Makes the process of sales, procurement and logistics easy for the sales team, distributors and resellers.
- Helps sales determine the Supply and Demand plans.
- Helpful in tracking and reading the market conditions.
- Cloud based technology helps the company maintain a proper supply chain.

Oracle PeopleSoft SCM

- Customer Relationship Management.
- Inventory Management.
- Logistics and Transport Management.

Blue Yonder Luminare Planning

- Supply data and information to the management and supply chain team.
- Easy installation among small teams and immediate productivity.
- Outstanding technical support from Aspen One and enhance product knowledge.
- Supportive in Bug Fixing and updating.

2.7 Industry & Competitive Analysis:

The main target of Kinbo Bangladesh Limited is to understand the demand and provide it to the customer. Moreover, the company is also very much focused in the customer satisfaction by completing each task properly.

2.7.1: Porters Five Forces Analysis:

The identify the industry position of Kinbo Bangladesh Limited by Porters Five Force Model is given below:

- **Industry Rivalry:** The Industry rivalry is very high because of the competitors in the market for example- Daraz, Chaldal, Foodpanda and so on.
- **Threat of substitutes:** The Threat of substitutes is also higher, reason behind this is any startup business can deliver the service with less amount. Hence, the threat of substitutes is high.
- **Threat of New Entrants:** Threat of new entrants is higher since the barrier to enter into the market is easy in policy and cost friendly. So, company can enter with lower capital.

- **Bargaining power of suppliers:** In bargaining power of suppliers is low to moderate, moreover there are many suppliers in the market. Several option to the customer to switch from one company to another.
- **Bargaining power of Buyer:** Bargaining power of buyer is high to the consumer because there are many competitors in the market and similar service.

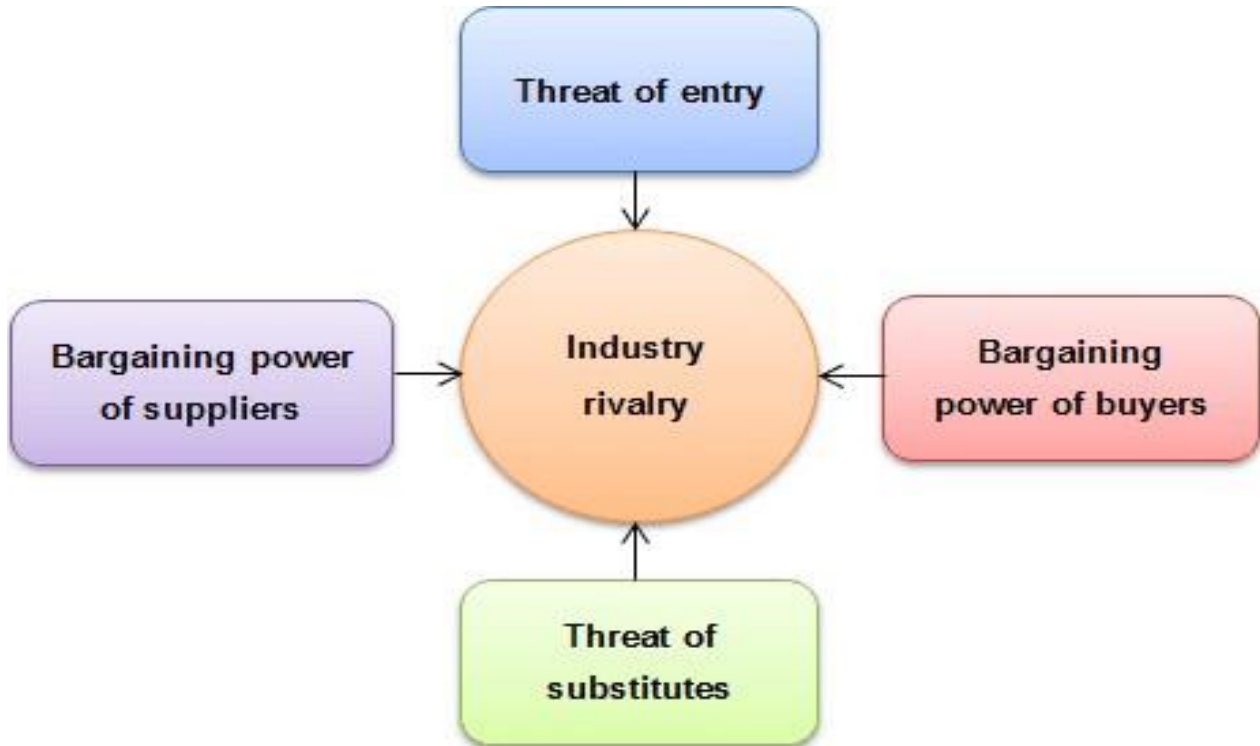


Figure 1: Porters Five Forces Model

2.7.2: SWOT Analysis:

Here, the given SWOT Analysis will give an extensive overview of this organization's behavior towards the growing e-commerce trends.

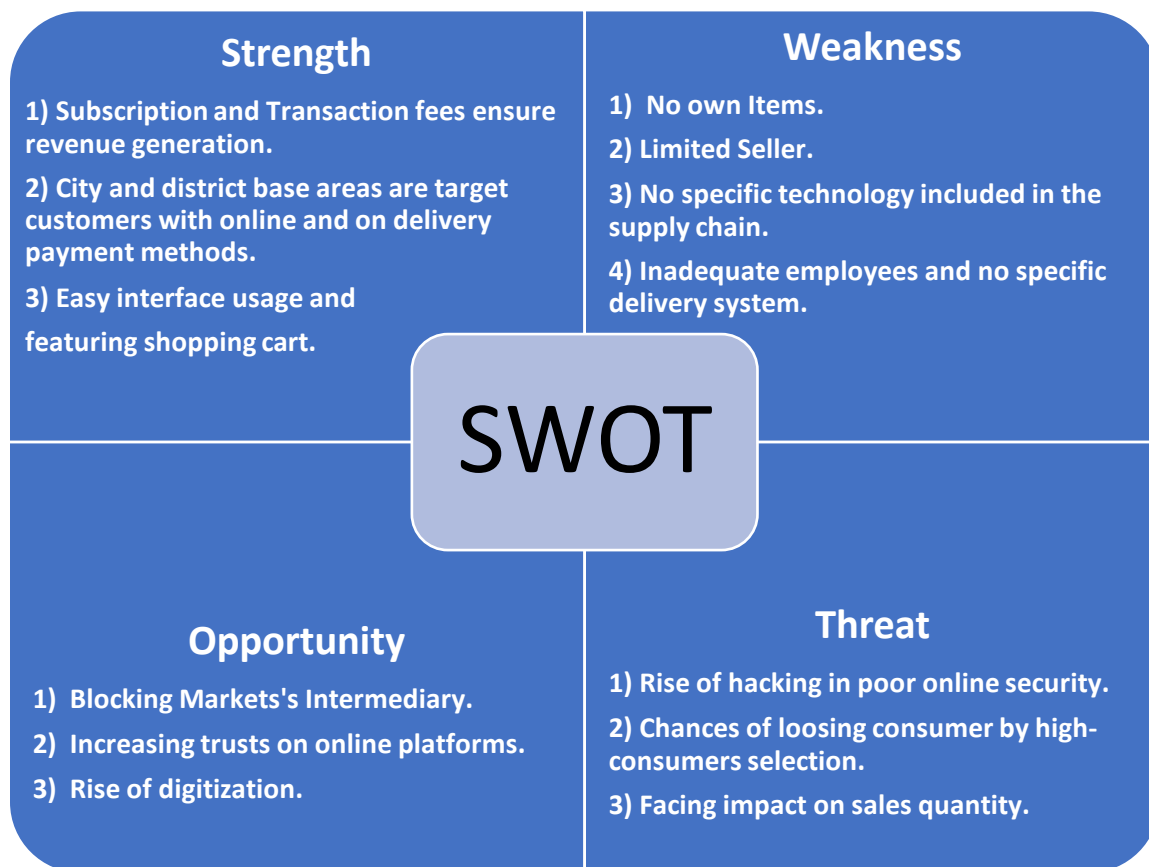


Figure 2: SWOT Analysis

According to the Strength and Opportunity of Kinbo Bangladesh Limited, it has a very strong number of subscriptions through proper payment system. The lockdown period has played a huge role in the performance of this Organization; thus, it has become pretty popular among the regular mass. Ensuring regular updates in the technology and going with the trend can definitely make this company reach the top it is marking.

2.8 Summary and Conclusion:

Kinbo Bangladesh Limited is growing in the market then before due to the demand of increasing daily products among the consumer and its easy availability in the e-commerce platform. Moreover, the organization has a huge source of income in the B2B platform by being affiliated with different organization to increase the range of products in their business. The trend of being digitized has raise the awareness within the organization to stay updated for ensuring brand loyalty.

2.9 Recommendations:

Kinbo Bangladesh Limited is now a great organization to serve the daily needs of this country. I believe the organization now should focus on increasing its man power for providing excellent customer services to its growing subscribers. Launch the App as soon as possible to hold the customers convenient and survive in the market place.

Chapter 3

Project Part: E-commerce Industries in Bangladesh and their services: A study on Kinbo Bangladesh Limited

3.1: Introduction:

Background:

E-commerce industry in Bangladesh rapidly developing in this sector. Gradually this industry is growing and becoming more and more competitive. According to the financial express Bangladesh retail e-commerce industries is developing at 72 percent each month. BTRC officials stated that the figure of cyberspace contributors in Bangladesh overlapped 80 million in 2017. Now, there are nearly 2,000 e-commerce sites and 50,000 Facebook-based channels providing nearly 30,000 products per day. Presently, 80 percent of the online transactions are taking place in Dhaka, Chattogram, and Gazipur and another place. In 2013 Bangladesh Bank also allowable the acquisition, sale of product, and services online using international credit cards. Bangladesh ranked 147 the number out of 176 on the ITU's ICT Development Index 2017, yearly statement that captures of ICT improvement. Bangladesh Telecommunication Regulatory Commission (BTRC) places overall internet subscribers at 123.82 million in December 2021, in which only 10.09 million use broadband connections, other are mobile internet users in Bangladesh.

Objectives:

The main objectives of this report are given below:

Boarder objectives: Achieving information about E-commerce industry and how fast it is developing.

Specific objectives: The specific objective is given below:

- E-commerce industry is influencing the entrepreneurs
- Advancement of digital technology in daily life
- Allocating the market capabilities of E-commerce industries
- To establish the connection to the customers

Significance: The significant purpose of the study is to inform the specialist about the sole proprietorships business and midlevel entrepreneur's business. Here I am doing secondary research where I am able to show the industries current situation within the market and the way the market influences the customers. For this research our company will be advanced as there is information about the grabbing the opportunities. I hope this can improve my understanding and can help me advance in corporate life.

3.2: Methodology: Methodology generally indicates that from where we accumulate the information's and analyze section. Here I am using secondary source for findings and analyze section.

Secondary source: Secondary data indicates the previous background information, analysis or study. For the secondary data assortment method, I have collected the statistics from these sources:

- Internet sources
- Company website
- Online blogs and articles
- Research paper
- Reports from the online

3.3: Findings and analysis:

3.3.1: E-commerce Industries:

E-commerce industries have transformed in many ways, including standard lifestyles of the operation and got a developing modification to the economy. Bangladeshi individuals are currently modernization their way of living by applying the modern technology. Additionally International Finance Corporation, the private division loaning and investment arm of the world Bank has been following Bangladesh's entrepreneurial network for the previous few years. In its shortlisted 43 new companies which they are successfully noticing, Chaldal tops the rundown as a prospective investor that happens to be an E-commerce platform. Not only foreign investors but our government also plays a major role in prosperous the e-commerce platform of Bangladesh. Though the E-commerce platform has developed throughout the years, there continue variety of difficulties. A major number of business activities of huge organizations aside from superstores are also using the website to collect orders from the customers and deliver products to them by the riders. The growth rate of this sector increases immensely fast the last few years.

3.3.2: Opportunities and Growth of E-commerce industries through digital technologies:

Government is giving more emphasize in e-commerce sector last few years after seeing the growth, for better access E-CAB has been formed. Some of the main points how opportunities and growth of e-commerce industries through digital technologies are given below:

- With the help of tracking device courier service and customer can track the rider.
- Digital payment system like mobile financial service (MFS).
- Using social media for business purpose.
- Grabbing the ternate market with the help of digital marketing.
- Refund policy with the help of electronic funds transfer (EFT).
- More foreign investor in e-commerce platform.
- Government also helping the e-commerce industries creating laws and terms.
- Creating employment opportunities among the youth.
- With the help of software companies can keep business transaction records.

3.4: Summary & Conclusions:

Kinbo Bangladesh Limited has come to focused throughout Covid 19 and growth in the online platform during that moment. There are great opportunities in online marketing past few years and people are getting more skilled. It is one of the very reliable and reasonable e-commerce company in Bangladesh. Recently, online shopping and purchasing groceries increases a lot during covid and after covid because of inconvenient and busyness. Apparently, the target customer is

jobholder, businessman, housewife, senior citizen. Significant benefits are given by kinbo Bangladesh Limited such as distribution of product within less time assuring good quality products. Rural people are also getting us to with online marketing and they are also ordering products with the digital technologies. Furthermore, it is a growing company and giving more facilities to the customer to grab the target market. Gradually, this sector is blooming and government of Bangladesh is giving more emphasize regarding the policies, definitely Kinbo Bangladesh Limited will see their growth in this field very soon.

3.5: Recommendations:

Marketing strategies are changing so the business has to modify the new strategies with the modern technologies. Kinbo Bangladesh Limited is an online based business organization so there are so many potentials and opportunities in this sector. There are certain facts that I want to recommend for the expansion of this organization which are given below:

- As soon as possible they should develop their App.
- Increase employees to reduce work pressure.
- Arranging appropriate training to the new employees as per their sector.
- Improvement in logistic sector.
- Development in collaboration with the local vendor.
- Offering life insurance policies to the rider.

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