Report On

An analysis of business development and vendor acquisition
activities of zDrop Bangladesh.

By

Shakhawat Alam Shakil
17204040

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

25th January 2023

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:

_____
Shakhawat Alam Shakil
17204040

Supervisor's Full Name & Signature:

_____
Mr. Feihan Ahsan
Lecturer, Brac Business School
Brac University

Letter of Transmittal

Mr. Feihan Ahsan

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report on An analysis of business development and vendor acquisition activities of zDrop Bangladesh.

Dear Sir, it is my pleasure to present the internship report I have compiled based on my time spent working at zDrop Bangladesh, a division of Zaynax Group Ltd, under the Vendor acquisition department. I feel immensely honored to have been a member of one of Bangladesh's fastest-growing E-Commerce websites for the last three months, as I have gained a great deal of corporate knowledge. During my three-month term at zDrop Bangladesh, I strived to learn every part of corporate life and to contribute to the organization in any way possible. This report has been prepared to fulfill the requirements of my organization's post-program. This report attempts to illustrate the observations and lessons learned during my tenure with zDrop Bangladesh. I wish to express my deepest gratitude and thanks for your assistance, guidance, and oversight in doing and preparing my internship report. It would be an incredible pleasure for me if you found this report to be enough instructive to meet your needs.

Sincerely yours,

_____

Shakhawat Alam Shakil

17204040

BRAC Business School

BRAC University

Date: January 25, 2023

Non-Disclosure Agreement

The undersigned, Shakhawat Alam Shakil, a student at BRAC University, and zDrop Bangladesh Limited, have come to an agreement. The student as well as the organization will keep the contents of this report private. Due to the sensitive nature of the topics covered in this study, all data and information submitted here will be kept strictly confidential. Furthermore, the information provided in the paper has indeed been carefully vetted by the accountable party inside the business to ensure the highest level of openness. Disclosure of the information outside the company and the student would be unethical. Therefore, the data will only be shared between the university's responsible party and I to ensure its privacy and integrity. The information in this report has been improved with help from the business development department. In addition, several details have been discussed herein at various points. For reasons of privacy, this report will only be shared with the company and me. zDrop Bangladesh is a highly moral organization, and its members agree that sensitive customer information and data should not be shared with third parties. As an intern, I am required to sign this document promising not to disclose any information I learn while working for the company.

Acknowledgement

As the internship is drawing to a close, it brings me great pleasure to convey my appreciation to a few persons who were a constant source of inspiration and assistance in completing the report. I hope they will accept my gratitude.

To begin, I would like to convey my appreciation to Mr. Feihan Ahsan, my respected internship adviser, for the exceptional help and direction he offered throughout the report-writing process. Throughout the length of the internship, he has given me with regular assistance and informative input at every stage of the process.

I would like to thank BRAC Business School for developing a program that helps students to get industry experience via internships. This will enable us to be better prepared for future difficulties.

I would want to express my appreciation to zDrop Bangladesh, a part of Zaynax Group Ltd. for giving me the opportunity to participate in something that was first tough but eventually fulfilling.

To conclude, I would want to express my gratitude to Saif Chowdhury, the Operation Lead of zDrop, my prior supervisor, for giving me the opportunity to contribute to the firm and develop knowledge of the industry. The internship was a learning experience because of the continual assistance and coaching offered. During the internship, he gave me the chance to obtain knowledge via firsthand experience by allowing me freedom to work, investigate, and acquire new information.

Sincerely,

Shakhawat Alam Shakil

ID: 17204040

BRAC Businees School

Executive summary

At now, the world is becoming more connected as a result of the rise of the Internet and global trade. The internet is crucial to our daily lives and our ability to make a livelihood. I've made an effort in this report to cover the acquisition method of zDrop Bangladesh Ltd., as well as the inside of an e-commerce startup. Having launched in Bangladesh on November 9th, 2020. zDrop Bangladesh has quickly become a fan favorite. Depending on the company and the product, the acquisition procedure might take anywhere from a week to a month. The product or service became online on the zDrop website once the final acquisition paperwork was filed. The customer is then able to explore the entire product or service, including all of its features. Users shop on zDrop's website in the same way they would at a physical market. Each order at zDrop is based on a commission structure. Cash on delivery, Bkash, bank transaction, etc. are some of the simplest payment options available to customers from all over the nation.

Keywords: Business development, Vendor Acquisition

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Chapter 1: Overview of Internship

Student Information:

Name: Shakhawat Alam Shakil

ID: 17204040

Program: BBA

Major: Human Resource Management & Computer Information Management

Internship Information:

Period: 3 Months

Company Name: zDrop Bangladesh

Department: Business Development

Address: Star Center Plot -2A Block SE (C) Road 138 Ground & 1st Floor, Dhaka 1212

Internship Company Supervisor's Information:

Name: Saif Chowdhury

Designation: Operation Lead

Job scope:

- Meeting with sellers to convince them to sell their product through our marketplace.
- Collaborating with content uploading team to upload all the product of the sellers.
- Convince sellers to offer more deals like discount or B1G1 offer.
- Planning new campaigns and promotional offers for special occasion.
- Contacting sellers regularly to keep updating the prices.

- Conducting new market research to determine what customers' needs and interests.

Students' contribution to the company:

Getting an opportunity to work with such a reputed company like zDrop, I have got lots of scope to contribute to the company.

At first my main job responsibility was vendor acquisition. At first, we had to identify potential vendor according to our sourcing need then I have to approach to the seller to sell their product through our website. Besides that, we have to negotiate about commission as this is our main source of income. As we are new in the market many sellers didn't want to work with us, but we have to convince them. When a seller agrees to work with us, a formal contract is drafted between both the seller & zDrop Bangladesh Ltd, and the seller's contact information, email address, and store or warehouse location are collected. Then we have to register the seller on the website and approve his shop from backend.

Then we have to collect contend and product details from sellers and pass it to the content uploading team. That's not the end we have to maintain regular communication with them to keep updating the price and stock. Besides that, we have to get deals from sellers for special occasions.

In conclusion, I am really thankful to zDrop Bangladesh for providing me with such a learning atmosphere and chance to contribute to their work.

Benefit to the student:

Learning is the biggest benefit for a student while doing an internship in a company, I think. I'm really overwhelmed by the opportunity to contribute to such an organization like zDrop Bangladesh and eventually learn many things in return.

- As my main task was seller acquisition so I have to communicate different sellers frequently which boost up my communication skill.

- Besides that, I have to negotiate with sellers about commission which strengthen my negotiation skill.
- Hands-on experience, This Internships provide me the opportunity to work on real-world projects and gain practical experience in their field.
- Industry knowledge, interning in zDrop provide me with a deeper understanding of the industry, including current trends and best practices and Get exposure to latest technology and tools used in the industry.
- Networking opportunity, interning at a zDrop allows me to connect with professionals in the industry, which definitely lead me to future job opportunities or valuable connections.
- Develop a sense of responsibility, teamwork and time management through working in a professional environment.

Problems/Difficulties (faced during the internship period):

My company supervisor was very helpful and helped throughout the internship journey whenever I faced problems and difficulties.

Firstly, my task was seller acquisition, where I have to convince the seller to sell their product through our marketplace. As we are new in the market most of the sellers rejected me.

If a seller is agreed to work with us but problem arise at the commission part, no seller is ready to give us commission.

Another problem I had faced with traditional sellers is to make them understand the concept of online business, how this business model run.

Managing relationship with vendor is another challenge because we can't bring huge sell immediately so they lost their interest soon. So, it's so difficult for me to keep updating the price and stock of the product.

Recommendations (to the company on future internships):

Having the opportunity to do an internship at a firm as reputable as zDrop Bangladesh is one of my greatest strokes of luck. If their internship program were longer than three months, I believe

they could educate me even more. They have a great deal to teach me. In spite of this, I believe that their procedure and the manner in which an intern was treated was excellent, and I did not see any room to make any more improvements to their internship program.

Chapter 2: Organization Part

Introduction

Although the term "e-commerce" is common language, few of us can describe its precise meaning. In its simplest form, it is a global online marketplace accessible from anywhere on the web. This exemplifies the ease with which a buyer may research a product online, as well as place an order for that product, by seeing the product details and any associated picture. Many people are interested in selling items via this website's marketplace. In today's quickly changing market environment, time is the most valuable commodity. Consequently, individuals do not have as much time as they formerly had to physically go shopping nowadays.

Before making a purchase, buyers of this marketplace may see the products from the comfort of their own homes, unlike those of other marketplaces. Consequently, it is plausible to suggest that the e-commerce business has more opportunity for growth and development than we presently assume. Bangladesh now has access to a higher number of potential customers than in the past. Therefore, businesses are fully aware that a physical presence alone is insufficient to achieve proper client reach. As a consequence, they are willing to join for-sale web platforms, as is common known among online purchasing websites. However, in today's market, many buyers face a number of obstacles, such as looking for and navigating through online items and studying each item in order to choose the one with the best price-to-quality ratio.

zDrop Bangladesh will eliminate this disadvantage and assure the greatest possible product quality. Beginning in September 2020, zDrop Bangladesh has attempted to give the most basic service and products available to its consumers. Their major goal was to determine who they were as a group and debunk the concept that purchasing and selling items online is likely fraudulent. In order to extend the market to their advantage and for the company's gain, they also created successful websites identical to those in other industriali zed countries. In addition, zDrop Bangladesh offers a B2C business model, which the bulk of other e-commerce websites in Bangladesh have not yet been able to do.

Bangladesh's E-commerce industry at a glance:

E-commerce is the purchasing and selling of goods and services through the Internet by companies and consumers. E-commerce may be broadly divided into four classes: business to business (Cisco), business to consumer (Amazon), consumer to consumer (bikroy.com), and business to government (Cisco) (B2G). Business-to-business (B2B) e-commerce includes agreements between firms. B2B services are often used in distribution management, inventory management, channel management, supplier management, and payment management, among several fields. bgmea.com.bd and bizbangladesh.com are examples of B2B platforms in Bangladesh. B2C business entails electronic transactions between firms and consumers. This kind of electronic commerce entails the purchasing of books or other consumer items. In addition to e-banking, it involves the purchase of applications, e-books, games, and music. ajkerdeal.com, bdbazar.com, zDrop.com, bajna.com are few instances of B2C. B2C platforms provide firms the benefits of lower operational costs, a wider reach, internationalization, consumer ease, and knowledge management. E-commerce between individual customers. C2C e-commerce includes, for instance, online auctions, peer-to-peer systems for money transfers, and file sharing. Bikroy.com and clickbd.com are examples of C2C platforms in Bangladesh. B2G is often used for licensing, public procurement, and other government functions. B2G e-commerce is quite little in comparison to the other two kinds. However, B2G may be one of the driving engines for e-governance, often known as the management of the public sector.

E-commerce employs a variety of technologies, including electronic data interchange (EDI), emails (e-mail), and electronic money transfer (EFT). In the case of Electronic Data Interchange (EDI), trade partners must reach an agreement. The Electronic Data Interchange (EDI) standardizes the exchange of corporate data. EDI includes e-mail and fax transmissions as well. Small, medium, and large businesses in Bangladesh have used e-business platforms. Using e-commerce as a medium, poor countries have a greater potential for enhancing company structure and increasing productivity than industrialized nations. M-Commerce (Mobile Commerce) and F-Commerce (Facebook Commerce) are very prevalent in the e-business sector of the present day. The quantity of internet banking has increased throughout the years. According to BTRC authorities, the number of Bangladeshi Internet customers exceeded 80 million in 2017. There are

over 2,000 e-commerce sites and 50,000 Facebook-based stores that supply almost 30,000 goods daily. Currently, eighty percent of internet sales occur in Dhaka, Chattogram, and Gazipur.

Over the years, digital shopping in Bangladesh have increased. Led to advancements in the level of life and advancements in the means of subsistence, there has been a considerable change in buying habits. In the 1990s, Bangladesh's e-commerce business launched but was unable to develop quickly. Over the years, improvements in banking, transportation, and payment systems have created chances for the e-business industry to grow. Several industries, including the financial industry, now use the online payment system. As customers may now use credit, debit, and digital wallets, the cash-on-delivery method has become more accessible.

Since 2012, the local e-commerce business in Bangladesh has developed into a mature ecosystem. This was made possible by increased internet connectivity and the Bangladesh Bank's increasing legalization and acceptance of online payment. Several banks initially lacked support for the online banking gateway technology.

Internet services have improved as well as the number of individuals with online access has expanded over the last several years, allowing e-commerce businesses to thrive. In 2016, $50 million was spent in Bangladesh's e-commerce industry. Fdi contributed ten million dollars. In 2017, the Business - to - business e-commerce industry was worth at around USD 110-115 million (approximately BDT 9.0 billion), compared to the retail sector's BDT 1,335.71 billion. According to the statistics of the e-Commerce Association of Bangladesh, the reach of the e-commerce company industry hit Tk 17.0 billion in 2017, up from Tk 4.0 billion in 2016. (e-CAB). By 2021, the e-commerce industry is anticipated to reach 70 billion Taka.

The growth rate of retail e-commerce in Bangladesh is 72% every month. Currently, this sector is comprised of about 35,000 people and over 25,000 small and medium-sized organizations (SMEs). Until 2018, there were 2,500 e-commerce firm websites and 150,000 e-commerce pages, respectively. It was anticipated that the majority of retail deliveries each day was between 15,000 and 20,000.

Prior to 2013, the government-imposed limitations on the foreign credit card purchase and selling of products and online services (export.gov, 2017). In the first three quarters of 2016, the e-

commerce sector grew by 67%, while e-commerce transactions in the nation reached BDT 3.59 billion (Xinhua, 2016).

According to the Bangladesh telecom regulatory commission (BTRC), in 2016 the number of internet users was 13.2% and there were 66.6 million internet users. In 2017, the number of internet users reached 80,6 million, while the penetration rate increased to 48.4%. In 2018, there were 91,3 million internet users, with a penetration rate of 52.77 percent. Currently, there are 96,199 million customers on the internet (June, 2019). According to industry experts, Bangladesh's e-commerce sector will reach 20 billion US dollars by 2020. According to BRTC's June 2019 figures, 90,4 million customers have mobile internet subscriptions, 0.06 million have WiMAX subscriptions, and 5.73 million have ISP + PSTN connections.

Although the e-commerce industry has expanded over the years, a number of difficulties persist. Net neutrality, high-speed Internet, package delivery logistics, and product quality assurance are some of the major obstacles. Local startups also face rivalry and danger from foreign competitors. Lack of facilities and a reliable transportation infrastructure inhibits the expansion of e-commerce business. The transportation system influences product delivery. The logistics industry continues to face difficulties. Approximately 65 percent of the activities of e-commerce enterprises occur in the nation's capital and Chattogram. Owing to weak infrastructure and difficulty to access distant areas due to a lack of suitable transit facilities, e-commerce enterprises are unable to reach all sections of the nation, especially the rural regions.

In the majority of instances in Bangladesh, payment is done upon delivery. 80 percent of payments are made through cash-on-delivery, whereas just 15 to 20 percent are made using mobile payment methods. Cash-on-delivery increases the possibility of evading taxes and decreases transactional transparency. This is primarily attributable to a lack of confidence and the absence of a trustworthy and secure payment method. In addition, the nation has a low number of credit and debit card users, preventing many clients from making online payments. The electronic wallet system is anticipated to mitigate this issue to some degree. bKash has collaborated with e-commerce companies in the nation, and it would be advantageous if banks followed suit.

Bangladesh's e-commerce business is a developing market. This industry is expanding and becoming more competitive. Local e-commerce businesses that have existed since the start of the e-commerce sector should be protected. In this industry, foreign investment is necessary

concurrently. The payment methods provided by e-commerce websites must be made better secure. The rural regions must have access to low-cost, high-speed internet. The e-commerce business must prioritize delivery logistics and customer care more. Since no regulatory body exists to prevent customers from being defrauded and supplied substandard or expired goods, immediate action is required to protect their rights.

Despite the challenges, the industry has a great deal of potential, and the impact of e-commerce to the national GDP is projected to be substantial in the next years. As part of its Digital Bangladesh goal, the government should be more open to assisting this industry.

Profile of zDrop Bangladesh Ltd. at a glance:

NAME OF THE COMPANY	zDrop Bangladesh
ESTABLISHED	2020
PARENT COMPANY	Zaynax Group
HEAD OFFICE	Star Center Plot -2A Block SE (C) Road 138 Ground & 1st Floor, Dhaka 1212
LOGO	
WEBSITE	https://zdrop.com.bd/
E-MAIL	support@zdrop.com.bd
PHONE NO:	09638121212

| MANAGING DIRECTOR	Zaeem Ahmed
CHIEF OPERATING OFFICER	Parvez Ahmad
NO. OF EMPLOYEES	150+

Parent company:

Parent company of zDrop is Zaynax group which have Business in various sector like alliance knit composite ltd, Zaynax Health, Al zabbar steel, zaynax engineering solution ect. Zaeem Ahmed, chairman of prime bank is the managing director of this group.

Company Statement:

zDrop is committed to provide best quality products at affordable prices with the shortest delivery time. It also has simpler return and refund policy.

Place:

Considering zDrop is a virtual marketplace, payments are made there. Consequently, the website/virtual marketplace is the location of this business process. Here's the link: https://zdrop.com.bd/
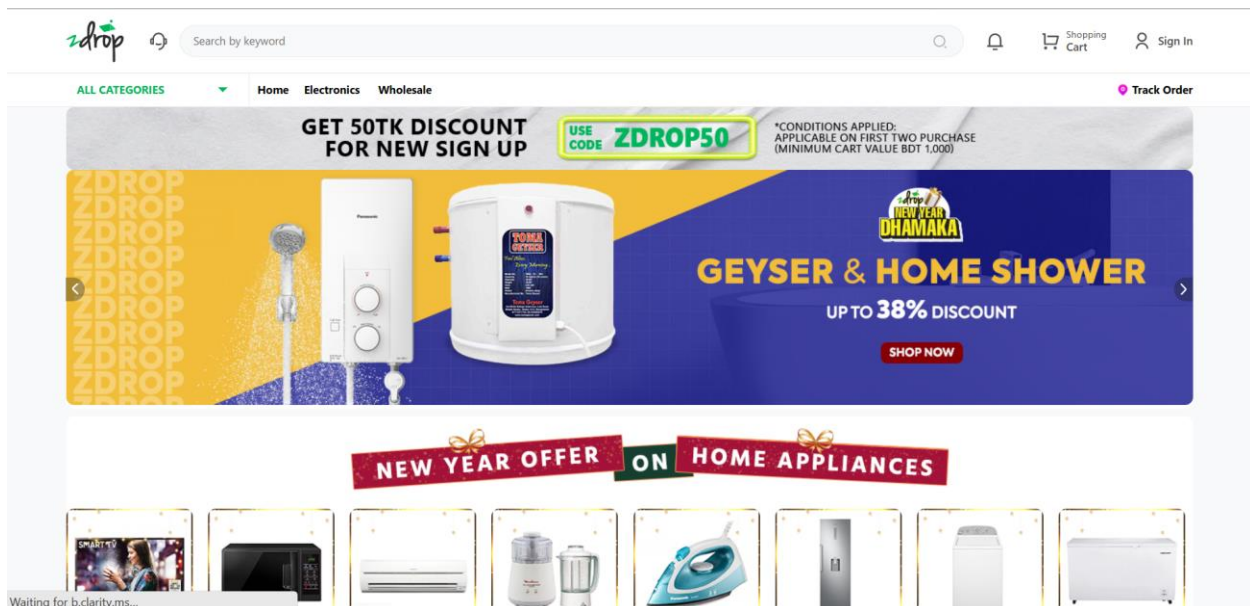
Tagline:

Committed to Change Your Online Shopping experience.

Overview of zDrop Bangladesh Ltd

zDrop is an e-Commerce website that contains thousands of items that are cataloged on the website and are being sent from Manufacturers / Merchants / Suppliers at a reasonable price with a wide range of options at an exceptional delivery speed. We are pushing the boundaries of what is possible by combining cutting-edge technology and effective supply chain management. zDrop is committed to offering its customers with a simpler and more pleasant online shopping experience. At zDrop, you will get access to items that cannot be found anywhere else.

Since November 2020, zDrop has been operational, however the organization did not officially start until October 2022. It is now recognized as one of Bangladesh's most promising e-commerce startups. In the past, people in Bangladesh had a very limited grasp of online shopping. In addition, many feel uneasy while buying anything online because they lack of understanding on the area. Due to advancements in internet connectivity and the growth of online websites, the ordinary consumer in Bangladesh is more eager to make purchases online.

They grow aware of the simplicity and convenience afforded by internet purchase. zDrop Bangladesh utilizes a multivendor system, which enables them to get a range of items from numerous suppliers. zDrop Bangladesh serves both business-to-business and business-to-consumer customers. on the other hand, they target specialist businesses such as pharmaceuticals and hotels. This is in contrast to the B2C market, which targets enormous numbers of consumers throughout the country. The mission of zDrop is to supply the highest-quality items at the most affordable prices and in the shortest length of time.

The zDrop community emphasizes individual autonomy and self-determination as one of its distinguishing features. The company's flat organizational structure enables a high level of cooperation and cross-functional collaboration. Employees are encouraged and given opportunity to think independently and take initiative.

zDrop's culture places a substantial emphasis on keeping a good work-life balance, as seen by the many perks and benefits given to workers, such as flexible work hours and free meals. The yearly trip provided by the company to its staff is another method in which it stimulates innovative thinking and product development.

In addition, zDrop has a culture that promotes communication transparency and openness as seen by its weekly all-hands meetings. During these events, executives provide information about the company and answer questions from employees.

Important Department of zDrop

- Brand & Business Development Department
- Marketing Department
- Logistic Department
- IT Department
- Customer service Department
- Finance & Accounts Department
- Human Resource Management Department

zDrop Bangladesh: The growing Online Market Place in Bangladesh:

On November 9th, zDrop Bangladesh began its path in officially. In a very short amount of time, it grabbed people's attention and popularity, which led to it being the leading online store of Bangladesh. eBay serves as a paradigm for how it should be done here. In the eBay business model, the website acts as a liaison for the purchasers and the merchants. The first step in this process is known as the seller acquisition, and it begins with a member of the vendor acquisition team acquiring a seller in accordance with the requirements and expectations of the customer.

The process of acquisition might take anything from one week to one month, depending somewhat on brand or the product being purchased. After all of the necessary legal steps of the procedure were finished, the product or service was made available on the zDrop website. After then, the

product or service becomes visible to the customer, and this visibility encompasses every aspect of the product.

People shop for the items they want on zDrop's website, which functions very similarly to a traditional marketplace. zDrop uses a commission-based model for each and every sale that it makes. People all over the nation are able to take advantage of the most convenient payment options, which include cash on delivery, Bkash, card payment, and many more. zDrop's website is where all customers make their orders, and the delivery service guy will take the merchandise to the location the consumer specifies. It often takes anything from three to seven days for zDrop to deliver a product. This problem has been from the company's earliest days and continues to exist now. The problem will be solved very soon since the firm places a high priority on the happiness of both their clients and the quality of their service. The distribution system is gradually becoming incredibly seamless, and the number of complaints received from customers has fallen significantly.

Additionally, zDrop offers its sellers the opportunity to promote their products via social media, Google search engine optimization (SEO), and boosting on Facebook. At this point in time, zDrop Bangladesh has been successful in earning a respectable quantity of commission from their vendor. The goal here is to get to the point where we are profitable again. It was made feasible since zDrop first invested a significant amount of money in their marketing effort. As a result, they were able to attract a significant number of sellers in a very short length of time.

On the zDrop website, there are more than 2,000 different sellers. On zDrop, the customer may find practically everything they are looking for. They have just very recently introduced the wholesale section to their website. This demonstrates quite clearly that zDrop does not just concentrate on the fixed category. They are making an effort to seize any business opportunity where they believe they have the potential to advance. Even they have plans to extend their platform to include food as well as decorative services in the near future. zDrop has another intriguing business approach, which is that they do not want to provide the sale just to a chosen group of sellers; rather, they want everyone of their vendors to be able to make a profit from it. The seller will receive an additional benefit and a good rating if they provide good service to the customer and are active here on zDrop platform. This will help a seller obtain promotional advantages in addition to the fact that sellers who have quality full products receive a banner at

the top of the website. zDrop Bangladesh does, in fact, update and establish their plans on a weekly basis, and this is determined by forthcoming events such as combination deals, discounts, and other similar things. As a result, customers often discovered something new on our website, which is one reason they continue to visit and purchase at zDrop's online store.

Operation Specifics

zDrop functions as a middleman but has commercial relationships with several merchants, business companies, or corporations. Once agreements are signed, zDrop sells and supplies these products.

all services provided to consumers. The following are provided:

Promotion:

Promotion is zDrop's primary weapon in marketing. To use this weapon, their marketing strategy is well-organized. zDrop engages in both digital and physical advertising. The promotional methods include Google, Facebook, Instagram and others. To entice clients with their enticing offerings, the company will live-stream its numerous campaigns and events. For the purpose of retaining clients for a longer length of time, zDrop is always offering promotional discounts.

CS Verification:

CS stands for Customer Service. When a consumer places an order, the order is sent immediately to the Customer Service (CS) panel, which is a built-in data processor of zDrop known as the Order Management System (OMS). Then, customer service contacted the client and confirmed the purchase. Following their green signal, the order advances to the next phase.

Product Delivery:

As an affiliate in an online marketplace, zDrop does not hold goods in its warehouse. After receiving the customer's approval, zDrop purchases the goods from the merchant. Then, zDop's assigned person collect the item from vendor. However, there are certain items that are now on hold inside the zDrop hub. Very few of these items are available.

After receiving an order, the vendor verifies the product specifications and prepares the goods for shipment by appropriately packaging it. The Inbound team is responsible for selecting products from various suppliers.

They were given two days to retrieve the merchandise and deliver it inside the city of Dhaka. Outside of Dhaka, they had four days to finish the operation and deliver the product. As they send product outside Dhaka through third party courier.

Refund Policy:

 zDrop has always made every effort to provide the finest product possible. Occasionally, though, a client received a damaged or incorrect goods. The phrase Return policy follows. zDrop's return policy is substantially different from those of other online retailers. The maximum time allowed for filing a claim for a damaged or incorrect merchandise is seven days. After verifying the complaint, the CS team forwards it to the delivery team, who subsequently dispatches a rider to the client to retrieve the returned merchandise.

After receiving a damaged product, the product is inspected for quality control. If a purchase is really broken, the client will get a reimbursement by Bitcoin or port wallet, or a refund voucher.

Review Team:

There is a review team at zDrop that solicits product feedback from consumers. Typically, customers submit favorable feedback, although zDrop also receives bad feedback on a regular basis.

Payment Method:

There are a variety of payment methods available at zDrop. Cash on delivery, bKash, Rocket, Mobile payment, Swipe on delivery, and online payments using visa card, master card, and town Bank's stock market card are among the payment methods accepted by zDrop. Recently, zDrop has been highly specialized in EMI payment by Mastercard for any products with a value more than 10,000 taka. This interest-free EMI may be used for a period of six or twelve months.

Challenges of E-Commerce industry:

Bangladesh's e-commerce is expanding, and the market is expanding. However, a number of impediments are inhibiting market expansion and making it difficult for entrepreneurs to operate their businesses.

- Lack of transport and logistics system, preventing e-commerce businesses from expanding. That has a direct impact on delivery services, since there is no international standard for national roads and highways that facilitates speedier delivery services. In addition, the city's sluggish distribution of items is hindered by the traffic congestion.

- The lack of government policy, merchants, are misled by numerous forums and controlling bodies regarding company models, planning, and marketing. The absence of policy widened the gap in knowledge between business owners and customers. Although the government just adopted the e-commerce legislation, it must be implemented immediately. This will eliminate any misunderstanding and create a friendly atmosphere for everyone.

- Local businesses struggle to handle money and financial assistance due to a lack of funding. As e-commerce is still in its infancy, investors are uncertain about its future growth. To assist these businesses, the government must take the initiative.

- In Bangladesh, e-commerce has not yet acquired the "Trust" of consumers due to the lack of a reliable payment method; hence, more than 90 percent of purchases are paid for upon receipt. Only a strict policy and a trustworthy and secure payment method can solve this problem. Another concern is the amount of credit and debit card users in Bangladesh, which is inadequate. Bangladesh Bank has a significant role to play in this situation; they should request that both public and private banks take the effort to encourage clients to use cards and reduce the TXN fee for credit and debit cards. This year began with the introduction of the e-wallet or e-payment system, which will facilitate online and e-commerce transactions.

- Integrate social media into an e-commerce platform; Facebook is the e-commerce industry's quiet rival. There are many of tiny businesses that operate solely on social media, particularly Facebook. As technology evolves rapidly, so does the purchasing habit or pattern of customers. Currently, customers spend more time on their mobile phones than

with their laptops or desktops. Therefore, businesses must comprehend customer preferences and act accordingly.

- Bangladeshi merchants and customers do not completely comprehend the advantages of e-commerce due to a lack of understanding. ICT ministry, e-CAB, and BASIS all play a significant role here. They need to recruit additional e-commerce experts and veterans in order to launch statewide marketing efforts. Their combined efforts may bring about success.

zDrop Bangladesh Categories:

The zDrop Bangladesh website is separated into 12 categories, and each of those categories has its own set of sub-categories that consumers may use to search for the items and services they need.

The categories are:

- Electronic Devices
- Electronic Accessories
- TV & Home Appliance
- Health& Beauty
- Babies & Toys
- Groceries & pets
- Home & Lifestyle
- Women's Fashion
- Men's fashion
- Watches & Accessories
- Sports & Outdoor
- Automotive & Motorbike
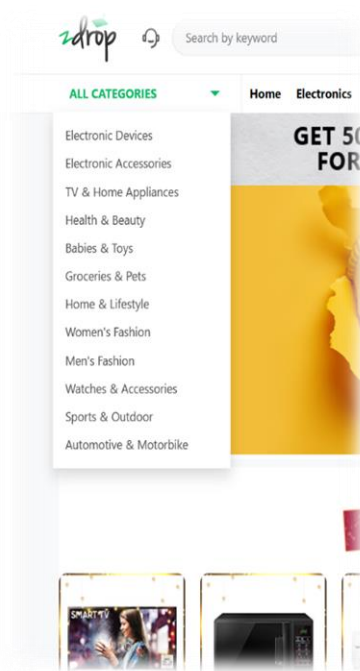
At launch, the website is primarily geared at the fashion industry, since the primary goal was to ease customers' minds about making online purchases of clothing and accessories. As days progressed on and the site became more credible, it expanded to include as many different types of content as possible.

Core values of zDrop:

Continuous Self Improvement

In zDrop employees and customers are always encouraged to perform at their best and for that it has a very attractive incentive policy and a facile goal setting process to create an environment for continues self-improvement.

Quality

Quality is the upmost major precondition of zDrop as it holds the reputation of quality and safety. zDrop never compromises in terms of the quality of its products and services.

Teamwork

zDrop believes in teamwork. It maintains a supportive environment for those who has a positive attitude and committed to teamwork.

Chapter 3: Analysis and Findings

Objectives

This study's major objective is to present an overview of zDrop Bangladesh's seller acquisition method. Due to the fact that the acquisition process is a very internal operation, I have made an effort to keep a close check on it.

The report aims to do two main things.

Primary Objective:

The major goal is for the students to apply and refine their knowledge of the primary actual idea and the Theoretical expertise I gained over the course of four years at BRAC BUSINESS SCHOOL.

Secondary Objective:

- Developing an understanding of the steps involved in acquiring a vendor.
- To get an in-depth familiarity with the organizational framework and workings of zDrop Bangladesh.
- Gain a deeper familiarity with the inner workings of the organization and the relevance of its actions to modern marketing philosophy.

Methodology:

In writing this report, I drew heavily on the knowledge I gained while performed here. Furthermore, I have collected information from several sources.

Source of Data: It was compiled from two different kinds of sources.

Primary Source of Data: Data was primarily acquired via three methods:

- Hands-on experience;
- interviews with vendors
- first-hand observation and engagement from employees throughout the firm.
- Conversation with the office supervisor

Secondary Sources of Data:

- zDrop website
- Publications from different libraries and Internet.

Internal Process of Vendor Acquisition:

The acquisition of suppliers is the key prerequisite for operating the business process in zDrop and is often the primary method for initiating trade with zDrop. Typically, we make contact with sourcing vendors and importers, set up a meeting, and provide them with a brief overview of zDrop and its benefits.

we persuaded several potential suppliers to do business with zDrop. When they allowed us permission to work with them, we opened the seller center in our admin portal, collected their information, recorded the percentage of commission, and managed their commercial activities. In conclusion, we maintain the strongest possible connection with them by providing regular updates and soliciting recommendations. In addition, we sent a proper business proposal letter and scheduled a meeting with the specified firm or brand. Then, we initiate a contract between zDrop Bangladesh and the opposing party since both parties agree to do business with us. Then, we collect the relevant information from them and input it into our admin panel in order to create a seller panel.

Steps we follow while Vendor acquisition process:

1. Identifying potential vendors: This involves researching and identifying potential vendors that provide products or services that align with the e-commerce platform's offerings. This process done through online research, industry trade shows, or networking events.

2. Evaluating potential vendors: Once potential vendors have been identified, the next step is to evaluate them based on factors such as product quality, pricing, lead times, and customer service. This is done through online reviews, product samples, and reference checks.

3. Negotiating terms and agreements: Once a potential vendor has been selected, the next step is to negotiate terms and agreements. This includes discussing pricing, delivery times, and payment terms. It is important to ensure that all agreements are in writing and legally binding.

4. Onboarding and integration: Once the vendor have been selected, the next step is to onboard them and integrate them into the zDrop platform. This includes setting up accounts, establishing communication channels, and training the vendor on how to use the platform.

5. Ongoing management and monitoring: After the vendor have been integrated, it is important to monitor their performance and manage the relationship. This includes monitoring inventory levels, tracking delivery times, and addressing any issues that arise.

6. Reviewing and renewing agreements: On a regular basis, it's important to review the agreements and renew them if necessary. This ensures that the vendor's products and services continue to align with the e-commerce platform's offerings and that the relationship remains mutually beneficial.

zDrop Bangladesh Seller panel:

The seller panel serves as the primary administrative platform for zDrop and is used by both zDrop sellers and zDrop employees. The sellers are able to effortlessly identify their active items as well as QC awaiting products, and they can obtain an idea of the order status of the product, including whether or not it has been delivered to the buyer.
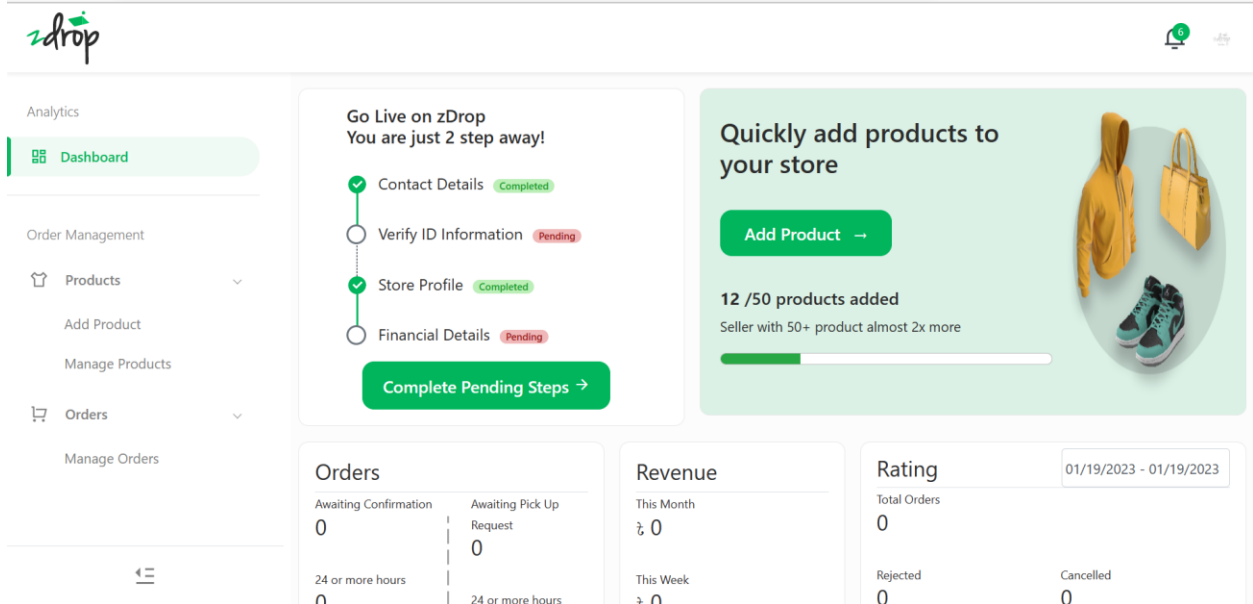
Here is a picture of how seller panel looks like.

From this seller panel a seller can know everything about his shop at a glance. He can add new product and stock can be updated from here. Besides that, from here he can check how much order he has already competed and how many order are in pending as well.
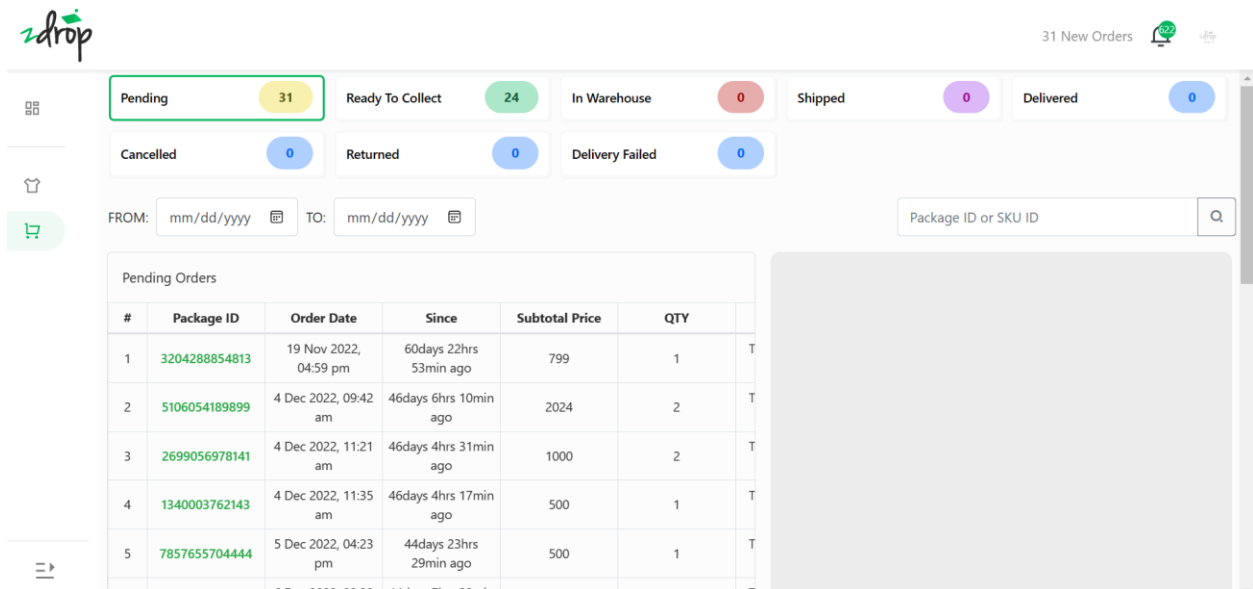
From manage order tab they can get a very clear idea about all of their order status.

zDrop Commission Structure:

The vendor is provided with an outstanding stage and a commercial hub by zDrop Bangladesh in order for them to increase their sales and make a profit from those sales. In addition to this, they give out free packaging materials to their retailers and promote their customers' products without charging them a fee. zDrop will provide payment immediately once the customer's purchase has been confirmed, and the service will charge a flat fee that varies depending on the item. But our average profit margin is 10%.

Conclusion

zDrop Bangladesh was a fantastic experience for me, and I had a great time there. Nobody on the team ever made me feel like an intern; instead, they treated me like one of the regular members of the group. This allowed me to get actual experience working in a business setting. It was really helpful for me to grasp the operational processes of zDrop since I had accessibility to practically all of the company's tools, software, and other key data. Even despite the fact that engaging with the acquisition department, I was able to obtain a general concept about the workflow of the whole industry because to the environment that zDrop provides. This pleased me very much.

Recommendation

I have some suggestions that I would want to share with you, and here they are in no particular order:
- They may have a short discussion panel on the best way to presents a new seller.
- They need to modify the way that the vendor uses to accept payments
- In order for the workers to improve their productivity, they might participate in a training program designed just for them.
- The scope of promotions at this company is fairly limited; management has to work on expanding it in order to keep people engaged and cut employee turnover.

• They should increase the amount of money they spend on marketing and promotion; at the moment, they are just concentrating on internet marketing, but they should expand their efforts in order to get the most possible exposure.

• There is no dedicated space for amusement in this workplace; given that the job may at times be rather stressful, they should give some thought to addressing this problem.

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