Report On

# The Importance of Data Acquisition, Analysis and Integration from E-Business and Supply Chain Management using Management Information System (MIS) of ShopUp.

By

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An internship report submitted to the BRAC Business School in partial
fulfillment of the requirements for the degree of
**Bachelor of Business Administration (B.B.A)**

BRAC Business School
BRAC University
January 2021

## Declaration

It is hereby declared that

1.  The internship report submitted is my 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.

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

**<u>Anthony Simon D Costa</u>**
ID: 16104025

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

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**Ms. Tania Akter**
**Lecturer**
BRAC Business School
BRAC University

# Letter of Transmittal

Ms. Tania Akter

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: **Submission of Internship Report**

Dear Madam,

With due respect, I am hereby submitting my internship report which is on "topic" as per my requirement of our BBA program.

For the requirement of my internship, I worked at "ShopUp" as an intern of operation for 3 months long period from **5ᵗʰ November, 2020** to **4ᵗʰ February, 2021**. ShopUp is one the most successful startups in recent times, which serves data management services to their corporate clients. After doing a research, I found that such topics are not studied that much as the industry is not matured enough to get full concentration.

To conclude, I would like to thank you for your valuable guidance and support which helped me a lot to prepare my internship report. With great anticipation, I hope that you would be kind enough to give your approval to this report.

Sincerely yours,

Anthony Simon D Costa

ID: 16104025

BRAC Business School

BRAC University

Date: January 12, 2021

## Non-Disclosure Agreement

This agreement is made and entered into by and between **ShopUp Ltd.** and the undersigned student at BRAC University Student **Anthony Simon D Costa**, ID of **16104025**.

## Acknowledgement

**Executive Summary**

This research summarizes the internship program experience at ShopUp Ltd. as a course of BBA program. It describes all the learnings, outcomes and experience of the internship program while working in the organization. There is an overview of general E-Commerce business activities, the process of Operation department and also some brief about the other departments. The main objective is of the report to find and analyze the importance of the data acquisition, analysis and integration from E-Business and supply chain management using Management Information System (MIS) of ShopUp.

In the second chapter, there is a description of the day-to-day operations of different departments, their activities, how the organization is controlling and operating in the domestic arena. It is also mentioned that how the organization is working on continuous improvement both internally and externally.

In third chapter, I researched on the acquiring, processing and analyzing as well as the integration of the data that ShopUp work with. This report summarizes how the organization is working to improve service and focusing on expansion and sustainability and necessary recommendation.

# Contents

# List of Acronyms

SCM          Supply Chain Management

MIS           Management Information System

USP          Unique Selling Point

DB            Distribution Branch

CO            Computer Operator

NMV         Net Margin Value

UI             User Interface

UX            User Experience

B2B          Business to Business

## Glossary

Internship Report:        An extended research paper that is part of the final exam process for completing Graduation. The document may also be classified as a project or collection of extended essays.

E-Commerce Business:        Specific types of business that operates by using technology/software.

# Chapter 1

## Overview of Internship:

## 1.1 Student Information:

This report is prepared by Anthony Simon D Costa, ID: 16104025, majoring in both Marketing and E-Business from BRAC Business School, BRAC University. The report is done for the course Bus400, which required of 3 months internship in any organization. I did my internship in "ShopUp Ltd." under the supervision of Tania Akter, Lecturer, BRAC Business School, BRAC University. This internship period has given me a taste of practical and real-life experience of the corporate and helped me to be ready for my further future career. The main objective of this report is to identify and show the importance of the data from E-Business and Supply Chain Management, integration and analysis of those data using MIS or Management Information System of ShopUp.

## 1.2 Internship Information:

### 1.2.1 Period, Company Name, Department, Address:

The duration of this internship was 3 months and the timeline of this internship was, from November 4, 2020 – February 4, 2021. The Company Name was "ShopUp Limited" (House - 112, Road no. - 06, Mohakhali DOHS). I was designated in the "Unicorn Distribution, MOKAM" where I was working as an intern in "Operations Department".

### 1.2.2 Internship Company Supervisor's Information:

In the 3 months internship program, I was supervised by, "T M Shahriar Hossain", who held the position "Assistant Manager, Distribution Operation". He is in the department of Unicorn Distribution. Shahriar Hossain has experience of working in many different renowned organizations for more than 8 years, who taught me many different soft skills and interpersonal skills thus making my internship more fruitful.

### 1.2.3 Job Scope - Job Description/Duties/Responsibilities:

a) **Nature of Job:** There are 53 distribution houses or in-short different whole-seller or producer under ShopUp/Unicorn distribution currently. The nature of my job was mainly processing and analyzing sales data. It is mandatory to keep the entry of total sales for each and every distribution houses online, every day. Individual sales report has to be uploaded to a specific website, which is programmed and created by the "Tech" team of ShopUp. Eventually, the total sales summary of each individual company has to be matched with the given sales reports by the distribution computer operators. At the end of the day, proven flawless reports has to be uploaded to the allocated site, where foreign concerns have their access to get their job done according to those data sets.

b) **My Specific responsibilities at ShopUp:** ShopUp has setup some specific responsibilities like any other organization. For distribution department, these specific responsibilities are -

1. Maintaining daily sales report and create database by date and by distribution house.
2. Preparing daily sales report.
3. Process the raw sales file and uploading them to the server.
4. Preparing Upload Status.
5. Assisting Distribution Operation Manager to maintain a proper sales database.
6. Monitoring and assisting the computer operators of distribution houses to receive proper sales data.

## 1.3 Outcome of Internship Program:

### 1.3.1 Intern's Contribution to the Company:

One of the saying which is very prominent in ShopUp HQ is, "We don't treat our interns as interns, we treat them as our team-member." This is very much true in terms of work distribution. I have acquired many different soft skills as well as I am taught how to tackle immense pressure and how to deliver reports and task in short period of time.

Firstly, I was given a huge assignment of creating a report of NMV, Net Margin Value of July-October based on my skills. I have successfully prepared that report. This report was done alongside my daily responsibilities and completing all my task. Additionally, I have also guided many different computer operators of different distribution houses how to provide clear and

better sales data. This was done for my ease of work. However, both the parties were benefited and my supervisor was very pleased by this proactive work ethics.

## 1.3.2 Benefits to the Students:

In essence, the internship program is an improbable route for undergraduate students to gain momentous real-world job experience. As an intern of a reputed and rapidly growing startup of Bangladesh, I got the chance to get know the work environment and the corporate culture. Firstly, I have learned how to critically process and analyze very large set of data, how to make them more user-friendly and understandable. Secondly, public relation is another important factor that I learned very quickly. As an operation intern, I have to reach out to many distribution managers, computer operators, salesman etc. to communicate for various reasons. Therefore, it is important to know, how and what to talk to different people. Additionally, I had to work in a team where I learned how to work and sync as a team. Lastly, I had to work with the General Manager of unicorn distribution for "Reconciliation Report of July-October". Then I had a glimpse of immense pressure and experience look like. All these different experiences are preparing me for the future work and responsibilities. This internship program helped me to express my learnings that I got from my classroom into real world.

## 1.3.3 Challenges/Problems:

It was very challenging at first to cope up with the new environment and new team. Several challenges were there in first few weeks. Firstly, errors and deficiency in data sets were a common issue. Secondly, under-qualified DB operators were reluctant to learn, did not want to change the way of providing data. It was very difficult to make them understand the lacking in their work which made our work very difficult. Lastly, no proper communication channel between DB operator and our team. Thus, there were many different challenges. However, some of those challenges are solved or on the verge of being solved.

## 1.3.4 Recommendations:

There are some problems that I face in the time of internship and I would suggest some key notes and they are:

1. Proper training and workshop for DB operator is the first recommendation from my end.

2. It is very important to get clean and proper data for any data analysis. If the input of these data is wrong in the first step, the whole process is a mess.

3. Recruiting more interns in our department is another recommendation. The pressure of work here is immense and to cope up this pressure, we had to stay up to 10 pm in the office sometimes. Therefore, if they recruit more, skilled interns, the pressure would be divided and work place would be more enjoyable.

4. Lastly, the payment policies for interns are also not up to the per.

# Chapter 2

# Organization Part: Overview, Operations and a Strategic Audit

## 2.1 Introduction:

After completing all the courses of BRAC Business School, an internship program is required as a part of academic program. Internship program helps students to get real life some job experience. Thus, one can learn a lot by not only books but also in real life and increase comprehensive knowledge of business roles which are going to be beneficial for the future.

As a part of the internship program, ShopUp Ltd. Has provided me with an internship opportunity.

## 2.1.2 Objective:

The core objective of this report is to know more about ShopUp and its features, culture and how it operates in detailed manner. There are some specific objective and they are -

1. To give an overview on how operations run at ShopUp.
2. To know in-depth about organization structure.
3. To offer a marketing analysis of ShopUp.
4. Knowing different departments of ShopUp and understanding their responsibilities.
5. To have an idea about the business expansion and promotional activities of ShopUp.

### 2.1.3 Methodology:

Normally, there are 2 kinds of data, such as, primary and secondary data are being in methodology. Both of these types of data were used for the methodology part of this report.

A) <u>Primary data:</u> I have informally discussed with the employees of "ShopUp" to collect data. Moreover, my supervisor helped me to know in-depth about the functions and activities of the E- commerce business.

B) <u>Secondary data:</u> The official website of ShopUp Ltd. is the source of secondary data. Also, different online reports, news portals, research papers were used to collect data about ShopUp and make this report more enriched. Another important source of my data is "Crunchbase" website. It is a wonderful website where one can find information about many different rising organizations and start-ups.

### 2.1.4 Scope:

Although the work scope of ShopUp is extremely extensive to an amount, my scope of work had some limitations. As an intern, my work scope did not directly involved to the client in most of the situation but I was there to assist my supervisor. However, my fellow employees and managers are so helpful and guided me to reach at different channels to conduct my survey, and definitely these channels were so convenient. I also had a scope of working with one of the enthusiastic Product Manager, Selva Prakash N. from Bangalore. Fully Collaborated with Selva to prepare a full report of back-log data.

### 2.1.5 Limitations:

Writing this report, some major limitations were faced. The organization has also limitations upon sharing the internal information with interns. So many of the trustworthy information was not shared which were required for the preparation of this report. Furthermore, there was not adequate information in the website of ShopUp. Therefore, these are limitations that I faced while preparing the report.

### 2.2 Overview of the Company:

Established in 2017, ShopUp is Bangladesh's leading full-stack B2B commerce platform for small businesses (online and offline), providing easy access to B2B sourcing, last-mile logistics, digital credit and business management solutions to small businesses. ShopUp is aiming to digitize millions of neighborhood stores in Bangladesh and it raised the country's

largest Series A financing round, total of $25 million. ShopUp also even acquired Indian e-commerce platform "Voonik" in 2020 and opened a office in Bengaluru. ShopUp was even named the best startup of 2019.

ShopUp is however is just one of the vertical companies of ShopFront. ShopFront is the Mother-brand of ShopUp. Under ShopFront there are 3 more Company and they are:

1. **ShopUp**
2. **RedXDelivery**
3. **MOKAM**

ShopUp is the first operation of ShopFront which got much popular thus ShopUp name is renowned more nowadays. In 2020, REDX Delivery became the best delivery service in Bangladesh. Using the faster delivery of REDX and the support of Mokam and ShopUp, many different small as well as big companies are getting benefited.

## 2.2.1 Vision, Mission, Core Values:

## Vision:

ShopUp wants to be a part of a positive force that brings change to the economy of Bangladesh. Small businesses have always been the back bone of our economy and by facilitating their growth, ShopUp not only help the micro entrepreneurs, but it also grows leaps and bounds.

## Mission:

ShopUp is changing the game in retail by offering reseller option. ShopUp Reseller permit one to start their business without any investment. One can avail products at the lowest price in the market and resell to one's customers with the help of ShopUp. RedX Provides better and faster delivery for the customers of ShopUp and every other. ShopUp is also giving e-loans to fulfill the vision of its own.

ShopUp provides a few advantages to its user/consumer -

1. **<u>Shop Management Tool:</u>** A tool with which, resellers, or small business can manage their business more efficiently and effectively. This is one of the USP or Unique Selling Proposition of ShopUp. Small business cannot compete against big corporation because of less experienced management.

2. **<u>Digitalization of shops:</u>** Small business also cannot compete because of the lack of digitalization and proper technology.

3. **<u>Delivery Support:</u>** ShopUp found the gap of proper delivery support for small business and reseller and as a result, they launched RedX, a delivery and logistics-based organization, which became the best delivery service in only 6 months. This helped ShopUp as well as ever small business and reseller to enjoy better delivery and logistics support.

4. **<u>Micro Account Credit:</u>** The company not only provide shop management tool but also proved micro credit to improve the shops and create better value.

5. **<u>Inventory Management Tool:</u>** This section is new yet very promising for small business owner.

## Values:

ShopUp has some core values and they are -

1. **Trust:** Building trust through each and every action.

2. **Accountability:** Ensuring responsibility and conformity.

3. **Respect:** Treating everyone with respect and courtesy is a must

4. **Integrity:** Honesty, transparency, ethical and fairness in day to day work.

5. **Quality:** Work to ensure quality.

## 2.3 Board of Director:

| Name | Designation |
|------|-------------|
| Afeef Zaman | Chief Executive Officer, Co-founder |
| Siffat Sarwar | Chief Operating Officer, Co-founder |
| Ataur Rahim Chowdhury | Chief Technology Officer, Co-founder |
| Sujayath Ali | Chief Brand Officer, Co-founder |
| Navaneetha Krishnan J. | Head of Engineering, Co-founder |



From the left, Ataur Rahim Chowdhury – CTO, Siffat Sarwar – COO, Afeef Zaman – CEO.

(From the left, Sujayath Ali, CBO and Navaneetha Krishnan J. - Head of Engineering. Formerly they were the founder of "Voonik – a fashion e-commerce startup" has joined forces with ShopUp.)

ShopUp did not disclose the merge deal size, however, when asked how will Voonik's technology add strategic value to the ShopUp ecosystem, Sujayath said, "Voonik's tech platform is the best in the market and will be very valuable for ShopUp to provide superior customer experience at scale. Navaneeth and I have many years of experience in this sector and will be valuable co-founders. Voonik team has the best DNA for execution and will accelerate the expansion for ShopUp." (YOUR STORY, 19th February 2020)

This team is the power-hub of ShopUp. This top-level management team is backed up by a strong Administration, HR, Logistics, Tech and Business Development Team. Each team has very strong leaders to run the whole ShopUp smoothly and thus they became the best startup of 2019.

## 2.4 Management Practices:

Management Practices of ShopUp is exemplary. The top-level management of ShopUp is very strongly built and built with experienced personnel. The management body ensured that every stakeholder will get an equal chance to improve and serve better service to its' clients.

For the HRM department, they have divided it into several sections like- Recruitment, Compensation and Payroll. Each section has been assigned to perform a particular task related to the department. For Recruitment, there is both External and Internal recruitment. For all kinds of recruiting activities, The HRM division is responsible. ShopUp's recruitment policy is dealt uniformly, fairly and consistently. For External recruitment, the organization provides equal and rational employment opportunities to all regardless of their race, color, gender, age etc. It also required a written test and interview for the educationally eligible qualified candidates. For internal recruitment, the organization encourages its assets to grow from within and there is equal opportunity to recruit suitable candidates internally against any vacancy. They also have a re-employment policy for the ex-employees.

As ShopUp is a prominent E-Commerce business in Bangladesh as well as India, they have recruited some of the finest talent in tech and computer engineering sector. This helps ShopUp to have the upper hand in the competition and combining this talent with experienced yet young corporate minds, growth is one of the key factors for ShopUp.

## 2.5 Marketing Practices:

Like every other organization, marketing is very important factor for ShopUp. In the beginning of this company, ShopUp was a f-commerce company, meaning Facebook-commerce. The whole business model was based on the Facebook and other social media. However, as the brand has expanded, the model has also changed so the marketing strategy. ShopUp's marketing is heavily relied on the online medias and platform. In Google Play-Store, one can find each and every app of ShopUp. Thus, reaching millions of people from the country

as well as outside of the country are getting to know ShopUp. Another important marketing channel is news portals. ShopUp has won many different investors interest and thus gaining many initial investments. These issues did not get away from the attention of many business-portal. Featured in many different news-portals has got much needed reach and boost to ShopUp. However, Nowadays, ShopUp is advertising for its subsidiary ventures such as RedX, Mokam to reach more customer and expanding globally. Additionally, ShopUp has its own wing where dedicated people are there to reach with potential customer or even existing customer to know how is the business going and what things could change to make things better. The head office marketing team controls all the back-end approach for customer attention through print media and digital. There are different teams for branding, promotion, communication and strategy.

## 2.6 Financial Performance and Accounting Practices:

ShopUp's Financial performance and accounting practices are one of the very delicate and interesting topics to talk about. ShopUp has been funded by 8 investors from the beginning of its activities. From December, 2015- October 2019, ShopUp has been able to raise a total of $28.4M in funding over 6 rounds. ShopUp is funded by 8 investors. Among them Flourish Ventures and Lonsdale Capital are the most recent investors. ShopUp has acquired Voonik on Jan 2020. All these steps are achieved by very aggressively and carefully managed financial and accounting practices. Moreover, ShopUp is serving small business "Micro E-Loan" and this is a great initiative to support the small start-ups and their sustainability. Due to all of these, they are getting foreign investments on a frequent scale as they're doing good in their expansion.

In my time of internship, I was given to prepare a report of NMV and where I had a glimpse of why ShopUp is getting back up so many investors. The idea of ShopUp is so unique yet so important that every shop including small or big, everyone is taking MOKAM or RedX's

service. By taking ShopUp's service in B2B sector, they are offering better services in B2C sector and this is how ShopUp is making profit and making the economy better.

## 2.7 Operations Management:

In terms of operations, ShopUp is making rapid progress. ShopUp has recently launched 3 different apps to make the life of resellers easier and faster. Creating and delegating different work and sectors to sister concerns or vertical organizations such as RedX, ShopUp Store, Mokam, Unicorn Distribution is such an innovative and win-win situation. ShopUp Store is such a platform which permits a person, a simple beginning to his/her online business. With Store, one can undoubtedly make a business site in minutes, track requests, and track profit. RedX mainly deals with the delivery processes, overall logistic support and resolve any kind of query of the merchants. Mokam is dealt with the bulk upload and supply chain management. Mokam is responsible or tracking inventory management, keeping a track of the daily sales of the distribution houses and automating the reports to the higher authority to maintain the daily sales target and profit margin.

## 2.8 Information System Practices:

Information system is a vital role for ShopUp. Being an internet-based company, Information is the key element which is dealt very carefully in ShopUp. As for my internship, I was given huge data set from market and had to make analysis to get bigger picture such as trends, price variation etc. Additionally, ShopUp has its own apps on google play-store as well as apple play-store. These apps have their own back-end developer who are working day-night to make the UI (User Interface) and UX (User Experience) better and easier. So that everyone can take the service of ShopUp and enjoy them. Another point to be noted is that, I worked in the operations, where I had to process data and upload bulk sales of MOKAM. This work needed proper skills over MS Excel and no errors should be there. From this experience, I can

tell that, information system within the ShopUp is very strong and better than many other companies and organization.

## 2.9 Industry and Competitive Analysis:

Industry & competitive analysis is an important portion for any company and it helps to figure out where the organization is doing better or lacking behind. There is numeral of approaches which are commonly used to perform the industry and competitive analysis. Among this SWOT analysis is most common to practice. For the competitive analysis of ShopUp, SWOT method has been used. SWOT analysis is prepared so that a company get to know its inside as well as the outside strengths and weaknesses as well as the environmental opportunities and threats that a company has. As the E-commerce sector is very much developing in Bangladesh at a rapid and booming rate, ShopUp faces a lot of competition. ShebaXYZ, We are X, Daraz Ltd, Evaly etc. are also rising at an alarming rate compared to ShopUp. Therefore, to look at the SWOT analysis, it is important to have it in mind that, ShopUp has not been established for a long period of time. In this short period of time, ShopUp managed to grab a huge share of the market and still is expanding.

## 2.9.1 SWOT analysis of ShopUp:

| Strengths | Weaknesses |
|---|---|
| 1. One of the best start-ups of Bangladesh, being the number of 2019. Also, huge foreign investment in large and consistent number. <br> 2. Accruing "Voonik" of India and recruiting the best engineers and tech team from India to have the better edge than other companies. <br> 3. Superb start-up culture. Warm and welcoming environment. <br> 4. Strong vertical organizations. RedX being the number 1 delivery service of 2020. | 1. Less known to people due to insufficient promotional activities. ShopUp or its vertical organizations are only known to reseller or other businesses. General people do not know much about the company. <br> 2. Comparing to the growth rate, insufficient human resource. Skilled, enthusiastic employee are less in number. <br> 3. Proper training for those human resource. In my 3 period of time, no workshop was set-up to train the interns. |
| **Opportunities** | **Threats** |
| 1. Going and growing as a global brand. <br> 2. No other competition doing exactly the same B2B like ShopUp. <br> 3. Started and doing business in India and expanding and make it better. | 1. Chance of rising competitors with same idea. <br> 2. Micro Loan being risky. <br> 3. Political instability of Bangladesh. <br> 4. COVID-19 has made the whole economic situation tough and risky for investment. |

## 2.10 Summary:

Bangladesh has seen the emergence of the E-commerce industry in the past 2 or 3 years. People are now more inclined towards online shopping. As the number of customers are growing, small business is also growing in the same rate. This market gap was seen by few entrepreneurs and that is how we came to see one of the prominent start-ups of recent years, ShopUp. ShopUp has given small business a new hope to be in the market by being up to the date. ShopUp has been providing -

- Shop management tool - Shop Store

- Inventory management tool - Unicorn Distribution

- Micro-loan - MOKAM

- Country's best delivery system - RedX,

- Logistic support - RedX,

All these along with the finest talents of corporate. Everything holistically are giving small business a new hope. Additionally, seeing this improvement, all the big companies are also collaborating with ShopUp and its sister concerns. Everything is being possible by great insight and management of all the Co-founders and stakeholders of ShopUp.

## 2.11 Recommendation:

In my 3 months periods of internship, I had learned so many things from my fellow colleagues and supervisors. ShopUp is an amazing organization for fresh graduates who are willing to gain experience for their future ventures. However, there are very few key parts where ShopUp could prepare themselves better. Firstly, distribution house's operator is not up to the standard. They must be trained properly and given proper workshop for better input of data. Secondly, insufficient human assets are one of the alarming problems in ShopUp. Recruiting proper and prepared workforce is a dire need for ShopUp.

In conclusion, with very few lacking, ShopUp is moving forward at a aggressive rate and the impacting on Bangladesh's economy positively.

# Chapter 3

# Project Part: The Importance of Data Acquisition, Analysis and Integration from E-Business and Supply Chain Management using Management Information System (MIS) of ShopUp.

## 3.1 Introduction (Background, Objective(s) and Significance:

## 3.1.1 Background - Why Data is important:

In the first 2 chapters we have established that, ShopUp is rising star of Bangladesh. At the moment, ShopUp has more than 1,00,000 + micro-entrepreneur, 53+ reseller or distribution houses and a large number of employee and stakeholder incorporated. All of the customers of the company are very much inter-related with one key element - Data.

As ShopUp is an E-Business based company, it is very important to understand the basic definition of the model. E-business, also known as electronic business or internet business, refers to the purchasing and selling of goods or services over the internet, and the transfer of money and data to execute these transactions. It refers to all aspects of operating a business online. ShopUp found the gap in the market where giant companies were taking advantages over small business with the help of internet and data. Therefore, data of existing and potential customer has given ShopUp ad upper hand among a lot of competition and that is why, data is very important.

### 3.1.2 Literature Review:

ShopUp is a startup company using sales data to create and distribute better services to people. ShopUp has been using data and in 4 important steps are included in this whole process which are, Data Acquisition, Data Processing, Data Analysis, Integration of Data. The contribution of ShopUp is well described in a report, "Contribution of ShopUp in the E-Commerce Industry", (Farhina Faruqe Raka, ID- 15204083, 2018). Another report - "ShopUp: Transforming Business Through Product Optimization", (Farhad Hassan Tamim, ID: 15304100) has also shed the light on the business activity and how ShopUp has established a system where total optimization of product is discussed. I have also gathered information on ShopUp from, "Fashion ecommerce startup Voonik merges with Bangladesh-based ShopUp; spins out B2C business with Schoolay", (YourStory, Tarush Bhalla, 19th Feb 2020) ; "ShopUp raises $22.5 million to digitize millions of mom-and-pop shops in Bangladesh", (TechCrunch, Manish Singh, October 20, 2020) and various news article from reputed news portal. However, as ShopUp is changing its business model and expanding its service, these reports do not vastly explain about the critical and in-depth usage of data from sales. In light of this changing landscape, researchers have become increasingly interested in the specific effects of the using this immense data set, processing and analyzing and how ShopUp is running the business to the glory.

### 3.1.3 Objective:

a) **Broader Objective:** This report is to show the importance of the data of ShopUp and how it is creating a revolution in the E-Business community of Bangladesh as well as in global aspects. In 21$^{st}$ century, this age is known as the information age. Whoever holds the most information has the edge over others.

b) **Specific Objective:** Along the broader objective of this report, there are some specific and important objective of this report. They are given in the following:

1. Identifying outsourcing data service platform's future aspects.

2. How and Why E-Business are increasing.

3. Importance of authentic data acquisition.

4. Analysis and Integration of Management Information System and Supply Chain Management.

5. Sustainability and Future scope of ShopUp.

### 3.1.4 Significance:

This report contains the model, structure and information about ShopUp from the insight of 3 months internship. This report can be referred as a decision-making tool as I invested my time to observe and learn about the whole organization. This report is also a proof of starting my journey in the career path.

### 3.2 Methodology:

I have prepared my report based upon the information that I got from my qualitative research. The reason behind of conducting a qualitative research is, the topic of this report does not encounter with numerical datasets. Therefore, qualitative research is more related than conducting a quantitative research. As for my methodology, I collected my data from both primary as well as secondary data sources.

a) **Primary data:** As my report is qualitative, I have informally talked, interviewed and reviewed with the other stakeholders of the company to gather information. Additionally, the supervisor of my department came forward and provide me the in-depth information about the functions and activities of this E- commerce business.

b) **Secondary data:** As for the source of secondary data, the official website of ShopUp Ltd, has worked splendidly. Also, there are many different reports, news articles, research papers were available to me to collect the data about ShopUp and create the report enriched.

## 3.3 Findings and Analysis:

ShopUp is such a company who is gloriously using data to create more opportunities for many people. In ShopUp, there any many different use of data however only 3 important steps of this process -

       **1. Data Acquisition**

       **2. Data Processing**

       **3. Data Analysis**

       **4. Integration of Data**

These 3 steps are the major difference maker as well as important steps which is helping ShopUp to be on top of the market and competition.
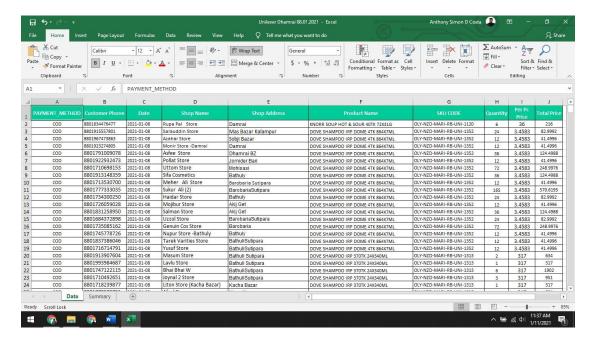
## 3.3.1 Data Acquisition:

The first step of the whole process of the company is collecting the data from small business or reseller. ShopUp is a platform where small businesses, micro entrepreneurs even large-scale conglomerates are teaming up with the company for better business and profit. Why are all the companies joining?

Firstly, the company has created a unique platform for all the small businesses and sole entrepreneurs to conduct business and making a way to gain profit. This kind of platform is never been seen before. F-commerce or Facebook based commerce was the first step of this company and from that idea, they become a beacon of hope for a lot number of people. Secondly, the value that are the start-up is providing is such important and valuable for all these which cannot be neglected and be overseen. This is one of the important factors for the growing economy.
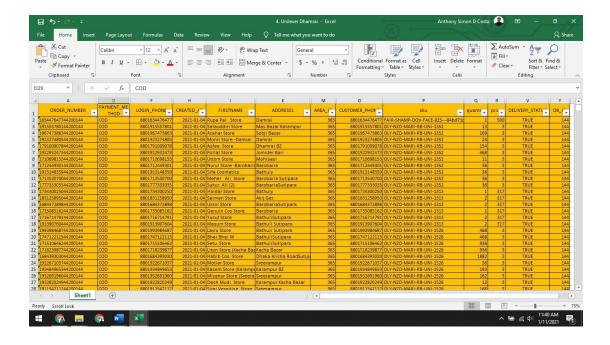
However, how ShopUp is being able to manage all this functions without any error? Well, Proper data acquisition. Data acquisition is not only the collection of various data, but

also turning them into digital numeric value which then can be used in the software made by the CTO to forecast and get better insight about what to do and how to move forward.



### 3.3.2 Data Processing:

Second step of this process regarding data is the correct processing and integration of these data. ShopUp collects data of many different stakeholders. ShopUp, RedX, MOKAM, Unicorn Distribution - each of these vertical organization has their own sets of sources and various types of data. Every employee is skilled and tasked with various department however they have one thing in common, which is analyzing the data properly. Therefore, data processing is an integral part of this e-business. Nonetheless, data processing is done both by human as well as software or website created by the organization.
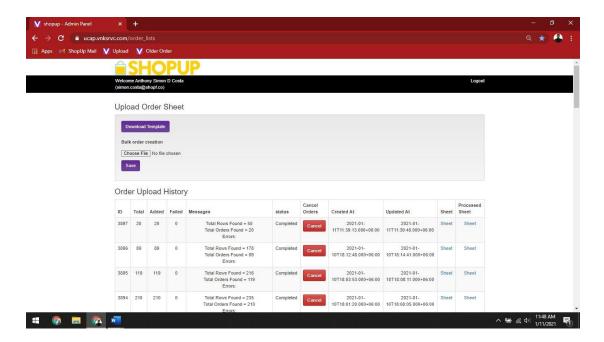
### 3.3.3 Data Analysis:

As the data process proceeds to being done, it is now time to analyze and match the data with report or forecast. This step is crucial as if there are any errors in the data-set or in processing, there might be many fatal drawbacks. In my time of internship, this kind of drawbacks happened 2 or 3 times. That is the reason, data processing and data analyze must be clean and should be checked. Because one small mistake can be a huge problem for the daily business function.

### 3.3.4 Data Integration:

After processing the data, integrating the whole system, updating the whole system is another important task for this company. Since, without integration of other department and wings would not update and thus creating a huge chaos. In my opinion this step is the most vital and is being handled the most cautiously.

This is the User Interface of the Website where all the processed data is being uploaded and I am responsible of this website to be ran swiftly and correctly.

### 3.3.5 Management Information System:

The steps that are described above are the part that are working synchronously to maintain the function and keep ShopUp where they belong, top of the competition. All these are related to the MIS and these are the perfect example of how information should be managed and what is the system.

Finally, I can say that, Management Information System, a pretty newer term in E-Business or E-commerce world but which has taken the world by a storm. ShopUp is the perfect example of it. How they managed all the small businesses and connecting with resellers and impacting the economy is marvelous to see.

### 3.4 Summary and Conclusion:

To summarize, this report is written to show the importance of right way to deal with data and how collaborating between many different departments can bring one organization to its peak.

## 3.6 Recommendation:

Even though ShopUp has set up a standard, I still think they can be better. I would suggest some of the followings -

1. As data is the first and foremost element to work within the organization, they should ensure that, the data is clean and authentic. Otherwise, they would face consequences like false forecast, mixing of data etc.

2. Training small businesses and retailers even better for future.

3. Update the software, website and UI & UX of ShopUp apps

4. Interest more skilled workforce by offering lucrative remuneration.

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