

Report On

**The significance of data collection, data analysis and data incorporation in E-Business and distribution
through 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

BRAC Business School
BRAC University
January 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:

Rifa Nanjiba

Rifa Nanjiba
18104256

Supervisor's Full Name & Signature:

Ms. Sohana Wadud Ahmad

Lecturer, BRAC Business School
BRAC University

Letter of Transmittal

Ms. Sohana Wadud Ahmad
Lecturer,
BRAC Business School
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66 Mohakhali, Dhaka-1212

Subject: Submission on internship report **“The significance of data collection, data analysis and data incorporation in E-Business and distribution through Management Information System (MIS) of ShopUp”**

Dear Madam,

It is a pleasure for me to complete my internship report on “The significance of data collection, data analysis and data incorporation in E-Business and distribution through Management Information System (MIS) of ShopUp”. I have tried my level best to collect relevant information and related issues to dive deep into this matter and used my full effort to make this report meaningful. I gave my best effort to follow the instructions though I believe there are maybe some mistakes and shortcomings. I am grateful for your valuable advice, direction and cooperation. I will be glad if you kindly check my internship report and evaluate my performance on this report.

I trust that the report will meet the desires. Thank you.

Sincerely yours,

Rifa Nanjiba
18104256
BRAC Business School
BRAC University
Date: January 12, 2021

Non-Disclosure Agreement

This agreement is made and entered into by and between ShopUp Limited and Rifa Nanjiba, the undersigned student of BRAC University to undertake the internship project described in this report based on the assurance of avoiding the unapproved disclosure of any confidential data of the organization.

Acknowledgement

Almighty Allah has provided me with the strength and dedication to perform such a hard task of completing this internship report on time. It certainly would not have been possible without the help of many people I have worked with. Firstly, I would like to take the opportunity to especially thank, Ms. Sohana Wadud Ahmad, lecturer, BRAC Business School in BRAC University for her guidance in every step of my report formulation which helped me immensely to be in the right direction. Secondly, my thankfulness goes to ShopUp Limited, which allowed me to work as an intern. Last but not the least; I would like to give thanks to my supervisor at ShopUp Ltd, T M Shahriar Hossain, who is the Assistant Manager of Distribution operations. He helped me to learn about different works of operations department. My special thanks to Md. Abu Sayed, who is an Officer of Tech at ShopUp Ltd. I would like to thank all the members of ShopUp, my fellow colleagues and those who were present on my journey at ShopUp Ltd.

Executive Summary

ShopUp is an e-commerce platform working with Bangladesh's f-commerce platform. The F-commerce site is primarily the Facebook business site where individuals conduct their business, which is the Facebook platform for purchases. For Facebook sellers, ShopUp mainly creates a platform where they can conduct their business smoothly without any trouble. ShopUp offers its sellers all the necessary support. For example, it has many characteristics that they have developed for facebook sellers, shop management system, delivery service, facebook boost and promotion, seller grooming session, etc. This report is all about ShopUp's contribution in the e-commerce sector, and their operating system of data, also how ShopUp helps these small and big organization as re-seller and creating a platform where especially online sellers and those companies can discuss and have a proper solution of their problems. This study is the outcome of a **three-month internship program** carried out in **ShopUp** and is prepared as a requirement to complete the **BBA** programme of **BRAC University**. I clarified the key features of ShopUp in this article, their vision, task, history, shop management system that includes shop management resources, order management, distribution support, boosting and promotion and e-Loan, etc. Following this, my responsibility as an intern, what are the challenges I have faced and the regular working patterns and my learning from that.

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List of Acronyms

DB	Distribution
MIS	Management Information System
CEO	Chief Executive Officer
COO	Chief Operating Officer
CFO	Chief Finance Officer
CTO	Chief Technology Officer
HQ	Head Quarter
UI	User Interface
UX	User Experience

Glossary

Internship Report	An extended research paper that is part of the final exam process for a graduate degree. The document may also be classified as a project or collection of extended essays.
E-Commerce Business	Specific type of business that operates by using technology/software.

Chapter 1: Overview of Internship

1.1 Student Information:

This is Rifa Nanjiba, ID - 18104256, an undergrad student of BRAC Business School, BRAC University. In 2016, I got myself enrolled for the Bachelors in Business Administration (BBA) program and did my majors in Finance and HRM. I am doing this internship as a requirement to complete my bachelor's degree and writing this report on what I have learned and how I have implemented my teachings.

1.2 Internship Information:

1.2.1 Period, Company Name, Department/Division, Address

Currently I am doing my internship at **ShopUp**, which is situated in Mohakhali DOHS. I have started my internship from the **5th of November, 2020** which will continue till **4th of February, 2020** making it a three months internship period. I'm working as an intern in the distribution operations department of ShopUp. There are many offices of ShopUp located in Dhaka city but I'm working at their HQ which is located at Mohakhali DOHS and its address is B112 road no. 06, Dhaka - 1206.

1.2.2 Internship Company Supervisor's Information:

I was assigned as an intern under T M Shahriar Hossain, the assistant Manager of distribution operations department at ShopUp. He has an experience of 2 years in this particular field at ShopUp. He is been supervising my work from the very first day of my joining. Starting from on the job training to developing my skills and gaining experience from my work, he is always there to guide me and make me learn from my mistakes as well. This internship has a lot of importance to me as it states the end of my undergrad journey and also will determine the starting path of my working life. This internship has helped me at lot in understanding the etiquette and culture of corporate world. It has also broadened my view of working in

diversified environment, work under pressure, observing the work patterns of the seniors, and most importantly it gave me an exposure of the job sector before starting my career.

1.2.3 Job Scope – Job Description/Duties/Responsibilities

Well, the job I was assigned to was basically analysing and processing the sales data that were purchased in bulk from different companies. As an operations intern I had to process all the data for each distribution house every single day. At the very beginning, the work load was very minimum but gradually with time, workload increased along with its accuracy level.

Duties and Responsibilities - My work was very much sensitive as it includes thousands of data where each of them has to be accurate as all the data are to be uploaded in company's server. If any data contains mistake, it won't generate the particular order and then I have to find those mistakes, rectify and re-upload it. Moreover, I had to communicate with the distribution house manager and their computer operators in order to take authentic information about sales and it's Net Value Margin. Sometimes I went to the DB houses in Tejgaon, Uttara, Mohammadpur to look after their work and take update from them. After doing all the above work, I have to report it to my supervisor every end of the day. So, these were my overall duties and responsibilities as an intern. All these activities made me push my boundaries and think out of the box with every new responsibility, every new challenges. Throughout my internship period, I have been able to develop my skills in communication, analytical, equal team participation, Microsoft office tools etc. by activities I was assigned to.

1.3 Internship Outcomes:

1.3.1 Student's contribution to the company

As an intern at ShopUp, I have contributed to the operations team by accommodating to the task that they have assigned to me. As I worked in the operations department of distributions, I have been able to solve the tasks of their bulk upload and data analysing, which ultimately

portrayed a positive result in their final outcome. I have this believe that my contribution to the company have somewhat brought betterment in that particulate department and benefited the company. I also believe that my little contribution for the entire three months has elevated the brand value and goodwill of ShopUp.

1.3.2 Benefits to the student

An internship provides a place for students to get the real taste of the business from the corporate world and take knowledge from it. It is a time in which a student will have the chance to relate the real-life activities and duties of an organization and their coursework. By working for a corporation, we can relate outside of our prescribed books, discovering many things that can only be learned from working in a company itself. For me, it always will be a pleasure to be working with such a fast-growing organization, interacting with the employees, getting a chance to know their stories, and most importantly contribute my skills and knowledge to the company. I could really learn about the real struggles and pleasures of a corporation, the skills which needs to be nurtured, what qualities that personnel should inherit in and much more. Hopefully, this real-life experience will help me to boost up my career in near future and reach new heights.

1.3.3 Problems/Difficulties

At first, it was very difficult to deal with the new atmosphere and the new squad. In the first three weeks, there were some obstacles at first, a common problem was errors and inadequacies in data sets. Then, DB operators who were under-qualified were unwilling to learn, and did not want to change the way data was provided. Lastly, there was a huge communication gap between the DB managers and the operations team. All these have made the task challenging and difficult to solve. It needed critical thinking to deeply analyse the whole process of work and figure out the different strategic ways to resolve the problems. There were, therefore,

several different obstacles. Any of those problems, though, are overcome or on the brink of being solved.

1.3.4 Recommendations

I believe that for all those difficulties I faced and stated above can be solved by the authority if pointed out to them. Here I would like to state some of the recommendation that can resolve those problem and provide a smooth functioning.

- There should a good communication system of all the whole operations team with the distribution house managers.
- The interns should meet with the BD managers and CS operators before communicating with them over phone. So that they'll know each other by face
- All the data should be provided clean, so that it doesn't take much time for the intern only to rectify those errors.
- More interns should be recruited, as sometimes workload increases due to increase in sales. Sometimes it even took 7-8 hrs to complete a day's work which is hectic to an extent.
- Their remuneration provided to the interns is also not up to the mark.
- Lastly, there should be a vertical management system, so that the main working members of distribution channel can perform as a unified group.

Chapter 2: Organization Part: Overview, Operations and a Strategic Audit

2.1. Introduction

For completing my 4 yearlong Bachelor's degree in BBA I have to do an internship at the very end of my undergrad program. It is purposely done for giving a real-life corporal experience to the students, so that the students can get some knowledge before starting their careers at different companies.

Among thousands of companies with utmost pleasure I can say that had the privilege of doing my internship at ShopUp Ltd. which is one of the most successful start-up of Bangladesh at present. I will forever be grateful for teachings and training that ShopUp has given to me.

2.1.1 Objectives

The main objective of this report is to learn more about ShopUp Ltd, their culture, operations, management, Board of directors and employees, growth path, financial performances etc. in a broader way. Besides these, there are some specific objectives and those are pointed below -

- To offer an explanation of how ShopUp events run.
- In-depth understanding of the function of organizations.
- To give ShopUp's marketing research.
- Understanding the various branches in ShopUp and knowing their tasks.
- To provide an insight about the expansion of business and advertising events Around ShopUp.
- Lastly, to give a financial overview of the company.

2.1.2 Methodology

The research method that has been applied in this research is given below:

✚ Data Collection Method

- **Primary Data** - To know more about ShoUp's Functions and its culture, I have observed their working environment, also interviewed many of their employees to get a clear view about the organization. Moreover, I got to know in depth about my department and MIS from my supervisor.
- **Secondary Data** - The official ShopUp Ltd. website is the main source of my secondary knowledge data. In order to gather data about ShopUp and make this study more enriched, numerous media sources, news portals, analysis papers were also used. Another big source of my data is the database "Crunchbase." It is a fantastic website where you can find information on several different companies and start-ups that are growing.

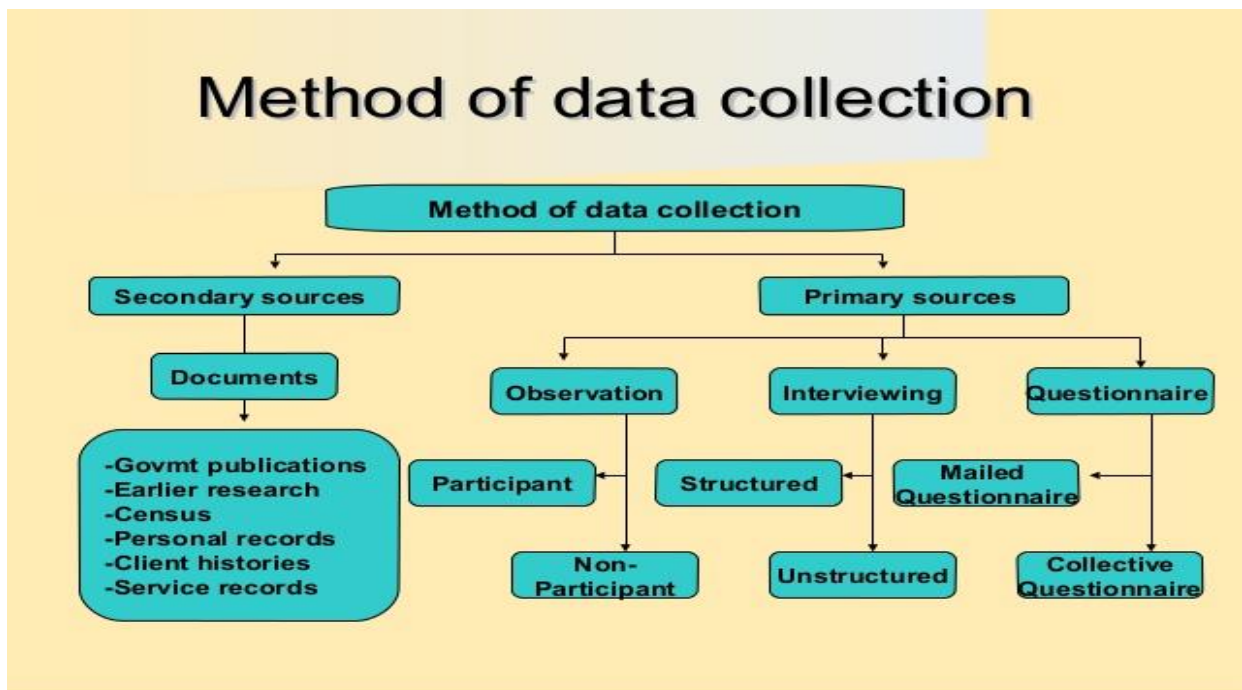


Image 1: Methodology Collection

✚ Data Analysis Method

- Quantitative Method
- Qualitative Method

There are two types of data analysis: Quantitative and Qualitative.

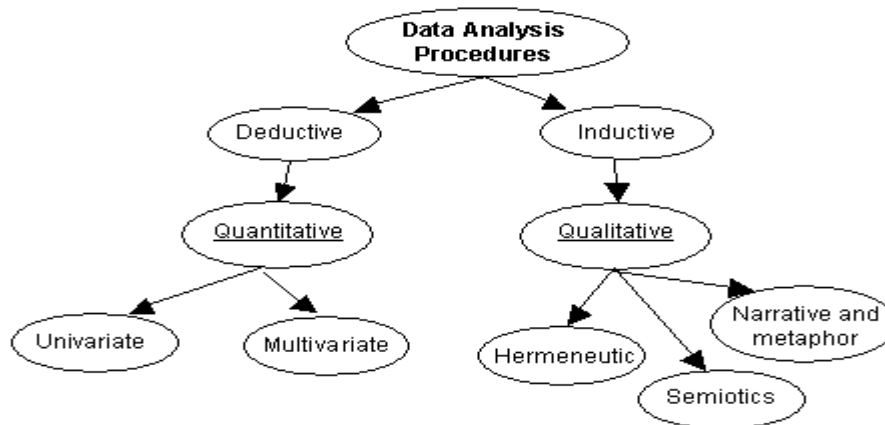


Image 2: Fig: Data Analysis Method

The above flowchart shows how the quantitative and qualitative method of data analyzing works.

2.1.3 Scope

ShopUp's work scope is incredibly vast in quantity but there were certain drawbacks to my work scope. Being an intern, in most situations, my job scope did not specifically include the client, but I was there to support my supervisor. Nevertheless, my fellow workers and supervisors are so accommodating and have directed me through various avenues to perform my survey, and those channels have certainly been so handy. I have also got the chance of working with one of the passionate Sales Managers, Selva Prakash N. From Bangalore. Fully worked with Selva to compile a complete report of backlog data.

2.1.4 Limitations

While writing this report, I have faced some limitations that have made it difficult for me to gather information and use it for my report. These are -

- The employees are not much transparent to the interns about their internal matters.
- The organization's website did not have sufficient detail.

These were the main limitations that I have faced more or less.

2.2 Overview of the Company

In 2016, ShopUp began their journey and the concept of ShopUp was developed from Afeef Zubair Zaman and there were Ataur Rahim, Siam Ahmed and later Sifat sarwar joined with him. These are the individuals who in our e-commerce industry founded ShopUp. ShopUp has had enormous market success since 2016 and it is still growing little by little. As a start-up venture, ShopUp makes a tremendous contribution to the e-commerce market and offers a forum for Facebook online retailers to operate their businesses in a smooth manner. ShopUp is Bangladesh's leading full-stack small business, both online and offline, B2B commerce network, offering small companies with convenient access to B2B procurement, last-mile fulfilment, online credit and business management solutions. ShopUp plans to computerize millions of neighbourhood shops in Bangladesh and has raised a total of \$25 million in the country's biggest series of funding round. In 2020, ShopUp also purchased the 'Voonik' an Indian e-commerce site in Bengaluru and opened an office. In 2020, ShopUp also purchased the 'Voonik' an Indian e-commerce site in Bengaluru and opened an office.

ShopUp is just a vertical of its mother company ShopFront. There mainly three verticals of ShopFront, these are -

- ✧ ShopUp Ltd.
- ✧ RedX Delivery
- ✧ Unicorn Distribution

ShopUp is the first among them to be in operation and got popular to people by their entrance in f-commerce industry. RedX delivery is now known to be the best delivery service holder in Bangladesh and Unicorn Distribution is also doing great in its Distribution operation.

2.2.1 Vision, Mission and Values

Vision:

The vision of ShopUp is to drive the f-commerce industry to new heights to enrich the lives of their sellers and help them develop their lives in a coordinated way. Small firms have long been our economy's bedrock and by ShopUp not only allows micro entrepreneurs to promote their progress, but it also generates leaps and bounds. Hopefully their effort will bring a positive force to lever the economy of Bangladesh.

Mission:

ShopUp alters the retailer market by providing the reseller alternative. Their reseller helps an online business to begin without any investment. With the help of ShopUp, one can purchase items at the lowest price on the market and resell them to the clients. Most importantly, ShopUp grants e-loans to the business holders to meet its own vision.

There are some certain services that are offered by ShopUp are listed below:

- 1) Tool for Shop Management.
- 2) Administration of order
- 3) Assistance for Distribution
- 4) Marketing and Boosting
- 5) Provide Micro finance for investment purpose

Values:

Like any other reputed organization, ShopUp also has some core values that has become the goodwill of the company. These are -

1. Ethics - Always maintaining work ethics in the company.
2. Trust - Mutual trust among each employee at the company is a must.
3. Accountability - Managing liability and compliance.

4. Respect - It is a must to treat each other with respect and kindness.
5. Integrity - fairness, accountability, morality and equality in practice.
6. Quality - Function in order to guarantee quality.

2.2.2 Organizational structure and Board of Directors

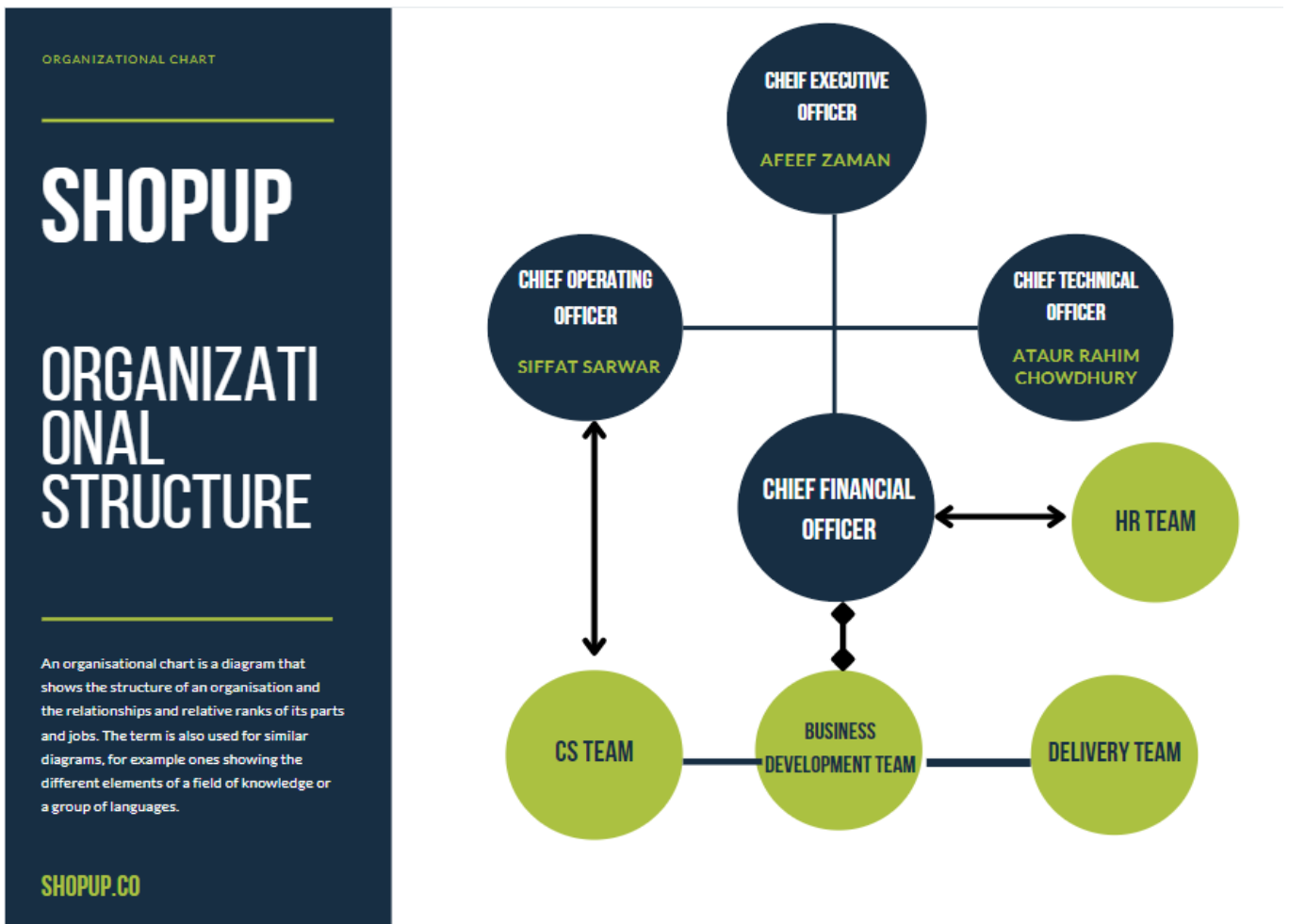


Image 3: Organizational Structure of ShopUp

In the above picture, an Organizational structure is given where you can see that how the company's functions are interconnected with every department and the executive board panel who work under those departments. Well, there are 5 Co-founders of ShopUp and they are –

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



Image 4: Team of ShopUp Ltd.

Here's the core team of ShopUp who are working as Heads of different department including the CEO, COO and CTO. There is two more co-founders named, Sujayath Ali, who is the Chief Brand officer and Navaneetha Krishnan J., the Head of Engineering, formerly they were the owners of a renowned Indian fashion e-commerce start-up, "Voonik" which then later merged with ShopUp for a greater cause. The technology of Voonik brings competitive advantage to the ecosystem of ShopUp. Sujayath said that the tech platform of Voonik is the best in the industry and will be very useful for ShopUp to provide superior customer service on a scale."

In this field, Navaneeth and I have several years of experience and will be important co-founders.

2.3 Management Practices

Management Practices of ShopUp has been always top notch. The top-level executives of ShopUp is very well designed and built with professional workers. The leadership body has ensured that any stakeholder has an equal opportunity to develop in the journey.

2.3.1 Corporate Strategies

In the HR practices, ShopUp has always chose quality over quantity. The company's organizational practices have three basic elements. These are Growth, stabilization and retrenchment.

- I. **Growth:** They have a large number of resources and provide economies of scale that allow them to succeed in the market as well as to generate employee progression. They also entered the local market by delivering high quality services, which made it very easy for them to win customer confidence. Again, SopUp is very mindful of ensuring that its workers' efficiency is well managed. In order to speak about firing the obsolete workers, we find out from the key analysis that they used to prepare the poor employees for their improved results and did not ignored lots of them after the pandemic.
- II. **Stability:** The Company usually holds a very stable judgment with respect to retrenchment for workers. By offering them training and giving them opportunities to develop, they aim to sustain a good actual outcome. They could also afford any incentive for their workers, since ShopUp is a growing business.
- III. **Retrenchment:** To make them work better in the competitive market, the company relies on their remaining workers. They are just a far more performance-oriented. Moreover, there are satisfied people working and they prefer efficiency and random results.

Since ShopUp is a leading e-commerce firm in Bangladesh, some of the best talents in the technology and computer engineering industry have been recruited. This allows ShopUp to get the edge over the competitors, and progress is one of the main reasons for ShopUp to mix this talent with seasoned yet youthful business brains.

2.4 Marketing Practices

The entire business model was made based on Facebook and social Medias like Facebook. ShopUp was only an F-commerce (Facebook-commerce) enterprise at the beginning of this business. So, marketing was a vital element for them both in terms of attracting customers and their business purpose. The model has also evolved as the brand has grown, so is the strategy for marketing. The marketing of ShopUp depends heavily on digital media and channels. Any app can be conveniently found in the Google Play Store. Thus, ShopUp is getting to meet millions of individuals from both the world. ShopUp has won the attention of several investors and has acquired many initial investments. Such questions have not escaped the notice of many company websites. The much needed scope and raise to ShopUp has been featured in several various news portals. For its affiliate companies like RedX, Mokam, ShopUp advertises to reach more consumers and grow internationally. In comparison, ShopUp has its own wing where committed individuals are there to meet future individuals.

To see how the company is doing and what stuff could do to make things easier for consumers or even existing customers. The marketing staff of the head office manages all the back-end approach through print media and digital for consumer interest. For branding, advertising, coordination and planning, there are multiple teams.

2.5 Financial Performance & Accounting Practices

Financial performance and practices is one of the most delicate part of an organization to talk about. It is very much necessary to invest the finances strategically, as it will determine the ROI depending on that. During my internship period, when I was given to do my task of the distribution house management, I was given to process the file of 48 DB houses which includes matching their daily NMV and the number of outlets they resell to. Each DB's total sales use

to include sales of around 2 - .07 lacs BDT daily. So, it can be seen that the reason behind so many investors is the unique business of ShopUp and its strategies. Some of the DB houses resell around 10 lacs worth of goods as well. All these are tracked on a daily basis on their sales tracker, you can have a look at it below:

DB ID	Total DSR	Present DSR	% of Present	Cash	Credit	Total Sales	Performance Score	GMV	NMV	Retailer Visited	Retailers order	Issue to the Retailer	Delivery to the Retailer	Strike Rate (Retailers order/Retailer Visited)	Order vs Issue	Issue vs Delivery	Cash %	Number of SKUs	Available SKUs	
8B Tejgaon	103	6	6	100%	373,835	1,259,609	1,633,444	295%	238,000	1,633,444	84	84	84	77	100%	100%	92%	23%	53	50
RB Rangpur	114	5	5	100%	98,679	21,025	119,704	101%	116,000	119,704	50	50	50	43	100%	100%	86%	82%	53	50
B5 Kamarpore	116	4	4	100%	103,524	-	103,524	102%	98,000	103,524	146	146	146	127	100%	100%	87%	100%	40	25
NZD Sylhet	126	6	6	100%	154,085	84,222	238,307	323%	31,000	238,307	39	39	39	33	100%	100%	136%	65%	68	65
NZD Uttara	127	5	5	100%	232,308	118,516	350,824	95%	410,000	350,824	182	182	182	173	100%	100%	95%	66%	68	65
NZD CTG	128	4	4	100%	32,310	18,630	50,940	81%	116,000	50,940	27	27	27	27	100%	100%	122%	63%	68	65
TMT	101	4	4	100%	28,237	728,460	756,717	100%	756,717	756,717	11	11	11	9	100%	100%	81%	4%	122	72
TBL CTG Dhoyzen	111	3	3	100%	179,072	-	179,072	119%	114,000	179,072	81	81	81	109	100%	100%	135%	100%	29	29
TBL CTG GSC	121	3	3	100%	214,933	-	214,933	104%	192,000	214,933	99	99	99	132	100%	100%	133%	100%	29	29
TBL JES	115	2	2	100%	27,351	3,633	30,984	108%	25,000	30,984	15	15	15	22	100%	100%	147%	88%	29	29
TBL SYL	124	2	2	100%	29,952	42,809	72,761	93%	85,000	72,761	60	60	60	32	100%	100%	53%	41%	29	29
Mericco Rangpur	112	10	10	100%	200,755	-	200,755	103%	184,000	200,755	124	124	124	104	100%	100%	82%	100%	216	214
Mericco eCom	130	1	1	100%	-	-	-	#DIV/0!	-	-	-	-	-	-	-	-	-	-	-	-
Dan Cake Dakshin Khan	131	2	2	100%	29,570	-	29,570	108%	24,000	29,570	52	52	52	52	100%	100%	100%	100%	30	30
Kofico Pallabi	134	1	1	100%	6,685	-	6,685	85%	12,000	6,685	26	26	26	15	100%	100%	58%	100%	33	31
Dan Cake Mirpur	135	4	4	100%	51,555	-	51,555	109%	41,000	51,555	171	171	169	100%	100%	99%	100%	50	50	
Olympic Mirpur	136	2	2	100%	15,359	-	15,359	117%	10,100	15,359	64	64	64	56	100%	100%	88%	100%	18	18
Olympic Pallabi	137	2	2	100%	13,817	-	13,817	97%	18,000	13,817	58	58	47	100%	100%	81%	100%	18	18	
Dan Cake Pallabi	138	5	5	100%	34,262	-	34,262	91%	47,000	34,262	66	66	66	110	100%	100%	167%	100%	30	30
GSK Pallabi	118	9	9	100%	228,743	26,920	255,663	93%	328,000	255,663	210	210	209	100%	100%	100%	89%	32	32	
Sensodyne-Pallabi	119	4	4	100%	48,041	1,500	49,541	86%	84,000	49,541	66	66	66	66	100%	100%	100%	97%	11	11
GSK Gulshan	117	7	7	100%	170,860	-	170,860	90%	264,000	170,860	75	75	75	81	100%	100%	81%	100%	32	32
Sensodyne-Badda	139	3	3	100%	91,304	-	91,304	119%	58,000	91,304	51	51	51	42	100%	100%	121%	100%	11	11
GSK Uttara	140	7	7	100%	113,027	-	113,027	86%	192,000	113,027	104	104	104	86	100%	100%	83%	100%	32	32
GSK Mirpur	141	6	6	100%	125,161	47,428	172,584	97%	224,000	172,584	80	80	80	72	100%	100%	90%	73%	32	32
TBL Tejgaon	106	3	3	100%	141,197	-	141,197	107%	118,000	141,197	88	88	86	79	100%	100%	92%	100%	29	29
Olympic Tejgaon	109	2	2	100%	16,173	-	16,173	133%	8,100	16,173	68	68	68	45	100%	100%	66%	100%	18	18
Olympic Mohammedpur	142	5	5	100%	104,095	41,596	145,631	100%	146,000	145,631	116	116	116	98	100%	100%	84%	71%	-	-
Olympic Badda	143	2	2	100%	12,879	-	12,879	104%	13,400	12,879	72	72	72	35	100%	100%	49%	100%	18	18
ACI Commodities	107	1	1	100%	241,596	-	241,596	148%	99,000	241,596	36	36	36	34	100%	100%	94%	100%	43	42
ACI Colgate	108	2	2	100%	59,005	14,133	73,138	119%	47,000	73,138	78	78	78	62	100%	100%	79%	81%	10	7

Image 5: Daily Sales Tracker of ShopUp

From the beginning of its operations, ShopUp was sponsored by 8 founders. ShopUp was able to raise a total of \$28.4M in funding over 6 rounds from December 2015 to October 2019. Flourish Ventures and Lonsdale Capital are their most recent investors. In Jan 2020, ShopUp has acquired Voonik to boost up their technical department. In addition, ShopUp serves Micro E-Loan to small businesses, and this is a wonderful move to help small start-ups and their survival. Because of both of this, they often attract foreign investments while they do well in their growth.

2.6 Operations Management

The operations management and information system practice of ShopUp is very unique and interesting as they have built it up fully digital. They have a particular vertical, MOKAM. Mokam is accountable for overseeing inventory management, maintaining track of the distributor houses' regular transactions and streamlining the higher authority's reports to sustain the daily target sales and profit margin, dealing their sales analysis and its bulk

upload. In this case ShopUp has used Voonik's technological competencies. The processed data that I use to work on was uploaded in a server made by Voonik, which use to crunch all those data for better tracking of operations.

On the other hand, ShopUp Store has become such a platform that allows an entity to start his or her online company easily. Here, you will certainly create a company site, track orders, and track benefit in minutes.

2.6.1 Information System Practices

As the activities of ShopUp is internet based, information system practice has a vital role to be played. Like any organization, information is the key element to this company too. I was given a massive business set of data and had to dissect it to get larger images such as patterns, changes in costs, etc. In addition, ShopUp has their very own Google Play-Store and Apple Play-Store apps. These applications have their own back-end developers who operate day-to-day to make the UI (User Interface) and UX (User Experience) simpler and improved. As such everybody will get ShopUp's service and appreciate it. Another thing to remember is that I worked in operations where I had to process information and upload those in MOKAM bulk sales. This job required proper MS Excel skills, where we shouldn't be making any mistakes. I can see from this experience that the information technology inside ShopUp is very efficient and effective than many other enterprises and organizations.

2.7 Industry and Competitive Analysis

A significant aspect of every business is market & competition research and it tries to find out whether the enterprise is doing well or missing. There are various methods widely used to carry out strategic research and market analysis. The mostly used method that is practice is SWOT analysis and Porters 5 forces. The SWOT analysis have been used for the competitive assessment of ShopUp. SWOT analysis is structured so that a business can think about its internal and external strengths and vulnerabilities, as well as the environmental benefits and challenges that a business has. On the other hand, Porter's five forces will give a clear view about the threats of new rivals, substitutes in the industry. It is an important tool for understanding the forces that will shape the competition in the

industry. Since the e-commerce industry is emerging at a remarkable and booming pace in Bangladesh, ShopUp faces intense competition. Compared to ShopUp, ShebaXYZ, We're X, Daraz Ltd, Evaly etc. are also growing at an unprecedented pace, who are their direct competitors.

2.7.1 SWOT Analysis

INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> • Got huge amount of foreign investment in consistent number. • Have a great start-up culture and became the best start-up in 2018 • Has a strong vertical management system. 	<ul style="list-style-type: none"> • As a result of less branding of the organization, so still they are unknown to some people. • Human resources are less in number compared to their growth rate. • Less opportunity for training and development.

EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none"> • Has the opportunity to grow as a global Brand. • There are very less competitors for ShopUp in the market. The other companies are doing unlike their B2B. • Already acquired a firm in India, so more possibility of growing their business. 	<ul style="list-style-type: none"> • High chances of getting lots of competitors. • Micro e-loan can become risky, especially in this pandemic.

Here we can see that the opportunities and threats are equally visible to us along with its strength and weaknesses.

2.7.2 Porter's Five Forces

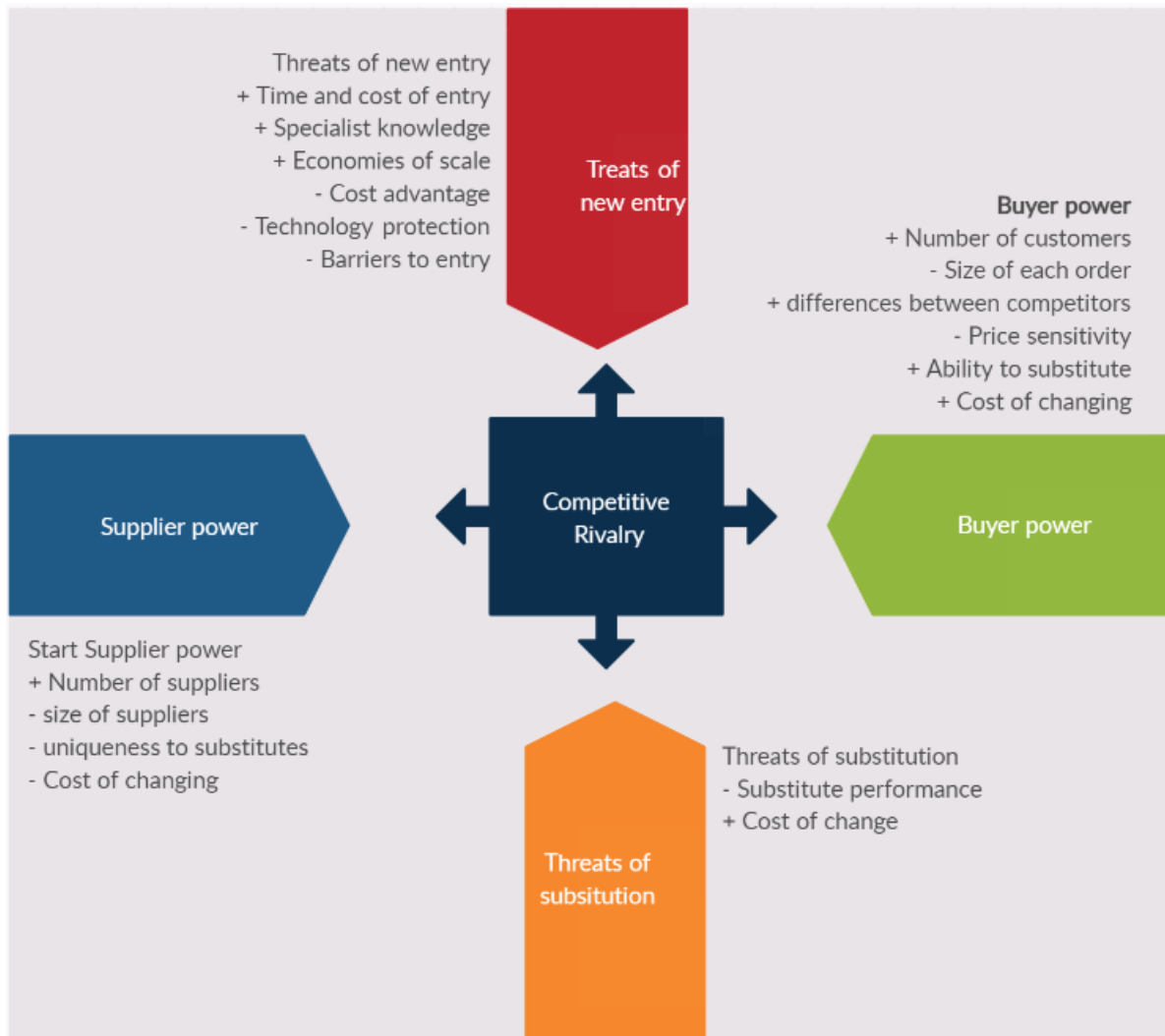


Image 6: Porter's Five Forces analysis

Bargaining Power of Supplier: Low

ShopUp is a very unique kind of company that provide services to its customers with much of a supplies needed. It mainly operates with its employees and their skills. It does not need any specific supplies of goods for providing their services to its customers, so the bargaining power of its suppliers are low.

Bargaining power of Buyers: Low to Moderate

The main buyers of ShopUp is the small entrepreneurs who does not have proper knowledge about starting their business or that much enough fund. Such type of customers are tend to increase every day in Bangladesh. So, here the buyers do not have much power to derive ShopUp's price down.

Threats of New Entry: Moderate to High

It needs a good amount of funding to enter this B2B platform as the whole process is a service based. It needs a patent, funding to start a company like this. However, these can be done if an individual have enough investment in hand and takes the risk. As the whole generation is now operating through technology, many people will be willing to open to such industry. So, the risk is moderate to high in this case.

Threats of Substitution: Low to Moderate

Till now, there is very less substitute of ShopUp in the market. Still they are not providing as a whole reseller support as ShopUp is doing. So, there is no much switching option for the customers though it might create through the passage of time. So, in this case the threat is low to moderate.

2.8 Summary and Conclusions

In the past 2 or 3 years, Bangladesh has seen the rise of the e-commerce market. People are becoming more likely to buy online. Since the number of clients increasing, small companies are still growing at about the same pace. Few founders have seen this demand void and this is how we came to see one of the most recognizable start-ups in current years, ShopUp. They have given a new ray of hope to those entrepreneurs who needed funding, recourse, knowledge

before starting off their journeys. ShopUp has provided those services through their different verticals as said earlier, and this are -

- i. Unicorn Distribution - The inventory management tool.
- ii. Shop store - Shop management tool.
- iii. MOKAM - Micro loan
- iv. RedX - Logistic Support

In addition, all the major corporations are now partnering with ShopUp and its verticals to see this enhancement. Via outstanding insight and management of all the ShopUp co-founders and partners, we can say that anything is possible.

2.9 Recommendations

I've gained so many lessons from my coworkers and mentors in my 3 months of internship. ShopUp is an amazing opportunity for young graduates who are excited for their upcoming projects to obtain experience. There are, however, a few core elements that ShopUp could best plan itself. These are one by one presented below –

- Firstly, the Computer operators of the distribution house isn't up to the mark. They must be well educated and given a suitable workspace for better data entry. They should be trained before assigning them their duties.
- One of ShopUp's disturbing challenges is inadequate human capital. A dire necessity for ShopUp is the recruiting of adequate and prepared workers.
- The amount of salary that are given to the employees is not up to the mark compared to their work.

To conclude I would like to say that, ShopUp is going ahead at an ambitious pace with relatively little shortcomings and impacting a positive effect on the economy of Bangladesh.

Chapter 3: Project Part: The significance of data collection, data analysis and data incorporation in E-Business and distribution through Management Information System (MIS) of ShopUp

3.1 Introduction

3.1.1 Background - The Importance of Data

We have identified in the previous chapters that ShopUp is Bangladesh's rising company. ShopUp now has over 1,00,000+ micro-entrepreneurs, 53+ resellers, and a significant number of employees and stakeholders. With one key element - data, all of the company's customers are very inter-related. Since ShopUp is an E-Business-based organization, the basic definition of the model is very important to comprehend. E-business, also defined as an electronic enterprise or an online enterprise, refers to the procurement and distribution over the internet of products or services and the transmission of money and data for the execution of those transactions. ShopUp discovered the market gap where, with the help of the internet and data, giant companies took advantage of small businesses. Therefore, ShopUp an upper hand has given data from current and potential customers among a lot of competition, and that is why data is very essential.

3.1.2 Objective

There are two types of objectives, one is the broader objective of the company, and another is the specific ones.

Broader objectives: The purpose of this study is to illustrate the significance of ShopUp's data and how it is creating a revolution in the Bangladesh's e-Business community and also in global aspects. In the modern era, this age is called the age of information. Whoever keeps the most data has the advantage over others.

Specific objectives: Along with a big objectives, these are the specific and smaller ones in order to find the main ones.

1. Recognizing future aspects of the data service platform for outsourcing.
2. Significance of genuine acquisition of data.
3. How and why e-business is growing.
4. Sustainability and scope of the future of ShopUp
5. Management Information System (MIS) and Supply Chain Management Interpretation and Integration.

3.1.3 Significance

The model, structure and information on ShopUp from the perspective of my 3 months of internship are included in this report. As I spent my time observing and learning about the entire organization, this report can be referred to as a statement tool. This article is also evidence that I have started my professional path.

3.2 Methodology

The research method that has been applied in this research is given below as term in chapter 3's perspective:

Data Collection Method

- **Primary Data** - For making this qualitative report I have taken interview of many personnel of ShopUp starting from their department heads to the staffs of the office. Their verdicts and saying has helped me to gain a broader knowledge regarding the organization and its people. Most importantly, my interest for my work and enthusiasm to know more and boosted up my work with this report. Moreover, I got to know in depth about my department and MIS from my supervisor.

- **Secondary Data** - The official ShopUp Ltd. website is the main source of my secondary knowledge data. In order to gather data about ShopUp and make this study more enriched, numerous media sources, news portals, analysis papers were also used. Another big source of my data is the database "Crunchbase." It is a fantastic website where you can find information on several different companies and start-ups that are growing.

3.3 Findings and Analysis

ShopUp seems to be an agency that magnificently uses knowledge to build more opportunities for several individuals. 4 There are several various uses of data in ShopUp, but only 4 major steps are there in this process -

1. Acquiring Data
2. Processing Data
3. Analyzing Data Results
4. Data Incorporation or integration

These steps are vital in terms of their very end results, as ShopUp is gaining its competitive advantage due to its proper implications.

3.3.1 Acquiring Data

The very first phase in the company's entire process is to collect data from small businesses or resellers. ShopUp is a platform where, small businesses, micro entrepreneurs and even large-scale conglomerates work together with the company. Why are all the firms joining them?

Firstly, for all small businesses and sole entrepreneurs, the company has provided a wonderful platform to conduct economy and generate a way to gain profit. We have never seen this kind of platform before. The first step of this company was F-commerce commerce and from that concept, for a lot of people, they become a symbol of hope.

Secondly, for all of these, the value provided by the start-up is so significant and valuable that it cannot be neglected. How can ShopUp, however, manage all these functions with such accuracies? Proper data acquisition is the answer to the question. Data acquisition is indeed a collection of different data, also a digital numerical value that can then be used in the software made by their CTO to anticipate and gain better insight into what to do and how to move ahead.

3.3.2 Processing Data

This is the second step of processing information with correct and error-free data. Data from several different parties were obtained by ShopUp. ShopUp, RedX, MOKAM, Unicorn Distribution - each of these sister concern entities has different types of data and its own source sets. Each employee is specialized and charged with separate teams, but they share one thing in common, which correctly analyzes the results. As a consequence, an important part of this e-business is data mining. Nevertheless, Data analysis is carried out by the organization's generated person as well as software or website.

3.3.3 Analyzing Data Results

As the data process continues to be completed, it is now time to analyze and match the report or forecast data. This step is crucial, as there could be many fatal disadvantages if there are any discrepancies in the dataset or in the processing. As an intern this was my main task of processing their data and upload those to ShopUp's server. This kind of disadvantage occurred a few times during my time as an intern. That's why the data should be checked properly while

processing them, otherwise blunders might occur and reconciling those errors are even harder than the real processing.

ORDER_NUMBER	DELIVERY_CHARGE	COD_CHARGE	PAYMENT_METHOD	LOGIN_ID	LOGIN_PHONE	LOGIN_EMAIL	CREATED_AT	FIRSTNAME	LASTNAME	ADDRESS	ADDRESS2	AREA_ID	CUSTOMER_EM
184726512144196101			CREDITS		8801847265121		2020-12-31	ACI(Dhwapno) Banani-2 Outlate		35,Kamal Ataturk Avenue, Banani C/A		98	
184726512144196101			CREDITS		8801847265121		2020-12-31	ACI(Dhwapno) Banani-2 Outlate		35,Kamal Ataturk Avenue, Banani C/A		98	
184726512144196101			CREDITS		8801847265121		2020-12-31	ACI(Dhwapno) Banani-2 Outlate		35,Kamal Ataturk Avenue, Banani C/A		98	
184726512144196101			CREDITS		8801847265121		2020-12-31	ACI(Dhwapno) Banani-2 Outlate		35,Kamal Ataturk Avenue, Banani C/A		98	
184726512144196101			CREDITS		8801847265121		2020-12-31	ACI(Dhwapno) Banani-2 Outlate		35,Kamal Ataturk Avenue, Banani C/A		98	
140118814144196101			CREDITS		8801401188141		2020-12-31	ACI(Dhwapno) Mohammadpur Outlet		14/23 Manama Turag Building		98	
140118814144196101			CREDITS		8801401188141		2020-12-31	ACI(Dhwapno) Mohammadpur Outlet		14/23 Manama Turag Building		98	
184726503144196101			CREDITS		8801847265031		2020-12-31	ACI(Dhwapno) Sontek Kaja		Sontek Kaja		98	
184726503144196101			CREDITS		8801847265031		2020-12-31	ACI(Dhwapno) Sontek Kaja		Sontek Kaja		98	
184726503144196101			CREDITS		8801847265031		2020-12-31	ACI(Dhwapno) Sontek Kaja		Sontek Kaja		98	
184726503144196101			CREDITS		8801847265031		2020-12-31	ACI(Dhwapno) Sontek Kaja		Sontek Kaja		98	
184726503144196101			CREDITS		8801847265031		2020-12-31	ACI(Dhwapno) Sontek Kaja		Sontek Kaja		98	
184726503144196101			CREDITS		8801847265031		2020-12-31	ACI(Dhwapno) Sontek Kaja		Sontek Kaja		98	
184726503144196101			CREDITS		8801847265031		2020-12-31	ACI(Dhwapno) Sontek Kaja		Sontek Kaja		98	

Figure 1: Format file of Data Processing

3.3.4 Data Incorporation or integration

Updating the whole system after processing the data, integrating the whole system, is another important task for this business. if it does not update properly thus will create an enormous anarchy with the integration of other departments and wings. This step is, in my view, the most important and most carefully handled.

3.4 Summary and Conclusions

To summarize, this study is written to demonstrate the significance of the appropriate approach to cope with information and how one organization can be brought to its peak by collaboration between multiple departments.

3.5 Recommendations

Although ShopUp has established a standard, I still believe they can be better as they are at the beginning of their growing phase. Even so, I would,

Propose some of the points in the following as a recommendation –

1. Since information is the first and foremost component that works within the organization, they should guarantee that the information is clean and authentic. Otherwise, they would face effects like false forecasting, data mixing, etc.
2. Better training of small enterprises and retailers for the future.
3. Update the ShopUp software, website, and UI & UX apps for better usage
4. Attract more skilled workers are by offering lucrative pay.

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