

Report On

**The Impacts of Miscategorization & The Effects of “Project Dclattering”
Towards Customers’ Point of View**

By

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ID: 19104189

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

BRAC University
BRAC Business School
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Declaration

It is hereby declared that

1. The internship report that was submitted was written by myself and my fellow students at BRAC University.
2. Unless properly referenced, the report does not include any previously published or written content from any third parties.
3. The report does not include any work that has been accepted or submitted for another degree or diploma at a university or other institution.
4. All significant aid I have received has been credited.

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Letter of Transmittal

Mr. Riyashad Ahmed
Assistant Professor
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Subject: Submission of internship report on “The Impacts of Mis categorization & The Effects of “Project Dclattering” Towards Customers’ Point of View”.

Dear Sir,

Respectfully, I am submitting my internship report on Daraz Bangladesh Ltd. as a requirement of BRAC University's BBA Program. With your assistance and in accordance with BRAC Business School's guidelines, I have prepared a report in which I discuss briefly my internship experiences at Daraz Bangladesh Ltd. and its Commercial Department.

I have done my best to provide the necessary and supporting data for the report, and I hope that it meets the requirements. In light of this, I pray and hope that you will accept my internship report.

Sincerely yours,

Tasneem Zaman Raisa

ID: 19104189

BRAC Business School, BRAC University

Date: 7th February 2023

Non-Disclosure Agreement

This agreement is made and entered into by Daraz Bangladesh Limited and the undersigned student at BRAC University. Both parties have signed the agreement.

Tasneem Zaman Raisa

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Acknowledgement

Working as an intern and preparing my internship report in accordance with the requirements for the Bachelor of Business Administration degree has been an honour and a privilege. My internship report preparation would not have been possible without the ongoing assistance and direction of those who assisted me.

To begin, I would like to thank Allah for equipping me with the skills and abilities to complete my internship report. Instilling in me the correct attitude and patience required to successfully complete my internship and prepare my internship report was also extremely helpful.

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Last but not least, I would like to thank Mehedi Sultan, Team Lead of Catalogue, Commercial Department at Daraz Bangladesh Ltd, and Md. Tarikul Islam, Senior Executive of Governance at Daraz Bangladesh Ltd, for allowing me to work as an intern under their guidance and supervision and for assisting me in preparing my internship report with the pertinent information. In addition, I would like to express my gratitude to my co-workers, who helped me during their busy schedules by providing me with necessary instructions when required.

Executive Summary

Keywords: Sku, Catalogue, E-commerce, Daraz

This is an age of globalization and E-commerce development. Internet is integral to our day-to-day lives and means of support. In this report, I have attempted to discuss both the internal and external processes of an e-commerce company, focusing primarily on Daraz Bangladesh Ltd.'s Catalogue management process. Daraz Bangladesh began its official journey in Bangladesh in February 2015, and within a short period of time, it became the country's leading online retailer. Working in the Commercial Department of Daraz Bangladesh Ltd. has given me first-hand experience with the significance of rapid product movement to the success of e-commerce on both a global scale and in Bangladesh. The role of intern has been assigned to me. The goal of this report is to provide an overview of the process that the plan processors at Daraz Bangladesh go through and the steps that they take. The findings of the report have been presented in three separate chapters. In the first chapter, I discuss my duties and responsibilities in the Actuarial department, as well as the experience I gained during my internship. The next chapter, which is a summary of the overview and an introduction to the organization, comes after that. Discussion has taken place regarding its vision, mission, and organizational structure. In addition to that, it discusses the services that the company offers, as well as the SWOT analysis and the five forces of Porter. The primary aspects of the project are then discussed in the third and final chapter of the project. In this chapter, we will discuss the objectives of the study, as well as all of the findings and analysis that pertain to the company. Within the Commercial department, the Catalogue team was one of the groups that I belonged to. The decluttering project was essentially given to me to work on. The project was illustrated in the graph that came before it. As a member of the Catalogue team, I will restrict my discussion to the responsibilities that have been handed to me. The increasing of a product's marketability is the goal of the decluttering process. Therefore, Team Catalogue works through the necessary procedures in order to accomplish the goal. It was primarily up to me to revise and clear out the miscat assortment. These two components are the most important factors in determining whether or not this project will be successful. We are forced to come to the realization that the sales volume at Daraz Bangladesh Ltd. is quite high given that there are no other viable alternatives. Consumers, on the other hand, are susceptible to change, and when a more desirable alternative becomes available, they will reduce the amounts of products they buy. Many people have the opinion that it can't be trusted and shouldn't be relied on. There are

almost no compelling reasons to make a second purchase from Daraz Bangladesh, and those that do exist are extremely insignificant. Therefore, Daraz Bangladesh needs to expand the range of services it provides and work to cultivate customer loyalty. The company Daraz places a high priority on its products, sellers, customers, and market. Daraz Bangladesh will have the most loyal customers and the most efficient delivery system in the event that Amazon decides to establish a presence in Bangladesh. Consumers have a perception of this company as one that is rapidly expanding while also being volatile. Always plan for the long term, and work to cultivate a brand image that is powerful and credible.

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List of Acronyms

B2C	Business to Consumer
SKU	Stock Keeping Unit
KPI	Key Performance Indicator
GMV	Gross Merchandise Value
MPCD	Market Place Cross-Docking
MPDS	Market Place Drop-Shippin

Chapter 1

Overview of Internship

1.1 Student Information

My name is Tasneem Zaman Raisa, and I am a BRAC University BRAC Business School student. My student identification number is 19104189. In the summer of 2018, I began my undergraduate studies. I studied Finance with a minor in Accounting.

1.2 Internship Information:

1.2.1 Period, Company, Department and Address:

I've been granted the chance to intern at Daraz Bangladesh Limited. Daraz Bangladesh is a forerunner in the e-commerce industry, having ushered in a proliferation of similar sites and a sea change in consumers' attitudes toward online shopping in Bangladesh. They promise a quick, safe, and easy online shopping experience and stock items from numerous well-known Bangladeshi and Chinese brands.

My internship will last three months, starting September 11, 2022 and ending December 8, 2022. My internship is in the Commercial department at the Banani headquarters. The headquarters of Banani are located at Asfia Tower, Rd No. 11, Dhaka 1213.

1.2.2 Company Supervisor's Information:

Mehedi Sultan, who is Team Lead - Catalogue, is in charge of my internship at Daraz Bangladesh Ltd. His job is to lead a group of 40 people. Working on projects both abroad and close to home Getting KPIs for five sub-teams Keeping an eye on how well the team is doing is part of Campaign Management.

1.2.3 Job Scope:

Currently, I am an intern with Daraz Bangladesh Ltd.'s Commercial Catalogue, Market Operations Department. After three months on the job, I've settled into a routine and been given some responsibility. I was responsible for a number of different things, but my background is far broader than that. I learned about related initiatives, the relative weight of my many responsibilities, and various contingency strategies.

Working with the Daraz Seller Center, I move claims from incorrect to appropriate categories as part of my job in the claims department. The same goes with the Daraz Seller Center, where I have also implemented Revamp. I also got together with the folks I'm working with on "Project Dclaterring." The greatest sale of the year, the Daraz 11.11 Campaign, featured this project more than any other. Content score, Remove Miscategorization Assortment, and Remove Duplicate Assortment are all part of this project.

1.3 Internship Outcomes

1.3.1 Contribution to the Company:

During the time that I participated in the internship program, I was placed on the "Governance" team, which was part of the Commercial department's "Catalogue - Market Operation" subdepartment. I was mostly responsible for the Miscategorization and Revamp tasks that were assigned to "Project Dclattering" here. This concept was developed in preparation for Daraz's most successful campaign, 11.11. Whatever the case may be, as a result of my participation in this project, I was able to ensure that clients could locate the products they sought in the appropriate category. Customers experience a great deal of difficulty in locating the products they are looking for as a direct result of incorrect classification. Customers, on the other hand, are likely to be perplexed regarding the goods in question if the Titles and Descriptions are not sufficiently clear. As a result, I went ahead and implemented all of those adjustments in order to facilitate the expansion of Daraz's GMV.

1.3.2 Benefits to the Students:

My time as an intern at Daraz Bangladesh provided me with invaluable experience that will serve me well in my future career. While in Daraz, I improved in a number of different areas: technically, socially, and personally. Being in the Transportation Operations Department gave me the opportunity to learn a wide variety of technical skills. In my case, I state that my use of Daraz Seller Center compelled me to become familiar with a wide variety of applications. In addition, I am proficient in MS Office (Excel, Word, PowerPoint, and Word) as well as MS Team. Ali Lang, Ding chat, Ali mail, etc. are just a few examples of the proprietary software used by the various Alibaba businesses. All of these factors contributed to my overall technical credibility. The life of the skilled might be deferential and functional. Acquiring all of those personality traits and the appropriate speech patterns is a whole new ballgame. Because of Daraz's open office policy, in which employees from all departments are encouraged to interact with one another and no one is off-limits, frequent cross-departmental communication is

essential. My social skills and knowledge of how to obtain resources both received a boost from this. Daraz gave me the most significant growth in my life by providing me with an opportunity to transition from a personal corporate experience to a tremendous MNC experience. In this environment, I learned about the ins and outs of working in a corporation.

1.3.3 Challenges Encountered While Interning:

Work in the Catalogue Market Place Operations office is always hectic and full. Therefore, in order to provide adequate support to teams and departments, I am sometimes forced to work past the normal working hours or even on non-work days. In addition, the company prefers to keep its financials a closely guarded secret in light of its status as a private entity. The report was unable to give a comprehensive examination of Daraz's financial situation because of this. Because of this, I was in a dilemma when it came time to write up my internship report and had to make do with very little information about the company.

Chapter 2

Organization Part

2.2.1 Introduction to Daraz Bangladesh

"Daraz" is an Urdu word that refers to the entire e-commerce industry as "Drawer." Daraz confidently launched its business in Bangladesh as daraz.com.bd. A new website for a fourth internet service provider emerged midway through 2013. Four million individuals follow Daraz on Facebook. In spite of this, Daraz monitors search engine optimization and is well-known in the online community. This means that Daraz typically ranks first when consumers search for "Google's most comprehensive online website." The largest South Asian e-commerce company is Daraz.

Daraz was established in 2012, with funding from German VC firms. Daraz also has operations in Bangladesh and Myanmar, two countries in the South Asian region. Daraz also serves as a major market in Pakistan and Nepal, two other countries in South Asia. In 2018, Alibaba purchased Daraz outright, which meant it acquired all of Daraz's shares in circulation. Daraz is one such company; it dominates its sector in Bangladesh.

2.2.2 Mission and Vision of Daraz Bangladesh

Mission: Daraz's mission is to get all of the buyers in the marketplace. Daraz regularly offers a wide range of discounts to help customers save money on their purchases. Daraz also tries to keep prices as low as possible for its customers, which is why the company's motto is "Happy Shopping."

Vision: Daraz Bangladesh wants to get items delivered within an hour in Dhaka and within three hours outside of Dhaka.

"To be the most solid commercial center and offer the best service to our clients, customers, and sellers or importers." (Ahmed, 2016)

Goal: Daraz's goal is to offer the highest-quality goods at the lowest possible price in the shortest amount of time.

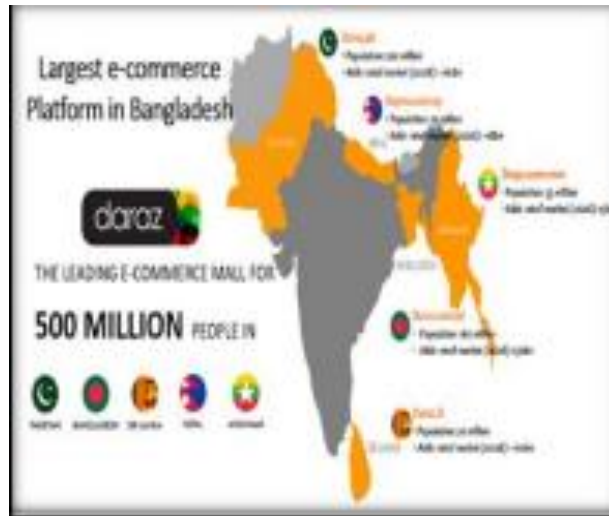


Figure 1: Area Covered by Daraz

2.2.3 Values of Daraz Bangladesh:

These five core values guide all of Daraz Bangladesh's business decisions and endeavors. While delivering products and services, these principles have been implemented across all of their business units. They are listed below:

i. Integrity: DARAZ Bangladesh operates with the highest degree of integrity toward its business partners, employees, customers, and the community as a whole.

ii. Dedication to Customers: Bangladesh devotes their efforts and time to providing their customers with products and services that bring them pleasure and happiness. They gauge their own success based on the satisfaction of their customers and their positive feedback.

iii. Teamwork: Bangladesh thinks that everyone should feel like they own the company, and they want our employees to make a difference by doing their jobs well. They can do this because everyone in the company talks to each other in an open and honest way.

iv. Embrace Change: E-commerce is no different from the rest of life in that it is inevitable that things will change. Everyone who works at Daraz knows this for sure and has made it their mission to accept it and do their jobs in line with it. You can see it in how Daraz has grown since the beginning.

v. Social responsibility: Daraz Bangladesh wants to give back to and improve the communities where it does business. Their identity is tied to the way they run their business. When making

business decisions, they use a business plan that takes into account ethical, social, environmental, cultural, and economic factors.

2.3 Management

2.3.1 Organizational Structure of Daraz Bangladesh:

The Alibaba Group purchased Daraz Group in its entirety and assumed official operational control. Alibaba is eager for its ecosystem to become a part of Daraz's biological system in order to jointly serve customers more effectively, as stated by Daraz's CEO, Daniel Zhang.

Md. Mahbub Hasan, the managing director of the group, is in charge of all of Daraz Bangladesh's business units and their major decisions. In 2015, he joined Daraz Bangladesh as chief financial officer, and in 2017, he was promoted to managing director. Kazi Mohammad Jafar Sadek, Daraz Bangladesh's Chief Human Resources Officer, is now in charge of human resources. He joined Daraz Bangladesh in 2018 and has 13 years of experience as an HR specialist in the apparel, banking, manufacturing, and e-commerce industries. The following organizational structure diagram depicts Daraz Bangladesh:

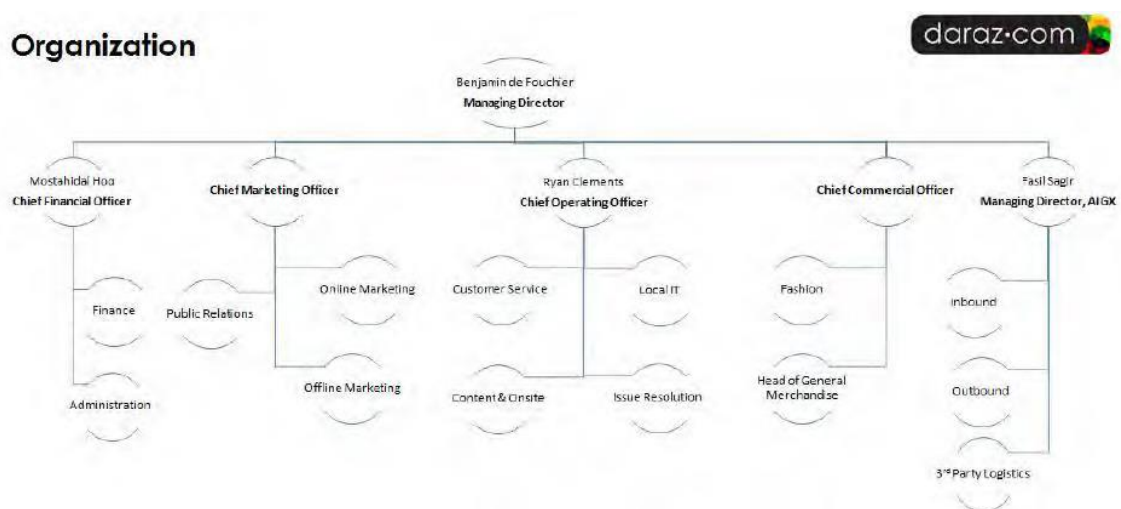


Figure 2: Organizational Structure of Daraz Bangladesh

2.3.2 Organizational Divisions of Daraz:

Each part of a business is important, depending on the size and type of the task. From their point of view, each division is trying to be competitive with the way they do things. People with different skills are put in charge of departments to help the organization reach its goal. Since Daraz is an international e-commerce company, the activities of each department are organized and carried out according to a pattern set by the Alibaba Headquarters. Daraz's key departments are:

Finance Department	Information Technology Department
Account Department	Department of Public Relation
Marketing Department	Onsite and Content Management Department
Human Resources Department	Issue and Resolution Department
Commercial Department	Graphic Design Department
Business Development Department	Operations Department
Administration Department	Customer Services Department
Sales Management Department	Department of Category Management

Each department has its own collection of subdepartments. All business processes are digitally managed, making Daraz the most comprehensive e-commerce website in Bangladesh.

2.3.3 Organizational Leadership Style

At Daraz Bangladesh, leadership is based on a clear chain of command, strict rules, and staff members who follow them. So, Daraz Bangladesh has a bureaucratic style of leadership, in which rules for running the business and making decisions are set by a hierarchy of power. The way Daraz Bangladesh is run is very formal, which is helping the organization reach new heights every day. Here are a few advantages:

- It puts the tasks and roles of a team in one place: Bureaucratic leaders want their teams to know what their jobs are. The goal of this style of leadership is to make people who are experts in their own fields, even if they sometimes have to do more than one job. Every team member has a different task to do. So, everyone, including the leader, can focus on what they do best, which is making sure that the right person answers every question.
- The company is set up in a way that makes it clear who is in the charge of what and who is in charge of the people below them. For example, Daraz employees report to their department heads and are supervised by their team supervisors. When it comes to what the department heads do, the department vice president has the final say. The CEO is in charge, and the board of directors is in the charge of the CEO.

2.3.4 HR Management Practices:

HR is an important part of every business because it looks out for the best interests of employees. The Daraz Bangladesh human resources department has also been thinking about this issue. The department is in charge of the organization's human resources (HR) needs, like payroll, rules and policies, and so on. The general manager keeps in touch with the HR department and takes care of any problems that need someone with more power. The general

manager keeps the HR department up to date. One of the deputy manager's main jobs is to help the general manager with issues related to the company's human resources. The organization's deputy manager works with the executives on hiring, payroll, training and development, and other HR-related issues.

The rules and policies: At Daraz Bangladesh, employees have very set hours. The hours they work are either 9:30 a.m. to 6 p.m. or 10 a.m. to 7 p.m. Also, workers who show up late get three more days. The workers then have to pay a fine. People can take up to 14 sick days and up to three days off for other reasons, according to the HR department. They can also take up to 20 paid vacation days and other paid time off every year. Human resources also make sure that employees get paid on time, which is usually the first week of the following month. During the first week of the month, the human resources department is busy processing payroll for the employees. They have to make sure that the payroll information for all the workers is correct and that the right people are put in the right places. The HR department also comes up with benefits and rewards for employees. For them to work, they need to be useful and made in a way that makes employees want to work hard. Also, the HR department won't put up with any kind of bullying or unfair treatment. Someone will be charged if they are caught breaking it.

The Human Resources (HR) department is in charge of hiring new employees. When people are needed in other departments, the people in charge of those departments put in a request. Later, he works with the heads of the different departments to do an analysis of the job and make the job posting. The reason for this is that the HR department keeps track of what tasks and responsibilities each supervisor has. After that, he puts it on different job sites and social media sites. He also tells people inside the company about the job openings to see if they can help him find the right person. Sometimes, the head of a department will tell him about a qualified candidate they know through their own networks. The HR department starts the hiring process by looking at resumes. Managers help him look through the resumes that match what the head of the department asked for. He schedules the interviews after asking the right department head if he or she is free. He then tells the applicants when and where their interviews will be.

Interviews and choosing: First, the department heads are interviewed to find out which candidates have the most potential. As long as the candidates pass the first step, the deputy manager will talk to them and check their work history, credentials, and other information

about them. The deputy manager also checks the applicants' backgrounds. If it's needed, references and past employers are called. If everything goes well and seems good, the group managing director and the general manager of the HR department talk to the candidate again. It is important to know that the company only uses this third interview stage when hiring for higher positions. For jobs with less responsibility, there is a second round of interviews, and candidates are chosen if they meet all of the requirements. At the entry level, job candidates also have to pass an online test called the METTLE test, which checks their general knowledge and skills.

The onboarding and training process begins when the candidate has been selected and an offer letter has been sent; the candidate has a week or two to accept the offer before it expires. This is because openings in the company's workforce have become critical. Further, in the case of senior-level positions, the contract signing period is capped at one month to allow the candidate to wrap up loose ends at their current workplace. HR supplies new hires with electronic devices and mobile phone SIM cards on their first day. This aids in their speedy acclimation to the situation. A candidate's probation period may last up to two months after they've been selected. They get oriented to their roles and responsibilities during this time. Besides that, some of them receive instruction in more efficient methods of performing their duties. Learning on the job is highly valued at Daraz Bangladesh. If the new hire performs well during their probationary period, they will continue working under the terms of the permanent employment agreement they signed upon being hired.

The business of Daraz Bangladesh does not use a 360-degree feedback system for employee performance reviews. Employees appreciate self-evaluation when it allows for both the giving and receiving of feedback on one's own performance and conduct for the purposes of development. Daraz also has the line managers of each division rate each other out of ten, in addition to the company's own evaluation. Here is a rundown of the grading scale and criteria:

10 out of 10	Exceptionally Outstanding Performance
--------------	---------------------------------------

8 out of 10	Excellent Performance
7 out of 10	Strong Performance
6 out of 10	Meets Expectation
4 or below out of 10	Need Improvement

These evaluations happen four times a year, at the beginning of each quarter. Depending on how things are going, there is some flexibility in how often evaluations are done.

As was already said, Daraz Bangladesh's pay system gives employees who meet their Key Performance Indicators annual raises (KPIs). Employees who have worked there for a year or more get two more holiday bonuses each year. Workers are also allowed to take vacations during the work year. The worker may also be able to use paid time off that has been saved up. Daraz Bangladesh gives its employees a phone sim card for free, in addition to their regular pay. All of Daraz Bangladesh's employees go on an annual trip called "Re-Treat" to relax and get to know each other. This can be seen as a non-monetary perk.

2.3.5 Organizational Development and Employer Branding:

On a regular basis, employees receive training in office ergonomics. In these classes, employees are taught how to use reminders and other prompts to get up from their desks and, ideally, take a walk outdoors. They are encouraged to walk to a co-worker instead of e-mailing or calling (when appropriate), and they are shown how to switch up their tasks frequently throughout the day to encourage frequent repositioning of the body.

Future Leadership Program is a program run by Daraz with the objective of identifying and developing the most proactive and effective Management Trainees. During the pandemic, Daraz provided its remote employees with complimentary COVID-19 testing.

The primary objective of Daraz Bangladesh's D-Women initiative is to empower women in the workplace. The initiative's objectives are congruent with the company's international operations. During these sessions, women in the workplace can air their grievances, generate solutions, and plot a future course of action.

Daraz Bangladesh also hosts sports competitions between departments. This provides employees with the opportunity to socialize outside of their typical work environment, which can help break up the monotony of the job, improves their leadership and teamwork skills, and increases their commitment to their respective departments.

2.4 Marketing Practices of Daraz Bangladesh Ltd.

2.4.1 Marketing Strategies of Daraz Bangladesh Ltd.

The website accounts for the majority of Daraz Bangladesh Ltd.'s current business. Therefore, internet advertising is prioritized to increase revenue. Online marketing has surpassed Offline marketing in recent years, but Offline marketing continues to exist. In addition to selling its products online, Daraz Bangladesh Ltd. also promotes them in-store and via other conventional means. Examples of such conversations include the following:

- Daraz Bangladesh Ltd. engages in online promotion via platforms such as Facebook, Instagram, YouTube, and Twitter, producing original content such as motion graphics and short videos for these channels.
- Daraz Bangladesh Ltd. routinely publishes advertisements on a multitude of online platforms. Any user who clicks on one of these advertisements will be redirected to Daraz Bangladesh Ltd.'s website. In addition, SEO services are available.
- Affiliate marketing is another method utilized by Daraz Bangladesh to promote other well-known businesses in the country.
- Taking part in various Events.



Figure 3: Daraz at Diwali- the Festival of Lights / Daraz Life

- Promoting sales events such as the 11.11 sale, the Anniversary sale, and the Super Sunday sell by putting up banners advertising Daraz Bangladesh Ltd. in various markets and giving customers discount vouchers and offers.



Figure 4: Daraz becomes Bangladesh cricket team sponsor

The fact that Daraz Bangladesh is the current title sponsor of the Bangladesh National Cricket Team is a smart marketing move.

2.4.2 Targeting Strategies of Daraz Bangladesh Ltd.

Daraz Bangladesh uses a variety of marketing methods to reach different groups of customers. The city of Dhaka was the first place they wanted to go. All over the country, their number of clients has steadily grown. In Bangladesh, where most people who use the internet are young, they focused on young people and those with middle- to high-incomes. Daraz has special deals every day of the year, even on Pohela Boishakh, Valentine's Day, Black Friday, and the Eid holiday.

Daraz Bangladesh uses phrases like "best prices in Bangladesh," "easy shopping," "best service in Bangladesh," and "100% authenticity" to talk about its position. (Daraz, next year, 2020) This means that the same product will be sold for different prices, and Daraz offers "the same for less" to its customers. Daraz sells the same things for prices that are very close to what they cost in stores or from competitors. It is important because customers are happier when they can compare prices on different websites. The price is not the same as what you'd pay at other online stores. Because they have special brand agreements, they can give discounts of up to 70% on products from many different brands and companies. The Daraz Bangladeshi Film

Festival will happen in 2019. Since they are international companies, Daraz has a prominent place. Even though this is true, Daraz presents itself as a digital platform for shoppers by offering a discount voucher, shipping items as quickly as possible, and making it easy to send items back.

2.4.3 Market Segmentation of Daraz Bangladesh Ltd.:

Geographic variables:

Initially, Daraz Bangladesh attempted to sell to the entire nation as a single market segment. Daraz Bangladesh was founded in 2013 with the intention of capitalizing on the booming e-commerce market in Bangladesh. The majority of their focus was on Dhaka and Chittagong, both of which are major cities. Daraz has been able to dominate the entire nation solely through digital and online operations, and they are doing so exceptionally well.

Demographic variables:

Regarding age groups, they attempt to sell technology to younger individuals. In addition, because young people today are well-versed in fashion, technology, and trends, they expect and desire these things. As I browsed the Daraz website, however, I discovered that they provide a vast selection of products and services to meet a variety of needs. There are baby products for elderly individuals. From this, it appears that Daraz is not only interested in one type of segmentation. It is safe to say that it serves families from all walks of life, as it offers a wide variety of products at a range of prices. The mission of Daraz Bangladesh is to reach those who do not have access to the internet.

Psychographic variables:

Daraz Bangladesh thinks about how people live, how willing they are to take risks, and what kind of leaders they are when they make and sell products. Daraz is an online marketplace, so it puts a lot of weight on demographics and psychographics to find out more about "who" its customers are and "why" they buy. But people who use the internet, like those who use Facebook, Twitter, and email, were singled out as being very important customers.

Behavioural variables:

In terms of behavioral factors, examples include the product's capabilities and benefits, as well as its level of consumer adoption. Daraz Bangladesh employs a variety of metrics, such as consumer spending patterns, product and service utilization, desired benefits, and the proportion of heavy, moderate, or light users. Possibility is at best remote. In other words, it is not intended solely for your most loyal customers.

2.4.4 Marketing Mix of Daraz Bangladesh Ltd.:

The marketing mix is the set of tools that a company uses to put its marketing strategy into action. The marketing mix is a way to figure out how well a company's advertising strategy is working. Here, we'll talk quickly about the marketing mix that Daraz Bangladesh uses to reach their marketing goals.

Product: Daraz is a marketplace for goods and services where businesses sell directly to consumers. When making a purchase, you can choose from twelve main groups, and each of these groups is further divided into more specific subgroups. The month of Ashraf, in the year of our Lord 2020. For example, there are sections for "Electronic Devices and Accessories," "TV and Home Appliances," "Health and Beauty," "Babies and Toys," "Groceries and Pets," "Men's and Women's Fashion Accessories," "Sports and Outdoor," etc.

Daraz is an online market, so you will do your shopping there. So, the arrangement is now located at the site/virtual commercial center. Check out this link to read more: <https://www.daraz.com.bd/>

Price: Daraz has more than 80 million products for sale at prices that are competitive. Because of this, the possible range of values changes. Daraz is an online marketplace that wants to give its customers the best service it can. The price is completely up to the seller's choice. Daraz pays their employees with the commissions they get from customers. If the agreements are met within the time frame given, Daraz will get a bonus. The commission could be anywhere from 2% to 15%, depending on the item.

Promotion: Daraz's success is due in no small part to their online marketing efforts, especially their Facebook page, Instagram, and email blasts. Daraz does not offer a digital presence. They do a number of things to make sure they have a strong relationship with their customers. Many

newspaper articles have been written about them over the years. They also have a way to sell directly to consumers, and consultants get a cut of any sales made through their profile. No matter, why the number of unique workouts posted to their Facebook page has gone up like a rocket.



Figure 5: Daraz 11.11 campaign



Figure 6: Vouchers

People: More than 2,000 individuals are employed as representatives in Daraz. Their work is continuously expanding in scope. They use their own delivery service, DEX (Daraz Express), within Dhaka, but they also receive assistance from other locations. We collaborate with eleven third-party delivery services, such as Paperfly and Redex, to ensure that your packages arrive on time and in perfect condition. Five local center points have been established outside of the capital city in the cities of Chittagong, Mymensingh, Sylhet, Khulna, and Rajshahi. Our Lord's year 2020 is Ashraf.

Things that are visible: A virtual store is utilized for customer transactions. In the year of our Lord 2020, Ashraf, Daraz has just released a new line called "Yume." Regardless of the circumstance, the website offers numerous brands, including Samsung, Xiaomi, Huawei, Apex, Bata, and Yellow.

Despite the fact that the steps for purchasing items online differ from those for purchasing items in person, purchasing items online is vastly superior and requires much less time than purchasing items in person. Several programs, including vendor focus, CRM, distribution

center module, and delivery module, are utilized to maintain the cycle. I will elaborate on each of the following:

o **Seller Center:** This product allows merchants to communicate with a Daraz contact person in order to keep track of an item's price and weight. In addition, it provides vital information to the business development and sales departments at Daraz, allowing them to make plans, track inventory, and manage stock. (Ashraf, 2020)

o **CRM:** This tool is beneficial to merchants because it allows them to communicate with a Daraz contact and keep track of an item's price and weight. Therefore, Daraz's division for business development and deals has access to vital information for conducting transactions and tracking inventory. (Ashraf, 2020)

o **Warehouse Module:** With a distribution center in place, it is much simpler to acquire goods, inventory, and delivery measures. (Ashraf, 2020) o **Delivery Module:** This module allows individuals outside the organization to track items that are being shipped to the organization and provides the item's shipment status. (Ashraf, 2020)

2.5 Financial Performance and Accounting Practices of Daraz Bangladesh Ltd.

2.5.1 Financial and Accounting Practices:

The department of finance and accounting is crucial to the financial operation of Daraz. The department's main office is located at Banani's corporate headquarters, which is also its place of employment. This division is in charge of all financial and accounting transactions. As a private limited company, Daraz does not publish its financial statements. What each department does is also not specified. I attempted to explain the process as thoroughly as possible using the information available.

Management Information System The organization tracks and reports on its financial and accounting activities using a variety of software. Because it is company-confidential information, I cannot disclose the name of the software. Microsoft Excel is commonly used for data tracking and report creation. Microsoft Excel is also utilized to record, store, and analyse financial information. With accounting software, a company may be able to streamline processes and function more efficiently. It will be easier to keep track of and run the business if all financial and accounting functions are housed in a single location.

As was previously stated, Daraz Bangladesh Ltd. has a strict policy regarding the disclosure of financial information, so they do not disclose such data. Due to this, Daraz Bangladesh Ltd.'s financial statements are kept confidential, preventing an accurate analysis. However, it can be said that the company's financial health is strong, allowing them to expand locally and globally. Alibaba decided to acquire Daraz Bangladesh due to its success. This has aided Alibaba's gradual entry into the South Asian market and generated significant revenue for Daraz Bangladesh Ltd. Consequently, we can assert that the company's finances are healthy.

2.6 Operations Management and Information System Practices of Daraz Bangladesh Ltd.

Management information systems keep track of a business's data and use it to make decisions. This includes the people who use the systems and the hardware and software they use. Managers use information systems to collect, store, and combine important pieces of corporate data so they can analyse, keep an eye on, or make decisions. Daraz Bangladesh uses computer-based information systems to speed up the manufacturing process. They also use these systems to place orders, keep track of inventory, send and receive payments from vendors, and handle billing. Almost all interactions between consumers use information systems. When a customer places an order or a seller sends a product to be delivered over the internet, the information systems record and track the transaction and send the right information to the right places. Daraz is a full-service online market that does things the right way. They take care of different pieces of software for the Alibaba Group for different reasons.

Seller center: This is a business registration module. They sort items, change prices, and put products on the internet to run their online business. On the other hand, vendor managers keep track of sales, make sure that data is up-to-date, and evaluate a wide range of situations and tasks. The departments of warehousing and content also help out with the seller center.

- Both the operational and customer support teams use the Order Management System (OMS). This module makes it easier to keep track of inventory, handle orders, manage warehouses (both one and more than one), handle returns, and drop ship. When working with customer service teams, it is used to make sure that customers' orders are correct and to handle their problems by managing departments.

Hub Management Tool (HMT): Most of the time, the warehouse operations staff uses HMT to keep track of the goods during Market Place Cross-Docking (MPCD) and Market Place Drop-Shipping (MPDS). Ship the goods to the right place and have them brought there.

Delivery Module (DM): This module makes it easier to track vehicles, manage orders and packages, and work with 3PL delivery partners. This module is also used by the finance department to keep track of every day's delivery and collection records.

Transport Management System (TMS): This is where the latest information about the status of an order that is being tracked is made. This is one of the modules that almost every department at Daraz Bangladesh uses the most. At the end of the day, the finance department makes decisions and pays sellers based on the updated Terminal Status in the Transport Management System.



Figure 7: Transport Management System (TMS)

Logistics Network Platform (LNP): The Logistics Network Platform is basically an updated version of the TMS. Access to it is limited based on who is using it at the time. Also, the Logistics Network Platform can get all important information, such as the shipper or recipient's information, the unit price or retail price of the package, its weight, and any other information.

Logistics Operation Platform (LOP): The main module for the Operations department. Orders can be tracked both forwards and backwards, and a product's status level can be used to track its whole lifecycle.

2.7 An Analysis of Daraz Bangladesh Ltd.'s Market and Competitors

The market structure analysis reveals what types of people are in the industry, what goods are used as replacements, how difficult it is to enter the industry, and how powerful customers and suppliers are. Later, when we examine Daraz's business structure, we will discuss these topics. The market structure analysis reveals the characteristics of the company's competitors, the types of goods that can be used as substitutes, the types of entry barriers, and the extent to which customers and suppliers can negotiate. In the sections that follow, we'll examine these points in greater depth in order to determine how Daraz fits into the business world.

2.7.1 Porter's Five Forces Analysis of Daraz Bangladesh Ltd.

A Porter's Five Forces analysis is a good place to start when trying to figure out how competitive a business environment is and how profitable a company is. I've tried to focus on things that affect DARAZ in this report:

Porter's five forces



Figure 10: Porter's Five Forces

I. The power of buyers to bargain: In e-commerce, prices are set by sellers who do business on-site, so buyers have little or no power to negotiate. Most stores sell the same item for about the same price everywhere. When there is competition, buyers do not have as many options when they want to trade. Because of this, customers can buy from lots of different sellers while still using the same platform.

II. Threat of Substitute Products: Products that can be changed are a problem because the same thing can be bought in person or on several different e-commerce sites. So, when you want to buy something from this company, you have a lot of options. The site Daraz, which is a direct competitor, has both the main things and some other options. There is no risk because Daraz Bangladesh has so many things to choose from. Daraz Bangladesh came up with many ideas and plans based on basic values. They went to great lengths to show their clients that they couldn't be beaten.

III. Bargaining Power of Suppliers: Merchants do business on the Daraz platform in exchange for a commission for using the platform. Daraz has no ties to the vendors there, so he has no control over them. Due to seller relationships, suppliers may have more negotiating power than sellers, but this doesn't affect Daraz or other e-commerce sites that do business in the same way. Since there are so many suppliers, they don't have much negotiating power.

IV. The risk of new competitors: Bangladesh's e-commerce business is growing and doing well, but new competitors are a big problem. Instead, this business is easy because anyone who can make an app and website for a smartphone or tablet is already in business, even if it will take some time to grow. This is a very successful business, but new competitors are a huge threat. Because there is a lot of government infrastructure, it's hard for new people to get into the market. So, new competitors have less of a chance of being successful.

V. Competition: There are a lot of people in the e-commerce market in Bangladesh, which means there is a lot of competition. All of the other forces' positions also lead to the same

conclusion. So, you could say that there is a lot of competition on the market, which makes the industry interesting. As a well-known actor, DARAZ was able to portray these worries well.

2.7.2 SWOT Analysis of Daraz Bangladesh Ltd.

A company's SWOT analysis looks at the company as a whole or at individual divisions to determine the company's advantages, disadvantages, opportunities, and threats in terms of marketing strategies and products (SWOT). In the long run, it helps a company succeed by facilitating better decision-making. We've included a thorough SWOT analysis below of Daraz Bangladesh Ltd.



Figure 11: SOWT Analysis

Strength:

- The website and app are better than those of competitors. For example, pickaboo.com, clickbd.com, and bagdoom.com all offer similar services, but DARAZ Bangladesh's website and smartphone app are better.
- There are sales on well-known brands like Samsung, Bata, and Apex at DARAZ Bangladesh.
- Reliability of customers: Because many companies offer certified warranties to customers who buy through DARAZ Bangladesh, buyers are more likely to get real products and have time to return them if they aren't satisfied.

Weakness:

- **Rapid employee turnover:** Bangladesh has a high turnover rate, as growth opportunities are limited and wages are low.
- **These items are not eligible for a refund:** Books and clothing, for example, cannot be returned or refunded.

Opportunity:

Bangladesh's internet market, which is still in its infancy, has great potential to accept international orders. In the future, Daraz intends to accept orders from other countries as well.

- **DARAZ** In addition to cakes, cards, and flowers, Bangladesh may offer gift delivery services.
- **Urgent delivery:** In the future, if there is sufficient demand, they may offer urgent deliveries such as same-day delivery.

Threats:

- International titans such as Amazon or eBay could seize control if DARAZ fails. Bangladesh cannot establish a substantial market presence.
- The vast majority of DARAZ's prospective clients Bangladesh is unable to access it due to its status as a third-world country with poor internet connectivity. As a result, there are a great deal of competitors on the market.

2.8 Summary and Conclusion:

DARAZ Bangladesh Ltd. has an excellent opportunity to grow and dominate the market in the years to come. On its way to its current position, the organization has faced and overcome numerous obstacles and setbacks. Initially, it was a small group, but it has since grown into a massive corporation. Customer satisfaction and product quality should be the top priorities for all businesses engaging in online commerce. DARAZ Bangladesh Ltd is a decentralized organization whose employees share core values, making adaptation to new circumstances

easier than it may appear. DARAZ Bangladesh is able to maintain its position as the market leader in Bangladesh's e-commerce landscape due to the efforts of each division.

Chapter 3

Project Part

Title: The Impacts of Miscategorization & The Effects of “Project Dclattering” Towards Customers’ Point of View

3.1 Introduction

I did an internship with the Commercial department of Daraz Bangladesh Ltd. I was put on the "Catalogue" Team of the department. In addition, I had to help my teammates. My main job was to find the wrong product categories and put them in the right ones. Initially, I changed categories by using Daraz's FBI software. But sometimes I have to manually enter them using the Daraz Seller Center. In this chapter, I will try to explain how I work in the claims department and show how it is improving the customer experience at Daraz Bangladesh and setting the company up to be the first e-commerce company in the country. I will also try to give an overview of the Commercial department's Catalogue team, which is an important part of Daraz Bangladesh Ltd.'s e-commerce operations.

3.1.1 Literature Review

The purpose of this study is to determine the nature of the connection between online shopping customer experience and trend movement. When conducting research on a particular topic or problem, a "literature review" is an option. In order to present a summary of past research, it is necessary to read all relevant articles, books, and other sources. Previous findings should be summarized, evaluated, and clarified in the literature review. This will provide a theoretical basis for the research and aid in defining its topic. The reader is able to evaluate the significance of the study based on the information provided in the literature review, which describes the findings of previous research. Given that the researcher has acknowledged a prior study on the subject, it is reasonable to assume that they have a sufficient grasp of it. The evolution of the

topic can be better comprehended if the reader examines how the pertinent literature has evolved over time.

Purchasing goods or services via an electronic medium such as the Internet constitutes online shopping. The term "online shopping" refers to the practice of acquiring goods and services from Internet-based retailers. Online shopping enables consumers to make purchases from the comfort of their own homes while seated in front of their computers. The most acceptable Internet consumer behaviors and their methods for accessing, connecting, and calculating product data were evaluated. The examination of survey results and the most recent market performance theory revealed a number of obstacles that are detrimental to a particular clientele (Petrovic and Dejan, 2010). (2010) The pair Petrovic and Dejan Electronic commerce, according to Tian and Stewart (2007), encompasses not only the exchange of goods and services, but also the maintenance of existing clientele, the formation of relationships with consumers and other businesses, and the exchange of business with these individuals and organizations. The act of purchasing goods or services via the Internet is known as online shopping, and businesses must have a comprehensive understanding of how customers feel about it. Academics anticipate that e-commerce will completely replace conventional trade in the near future (Heng and SH, 2003). Purchase intention is the likelihood that a consumer will purchase a specific product in the near future. When deciding whether or not to purchase a product, the vast majority of customers are influenced by the comments and ratings they find on internet reviews, regardless of whether the opinion is positive. Mobile-compatible social media platforms are accessible from anywhere, which not only increases users' access to information but also enables them to create content and be heard globally (Labrecque et al, 2013). Customers can express their opinions and product knowledge through social media, thereby influencing the purchasing decisions of other customers (Kim et al, 2016). (Kim et al, 2016).

Internet shopping is becoming more and more popular all over the world, especially among shoppers and sellers. Both shoppers and online stores benefit from how easy it is to shop on the Internet (Kuester and Sabine, 2012). Consumer research shows that online customer surveys and sharing information or specific points of view have become very important ways to talk to people. Customers can now review businesses online on Facebook, Snapchat, Twitter, Instagram, and other social media sites (Doha and Hwang, 2009; Lee et al., 2011; Jalilvand and Samiei, 2012). The many kinds of online reviews have made it easier for people to shop online.

Customer testimonials are posted on websites and shared on social media, where they may affect other customers' decisions about what to buy (Fu et al., 2020).

Recent research done by Google and Temase in Southeast Asia (Tegos, 2016) on industries like the digital market and the verticals of e-commerce, i.e. travel (including airline bookings, hotels, and ride-hailing services), and online media (digital marketing and gaming), has produced results that are all over Bangladesh. These effects can be seen in many different fields. According to research, the regional market will be worth \$200 billion by 2025, up from \$31 billion in 2015. The market was worth \$31 billion in 2015. It was thought that a young population (70 percent of the population is under 40), faster internet speeds, and a rising GDP (at a rate of 5.3% per year over the next ten years) would be the main factors behind this forecast. Southeast Asian startups have received \$1.1 billion in funding over the past year. This budget was set aside for making 355 online purchases. 88 percent of the money came from Singapore and Indonesia, and 65 percent went to five large companies. Tegos (2016) says that any Ecommerce 2.0 idea that is created in Southeast Asia must be adapted to the local market in order to reach the regional market. This is important if you want to do business in the area. A standard timetable must be used for the customization process. Classifieds (like OLX), C2C (like Tarad, Tokopedia, and Shopee), B2C (like Lazada, Zalora, and MatahariMall), and Brand.com (like L'Oréal, Estée Lauder, and Adidas) are all growing quickly in Southeast Asia right now.

Since e-commerce is growing in Bangladesh and people are spending more money online since the pandemic, the following research needs to be done to fill in the gaps in Bangladeshi research on this topic. All of the research done so far has looked at how changes in inflation affect the macroeconomy, not the other way around. This paper will look at how recent changes in the inflation rate have affected online shopping trends and the e-commerce industry as a whole.

3.1.2 Objective(s)

- To comprehend the organization, its functions, and the market and consumer value it offers.
- To perceive how its various business units are managed.
- To comply with the daily responsibilities and fundamental functions of the department.
- To illustrate with the overview of the project that was assigned to me.

- To bring up a summary of the duties I carried out

3.1.3 Significance

Working in the Commercial Department of Daraz Bangladesh Ltd., I have seen how important it is for both domestic and international e-commerce to move products quickly. The products must be moved and put in the correct category. Otherwise, it will be hard for customers to find the goods they want. In contrast, the title, highlights, and description of a product must be written correctly. If it isn't written down, customers will be confused about the product specifications. Because of this, Daraz Bangladesh's catalogue operations are essential to the company's future growth and market viability.

3.2 Methodology

In this study, I relied heavily on data collected from previous jobs. Additional sources include company annual reports, daily newspapers, and scholarly journals. The information is analysed in terms of how well it can be used by online retailers to manage their product catalogues. The main problem with the research is that I couldn't use most of the data because of how it was protected.

Primary source: Senior managers and executives from many departments and teams gave their ideas as the main source.

Secondary source: This report was put together with consistent use of internal reports and other relevant materials as secondary sources.

3.3 Findings and Analysis

3.3.1 Contribution of E-commerce, Daraz & Team Catalogue

In Bangladesh, there are now hundreds of online shops that sell a wide range of goods. This rise in m-commerce is being driven by the fast growth of 3G mobile and broadband, the low

cost of smartphones like the Infinix and Symphony, and how easy it is for people to use the mobile web.

Most of these online stores are small and only sell a small number of products. They also don't have as much experience as the global leaders in their field. Even though it only takes a few hours to open a store on the web or on Facebook, if you want to grow your business in the e-commerce world, you need a certain set of skills and knowledge.

Daraz.com.bd has been open for more than three years and is Bangladesh's largest local e-commerce platform. The reason Daraz has done so well is because of how it runs its business. Daraz isn't just an online store; it's also a marketplace where buyers and sellers can meet.

Catalogue is a sub-division of the Commercial division. In the Catalogue group, there are two smaller groups called Product Governance and Compliance. Mehedi Sultan, who was also the Team Lead, was my boss, and Sumaiya Jabin, who was in charge of the catalogue, was my other boss.

Major responsibilities of team Governance & Compliance

Product Governance	Compliance
Improve the quality of service provided by all departments, not just suppliers.	Coordination with the Catalog group to ensure that the site's content is consistently of high quality.
Manage a wide range of domestic and international responsibilities.	Implementing and completing on time the tasks and projects assigned by the group.
Manage a wide range of domestic and global responsibilities.	Constantly adapting editorial guidelines to the circumstances.
Extracting Useful Information and Restoring Lost Files.	Participating in campaign-related catalogue team projects.

Locking and unlocking products and sellers can be done individually or in bulk.	Manage the distribution, precision, and nesting of product content in collaboration with brand managers and key account managers.
Look into the thriving business environment.	Enhancing the DarazMall channel on a global scale by improving products and standard operating procedures.
Use a variety of channels to spread your content, and it will be more effective.	Coordinating efforts with regional and local groups to expand domestic and international product lines.

3.3.2 Product Governance Details

Currently, I'm responsible for team Identify and resolve the miscategorization. Retailers frequently misclassify their products. As a result, it is difficult for customers to locate the items they require. Customers may become confused if a watch-related search yields a lengthy list of unrelated items in the search results. Customers are consequently less enthusiastic about online shopping. In addition, the incorrect weight of a particular product creates a significant problem. This negatively impacts the customer experience because an incorrect weight could result in a high delivery fee. Customers are hesitant to make purchases on Daraz if they cannot easily understand the product from the title, highlights, and description. The product specifications must be crystal clear for this reason.

3.3.3 What actions are being taken as a correct measurement

After figuring out what was wrong, I fixed it during my internship.

Miscat Correct: Miscat is the act of putting something in the wrong category. It can be fixed by moving the item to the right category. There are two things we do to fix miscat. The first

step is to put each product in the right category. The code for the item's category was then added. Then, we put everything together in the FBI (Daraz's Software), which is also called Bulk. Most of the time, though, wholesalers won't buy everything that's offered because of problems with color, packaging, broken pictures, etc. Through Daraz Seller Center, the category will have to be changed by hand.

Update on weight: Keeping track of your weight is one of the most important things you can do. Because the cost to ship something goes up as its weight goes up. If the wrong weight is put in, the delivery fee could go up by a lot more than expected. We include the exact weight of each item to avoid any confusion about shipping costs.

Full Sku Revamp: The title, bullet points, and long description of the product's sku are all rewritten from scratch. This is very important because customers will get the wrong idea about the products if the written content isn't good or isn't clear. So, there must be no ambiguity in the content.

Brand Update: There are times when a product has a brand name, but the seller tags it wrong. Then we need to find the exact labels and put them into the right groups. The brand tags are added through the Seller Center. People like branded goods more than generic goods, which is why brand tagging is so important. Also, customers can tell the difference between real and fake products.

Keyword Search: Look for a Keyword: If a customer knows what they want, they can use a keyword search to find what they're looking for. The goal of this assignment is to fix the typos. Let's use a makeup brush as an example of a keyword, but keep in mind that there may be a lot of other options. Here, the task is to figure out what category those things belong in and get rid of any wrong categories from the relevant keyword pages.

3.3.4 Daraz 11.11 Campaign

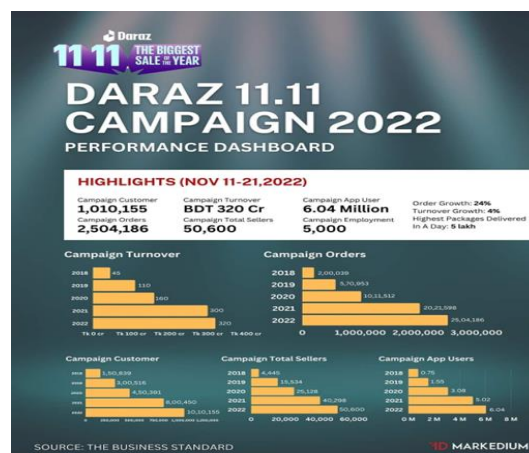


Figure 12: DARAZ 11.11 CAMPAIGN 2022

Daraz Bangladesh, the largest and most popular online marketplace in Bangladesh, launched its annual "11.11" sale at 12:01 AM on November 11. Beginning on November 11 and ending on November 21, the year's largest campaign will offer shoppers across the nation a variety of discounts, sales, freebies, and other incentives to get them in the shopping spirit. On 11.11, Daraz Bangladesh anticipates a Tk600 billion turnover, up from Tk310 billion in 2017. Fans of Daraz and online shopping can take advantage of this limited-time offer to stock up on goods at steep discounts and take advantage of other enticing deals. This campaign also offers Exclusive Launches, Mega Deals, Hot Deals, and Mystery Boxes in addition to a total of Tk40 billion in discount vouchers redeemable across 16 lakh deals. Up to 60% off retail prices are available for a variety of brands. In addition, Daraz club members have access to special coupon discounts. The campaign's exciting Shake Shake offer and other promotional features, including Budget Buys, Brand Free Shipping, and the Flash Puzzle Challenge, are certain to attract customers.

3.3.5 Project Decluttering

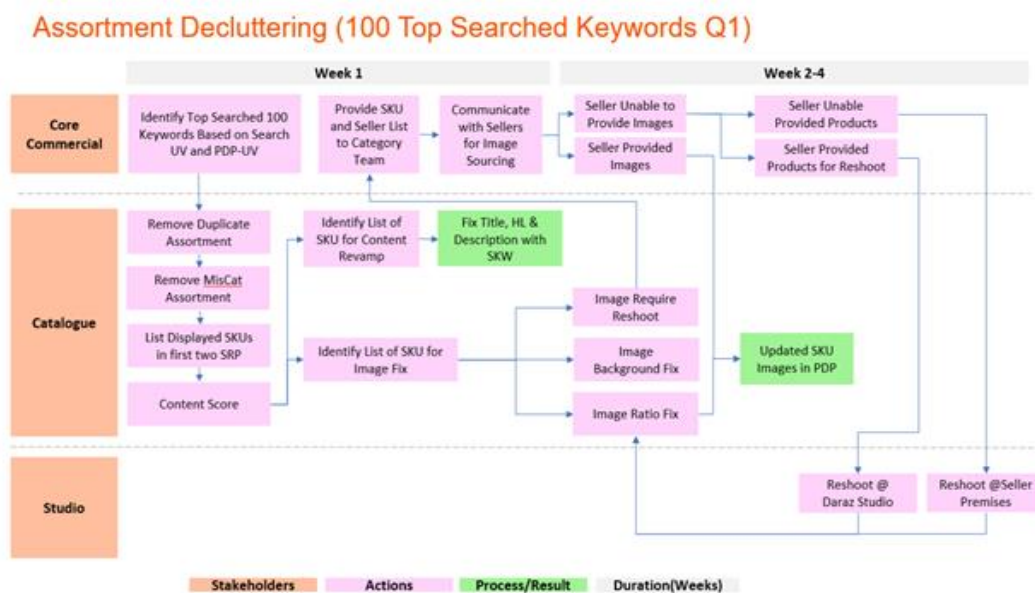


Figure 13: Assortment Decluttering

The project is depicted in the preceding graph. As a member of team Catalogue, I will only discuss the tasks assigned to me.

The main goal of Decluttering is to increase the marketability of products. Team Catalogue therefore executes the necessary steps in order to achieve the objective. Similar to

- Remove overlapping collections
- Eliminate miscat collection
- Incorporate displayed items from the first two SRPs
- Content score
- Renovate Image retouching

My primary responsibility was to revise and remove miscat assortment. These two elements are the most crucial to this project. Rewriting improves the quality of the content, as stated previously. For a particular product's clarification, A+ material is required. Specifically, during the 11.11 campaign, Daraz generates the most sales. Consumers will be hesitant to purchase a product with vague and imprecise specifications.

Concurrently, removing miscat is also an essential task. We must identify which products are experiencing peak sales and which products customers are most interested in. After identifying the products, it is necessary to classify them accordingly. Otherwise, the sales target may not be achieved.

3.4 Conclusion and Summary

We can conclude that Daraz Bangladesh Ltd. is experiencing a high sales volume because there are no other alternatives. Consumers, on the other hand, are susceptible to change, and when a superior alternative becomes available, their purchases will decrease. Many view it as untrustworthy and unworthy of confidence. There are extremely few and negligible reasons to shop with Daraz Bangladesh again. Daraz Bangladesh must therefore expand its service offerings and foster customer loyalty. Daraz is devoted to its products, sellers, customers, and market. If a large company like Amazon decides to establish a presence in Bangladesh, Daraz Bangladesh will have the most loyal customer base and the most effective delivery system.

Consumers perceive this business to be rapidly expanding and volatile. Always plan for the long term and cultivate a reputable, formidable brand image.

3.5 Recommendation

Finding a job at a multinational corporation can be hard. There are always opportunities to learn new things and push oneself. I learned a lot while working at Daraz Bangladesh Ltd. Because I have a good eye, I was able to make some insightful observations from which I can learn something useful. The way the organization schedules events and tasks could use some improvement. In addition, the company's operations could benefit from using more cutting-edge technology solutions. My division currently has a staffing gap that, if filled, would improve the department's ability to run operations and make good business decisions. It would also help them divide and assign tasks to staff members in a way that keeps things running smoothly and makes the most of their abilities. Daraz Bangladesh has kept doing well, but there are still some problems. As an intern in the operations department, I've noticed a few ways the company could do better. One of the most important suggestions is for its operations division to upgrade to faster internet access. This would make it easier for many different divisions to work together. It would save them time and effort when doing data analysis and other complicated software tasks. To keep up with its competitors, Daraz Bangladesh also needs to improve the services it offers and attract more customers. Since this industry is growing quickly and is hard to predict, it's always best to plan ahead and build a solid reputation among potential customers. If a big player like Amazon opened up shop in Bangladesh, Daraz Bangladesh would lose customers.

Despite this, manual labor is often necessary. Things like this take a lot of time and effort. Any file can be processed in bulk within 24 hours. Time limit, if possible. When the file is updated in large quantities, the data is lost. Then we'll have to use manual labor. I'd suggest that Daraz update their software to fix this problem in the future. Daraz might also come up with cutting-edge technologies like AI to get rid of the hassle of solving problems by hand.

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