

Report on

**Daraz and 11.11- How it impacts on consumers purchase
behavior**

By
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ID: 17104099

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

Bachelor of Business Administration
BRAC University
December 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:

Hafsa Habib

17104099

Supervisor's Full Name & Signature:

Mr. Shamim Ehsanul Haque

Assistant Professor, BRAC Business School

BRAC University

Letter of Transmittal

Mr. Shamim Ehsanul Haque

Assistant Professor,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship report submission titled “Daraz and 11.11-how it impacts on consumer purchase behavior”

Dear Sir,

This is the pleasure to submit the internship report “Daraz and 11.11-how it impacts on consumer purchase behavior” under your supervision as a part of BUS400 which is required BBA degree from BRAC Business School. This report focuses on customers’ perception toward Daraz 11.11 sale and how much they are purchasing rather than normal purchase.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible. I trust that the report will meet the desires.

Sincerely yours,

Hafsa Habib

17104099

BRAC Business School

BRAC University

Date: March 06, 2022

Non-Disclosure Agreement

This agreement was made and entered into by and between Daraz Bangladesh LTD. and the undersigned student at BRAC University, Hafsa Habib.

Confidentiality Agreement (Sign either part 1 or part 2)

Part 1: Confidentiality Not Required

1. The three parties agree that the internship report, in draft or final form, is not considered to be a confidential document and the internship report may be shared with other parties by the student, employer or faculty advisor. The faculty supervisor will maintain a copy of the internship report for at least one year (in case of a grade review), at which time the supervisor may elect to destroy the file copy.
2. The three parties agree that all documents and data provided by the employer to the student in the course of the internship remain the property of the employer, but except where expressly requested by the employer, these will not be treated as confidential information by the faculty supervisor and the student.
3. The three parties shall not be prohibited from disclosing any information obtained during the internship if such information was in the public domain.

Syed Alif
Head of CRM-Traffic OPS
Professor
Daraz Bangladesh LTD.

Hafsa Habib
Student
Brac University

Mr. Shamim Ehsanul Haque
Assistant
BRAC University

Part 2: Confidentiality Required

1. The three parties agree that the internship report, in draft or final form, is considered to be a confidential document and the internship report may not be shared with other parties by either the student or the faculty supervisor. The internship report will be read and evaluated by the faculty supervisor and filed as a confidential document with the faculty supervisor for a period of one year (in case of a grade appeal). After one year the internship report will be destroyed. In the case of a grade appeal involving the internship report, an independent faculty member may be asked to re-read the internship report. In such circumstances the independent faculty member will treat the report as confidential.
2. The three parties agree that all documents and data provided by the employer to the student in the course of the internship remain the property of the employer, and that these will be treated as confidential information.
3. The three parties shall not be prohibited from disclosing any information obtained during the internship if such information was in the public domain.
4. The three parties agree this confidentiality agreement will remain in force for one year from the end of the internship.

Syed Alif
Head of CRM-Traffic OPS
Professor
Daraz Bangladesh LTD.

Hafsa Habib
Student
Brac University

Mr. Shamim Ehsanul Haque
Assistant
BRAC University

Acknowledgement

This report expects the current situation on customers' perception and purchase behavior on 11.11 sale and they are becoming loyal to the Daraz as well as its impact on economy with the extraordinary assistance of BRAC University and Daraz Bangladesh Ltd. joined. This favored to get such help and collaboration all through the cycle.

Most importantly, thanking to the academic supervisor Mr. Shamim Ehsanul Haque, Assistant professor of BRAC Business School for the help all through the Internship period.

Also, demonstrating with primary rule to finish the report, she gave her important time in discussion hours, by means of phone and messages.

Moreover, they recruited as a CRM intern in CRM department of Daraz Bangladesh Ltd. Whereby my line supervisor Syed Alif (Head of CRM-Traffic OPS Department) at Banani helped by giving data in the Internship period. He causes me to lead overview of various works they perform.

Finally, thanking the entirety of the individuals who upheld in BRAC Business School since 2017. By their assist leading in this Internship paper and serve the nation by demonstrating as a commendable graduate from BRAC Business School.

Executive Summary

Daraz 11.11 sale provided the consumers an overall best shopping experience which creates a great impact on e-commerce economy. In the Mid 20's e-commerce platforms started to emerge their market place in Bangladesh and Daraz is one of them who expand their platform in a broader way. In the examination of the report, it focuses on Daraz and their 11.11 biggest sale and how it impacts on consumers purchase behavior as it launches in a grand way during the pandemic.

During the pandemic e-commerce platforms becomes a sole way to fulfill the consumers needs. Among all the e-commerce site, Daraz holds their business on the first place giving the consumers so much opportunities to buy goods at an affordable price. They frequently launch various sale but among all of the sale 11.11 sale is the greater one and which is more focused and long-awaited sale for the consumers. Therefore, consumers wait for this sale to buy their necessary items at a lowest possible price which totally changes the purchase behavior of the consumers during this sale. For the supporting the fact, a bunch of questionnaires run by the different consumers base to gather the rough information regarding their purchasing amount and behavior during this 11.11 sale. To make the exploration more valid, a speculation test which is led by IBM and SPSS to get the exact idea about the impression of consumers. On the other hand, there is some visuals and charts are given which will gave a proper insight of how this sale works and about the whole report. More or less, online purchasing platform is not only for foreign countries , now in Bangladesh it is a huge responsive platform towards the all kind of consumers and a part of the economy is uplifted through this platform and Daraz plays and important role in this sector.

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Chapter 01

Overview of Internship

1.1 Student Information

Name: Hafsa Habib, ID: 17104099, a regular student of BRAC University since spring 2017. The major was Marketing and MIS.

1.2. Internship Information

1.2.1 Period, Company, Name, Department/Division, Address

Internship: Daraz Bangladesh Limited. This is a 3 months Internship program which has started from 21st October, 2021 and it will end on 17th January,2022. The posting was on Banani Head Office, it is located at 76, Asfia tower, Banani 11, Dhaka-1213.

1.2.2 Internship company supervisor Information:

During this three months' time span Syed Alif (Head of CRM/ Traffic OPS) of Daraz Head office of Banani was the in-site supervisor. He was truly a helpful and guardienne during my entire internship period.

1.2.3 Job Scope

The main work of the CRM/Traffic OPS department of Daraz head office is to manage and collect the data of the consumer, to divide them into segment and according to that data analyze their interests, need and demands. Another important role of this department is to reach to the consumers through the app by pushing notifications and message.

- Daraz regarded their intern as a part of their assistant not as an intern in particular. Thus, the intern has likewise same work weight and day by day work routine remain like others in executives of CRM.
- At the first day the supervisor and executive introduced the intern with various work platform, how they collect data and how they write content for the notifications and message. Besides that, they educate what are the essentials working platform and media and how to operate that.
- The intern used to write content for the push notifications and message center as well as they trained to design email by preparing the whole procedure.
- After every campaign and every month, the important role of the intern was to make report of the consumers response, click through rate, conversion rate and so on.

1.3 Job Description and Observation

1.3.1. Description of the job

Since I joined as an Intern of CRM, so firstly I had to understand the different platforms and software a department use for their daily work. My Job duration was 90 days and that time I was assigned with so many tasks. Working hour of mine was 9.30 am- 6.30 am, almost 9 hours a day. So, my job is basically to write content for day to day communication for notifications and message. Then after 30 days of my working I started to plan Newsletter and web push and schedule it in a daily basis. Sometimes I deal with SMS scheduling which is push to the users. After every campaign, I also have assisted others with the report which is required by the different departments. During my employment period I was getting paid a monthly gross remuneration of BDT 8,000 per month

1.3.2. Key Responsibilities

- Content writing for push notification and message center

- Make wireframe of news letter
- Give instruction of newsletter designing
- Add daily work to a platform which is maintain by the designers.
- Schedule newsletter and web push
- Make campaign report
- Make category report
- Schedule and send SMS

1.3.3. Critical Observation and Recommendation

I had a superb involvement with Daraz Bangladesh. All the colleagues never allowed me to feel that I was an assistant; they acted me as one of them. This assisted me with getting a truly corporate encounter. I approached pretty much every device, software's and other significant data's which truly assisted me with understanding business interaction of Daraz. I witnessed with the whole procedure of work and came up with some recommendations which are stated below-

- There should be the office of additional training programs with the goal that the workers get more information.
- There is less extent of advancements of the representatives, so I think the chance of get raises should be greater to move workers.
- As I worked in a CRM team so, this department needs more human resource to cover their whole work procedure properly.

1.4 Internship Outcomes

1.4.1 Student's Contribution of the Company

An internship period is a stage in a graduate student's education. Despite the fact that, in combination to learning, an intern was granted the opportunity to contribute ideas for the organization's progress.

- Whatever the intern acquired during the internship, he or she just intended to facilitate individual worker in their specialized job and try to make things smoother for them.
- In the wake of the day, the intern helps others by making data plan that will be pushed for the day. Also, as an intern of CRM/Traffic OPS he/she have to design Email, Web push notifications for day to day basis and schedule it on time to determine a specific segment of consumer base.
- Also, during the day the intern have to convey the designers to make a specific banner design by giving them proper communication and suggestion of pictures. There is a different platform of making day to day plan where the intern has to make plan to reach toward the consumers depends on their demands and needs.

1.4.2 Benefits to the students

Internship program is a planning stage for a graduate prior to going into professional life. By this internship program the intern had the opportunity to find out about corporate culture and it encourages me to pick up certainty.

- This entry-level employment allows you to demonstrate your dependability and expertise in your field of work. Also, a student may have no idea how to deal with customers, but an internship will improve their communication skills.
- In addition, an intern was surrounded by a large number of experts from various industries with whom he or she had the opportunity to speak. The intern may be able to establish a professional network.
- Because the internship was paid, in addition to gaining experience, he/she was able to earn money, which was extremely motivating.

1.4.3 Problems and Difficulties

Daraz Bangladesh limited set a benchmark in the e-commerce industry through its first-class shopping facilities. With their one-stop customer support provided by their

highly experienced professional group, they are especially certain to keep their customers satisfied.

- Aside from the company's positive attitude, they have a challenge that they need to address. They are paid less as interns, yet they have the same workload as permanent employees. The intern may be required to work on weekends, which can be inconvenient.
- There is only one intern in this particular department. As a result, the work pressure was often unbearable, and there was no other intern with whom work could be shared. One has to have finish their day to day assigned work if it is too late. Occasionally, the time required to complete a certain task surpasses the working hour.

Furthermore, smooth planning of an intern's month to month pay invigorates and motivates their understudy to be more capable, logically acquainted with official endeavors, and encourages their intern to be dynamically proficient, progressively acquainted with various tasks.

1.4.4 Recommendations

- As the most well-known e-commerce site, they should pay interns more, as this will inspire them to work more.
- Furthermore, because the organization frequently requires interns, they can hire two interns in a given department to help distribute the workload.

Chapter 02

The Organization

2.1 Introduction

E-commerce is the purchasing and selling of goods and services over an electronic network, using a variety of processes such as electronic data interchange, electronic mail, the World Wide Web, Internet applications, and network applications. Every day, e-commerce helps businesses, governments, and nonprofits improve their efficiency and effectiveness. People today are short on time. They try to save as much as they can, and here is where e-commerce shines, saving both the most valuable commodities, time and money. People can buy and sell their things through an online marketplace rather than going to a real marketplace. Bangladesh has a large population, which draws many marketers looking to sell their wares. However, due to a lack of technology, the Bangladeshi people still lack many of the contemporary world's most advanced amenities. The majority of Bangladeshis are unaware of how to utilize the internet, which presents a barrier for online marketers. Bangladesh's government is attempting to provide internet access throughout the country by 2016, allowing the country's e-commerce economy to grow. From the inception, e-commerce sector is booming and day by day, it is spreading its wings.

Daraz is quickly becoming Bangladesh's most popular internet marketplace. In Bangladesh, people were solely familiar with the Amazon business model, which involves consumers meeting sellers and exchanging goods. In Bangladesh, Daraz pioneered the Amazon business model. Daraz is one of Rocket Internet GmbH's five Bangladeshi businesses. They strive to replicate the tactics of successful internet projects from other inventive countries, such as the United States, in emerging markets. Daraz Bangladesh Limited is the only E-Commerce portal in Bangladesh that offers a B2C style of selling. Daraz, the fourth e-commerce site after OLX, Ekhanai, and ClickBD, was established in late September 2013. They are mostly

corporation by Samwer Brothers in late 2014. In April 2015, the establishment's market value was estimated to be approximately 8 billion euros. The Samwer brothers were successful investors in Groupon, eBay, Facebook, LinkedIn, Zynga, and other companies. The company's business plan entails identifying successful internet companies in other progressive countries and replicating their policies in emerging regions. In 2012 and 2013, investors including Russian billionaire Leonard Blavatnik, Swedish investment firm Kinnevik, and J.P. Morgan spent about \$4 billion.

Rocket Internet GmbH currently operates in over 50 countries across five continents and has over 120 online ventures, including Zalando in Germany, Jabong.com in India, Lamoda in Russia, Zalora in Southeast Asia, the global food delivery platform Foodpanda, the global property listings site Lamudi, and the global car selling site Carmudi. Rocket Internet employs over 25,000 people across five continents.

In the previous two years, Rocket Internet has launched five startups in Bangladesh: Carmudi, Lamudi, Foodpanda, Kaymu, and Daraz. Daraz seized the opportunity to enter this massive market because Bangladesh is a growing market where online marketplaces such as eBay, Amazon, and Flipkart have yet to be implemented. (2016, Rocket Internet)

2.4 Mission and Vision of Daraz

2.4.1 Mission

Outside of the US and China, the company's goal is to become the world's largest e-commerce platform. The company is looking for new business models, untapped markets and ambitious entrepreneurs. Educate them and build your company around them.

2.4.2 Vision

Daraz believes that the Internet is infiltrating daily life more deeply and quickly than anyone could have predicted. Our goal is to capture as much online consumer spending as possible in our markets.

2.5 Goal

Daraz aspires to offer the highest-quality products at the most affordable prices. Daraz strives on providing its customers with the most cutting-edge and in-demand products.

2.6. Management Practices of Daraz

2.6.1. Leadership style of the company

Daraz's leadership style is democratic, allowing all employees and members of the firm to engage and express their opinions. They are free to experiment with new ideas and offer them to the hierarchical managers. Because Daraz is an Alibaba-owned e-commerce giant, there are numerous industries, categories, and divisions to manage. Running an e-commerce firm is extremely difficult since it takes a thorough understanding of a country's culture, behavior, social values, and tradition, as well as that of its customers. So, keeping that in mind, they must run, update, and manage their firm, and as a result, they must be aware of the company's other members' views and opinions regarding any decision that they will make for the company's betterment. It's a difficult job for an e-commerce hierarchy level to make decisions without knowing the opinions and perspectives of other employees. So, Daraz apply this procedure during taking any decisions to achieve their goal and fulfill their objective.

2.6.2. Activities and Functions of Daraz

As per the consumers demands and need Daraz divide their activities into different sections that consumers can easily browse and know about the specific things they desire for. Here are some of the activities they have did are given below-

Daraz shopping App

The Daraz shopping platform is an app that allows customers to purchase everything from clothing to groceries. They have the option of selecting products based on their category. Daraz begins by introducing themselves as a one-stop shopping app that makes consumers' lives easier.

HungryNaki

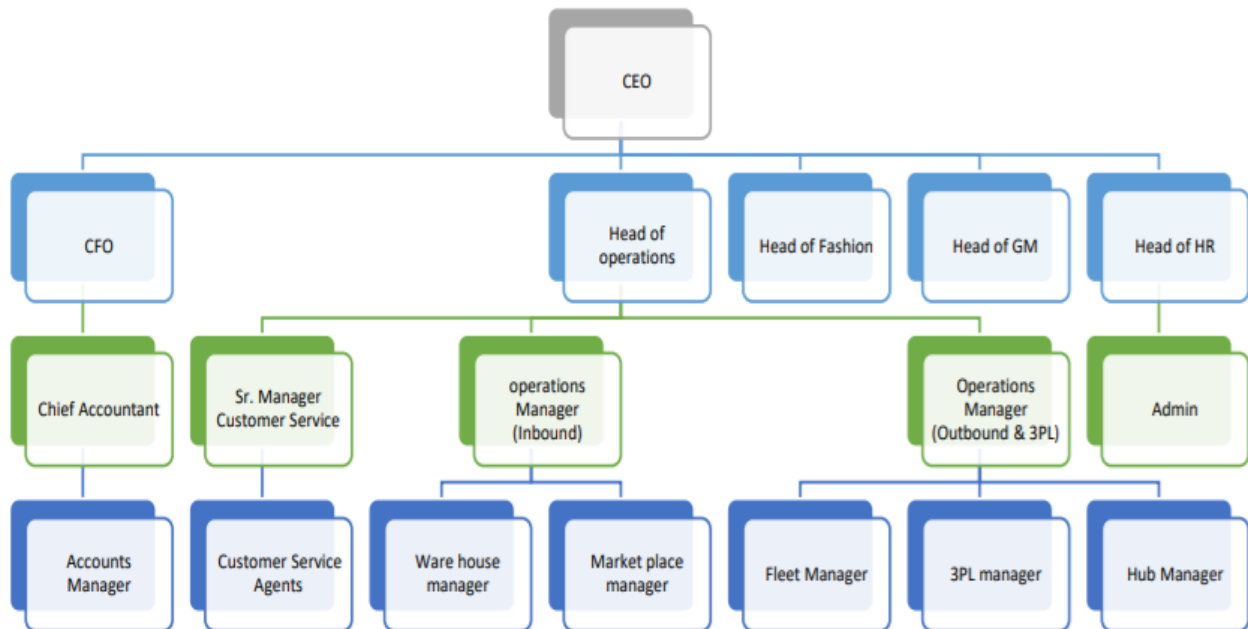
HungryNaki is an app-based food delivery business that was founded in 2013. HungryNaki provides on-demand delivery to a diverse group of people, with a network that includes a significant number of eateries, a cloud kitchen, a home kitchen, and service in five cities across Bangladesh. Currently, the company serves around 500,000 people in Dhaka, Chattogram, Sylhet, Cox's Bazar, and Narayanganj. The skills and experience accumulated in customer service and management by Alibaba Group and Daraz over the years will undoubtedly play crucial roles in this area, resulting in increased operational efficiency for HungryNaki.

Daraz Express

Daraz Express is a high-end delivery service that delivers goods across Bangladesh in a flash. Our valued customers no longer have to wait. It is the fastest delivery service in Dhaka, with guaranteed delivery within 24 hours. It also ensures high quality and prevents out-of-stock cancellations.

2.6.3. Daraz Organogram

E-commerce organogram is very different than other companies. As many of us deals the work at online and software, and some works are automated so it is really different. Here is the organogram of the Daraz.



2.6.4. Major Department of Daraz Bangladesh

Depending on the size of the company/organization, they have hierarchy structure to run their operations. Without having proper structure and department it will be tough job for the company to manage their operational activities. As, Daraz is a Multinational company and an e-commerce platform, they have a proper hierarchy structure to manage their work properly and accordingly. Department of the Daraz are given below-

Finance

IT

Administrations

Legal

Human Resource

Marketing

Customer Relationship Management

Livestreaming
Public Relation and Communication
Social media
Customer representatives
Operations
Graphic and Design
Business Development
Category Management
Issue and Resolution
Sales and Accounting Management
Onsite and Content Management

2.7. Marketing Practices

2.7.1. The 7p's of Daraz

Product

Daraz is a business-to-consumer (B2C) platform. Customers can choose from a variety of product categories. Phones and tablets, TVs, audios, cameras, computing, games, home appliances, home and lifestyle, sports and travel, beauty and health, baby products, grocery items, and so forth. When a consumer discovers something they like, they click on it to see more information, which includes photographs, descriptions, payment choices, and delivery details. Customers can also quickly find their selected products by using keywords. Customers can use Daraz's advanced search feature to narrow down their search and shop more conveniently.

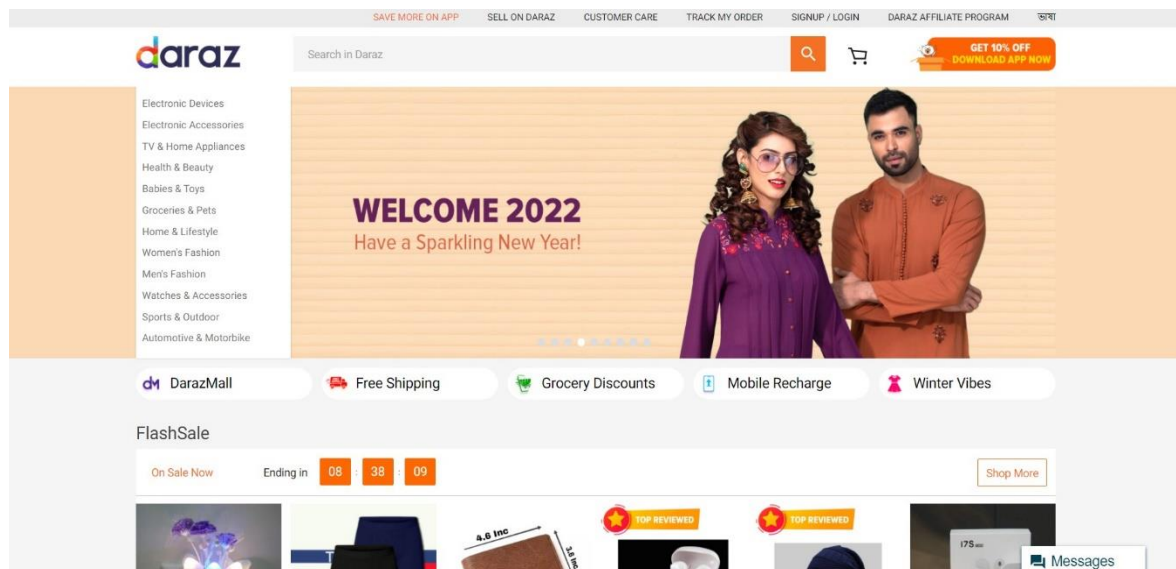
Price

Daraz offers a variety of services. The cost of Daraz service is determined by several factors. Buyers don't pay any price. The price of Daraz is set by the seller of the goods. Daraz is essentially a fee-based business. Daraz receives a sale from the seller

whenever a sale occurs. In other words, Daraz acts as an intermediary between sellers and buyers.

Place

Daraz is an internet store, so all purchases are made through the website. In this situation, the sale takes place on a website/virtual marketplace. Here is the link of their page: <https://www.daraz.com.bd/>



Promotion

Daraz mostly uses the internet to promote its products. Their Facebook page, Instagram, or email marketing are all examples of this.

They also engage in a lot of public relations work. Newspaper articles on them appear on a regular basis. They also have a personal selling system, in which agents are paid commissions for orders placed on behalf of consumers through their accounts.

Affiliate marketing is also an option. However, their Facebook page promotion operations have expanded significantly in recent days. Also, they started to promote their page through the Tiktok, Imo and different others media. I've included a few of their Facebook marketing activities and email marketing activities below:



Promotional video on Facebook for Daraz 11.11 Biggest one day sale



Promotional Image on Facebook for Daraz 12.12



Image of email marketing of Daraz

This is the link of Facebook page of Daraz:

<https://www.facebook.com/DarazBangladesh>

People

There are 3000+ people work at Daraz and is steadily expanding its workforce. They use their own delivery system, Daraz Express, to make their deliveries. They attempted to distribute their goods as quickly as possible across the country. In addition, they use a third-party distribution system to cover every niche area where their items are delivered. For their delivery procedure, they work with RedX, Sundarban Poribahan, and others.

Physical Evidence

They don't have any physical shop. Instead the different brands are in their app from which consumers can purchase products-

- Bata
- Apex
- Lotto
- Walton
- Singer
- P&G
- Marico
- Unilever
- Samsung
- Realme

- Motorola
- Miyako
- Xiaomi
- Ungreen
- Louiswill
- JBL
- Kemei
- Nestle
- Motion view
- Logitech and many more

The screenshot displays the L'Oréal Paris mobile app interface. At the top, there is a header with the L'Oréal Paris logo, a 'Mall Flagship Store' badge, a user icon with '1.3k' followers, and a 'Follow' button. Below the header are two navigation tabs: 'Homepage' and 'All Products'. A promotional banner features three product images: 'TOTAL REPAIR 5 SHAMPOO', '6 OIL NOURISH SHAMPOO', and 'EXTRAORDINARY CLAY SHAMPOO'. A large white arrow graphic points to the right with the text 'BDT 45 OFF'. Below the banner, three product listings are shown:

- L'Oréal Paris Color Protect Shampoo 192.5ml**: Price **₹ 280** (was ₹ 295, -5%).
- L'Oréal Paris Extra Ordinary Clay Shampoo 396ml**: Price **₹ 489** (was ₹ 590, -17%). Rating: 4 stars (4 reviews).
- L'Oréal Paris Shampoo 396ml**: Price **₹ 489** (was ₹ 590, -17%). Rating: 4 stars (4 reviews).

Below the product listings are two promotional banners:

- L'Oréal Paris Total Repair 5 THE DAMAGE EXPERT POWERED BY KERATIN^{MS}**: Features an image of a woman with long, wavy hair and a product shot of the Total Repair 5 shampoo, conditioner, and repair cream.
- L'Oréal Paris 6 OIL NOURISH THE NOURISHMENT EXPERT**: Features an image of a woman's face and a product shot of the 6 Oil Nourish shampoo and conditioner.

2.8. Financial Feasibility

Daraz Bangladesh Limited is a startup company backed by Rocket Internet, its parent company. The breakeven period was determined to be four and a half years by Daraz Bangladesh Limited. They encourage small and large merchants to sell through a shared online market because their business model is built on Amazon. Daraz generates cash by selling things through its websites. Sellers consent to commission-based sales when they sign a contract paper. The company earns money from the commissions from each and every sale made on the Daraz website. Daraz has been developing steadily since its inception. With the rate at which Daraz is increasing its seller and order numbers, I believe it will only be a matter of time before this firm reaches its full potential.

2.9. Operation Management

Daraz is a multinational corporation whose operations are managed and directed by a Pakistani regional team. Pakistan is in charge of all guidelines, work phases, platforms, and directives. There are different operations sectors in a company are explaining below-

Traffic Operations and Marketing

The Daraz traffic operation sector is a massive platform that spans the entire country. Because they are Bangladesh's largest e-commerce site, their traffic management is quite appalling. They have numerous segments in the traffic operation sector, such as Livestreaming, CRM, Onsite, Social media, and Merchandising. They assist in identifying a target consumer base and establishing a communication link with them. This department also handles all types of traffic operations, such as delivering

notifications, messages, web notifications, newsletters, social network posts, tracking customers and their purchasing habits, data collection, and so on. On the other side, the marketing department is in charge of marketing operations, such as how they will persuade consumers to use our platform, how they will manage influencers to promote our platform, as well as visuals for the online platform and media, advertising, and networking with people.

Commercial

Daraz's commercial department is primarily responsible for sales. They negotiate with vendors, handle merchants' business with Daraz, and contact with customers with any issues or product inquiries. They administer a variety of categories under this department, including fashion, digital goods, motors, and electronics, among others. They each have their own seller list, and they communicate with the vendors accordingly.

Operations

Warehouse management, product listing, vendor operations, and so on are all part of the operations team. Each and every product that is ordered arrives to the warehouse, and the operations department is in charge of listing and handling these products in the warehouse.

Daraz Desk

The Daraz desk is the location where the delivery system and its management take place. The amount of product supplied per day, as well as the arrival of warehouse products, must all be entered into a spreadsheet and data must be gathered. Daraz desk also manages all of the delivery workers, segmenting them into separate zones and organizing all of the products according to the zones.

2.10. Industry and Competitive analysis

2.10.1. SWOT Analysis

SWOT analysis is a very important part of the organization to maintain and improve its day to day activities. Swot refers to strength, weakness, opportunities and threats of a company. So, if a company do their swot analysis they can understand what challenged and opportunities they are going to face. As, Daraz is an e-commerce platform their Swot analysis is also important for them.

Strength

Daraz has created an e-commerce marketplace at early 2013 so that time there were less e-commerce-based platform which was a great benefit for them. It has a very attractive website and app compared to its competitors. It has easiest navigable websites as well as customers could rely on their app and website for shopping their regular items. Also, it has a feasible mode of cash and delivery process is so fast and have refundable system which is a really appreciable.

Weakness

1. There is a general loss of credibility among the public at large.
2. A spam rate exceeds 10%
3. 70% of such products are of inferior quality.
4. A high incidence of employee turnover.
5. A low profit margins
6. Focus upon a few categories.

Opportunities

1. An upsurge in e-commerce sales

2. Higher customer range due to the rapid advancement in internet users
3. There is still a margin of ways to strengthen the speed through which pages load.
4. Enhancing its visibility online while minimizing its spam score.

Threats

1. Protracted ordering procedures
2. Reimbursement system implemented are somewhat lengthy.
3. It is indeed difficult to find stuff worthwhile.
4. The establishment of a flexible e-commerce platform Security considerations.

2.10.2. Porters Five forces

Threats of new entrants- Low

Daraz is amongst the most popular online shopping platforms, thus newbies to the market will get a lower return. Newcomers will take much more time to get to a certain stage and will have to spend a considerable amount of effort. Daraz is already a dominant player in the e-commerce industry.

Threats of Substitutes-High

Aside from Daraz, there are a multitude of other well-known e-commerce portals which could be used as a substitute. They also provide the same standard of service as Daraz. Consumers prefer purchasing in physical stores over shopping online since there are many of them. As a result, there is indeed a significant risk of substitution here.

Bargaining power of suppliers-Low

There are numerous suppliers for each merchandise in this e-commerce marketplace. Many vendors enter the market, offering e-commerce businesses more alternatives

for obtaining products from wholesalers at a low cost. As a result, suppliers' bargaining powers are limited throughout this sector.

Bargaining power of Buyers- Low

Even though Daraz is an e-commerce site with such a predetermined price range, every customer has to pay the sticker price. There is really no such thing as a bargain. The substantial percentage of purchasers who seem to be willing to pay the actual price without haggling.

Competitive Rivalry- High

In this e-commerce market, there are numerous direct and indirect competitors. They operate their operation smoothly, resulting in an improvement in earnings. As a result, if Daraz somehow doesn't generate higher products, the competition will be fierce.

2.11. Summary and Conclusion

E-commerce Platform is a relatively new development that is continually advancing. The platform's leaders and managers are taking the organization to new heights by providing enhanced services and making the platform user-friendly. Many individuals are influenced by Daraz to entrepreneurial ventures, and some of individuals do so by purchasing things from Daraz at wholesale prices. Daraz elaborates consumers in remote regions who are ignorant of the e-commerce platform, encouraging them to shop from home in a safe and straightforward manner. Furthermore, numerous companies do business with Daraz, contribute sponsorship, and so on, resulting in a substantial accomplishment for the company. Further from it though, they seem to be unable to maintain product quality, and many fraudulent merchants are selling low-grade commodities, causing complications for the

organization. Instead of containing so many flaws, Daraz is a leading organization that aims continue providing top-notch quality and service to the customers.

2.12. Recommendation

1. The company can engage able to gain experience designers and traffic operations specialists to improve the platform's development.
2. Daraz should recruit skilled designers to create the platform's design beautifully.
3. They should take measures to remove fraudulent vendors from their platform and attract legitimate sellers.
4. The company must maintain category alignment so that customers might browse for their production process and identify it swiftly inside a particular category.
5. The company should improve their shipping as much of that as feasible, as well as make their return and refund policies more user-friendly.

Chapter 03

The project

“Daraz and 11.11- How it impacts on consumer purchase behavior”

3.1. Introduction of study

3.1.1. Origin of Study

Every BBA student from BRAC University should indeed enroll as in internship program through BRAC Business School. The primary objective of an internship program is to gain about corporate culture and market environment. There are also some additional goals:

- To comprehend professional life;
- To be cognizant of and execute job functions
- To correlate hypothetical studies to real world situations
- To promote consistency and control in the engineers are designing
- To accomplish the BBA program

3.1.2. Summary of the project

In First ever Bangladesh, Daraz introduced “11.11, one day biggest sale” since 2018 to till 2021. So, it was their fourth time launch of this sale offering 20% to 80% sale on different categories on that exclusive day which is 11 November. This sale is not only the great opportunity for the sellers but also the huge opportunity for consumers to get their desired items at a fair and affordable price. bKash itself likewise approached with gigantic venture alongside Daraz to guarantee this pattern gets a sheer achievement and accordingly. Daraz moves at its most noteworthy piece of the pie in the online business industry in Bangladesh.

This sale created great impact on consumers purchase behavior. They invested their money to get their desired products at affordable prices. Some of them buy products at a retail amount and did personal business. Nowadays, enormous sections of individuals of Bangladesh are in the web stage with utilizing something like a GSM-empowered cell phone. This colossal availability permits the online business substances to come into enormous activity to spearhead the web-based business industry through serving the in vogue local area with enhanced items, administrations, and imaginative contributions at their most ideal level.

3.1.3. Background of the Project

With the speed of internet shopping blast, Daraz - and around the world driving e-retail brand name officially sent off its set-up in Bangladesh as daraz.com.bd, an endeavor by Rocket Internet - one of the world's significant Internet and portable stages in February 2015. From that point forward - Apple, LG, Bata, Apex, Lotto, Singer, Walton, Unilever, Marico, Ecstasy, Texmart, Yellow, Noir, Symphony, Sony, Asus, Huawei, Samsung, Walton, Aranya, Loreal, Micromax, Intex, Fastrack, Nikon, Panasonic, Doors, and so on are only a couple of the worldwide and local driving brands who have been setting up e-stores with daraz.com.bd with 100 percent authentic items contributions and splendid deals surveys with solid brand dependability across the country.

10 years prior, the date '11.11' was only a mathematical similar sounding word usage for a significant part of the world outside of China. In any case, because of the Chinese web-based business behemoth Alibaba, the eleventh day of the period of November has proceeded to turn into the world's greatest shopping occasion, attracting countless individuals across the globe. Beginning around 2018, that day is fêted in Bangladesh also because of Alibaba's obtaining of Daraz in May that year. This year, Daraz has increased its desires from the event: it has set up bulletins all over Dhaka city to announce the shopping spectacle and is waiting for deals in the neighborhood of Tk 25 crore in the principal hour alone and upwards of a large

portion of 1,000,000 conveyances that day. In 2021, the stage had 1 crore items from 33,000 dealers, up from 40 lakh from around 18,000 merchants last year. There was Huge discount rate in different categories which is from 20% to 80%. Also, they had One-taka game, Mystery Box, Shake Shake, Add to Cart and so on that consumer able to participate on these games and win amazing gifts. Also, many brands had given huge discounts on that day and additional Bank payment facilities was there as well. 15% markdown was accessible for cardholders of Brac Bank, City Bank, Eastern Bank, Mercantile Bank, and Standard Chartered Bank and a 15 percent cashback on installments made through bKash. Remembering that, Daraz had restricted with Motorola, which will make its reemergence to the Bangladesh market following a hole of 10 years with the Moto G8 Power Lite model, a cell phone that got incredible appraisals worldwide for its long battery duration, style and reasonableness. Daraz additionally sent off reasonable handsets from Realme, while there had limits on Samsung cell phones. Clients found the opportunity to win a Toyota Aqua when they played a "1 Taka Game".

Daraz recorded Tk 170 crore in deals from its daylong deal crusade 11.11 that ran on November 11 contribution limits and vouchers. The sum was twofold of the deals the e-commerce stage recorded a year ago. A few 5.10 lakh clients put orders during the mission in Bangladesh until 10 pm since the deals went inhabit 12 am which was a huge response than the normal day sale. The single-day deals crusade was commended across the world, remembering for five South Asian nations: Bangladesh, Sri Lanka, Nepal, Myanmar, and Pakistan, where Daraz works.

3.1.4. Scope of study

There are many more study options as an intern in Daraz Bangladesh Ltd's CRM-Traffic Operations department. Understanding the nature and culture of the consumers will assist in developing the push notification content and message for the message center. We don't interact directly with the customers, but we do need to monitor, anticipate, and understand their behavior indirectly. We would have to have

a notion of how to look at people in general, how they talk, and how they prefer to approach them; we must keep all of this in mind so that we may learn a lot. Also. We need to look at weekly statistics and analytics to see how our customers react to a specific message they receive through into the Daraz app, social media, and other platforms. We also communicate with the consumers through email and track their purchase behavior and list them down in a particular sheet. So, Scope of learning was huge in this sector.

3.1.5. Significance of Study

The research is necessary for a better comprehension and future growth of the organisation. According to the analysis and research, they can create a massive campaign and offer massive discounts to clients. It can increase the company's profitability, and Daraz can earn more revenue from these sales. Daraz's 11.11 sale has a significant impact on an organization and generates substantially more profit. As a result of these studies, the employee will be able to see how they fared during the sale and where their deficiencies are. They will also have the wisdom and confidence to announce the next sale and the next largest 11.11 sale. Basically, several e-commerce platforms have emerged and are operating well during the Covid- 19 pandemic, however Daraz has come out with the biggest 11.11 sale, which has completely changed consumer purchasing behavior. In a circumstance when potential consumers buy anything, these relationships with the customer them to acquire a significant pile of stuff at once, which is a significant improvement for a business.

3.1.6. Objective of the Report

The main objective of the report is-

1. How this 11.11 sale creates impacts on consumers.

2. How it benefits to the company.
3. Apart from having Covid, why consumers purchase huge number of products during this sale.
4. How consumers manage to buy product
5. To predict the new users of Daraz who are only come to visit app on this sale day
6. To analyze the app installation data on this sale day.
7. Consumers opinions and perception about Daraz.
8. Weather the company is able to give the consumers proper service or not.

All these points are essential to target on the research paper. That is how, the paper will effective and resourceful.

3.2. Methodology

Customer reviews and face-to-face discussions with customers are used to support the research, which is predominantly qualitative. A few meetings with Daraz employees are also held to obtain information on the deal. Consumers loved the year-end deal and were looking forward to it, according to the meeting and conversations with them. The study is only reliant on required data, with little in the way of optional data that is clearly stated in the report.

The survey was directed on 20 people who have purchase during this sale and who has not. They given their opinion on 11 questions that give a valid insight of the sale details and how they behave on that sale. The customers participated this inquiry with patience and given their honest opinion about this sale.

After conducting the survey, I have been able to get more detailed and accurate information about people's perceptions. This information makes it easier to determine the average worth. Following the survey's execution, the data was

processed into IBM SPSS for hypothesis testing. The theoretical testing has been carried out using the "One Sample T-Test." The alternative hypothesis and the null hypothesis are described below:

Null Hypothesis(H0): The customer purchase huge amount of product and satisfied with the service.

Hence, $\mu \geq 1$

Alternative Hypothesis(H1): The customer didn't purchase anything in this sale.

Hence, $\mu < 1$

In this case, the population number in the mean is 1. If the estimation of " μ " is more conspicuous than or equal to 1 in the hypothesis test, the insight is positive, and if the estimation of is negative, the discernment is negative. The expected null hypothesis will either be accepted or rejected by IBM SPSS.

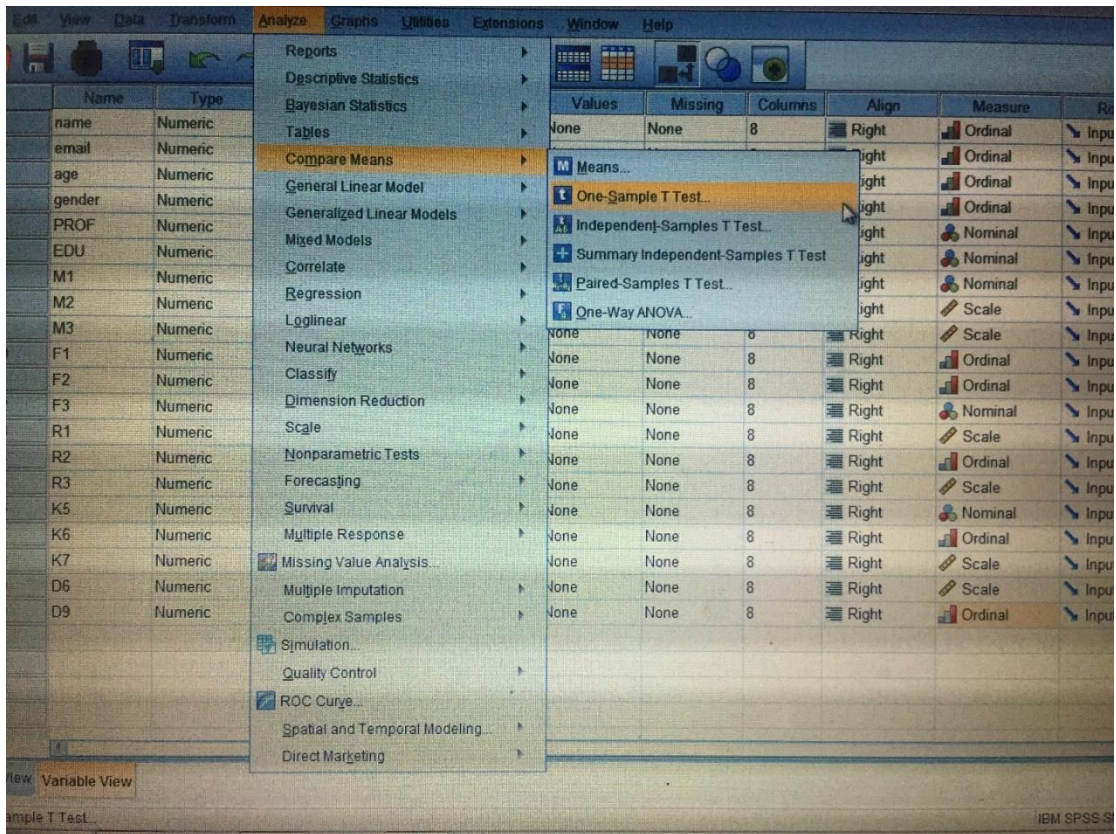
One sample t-test

The test is then directed through IBM SPSS as a result of these methods.

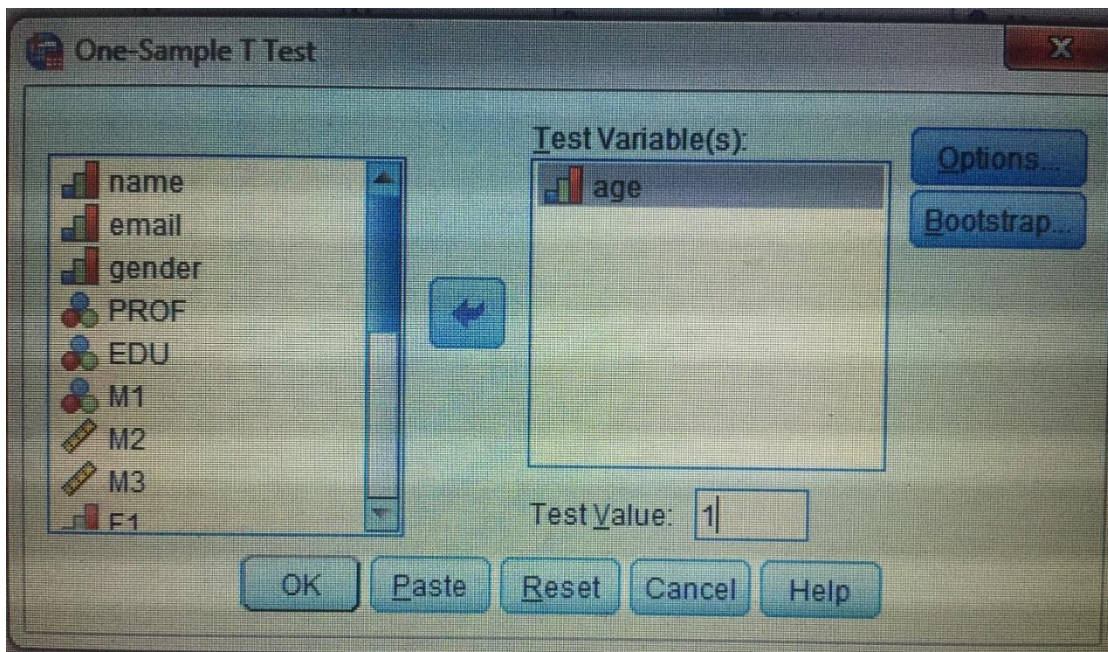
Step 1: Enter all of the study data into IBM SPSS and complete the information based on the survey responses.

Step 2: Test the null hypothesis (H0: $\mu \geq 1$ vs. H1: $\mu < 1$) against by the alternative hypothesis.

Step 3: Accept the 0.05 level of significance threshold.



Step 4: One Sample T-Testing happening by following method.



Set the "Test Value" to one and the "Confidence Level" to ninety-five percent.

Step 5: Find the output of the testing

The output the t-value is 3.569 and significance level is <0.05 . So, thereby the null hypothesis can be accepted.

3.3. Findings and Analysis

11.11, biggest one day sale creates impacts on consumer behavior

During its 11.11 campaign, Daraz Bangladesh, a subsidiary of the Chinese e-commerce and retail giant Alibaba Group, sold products worth Tk170 crore from 12am to 10pm on Thursday. In the 22 hours since last night, approximately 5.1 lakh clients have completed nearly 8.1 lakh purchases totaling Tk170 crore. During this time, the application has been accessed by 39 lakh users. In previous 3 years when these sales were introduced, the company didn't get the expected result and can't meet the budget they were set. But in this year their budget has crossed and people purchase a huge number of products in this year 11.11 sale.

As per the financial express, According to the press release, the campaign includes approximately twenty-five million products at tremendous discounts and provided visitors with the ultimate online shopping experience. Mystery Box, Surprise Voucher, 1 Taka Game, Thousands Taka Discount, Shake Shake-Seller Double Taka Voucher, Flash Sale, Big Buy Win, 11'o o'Clock Deals, and Add to Cart Giveaway were among the many appealing discounts available during the event. The campaign's diamond sponsors were Apex, Dettol, Esquire Electronics, LUX, Realme, and Studio X, while the platinum sponsors were Bata, Dekko, Fabrilife,

Harpic, Lotto, Motion View, P&G, and Parachute Naturale shampoo. Bruno Moretti, Fantech, Focallure, Godrej, Haier, Lee Cooper, Logitech, Ribana, Rongon Herbals, SSB Leather, TP-Link, and Transcend were the Gold Sponsors.

People saved their wages for this sale and waited to buy something significant during it, and they made a proper plan before the sale started. People were unable to purchase luxury goods during the epidemic, and there is a merchandise shortage in every market. As a result, this sale greatly aids them in achieving their goal.

Daraz shopping benefits

The customers need to install the app and login with their information to get all the benefits. They can avail the greatest shopping experience from this platform.

- Have different categories to select desired product
- Daraz coins system- when a consumer completed daily mission they will get discount or voucher
- Daraz Mart from where consumer can get their daily necessary items and grocery.
- Daraz Mall where consumer gets authentic and branded products.
- Consumers get brand shop separately.
- They get their product by Daraz express which is very fast and smooth.
- Daraz will notify every consumer if any new things come.
- Consumers get the global products at a reasonable price.
- They can pay with the bank card, bKash, Nagad.
- Have facilities of Cash on delivery
- Have the facility of refund and return.
- If anyone return the product they will get refund through voucher or get the cash on bank or bKash.

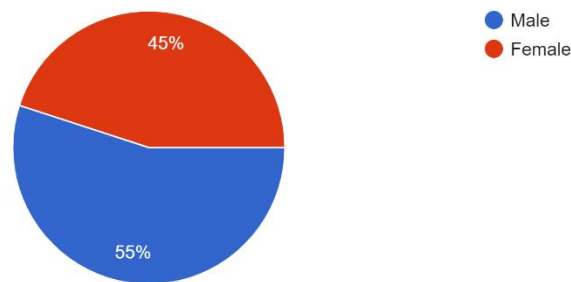
3.4. Individual insights about consumer purchase behavior during 11.11 sale

By directing the survey on 11.11 sale with 11 unique questionnaires, we acquainted with consumers behaviors in a specific manner.

1. Gender

This inquiry poses to the client to distinguish itself from several demographical concerns. Where the majority of the male clients were taking part in the research.

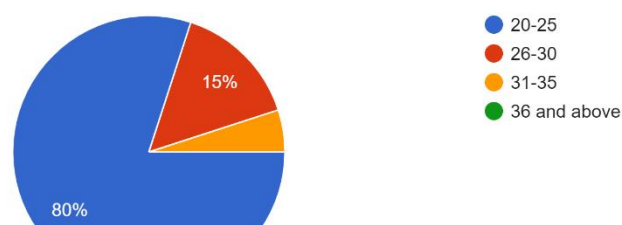
What is your Gender?
20 responses



2. Age Range

Here, age range of 80% people is between 20-25 as well as 15% people are fall between 26-30 and rest of the people are in between 31-35.

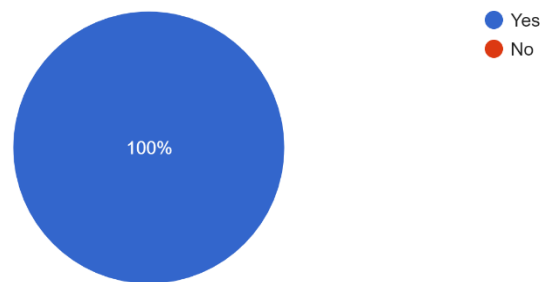
What is your Age?
20 responses



3. Do you prefer online shopping in this pandemic?

Among the 20 people, every people gave positive opinion about it. 100% people prefer online shopping in this pandemic rather than going to physical stores.

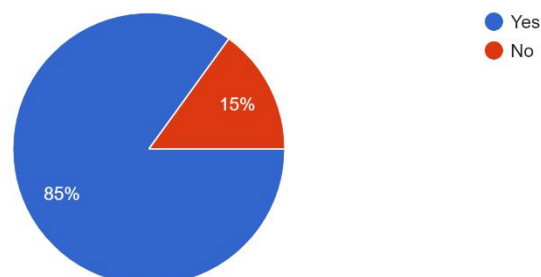
Do you prefer online shopping in this pandemic?
20 responses



4. Do you shop from Daraz?

Among the 100% result 85% people shop from Daraz and other 15% people didn't buy anything from it.

Do you shopping from Daraz?
20 responses

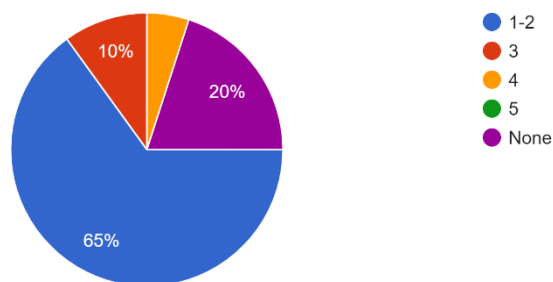


5. How many items do you buy in a month from Daraz?

65% people buy 1-2 items in a month from Daraz , 10% people buy 3 items and 5 % people buy 4 items and 20% people buy nothing form this platform.

How many items do you buy in a month from Daraz?

20 responses

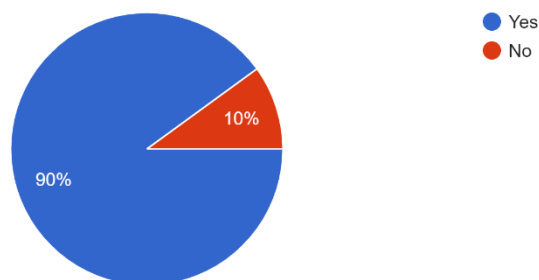


6. Did you hear about Daraz 11.11 sale?

90% people said 'yes' they heard about the 11.11 sale and 10% people didn't know about the sale.

Did you hear about Daraz 11.11 sale?

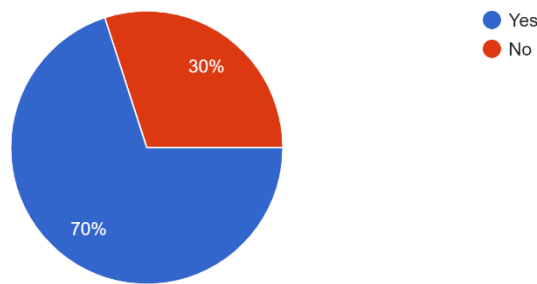
20 responses



7.If yes, then did you purchase anything form this sale?

Base on the previous question, which people are said yes they gave their answer to this question. So, among them 70% people buy form this 11.11 sale and 30% people didn't purchase anything from this sale.

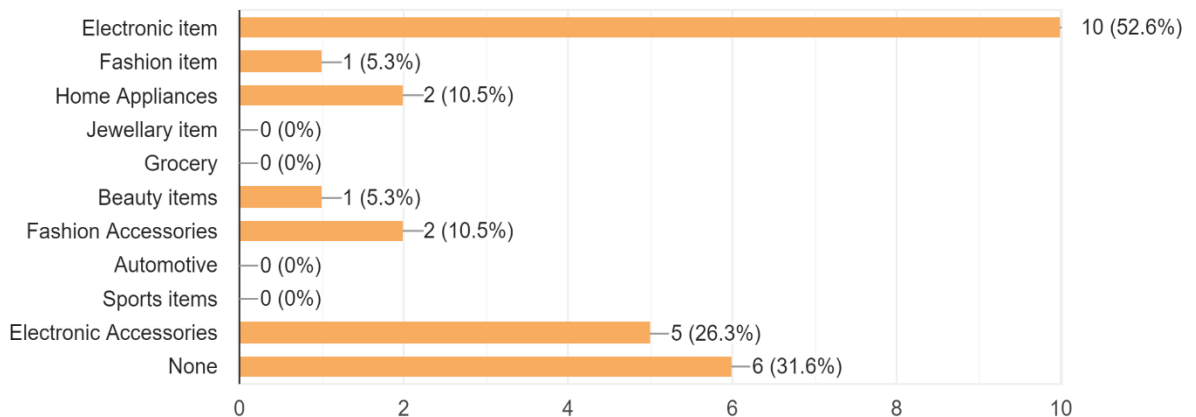
If yes, then did you purchase anything from this sale?
20 responses



8.What did you purchase from 11.11 sale?

52.6% people are preferred to buy electronics items, 26.3% people purchased electronics accessories and rest the people purchase fashion items, beauty items and fashion accessories and 31.6% people buys nothing.

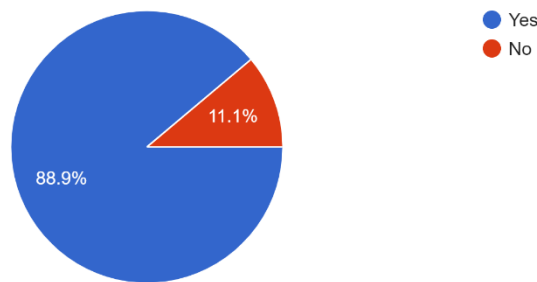
What did you purchase from 11.11 sale?
19 responses



9. Are you satisfied with your purchase?

88.9% people are satisfied with their purchase and get a good product. And rest of the people didn't satisfy with their purchase.

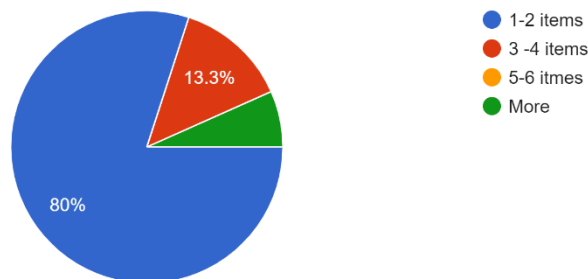
Are you satisfied with your purchase?
18 responses



10. How many items you had bought during the 11.11 sale?

80% customers buy 1-2 items, on the other hand, 13.3% people buys 3-4 items on this sale.

How many items you had bought during the 11.11 sale?
15 responses

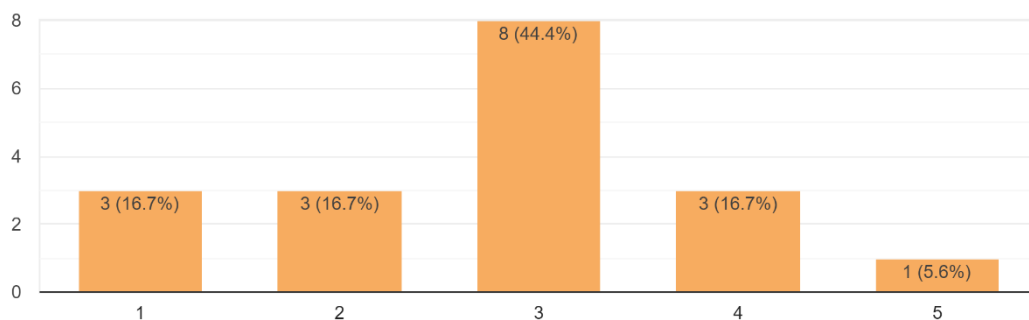


11. Rate the delivery process of Daraz during 11.11 sales.

44.4% people review the Daraz on average rating 3.

Rate the delivery process of Daraz during 11.11 sale

18 responses



Key Findings

1. Since Daraz providing a reliable platform of shopping and giving people a variety experience still people try to explore new platform.
2. From 21-25 aged people prefer to shopping from online but above age-40 people prefer to go physical store.
3. Now most of the customers are shifting to online shopping because of the pandemic.
4. Daraz have their own loyal consumers who trust their service and products.
5. People are loving Daraz's return and refund policy though it is complicated for some people, The procedure and the other stuffs.

Summary and Conclusion

Summary

Daraz is one of the e-commerce platforms who think about their consumer lifestyle and according to that they categorize their priority in their app that all class people could buy from its platform. Also, like 11.11 biggest sale, they offer many more sales to the customers for their ease of shopping. They gave a huge amount of sale which drive people to buy things within their budget. All classes of people could afford their product. As we can see that 11.11 sale is one of the biggest sales where people can fulfill their desire.

Conclusion

The research paper is planned to break down 11.11 sale of Daraz and how it impacts on consumer purchase behavior. The customer has positive insight on Daraz and its 11.11 sale. As per the research they want this kind of sale every year which is a great approach for the company. From starting the pandemic, e-commerce platform is spreading their business area in a broader way. Now people are really dependent on online platform for their shopping. Where Daraz providing a high quality of services and making people's life easier. Still, there is many scopes to develop their service further and they can ensure top-level service for the customers and make the people loyal for them. If they can assure and make their website, app and communication more user friendly it can make consumers loyal for them. They offer more sale to their consumers and add new value to their organization.

Recommendation

- ✓ Taking consumers rating and review to improve their service
- ✓ Take consumers each and every comment seriously and analyze it and apply it to further improvement

- ✓ Each and every month they could analyze and survey on consumers about their sale they are offering.
- ✓ Ensure about the best delivery process.
- ✓ As Daraz is an e-commerce platform they should take their employees opinion about any decision making for their business

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