

Report On
**DHL Express & its contribution in people's life as well as growth of
E-Commerce sector in Bangladesh**

By

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An internship report submitted to the BRAC Business School regarding partial fulfillment of the
requirements for the degree

Bachelor of Business Administration

BRAC Business School

BRAC University

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Declaration

I is hereby declare that

1. The internship report submitted is my own work based on the combination of my learning during the courses and working experiences during enrolling for my degree at Brac University.
2. The report is not consisted by contents 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 any content 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 in order to complete the report.

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Letter of Transmittal

27th January, 2022

Mrs. Rahma Akhter

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship report submission

Dear Madam,

It is a great privilege for me to compose my internship report, with the Title '**DHL Express & Its Contribution in Peoples Life as well as E-commerce growth of Bangladesh**', in accordance with the set of instructions conveyed.

My Best attempt has been initiated to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I sincerely pray & hope that this report will fulfill your expectations.

Obediently yours,

Reshadul Erfun

16204025

BRAC Business School

BRAC University

Non-Disclosure Agreement

This agreement has been made and entered into by and between DHL Express BD PVT LTD. and Reshadul Erfun, the undersigned student from BRAC University for enforcing a rigorous prohibition on the release of the organization's sensitive information.

Acknowledgement

An internship program (“BUS400” at BRAC University) being a prerequisite for obtaining a Bachelor of Business Administration degree. Without the necessary advice and instructions, as well as the ongoing support from my coworkers and just as my adored individuals at BRAC University, I would not have been able to submit the report effectively and on schedule. I would like to begin by Thanking to my honorable faculty Mrs. Rahma Akhter, Lecturer, BRAC Business School for broadening her unparalleled help which has furnished me with the important direction and data expected to finish this temporary job report. Also, I might want to offer my thanks to my internship supervisor Mrs. Tasneem Islam, Customer Service Supervisor, DHL Express Worldwide BD PVT LTD, for all kinds of help, showing me every one of the nuts and bolts of my undertakings and quietly showing me each necessary detail, revising me when I am off-base, expanding his glow as a badge of appreciation and directing me all through my internship period. Also Thanks to Thasnova Shahid, Customer Service Manager and Mr. Iftekher Al Mahin, key Account Manager, DHL Express BD PVT LTD for providing me the access to any kind of sales or finance related information whenever I required them effective for my internship. The colleagues from the whole commercial team of DHL Express deserves the Thanks for helping me in each and every steps as my internship report is majorly dependent upon information provided from them related to B2C figured which directly refers to the contribution of the organization in E-commerce growth of Bangladesh. A big thanks to DHL Express for providing me the opportunity to be an intern while I had been a contractual employee for them for the last three years. Finally I am grateful to my family, my co-workers, partners, and well-wishers for having trust in me and supporting me during each stage of my life.

Executive Summary

Logistics Service has been playing one of the big roles in people’s life and business since decades and on modern times, communications, greetings, business transactions are unbelievable without that.

DHL Express being the global leader on this logistics industry has been providing it’s best to make people’s life easy since its founding year 1969 and still carrying it on across worldwide

being the most international company in the World. Maintaining the quality of services it is also continued in Bangladesh since it started its journey in the country in 1979. The purpose of this paper is to represent the contribution of DHL Express in people's life as well as the growth of E-Commerce sector in Bangladesh.

The organization where I did my internship not only dedicated to recognize the global logistics industry but also works hard to provide its consumers with the best service possible, incorporating changes and innovations into their operations on a regular basis. DHL Express is continuously developing its services intending to help people and business organizations by carrying their valuable documents, parcels, gifts, business samples and commercial products in the best and fastest way possible.

A fixed questionnaire-based survey has been conducted by me to find the contribution margin of DHL on people's life and E-commerce growth, where 122 among 251 respondents were DHL Express users and they said DHL Express had made their life and Business easier by providing Faster Express delivery services, quality handling of the shipments and providing extra security to their destined documents and parcels. One of the most driving information achieved from the survey is maximum of the users are Entrepreneurs focused with E-commerce and they found DHL effective on fulfilling their purposes. Which refers that DHL has been providing a huge contribution on improving people's life & the E-commerce growth of Bangladesh.

Keywords: Faster shipping ; innovations; bundle of services; saving time; Contribution of DHL; save times & efforts ; logistics service; e-commerce growth; Online shipping; shipper; consign

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List of Acronyms

DHLE	DHL Worldwide Express
Dept.	Department
BDT	Bangladeshi Taka
CS	Customer Service
SVC	Service Centers

Chapter 1

Overview of Internship

Information Student

I am Reshadul Erfun, enrolled in BRAC Business School since September'2016 provided student ID 16204025 focusing my major concentration in Marketing and Minor in E-commerce to attain the degree Bachelors in Business and Administration. I had been working as a contractual employee in DHL Express since March'2018 and during these period I have also been provided to do my internship in the organization.

I have represented BRAC University in inter University level performing for the BRAC University Drama & Theatre Forum and ended up putting a mark of my gratefulness to BRAC University by founding BRAC University Response Team which has virtually helped more than 1000+ stakeholders of BRAC University by assisting medically during the Covid-19 period till date.

Internship Information

1.2.1 Internship details:

Period – From October 15th, 2021 – 4th January, 2022

Company Name – DHL Express BD (PVT) LTD.

Department – Customer Services

Division- Key Accounts

Address – MCC Tower, 76 Gulshan Avenue, Dhaka 1212

1.2.2 Internship Company Supervisor's Information:

Supervisor's Name – Tasneem Islam

Position – Customer Service Supervisor

Email – Tasneem.islam@dhl.com

Phone number – 01713049868

1.2.3 Job Scope:

I was appointed as a contractual employee for the position of a tracer for the Key Account customers of DHLE back in 2018 and in 2021 I had been provided the chance to do my internship with the Commercial team of the organization where apart from my regular job roles I worked with a project of the retail business team where E-commerce Entrepreneurs were the key target of DHLE to contribute by providing their business in the new campaign.

The Campaign activity contained converting quality leads into potential customers which also included making Aadi and Aarong corporate agreements with DHL Express for destining their overseas packages and fulfilled the demand of local traditional apparels for Bangladeshis living abroad. Also many small Entrepreneurs got able to open a new door for their business by reaching products in the fastest and safest ways at their customer's doors.

One of my key contribution in this project refers to build a bridge between the Retail and CS team in order to provide quality aftersales support to the customers and ensuring Customer satisfaction as promised.

1.3 Internship Outcomes

1.3.1 Student's contribution to the company:

For being a regular contractual employee of the company I was previously assigned to many tasks but for that as a reward DHLE provided me the opportunity to do my internship keeping a margin with my regular works and relating to them.

During my internship I was strictly told by my organizational supervisor to brainstorm ideas and feasible solutions for the project which I mentioned in the above paragraph and when I got able to do so , they got me considered from my regular tasks and put me the chance to fully focus on the internship related projects.

To start about my contribution, because of facing directly to the customers I knew what the new E-commerce related entrepreneurs really wanted and submitted the leads accordingly. Then while the telesales team found the leads potential I was assigned to make the leads as our regular registered customers and aligned my customer services related experiences to run the projects.

The outcome came so good that the company finally decided to extend the campaign and the project is still being ran by the Retail team. Lot of customers got able to ship their business samples and commercial products in a cheaper and safer ways, also B2c customers took the

opportunity to send their personal documents and all by the service and at the end of the year it contributed in the company's hitting 50 million euro milestone for the first time in Bangladesh.

Also for my regular job tasks I got able to advise key account customers in a way so that they can ship in a cost friendly way where maximum of them were RMG exporters got able to receive big orders from international buyers by sending samples within the allocated time.

All over, I want to say I myself have played a big role in proving DHL's key motto true which is "Making people's life easier".

1.3.2 Benefits of this Internship:

Learning is only beneficial when both practical & theoretical skills are combined and applied whatever we've learned in theory to real-life situations. So, working in the organization really helped me to prove it true.

First of all I got know all type of functions and activities, norms and etiquette of the world's most international company as they claim. In addition I got to explore how business can grow bigger from big by quality services. I got to know about most of the import and export related conditions provided by Bangladesh and many countries in European Union where most of the RMG buyers belong. I have learned how to turn a small opportunity to big potential businesses by turning retailers to major E-commerce exporters.

Corporate dealing was a mystery to me and I learned about it well during working for the company which will lead me to carry it in further organizations I work. Communication was one of the thing I really wanted to work on and Thanks to the organization for providing me the full opportunity to learn on it.

"Empathy" which has been one of BRAC University's major concentration to be put in within the students , I have learned the full on it by remaining empathetic to customers and bring put the best solutions for them depending upon their demands.

1.3.3 Problems and difficulties faced during internship:

The working experience at the organization was very well. All of the coworkers were very supportive and welcoming towards me. I was provided whatever information I required and held my hand in the process. The only thing which didn't find me comfortable was I was not provided a roadmap for my internship as this company do not usually hire interns for the Commercial team. Though I worked with joy and got to learn a lot but the uncertainty really bothered me in the very first place.

1.3.4 Recommendations:

- (i) The company should hire more interns on a regular basis like other multinational companies so that both parties can be treated with benefits like new ideas and experiences.
- (ii) A Specific roadmap should be prepared for the interns so that young people find the journey easier.

Chapter 2

Organization Part: Overview, Operations, and a Strategic Audit

2.1 Introduction

Objective:

- I. Something about the DHLE's working cycle within the organization.
- II. The logistics industry and DHLE's position
- III. A glimpse of the organization's work structure.
- IV. Get a sense of how DHL Express is perceived in the industry.
- V. Analysis of the company's situation among the competitors.

2.1.1 Methodology:

- I. Website
- II. Internship experience throughout the time.

- III. Reasonable Perception IV. Class Learning.
- IV. Government & Non-government organizations websites
- V. Articles

2.1.2 Area:

This section refers to the key elements of DHLE which includes the Senior Management team's plan, operational plans, and other function's coordination in order to achieve customer satisfaction. Finally the analysis of the company's competitive position has been tried to be mentioned.

2.1.3 Limitations:

Though the organization's structure is fully welcoming, people were helpful and I got every kind of supports from my co-workers but still there were some lacking which made me feel like these things could have complete my Internship in a better manner. Maximum of the information were not organized I had to find out data by calculating figures from the rough ones.

2.1.4 Significance:

In this section of the paper, I have primarily provided the organizational structure, overview of the organization, overall details of the departments, activity of the management, and role analysis of the company. As a result, this section of the study is extremely important and detailed. In addition, I have presented the details in an ordered manner so that it results better understanding.

2.2 Overview of the Company

2.2.1 Organization overview:

DHL Express a subsidiary by Deutsche Post was founded back in 1969 firstly destined to deliver document from Bonn to Honolulu. It started its journey in Bangladesh back in 1979 through its agent Homebound Packers and Shippers LTD with only one room office within the homebound office premises. Now it has the Main facility office located in Tejgaon and Head office located in Gulshan 1 along with more than 25 service centers across the Country.

In this country DHLE offers different kinds of service like Faster documents and parcels shipping in a faster way , customs clearance facility by their own clearance agent for inbound shipments, parcels with insurance premium and documents with extended liabilities which allow customers claiming demerge if document or parcels are lost which is very rare, an special discount package is also served by DHL for the students who are willing to send their education related documents to Schools/Colleges or Universities abroad.

The four pillars of the company's run towards success are – Motivated people, Great service quality, profitable network and loyal customers. According to the Managing Director Mr. Miarul Haque's latest monthly memo DHLE has been maintaining its four pillars with Excellence.

Regarding **Motivated people**, CIM 1 Virtual training took place in APEC countries with 3 participants from BD on Dec 06-09. DHLE celebrated Tour De Excellence (Green Jersey Award) achievement of Q1 & Q3 on 7th Dec 2021. Safe Drive program was celebrated on 3rd of December 2021. With the theme of Celebration like Never Before, DHL Family Day took place physically both in Dhaka and Chittagong on Dec 10 and 24 respectively.

About **Great Service Quality**, in a recent global review 2021 DHLE BD took place virtually from 24th Nov-2nd Dec by Retail outlet team for Tejgaon, Chattogram & Airport facility. Price Management Tools (PMT) had been deployed in the Operations department in order to print customer invoice and delivery sheet. The Company's December's YTD transit time was standing at 95.4% and 95.7%, respectively. Where the country target was 95.5%.

In terms of '**Loyal Customers**', New retail facility had been inaugurated in Savar to increase the customer reach. Relocated retail outlet was inaugurated at Dampara, Chattogram. Facebook boosting of Digital account opening link was done to drive digital prospect. Outbound & Inbound combined competition had been completed for the entire year 2021 and had generated good reach. GPI communication to all customers had been completed within December'21. Commercial kick on took place on 18th of December where commercial strategy house has been shared with the full commercial team and SMT members here I also took part with my contributions to the projects.

About '**Profitable Network**', YTD December EBIT after OH is far above target due to revenue overachievement. DHLE's estimated DSO is 27 days, Dec'21 AR% was more than 60 days is at – 7.0% and more than 90 days AR% was at - 2.5%. These AR and OH re checkpoints of the company which refers to shipments specific situation.

So, the description of the four pillars in the last quarter portrays how dedicated the company is to maintain their moto and organizational structure.

2.2.2 History:

As mentioned earlier DHLE began its journey in 1969 only delivering documents fromm Bonn to Honululu and now it's the most international company in the world operating in more than 192 countries. In Bangladesh Homebound Packers and Shippers Ltd. Brought DHLE and then soon DHLE got directly recognized from the head office and now a regular award winning country in the Asia pacific zone.

2.2.3 Mission:

DHLE's core mission is to make people's life easier and keeping the motive of their slogan "Excellence simply delivered" the company aims to create a customer centric environment along with the four pillars Motivated people, Great Service quality, Loyal customers & profitable network which are detailed earlier.

2.2.4 Products and services:

DHLE provides its customers with a variety of delivery services that are fast, convenient, and safe.

A list consisted by DHLE's services are provided below:

- **Express Worldwide:** The most common service of DHL Express which used to take 3 days to deliver a product within distance like Dhaka to Berlin before the Covid-19 period started and now the time has been extended due to uncertainty of the flight situation. This service is mostly used by corporate customers in Bangladesh in order to send order samples within time, also B2c customers are very interested with this service.
- **Express Easy:** A discounted version of Express worldwide which are purchasable from the service points was mainly enrolled to encourage small entrepreneurs.
- **Student document Services:** Believing the statement :today's students are the future leaders, DHLE BD provides discount to students for documents

within 0-0.5 kg which are meant to be sent in different schools and universities abroad.

- **ESS shipping tools:** This is a tool provided to B2B and B2B customers run by the E-com department so that customers can put their shipment related information in a filtered manner which cause less risk to be hold at customs.
- **Express 12:00, Express 10:30 & Express 9:00:** Time definite version of Express worldwide which promises to be reached a bit earlier before the end of the day with added benefits.
- **Saturday Delivery:** Most of us are informed that Saturday & Sunday are weekly holidays in most of the other countries where shipments are destined from Bangladesh and usually those are holidays for DHLE too but by the Saturday delivery services customers can expect their shipments to be delivered before the week starts.
- **Shipment Insurance:** Though the percentage of lost or damaged shipments via DHLE is rare still then this service allows customers to be paid with demerge fees if any issue occurs.
- **Extended Liabilities:** The document version of Shipment Insurance which declares to provide customers a demerge fee of 250 Euros if any document gets missing or damaged.

Corona Info

In the corona outbreak DHL played its role as a wheel to make the car of business and communication of Bangladesh and all over the world run. Even former US president Donald Trump rewarded DHLE for contributing outstandingly to make people's life easier. Medicines and business samples were carried the most by DHL than the other Courier service providers. From my own experiences I have seen that people who were in regular checkups with doctors in India, Singapore got fully depended upon DHLE to bring their medicines home. With a wide range of difficulty at the Airport Customs in Bangladesh DHLE is still serving customers waiting for medicine in its own way.

2.2.5 DHLE's position in the international market: Except the US, DHLE has been able to maintain their position as the leader of this industry. In Bangladesh it has also

been the leader of this industry heading far better than UPS (United Parcel Service) who are the 2nd position holder in the country.

2.2.6 Benefits of DHLE: DHLE being the global leaders of logistics services industry has been proven as the most cost effective and convenient logistics service. Most of the biggest RMG exporters have been dependent upon DHLE for reaching their mostly sample and commercial shipments within time. People also use DHLE for their personal use like sending gifts and important documents, all over DHLE Bangladesh has really made peoples life easier.

2.3 Management Practices

2.3.1 SMT (Senior Management Team): DHLE BD is led by a 7 members SMT or Senior Management team where Mr. Miarul Haque holds the position of Managing Director of the organization, followed by Mr. Mahmud Bin Alam, Senior Director of Operations, ASM Shakil Ahmed, Senior Director, Commercial. Mr. Abu Noim Md. Kashem, Senior Director of Finance, Mr. Kamrul Hasan Qadri holds the position for Director of IT, Mrs. Taufiq Erfan responsible as the Director of HR and Ismail Ahmed Rasel for the position of Director of Customer Services.

2.3.2 Structure & organogram of the Organization: As mentioned earlier all the departments are led by respective Directors or Senior Directors and the further organogram is as below:

Admin: Managing Director > Manager of procurement > Functional Coordinator

Commercial: Senior Director > Manager B2B-Manager B2C-Manager Key Account – Manager Marketing > Field Sales Executives (Sales Territory Managers)- Retail supervisor (Retail Territory Managers)-Project Managers > Telesales Executives > Account Coordinators (Externals)

Operations: Senior Director > Ground Operations Managers-Gateway Operations Manager > Service Center Operations Managers > Quality Analysts –Operations Project managers > Operation Supervisors > Held Inventory Executives-Gateway Support Executives > Pick up Agents > Drivers

Finance: Senior Director > Manager of Finance –Manager of Admin > Billing Executives-Procurement Executives > Customer facing billing agents

IT: Director of IT > Managers of IT –Manager of Ecommerce > Project Managers – Executives of IT & Executives of E-commerce

Customer Services (CS): Director > Customer Care & key Account Manager- Contact Center Manager > Customer Service Analyst & Training Manager > Customer Service Supervisor >

Key Account Advisors > Import Desk Advisors> Customer Care Advisors > Contact Center Executives> Customer Service Support Advisor (External)

Human Resources (HR): Director> Manager of HR Business Partners> HR General Manager> HR billing manager> HR Executives

2.4 Marketing Practices

2.4.1 4Ps of bKash Limited:

Products/services:

As a provider of courier service DHLE always try to bring variation on their services by offering added benefits often like proactive aftersales service by the CS team, individual follow up , resolution of claim or complaints within 3 working days , shipment expedite process in case of emergency. In addition the commercial team often offers more added benefits with the services to B2B and B2C customers.

Price: Pricing has been one of the key strategies of DHLE BD's marketing, effective pricing has always been offered calculating with the freight charge, fuel charge e.g.

The retail rate chart of DHLE which is mainly arranged for B2C customers, that is even updated regularly with different kind of offers. Like referral point has been one of them which allowed customer discounts according to their previous purchase.

For B2B customers, the amount of discount on their contracted rates are updated according to transactions and often campaigns are offered like if a customer ships a certain number of shipment in the current month they will get certain number of free shipment in the following month.

These strategies had really helped the organization to achieve its sales target to exceed.

Promotion: Though DHL Express many promotional activities in the whole world like sponsoring in the Moto GP, being Manchester United's official logistics Partner, Providing logistics service in the movie no time to die and many more but in Bangladesh the promotional activities are limited but done in an effective manner.

Advertisements through social media are done while any new campaigns are offered. To engage new customers of new genre different types of campaigns are launched.

Arranging the Business Award along with The Daily star is one of the key mentionable sponsorship of DHLE.

Mostly DHLE BD believes that properly served customers are the key promoters for an organization.

Place: Talking About the positioning of DHLE Bangladesh, it has been done too much accurately according to Bangladesh Geography. The main operational Hubs in this country are located in Tejgaon Industrial Area, DEPZ, CEPZ , Agrabad ,Narayanganj ,Gazipur and Motijheel from where most of the big exporter organizations belong.

Although DHLE has Retail Outlets in different areas in Dhaka – two outlets in Uttara, Two outlets in the Motijheel area, one in Malibagh, Rampura, Elephant Road, Dhanmondi, Gulshan 1 , Gulshan 2 , Tejgaon , Banani, Panthapath Kuril, British Council, Mohakhali DOHS, Mirpur , Shamoli. In Chattogram the retail outlets are situated in Agrabad, Dampara , Muradpur and CEPZ. In Comilla, there is one outlet in the zone services complex. Also there is one outlet in Khulna, Bagura, Gazipur and Narayanganj and Two outlet in the whole Shyllet district.

2.5 Industry and Competitive Analysis

2.5.1. About the Industry: International Logistics Services:

In Bangladesh DHLE is the Top position holder and the nearby competitors are UPS managed by Air Alliance BD and Fedex managed by MGH. There are also other courier services like T&T, Aramex.

A casual information collected from experience that the nearby competitors are trying to hire DHLE employees here in Bangladesh to run the same strategy.

2.5.2 S.W.O.T Analysis

In order to understand a company's business environment we must not only focus only focus on the general environment but also focus on the association's business and competitive environment and in this case, there is no other option than trying the SWOT Analysis which is the most effective way to understand a company's business and competitive environment. It is the most generally used process by which an executive make the fastest outline of a company's scenario. The SWOT analysis not only allows the company but also its stakeholders to take the

right decisions relating to it. Estimating the components of analysis such as Strength, Weakness, Opportunities & threats is a must while the company is about to make a new decision. The findings of DHLE BD's SWOT analysis in Bangladesh is provided below.

Strength

DHLE has always attempted to offer customers variety of services. The Strength of this organization incorporates the enormous dedicated works of employees from every departments, quality aftersales service by the customer service team, solid monetary position, organizational culture, Proceeding onward to a more in-depth examination, we get-

- Dedication for brands
- Enormous number of clients
- Proficient Administration & Senior Management team consisted by the Board of Directors
- Online Shipping tools
- Shipment tracing service and change of service facility
- Unlimited packing material supplies
- Proactive Operations team

Weakness

DHLE being one of the most recognized company in the world has made many examples with exceptional services which are not possible according to Bangladesh scenario. Suppose DHL China uses drone to deliver important documents which is not possible in Bangladesh. Similarly the customs taxes rate in Bangladesh is too high that's why direct delivery countries like USA, Canada provide can't be possible in Bangladesh. That's why many first time inbound shipment users finds a get surprised when they know they have to pay taxes for that. There are also difficulties in the Airport which the company has been facing since a long time which can be synonymous to below mention:

- Discouraged importers due to huge percentage of taxes
- Slow clearance process of the Airport customs
- High expectations of customers which are not possible according to the scenario of Bangladesh
- Lack of knowledge in the customers
- Too much obligation set the government to export anything
- Traffic Jam in Bangladesh sets a big challenges as the company deals with time to ensure customer satisfaction.

Opportunity

The opportunity of DHLE is enormous in this country. Because of the country being one of the largest RMG exporters in the world there are demands by the buyers that the samples have to be reached within the fastest time and that is where the business gets assured. Moreover because of Bangladesh being a developing country, different kinds of business opportunities are being created and modern entrepreneurs prefer DHLE more than other logistic service providers in the country.

The core opportunities are:

- Establishing Operation hubs in the main export processing areas of the country
- Electronic shipping solutions
- Retail outlets located within potential customers zone
- E-commerce being a hot topic in Bangladesh
- New Entrepreneurs preferring DHLE for brand value
- Continuous possibilities of new export processing zones being established which means more new customers.

Threats

The Threats from competitors or new entrants are very low for DHLE in Bangladesh. But existing competitors are without any doubt more eager to grab the market with more percentages of the share. Different types of tactics has already been played to grab the business. Even big investments have been made in recent times. DHLE employees have been offered to join the competitors with better positions. In the nearby future these factors can become big threats including the below one:

- Possibility of new brilliant ideas from new entrants
- Complicated customs policy in the country
- Existing competitors offering better opportunities of position to current employees
- Competitor being owned by large business group of this country, like – Fed-ex is managed under MGH in this country

2.5.3 Porter's Five Forces Analysis of DHLE in Bangladesh:

In Bangladesh for the current situation International Courier Service is a very on demand industry and very few organizations are providing such quality service as DHLE internationally but though DHLE don't provide any inter country service but it might be a game changing factor for them if they can start it in the long run. In that regards the company will have to compete with the local courier services as they have already conquered the market. Below are the mentioned factor as per Porter's five forces model which might have a direct impact on the company's competitive activities and responses:

Threats of new entrance

Economies of Scale: Not only DHLE but also the other top players of this industry provides the service to such level that for a new entrant providing this type of service will be too expensive and without any long term profit goal it is unable for them to survive in the market.

Capital Requirements: Though managing the capital for starting an International courier service provider in Bangladesh is tough but if the nearby competitors who are UPS & Fed-ex gets directly recognized like DHLE in that case there will be challenges upcoming for DHLE to keep its position in the market share.

Access to Distribution Channels: Every market leaders in the International courier service industry need additional distribution channel to keep the business running. Like DHL Express use Security Air Express as their delivery AID team in the remote areas of the country and many others for more operating activities. So, as a new entrant it is quite tough to find reliable distribution channel with the promised service quality.

Government Policy: DHLE Bangladesh and the other competitors are abided by any kind of Government policy that is termed with the business but some of the policies and regular amendment of these are sometimes too difficult for the industry leaders here so, for new entrants this is also a big deal.

So, Threats of new entrants are very low for DHLE BD according to the above mentioned factors.

Bargaining power of Suppliers

DHLE BD's core suppliers are the local vendors. Specifically for packaging materials DHLE is highly dependent upon its vendor as they don't have any production facility for packaging materials. In Bangladesh there are many quality packaging material suppliers and working for the top competitors in the market is a good indirect promotional factor for them that's why the bargaining power of suppliers for DHLE BD is low in this country.

Bargaining power of Buyers

Customer is the king and in that sense buyers are obviously the highest priority and DHLE taking a premium rate since very long period of time still now buyers are using the facility because below this rate the quality of service DHLE provides is not possible to achieve. For that reason the bargaining power of Buyers are very low.

The threat of substitutes

In the international courier service industry the substitute parties can be the other shipping agencies like who runs operations by ships or waterways. But the fact is shipments can't be reached in such faster way as air freight service providers like DHLE or its core competitors in the waterways and in that case for which purpose users of this zone use DHLE services will not be fulfilled. So, the threats of substitutes are low.

The intensity of rivalry among competitors

The industry rivalry between competitors occurs when there are highly fixed expenses, added benefits with similarity or variation in services, industry development gets backed or decreased. According to DHLE's situation in the previous details each and every of the conditions differ from the possibility to be occurred any rivalry among competitors.

2.6 Recommendations:

- Need to work on the variation of services in the long run
- Should negotiate with customs if policies can be simplified as most of the customers are attempted to bring revenue for the country
- Young minds should be hired more so that updated ideas can be proposed which will be initiated for the long term sustainability

Chapter 3

Project Part: DHL Express & its contribution in people's life as well as growth of E-Commerce sector in Bangladesh

3.1 Introduction of the study

3.1.1 Background:

In the modern era businesses need more speed in each and every sectors and for production or supply chain it is the most important thing required and there is where DHL Express now has been the most reliable places for people and business organizations almost all over the world. After being found just as a document delivery service provider organization it has now delivering documents and parcel with a promise to provide the fastest service possible. In Bangladesh, since 1979, it has been one of the main reliable service providers for industrialists and entrepreneurs of that time till now. We all know RMG industry was one of the few game changers for Bangladesh and Exporters from then till now is blindly dependent upon DHL Express for sending their samples on time and to the modern entrepreneurs and businessmen DHL Express had already been serving with the purpose of proving their moto "Excellence, simply delivered".

Owning the biggest chunk of the share from the global logistics industry DHL Express is fully focused to assist in the growth of E-commerce and in Bangladesh the plan initiated when a dedicated E-commerce dept. was found by the company. Customers from different logistics industry got able to ship online with the help of Customer service and e-commerce team and now they are fully preparing the online shipments by DHL e-shipping tool: MyDHL+ and because of this customers are not having to wait when the customer service responds and create their shipment receipt and generate pick up calls by themselves. Also there are guidelines attached with the link of the tools and there is also a dedicated E-com help desk in case of any disability of the customers. Even a lot of buyers share their global account numbers with exporters in Bangladesh and they can ship using the MyDHL+ tools without any charge and these things really encouraged small entrepreneurs and Industrialists well to merge in the E-commerce sector. Sailor by Hameem group , Yellow by Beximco are examples of retail companies who are exporting to B2C customers abroad via DHLE founded by mother companies who have been old customers of DHLE. For making people's life easier DHLE has also the same impact personally and business purpose.

The report has been prepared under the supervision of Mrs. Rahma Akhter, Lecturer, BRAC Business School, BRAC University, Mrs. Tanzin khan, Lecturer, BRAC Business School, BRAC University, Tasneem Islam, Customer Service Supervisor, DHL Express Bangladesh Ltd, Thasnova Shahid, CS Manager, DHL Express Bangladesh Ltd, Mr. Iftekher Al Mahin, Customer Care and Key Account Manager, DHL Express Bangladesh Ltd and Mr. Hayatuzzaman Khan, Global Key Account manager, Commercial Dept. , DHL Express Bangladesh Ltd.

3.1.2 Objectives:

The key focus of the report is to show how DHL Express BD is contributing in people's life and the growth of E-commerce sector of Bangladesh. Looking over the facts like how people are being so much interested to use DHL for their personal and business purpose.

Specific objectives-

- i. To explore the facts making people's life Easy by services of DHLE
- ii. Specify the factors about how people are being e-commerce focused from traditional business and how DHL is encouraging them to do so.
- iii. Provide recommendations on improving the scenario

3.1.3 Significance of the study:

The report has been narrowed down to how and in which way DHLE has impacted on making people's life easier and contributed in the E-commerce growth in Bangladesh. In order to gather knowledge and presentation purpose, completing this article has been a matter of significance to me. The perspective of users from both personal and

commercial ends had been tried to be portrayed. According to the interpretation and analysis of the results, potential recommendations will be provided to the organization in order to remain their position as the industry leader in the long run. As a view of the pursuer it can be shaped into an informative database.

3.2 Methodology:

The report has been mostly focused on quantitative analysis based on internet data and qualitative field research. Due to the Covid-19 pandemic situation, most of the times I have worked from home and as a result, I was unable to collect any primary data. While I was able to obtain some primary data information from my supervisor, the majority of this article is dependent on secondary data. In addition, I carried out a survey via online using the data I collected.

The sources of secondary information: To effectively write this report, as a prime component the data were mostly collected through company confidential files and there are not much information available about DHL Express Bangladesh on internet as the company is highly focused on keeping their business information secured.

The most important data sources:

- ✦ DHL Express Bangladesh Website
- ✦ DHL Express Worldwide's website
- ✦ Journals
- ✦ Newspapers
- ✦ Several reports

- ✦ Linked in page of DHLE

Design of the research: Research that is descriptive (single cross-sectional Design)

Method of the research: Online survey

Instrument of the research: A well-organized questionnaire

Sample size: 251

Sample area: Bangladesh

Method of: Convenience Sampling

3.3 Analysis and findings

3.3.1 Findings:

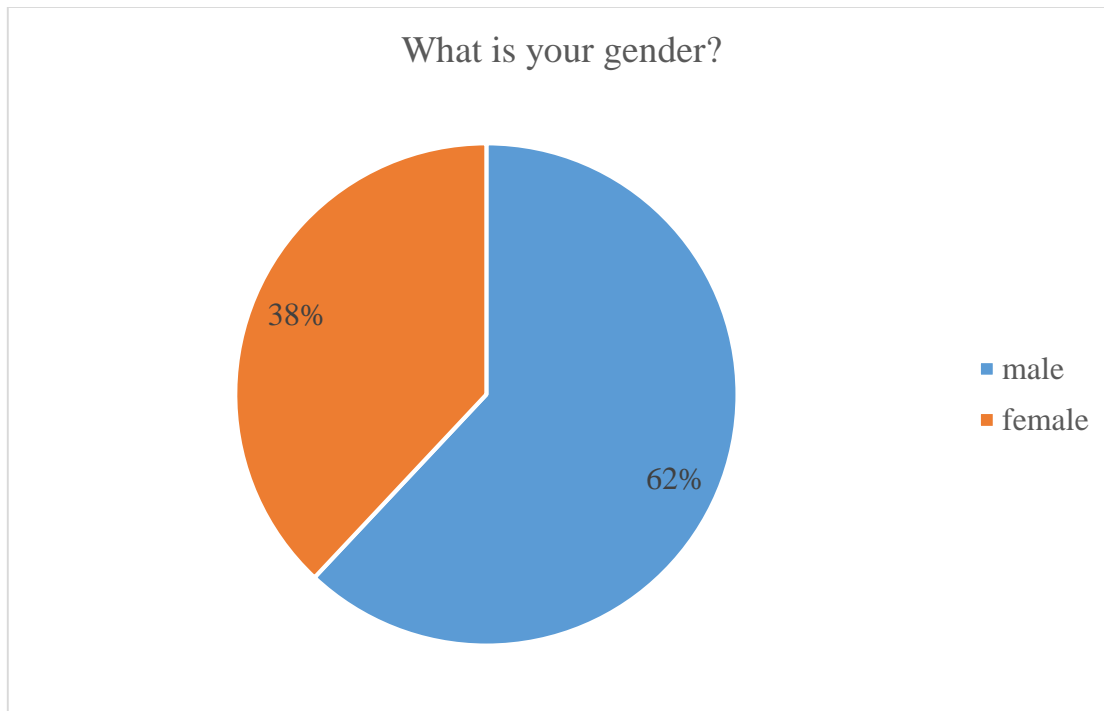
The Survey has been done upon 251 respondents using google form on a prepared questionnaire. The key goal of this survey was to learn more on the contribution of DHLE in making people's life easier and the E-commerce growth of Bangladesh. The online survey which was used to take the reviews was consisted by demographic and Likert based questions which led customers to mention the factors of DHLE which made them regular customers of DHLE in both personal and business purpose, tested their loyalty for DHLE and also collected recommendations which might allow DHLE to be concerned about factors they should be more careful or practice more.

3.3.2 Analysis & results:

Demography

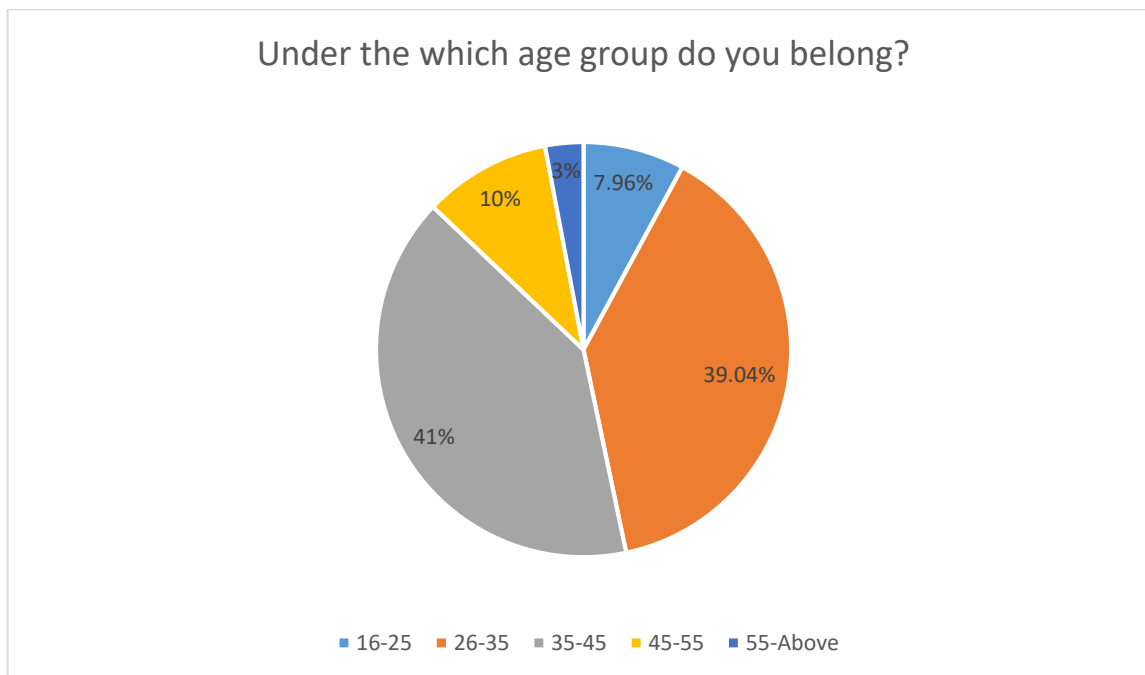
This portion of the survey indicated the differences of people or users of DHLE and if their gender, age, level of education and profession varied.

Gender:



According to the findings, 62% among the 251 respondents were male and 38% of the respondents were female.

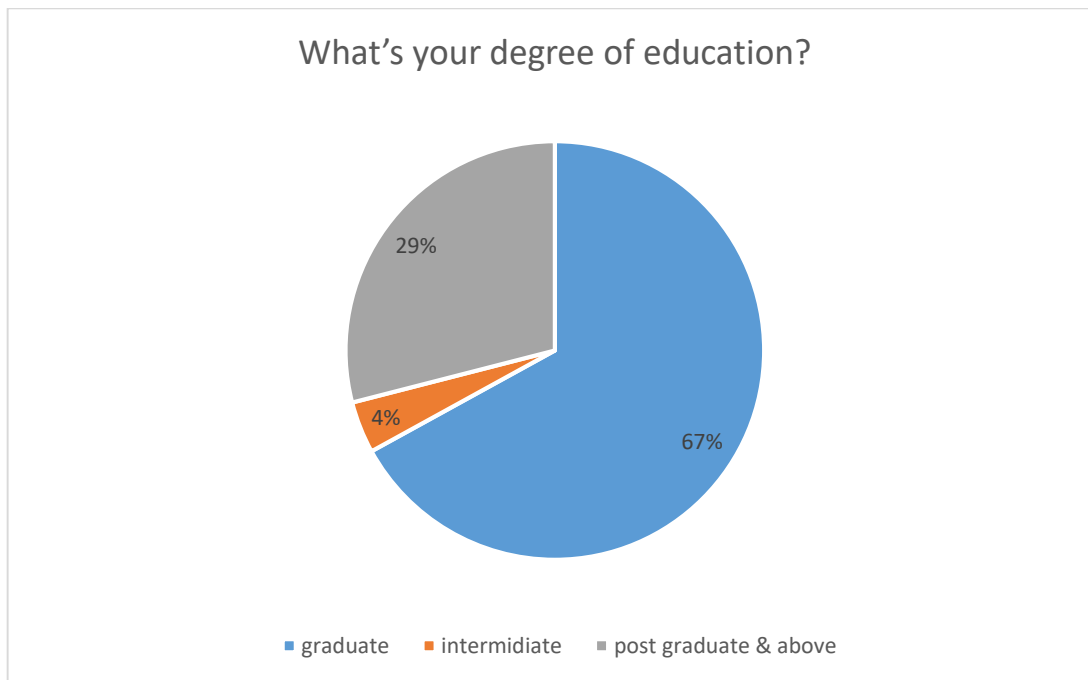
Age groups:



Majority of the people responded to the survey belonged to the age group of 35-45 which is 41%, 39.04% of them were in the group of 26-35 age group, 10% were in the group of 45-55 years old, people from the age group of 7.96% and the least contributors were people from the age group of 65 and above.

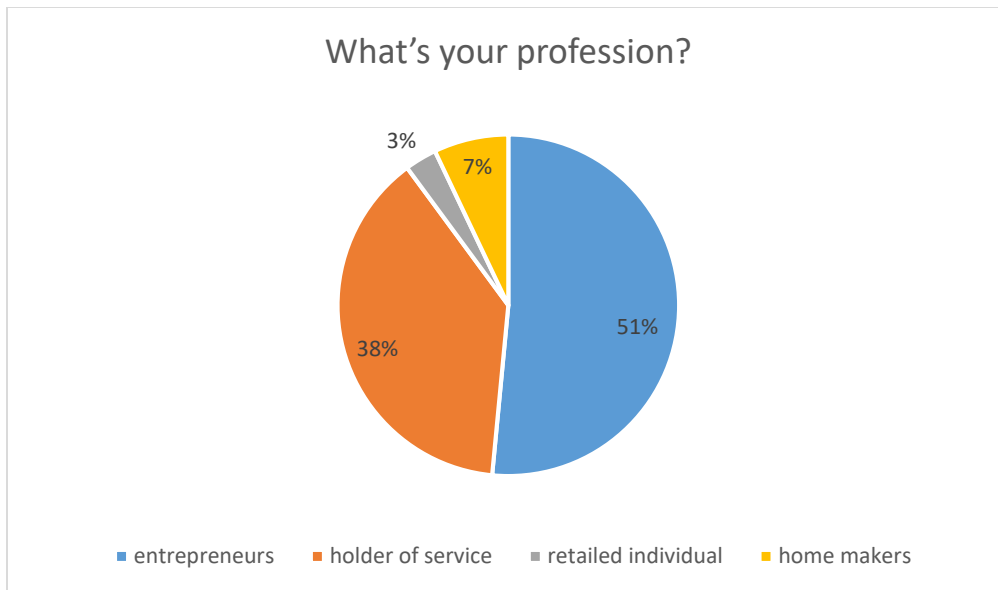
Degree of education:

Degree of education level for customers are important, it depends how well are their services justified. According to the below pie chart 67% of my respondents of the survey were graduates, 29% of them were post graduates and only 4% of them studied till the intermediates or A-levels.

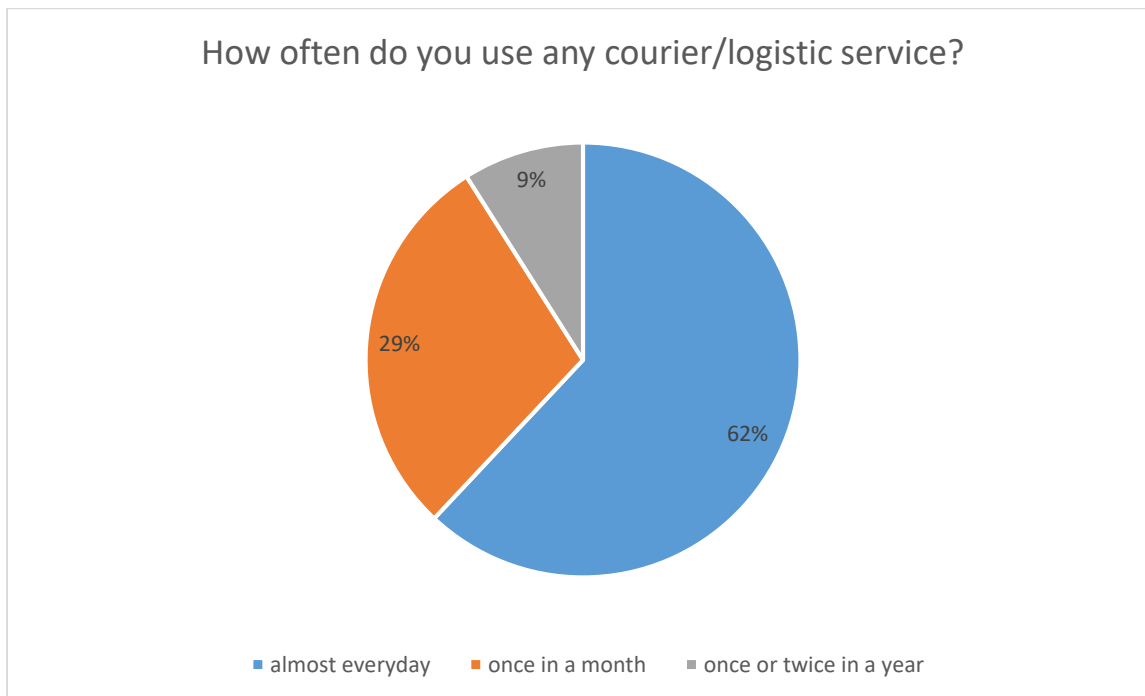


Professional back ground:

51% of my respondents were entrepreneurs or industrialists where most of them were owners of DHLE's core customers, 38% of them were service holders from different industries, 7% of them were homemakers and 3% of them were retail oriented individuals.



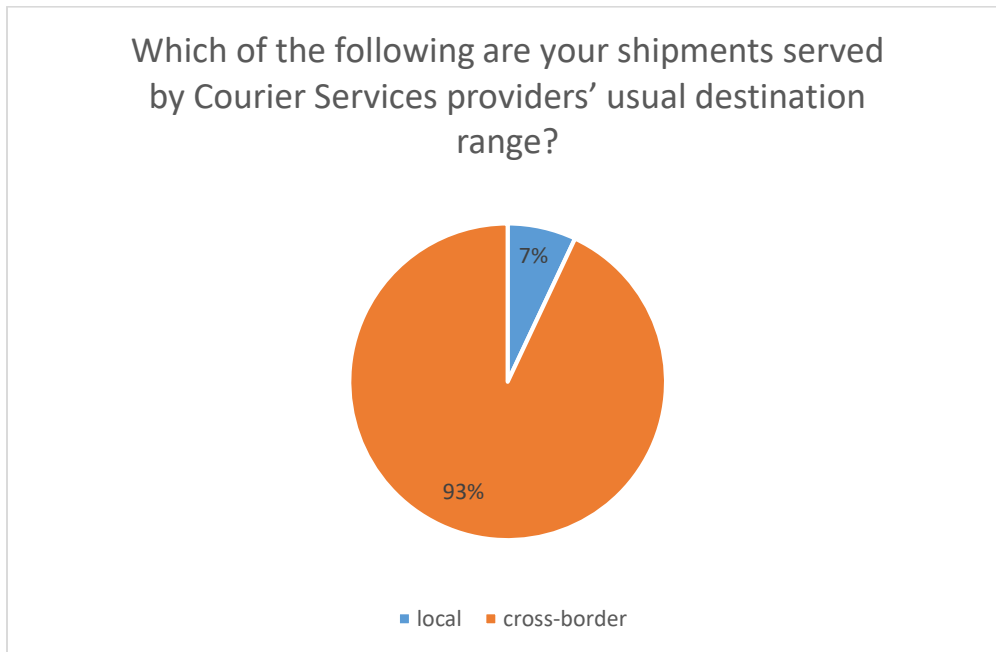
Usage of courier service providers by respondents:



Among the users 62% of the respondents' use logistics service almost every day, 29% of them use once or twice in a month and 9% use these service once or twice in a year.

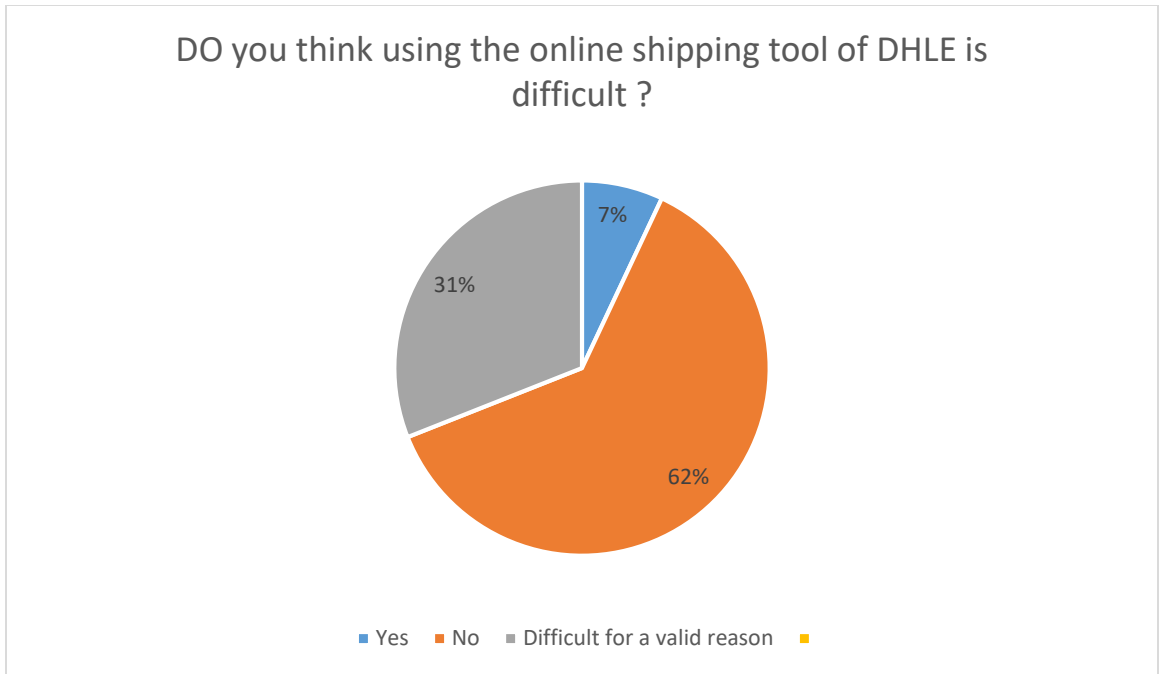
Shipping range:

Within the respondents 93% of them use courier services for cross border shipping purpose and the rest 7% use courier services for local shipping purpose like intercity or inter country services.



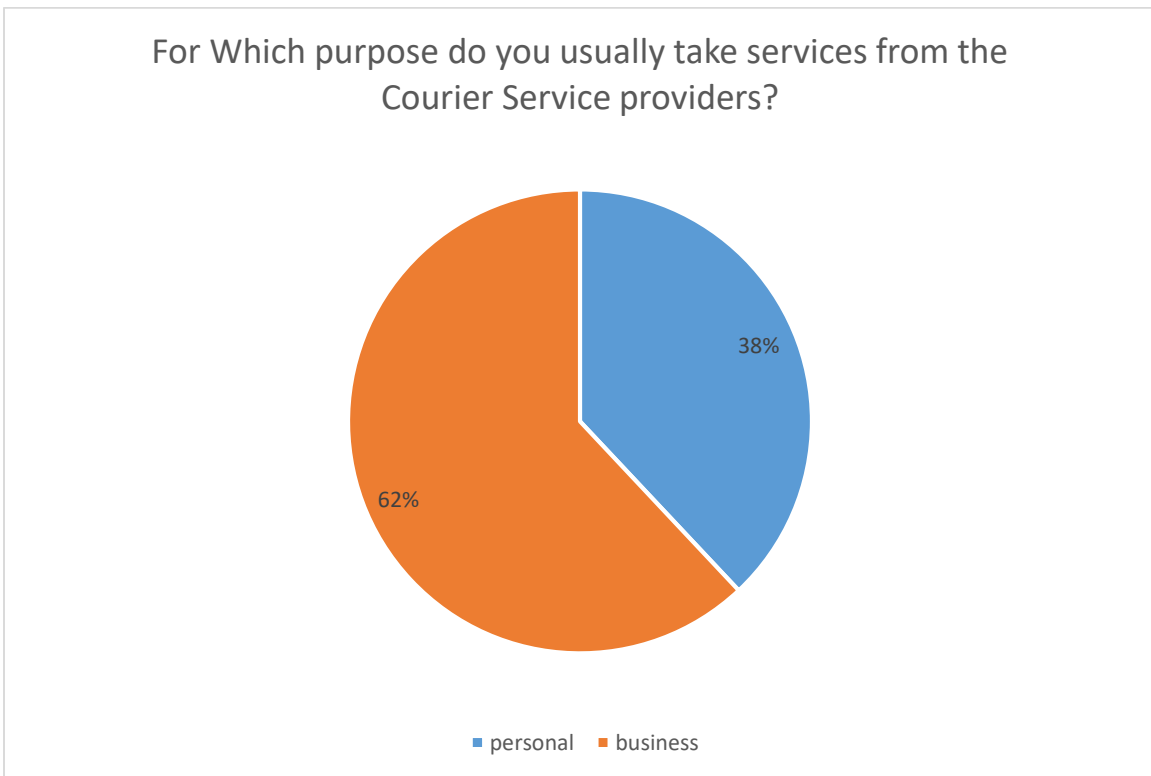
User friendliness: To test the user-friendliness of DHLE respondents were asked questions if they had found the DHLE online shipping tools difficult or not.

Among the respondents only 7% found it difficult by saying “yes”, 31% said “difficult for a valid reason” which ensures their shipment’s security and 62% found it easy by selecting “No” from the options.



Customer types

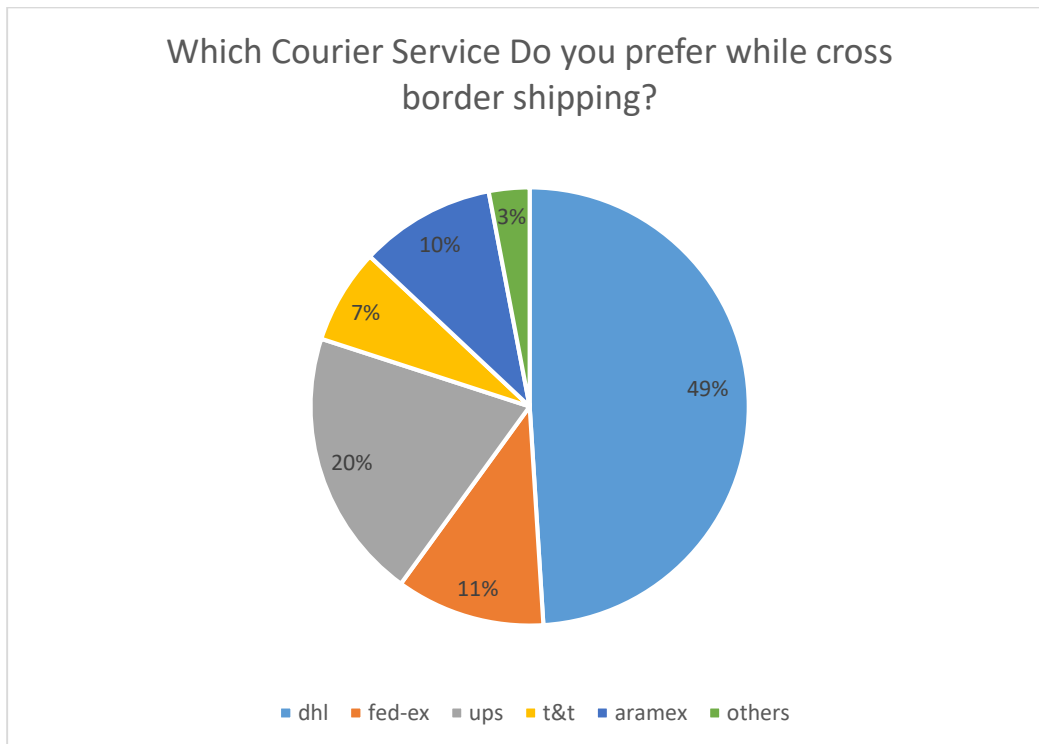
Within the Survey 38% customers said that they use DHLE for personal shipping purpose and 62% said they used DHLE for their office usage purpose.



Usage rate of DHLE:

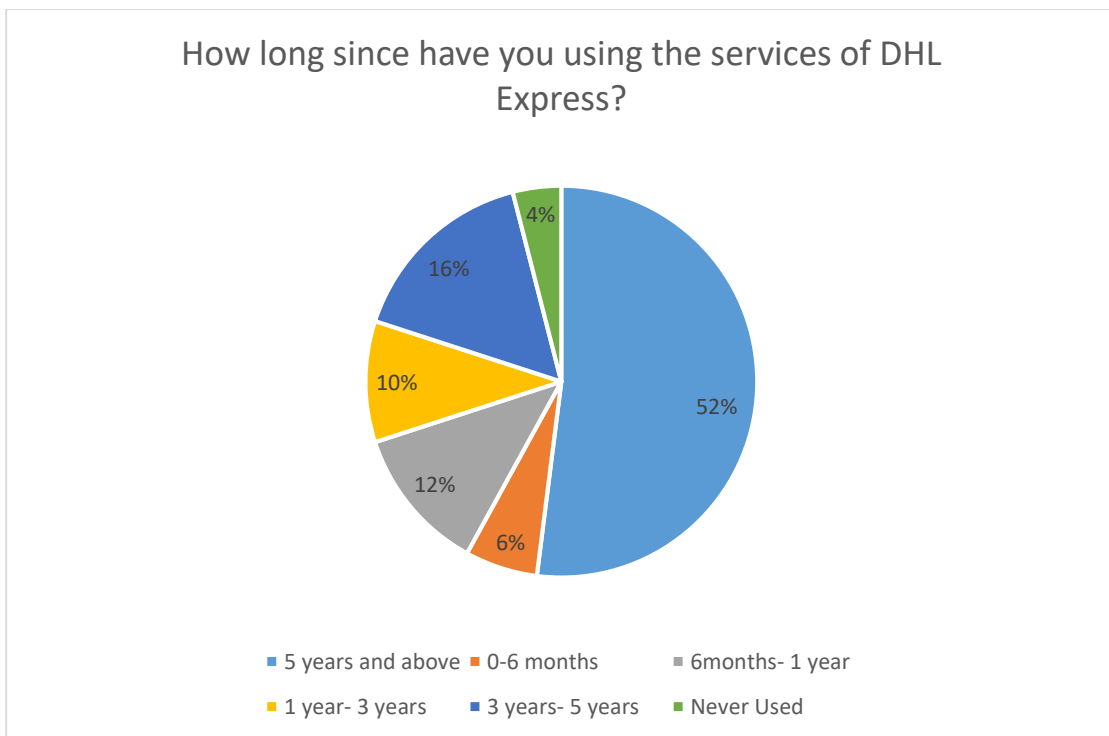
Though most of the respondents were approached from DHLE's customer base but by asking for preferences we tried to find out the different perceptions in customer's mind.

Among the respondents 49% preferred DHLE, UPS (United Parcel Service) was preferred by 20%, 11% preferred Fed-Ex, 10% preferred Aramex, 7% preferred T&T and the rest 3% preferred other courier services.



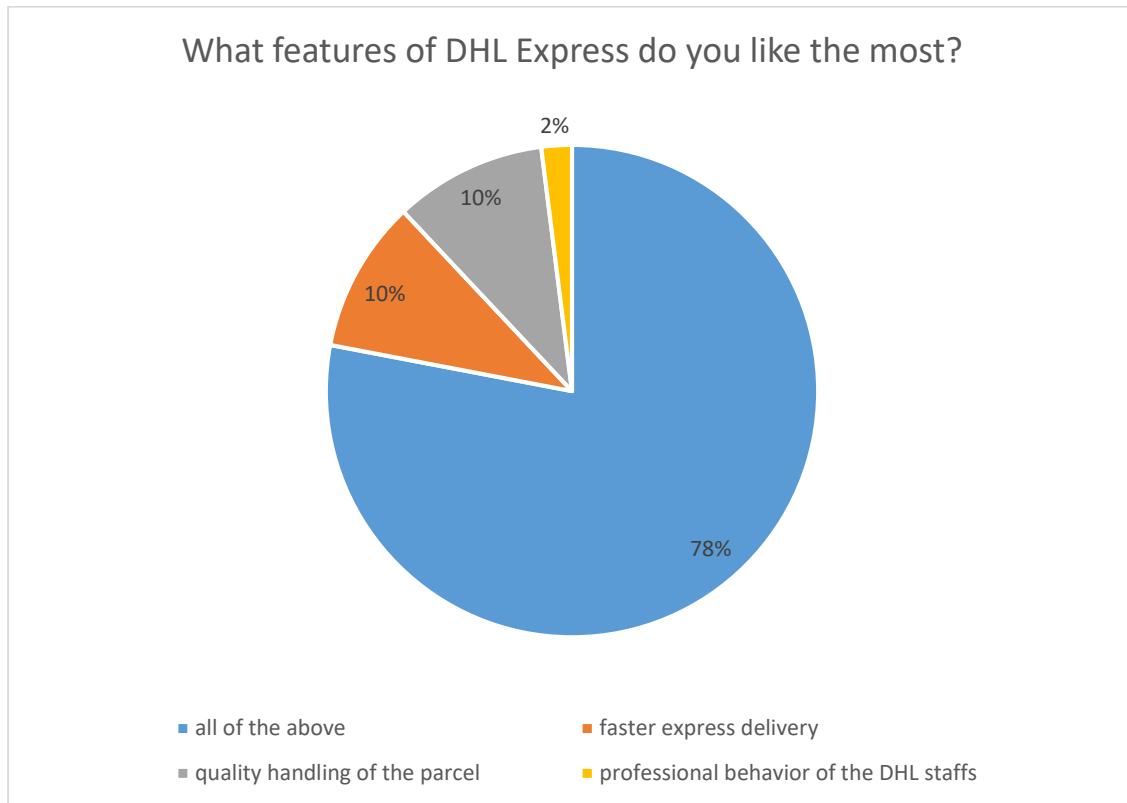
User Longevity:

Among the respondents 52% of them had been using DHLE since more than 5 years, 16% of them had been using the service since the last 3-5 years, 10 % respondents were there who had been using DHLE since the last 1-3 years, 12% of them were found using the service for 6 months to one year, 6% were found using the services for 0-6 months and 4% of the respondents never used DHLE.



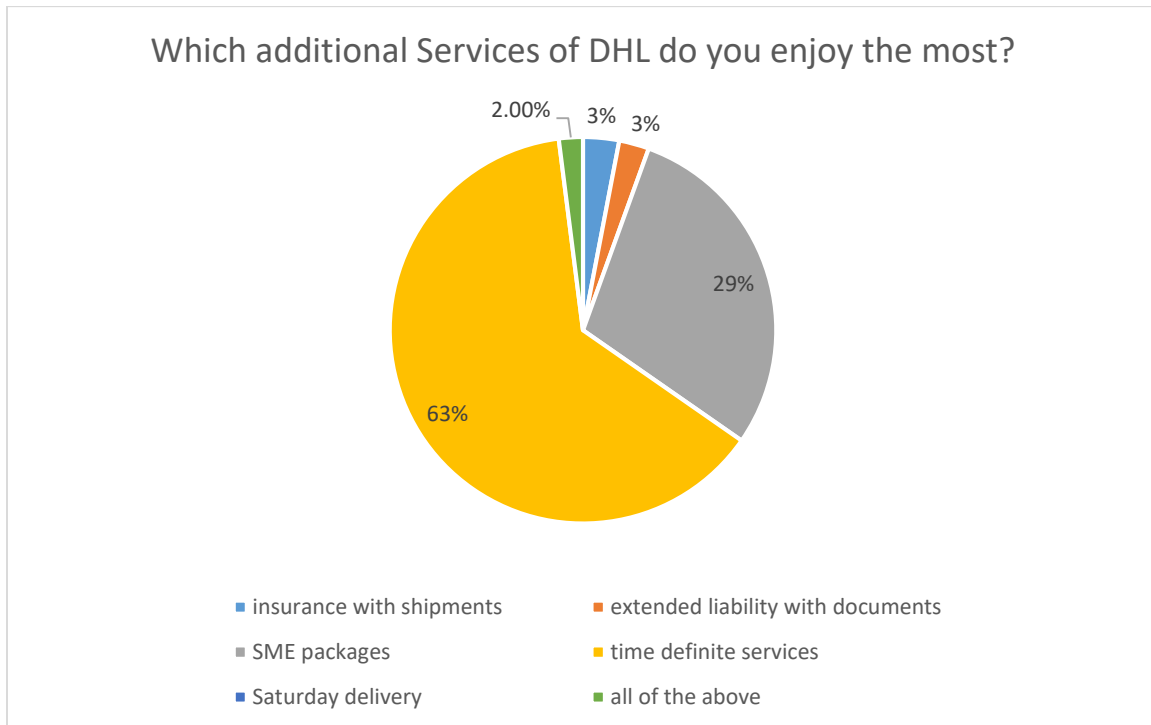
Features mostly liked by customers:

Among the respondents 78% of them liked all the features provided by DHLE, 10% liked specifically the faster delivery services, 10% preferred the option “quality handling of the parcels”, 2% said they preferred DHLE most for the professionalism in DHLE’s staffs.

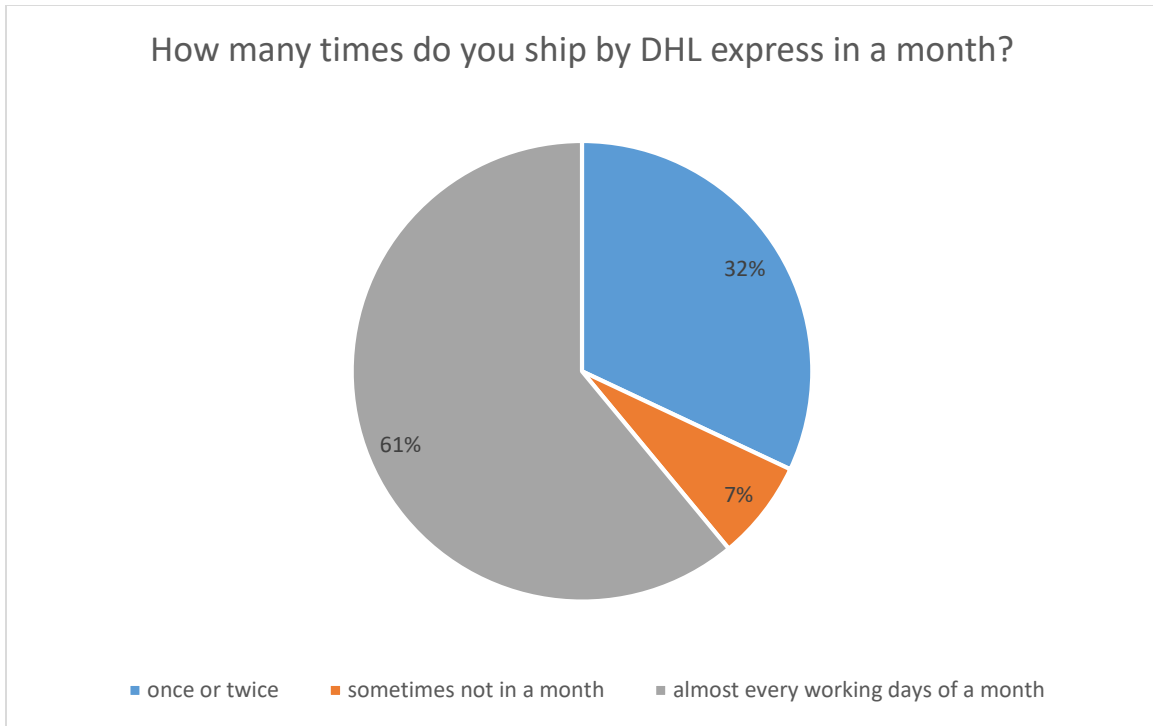


Upselling services preferred by customers:

Upselling services are value added services which play a big role on DHLE BD's yearly revenue, among the respondents 63% preferred the Time definite services, 29% preferred DHLE for the SME packages, 3% preferred the extended liability, 3% for the shipment insurance and 2% of the respondents preferred all the value added services of DHLE.

**Customer's usage rate of DHLE:**

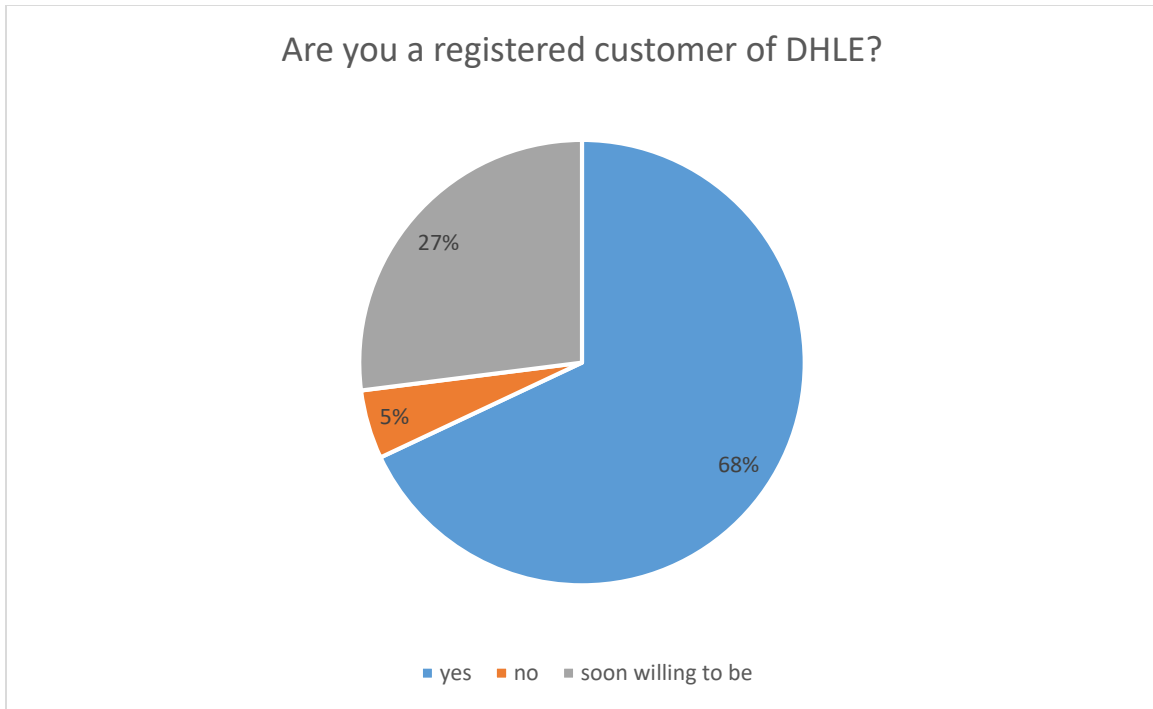
Among the respondents where they were asked about how often they use the services of DHLE and 61% responded that they use DHLE almost every working day of a month, 32% responded that they use DHLE once or twice in a month and 7% said that they sometimes don't use DHLE once in a month.



Rate of Account customers:

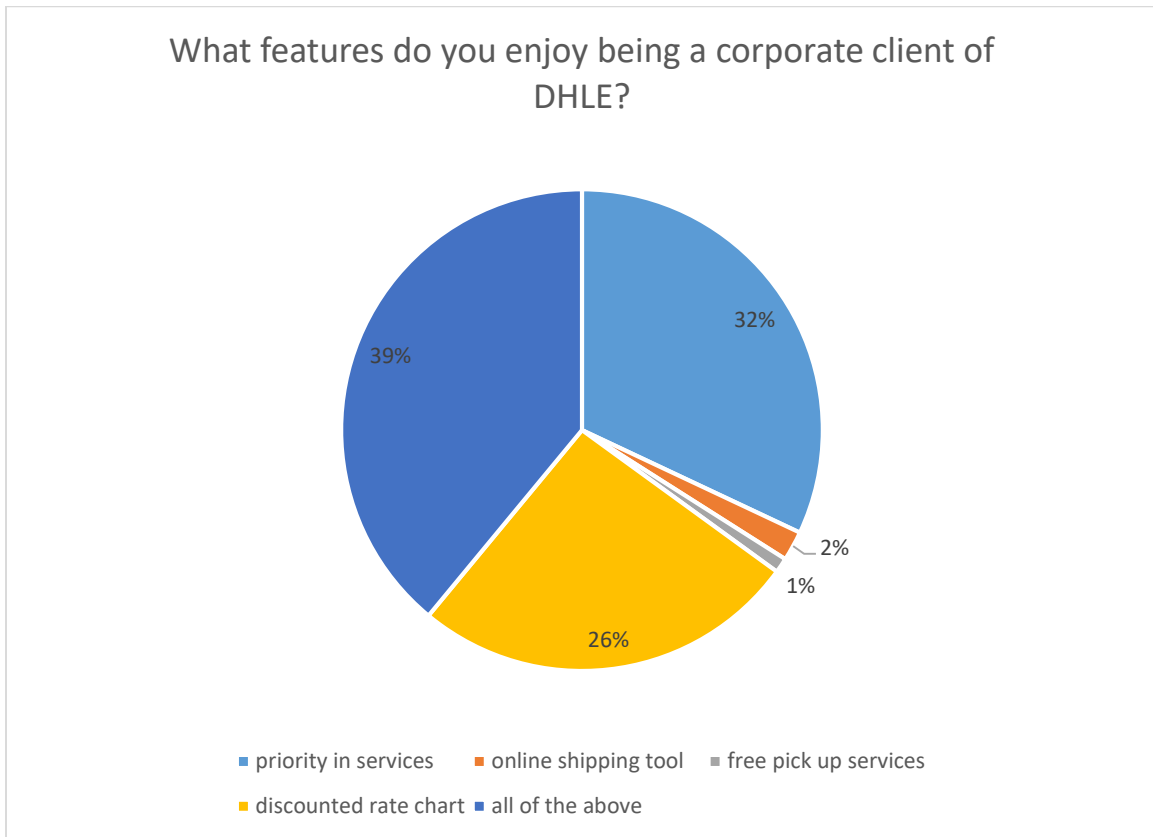
Registered customers are account customers who basically ships minimum twice or thrice via DHLE in pay the bill on account.

Among the respondents 68% of them were representatives from account holding organizations of DHLE, 27% of them are soon willing to be and 5% do not have any account with DHLE BD.



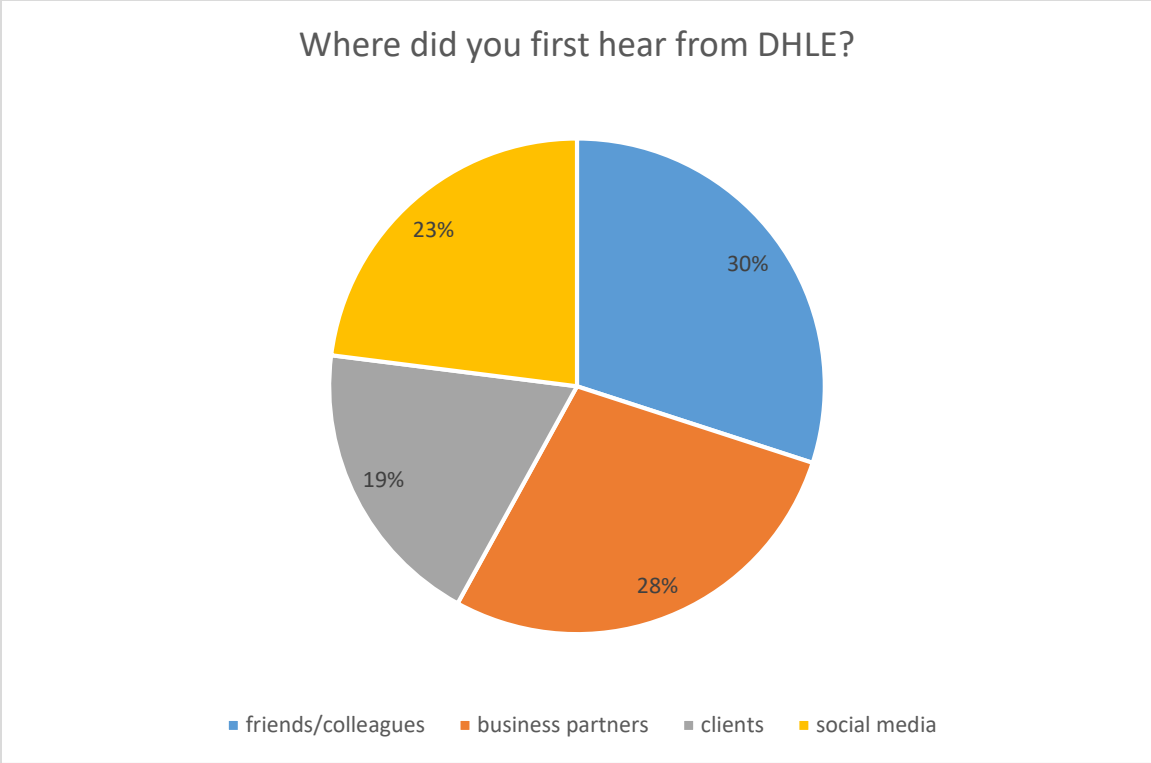
Features corporate clients enjoy the most:

There are many services corporate customers enjoy and among the respondents from my survey 39% of them mostly liked all the features a corporate client can get from DHLE, 32% of the respondents liked the priority in some cases they get from the company, 26% clicked only for the discounted rate chart, 2% liked the online shipping tools and 1% clicked only the option of free pick up services.



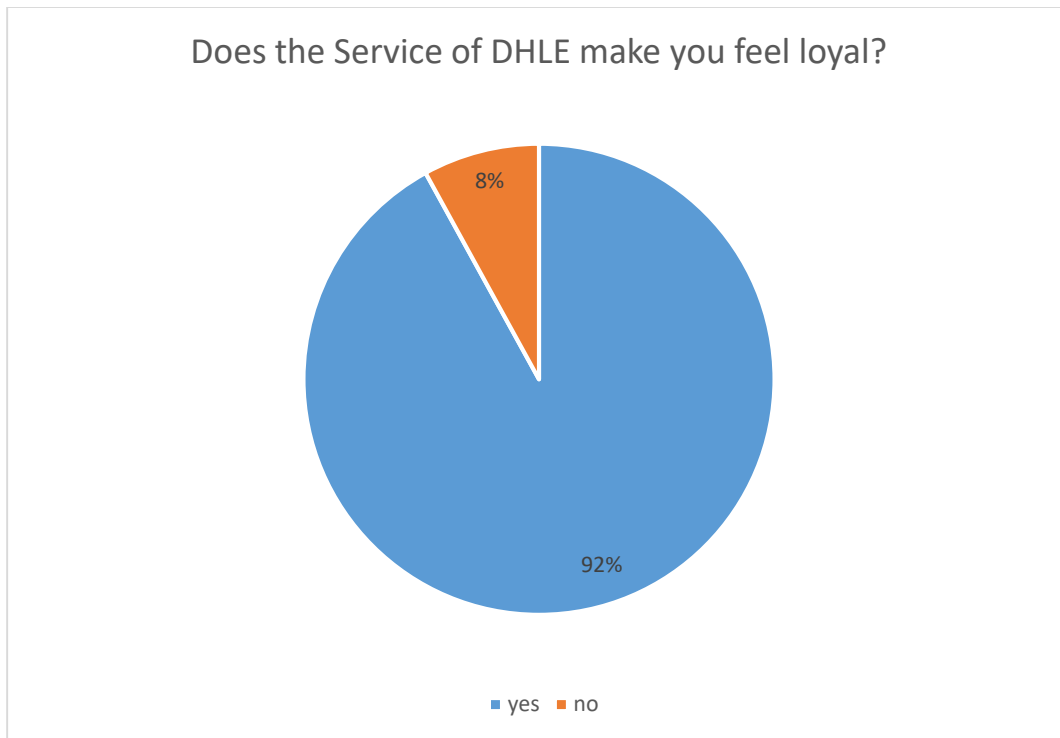
Reach of the Company:

To assess the reach of the company the below question was asked and 30% of the respondents said that they had heard DHLE for the first time from their friends or colleagues, 28% learnt about it from their business partners, 23% from social media and 19% from other clients.



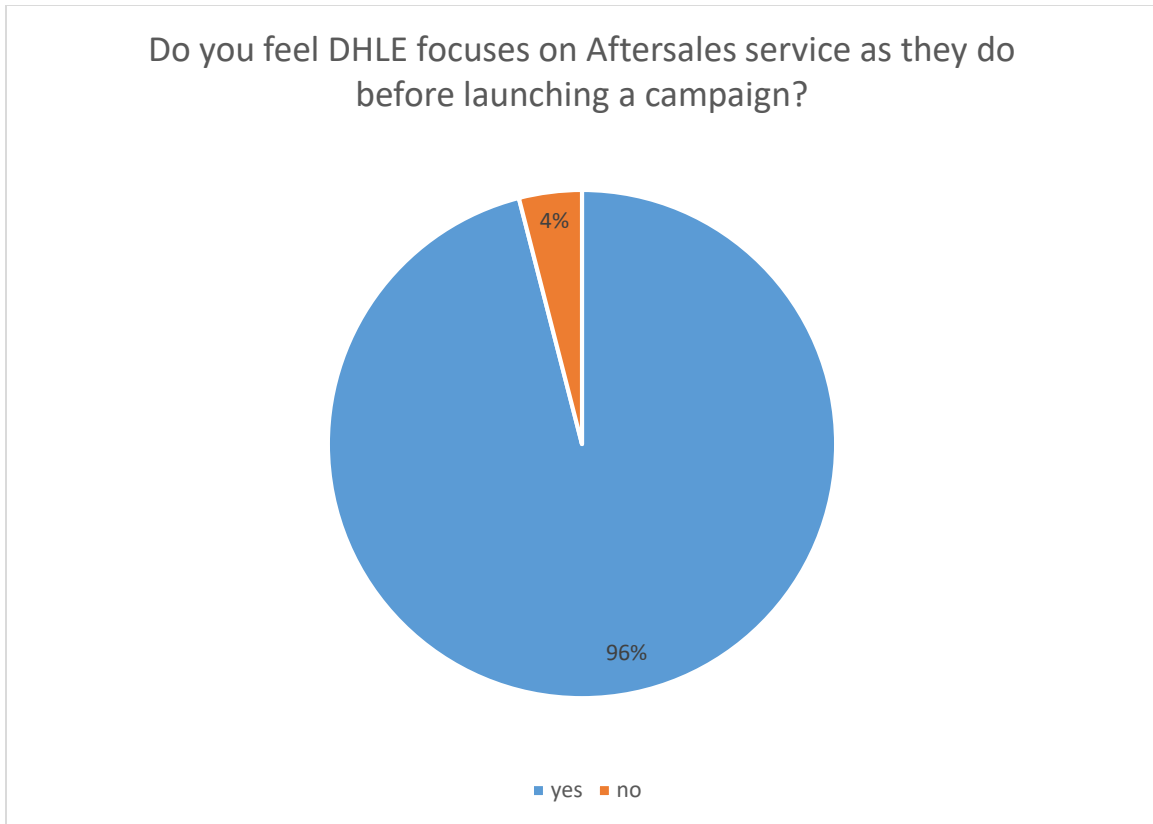
Customer loyalty check:

92% of the respondents told that the service of DHLE BD make them feel loyal and the rest denied.



After sales service quality:

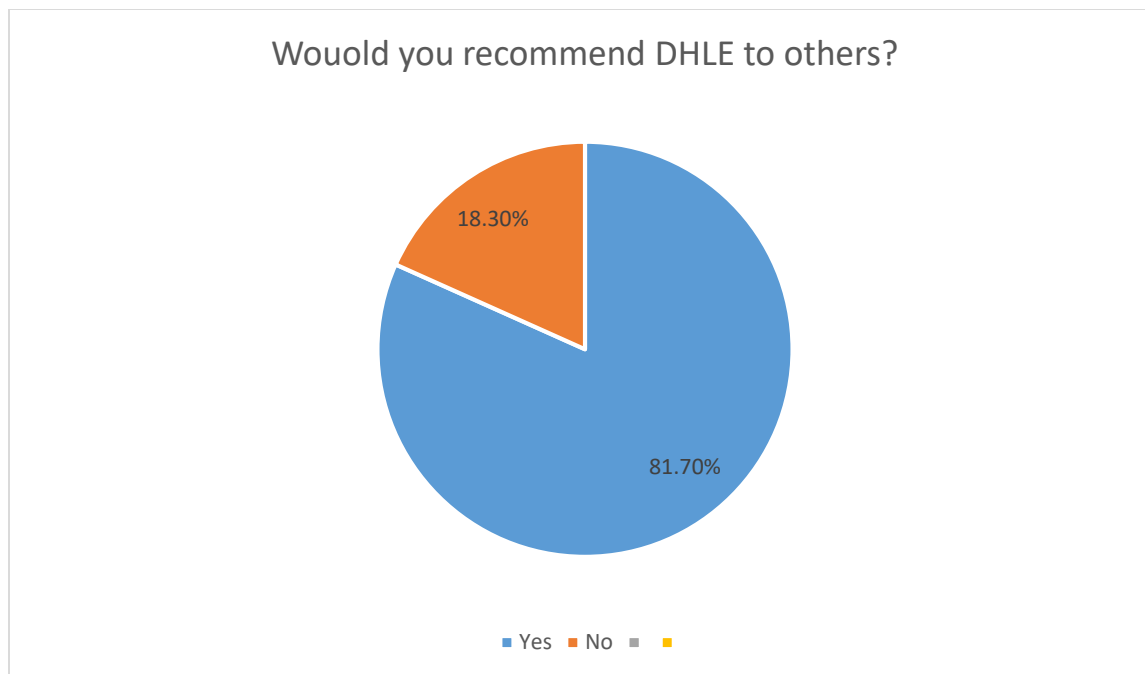
96% of the responded that DHLE BD remains the after sales service quality as promised and 4% denied.



Profitable network:

Profitable network comes from loyal customers when a satisfied customer refers the service to another.

Amazingly 81.7% of the respondents said that they would refer DHLE to others and the rest 18.3% said they won't.



3.4 Summary and Conclusion:

I would like to thank again my supervisor Mrs. Rahma Akhter, for allowing me to work for the report on a subject which I was keen to work on. The paper's goals and objectives were to provide a proper reference which would show that how DHLE BD is contributing in making people's life easier and in the E-commerce growth of Bangladesh. Maximum of DHLE services drives customers to be more e-commerce focused and according to the survey 39% of the account user customers find all the services as their most favorite part of DHLE, that mean because of the business organizations being e-commerce focused they are being able to use the full of it, there were also other big percentages who liked the other account facilities of DHLE. Among all the customers 81.7% said that they would refer DHLE to others which make a clear standing that DHLE BD is helping to improve people's life.

3.5 Recommendations

- Need to increase the operations facility as new business possibilities are continuously growing
- Negotiations with the Govt. as well as the customs authority should be made enormously in order to provide better import service and gain full customer satisfaction.

- DHLE should go for a strong campaign for acquiring new users and hold the current customer base otherwise new competitors may take advantage and grab the consumers' minds.

Limitations:

- i. **Insufficient data:** Most of my report has been prepared based on secondary data as there are not much data found about DHLE BD on the internet. I had to go in and out of many confidential resources in order to collect the data.
- ii. **Information disclosure:** This has been the most prevalent difficulty faced by all interns, and I was no exception. Because of the risk of sensitive information being exposed, all of the data was not shared, as per company policy. I couldn't share any annual report and DHLE BD doesn't individually prepare any annual report publically they just prepare it in private and send it to the Asia Pacific regional office and couldn't go through any of the reports in detail because of confidentiality.

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- (2) Rozario, P. A. (2017). Employees' satisfaction with HR hiring and selection policy of DHL worldwide express (BD) Pvt. Ltd.
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- (5) Oflac, B. S., Dobrucalı, B., Yavas, T., & Escobar, M. G. (2015). Services marketing mix efforts of a global services brand: The case of DHL Logistics. *Procedia economics and finance*, 23, 1079-1083.

- (6) Baxter, G., & Srisaeng, P. (2018). Cooperating to compete in the global air cargo industry: The case of the DHL express and lufthansa cargo ag joint venture airline 'AeroLogic'. *Infrastructures*, 3(1),

Appendix:

1. Your Email Address:
2. What is your gender?
 - Male
 - Female
 - Others
3. What is your age range?
 - 16-25
 - 26-35
 - 36-45
 - 46-55
 - 56-65
 - 65-Above
4. What's your degree of education?
 - Non accredited education degree
 - High school
 - Intermediate
 - Graduate
 - Post Graduate & above
5. What's your profession?
 - Holder of Service
 - Entrepreneur
 - Homemaker
 - Landlord
 - Artist
 - Retail Individual
 - Other
6. How often do you use any courier/logistic service?
 - Once or Twice in a year
 - Once in a month
 - Almost every day in a month
7. Which of the following are your shipments served by Courier Services providers' usual destination range?
 - Local
 - Cross –Boarder

8. For Which purpose do you usually take services from the Courier Service providers?
 - Personal use
 - Business purpose
9. Which Courier Service Do you prefer while cross border shipping?
 - Fed-ex
 - DHL Express
 - UPS
 - T&T
 - Aramex
 - Others
10. How long since have you using the services of DHL Express?
 - Never Used
 - 0-6 months
 - 6 months- 1 years
 - 1years – 3 years
 - 3 years – 5 years
 - 5 years – above
11. What features of DHL Express do you like the most?
 - Faster express delivery
 - Quality handling of the parcel
 - Professional behavior of the DHLE staffs
 - All of the above
12. Which additional Services of DHL do you enjoy the most?
 - Insurance with Shipments
 - Extended Liability with documents
 - SME packages
 - Time Definite Services
 - Saturday delivery
 - All of the above
13. How many times do you ship by DHL express in a month?
 - Once or twice
 - Sometimes not in a month
 - Almost every working days of a month
14. Are you a registered customer of DHLE?
 - Yes
 - No
 - Soon willing to be
15. What features do you enjoy being a corporate client of DHLE?
 - Priority in services
 - Online shipping tools
 - Free pick up services

- Discounted rate chart
 - All of the above
16. Do you think the online shipping tool pf DHL is difficult?
- Yes
 - NO
 - Difficult for a valid reason
17. Where did you first hear from DHLE?
- Friends/Colleagues
 - Business Partners
 - Clients
 - Social Media
18. Does the Service of DHLE make you feel loyal?
- Yes
 - No
19. Do you feel DHLE focuses on Aftersales service as they do before launching a campaign?
- Yes
 - No
20. Would you recommend DHLE to others?
- Yes
 - No