

BUS-400

Internship Report on



**“Sales Activities of Kaymu Bangladesh Limited in
Relation to the Branding and Advertising Aspect”**

“Sales Activities of Kaymu Bangladesh Limited in Relation to the Branding and Advertising Aspect”

Submitted To:

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Date of Submission: September 4th, 2016



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Letter of Transmittal

G. M. Shafayet Ullah

Senior Lecturer

BRAC Business School

BRAC University

Subject: **Submission of Internship report.**

Dear Sir,

This letter is regarding the submission of my internship report, entitled "Sales Activities of Kaymu Bangladesh Limited in Relation to the Branding and Advertising Aspect".

I am privileged working on this report that eventually opens a new window of opportunity to experience things from a different perspective. I believe this report will be a value addition in the related areas considering its essence.

I would like to thank you for your watchful supervision and kind guidance throughout my internship. I am forever grateful to you for granting me the permission to work in this particular area and I would be happy to provide you with further clarification regarding the report.

Sincerely,

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Acknowledgement

At the very beginning, I would say, I am very much grateful to the Almighty Allah for his blessings upon me in completing this report. I have received endless support and guidance throughout the tenure of my internship.

First of all, This is my honorable internship supervisor Mr. G. M. Shafayet Ullah, Senior Lecturer, BRAC Business School without his time to time guidance and clear instructions it will not be possible for me to prepare this report within such limited deadline. I would like to thank him from the deep core of my heart.

Next, I would like to take the opportunity to express heartfelt gratitude to my organizational supervisor Mr. Ayan Momin Choudhury, Head of Incubation and Acquisition. He never felt any hesitation whenever I was in need of his assistance. Besides, I would also express my gratitude to Asif Anjum Ayon, Sales Coordinator, Kaymu Bangladesh, who was always there to help me out whenever I faced challenges and difficulties throughout the internship period.

I will also remain forever grateful to the following persons; Mr. Sammiyak Jain, Mr. Noman Miah, and Mr. Ahsan for their valuable support that eventually leads the successful completion of this report.

Executive Summary

This paper examines the prospect of Kaymu Bangladesh in the Bangladeshi e-commerce industry. This paper looks into the e-commerce industry in the Bangladesh, introduces Kaymu and its business model, compares it with current market players and looks to see the feasibility and sustainability of Kaymu Bangladesh.

Kaymu is a venture of Rocket Internet which is the world's largest internet incubator from the very beginning. The journey of Kaymu Bangladesh commenced back in 2013 and it did not take too much time to become one of the leading online market place of the country. Kaymu basically follows eBay business model for buying and selling where sellers sell on Kaymu in exchange of a specific commission rate that differs based on categories. Kaymu is a perfect platform for buyers and sellers where buyers can order any of the products from Kaymu's website preferring COD (Cash on Delivery) especially in Dhaka and can get the product through home delivery. In this process, sellers may take prepayment of the delivery charge if the buyer's location is outside Dhaka. As mobile banking for example Bkash payment is getting popular day by day that's why Kaymu came up with another way for giving more flexibility to the buyers. In that case, Kaymu receives the payment from the buyers first as form of prepayment. After that seller delivers the product and receives the money from Kaymu.

As Kaymu does not keep any stock of the products so the sellers find it suitable for them. Problem arises basically when third party includes to the delivery system especially for the sellers who do not have their own delivery support. Kaymu has third party connection in this regard but their efficiency level yet not up to the mark as a result, Kaymu is still looking for a dependable delivery partner. Kaymu projects the brand name of the sellers and helps them to grow as a brand by emphasizing on social media and Google Search Engine Optimization (SEO).

Given the fact that Kaymu is still a very young company in the market and looking forward to bring more sellers on board so that they can provide more options and eventually meet the expectation of the end users. Kaymu already took the challenge and very well ahead to execute their plan that clearly reflects in their widespread popularity throughout the country.

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PART A – The Organization

1.0 Introduction

E-commerce is a platform that refers online buying and selling of the products or services over an electronic network. Business transactions may take place in several forms like Business to Business (B2B), Business to Consumer (B2C) and Consumer to Business (C2B). In recent years e-commerce has become the blessing considering the effectiveness and efficiency of the system.

Bangladesh with huge population base has a great prospect in this particular arena but due to lack of technological know-how and inadequate knowledge in the required areas lagging the country behind. The positive thing is, Bangladesh government is taking a giant leap for making the country digital by the name of ‘Vision-2021’ under which increasing internet penetration throughout the country is getting enough limelight. It has been very well anticipated both by the marketers and the investors for what e-commerce is getting bigger and bigger and competition is arising day by day. (Access to Information (A2I) Programme, 2010)

Kaymu is one of the largest online shopping portals in Bangladesh launched in October 2013. Kaymu is an online marketplace that aims at providing a platform to the country’s reputable sellers as well as the online customers to fulfill their shopping needs. Kaymu Bangladesh basically offers an array of products from all categories including clothing, footwear, mobiles and tablets, computers, jewelry, watches, TVs, Cameras, home & living, health and beauty, books & media, sports & outdoors, kids & baby accessories, food & beverages and much more. Kaymu Bangladesh strongly emphasizes on providing immaculate online experience to its customers. In this regard, they offer fast and efficient payment processing system which includes Kaymu Safe pay, Advance Payment, and Cash on Delivery. (Kaymu Bangladesh, 2016)

Kaymu replicates the eBay model (online marketplace where buyer meets sellers) in emerging countries where they do not have eBay. Kaymu is a venture of Rocket Internet

which is one of the world's largest e-commerce focused venture capital firms and startup incubators. The company's business model is to identify successful internet ventures from other countries (often the United States) and replicate them in predominantly emerging markets. Kaymu operates an online marketplace enabling end customers to buy and sell basically anything online. Kaymu's successful peer model is eBay which is the leading C2C online marketplace in the world. (Amin, 2014)

2.0 Background

Kaymu's mother company is Rocket Internet which one of the world's largest and famous internet company. Rocket Internet SE is a German Internet company headquartered in Berlin. The company builds online startups and owns shareholdings in various models of internet retail businesses. The company models are known as a startup studio or a venture builder.

It provides office space to new companies at its headquarters in Berlin, with IT support, marketing services and access to investors. The company aims to operate outside the US and China. As of 2015, Rocket Internet has more than 36,000 employees across its worldwide network of companies, which consists of over 100 entities active in 110 countries. Rocket Internet builds and invests in Internet companies that take proven online business models to new, fast-growing markets. Rocket Internet focuses on five industry sectors of online and mobile retail services that make up a significant share of consumer spending: Food & Groceries, Fashion, General Merchandise, Home & Living and Travel. Rocket Internet has three regional internet groups (Rocket internet). They are:

- Africa Internet Group
- Asia Pacific Internet Group
- Middle East Internet Group

Kaymu is under The Asia Pacific Internet Group (APACIG) of Rocket Internet which was founded in 2014 by Rocket Internet and it is one of the major players in the Asian e-commerce market. It is already one of Asia's fastest growing Internet platforms. It is home to some of Asia's most successful Internet companies like Daraz, Lamudi, Carmudi Food Panda and Everjobs. (Rocket internet)

Basically, Kaymu and Daraz Bangladesh are working together under Daraz group. Recently, Daraz and Kaymu, two leading e-commerce companies, have merged to strengthen their position in the growing Bangladeshi market. (The Daily Star, 2016)

After the merger, both platforms will remain active with their current brand names, but the new entity, Daraz Group, will integrate operations under one banner.

However, the companies declined to disclose financial matters or their shareholdings in the merged company. Daraz will continue to operate as a business-to-consumer marketplace for brands and original products, to help professional sellers scale up their business. It will also continue to provide its customers with a 7-day return policy for its wide range of original, quality products from local and international brands. Whereas, Kaymu will keep operating as an open marketplace for smaller businesses and individuals, to interact directly with customers through a community based platform. As, Daraz and Kaymu have both built successful operations in their respective markets. So, the merger is now the next step to offer their sellers the best possible solutions to grow their online business, and to start capitalizing on the synergies between the platforms. (Daraz Group Profile, 2016)

By uniting Kaymu's expertise in C2C (Customer-to-Customer) and the best-in-class B2C (Business-to-Customer) operations of Daraz it will be able to achieve more together than they could ever imagine individually. As, there are around 160 e-commerce companies in Bangladesh. The merger of Daraz and Kaymu is the second instance after OLX and Cellbazar.

2.1 Vision

The Vision of Daraz Group which is operating both Kaymu and Daraz Bangladesh is to be the most relevant and inspiring marketplace, and offering the best service to their customers: Consumers and Sellers. (Daraz Group Profile, 2016)

2.2 Mission Statement

The mission of Daraz group is to provide an enjoyable shopping experience for consumers and grow together with their sellers.

They will continue building a vast loyal customer base by having broadest selection of products, unbeatable prices, 100% reliable fulfillment and relentless focus on customer

experience. For their sellers they continue to provide differentiated value-added services to support scalability, growth and integrated business solutions.

They will achieve their mission by focusing on their core values and hiring, coaching and retaining the best people in the industry through a strong company culture. They are committed to a strong company culture. They are committed to a strong ESG program and creating long term growth and job opportunities in all of our markets by pioneering the e-commerce development. (Daraz Group Profile, 2016)

2.3 Values

- Think long term and take ownership
- Build customer trust
- Play for the team
- Simple is smart
- Learn and be curious
- Take risks where others dare not
- Let the best people and ideas grow
- Make decision and execute
- You don't need a title to be a leader
- Do what is right, not what is easy (Daraz Group Profile, 2016)



Figure 1 : Successful Business Model of Rocket Internet around the world

2.4 Organizational Structure

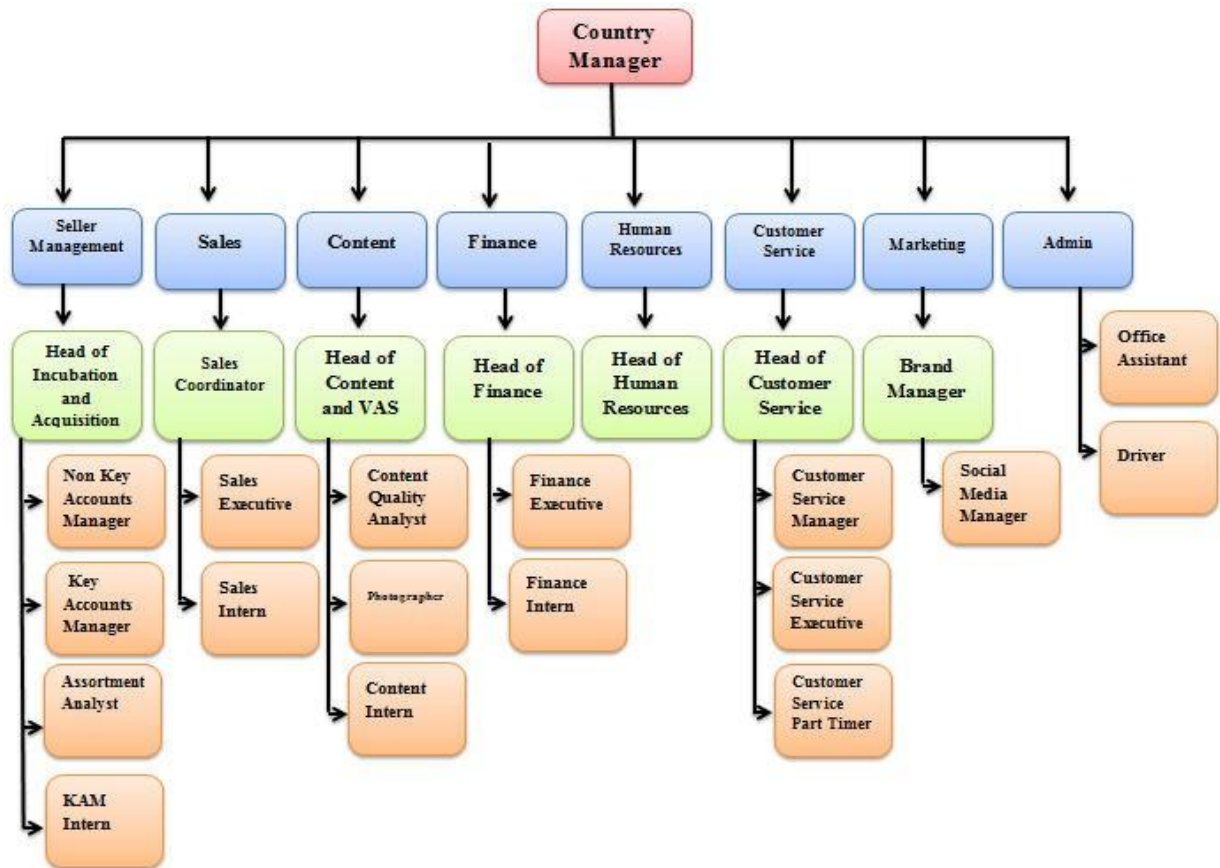


Figure 2 : Organizational Structure of Kaymu Bangladesh (Azad, 2016)

Kaymu is one of the popular and leading online marketplaces for emerging markets. It sells everything from books, to mobiles & tablets, fashion wear and accessories, electronics, jewelry, home and living products, kid’s products and many more. Basically, Kaymu is an open marketplace where customers can buy any new and refurbished products from smaller businesses and individuals always at the best price in the market. In addition, Kaymu follow community based ecosystem with direct interaction between sellers and buyers. Again, Kaymu is a platform for the sellers where they can sell everything and anything through a simple and easy-to-use interface. (Amin, 2014)

3.0 Job Duties and Responsibilities

As an intern I was not assigned for any particular task rather it was a rotation based job. It refers I was responsible for any of the tasks of the department considering the priority and the demand of my immediate supervisor. The tasks that I have been performed throughout my internship are; preparing CSV (Comma Separated Values) on a given Microsoft excel template, doing first listing calls, giving education calls and sometimes acquiring the new sellers to ease the pressure of the sales executives. I was also provided with an official mobile phone to perform first listing calls, education calls and to maintain necessary contact with the sellers.

3.1 Preparing CSV (Comma Separated Values)

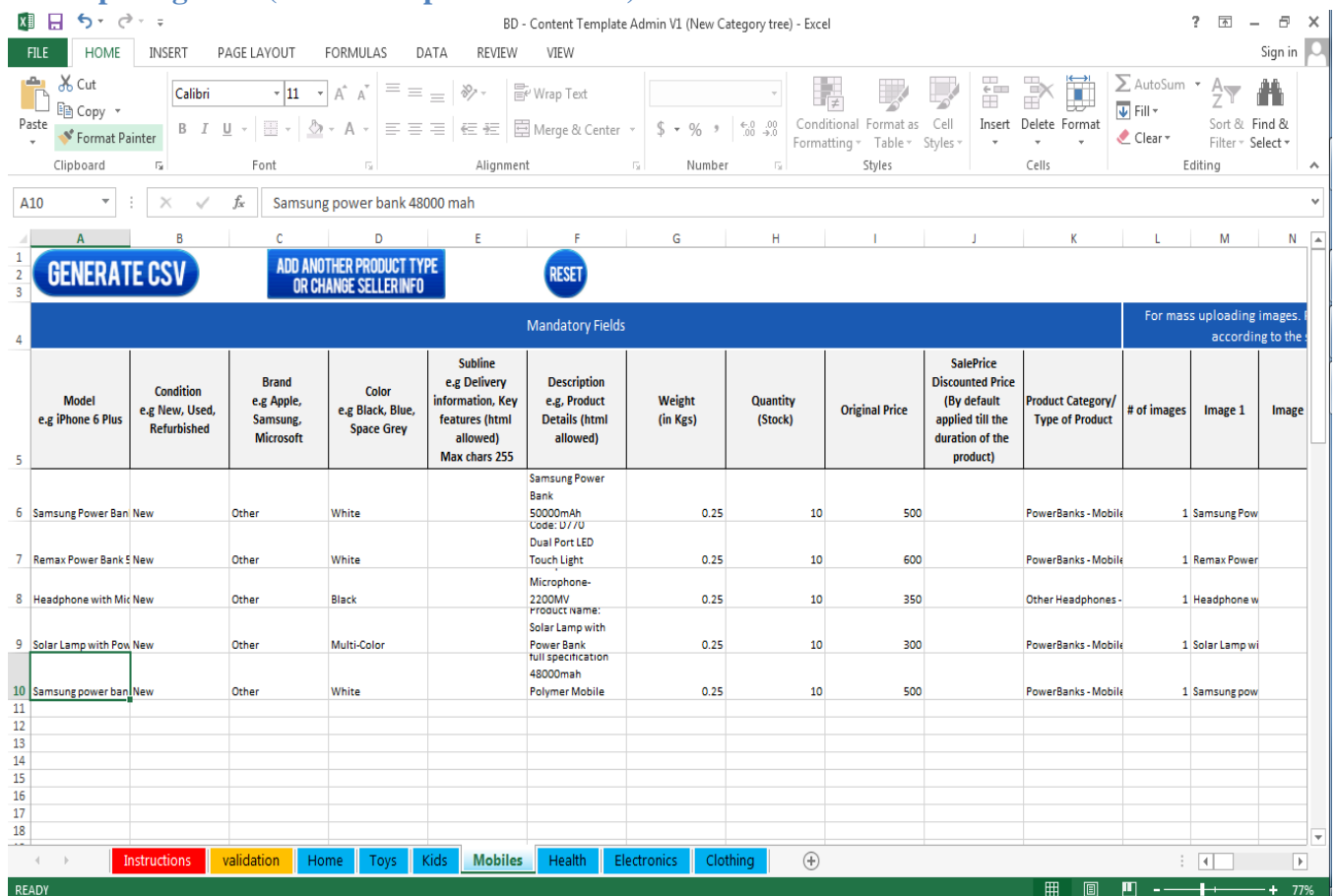
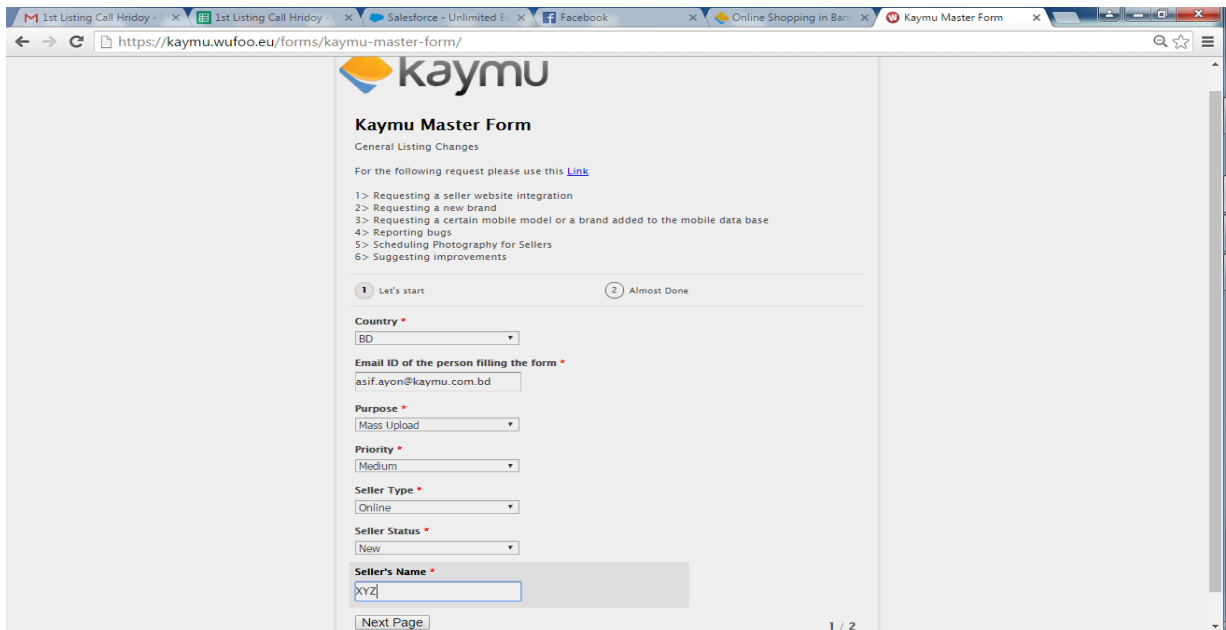


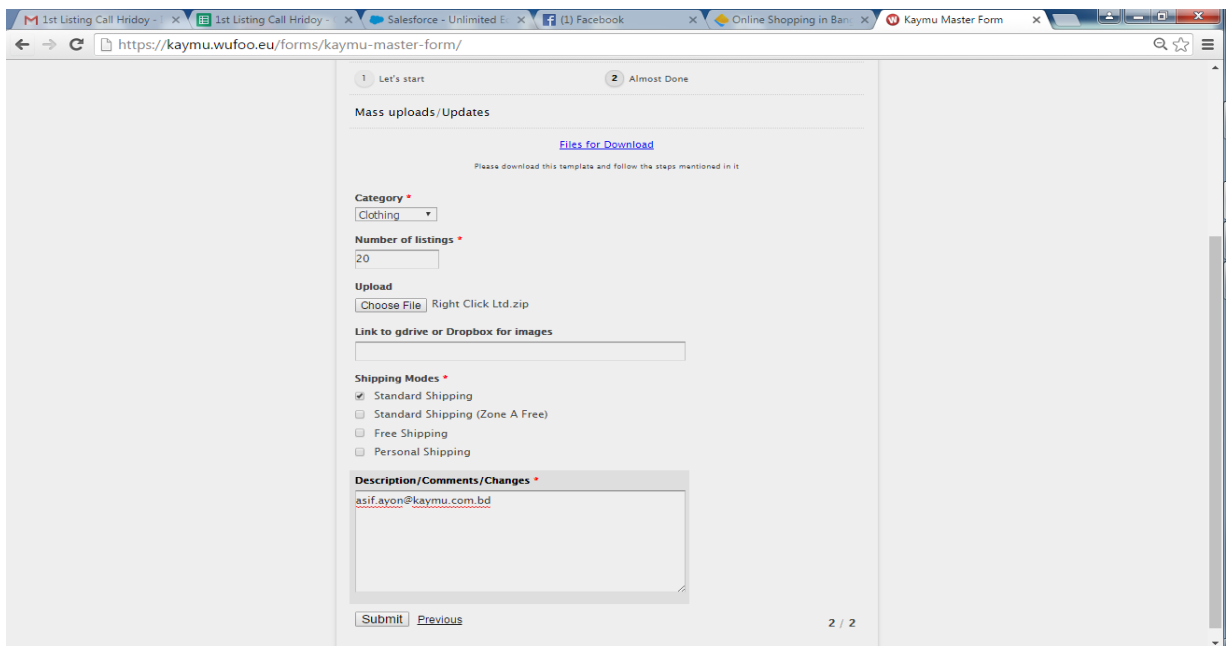
Figure 3: CSV (Comma Separated Values) Template

As per the above picture CSV is basically the listing of the products of different categories in a more structured way where I had to concern about the other sub categories (e.g. type of the products), proper description of the products and appropriate images that do not go against Kaymu guidelines.



The screenshot shows the 'Kaymu Master Form' on the website 'kaymu.wufoo.eu'. The page title is 'Kaymu Master Form' and the subtitle is 'General Listing Changes'. It provides instructions for requesting changes and lists six categories: 1) Requesting a seller website integration, 2) Requesting a new brand, 3) Requesting a certain mobile model or a brand added to the mobile data base, 4) Reporting bugs, 5) Scheduling Photography for Sellers, and 6) Suggesting improvements. A progress bar shows 'Let's start' (1) and 'Almost Done' (2). The form fields include: Country (BD), Email ID (asif.ayon@kaymu.com.bd), Purpose (Mass Upload), Priority (Medium), Seller Type (Online), Seller Status (New), and Seller's Name (XVZ). A 'Next Page' button is at the bottom.

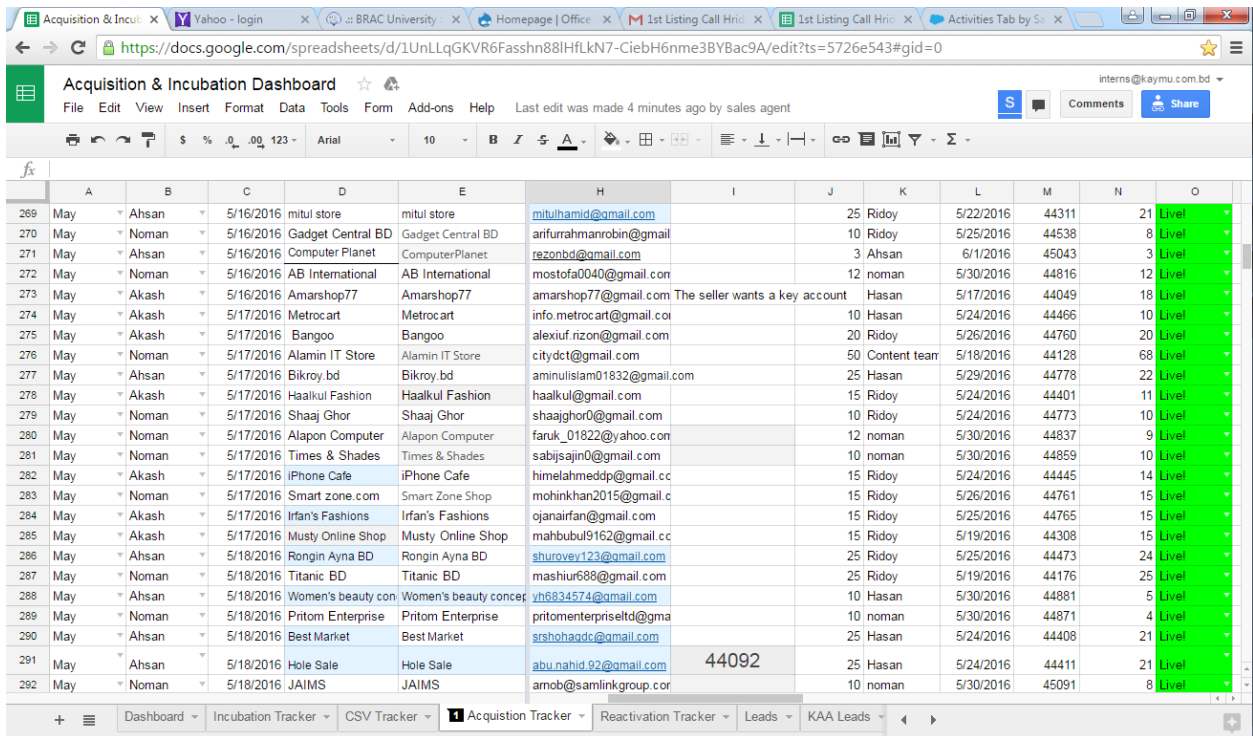
Figure 4: Kaymu Master Form (Page 1)



The screenshot shows the second page of the 'Kaymu Master Form'. It features a progress bar with 'Let's start' (1) and 'Almost Done' (2). The main section is 'Mass uploads/Updates' with a 'Files for Download' link and a note: 'Please download this template and follow the steps mentioned in it'. The form fields include: Category (Clothing), Number of listings (20), Upload (Choose File, Right Click Ltd.zip), Link to gdrive or Dropbox for images, Shipping Modes (Standard Shipping checked, Standard Shipping (Zone A Free), Free Shipping, Personal Shipping), and Description/Comments/Changes (asif.ayon@kaymu.com.bd). 'Submit' and 'Previous' buttons are at the bottom.

Figure 5: Kaymu Master Form (Page 2)

After generating CSV file my duty was to send it to the content team for further proceedings by filling up a customized google form which they call **‘Kaymu Master Form’**



	A	B	C	D	E	H	I	J	K	L	M	N	O
269	May	Ahsan	5/16/2016	mitul store	mitul store	mitulhamid@gmail.com		25	Ridoy	5/22/2016	44311	21	Live!
270	May	Noman	5/16/2016	Gadget Central BD	Gadget Central BD	arifurrahmanrobin@gmail.com		10	Ridoy	5/25/2016	44538	8	Live!
271	May	Ahsan	5/16/2016	Computer Planet	ComputerPlanet	rezonbd@gmail.com		3	Ahsan	6/1/2016	45043	3	Live!
272	May	Noman	5/16/2016	AB International	AB International	mostofa0040@gmail.com		12	noman	5/30/2016	44816	12	Live!
273	May	Akash	5/16/2016	Amarshop77	Amarshop77	amarshop77@gmail.com	The seller wants a key account		Hasan	5/17/2016	44049	18	Live!
274	May	Akash	5/17/2016	Metrocart	Metrocart	info.metrocart@gmail.com		10	Hasan	5/24/2016	44466	10	Live!
275	May	Akash	5/17/2016	Bangoo	Bangoo	alexief.rizon@gmail.com		20	Ridoy	5/26/2016	44760	20	Live!
276	May	Noman	5/17/2016	Alamin IT Store	Alamin IT Store	citydct@gmail.com		50	Content team	5/18/2016	44128	68	Live!
277	May	Ahsan	5/17/2016	Bikroy.bd	Bikroy.bd	aminulislam01832@gmail.com		25	Hasan	5/29/2016	44778	22	Live!
278	May	Akash	5/17/2016	Haalkul Fashion	Haalkul Fashion	haalkul@gmail.com		15	Ridoy	5/24/2016	44401	11	Live!
279	May	Noman	5/17/2016	Shaaj Ghor	Shaaj Ghor	shaajghor0@gmail.com		10	Ridoy	5/24/2016	44773	10	Live!
280	May	Noman	5/17/2016	Alapon Computer	Alapon Computer	faruk_01822@yahoo.com		12	noman	5/30/2016	44837	9	Live!
281	May	Noman	5/17/2016	Times & Shades	Times & Shades	sabijisain0@gmail.com		10	noman	5/30/2016	44859	10	Live!
282	May	Akash	5/17/2016	iPhone Cafe	iPhone Cafe	himelahmeddp@gmail.com		15	Ridoy	5/24/2016	44445	14	Live!
283	May	Noman	5/17/2016	Smart zone.com	Smart Zone Shop	mohinkhan2015@gmail.com		15	Ridoy	5/26/2016	44761	15	Live!
284	May	Akash	5/17/2016	Irfan's Fashions	Irfan's Fashions	ojanaifan@gmail.com		15	Ridoy	5/25/2016	44765	15	Live!
285	May	Akash	5/17/2016	Musty Online Shop	Musty Online Shop	mahbulbul9162@gmail.com		15	Ridoy	5/19/2016	44308	15	Live!
286	May	Ahsan	5/18/2016	Rongin Ayna BD	Rongin Ayna BD	shurovey123@gmail.com		25	Ridoy	5/25/2016	44473	24	Live!
287	May	Noman	5/18/2016	Titanic BD	Titanic BD	mashiur688@gmail.com		25	Ridoy	5/19/2016	44176	25	Live!
288	May	Ahsan	5/18/2016	Women's beauty con	Women's beauty concep	yh6834574@gmail.com		10	Hasan	5/30/2016	44881	5	Live!
289	May	Noman	5/18/2016	Pritom Enterprise	Pritom Enterprise	pritomenterpriseld@gmail.com		10	noman	5/30/2016	44871	4	Live!
290	May	Ahsan	5/18/2016	Best Market	Best Market	srsghaodr@gmail.com		25	Hasan	5/24/2016	44408	21	Live!
291	May	Ahsan	5/18/2016	Hole Sale	Hole Sale	abu.nahid.92@gmail.com	44092	25	Hasan	5/24/2016	44411	21	Live!
292	May	Noman	5/18/2016	JAIMS	JAIMS	arnob@samlinkgroup.com		10	noman	5/30/2016	45091	8	Live!

Figure 6: Acquisition and Incubation Dashboard

Additionally, I was asked to update it to the acquisition tracker so that they can know how many CSV's or how much product listings have been done by me at the end of the day according to what they can evaluate my performance as well.

Throughout the tenure of my internship mostly I was busy with preparing CSV files which I have found very much challenging and monotonous to some extent that my supervisor also recognized from the very beginning.

3.2 Giving First Listing Calls

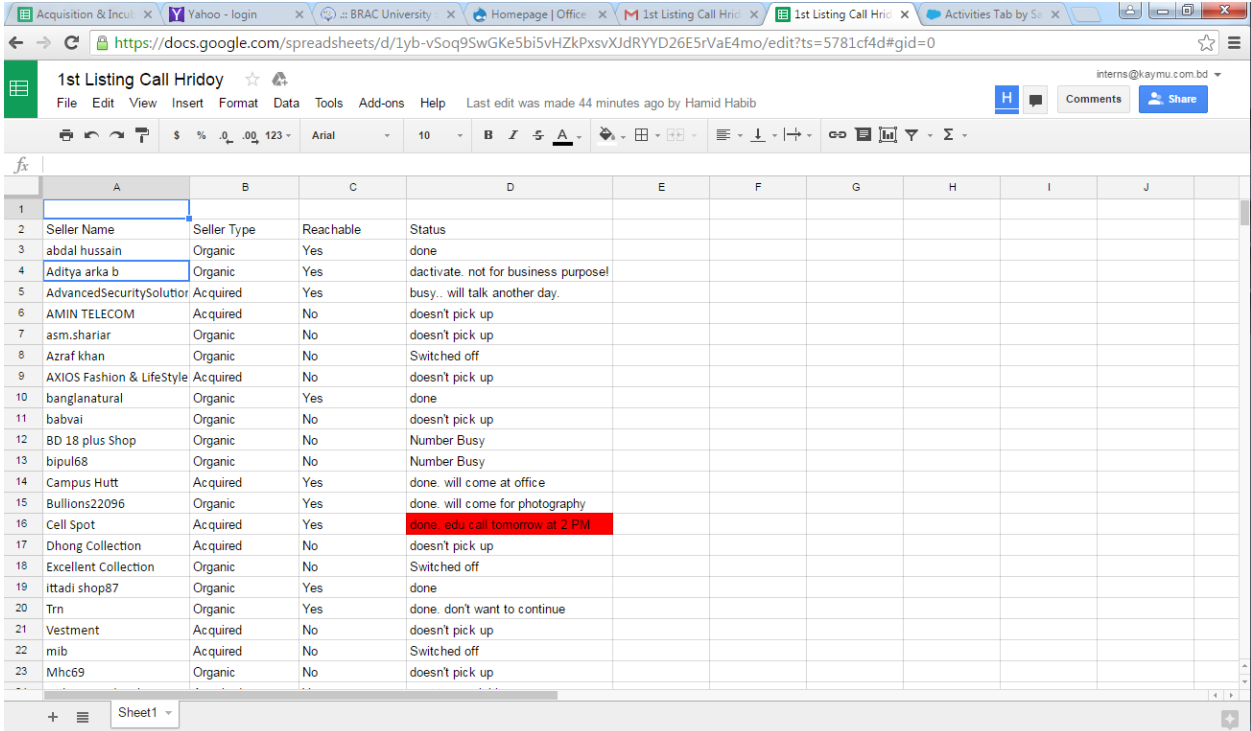
Giving first listing call means making first official contact with the sellers. There are two types of sellers;

1. Acquired sellers:

Acquired sellers are those who have been signed up by the sales executives from various sources like facebook or other e-commerce sites. Acquired sellers enjoy two extra facilities. First of all, they do not have to pay any commission over their first month sells. Secondly, they enjoy first month free photography services of their products.

2. Organic sellers:

Sellers who registered by their own are called organic sellers. Organic sellers do not get extra privileges like acquired sellers. They have to pay from the very beginning to avail the photography service. Besides, they are not eligible for first month free trail.



	A	B	C	D	E	F	G	H	I	J
1										
2	Seller Name	Seller Type	Reachable	Status						
3	abdul hussain	Organic	Yes	done						
4	Aditya arka b	Organic	Yes	dactivate. not for business purpose!						
5	AdvancedSecuritySolution	Acquired	Yes	busy.. will talk another day.						
6	AMIN TELECOM	Acquired	No	doesn't pick up						
7	asm.shariar	Organic	No	doesn't pick up						
8	Azraf khan	Organic	No	Switched off						
9	AXIOS Fashion & LifeStyle	Acquired	No	doesn't pick up						
10	banglanatural	Organic	Yes	done						
11	babvai	Organic	No	doesn't pick up						
12	BD 18 plus Shop	Organic	No	Number Busy						
13	bipul68	Organic	No	Number Busy						
14	Campus Hutt	Acquired	Yes	done. will come at office						
15	Bullions22096	Organic	Yes	done. will come for photography						
16	Cell Spot	Acquired	Yes	done. edu call tomorrow at 2 PM						
17	Dhong Collection	Acquired	No	doesn't pick up						
18	Excellent Collection	Organic	No	Switched off						
19	ittadi shop87	Organic	Yes	done						
20	Trn	Organic	Yes	done. don't want to continue						
21	Vestment	Acquired	No	doesn't pick up						
22	mib	Acquired	No	Switched off						
23	Mhc69	Organic	No	doesn't pick up						

Figure 7: First Listing Calls Assignment

When to give first listing calls I had to stay concern about the seller types. The process includes;

- Cross checking the email address and password
- Giving them the password of their Kaymu account if they do not get yet
- Making clear of any confusion over commission rates, delivery issues and other facilities providing by Kaymu.
- Acknowledging them about the payment methods and other procedures
- Taking date and schedule for giving education call regarding how to upload and process orders.

For acquired sellers taking education call schedule was kind of mandatory and in case of any inconvenience I asked them to come to the office.

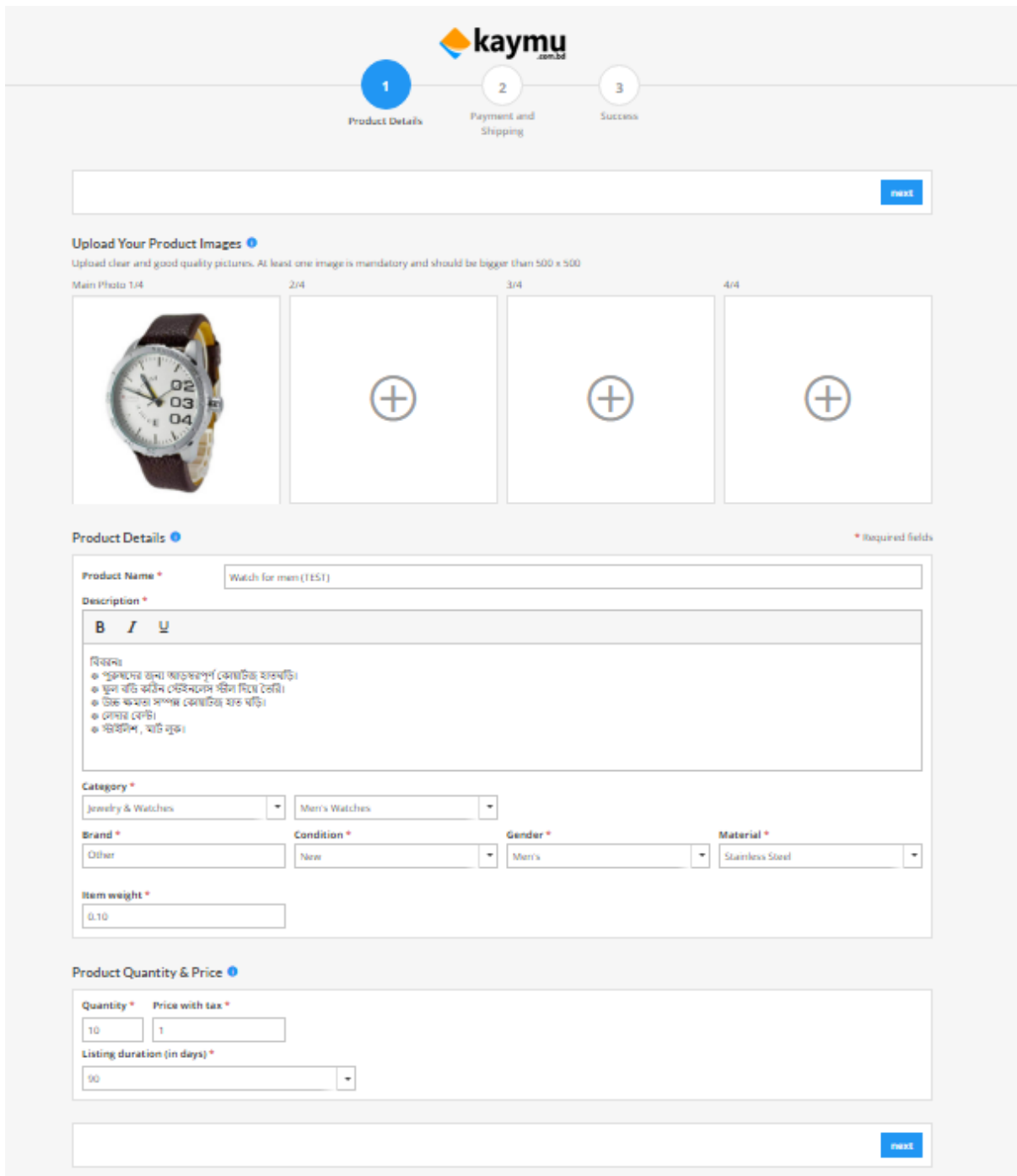
3.3 Giving Education Calls

Basically this is part of incubation and it has been done for educating the sellers as many of the sellers are not that much internet savvy. The reasons behind giving education calls are; educate them about how to manage their accounts and how to process the orders. As I already mentioned that while giving first listing calls I was required to note education call schedules and asked them to sit before computer on time of giving education call. In case of any inconvenience from the seller's part they are required to come to the office for education purpose.

1. How to manage accounts (uploading products):

In terms of giving education calls my first and foremost task was to educate them about how to upload products in their Kaymu account. There are few steps that I used to brief them in a simple manner so that they can understand and I let them to upload one product for instance.

There are some challenges as well. Sometimes, it takes a lot of time for some of the sellers which is very normal as their education level is not up to the mark and they do not have enough knowledge about internet.



kaymu
com.bd

1 Product Details 2 Payment and Shipping 3 Success

[next](#)

Upload Your Product Images

Upload clear and good quality pictures. At least one image is mandatory and should be bigger than 500 x 500

Main Photo 1/4 2/4 3/4 4/4

Product Details * Required fields

Product Name *

Description *

B I U

বিবরণ
 • পুরুষদের জন্য আড়ম্বরপূর্ণ কোয়ার্টজ হ্যান্ডবন্ডি।
 • দুলা বডি স্ট্রেন স্টেইনলেস স্টিল দিয়ে তৈরি।
 • উচ্চ ক্ষমতা সম্পন্ন কোয়ার্টজ হাত বন্ডি।
 • লোহার বেন্ড।
 • স্ট্রাইপিশ, মার্চি ব্রুজ।

Category *

Jewelry & Watches Men's Watches

Brand * **Condition *** **Gender *** **Material ***

Item weight *

Product Quantity & Price

Quantity * **Price with tax ***

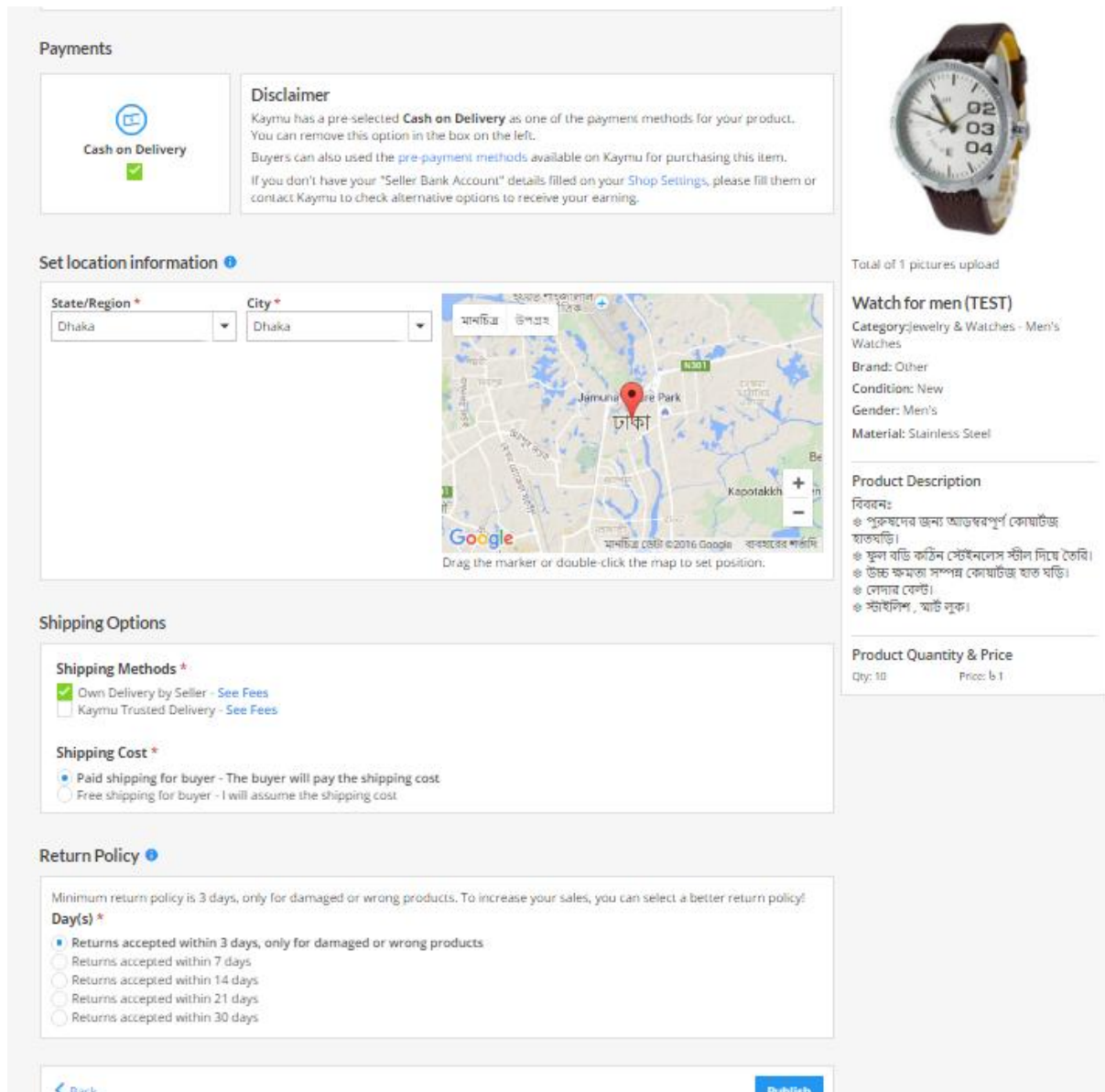
Listing duration (in days) *

[next](#)

Figure 8: How to Upload (Product Details)

This is the very first steps for uploading the products. Sellers must fill all the fields here. For uploading one product they can select maximum four pictures of that product. There are some guideline needs to be followed when selecting images. No watermarks can be there. Besides, background must be white and image dimension has to be (500*500) minimum. In title part,

sellers are asked to write the word ‘test’ in bracket and set the price ‘one taka’ so that no one can order as it is just for education purpose. In terms of quantity it should be ten minimum that ensures seller has ten products on his stock. They are required to set listing duration ninety days which means this particular product will be visible for next three months on Kaymu website.



The screenshot displays the 'Payments' and 'Shipping Options' sections of the Kaymu seller interface. On the right, a product listing for a 'Watch for men (TEST)' is visible, including an image of the watch and its details.

Payments Section:

- Cash on Delivery:** A green checkmark indicates this option is selected.
- Disclaimer:** Kaymu has a pre-selected **Cash on Delivery** as one of the payment methods for your product. You can remove this option in the box on the left. Buyers can also use the **pre-payment methods** available on Kaymu for purchasing this item. If you don't have your "Seller Bank Account" details filled on your **Shop Settings**, please fill them or contact Kaymu to check alternative options to receive your earning.

Set location information:

- State/Region:** Dhaka
- City:** Dhaka
- A map shows the location in Dhaka, Bangladesh, with a red pin.

Shipping Options:

- Shipping Methods:**
 - Own Delivery by Seller - See Fees
 - Kaymu Trusted Delivery - See Fees
- Shipping Cost:**
 - Paid shipping for buyer - The buyer will pay the shipping cost
 - Free shipping for buyer - I will assume the shipping cost

Return Policy:

- Minimum return policy is 3 days, only for damaged or wrong products. To increase your sales, you can select a better return policy:
- Day(s):**
 - Returns accepted within 3 days, only for damaged or wrong products
 - Returns accepted within 7 days
 - Returns accepted within 14 days
 - Returns accepted within 21 days
 - Returns accepted within 30 days

Product Listing Details (Right Side):

- Watch for men (TEST)**
- Category: Jewelry & Watches - Men's Watches
- Brand: Other
- Condition: New
- Gender: Men's
- Material: Stainless Steel
- Product Description:
 - বিবরণ:
 - পুরুষদের জন্য আভ্যন্তরীণ কোয়ার্টজ ঘড়ি।
 - ফুল বাড়ি কঠিন স্টেইনলেস স্টীল দিয়ে তৈরি।
 - উচ্চ ক্ষমতা সম্পন্ন কোয়ার্টজ ঘড়ি।
 - নোয়ার বেস্ট।
 - স্টাইলিশ, আর্ট লুক।
- Product Quantity & Price: Qty: 10 Price: b 1


Figure 9: How to Upload (Payment and Shipping)

After filling up all product details, here the sellers need to put their region, city and shipping method and return policy. If the seller has his own delivery support then they are asked to select ‘Own Delivery by Seller’. If not then they have to use ‘Kaymu Trusted Delivery’ under which Kaymu has contract with one third party delivery team.

You successfully created a listing

Kaymu team will conduct a quality control of your listing & it should appear to other members within a few hours

Your Product Summary



Watch for men (TEST)

Category: Jewelry & Watches - Men's Watches
 Brand: Other
 Condition: New
 Gender: Men's
 Material: Stainless Steel

Description
 বিবরণ:
 * পুরুষদের জন্য আড়ম্বরপূর্ণ কোয়ার্টজ হাতঘড়ি।
 * ফুল বডি কঠিন স্টেইনলেস স্টীল দিয়ে তৈরি।
 * উচ্চ ক্ষমতা সম্পন্ন কোয়ার্টজ হাত ঘড়ি।
 * লেদার বেল্ট।
 * স্টাইলিশ, আট লুক।

Product Quantity & Price

Qty: 10 Price: ট 1

Payment Options

Cash on Delivery
 UCash - Part of Kaymu Safepay. To learn more follow this link Kaymu Safepay
 bKash - Part of Kaymu Safepay. To learn more follow this link Kaymu Safepay
 Port Wallet - Part of Kaymu Safepay. To learn more follow this link Kaymu Safepay

Shipping Options

Location: Dhaka - Dhaka
 Shipping: Own Delivery by Seller

Return Policy

Day(s): 3 days
 Refund: Cash refund, Product exchange

[Sell more!](#) [Back to shop](#)

Figure 10: How to Upload (Success)

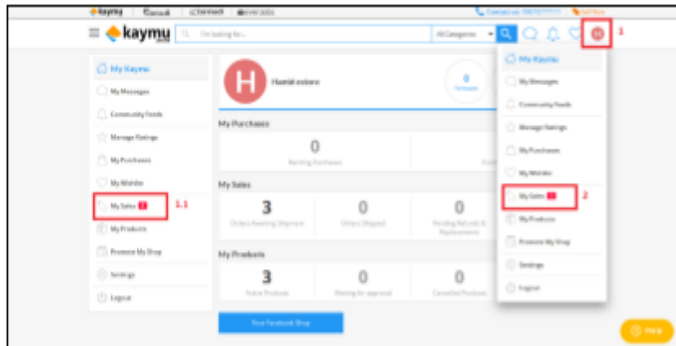
By clicking publish successful product listing will appear. This means the product has been uploaded successfully and it is waiting for approval. Once content team approve, then this will be live and will be showing at website. Likewise seller can upload more products in this same way by considering different categories.

2. How to process the orders:

In giving education calls I was also instructed to let the sellers know about order processing very well. Once after completing this stage every acquired seller must be able to deal with these in future. Later, a seller manager will be assigned for that particular seller so that he/she can make any further contact in case of any problem or any confusion.

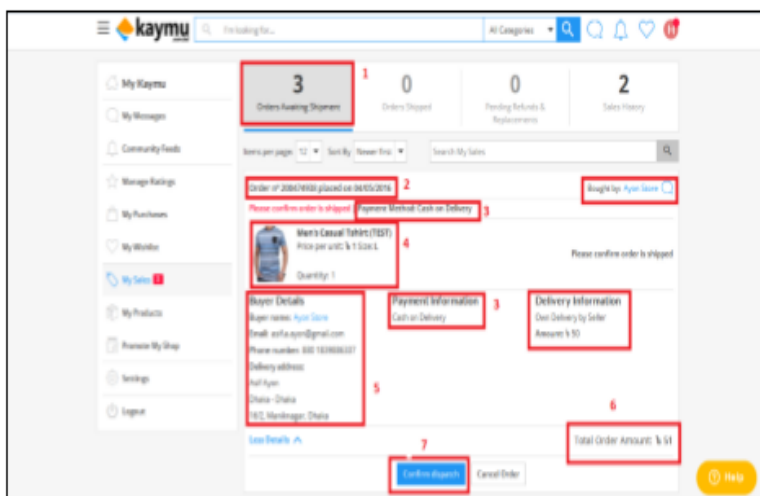
How to process an order?

Whenever a customer orders your product, you will receive a SMS and an e-Mail. You need to login to your account.



After login

1. Click once
2. Click My Sales
- OR
- 1.1. Click once

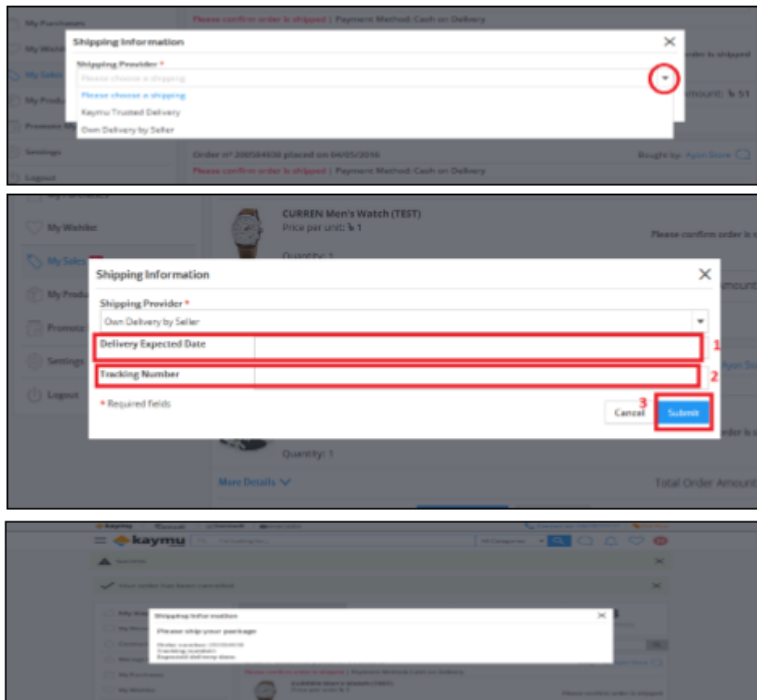


1. Total Orders Received
2. Order details, order number, when the order was placed.
3. Payment method
4. Details of the product ordered (size, quantity, and price)
5. Details about the buyer (name, phone number address etc.)
6. Total amount
7. Confirm dispatch

Figure 11: How to Process Order (Step- 01)

Once after getting any order seller will receive a SMS and also will get an email. Then the very first task will be logging in into his/her account and verify the order whether the person really wants to buy the product or not. Name, contact number, address and location of the person who ordered everything will be there. After verifying the order seller needs to do 'confirm dispatch' as per given on the figure once the product has already been shipped. Seller must follow Kaymu delivery guidelines under which they have to set delivery charge taka fifty inside Dhaka and taka one hundred for the customers who are staying outside Dhaka. However, sellers are not allowed to receive any advance payment from the customers rather they can take the delivery charge in advance only in terms of outside Dhaka customers.

After 'Confirming Dispatch'



A dialogue box will appear (after clicking confirm dispatch) asking shipping method/information.

- a) KAYMU TRUSTED DELIVERY (AIGX)
- b) OWN DELIVERY BY SELLER. Choose accordingly.

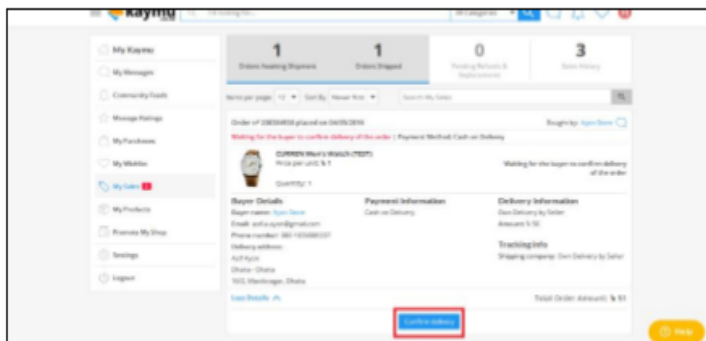
1. Provide delivery date given by the customer.
2. Tracking number is optional.
3. After filling up above fields click submit.

Clicking the submit button a dialogue box will appear, asking to ship the package on the expected delivery date.

Figure 12: How to Process Order (Step- 02)

After doing 'Confirm Dispatch' sellers are required to select shipping method and provide delivery date as per delivery expected by the customer. Tracking number is optional here. Other steps are as simple as above mentioned figure and finally needs to click on submit.

After Successful Delivery



After delivery of the product and receiving money (price + delivery charge) -> Go to My Sales confirm the delivery.

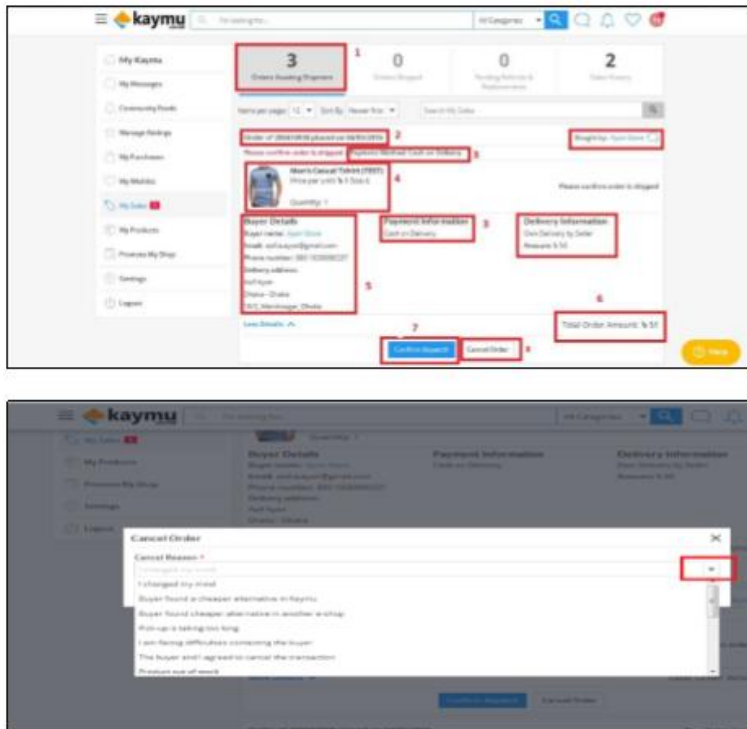
1. My Sales
2. Click on Orders Shipped
3. And click in CONFIRM DELIVERY to confirm the product has been shipped and money received.

Figure 13: How to Process Order (Step- 03)

Once the product has been delivered successfully and the seller has also received his/her money including delivery charge then the seller requires logging in again and finally selects 'Confirm Delivery' eventually this leads to a successful order process. Later, assigned seller manager of that particular seller will make contact and collect commission from that

successful order process. In the time of education the whole process has been taught practically. The ‘TEST Product’ uploaded by the seller for the very first time gets immediate approval and someone from the department order the product so that the whole process can be simulated.

How to cancel an order?



While processing the order, you can choose ‘CANCEL ORDER’ (8) as shown in pic.

After clicking on cancel order, a dialogue box will appear asking the reasons for the cancellation of the product. The click on the arrow (squared red) and select the appropriate reasons for cancellation

NOTE: Too many cancellations of orders will lead to negative impact on your profile.

Figure 14: Order Cancellation

At the end of giving education seller was asked to cancel the order of the ‘TEST Product’ that was ordered to show him the process. They can cancel order in the same way in future in case of any inconvenience (product stock out e.g.)

While processing order seller can easily choose ‘Cancel Order’ option. They have to select a reason for cancellation as per showing in the picture. Sellers are suggested not to go for too much cancellation as it will hamper their reputation eventually will have negative impact.

3.4 Acquiring New Sellers

Being a sales intern sometimes I had to do acquisition which means on boarding the new sellers. At this stage, the initial task is known as ‘Lead Creation’ that basically is the sourcing

of the new sellers for Kaymu Bangladesh from different online sources like facebook, other existing online market places etc. Process includes cross-checking the potential sellers by their name, phone number and email addresses to see whether they are already enlisted or not. It has been all done by CRM software called ‘Salesforce’.

If the seller is not registered then it comes briefing him/her about how Kaymu functions and how he/she will be benefited.

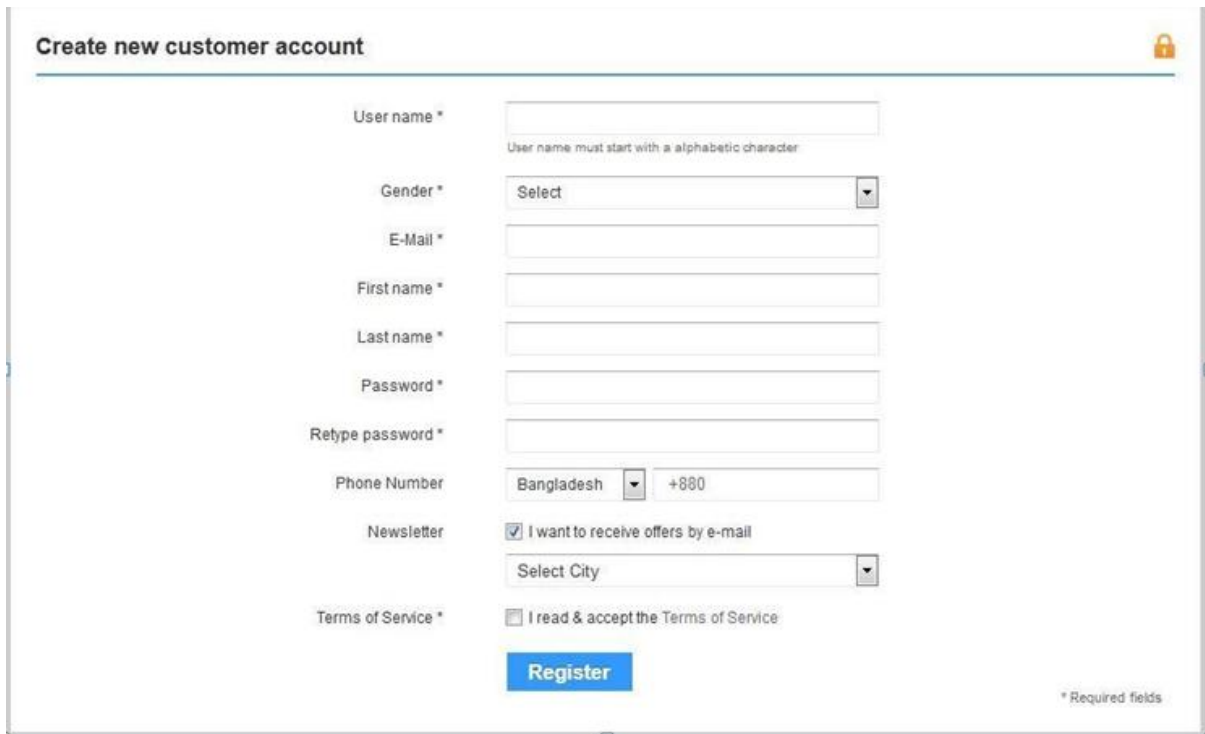


Figure 15: Acquisition of the Seller

Once he/she has been convinced I asked him/her to give some necessary details including contact number and email address so that I can create an account. Besides, it needs to create a ‘Salesforce’ account as well for the same seller at the same time. In addition to this, the newly registered seller also asked to provide more than ten product details along with proper images so that CSV listing can be done and make these live eventually on the Kaymu website. Generally it takes three working days to get the products visible and after this the new seller has been given the password and from then the seller can manage his/her account.

PART B – The Project Part

Kaymu Bangladesh Limited selling varieties of products since it has been launched and eventually has become a popular marketplace in the e-commerce sector of the country. Since Kaymu is still a very young in Bangladeshi online marketing context so, it has a long way to go. The title of this report is “Sales Activities of Kaymu Bangladesh in Relation to the Branding and Advertising Aspect” that I hope will better illustrate the future prospect of Kaymu Bangladesh Limited.

4.0 Objectives of the Project

4.1 Broad Objective

Primary objective is to get exposure on how e-commerce works in real life and to know about the areas that can make online marketing even better.

4.2 Specific Objectives

- To know about the operations and current market offerings of Kaymu Bangladesh
- To learn about the actions taken by Kaymu Bangladesh for branding and advertising aspects
- To create a bridge between the marketing theories and the practical knowledge that I have been gained working in Kaymu Bangladesh.

5.0 Methodology

Both the primary and the secondary data have been used in preparing this report. To know about organization history and background mainly secondary data has been used. Besides, the head of department and the sales coordinator briefed me time to time to acknowledge me

about their business model and operations. In addition, I came to know about different related issues by talking with my colleagues informally.

5.1 Primary Source

Primary data have been collected from time to time briefings, weekly meetings and talking with colleagues in many occasions.

5.2 Secondary Source

Secondary data have been compiled from different websites, newspaper report, available write ups and slides provided by my honorable internship supervisor.

6.0 Branding Aspects of Kaymu Bangladesh Limited

Since I was a sales intern and my assigned tasks were blend of e-commerce and seller management kinds under the department of acquisition and incubation which has no direct relation with marketing department. As a result, I did not have the access to the marketing department and whenever I tried I found these are confidential that I am not entitled to be given.

As I have mentioned my limitation while gathering information, so, here I am giving a generalized view about Kaymu's Branding from my own understanding by observing their marketing and public relation activities for last three months.

6.1 Starving for Differentiation

It is very tough nowadays to sustain in the competition without offering differentiated services and offerings. In the words of marketing 'being different is at the heart of everything' as it positions that particular brand differently in the mind of the customers and prospects that eventually becomes the USP (Unique Selling Proposition) of the brand as well.

Anything can be differentiated in the world of marketing. Kaymu believes in differentiation for what it always tries to come up with something unique either it can be in the system or it can be in the offering. Here I can mention two things as example;

1. Formulating Incubation Support:

Recently Kaymu has come up with incubation support for the sellers in a more structured way. The whole idea is to educate the sellers to increase their efficiency level. This will also send a message to the sellers that they are highly valued. One incubation manager has also been recruited for this purpose. As an intern I also had to do the incubation sometimes that I already mentioned. The reason why I am calling this as means of differentiation I had the opportunity to know about the operations of daraz one of our competitors brand and came to know that they do not have such system. Besides, I have friends working in other online marketplaces from whom I got to know that they also are not aware about this.

2. Offering Free Photography for First Month:

This is another unique offering of Kaymu Bangladesh Limited. For all the sellers acquired by acquisition executives Kaymu offers free photography service for first month. In other online marketplaces sellers need to pay for this service from the very beginning where Kaymu is giving them the freedom to try its service for free and to switch if it seems not up to the mark without spending a penny.

6.2 Laws of Branding

1. The Law of Expansion:

The law of expansion refers expanding brand not always leads to create a powerful brand image in the mind of consumers rather it may results in lack of control over brand and can weaken the image as well. Kaymu Bangladesh also believes in this for what they have no intension to expand or change the focus from online marketing.

2. The Law of Contraction:

This law indicates that narrowing the focus is essential in order to become a successful brand. Besides, they must replicate the actions had been taken by the successful brand. In this case, Kaymu also follows this law as they are following ‘ebay model’ one of the successful brand in this arena.

3. The Law of Publicity:

It refers publicity is the key in giving birth of a brand. Advertising alone cannot do this by any means. As forms of publicity Kaymu sometimes do press briefing, media releases etc. Besides, the publicity tools that Kaymu uses very frequently are;

- Banners
- Word of mouth
- Networking sites
- Mass emails
- Car stickers
- T-shirts etc.

4. The Law of Advertising:

This is very important for giving stability to a brand. It has been said that advertising budget is like a country’s defense budget. Kaymu understands the importance of this law very well and that’s why they are spending for advertising purpose in accordance with proper forecasting. Mainly Kaymu uses pop up ads targeting the growing online community.

5. The Law of Word:

The law of word refers owning a word in the mind of customers. For example when someone says ‘Xerox’ the word ‘copy’ comes automatically. As Kaymu is still very young it has not been able to reach such stage. Once a rich organization history and a loyal customer base have been created then this would a matter of time.

6. The Law of Credentials:

The Law of credentials mean claim of authenticity by the brand. In this case Kaymu particularly cannot claim authenticity as it is just a platform to sell third party products which basically means the ownership of the selling products are not held by Kaymu.

7. The Law of Quality:

The law of quality says quality is crucial but the quality itself alone cannot build a brand. Kaymu Bangladesh Limited also abides by this law and consequently they put similar effort for quality control and other functional activities.

8. The Law of Category:

The law of category entails a successful brand should concern about promoting the category other than promoting the brand. Kaymu Bangladesh exactly does the same thing. There is something called 'sourcing guideline' according to what it can be decided that they need this particular category products (fashion category e.g.) in this particular amount for this week in particular.

9. The Law of the Name:

The law of the name refers a brand is nothing but a name at the end of the day. So, the name of a brand matters a lot. Some brands are so superior now-a-days people are not much bothered about their product rather the name itself (Apple e.g.). Another example can be the Google, which has been used in such a way now that it has replaced the word 'Search'. People use 'Google it' instead of 'Search it'. Google has taken its brand name to that extend. From that sense Kaymu has to go a long way to put such weight in its name.

10. The Law of Extensions:

This means dragging the brand name in almost everything comes up with adverse effect and ultimately hamper the brand value. Being an online marketplace Kaymu Bangladesh sense it very well and like Bikroy.com and ekhanei.com they never watermark their name in all the products visible in the website.

11. The Law of Fellowship:

The law of fellowship refers a brand should welcome other brands to build category that brings more customers for healthy competition. Recently, Kaymu and Daraz two e-commerce giant have come under the same umbrella. There might be many other reasons but this clearly indicates the welcoming attitude of the brands towards each other.

12. The Law of Generic:

The law of generic describes that using generic name related to national, natural, general etc will pave the way to the failure for a brand. In case of Kaymu it is been wise decision not to go for a generic name. The name Kaymu means more like taking action.

13. The Law of the Company:

The law of the company refers there is a difference between company and brand. Kaymu Bangladesh also believes in this and they understand that there is a difference between their parent company Rocket Internet and themselves.

14. The Law of Sub Brands:

This law says sub branding might destroys what branding can creates. Kaymu is not intended to come up with any sub brands till now. They must be aware about this law.

15. The Law of Siblings:

The law of siblings' means necessity might arise to come up with a sibling brand in consideration of time and place. If I need to say about Rocket Internet then it seems they did the exact thing. They also launched Daraz besides having Kaymu in Bangladesh. The reason can be to keep the control of the emerging Bangladeshi online market for decades.

16. The Law of Shape:

The law of shape refers a brand's logo should be designed such a way so that it can fit both the eyes. Kaymu Bangladesh follows this law and this is why they shaped their logo in such a way.



Figure 16: Kaymu Bangladesh Logo

17. The Law of Color:

The law of color refers a brand should not use the color that matches its major competitors. When Kaymu first came into the market there were very companies actively engaged in online marketing. Since then Kaymu using very unique color that does not match any of its competitors. For example, the logo color of Kaymu Bangladesh and ekhanei.com does not match.



Figure 17: Color Contrast between Two Online Marketplace

18. The Law of Borders:

According to the law of border a brand should not have any boundaries in terms of global branding. Right now Kaymu is operating more than twenty countries. It indicates the name Kaymu is spreading all over the world believing the law of borders.

19. The Law of Consistency:

In branding the law of consistency says building a brand is like a journey. It cannot be built over night. Hence, success of a brand should be measured in decades not in years. Kaymu

Bangladesh is still a very new in this case launched in October, 2013. That's why the success of Kaymu Bangladesh cannot be measured according to this law.

20. The Law of Change:

According to the law of change a brand can be changed but definitely it would not be very frequent and it must be done very carefully. In Kaymu- Daraz merger we can see the whole process has been done very carefully considering hundreds of issues. None of these companies have changed any of their policies and management other than changing the workplace.

21. The Law of Morality:

Brands and products both have life cycle; they introduce themselves, grow in the market, reach the maturity stage and then gradually they die. Every company has to go through this phases. It is not too long ago Kaymu started operating in Bangladesh. Kaymu Bangladesh is still in the growth stage of brand life cycle and has a lot more to go. As Kaymu is doing their business successfully and growing, there is no chance, at least for now, to end its business in here now.

22. The Law of Singularity:

This law talks about having a single idea or concept to work on. Because having too many things at once makes things confusing and later it becomes worthless. At the end of 2013, when Kaymu launched in Bangladesh, its focus was to boom the idea of shopping online and four years later, Kaymu still going with the same idea and working on it pretty successfully.

(Ries, 1998)

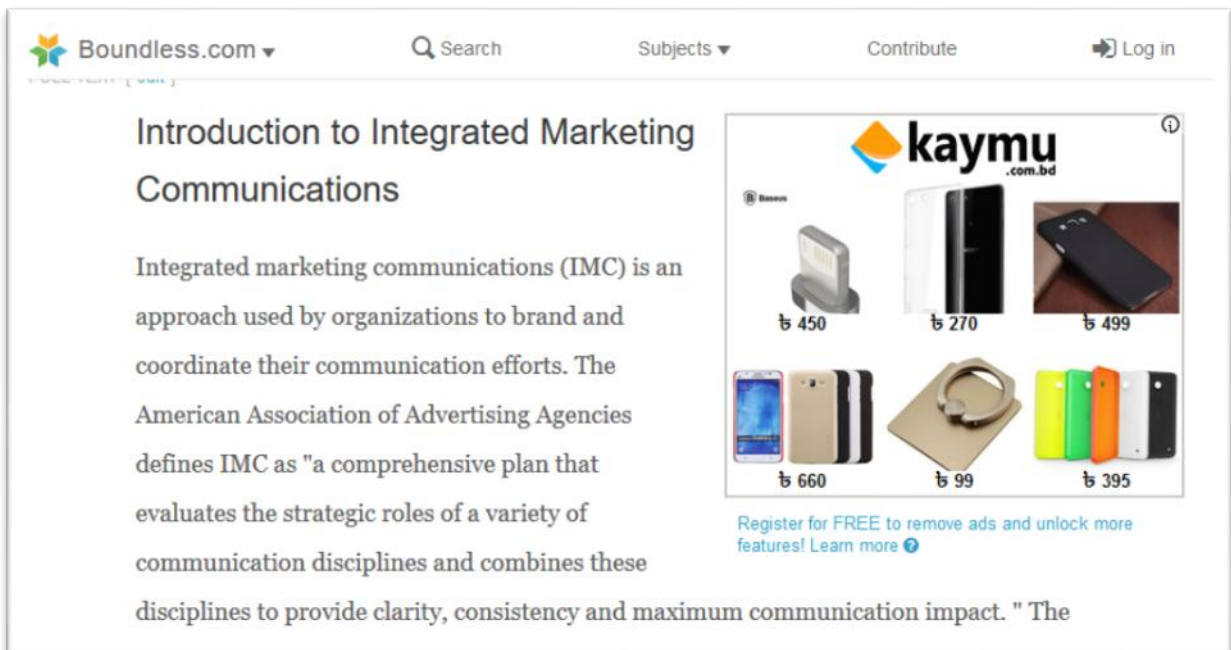
7.0 Advertising & Promotion Aspects of Kaymu Bangladesh Limited

In recent years a lot of young entrepreneurs are coming up due to the accelerated growth rate of online marketing. Besides, higher level of internet penetration giving extra force to the competition. Targeting these young entrepreneurs and huge online prospects Kaymu has planned its advertising and promotional activities in a more structured way which we can relate with Integrated Marketing Communication (IMC) theory. The IMC tools that Kaymu is using are;

- Advertising
- Direct Marketing
- Interactive/Internet Marketing
- Publicity

7.1 Advertising

Kaymu does not have any TV commercial or billboard but they spend huge amount of money for giving pop up advertisements in different websites and social media.









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Introduction to Integrated Marketing Communications

Integrated marketing communications (IMC) is an approach used by organizations to brand and coordinate their communication efforts. The American Association of Advertising Agencies defines IMC as "a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines and combines these disciplines to provide clarity, consistency and maximum communication impact." The

kaymu
.com.bd

 ₹ 450	 ₹ 270	 ₹ 499
 ₹ 660	 ₹ 99	 ₹ 395

Register for FREE to remove ads and unlock more features! [Learn more](#)

Figure 18: Pop Up Advertisement

Since Kaymu is an online marketing platform and its target group spend an ample amount of time on internet that's why Kaymu Bangladesh give more emphasize on online pop up banner advertisements.

7.2 Direct Marketing

Direct marketing means maintaining direct communication with both the existing and potential customers for promoting the products. Kaymu Bangladesh uses three forms of direct marketing tools;

1. Sponsoring Events:

As form of direct marketing Kaymu sponsors different events all the year round. Sometimes it can be a football match or even it can be a university program. For example, last year they organized Kaymu Campus Connect program in BRAC Univesity and Independent University that includes an internship recruitment program, seminar on E-commerce and game shows.

2. Telemarketing:

This is another type of direct marketing. Kaymu do this telemarketing very actively. They have acquisition executives who are responsible for on boarding the new sellers and the whole process has been done through telemarketing most of the times. In here the executives conducts direct interactions with the respective sellers in order to settle down their needs and demands. within this communication process both of the parties aim for value additions regarding their respective dealings.

3. Direct E-mail:

By using this direct marketing tool companies try to reach their existing and potential customers to let them aware about the new products and offerings. It is an effective way of advertising besides it is very much cost effective.

For the companies like Kaymu Bangladesh who are operating online this form of direct marketing is truly a blessing.

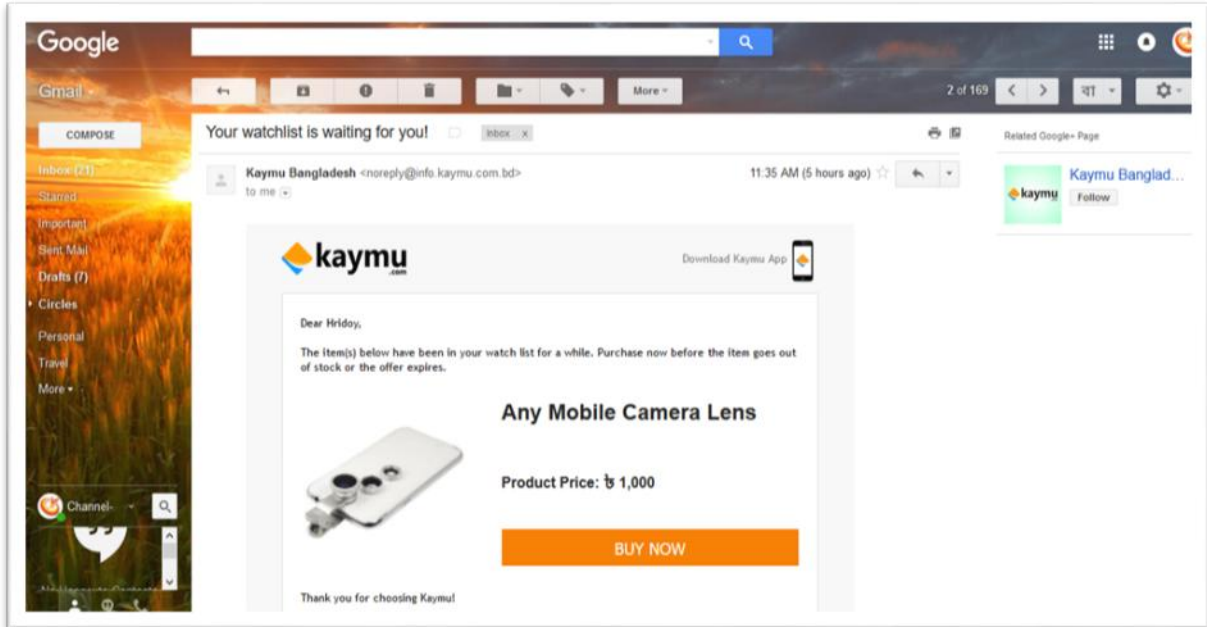


Figure 19: Direct email

7.3 Interactive/Internet Marketing

Interactive/Internet marketing simply has added a new dimension in marketing arena. Since social media has become a part and parcel of our lives so the appeal of internet marketing is increasing day by day. In case of Kaymu Bangladesh it's been very true.

Kaymu has a facebook fan page having more than four million fans. They keep this updated on a regular basis and promoting their brand in every possible ways. All their campaigns, offers, deals, events etc. are also promoted through facebook page. Kaymu also arrange different quiz contests targeting different occasions like 'Valentine's Day' on their facebook page to grab the attention of their customer base.



Figure 20: Social Media Marketing (Facebook Page)

Apart from having their own website Kaymu Bangladesh has their youtube channel as well where they upload necessary staffs that they think people would love in video format.

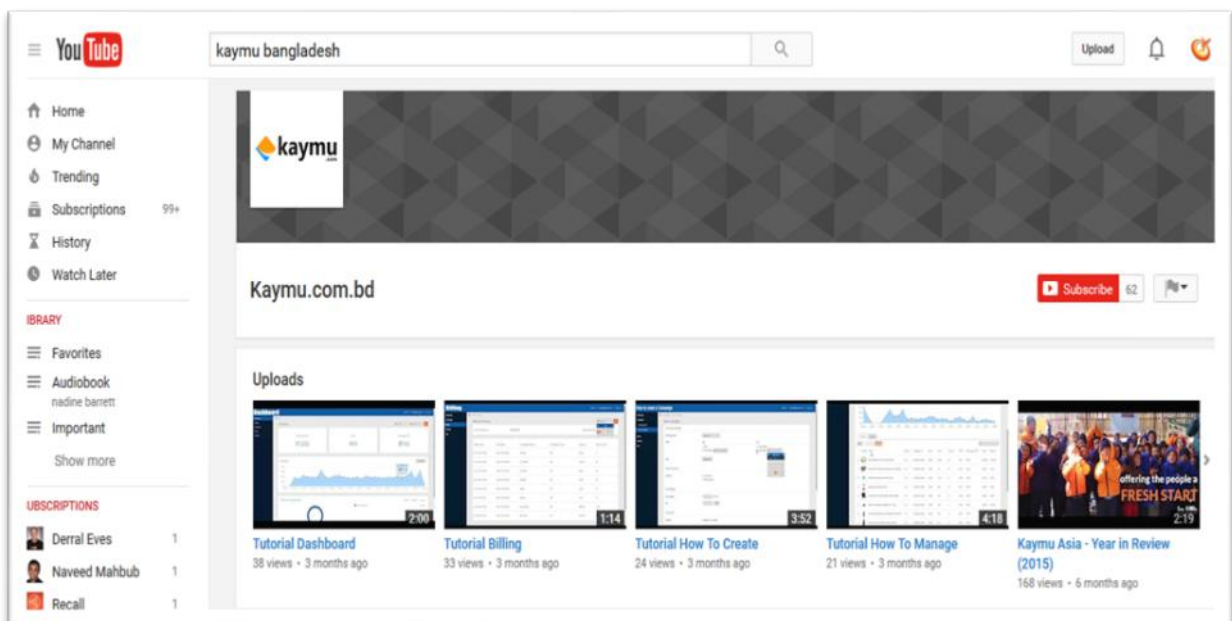


Figure 21: Social Media Marketing (YouTube Channel)

They also have uploaded user manual videos on youtube for educating their sellers. Still Kaymu is working on this point so that they can make it even better that would come up with some real reflections.

7.4 Publicity

Publicity is another important tool of Integrated Marketing Communication (IMC). In 22 immutable laws of branding there is a law called ‘The Law of Publicity’ that says the birth of a brand is achieved with publicity. Kaymu Bangladesh also does publicity in forms of special events, sticker pasting, and news release and sometimes through different campaigns.

1. Special Events:

Kaymu Bangladesh organizes and sponsors many events in a frequent basis. Last year they organized a football tournament with Jaago Foundation, a voluntary and charity organization titled ‘Play for Hope’. Recently they organized a friendly football match between Kaymu and Daraz at Banani playground. Besides, they do participate in various festivals as well. For example, in December 2015 Kaymu participated in the Lit Fest which is celebrated in University of Dhaka.

2. Sticker Pasting:

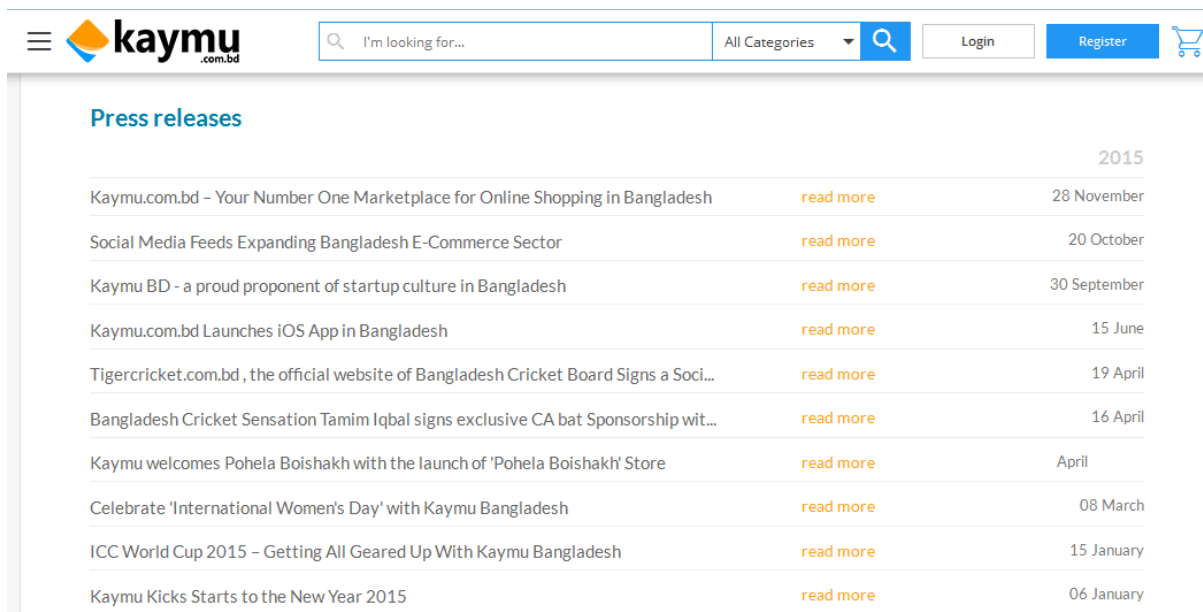
Pasting stickers on car is a kind of regular publicity tool for Kaymu Bangladesh. Recently they pasted more than twenty thousand Kaymu stickers on cars through a third party.



Figure 22: Kaymu Publicity (Sticker Pasting)

3. Press Release:

Press release has become another important publicity tool and an effective way to reach the mass people. Kaymu Bangladesh also provides press releases to serve the publicity purpose. Basically, they publish all the press releases in their official website. Sometimes, some of these are sent to publish in national dailies considering the level of priority.



Press releases		2015
Kaymu.com.bd - Your Number One Marketplace for Online Shopping in Bangladesh	read more	28 November
Social Media Feeds Expanding Bangladesh E-Commerce Sector	read more	20 October
Kaymu BD - a proud proponent of startup culture in Bangladesh	read more	30 September
Kaymu.com.bd Launches iOS App in Bangladesh	read more	15 June
Tigercricket.com.bd, the official website of Bangladesh Cricket Board Signs a Soci...	read more	19 April
Bangladesh Cricket Sensation Tamim Iqbal signs exclusive CA bat Sponsorship wit...	read more	16 April
Kaymu welcomes Pohela Boishakh with the launch of 'Pohela Boishakh' Store	read more	April
Celebrate 'International Women's Day' with Kaymu Bangladesh	read more	08 March
ICC World Cup 2015 - Getting All Geared Up With Kaymu Bangladesh	read more	15 January
Kaymu Kicks Starts to the New Year 2015	read more	06 January

Figure 23: Press Releases of Kaymu Bangladesh

4. Campaigns:

One of the major promotional aspects for Kaymu Bangladesh is to arrange different campaigns understanding the market trend and targeting various occasions. Throughout my tenure of internship I also have experienced some of these (Ramadan Flash Deal, Eid Shopping Festival, GP Wow Box Campaign).

Ramadan Flash Deal

In last Ramadan Kaymu ran a campaign titled 'Ramadan Flash Deal'. It was nearly one week campaign where they offered different products at a lower rate.



Figure 24: Ramadan Flash Deal Campaign

Under this campaign they offered ten to fifteen products in everyday basis at a cheaper rate comparing to their competitors where they also offered 20% cash back in terms of Bkash payment. The products were mostly electronics, TV appliance and accessories.

Eid Shopping Festival

During the last eid Kaymu arranged ‘Eid Shopping Festival’ campaign targeting the huge customer base. The campaign ran for one week and caught the public eyeballs as they were offering all the clothing products at a crazy discount rate. They also made an agreement with Bkash for which the payment through bKash got 20% cash back.



Figure 25: Eid Shopping Festival Campaign

GP WOW BOX Campaign

Targeting the last Eid-UL-Fitr Kaymu Bangladesh made an agreement Grameenphone, the leading telecom service provider of the country. According to this agreement Kaymu's products went through Grameenphone and Telenor Digital's lifestyle online application 'WOW BOX'. The name of the campaign was 'Eid Fest Campaign' under which customers having WOW BOX account could buy the product almost at half price and other half price had been paid by Grameenphone.



Figure 26: GP WOW BOX Campaign

This campaign got huge media coverage eventually came out as utterly successful campaign.

During the WowBox Eid Fest campaign, customers will be able to enjoy super discounts on a broad range of products and services by using mobile application .To help the subscribers get the best deals, Grameenphone has partnered with Kaymu.com.bd for the campaign Kaymu offer Pen drive, Power Bank, Headphone, Mouse, Trimmer, Women;s watch etc at a very low price to the customers through Wow Box application. WowBox aggregates lifestyle in a uniquely rewarding manner. With this app, Grameenphone subscribers can easily access a wide range of engaging content such as trending news, sports, smart health tips, jokes, fun-to-play games, free latest music, best hotel and restaurants deals, and special offers on Grameenphone products. (Daily Sun, 2016)

8.0 Limitations

This report has been prepared particularly based on primary data and secondary data. During the preparation of the report I have faced some constraints. First of all, e-commerce in Bangladesh is still a new concept and consequently things are not organized yet. As a result, all the relevant information is not readily available. Secondly, being a sales intern I was not assigned for any specific task rather it was rotation based for what I had not got the chance for market research. Besides, my organization would not allow me to talk to the sellers about my report purpose over the phone. Moreover, from my own experience I can say many of the sellers do not know about the basics of online marketing in that case the real picture would not be reflected on the report.

Lastly, there was confidentiality issue because of what I did not get much of information about their branding and advertising. Consequently, I could not get into details.

9.0 Findings

Kaymu Bangladesh has successfully been operating in the country from the very beginning. Day by day Kaymu is getting eyeballs and creating a perception in the mind of the individuals. Kaymu Bangladesh being a brainchild of Rocket internet which is one of the world's leading internet solution brand having some extra leverage.

Apart from these, Working closely with Kaymu Bangladesh I came to know Kaymu Pakistan is playing a kind of authoritative role here. For example when Kaymu Bangladesh face any difficulties regarding software issues or system bugs they have to hold on and need to contact with Kaymu Pakistan. It seems a major constraint to me. Besides, I felt lack of manpower in some of the departments that create backlog and too much work pressure for the existing employees. Moreover, now it is an open secret inside Kaymu that the performance of their delivery partner AIGX is just below average. I myself had to discourage the sellers about not to go for AIGX delivery when attending sales calls. So, Kaymu Bangladesh must be on race to find a reliable delivery partner.

Lastly, the business model of Kaymu Bangladesh does not allow them to keep any stocks so in this case they have to depend on the sellers solely. This has become one of the main

reasons for cancelling orders due to stock out of the sellers. It is creating dissatisfaction to the end users and giving negative perception about Kaymu.

Kaymu Bangladesh going through a transition period since they have been merged with Daraz. However, I believe they will come up with commendable actions against all these findings once they get stability.

10. Recommendations

To increase efficiency level and to run smoothly by overcoming all the constraints I would recommend few things that I believe will have a positive impact over the operations of Kaymu Bangladesh. I think it will be easier to understand if I give my recommendation both from organizational perspective and theoretical ground.

10.1 From Organizational Perspective

- Kaymu Bangladesh should monitor the quality control closely. Sometimes wrong product with misleading description and low image quality get approved which deters Kaymu's brand image.
- Kaymu Bangladesh must hold full authoritative power by excluding Kaymu Pakistan from the middle. This will speed up the whole process.
- It is high time Kaymu Bangladesh should manage a reliable delivery partner so that they can increase their sales and can reduce the order cancellation rate.
- Kaymu Bangladesh has to play an effective role for reducing unnecessary time consumption in commission collection process.
- Lastly I would recommend Kaymu Bangladesh should ensure enough manpower to ease the pressure of the existing employees. Surely this will have a positive result on quality as well.

10.2 From Theoretical View

- It would be beneficial for Kaymu Bangladesh if they come up with TVC advertisements as it will spread their name throughout the country and eventually will create brand association in the mind of the prospects.
- Kaymu Bangladesh should rethink about celebrity endorsement. In recent past Tamim Iqbal one of the top Bangladeshi cricketers was their brand ambassador. Later on Kaymu did not continue with that. I would recommend starting such celebrity endorsement again as still they are in the growth stage.
- Write ups in different community blogs can be a great source for building a knowledgeable customer base through which they can create a buzz by utilizing ‘Word of Mouth’ marketing. Kaymu Bangladesh must deal with some paid bloggers in this regard.

11.0 Conclusion

In conclusion, it will not be overstated if I say Kaymu Bangladesh has all the potential to be the market leader in the near future. The promise they are showing is truly remarkable. Working with Kaymu team I have witnessed the true power of the word ‘synergy’ in my last three months of internship.

There are lots of challenges in the market but Kaymu yet to deliver their best and set a new benchmark. As Kaymu Bangladesh Limited is already in the race so there is no reason look back rather to go ahead with uncompromising standard and sheer dominance.

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APPENDIX

28 April, 2016

Md. Reazul Islam Ridoy
GP ca-34, Wireless Gate
Mohakhali, Dhaka-1212

Subject: Internship Offer at Kaymu Bangladesh Limited.

Dear Mr. Reazul,

Congratulations!

We are pleased to offer you three (3) months internship at **Kaymu Bangladesh Limited**. The Effective start date of this offer will be on 28 April, 2016 and your internship is expected to end on 28 July, 2016. You will report to Ayan M. Choudhury, Head of Incubation and Acquisition or as otherwise directed by the Country Manager.

You will be paid a monthly remuneration of 5000/- (Five Thousand Taka Only) for your internship.

Whilst welcoming you to Kaymu Bangladesh Ltd. we wish you good luck and a very bright career with us and hope you will enjoy your role and make a significant contribution to the success of the business.

Best Regards,



Sarmiz Fatema
Human Resources Manager
Kaymu Bangladesh Limited

16/07/2016

Ayan Momin Choudhury
Head of Incubation and Acquisition
Kaymu Bangladesh
House 20/C, 4th floor, Road 26, Gulshan-1, Dhaka-1212

Re : Internship for BRAC University Student

Dear Sir/Madam,

It is our pleasure to inform you that our students in the **BBA** Program have completed their course work and are prepared for internship assignment with an organization.

Internship program is a degree requirement at BRAC University, allow the students to get an experience of professional life in a related field to their majors. This program will enhance their theoretical knowledge with a blend of practical experience.

We would highly appreciate your kind considerations in accommodating the following students of our university to complete internship at your organization in **Summer'16** semester.

Dept	Name	ID No.	Major
BBA	Reazul Islam Ridoy	12104049	Marketing, Human Resource Management

Our internship program is 12-week commitment at the host organization. The host organization is required to assign a supervisor to guide the interns. After the program, the interns are required to write an '**Internship Project Report**' for submission to the University Authority as well as to your organization.

We hope that a token honorarium shall be given to the interns during the period of stay with your preeminent organization. Your support and cooperation will help us in our effort to create efficient human asset. We guarantee all possible cooperation from our office. If you need any further information, please feel free to contact us at 88-02-88245051 -4 Ext. 4014 & 4015

Thank you in advance for your kind cooperation.

Sincerley,



Ivan Shafaat Bari
Director, OCSAR