



Internship Report

(BUS-699)

Reasons Behind The Failure Of Ekhanei.com

Submitted To:

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Submission Date: 16th August, 2017

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Letter of Transmittal

Date: 16th August, 2017

Mahmudul Haq

Associate Professor

BRAC Business School

Dhaka

Subject: Submission of internship report on **“Reasons Behind The Failure Of Ekhanei.com”**.

Dear Sir

I am highly delighted to submit the internship report of my three months long internship program in ekhanei.com. The title of the report is “Reasons Behind The Failure Of Ekhanei.com”. This report has been prepared to fulfill the requirement of the internship program. It has been an interesting and very enlightening experience for me to work in ekhanei.com. I have tried my level best to reflect my three months long work experience in this report and also tried to make this report a successful one. I would like to express my sincere gratitude to you for your kind guidance & suggestions in preparing the report. It would be a great pleasure for me if you find my report informative and useful to have an idea of recent state of ekhanei.com.

Sincerely yours

Syeda Nowrin

ID-14364003

BRAC Business School

Acknowledgement

First of all I would like to express my deep gratitude to the almighty Allah, whose invisible guidance helped me to complete this report. Although, time was very limited for getting the sufficient knowledge but the short experience that I gathered as an intern, in ekhanei.com an asset for all the time to come in my life.

I take the opportunity to express my deep sense of gratitude of my reverend supervisor, Mahmudul Haq (Associate Professor, Business School of BRAC University, Bangladesh) for his invaluable suggestions and guidance during the study period that has greatly inspired me in preparing this report successfully.

I would like to express my grateful appreciation to Rezaur Rahman, Director (CSAR), Maherin Hossain, Manager (CSAR); who assisted and helped me in conducting this report for my internship. I would also like to thank everyone associated with CSAR department for their utmost support and help.

Finally, I want to express my deep gratitude to my parents and other family members and remember my friends and colleagues whose enormous helps assist me to complete my report.

Executive Summery

The internship report is completely based on my internship program in ekhanei.com (SnT Bangladesh Ltd.). I have successfully completed my internship program from ekhanei.com (SnT Bangladesh Ltd.) under CSAR department. It was three months long internship program. I did this internship program because it is a requirement for the MBA program in BRAC Business School- Bangladesh.

In my internship period, I worked in CSAR. It was a great experience to me that I achieved much knowledge about quality control, ad moderation, e-mail handling, social media maintenance and fraud management. All employees of Regulatory Reporting were very helpful and they accept me cordially and prefer me as a part of their team member. My faculty advisor and the on-site supervisor helped me choose the topic- “Reasons Behind The Failure Of Ekhanei.com (SnT Bangladesh Ltd.)”. This topic helps me to understand the activities of CSAR department and the shutdown process. This topic also helps me to differentiate academic lesson and practical life.

CHAPTER 1
INTRODUCTION

Rationale of the Study:

Internship program of Brac Business School is a partial requirement for the completion of MBA course. To do so I have secured a place for myself in a well-known online based classified company named “**ekhanei.com (SnT Bangladesh Ltd.)**”. During my MBA program I have developed an area of interest in the field of Customer service & ad review, especially quality control, fraud management and customer satisfaction. But unfortunately ekhanei.com will stopped their all operations from 18th may 2017 and shut down their office with in September. The report would be based on the “**Reasons behind the failure of ekhanei.com.**” The reason behind for selecting this as my study topic is – now a days so many multi nationals are closed down their operations from Bangladesh. Though our country focus on the Digital Bangladesh slogan so why the renowned IT based company cannot find their business in Bangladesh. This will allow me to explore my idea and experience regarding the way of shut down process of a multinational company.

Objective of the report:

- Analyze the fact why multinational IT organizations are shutting down their business from Bangladesh.
- To find the consequence of this situation after the shutdown of ekhanei.com.
- How the employees are sufferer during this period.

Background:



ekhanei.com [Login](#) [Create Account](#)

Buying & Selling Made Simple.
Ekhanei is the fastest, easiest, most convenient way to buy & sell anything in Bangladesh.

What are you looking for? (Keyword)

Post a new ad. Describe what you are selling.

All Categories SORT BY: Relevance

	M5 Mobile Used only 1 days, original money/needed. Card mobile. Sim and small. Dhaka City & Dist. ✓ Mopar 10	৳ 1,000
	1900sq ft flat for rent • 6 Storied Building • Luxurious Fully Furnished Apartment For Rent at 2450 sq. ft. loc: 3 Bedroom, 3 Bathroom, With Cabinet, 2 attach. ✓ Gulshan	৳ 85,000
	2450 sq ft flat for rent • 6 Storied Building, Luxurious, Fully Furnished Apartment For Rent at 2450 sq. ft. loc: 3 Bedroom With 3Bathroom, Cabinet, 2 attach. Store & Carwash.	৳ 75,000
	3 Bedrooms flat for rent Gulshan Road # 31 house # 11 Flat B2. Exclusive Nice Fully Furnished apartment Rent. West facing, 4th storied building, rent for 4th floor single...	৳ 70,000
	3 Bedrooms flat for rent Gulshan Road # 79 house # 17 Flat B4. Exclusive Nice Fully Furnished apartment Rent. West facing, 6th storied building, rent for 4th floor single...	৳ 85,000
	3 Bedrooms flat for rent Gulshan Road # 79 house # 17 Flat B4. Exclusive Nice Fully Furnished apartment Rent. West facing, 6th storied building, rent for 4th floor single...	৳ 90,000
	One room for rent Room adjoining February & March. Single sit with attached bath & balcony for rent rent 5500 electricity gas water etc. with included. call...	৳ 4,500
	2000sq ft apartment for rent Exclusive Fully Furnished apartment flat at Gulshan-2, 2000 sq. ft. 6th floor apartment, modern building, 3 bed room 3 bath room. Spacious Drawing.	৳ 120,000
	1425 sq ft flat for sell Number of 1425-02 Flat size-1425 sq. ft. Floor-4th floor / 42nd. South-West & North-West	৳ 6,500,000
	Samsung Galaxy J7 I want to trade my mobile samsung J7 model etc. 70th pk necessary 1gh	৳ 10,000
	Samsung Galaxy Young 2 Samsung galaxy Young 2, Display 3.5", camera 3.15mp, ram 512, mem.	৳ 3,000

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[Legal Information](#) [Contact Customer Service](#) [Go to smartphone version](#)

Ekhanei.com

- Type of business: Private company
- Type of site: Classifieds
- Available in Bengali, English
- Founded 2006 (renamed 2014)
- Headquarters Gulshan-1, Dhaka, Bangladesh
- Area served Bangladesh
- Owner Schibsted, Telenor and Naspers
- Key people: Shylendra A S Nathan (CEO)
- Website:ekhanei.com
- Current status: Closed.

Ekhanei or ekhanei.com is a mobile based online marketplace classified advertisements website to buy and sell to property, gadgets, vehicles, personal items etc. for sale. Tour service and jobs are also posted among other things. Starting in 2006 as Cell Bazaar, it is the first online free classified ads website in Bangladesh. By Alexa Internet ranking, as of August 2015, it was top shopping site and the fifth business and economy website in Bangladesh.

Mission:

- Develop the platform to deliver sustainable growth in emerging market in Bangladesh.
- Open and fun culture with highly involved/engaged employees.
- Bring efficiency in the buying & selling process.
- Bring agility to our product & process to adapt quickly to the market need.
- Provide reliable services that bring higher level of trust among users.
- Reward performance.

Vision:

We aim to be the leading platform to connect everyone to buy & sell anywhere anytime in Bangladesh

History:

Ekhanei.com was launched, as Cellbazaar, in 2006. It was owned by Grameenphone, the largest mobile phone operator in Bangladesh. In 2010, after reaching four million users, it was acquired by Telenor, a major global telecom company with particular strength in Asian markets, with operations in, according to the company website, 13 countries. CellBazaar the company won the Accenture Economic Development Award 2007, and GSM Global Mobile Awards (Barcelona, 2008) in the category of "Best Use of Mobile for Social & Economic Development".

The company became Ekhanei in June 2014 when it was overtaken by SnT Classified. SnT Classifieds is an equal shareholding joint venture between Schibsted, a major global classifieds company, with operations in, according to the company website, 30 countries, and Telenor. Telenor bought 33.3% shares of the online marketplace company, while contributing its Bangladeshi asset Cellbazaar. Schibsted contributed its South American assets.

South African Naspers, Norway's Schibsted ASA and Telenor ASA, and Singapore Press Holdings joined in a cooperation agreement in November 2014, which included the transfer of assets and merger of operation in many markets including Bangladesh, where Nasper's Bangladesh operation OLX was launched in January 2015. In January 2011, Schibsted, Naspers and Telenor merged their operations into one platform - Ekhanei.com. As of 2015, it is 50.3 percent owned by SnT Classified, the parent company of ekhanei.com, and 49.7 percent owned by Naspers. Telenor and Schibsted together held 50.3 percent stake in the new venture, while the rest was owned by Naspers, the parent company of OLX.com.bd.

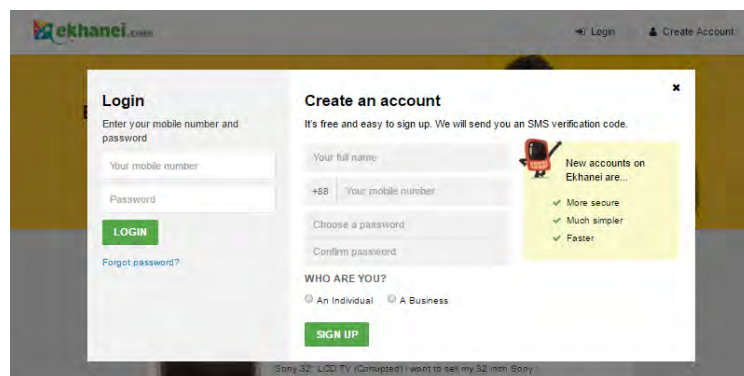
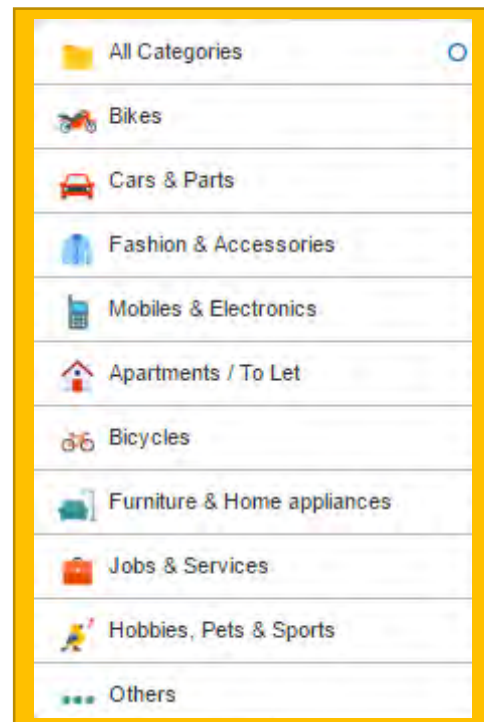
Ultimately, Telenor had 25 percent indirect ownership in ekhanei.com.

There are working more than 50 people with Marketing, Technical, Customer Service & Ad review, Operation & HR and Product Department.

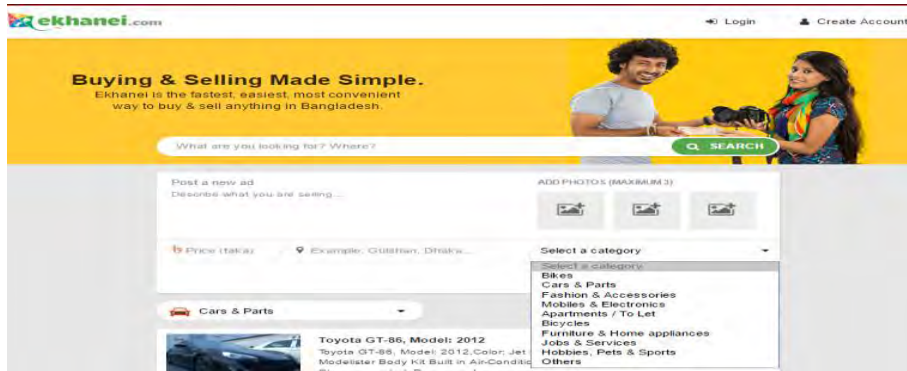
Functions & Options:

There are 10 categories in ekhanei.com to give ad. These are:

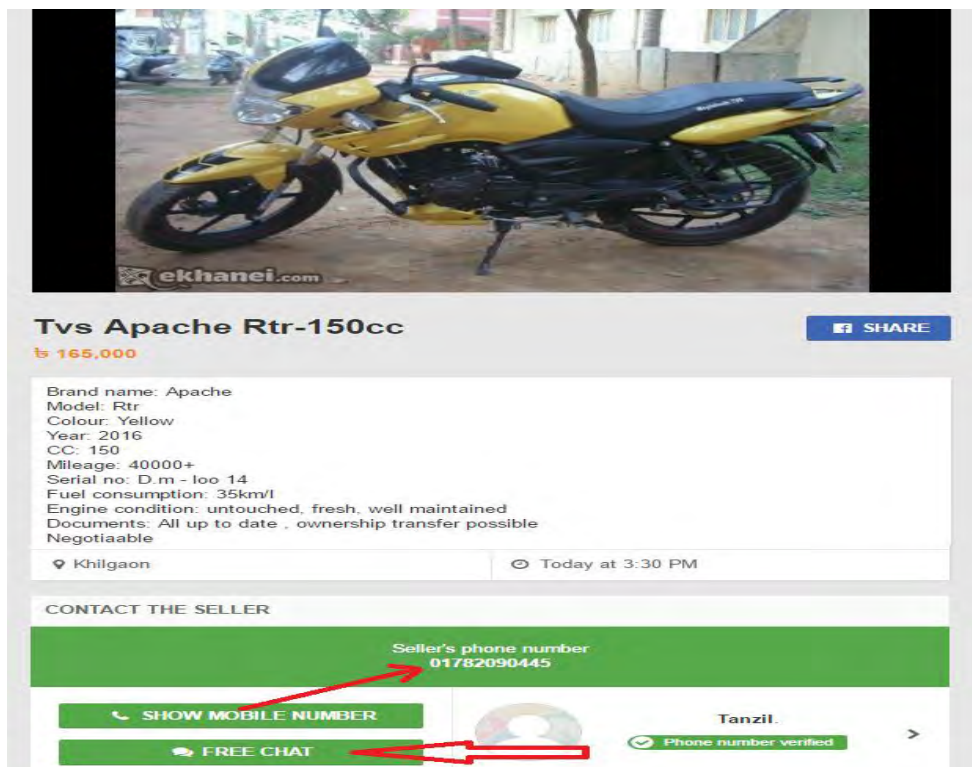
1. Bikes
2. Car & Parts
3. Fashion & Accessories
4. Mobile & Electronics
5. Apartment/Tolet
6. Bicycles
7. Furniture & Home Appliance
8. Jobs & Services
9. Hobbies, Pets & Sports
10. Others



Here any people of Bangladesh can make free account with mobile number verification & can easily give ads (used or unused product) in your expected category which is also totally free and also can share their ad in Facebook share button. People can give ads and buy products from its android Apps, mobile site & website.

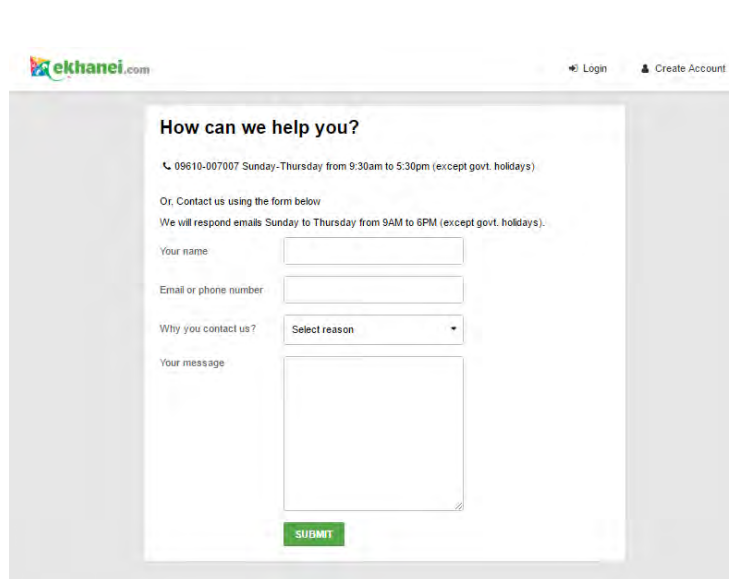


Buyer can directly contacts with the seller over phone by clicking ‘Show Mobile Number’ and also can send message through ‘Free Chat’ option.



In admin or Back Office Tool (BOT) posted ad by seller came in two ways. Those who are posting in Bikes & Fashion Accessories category those ads are come in Post Moderation, that means those ads will be automatically published, moderator will check & edit those ads then decide to delete the ad or get published and rest of categories ad come in Pre-moderation, moderator check & edit the ad then take decision to Publish or not.

User can email us or called us about query or facing any problem 09610-007007 Sunday-Thursday from 9:30am to 5:30pm (except govt. holidays).



Legal Information:

Rules for advertising:

It is easy to get your ad approved at Ekhanei.com, we only ask you to be honest, real and polite:

Post items which are legal to own and trade in Bangladesh

Make sure that the description and images uploaded by you are the accurate representation of the item or service you intend to sell

Advertise a specific item or service for sale, and refrain from general marketing

Do not post, list or upload items, text or image that are violent, discriminatory, unlawful, false, inaccurate, misleading, infringing or inappropriate.

If an ad is rejected due to breaking the rules, the advertiser will be given the opportunity to change it. Ekhanei.com reserves the right to decide whether an ad does not correspond to the rules and spirit. The rules may change or get updated from time to time at the sole discretion

of Ekhanei.com and an user/advertiser will be subjected to such change or updated terms upon coming into force.

Terms and Conditions:

This Web Site ("Ekhanei.com") is a service facilitated by SNT Bangladesh Limited, (hereinafter "SNT Bangladesh Limited", "we", "us" or "our"), subject to your compliance with the Terms and Conditions set forth below. Please read these Terms and Conditions carefully before accessing or using the Ekhanei.com. If you are unable to accept our Terms and Conditions, or our other policies you may not access or use our services. By accessing or using our services you expressly agree to be bound by these Terms and Conditions.

Advertisers/users are solely responsible for ensuring that advertising content(s), including text, images, ("Content") submitted and uploaded in relation to the item or service offered for inclusion on the Ekhanei.com is accurate and complies with applicable laws, rules and regulations. Ekhanei.com & SNT Bangladesh Limited assumes no responsibility for any illegality or any inaccuracy of the Content, including any kind of goods, services or jobs advertised.

The advertiser/user guarantees that his or her Content does not violate any copyright, intellectual property rights or other rights of any person or entity. Advertiser/user agrees to indemnify and hold Ekhanei.com and SNT Bangladesh Limited and their respective officers, agents and employees harmless from and against any and all liabilities, demands, claims, suits should the Content provided by him or her infringe upon the patent, copyright or any other rights of a third party. Advertiser/user also agrees to release and indemnify Ekhanei.com and SNT Bangladesh Limited and their respective officers, agents and employees from all obligations, liabilities and claims arising out of or in connection with the use of or the inability

to use the service, on any theory of liability and any legal grounds, including for any damage or costs.

Advertisers agree that their Content can be presented through Ekhanei.com's partner sites under the same Terms and Conditions of Ekhanei.com.

Copyright: By providing the Content on Ekhanei.com advertisers/users grant Ekhanei.com & SNT Bangladesh Limited a perpetual, royalty-free, irrevocable, non-exclusive, sub-licenable, transferable right and license to use, reproduce, modify, adapt, publish, translate, create derivative works from and distribute such Content or incorporate such Content into any form, medium, or technology now known or later developed.

Disclaimer: Ekhanei.com is committed to providing the best service possible. However, Ekhanei.com does not represent or warrant that the service provided by it will be error-free or uninterrupted. Advertisers/users agree that they are making use of the service provided by Ekhanei.com at their own risks, and that they are being provided to the advertisers/users on an 'AS IS', 'AS AVAILABLE' and 'WITH ALL FAULTS' basis. Ekhanei.com & SNT Bangladesh Limited assume no responsibility for the use of the Ekhanei.com and disclaim all responsibility or liability for any loss, injury, claim, liability, or damage of any kind resulting from, arising out of or in any way related to (a) any errors in or omissions from the Ekhanei.com and the Content, including but not limited to technical inaccuracies and typographical errors, (b) any third party web sites or content therein directly or indirectly accessed through links in Ekhanei.com, (c) the unavailability of the Ekhanei.com or any portion thereof, (d) your use of Ekhanei.com, or (e) your use of any equipment or software in connection with the Ekhanei.com.

By accessing or using the service of Ekhanei.com the advertisers/users represent and warrant that their activities on Ekhanei.com are lawful and in strict compliance with the applicable laws, rules and regulations.

Ekhanei.com deserves the right to refuse or terminate access to its service to anyone for any reason at any time.

Watermarks: All images are watermarked, preventing the images to be used for other purposes without the prior consent of the advertisers/users.

Safety and images: Ekhanei.com & SNT Bangladesh Limited reserves the right to change the title of the Content, for editorial purposes. Ekhanei.com & SNT Bangladesh Limited also reserves the right not to publish images that are irrelevant to the Content, or images that violate the rules of Ekhanei.com. Content that violates any Terms and Conditions of Ekhanei.com may be deleted, edited, or blocked at Ekhanei.com's discretion.

Personal: If the Content posted by an advertiser/user violates these Terms and Conditions, the concerned advertiser/user may bear legal responsibility for that Content. Ekhanei.com & SNT Bangladesh Limited has the right, without prejudice to its rights under law, to cooperate with authorities in any case in which the Content violates the applicable law, rules and regulations. Advertisers/users consent to the disclosure of certain personally identifiable information about the advertisers/users by Ekhanei.com or SNT Bangladesh Limited to the law enforcement or governmental agencies when they are required by law to make such disclosure. Upon receiving requests from the law enforcement or governmental agencies relating to alleged illegal activity

or violation of applicable laws by an advertiser/user in his/her use of the Ekhanei.com's services, Ekhanei.com or SNT Bangladesh Limited may disclose information which they deem necessary including, but not limited to, IP address of the user.

Ekhanei.com & SNT Bangladesh Limited reserve the right to seek all remedies available at law and in equity for violations of these Terms and Conditions, including but not limited to the right to limit, suspend or terminate user account or block access to Ekhanei.com & SNT Bangladesh Limited and its features or remove posted Content.

Indemnification: Advertisers/users agree to indemnify, defend and hold harmless Ekhanei.com & SNT Bangladesh Limited, its officers, directors, employees, agents from and against all losses, expenses, damages and costs, including reasonable attorney's fees, resulting from any violation of these Terms and Conditions, including negligent or wrongful conduct, by advertisers/users or any other person accessing the Ekhanei.com & SNT Bangladesh Limited.

Modifications: Ekhanei.com & SNT Bangladesh Limited reserves the right to modify these Terms and Conditions at any time, to the extent permitted by applicable law. Such modifications shall be effective immediately upon posting on the Ekhanei.com & SNT Bangladesh Limited. You are responsible for regularly reviewing such modifications and your continued access or use of the Ekhanei.com shall be deemed your conclusive acceptance of the modified terms and conditions.

Governing Law: Ekhanei.com is operated under the laws and regulations of Bangladesh. Advertisers/users agree that Bangladesh courts will have jurisdiction over any dispute or claim relating to the use of Ekhanei.com.

Final Provisions: If the ownership of Ekhanei.com changes, we may transfer these Terms and Conditions to the new owners so they can continue to provide the service. The new owner will still have to honour the commitments we have made in these Terms and Conditions.

Prohibited items: Ekhanei.com prohibits the advertisement of certain items and services in the site. The following list contains (but is not limited to) the items & services which are considered as prohibited. This prohibition on these items/services also extends to any ad related to facilitating the production, supply or consumption of such items.

Any item or service which is considered as 'illegal' to sell or advertise under the prevailing laws of Bangladesh. Stolen, smuggled, pirated, copied products. Any item violating patents, trademark and copyright laws.

Any item/service that is not being offered for selling, renting or hiring. Ads for 'exchange offers', 'want to buy' or 'looking for' items/services are prohibited.

Drugs, alcohol, liquor, tobacco, cigarettes in any form.

Any type of pharmaceuticals/medicine or health supplements for human or animals – herbal, ayurvedic, homeopathy. Any amulets or special medicine with 'beauty' or 'strength' enhancing or 'magical' powers.

Human organs, body parts, human waste (e.g. blood, kidneys, liver parts or any other kind).

Any plant/animal (or their parts) threatened by extinction, or protected by law.

Articles considered to be part of historical heritage, artifacts.

Any item/service used to promote or facilitate prostitution and pornography – including toys, images, videos, audios, books, magazines or any other pornographic material. Also

advertisement for freelance models, matchmaking, dating & escort services, massaging and spa treatment and physical therapies.

Gambling, betting, childcare, abortion, tarot card related services/products

Any financial instrument (original or copies in any form) including currencies and bills, bank accounts, credit cards, funds, checks, debit cards, loans, credit lines, shares, securities.

Insurance plans, Medical cards, SIM cards, Identity cards, birth certificates, driving licenses, passports, visas, and vehicle or property registration documents, Paypal accounts. Or items that facilitate production, storage or obtaining of such items, including databases containing personal numbers and information.

Any kind of weapons & their accessories – guns, ammunition, explosives, fireworks, gunpowder, including weapons training or manufacturing materials

Crude oil and all of its products, i.e. petrol, diesel, gas, kerosene etc. Some chemical compound like Mercury.

Any hardware or software related with hacking, cracking passwords, decoders

Any hardware or software related to satellite & Cable TV signals - e.g transmitter, set top box, antennas - not authorized in Bangladesh

Any propaganda that harasses, degrades or intimidates any group or individual

Multi-Level Marketing, work from home, commission only jobs, reunion events, personal announcements/messages/greetings.

Items deemed as unhygienic (e.g. used contact lenses, breast pumps, baby bottles, pacifiers etc.)

Other items that may be deemed offensive or may harm SNT Bangladesh Limited and Ekhanei.com.

Some users may be restricted from posting certain type of items, or certain categories may be restricted for certain type of users.

CHAPTER-2
ACTIVITIES UNDERTAKEN

Work Related:

During my internship period under supervision of Md. Kabir Rana, Assistant Manager of CSAR department, I have worked under CSAR department and some other tasks were conducted by me. I worked there 5 days in a week. My office hour was from 9 am to 6 pm. But sometime I had to stay more than 9 hour for work. When I joined, they tell me about my duties. They give me training. As a result I have learned different types of tasks related with CSAR department in the organization and those activities are listed below:

Moderation:

Every working day I moderate average 100 ads (ad insertion average is 3000 above) in our new platform. Every single ad I need to verify and then take decision to accept or reject by following our moderation guidelines.

The image shows a split-screen view of a moderation interface. The left side displays the user's dashboard and moderation queues, while the right side shows a detailed view of an ad being reviewed.

Dashboard:

- Review: 292 New ads
- Moderate: 21 New ads
- Handle: 0 Ad complaints

Post moderation queues:

- Available ads to post-moderate:
 - Fashion and Accessories: 21 ads to review
 - Bikes Q: 0 ads to review

Pre moderation queues:

- Available ads to pre-moderate:
 - Unreviewed: 22 ads to review
 - Abuse: 2 ads to review
 - Mobile and Electronics: 136 ads to review
 - Jobs and service: 27 ads to review
 - Hobby Pets Sports: 12 ads to review
 - Cars and Parts: 11 ads to review
 - Apartments and To let: 16 ads to review
 - Furniture and Home: 25 ads to review
 - Bicycles Q: 11 ads to review
 - Fraud Queue: 0 ads to review

Ad Review Interface:

- Category: Mobiles & Electronics
- Region: [Dropdown]
- Location: Dhaka
- Price: 7000
- Title: walton RM2
- Description: walton RM2
- Tags: [Input field]
- Buttons: Accept, Reject, Skip

User Profile (Right Panel):

- Name: md milon
- Member since: 2017-02-23
- Phone: +8801777809178
- Account ID: 169309c0-092-4014-a54f-16c79c22854
- Account type: Personal
- Live ads: 1
- Deleted ads: 0
- Reported ads: 0

Ad extra information:

- Created at: 2017-02-23 22:40:48
- IP address: 16.108.196.18
- Geo Location: not available
- Inserted from: android_app

Our platform's name is BOT (Back Office Tool), I do moderation especially in Abuse, Fraud queue, Bike Queue (Post Moderation) & other queues as per requirement. Those two queues are customized by some key words & phone number of suspicious ads & fraud users. There only come those suspicious ads.

Email Checking:

The image displays two screenshots of the Ekhanei support system interface.

The top screenshot shows a login page titled "Sign in to ekhanei". It features a text input field for the email address (tanveer@ekhanei.com), a password field, a "Stay signed in" checkbox, and a "Sign in" button. Below the login form, there is a "Forgot my password" link and a message: "Have you emailed us? [Get a password](#). If you've communicated with our support staff through email previously, you're already registered. You probably don't have a password yet, though."

The bottom screenshot shows the "All unsolved tickets" dashboard. The dashboard includes a sidebar with navigation options like "Views", "App Contacts and Complaints", and "All unsolved tickets". The main area displays a table of tickets with columns for Subject, Requester, Requested, Priority, and Updated. The table lists 17 tickets, including various user contact emails and abuse reports.

The bottom screenshot also shows a detailed view of a specific ticket titled "Fraud #37909". The ticket is assigned to "Support/Ekhanei Support" and is marked as an archived ticket. The conversation history shows a message from "Ekhanei Support" dated April 29, 2016, at 09:08, and a response from "report_abuse" dated April 29, 2016, at 00:24. The response from "report_abuse" states: "ABUSE_MAIL_HEADER /i/13635329.htm Its fraud".

I check more than 15 emails everyday which are complained by user as fake or fraud. After getting the email I try contact with the complainer if got any contact address or number. Then want to know the full scenario. After that I search the history of the seller by phone number in BOT which was complained. Then check ad's pattern & check in our previous fraud list, if I found in our previous list, then take the decision as fraud, if not I talk the seller as a buyer then take final decision & give feedback to complainer. Also I enlist this scenario in our official Google form given below:

CS Report Tool

Your email address (tanveer@ekhanei.com) will be recorded when you submit this form. Not you? [Sign out](#)

* Required

Contact Channel *
Choose

Ticket/Mobile Number *
Your answer

Ticket Description *
Your answer

User Type *
Choose

Contact Reason Selected by Requester *
Choose

Which Item user wants to Buy/Sell? *
Your answer

Posting Problem Type

How to Post Ad	Image Upload	Category Selection	Price Input	Ad Title	Ad Description	Other
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I cant find my ad

How to search Ad Buyer	How to search Seller	Location Filter	Price Filter	Seller Type
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I have a problem with my account

Account Creation	Login	View My Ad	Edit Ad	Delete Ad	Other
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Refusal Reason

Fraud (No SMS)	Prohibited Item	Wrong language	Wrong Image	Duplicate	Unrealistic price	Inappropriate description	Multi or General marketing
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I have a suggestion about

Site Design	Site Rules	Site Features	Other
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

I have a technical problem

Image upload failed	Verification code - page timed out	Release locked Number	Other
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other

Unrealistic Price	Contact Seller	How to Chat	Fraud	Pending Ad status	Insufficient Info	Invalid Complaint	Other	Buyer
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Describe how did you solve the issue *

Your answer

Actual Contact Reason *

Choose

Ticket Status *

Choose

Call Status *

Choose

Platform *

Choose

Technical Details Collection *

Choose

NEXT

Fraud Investigation:

Live site Checking:

In certain time I visit live site category wise to find any fraudulent or suspicious ad. I check it by ad's product, price, location and description pattern. When I get then I search the history of the seller by phone number in BOT. Then check in our pervious fraud list, if I found in our previous list, then take the decision as fraud, if not I talk the seller as a buyer then take final decision.

Complained by Call or Email:

If I get any complained over phone (Customer Care Number) Or Email. Then I want to know the full scenario. After that I search the history of the seller by phone number in BOT which was complained. Then check ad's pattern & check in our pervious fraud list, if I found in our previous list, then take the decision as fraud, if not I talk the seller as a buyer then take final decision & give feedback to complainer. Also I enlist this scenario in our official Google form given below:

Daily Chat Statistics Investigation:

Top FIVE accounts(who sent the highest number of message)

Message Count: 31 ChatId: 240418 Account Phone: ~~+8881887552118~~ Account Name: md ibrahim hossain
Message Count: 30 ChatId: 208583 Account Phone: ~~+888177615588~~ Account Name: Alif
Message Count: 27 ChatId: 89716 Account Phone: ~~+8881614818744~~ Account Name: Tohidul islam
Message Count: 21 ChatId: 249326 Account Phone: ~~+8881888888767~~ Account Name: Rafsenkhan
Message Count: 17 ChatId: 203040 Account Phone: Account Name:

Top FIVE ads people are chatting for

Message Count: 34 AD: [Link](#)
Message Count: 14 AD: [Link](#)
Message Count: 14 AD: [Link](#)
Message Count: 13 AD: [Link](#)
Message Count: 13 AD: [Link](#)

There is one email that I get every day from my Manager that named 'Daily Chat Statistic'. Actually there is given Top 10 ads by which give messages & chats with the seller in highest number. I need to investigate the all 10 ads that is there any suspicious issue or not. I check everything of the ad and then take the decision and keep record in Google spreadsheet file.

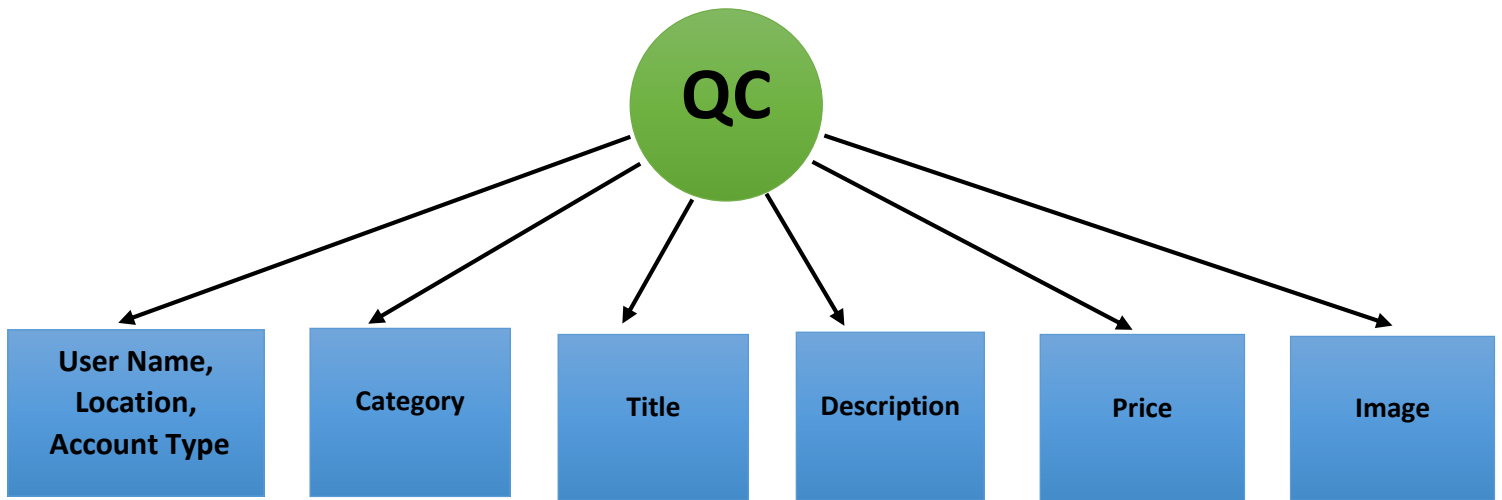
Overall we make a 'Fraud Case' in Google Slide by following our Vietnam site (chotot.com) to make easier to understand or identify the fraud.



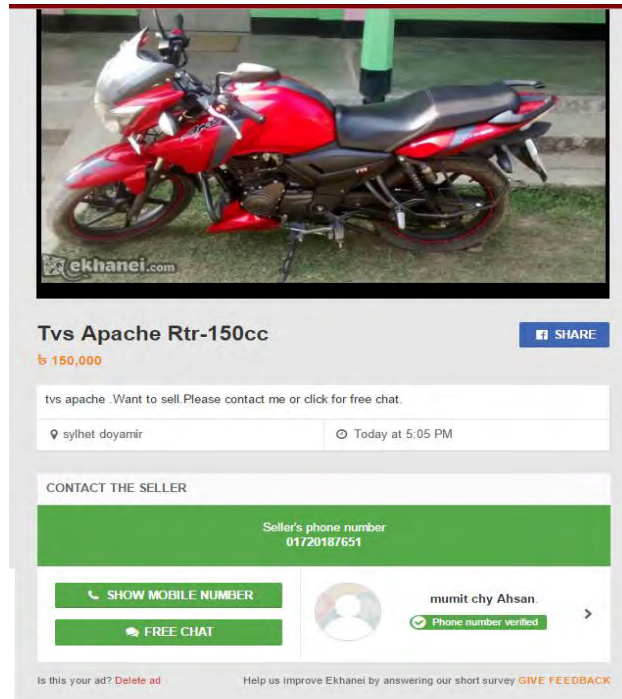
Slack update for all CSAR team (our internal Communication channel), to get always update about old & new fraud.



QC of CS & Moderators:



Ad ID	Admin ID	Interest (Rating)	Price (Kc)	Disposition	Account Name	Account Phone	Account Type	Category	Location	Ad Description	Ad Title	Price	Disposition	Remarks	Session Conducted By	Moderation Date
6987165-d4c9-432b-8516-060007-430109				accept	AK KAJAL	8801885517679	Personal	Bikes & Bicycles	Faridpur, Dhaka, BD	Totally fresh Discover 100 5 gear, untouched engine 22350 running, dhaka metro 43 serial, original paper	Totally Discover-100cc	110000		Findings: 1. 2. Improvement Area & Steps: 1. 2.		Jan 16
058a170-9d83-46c1-807c-73cae3-097b7b				duplicate	Rasul sayib	8801681709443	Personal	Bikes & Bicycles	Tongi	Bajaj Pulsar 200B	Bajaj Pulsar 200B	90000		Findings: 1. Ad per new rules not supposed to delete. 2. Improvement Area & Steps: 1. 2.		Jan 17
81191e5b-2e83-4977ef-803-308a843-7e0d7				accept	khokon	8801937593204	Personal	Bikes & Bicycles	mirpur	Bajaj Pulsar150cc brand bajaj model pulsare model year 2011 cc:150 fuel 45 km per liter engine condition good papers all ok	Bajaj Pulsar150cc	140000		Findings: 1. 2. Improvement Area & Steps: 1. 2.		Jan 17
62c3041-4532-4523-8025-0964a8-0753d				Wrong Image reject	Md suzin hassain	8801748221410	Personal	Mobiles & Electronics	Raigonj ,sirajgonj	Samsung (7 copy)	Samsung (7 copy)	2200		Findings: 1. 2. Improvement Area & Steps: 1. 2.		Jan 14



I am doing more than thousand ad's QC per day & check user's name, account type, location, ad's title, description, Category, Price & Image.

For accepted ad First I check the category then Title, Description & Image. From above screenshot I got two problems in accepted ad which in 1st ad now brand name in title & in third ad there is a spelling mistake in the spelling 'Pulsar'.

From 2nd ad agent did a mistake by deleting the ad by duplicate reason because as per our January's rules agent must be delete the duplicate ad but duplicate reason not to delete previous same ad & publish new one. From 4th ad moderator did a mistake to select rejection reason but we aren't allow any copy set. So as per rules it's a 'Prohibited Item'. So 'Wrong Image' was wrong decision.

Then I take session with each moderator about their mistakes & give idea how to improve & reduce mistake and also give slack update (our internal Communication channel) about mistakes. This is how we check the all ads. Moderator getting marks correction percentage of reviewed ad & mistakes of reviewed ad.

Schibsted Media...

Tanveer Hussain Khan

All Threads

★ STARRED

ekhanei-mod

CHANNELS (1,394)

- botproblems
- #ekhanei
- ekhanei-csar
- ekhanei-ideas-csar
- #sch-everyone
- #slack-questions
- #sold-on-ekhanei

DIRECT MESSAGES

- slackbot
- Tanveer Hussain Khan (...)
- Asraful Arefin
- Asraful, Mahamudul
- Md. Kabir Rana
- Mohammad Mahbub Ala...
- Nadia Enam

ekhanei-mod

20 | Add a topic

January 31st

Please be aware about product & price. Its a Border Cross Bike (Confirmed by Seller).

Tanveer Hussain Khan 4:19 PM
uploaded and commented on this image: [Bajaj.PNG](#)



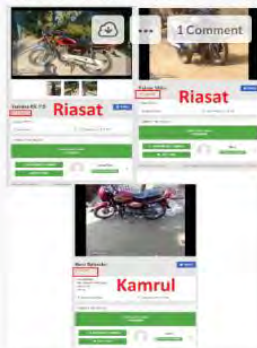
Please read the the ad carefully & write the correct brand name.

February 1st

Yesterday

Tanveer Hussain Khan 12:52 PM

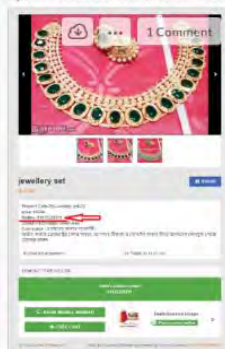
uploaded and commented on this image: [Unrealistic Price.PN](#)



Please check the price carefully before take the decision.

Tanveer Hussain Khan 12:43 PM

uploaded and commented on this image: [Mobile No. In desc..PNG](#)



Please erase mobile number from description as per our rules & also it will help us to increase Contact with Sold.

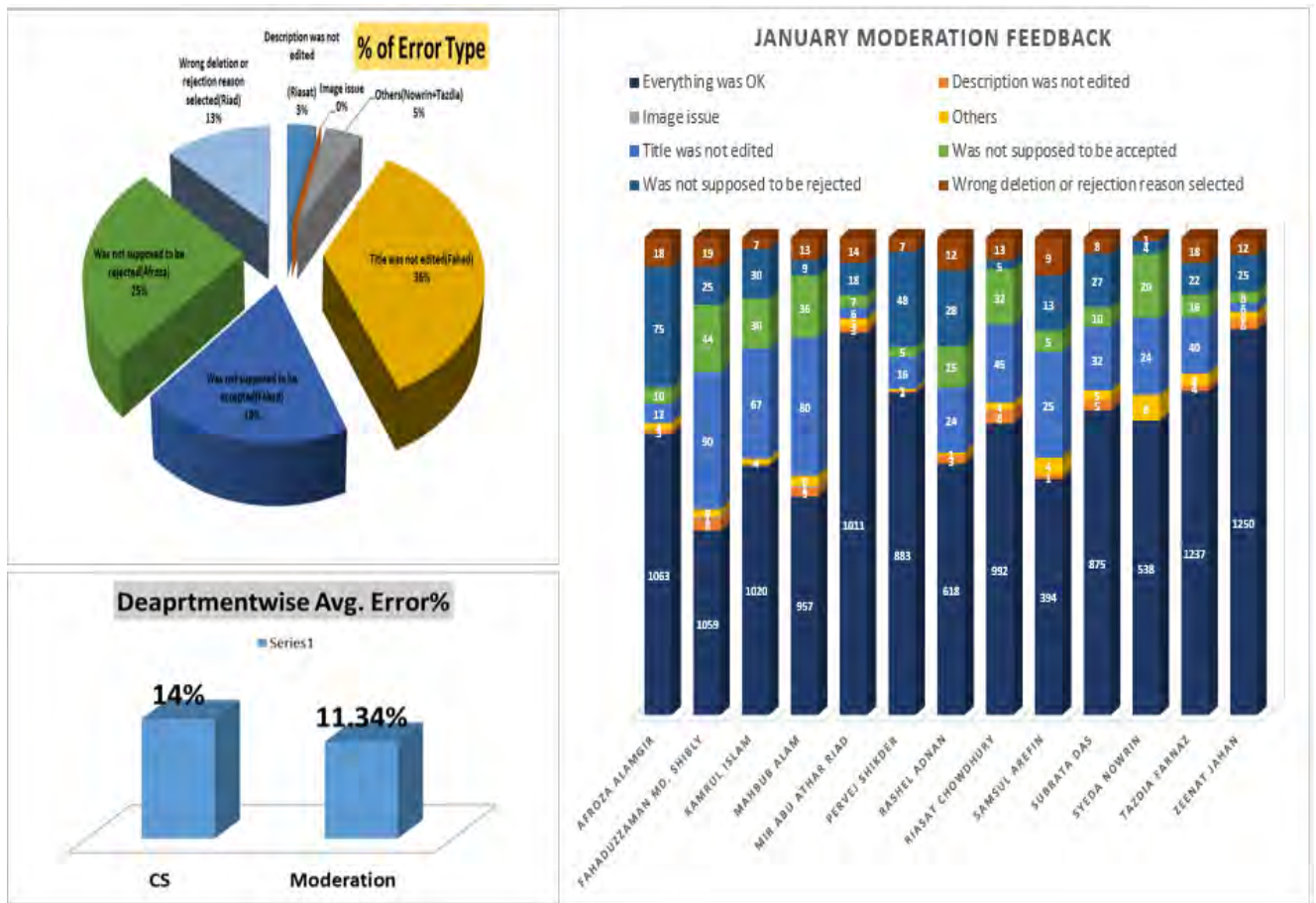


Figure: January Moderation Feedback

Assign task by Manager:

I have make report daily as per my Manager’s requirement. These reports are always based on ad acceptance, rejection & deletion related. I need make this report by spreadsheet by using pivot. These are given below:

1. Issue: Less Duplicate reason In Fashion & Gift item category (17th November, 2016).

Reason: There were lots of ads accepted from Nilonjona Fashion. Only few ads Rejected by duplicate but other user's item were OK to accept Screenshot given below:

User name	Accept		
Babu halder	2		
Golden	6		
Md Shahidul Islam Rakib	3		
Mehedi hasan	1		
Nadia Enam	2		
Nilonjona Fashion House	134		
ruhul amin	1		
Sharmin Akter Sumi	1		
sumi	5		
(blank)			
Grand Total	155		

Row Labels	Reject reason: Duplicate
Nadia Enam	1
Nilonjona Fashion House	6
Grand Total	7

2. Issue: Increased Prohibited Rejection (18th November, 2016)

Reason: We checked each & single ad in every category. Most of the item are prohibited as per our rules & very few ads are there like: RFL chair which were rejected as Prohibited item because of bad quality (get from Image) of the product.

Category	Ad
Apartment / To Let	17
Bikes & Bicycles	5
Cars & Parts	14
Fashion & Gift items	20
Furniture & Home appliances	3
Hobbies, Pets & Sports	3
Jobs & Services	4
Mobiles & Electronics	13
Others	21
(blank)	1
Grand Total	101

3. Issue: Less Duplicate rejection in Job & Services Category then other days. (18th November, 2016)

Reason: 12 Different Tech's ad were published (Needed to delete few ads of his by Duplicate)

User Name	Jobs & Services	Grand Total
Abu Raihan	1	1
anAppleGeek	1	1
Dhaka Lab	1	1
DIFFERENT TECH	12	12
farhan kabir	1	1
Full Flat Interior Design	1	1
kamrun nahar	1	1
md aminur rahman	1	1
md mizanur rahaman	3	3
Rafsan	2	2
Reyad AL Hasan	1	1
Sadia Alif	1	1
Shabbir Ahmad Polash	1	1
Grand Total	27	27

4. Issue: Some ads were rejected by Lurker as Personal in Hobbies, Pets & Sports Category. (20th November, 2016)

Reason: All user were really Lurker (Pigeon & Musical Instrument)

User name	Hobbies, Pets & Sports	Reject: Lurker
ML Music Zone	1	1
RAKIB UDDIN	1	1
Russell	1	1
Shahriar prince	1	1
Swapnil	6	6
Grand Total	10	10

5. Issue: Rejected 19 ads by prohibited item in Mobile & Electronics Category. (21st November, 2016)

Reason: 17 ads we found which were ok as prohibited item but 2 ads we found which were acceptable item (Sim Cutter, Spider Mobile)

Report 8th December, 2016

Category	Delete Reason: Duplicate	Grand Total
Apartment / To Let	9	9
Bikes & Bicycles	35	35
Cars & Parts	14	14
Fashion & Gift items	40	40
Furniture & Home appliances	8	8
Hobbies, Pets & Sports	13	13
Jobs & Services	4	4
Mobiles & Electronics	104	104
Grand Total	227	227

Report based on Fraud:

There were 20 ads were deleted by 'Identified Fraud' & 12 ads were rejected by 'Fraud No Massage' in Bike & Bicycle category which all were Recognized Fraud.

On the other hand, there were 30 ads were deleted by 'Other' which all were Bicycle Lurker. Please check the screen shot below:

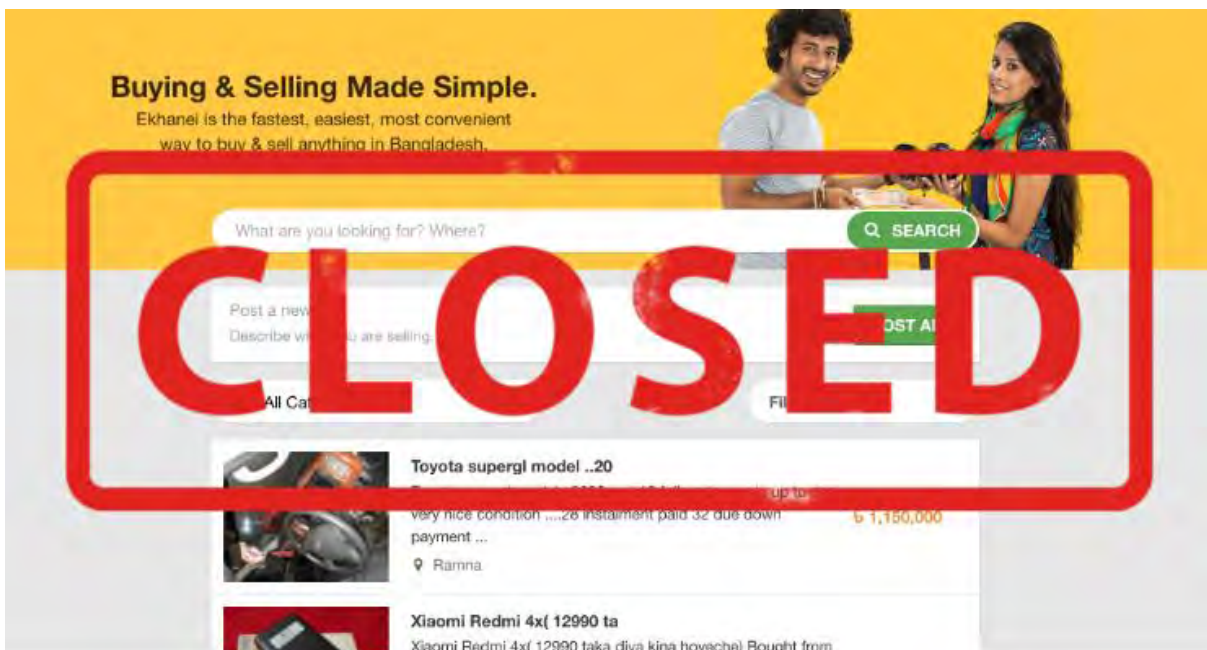
Reject Reason	Count of Ad ID	Delete Reason	Count of Ad ID2	Total Fraud Del/Reject
Duplicate Item	12	duplicate	17	
Fake Phone Number	1	fake-ad	5	
Fraud - No message	12	identified-fraud	20	32
Inappropriate description	3	others	30	
Lurker as Personal	1	prohibited-item	7	
Prohibited Item	2	sold-item	1	
Unrealistic price	3			
Wrong Image	3			
Grand Total	37	Grand Total	80	

Total Fraud ads of 3 months (September, October & November):

September,2016			October, 2016			November, 2016		
Category	Total Ads	Percentage	Category	Total Ads	Percentage	Category	Total Ads	Percentage
Apartment / To Let	2	1%	Apartment / To Let	1	0%	Bikes & Bicycles	8	3%
Bikes & Bicycles	2	1%	Bikes & Bicycles	3	1%	Cars & Parts	4	1%
Cars & Parts	1	1%	Cars & Parts	8	4%	Fashion & Gift items	1	0%
Fashion & Gift items	3	2%	Furniture & Home appliances	3	1%	Furniture & Home appliances	2	1%
Jobs & Services	33	19%	Hobbies, Pets & Sports	4	2%	Hobbies, Pets & Sports	16	5%
Mobiles & Electronics	124	73%	Jobs & Services	17	8%	Jobs & Services	15	5%
Others	6	4%	Mobiles & Electronics	166	79%	Mobiles & Electronics	250	83%
			Others	7	3%	Others	5	2%
Grand Total	171		Grand Total	209		Grand Total	301	

CHAPTER-3

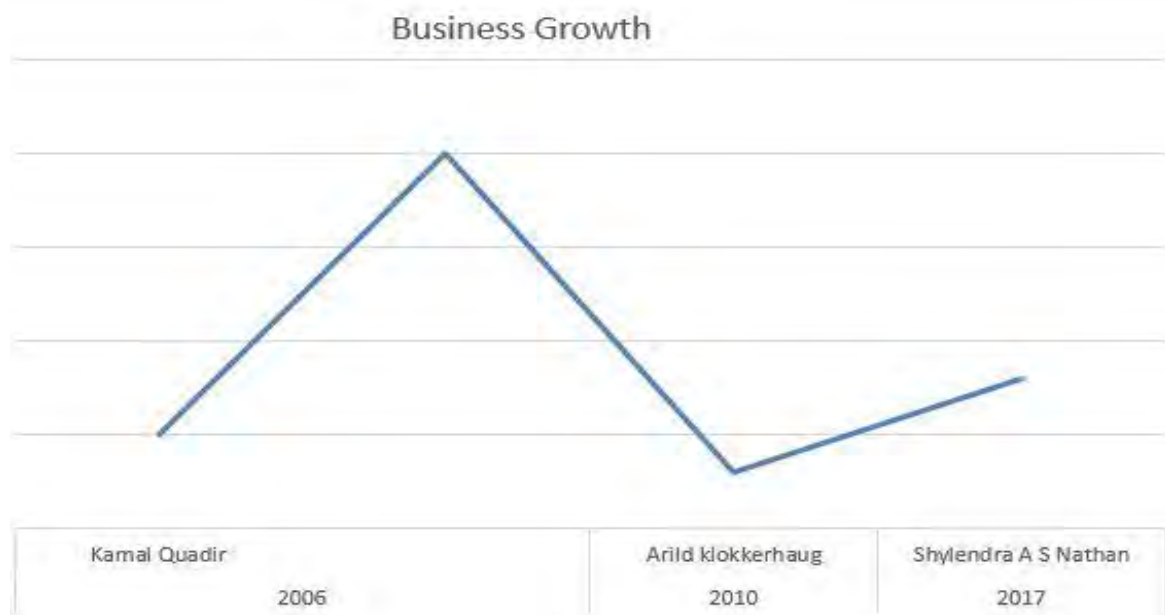
REASON BEHIND THE FAILURE & CHALLENGES AFTER THE DECLARATION OF SHUTDOWN



Reasons behind the failure

Bangladeshi American entrepreneur and artist Kamal Quadir best known for introducing e-commerce in Bangladesh by founding CellBazaar, an electronic marketplace which, after reaching 4 million users, was acquired by Norwegian telecommunications operator Telenor in 2010. CellBazaar later was rebranded as ekhanei.com.

When Kamal Quadir handover the company to Arild Klokkehaug at that time the company was in a good situation. In 2016 when Shylendra A S Nathan take the responsibility and the new CFO Mr. Nazim Uddin made the total business and investment calculation from 2006 to 2017 then he cannot find the proper explanation of expense of 90 core taka in the middle of the period. Now the new team of ekhanei, is ready to reach the profit, but the investors think, it will be late to meet the profit meanwhile the investment should be huge. So they have decided to close the operations of the company from May 17, 2017.



Based on online classifieds market condition and not being able to develop the company into a sustainable and profitable business, the owners (Telenor, Schibsted and Naspers) have decided to close the operations of the company, effective of May 17, 2017. Telenor's main task now, together with partners, is to take care of the affected employees, whom will be offered severance packages according to company policies and regulations.

People will tend to take the opportunity to become masters of e-commerce after the fall of the Ekhanei. Big names are always talked about and they could successfully create a big name, unlike most.

I understand it any of the below reasons not limited to, could have been the reason that has caused the shutdown of it:

- No Market Need
- Ran out of cash
- Not the right team
- Get out-competed
- Pricing/Cost issues
- Poor Product
- Need/Lack of a business model
- Poor Marketing
- Ignore Customers
- Product Mis-timed
- Lose Focus
- Disharmony on Team/investors
- Pivot gone bad
- Lack Passion
- Bad Location
- No Financing/Investor Interest
- Legal Challenges
- Don't use network/advisors

After closing of ekhanei the tough situation faced by the employees

Telenor take care of the affected employees, whom will be offered severance packages according to company policies. But there are so many bad situations on which the employees have to go through with.

- Lots of social pressure.
- Insecurity & uncertainty.
- Family pressure during this period.
- Zero negotiable power in job market.

Bangladesh market is not sufficiently profitable for giants like Telenor, axiata et al. A local person is making around 200k/month from his e-commerce & other Digital ventures. Such return motivates him to be his own boss instead of being just another mid manager of a MNC. But giants expects significantly higher returns from such ventures. When they don't see any such potential, they quit. This is exactly what happened in the case of ekhanei. However, I believe local/small entrepreneurs will keep doing business in this arena.

Identified/Observed in the organization

While doing my works as an Intern in ekhanei.com (SnT Bangladesh Limited), I have noticed certain thing in front of my eyes which should be fixing as soon as possible for betterment of the organization. There are some external issues that should not be ignored. Also, I have identified the following constraints and challenges related to the company:

- **Extensive working hour:** Long working hour which decrease the efficiency of an employee.
- **Less motivation:** There is lacking regarding motivational activities and incentives for an efficient employee.
- **Conflicts between departments:** There is conflict between departments. Some department's thinking is like that other department is doing less than them for the organization.
- **Weak promotional activities:** Their promotional activities regarding their services are not at satisfactory level.

- **Less scope of career development:** Less scope of career development for employees, as there is no clear service policy.
- **Gap between top management and subordinates:** There is a gap between top management and subordinates. I observed that in some cases employees are feeling hesitate to share their knowledge with their superior & management. I think this is the gap between management & subordinates.
- **Facing tough competition:** They are facing tough competition from their competitors like Bikroy.com.

Academic preparation: (Mismatch between assign task and other operational function of the organization)

As mentioned above, there are some academic courses that helped me in internship programs but there are also many issues I found completely different from academic learning.

Relevance with Academic Preparation:

- While I was doing work in Customer Service & Ad Review department as a QC, I had to evaluate the performance of the Moderator which I learnt from HRM Planning Course.
- Business Communication course helped me a lot to communicate with my colleagues and seniors. By doing this course I gained also some ideas to write different official letters.
- Human Resource Management course helped me to have some ideas of human resource policies of ekhanei.com (SnT Bangladesh Ltd.). Last but not the least throughout my MBA almost in every course I have gone through some assignments, presentations. These things helped me a lot, as I had to apply this knowledge directly into the organization.

Mismatch with Academic Preparation:

- I worked in Customer Service & Ad Review department as a QC. Bookish knowledge or theories was not actually enough for this.
- Microsoft Word & Excel application in the organization was very huge. But in my academic life the Microsoft Excel work was done in only basic things.

Missing knowledge:

- I am Human Resource Management major student in BRAC University and I had to take three major courses from a set of courses. The concepts of the courses not taken by me were missing which may also be relevant for business education.
- I had to work in excel on my work place & that made me sometimes anxious because I haven't gone through extensive training of MS Office Application in my University.
- Field visit and corporate visit initiative in the university was very limited.

Current scenario of IT firm in Bangladesh

- Vizrt, the world's largest creator of software-based media solutions, has announced closure of its seven-year-old Dhaka office from August this year due to rising cost of doing business, red tape and security fears.
- An American management IT consulting company Accenture has sacked all of its employees after announcing to shut down its operations in Bangladesh in 2017.

CHAPTER 4

**LESSON LEARNED FROM THE INTERNSHIP
PROGRAM**

Case & Learning: Now is the time for other tech entrepreneurs to hire people from ekhanei to learn about 'what not to do'. Use their experience and unlearn. Some reasons of failure & learning are given below:

Case: Top notch ad agencies were involved on the project including Asiatic 360. The unique creative TVC did great to draw to draw public attention but failed them to browse the site and make actual purchase.

Learning: Hiring uprising/developing digital agencies will make more sense to ecommerce business as they will be able to bring key results.

Case: Ekhanei spent more than millions during cricket matches buying out every possible door of the media competing against the arch rivals. People were bound to watch the ads as cricket is key ingredient of our national element in upbringing global pride. Bombarding on TV didn't bring clicks to the site in millions.

Learning: Spending small budget on TV for awareness of special attractions. For ecommerce, big budget should be used only on digital media for right results.

Case: The viewership of ads might have reached tonnes of eyes but there was no special element for call-to-action, a must for ecommerce or communication of such sites. Only awareness wasn't enough.

Learning: Content is the king on digital surface. Spend millions on making custom content for each of the target segment.

Case: People are saying ekhanei was strategically very wrong and I even read someone quoted that seniors with long experience shouldn't be in charge of ecommerce sites.

Learning: Find their organogram. Hire someone from the HR to learn the company better and to know what went wrong before spitting random comments about any brand.

Implication to organization:

Practical activities are different from academic preparation. University gives an opportunity for learning practical knowledge. It is helpful for us to build up career in near future. Within Internship program, student can learn about organizational environment and gather practical knowledge about organizational culture.

From this internship opportunity and as well as working here, I have practically learnt many things about an organization. Some of those are-

Buildup good relationship with colleagues:

Build up good relationship with colleagues is a first step of any organization. Because, every work is inter linked with others. Good relationship also helps one to know organizational environment and what will be a new employees next steps for showing his performance to honorable CEO (Chief Executive Officer).

Enhancement of communication Skill:

Proper communication among the departments is always effective. All the departments are interconnected. I have realized that great communication skill is the fundamental requirement of serving the customers with great service.

Proper Accountability of Documents:

All the official documents should be arranged properly as these documents like total fraud list, QC list email list for future references. Otherwise it can be lost and cannot be kept as evidence.

Dealing routine wise life style:

In company our office hour started at 9:00 am. Every employees need to attend the office before 9:00 am. Officially closing hour is 6:00 pm. So, everyone is dealing routine wise life style. In Internship program, student maintains a routine life.

Formally present in the office:

All employees present in the office formally. Formal dress, shirt, pant, shoes are necessary to wear. It gives a knowledge about organizational culture and present in the office with nit and clean. It shows good personality and provide an environment which helps to deal with guests, customers and colleagues. Everyone comes to office in formally and on Thursday casual dress is allowed for all employees. So, there is no way to remain discrepancy. Everyone works in a full swing without any hesitation.

Adaptability:

Organization environment is totally different from other organization. So, junior and senior are always getting suggestions or help from other colleagues. So, it is easy to adapt such kind of environment. Even there is a swimming pool, table tennis, carom board in the office for recreation. There is also free transport and lunch facility in the organization.

Regular attendance:

Regular attendance is also an important part of any organization. Our organization provided 2 days' vacation for each week. So everybody satisfied about this even when any employee need leave for some purpose, it is easy to take. Management are very concern about this issue.

Observe different colleagues activates:

In an organization, different colleagues work with different activities and every employee needs to observe their work which helps him to understand overall situation. Some time, colleagues fail to present in the office on time and in that case, someone needs to perform his duty and prepare all the documents on behalf of the colleagues.

Multi-dimensional Task Accomplishment:

The variety of task I have performed in the Office was not of the same taste; however, I felt that I have achieved some more dimensions while I was studying on the various sectors of the organization. These multi-dimensional pieces of work could be valuable for my career ahead of me.

Microsoft Office & Internet Knowledge:

I have learned some advance Microsoft excel work, google Spread sheet, how classified site works in a society, how to communicate over internet & ecommerce business.

Applying Own creativity:

Our supervisors always advice all employee to work on particular field. Each employee also try to perform the assigned task utilizing creativity and submit his document according to instructor advice.

Implication to BRAC Internship program:

This internship program designed by BRAC for its students pursuing MBA, aided me personally to develop few important things about me and myself. Some of those are-

- First of all, BRAC gives its students a demo of career life from this internship course of three months that makes them face and familiarized with the corporate world.
- With the experience gathered from this opportunity, an intern can apply his/her academic knowledge on practical tasks.
- This internship program will work as an experience when a student is going to start his/her career by involving in an organization.
- An intern must behave well with his/her supervisor as well as with his/her coworkers. A good body language and proper communication style are always necessary.
- He/she should be sincere about his/her duties after gathering proper knowledge about the duties. This makes an intern practically more efficient and effective.
- The internship program helps to remove fear from mind and be confident.
- It also helps to develop one's skill level in many ways.

CHAPTER 5

CONCLUDING STATEMENTS

Conclusion

Internship actually creates a bridge between academic and real life. For many reason there exist large gap between academic and practical field. This internship actually gives me opportunity to achieve real life experience. Here I got opportunity to learn and work for many thing like Microsoft office, google spread sheet and slide, dealing with customer with responsibility, maintain internet communication and also working as supporting role of evaluate performance of moderator in ekhanei.com (SnT Bangladesh Limited), is excellent organization to learn. It is really matter of luck to work and know so many things as an intern. I feel really lucky that they give me floor to work in many areas under ekhanei.com (SnT Bangladesh Limited). This practical knowledge will help me to be more effective and efficient in life. It is also believed that the relationship between ekhanei.com (SnT Bangladesh Limited) and BRAC University Bangladesh will be closer and stronger than ever before.

Recommendation:

For the organization:

Having my three months of practical experience with ekhanei.com (SnT Bangladesh Limited) I have observed some lacking in different fields which has already been stated in Chapter 3 of this report earlier.

Being inflexible and not actively seeking or using customer feedback. I think they didn't spend enough time talking with customers, gathering enough input from clients and were rolling out features, changing designs without knowing user expectation that they thought were great, but they didn't. They didn't realize it until it was too late.

Knowing your target audience and knowing how to get their attention and convert them to leads and ultimately customers is one of the most important skills of a successful business. Continuously upgrade/enhance/optimize the platform with latest global trend and technology, improve design; more importantly take customer feedback very seriously and act accordingly; and in there Ekhanei failed

Many startups go wrong is believing they are the only ones with the best product and not doing enough competitor research. Ignoring the competition is a recipe for disaster in of startup failures.

Building a product, developing a business model is not easy and online business is surely not. Just having a website and product showcasing doesn't make it an e-commerce platform. You need to make sure that your commitment to the customers always remain intact. Ekhanei wasn't quite very good to make such relationships.

Ekhanei perhaps didn't learn from their past mistakes or failures. Even being one of the first online business in Bangladesh they miserably fail to rectify their mistakes even when had enough time and resources.

An incredibly common problem that causes startups to fail is lack of passionate and committed teams who would own the vision of the company. In case of Ekhanei as I know they have many smart people within the teams. But there have been so much changes over the past few years. They could have easily lost focus, it takes time to build a good team and if you continuously have people coming in & going out; that would never help to build a passionate team.

It is imperative to keep doing research, market analysis and collect customer feedback. Nothing should be taken for granted, users won't stick to you forever just because the functionalities of your product work. You need to give users something every now & then that actually improves the user experience.

For the University:

- Sufficient time should be given to prepare an accurate & meaningful report regarding internship program.
- Arranging field survey, workshop, and seminars relevant to the topics that will help the students to increase their knowledge.
- University may apply motivational activity to motivate students in completion their degree effectively.

Reference

-  www.ekhanei.com
-  www.ekhanei.com/legal
-  www.ekhanei.com/contact
-  https://docs.google.com/spreadsheets/d/1km3v40nGEpEydlYJbg12SIb_4qe9sYvGzQ7y4IB3KD0/edit?ts=58687abc#gid=142175336 (retrieved on 15/02/2017)
-  <https://docs.google.com/presentation/d/1bAFrDjHdx6UI9bpZLzZde9f-QVH21YcgdQVcSliCap0/edit> (retrieved on 15/02/2017)
-  www.academia.edu
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-  https://www.linkedin.com/pulse/why-ekhanei-has-failed-post-mortem-analysis-anwar-kabir-cspo-?trk=v-feed&lipi=urn%3Ali%3Apage%3Ad_flagship3_search_srp_content%3BnMRoKtGdhb2AcTXQr188TA%3D%3D&lipi=urn%3Ali%3Apage%3Ad_flagship3_search_srp_content%3B7oWerTgmQVC8GX1GBVkd3Q%3D%3D