



Internship Report  
On

**“Internship Activities Completed in Digital Marketing,  
Marketing Department, Pathao Limited”**

Submitted To

**Islamic University of Technology**

in partial fulfillment of the requirements  
for the Internship Program

**Submitted By:**

**I understand that my final report will become part of the permanent collection of the Islamic University of Technology BBA in Technology Management Program. My signature below authorizes the release of my final report to any reader upon request.**

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*Disclaimer: The internship report is confidential. The data and the processes mentioned in the report should not be revealed to any individual without the permission of the concerned personnel*



# Letter of Transmittal

19<sup>th</sup> April 2022

**Shobnom Munira**

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**Subject: Submission of Internship Report on “Internship activities completed in Digital Marketing, Marketing Department, Pathao Limited”.**

Dear Ma’am,

It is a pleasure for me to be able to submit my internship report for the completion of a three-month-long internship program in the Digital Marketing, Marketing Department of Pathao Limited. I have tried my best to ensure that the report becomes a meaningful and successful one by adding the experience I have gathered during my internship period. This report was a huge chance for me to reflect on the learnings I have gathered on corporate life, working environment, and organizational policy that is associated with the function I was assigned to. In the future, I am very hopeful that I will be able to use the gathered knowledge in my professional career. It was a great pleasure for me to complete this report under your guidance and I would like to share my gratitude for all the assistance and guidance you have provided me in the process. I hope that the mistakes I have made during the preparation of the report will be apologized and I am open to clarify any part of the report if necessary.

With best regards,

**Md. Shahriar Kabir Shuvo**

Student ID: 170061032

# Acknowledgment

All praise and thanks to Almighty Allah for providing me with the capacity and opportunity to complete the internship program and submit my report on time. Despite some challenges in completing the report, I was able to overcome them with the assistance of my supervisors, and I am thankful for their assistance. I'd also want to thank the many folks that assisted me in both direct and indirect ways during the process.

To begin, I'd like to thank Shobnom Munira, Assistant Professor, Department of Business & Technology Management, for constantly providing me with helpful feedback that has allowed me to complete the report swiftly. Despite the fact that I was bewildered by all of the report's criteria, she had moved forward to help me resolve my confusion. This analysis would not have been as helpful if she hadn't provided me with frequent suggestions and comments. I've tried my hardest to make sure this report is flawless and has as few faults as possible.

In addition, I'd like to thank Syed Abrar Ahmad, Senior Manager, Digital Marketing, Marketing Department, Pathao Limited's assigned supervisor, who took on all of my responsibilities and graciously shared his expertise with me. He also gave me a number of pointers that would help me improve my performance at work. As a business student, I was able to better understand the company working culture and organizational norms thanks to the information I obtained through the intern program under his guidance. Working with the Marketing team was a terrific experience for me, and I am thankful to all of the employees that helped me out and made the experience useful for my future.

## Executive Summary

The report was developed to document the whole internship experience received at Pathao Limited Marketing department's Digital Marketing department. There are four primary parts of the report. Each component of the research adds to the overall significance of the paper. The first section of this report is dedicated to an evaluation of the company where I interned. The main goal of this part was to have a better knowledge of an organization's operations. This section covers several characteristics of the organization, as well as the structure of the organization. The next section delves into the company's industry. This section is critical for comprehending the organization's overall environment as well as the different components of the industry. The activities I completed throughout the course of the period are detailed in the next chapter, as well as how each action was carried out. The final chapter was written by analyzing the internship tasks and evaluating how each one aided in my personal development and acquisition of different skills that would be beneficial in my future job. Finally, based on the practical experience gained during the internship, the report attempts to provide some brief recommendations.

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# **CHAPTER - 1**

# **INTRODUCTION**

# 1. Introduction

The internship report's objective is to focus on the lessons learned from accomplished assignments throughout the internship time. The purpose is to identify and improve various abilities that have been created over the internship term, as well as learning outcomes. I finished my internship with Pathao Limited's Marketing department.

Marketing serves as the public face of a company, promoting the company and expanding its consumer base while maximizing profits. Marketing involves a wide range of activities. Digital marketing is a crucial component. The Pathao marketing team is organized into many different groups, including a brand team, a digital team, a design team, and a partnership team, among others. I mostly worked with the digital team, but during the course of my three months there, I had the chance to work with all of the teams and develop a broad understanding of marketing as a whole.

Pathao's collaborative atmosphere and welcoming environment aided me in pushing over my limits. I was constantly encouraged to try new things and express my thoughts about them. Everyone, even senior coworkers, assisted me in learning new things on occasion. Pathao hosts a number of cross-departmental events and activities, which allowed me to meet people from other departments and get a better understanding of Pathao's day-to-day operations. Along with the abilities I've acquired, I've done my hardest to put my knowledge to work in the company. The tasks I did during my time at the Marketing department encouraged me to hone the abilities I already had and develop new ones that would be useful for both my professional and personal development.

# **CHAPTER - 2**

## **COMPANY OVERVIEW**

## 2. Company Overview

### 2.1 Overview of Pathao Limited

#### *Introduction*

Pathao Ltd is a Bangladeshi transportation solution business with offices in Dhaka, Chittagong, and other Bangladeshi cities. Dhaka, Sylhet, Chittagong, and Nepal are the current locations they are providing their services to. It manages mobile applications for merchants and Ecommerce Services. Riders (drivers) of Pathao Ltd are allowed to use their own motorcycles and automobiles. Dhaka, the capital of Bangladesh, is a highly populated metropolis. Growing up in this town, one thing is constantly on your mind: "The traffic" and the dreadful gridlock. Pathao Ltd began its adventure with delivery service across the nation, rather than with an online transportation bike business. Pathao Ltd. has done a great job in a short amount of time in terms of idea, service, and implementation.

In Dhaka, Pathao gives the most advanced logistics service in the city. Our decentralized army of bicycle-based couriers is highly trained and can assure the most efficient order completion. We give top-notch service at rock-bottom pricing by employing unique technologies.



*Figure 1: Logo of Pathao*

The organization, which is accessible via an application, guarantees same-day conveyance of your packages throughout Dhaka city, as well as the following option and recognized conveyance persons for security. In Dhaka, sending stuff is difficult. Also, there's a growing number of online commercial organizations that demand delivery services. There are existing administrations, and although only a handful of them are very good, there are expansions to experiment within this domain. Infrequently, if you are promising same-day conveyance, which is difficult in Dhaka due to the movement situation and payment down approach of web-based commercial organizations. In any event, it looks like Pathao Ltd is

pursuing a B2C market in this arena, with the target of delivering small things like flowers and the like, rather than opting for online business delivery.

They noticed the growing e-commerce business and decided that it was something that required our assistance, so that became their top goal. They then moved to their mode of travel. Given the painful hours spent in autos and CNGs, we felt two-wheelers were the most feasible choice in a busy yet compact metropolis like Dhaka. In Dhaka, they are currently showcasing on-demand motorcycle trips.

Pathao Ltd is presently searching for industry experts to join its team. They are one of Dhaka's fastest-growing organizations, and they must maintain their start-up roots while being pulled down by foreign funding. In this manner, culture is vital to us. They are searching for high achievers who will go above and beyond to assist us in achieving our long-term objectives.

## *Mission*

In Bangladesh, just a few start-ups are focused on two primary issues. Pathao Ltd, one of Bangladesh's fastest-growing technological start-ups, is developing solutions for the logistics and transportation industries.

Pathao is on a mission to solve the country's biggest infrastructural problem which is traffic jam. After changing the e-commerce delivery game, they've moved into the ride-hailing transportation sector. Pathao Limited's solutions utilize the power of technology to reshape Bangladesh's face.

## *Vision*

Bangladesh has a high need for flexible and safe package delivery. With the rise of e-commerce shopping, it seemed clear that delivery services would be a huge success.

However, many businesses were having difficulties with secure delivery and quality assurance.

Pathao Limited has not only provided a solution for package transportation, but it has also employed many people in Bangladesh. In terms of service, a mobile app-based firm akin to Uber or go-jet has done well so far.

If you're a web-based company merchant or need to send or collect a large number of files or bundles regularly, Pathao Ltd.com offers flexible and secure bundle delivery with live tracking. Clients may monitor their packages' exact location at any moment thanks to GPS tracking programs.

### *Objective*

The company's inception To avoid traffic, Pathao Ltd transports products and passengers on two wheels. It's effectively Bangladesh's "Go-Jek," and it's rapidly expanding, with a large number of daily trips since its introduction in 2015. People were not supposed to be transported in cruiser taxis from the beginning. Pathao Ltd began as a conveyance benefit in 2015. Its army of bicycle drivers and flag-bearers picks up shipments for consumers in Dhaka and beyond. The administration grows as a result of the growing need in Bangladesh for trustworthy web-based business delivery services. Pathao Ltd collaborates with Daraaz, Bikroy.com, of Rocket Internet. English American Tobacco, for example. Pathao Ltd decided to provide on-demand cruiser trips in mid-2016. The Pathao Ltd framework is very simple to use. Anyone must send a parcel from point A to point B. Google Play Store is where you can get the app. Book a ride and arrange for a direct pickup, then wait for someone to confirm your request. Riders may be seen throughout the city. Within 20 minutes, the rider will arrive, collect your package, and deliver it to the destination.

It's the same service we've come to know and love from Go-Jek, Grab, and Uber. You make a request on the app, climb into the back seat of a two-wheeler, and are dropped off at your location for a predetermined fee. It's more convenient and quicker than riding in one of Dhaka's auto-rickshaws or manual rickshaws. The following are some of Pathao Limited's primary goals:

- Establishing a strong customer focus and connection built on trust and excellent service.

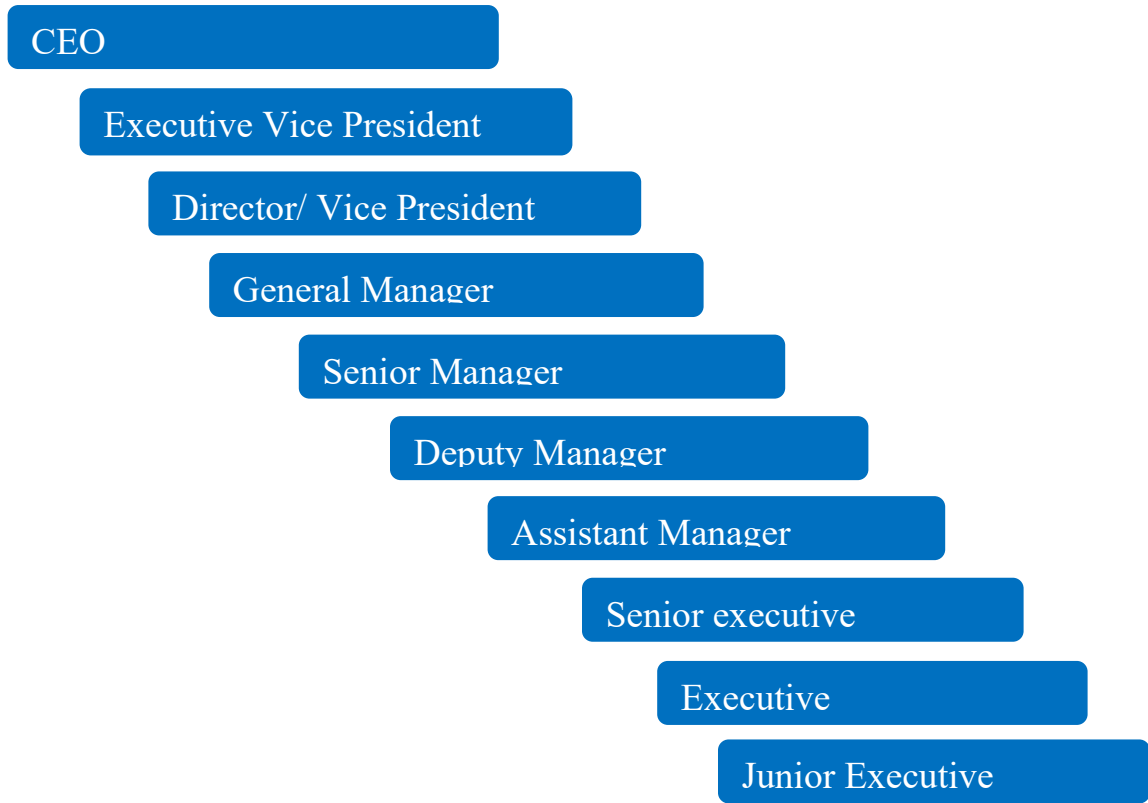
- To foster an atmosphere that is honest, transparent, and supportive.
- To appreciate and respect others, and to make judgments based on their merits.
- Pursue profit and steady expansion.
- The creation of job possibilities across Bangladesh.
- To work together as a team in the best interests of the company.
- To be unyielding in the pursuit of company progress and innovation.
- To be trustworthy, responsible, and law-abiding in whatever we do.
- Resolve the city of Dhaka's traffic congestion.
- A cash-on-delivery service that satisfies both the merchant and the consumer

### *Organizational Structure*

Pathao Limited's organizational structure enables a smooth flow of information from the bottom to the top. Pathao has an open culture that allows workers to talk freely and without hindrance. This allows workers at the lowest levels of the company to communicate directly with senior management. Pathao has several departments that carry out various tasks. The following is a list of Pathao Limited's departments:

- Product
- Engineering
- Design
- Finance, Accounts & Procurement
- Human Resources & Culture
- Administration & IT
- Legal, Regulatory & Corporate Affairs
- Marketing
- Rides & Supply Operations
- Food Operations
- Customer Experience
- Marketplace
- Fulfillment
- Pathao Pay

**The organizational chart of Pathao limited is listed below:**





## 2.2 Products and Services Produced and Offered to Customers

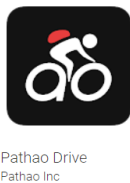
Pathao is an on demand ride sharing platform which began their journey with e-commerce delivery service. Now they have entered in the food delivery industry as well. Pathao delivers multiple services under one platform. “Pathao” app is the one for their end customers. As they are a platform-based business, they have to connect the service providers with their end customers. For example: Bike riders, Car drivers, food delivery men, parcels, and courier delivery agents are the service provider. On the other hand, people who need faster and safer transportation, home delivery for food, parcels, or courier are our end customers. Pathao is basically a bridge that connects the service providers with the consumers.

Pathao’s services are based on 4 mobile apps. They are Pathao, Pathao Drive, Pathao Agent, and Pathao Resto.



**Pathao App:** This is Pathao’s main app that directly connects to their end customers. Pathao app is like a super app with multiple verticles. A customer can avail of multiple services by installing and using only one app. Pathao provides services including ride sharing, food delivery, parcel delivery etc.

Customers don’t need to install individual apps to avail all of these services. Only the end customers use this app.



**Pathao Drive:** This platform is dedicated to the riders, captains, foodman, and parcel delivery men. Basically, it is dedicated to those who are passionate about riding motorbikes, driving cars, or cycling and want to earn money through their passion. They can earn as much money as they want

and work whenever they prefer to.



**Pathao Agent:** As I have already discussed our strong delivery system, this app is a part of that. The main purpose of this app is to monitor our delivery service. Our pick-up agents use this app to perform day-to-day operations efficiently. Our merchants can track their products in real time. One app

efficiently covers the whole delivery process from a merchant to the end customer.



**Pathao Resto:** This app is basically for restaurant owners. Using this app, resto owners will get notified whenever a customer orders food from their restaurant. They can proceed with the order and track their daily sales through this app. They also get analysed data about which food items are the best seller, how much they are earning through the Pathao food delivery system and the average processing time. Pathao launched this resto app at the beginning of 2022.

## All the Services Pathao Provides

Pathao offers a variety of services. Pathao is like a one-app solution for multiple problems which can be named a Super App. At this moment, Pathao has 11 vertices in its main app. They are:

- **Pathao Bike**

Pathao bike is the most famous on demand product among all. It is the face of Pathao. Pathao bike was introduced when no one believed people would accept such a service as it was pretty risky. But it was a superhit. People accepted the product. Now if someone comes using Uber moto, they say that they are coming by Pathao. Pathao bike is undoubtedly a revolutionary product.

- **Pathao Car**

Pathao car is basically car sharing service. Pathao car was initially a hit but its barely surviving as Uber takes up the market with maximum suppliers. Yet many use Pathao car because it's much cheaper than Uber.

- **Pathao Food**

Pathao food is a food delivery service that Pathao offers to its users. When it launched, everyone accepted it and it was a big hit. In around 2018-19, Pathao was leading the food

delivery industry. But foodpanda took over the position in 2020. Pathao food is reviving from the hit and again gaining new users every day.

- **Pathao Tong**

Pathao tong is basically a place where you can find any daily necessary items and grocery items. Pathao tong has collaborations with the super shops and local Mudi shops. One can easily open Pathao tong to order grocery and items will be delivered at user's doorstep within a minimal timeframe.

- **Pathao Shop**

Pathao Shop is a not-so-famous product of Pathao. It is enlisted with many local shops that sells beauty & personal care products, Mobile and gadgets, Fashion products, Home & lifestyle products, etc. Basically, it is a B2B market like Daraaz.

- **Pathao Parcel**

Pathao Parcel provides the parcel delivery service with a particular distance. For example: You forget to bring your laptop charger and you

have a meeting in a while. All you have to do is open Pathao parcel and give some information like your parcel pickup and destination locations and the receiver details. This is now an on-demand service and rider availability also increased due time.

- **Pathao Courier**

Pathao courier option is there in the app mainly to track down your product delivery that you ordered online. In this vertical, anyone can easily track the delivery with the consignment ID and recipient mobile number. As everyone is so busy these days, this service is much needed.

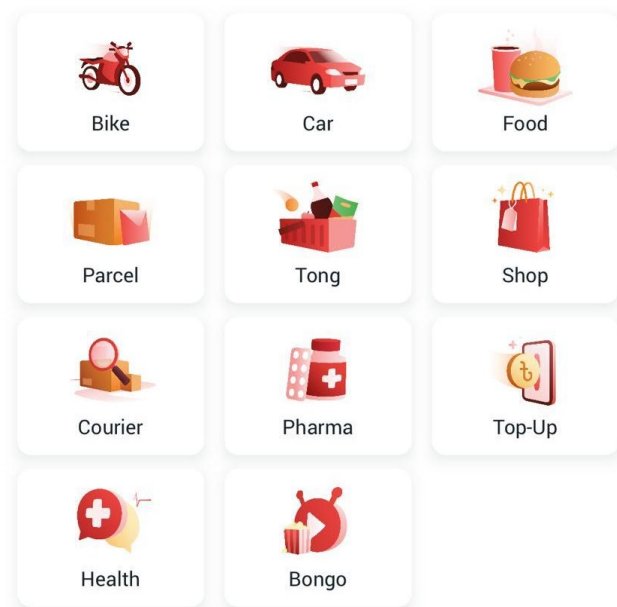


Figure 2: All the services Pathao offers

- **Pathao Pharma**

Pathao pharma is basically a medicine delivery solution that pathao offers to its users. All your local pharmacies are listed in Pathao pharma and users can easily order medicines which will be delivered to their doorsteps within a very short amount of time.

- **Pathao Health**

Pathao health is a platform where you can ask questions about your health issues to the expert doctors for free. It is a collaboration with project Maya. There's an option 'Maya Plus' for priority service as well.

- **Top-up**

In this vertical, you can recharge any amount to your mobile number. This is a complementary service Pathao offers now. In future, when Pathao pay will launch, users will be able to top-up with Pathao Pay.

- **Bongo**

Bongo is an entertainment platform. Pathao has collaboration Bongo and enlisted their media as a vertical in the Pathao app.

## **Pathao's Worldwide Operations**

Pathao Limited operates worldwide. It operates in Nepal as well. In fact, Nepal is a huge market for Pathao, especially for ride-sharing and food delivery verticals. Pathao in Bangladesh has to struggle a lot in competing with a global leader like Uber. But Nepal is lucky here to have no such competitor in the market. They are not infected with Keep (Taking a ride on a contract basis without using any ride-sharing platform which is illegal) and rider availability is more than enough. Therefore, they can charge less than Pathao in Bangladesh.

Most of the rides taken in Nepal are on small distances. For that reason, the ride count is huge there. Bike rides counted in Nepal in a week are almost 4 times greater than Dhaka, Chittagong and Sylhet combined. Food delivery is also growing at a pace in Nepal. There,

food deliveries in a week are higher than Chittagong's total delivery count. Pathao is now planning to expand its business to other small countries with great potential.

## 2.3 Company Analysis

### *Pestle analysis*

It is one of the most difficult tasks for any organization to understand the environment and surroundings in which their operations will be executed. A well-uniformed pestle analysis can help the organization understand its opportunities and threats. Eventually, it will help analyze the SWOT analysis of the company. Now I'll be doing this for Pathao Limited in this part of my report. The following is Pathao Limited's Pestle analysis:

#### **Political Factors**

Political factors refer to the barriers imposed by the government including political instability, state law and order, restrictions on trade, environmental legislation, international commerce laws etc. To talk about Pathao, we all know it was the first company in Bangladesh to introduce ride-sharing services. At that time, there wasn't any government-issued law regarding ride-sharing services which makes it illegal to some extent. So, BRTC used to take action against Pathao and its ride-sharing service at that time.

Later on, Pathao managed to make a good relationship with the authority and made their service legal and eventually lawmakers step in with laws in terms of ride-sharing. Now, there's law against the people who shares ride without government authorized ride-sharing platform.

On another occasion, Pathao's overall efforts were thwarted. This occurred as a result of a recent large protest calling for a safe road. One of Pathao's main offerings has been affected by the state's political dynamics.

## Economic Factors

It has a big influence on business operations and how profitable the business is. The economy is tied together by several factors. For example: economic growth of a country and the changes in inflation and interest rates, market price, income rate and many other elements. Before acquiring a substantial quantity of money from Go-Jek, Pathao faced various obstacles in the early phases of their business. Economic rates, inflation, and economic growth rates, among other factors, may have a substantial impact on Pathao's business strategy.

## Social Factors

To put it differently, social aspects may be categorized as sociocultural elements. It includes shared beliefs, conventions, and principles, as well as population growth, demography, health, etc. which eventually create an impact on the way a particular country or community responds to crucial situations.



Figure 3: PESTEL Analysis of Pathao

If we look closely at an organization like Pathao Limited, they are continuously working to expand their female user base which is a very positive thing in respect of a country like Bangladesh. Now, working women are using Pathao's ride-sharing service on a regular basis to commute. If we can ensure women's safety and onboard female rides, the number will reach beyond expectations.

## **Technological Factors**

Technological considerations influence how marketers promote their products and services, and also new ways of engaging with target customers, producing products, etc.

A big chunk desires to do online businesses instead of going out and looking for it. Because all of Pathao's services are software and need a connection to the internet and the use of technology, they can capitalize on these trends. It is, however, vital that they address some of the technical issues. To keep current clients and acquire new customers, they need first improve their software's interface, fix server crash flaws, and issues with Google Maps, among other things.

## **Environmental Factors**

In the last fifteen years or so, these challenges have become more prevalent. They've become more important as a consequence of growing raw resource scarcity, pollution goals, and ethical and sustainable company practices, to mention a few of the challenges that marketers confront in this field. Consumers are increasingly demanding ethical and, if possible, sustainable supply of the products and services they buy. Pathao should maintain these environmental problems and customer requirements in mind while operating their organization.

## **Legal Factors**

Legal refers to laws, rules, and regulations. Legal factors include business laws and customer rights. Recent laws have been imposed against “Khep” which means sharing a ride by any individual without using any government-issued ridesharing platform. Pathao follows these legal factors strictly and promotes not sharing any illegal rides. Pathao should be considered as part of Bangladesh since the country's government is contemplating implementing taxes on businesses and organizations that sell things or offer services via the internet.

## *Porter's five forces*

It is basically a framework that analyzes the competitive environment of a particular company. The following is a summary of Pathao Limited's Porter's five forces model:

- **Competitive Rivalry**

It evaluates the amount to which rivals exist and their primary strengths, as well as the quality of competitors' goods and services in comparison to one's own. In terms of rides, Pathao's main rivals are Uber, Amar bike, Shohoz, and Obhai. Pathao's delivery rivals include Parsel, Allcargo, logisticmart, and others. When it comes to meal delivery, Pathao's main rivals include Food Panda, Hungrynaki, and others.

Pathao must keep a careful watch on the quality of services provided by competitors and devise a plan to get a competitive advantage and, eventually, please customers.

- **Supplier Power**

The technique by which suppliers raise their prices, the number of possible supply a business has, their distinctiveness, and the expense of switching providers are all examples of supplier power. Pathao's suppliers are freelancers, or ordinary folks who own a bike, thus the company must find efficient ways to keep its current freelancers satisfied while also attracting new ones.

- **Buyer Power**

Buyer power refers to the amount of pressure a customer can impose to get a better deal from the business. A better deal includes quality product or service, customer experience, and budget that a customer is willing to pay.

A question arises - Are our customers powerful enough to impose conditions on us? Buyer's power, in the context of Pathao, refers to the ability of individuals who own bikes and cycles to influence Pathao's business policies. But in terms of its end customers, they don't get many options to bargain with.



- **Threat of substitution**

This relates to our clients' chances of finding a different supplier than us. Unless Pathao develops innovative policies to differentiate itself from its rivals, it will be readily replaced. Recent advanced transportation systems like Dhaka Metro Rail can be an obstacle to Pathao's business as a threat of substitution.

- **Threat of new entry**

When you are holding a strong position in a very competitive but potential market, there's always a risk of new entry. If the new entry is any multinational company, your business might be at great risk. But it requires the feasibility to enter that particular market. Threat of new entry, in the context of Pathao, is surely Uber which is an already established multinational company. But in terms of bike ride-sharing, Pathao is the market leader to date. Then again, you can't say there might come another big company like Uber in near future. Pathao should assess the risks that new entrants might cause to their company.

## *SWOT Analysis*

Swot analysis helps a company to sustain and grow in a competitive environment.

The following is Pathao Limited's SWOT analysis:

### **Strength**

- Pathao provides one app with multiple solutions.
- One can get a ride whenever he/she wants with an affordable price.
- If the account has a balance, Pathao Pay allows customers to pay online.
- Pathao costs lesser than its competitors and is efficiently reliable.
- Unlike Uber, Obhai, and Shohoz, Pathao's discount coupon may be used by another user even if it was issued to a specific consumer.
- Pathao tong helps you deliver emergency rations which Pathao started first.
- Pathao Pay Later is a revolutionary option which no rivals can offer.

### **Weakness**

- Because it is made up of large networks, supervising often becomes hard for Pathao, resulting in the unavailability of drivers during crucial hours and unprofessional conduct among service providers like drivers and delivery men.
- The app's user interface is terrible.
- Because of including 11 verticals in a single app, it often gets slower than usual.
- Issues with the app displaying an incorrect distance.
- There's always some problem with the exact geolocating system.
- Getting a Pathao car at your emergency became a myth now.

### **Opportunities**

- By launching Pay Later, Pathao can now make a revolution in the ride-sharing and food delivery industries.
- Pathao is the market leader in Nepal and they have the opportunity to enter more markets like Nepal where the ride-sharing industry is untouched and gain new expertise in preparation for future global development.

- Relaunching Pathao Pay can take on another level with so many problem solved in a single app.

### **Threats**

- The biggest threat to Pathao remains “Khep”. If they can’t control this unauthorized illegal ride-sharing service, they might lose a big portion of their user base.
- Major competitor like Uber is burning a lot of money to gain Pathao’s loyal customers.
- In such an industry, new threats will come and a few may survive. Pathao should consider the risks
- Pathao focusing on multiple verticals while the rival focus on a single service might take Pathao’s business to feet.

# **CHAPTER - 3**

## **INDUSTRY ANALYSIS**

### 3. Industry Analysis

Pathao belongs to multiple industries as of its variety of services but one of its main verticals is ride-sharing service and it is also the brand face of Pathao. Pathao also holds a strong position in the food delivery industry as well.

Pathao was the first to provide bike ride-sharing services in 2016, and by March 2018, it had signed up over 100,000 drivers and 1 million passengers around the country.

The ride-sharing industry's success is founded on a variety of factors, including funding from investors, access to talent in compared to other Bangladeshi start-up businesses, and great PR. Excessive competition, as well as regulatory scrutiny and distrust, are all disadvantages. More people are choosing motorcycling as a form of transportation in Bangladesh, thanks to the growth of motorcycle-based ridesharing services.

#### **3.1 Size and Growth of the Industry**

Globally, ride sharing industry is evolving and creating more impact day by day. From 2021 to 2026, the global ridesharing sector is expected to grow at a CAGR by 17.32 percent, from USD 21.42 bn in 2020 to USD 61.24 bn in 2026. The rising need for cost-effective as well as time-saving transportation will boost the market. The growing cost of owning a car, the desire to reduce traffic for ecological reasons, and government regulations promoting the use of ride-sharing services are all driving the worldwide use of ridesharing services. Lyft and Uber are indeed the industry leaders on a worldwide scale.

Bangladesh's ridesharing market is valued Tk2,200 crore, according to a Policy Research Institute estimate, and accounts for 23% of the country's transportation sector. Commuters utilized ridesharing applications for an average of 6 million trips each month in February 2019, according to data. However, current numbers show that 7.5 million rides are taken each month, surpassing the 6-million mark.

Currently, ridesharing start-ups have a market value of \$300 million across all business verticals. The value is expected to reach \$1 billion in the next 5 to 7 years, while some insiders think it may happen sooner.

### **3.2 Maturity of the Industry**

In contrast to western nations, where car-based transportation services have grown in popularity, Dhaka has seen a boom in motorcycle-based ridesharing services that are less costly than auto-rickshaws and taxicab taxis.

Motorcycle-based ridesharing has not only saved passengers time and offered them faster mobility by avoiding crowded traffic, but it has also created thousands of employments. Motorcycle sales have been continuously rising, with a year-over-year gain of more than 40%. According to a Reuters report, Pathao now has over 200,000 registered drivers.

The government has taken initiatives as well to develop this service as it is solving the biggest problem of Dhaka city. Dhaka North City Corporation designed a 9-kilometer-long bike lane for the first time in Bangladesh.

### **3.3 External Economic Factors and their Effect on the Industry**

This industry has great potential for the economy as well. Many jobless people are now earning their livelihood using these platforms as freelancers. Experts in the sharing economy Ridesharing services must maintain a proper driver-to-passenger ratio to maintain a sustainable business environment.

Especially during the lockdown period, a huge bunch of people lost their jobs. On the other hand, traffic jams increased by double after this lockdown. The economy was vulnerable and went through a big transition period.

Despite recent concerns about its long-term sustainability, experts expect that ridesharing services will capture a bigger piece of the global transportation pie. The ridesharing business is expected to grow from around \$61 billion in 2018 to \$218 billion in 2025, and \$285 billion annually by 2030.

In the next three years, it is expected that about 100 million people would use ridesharing services throughout the globe.

### **3.4 Technological Factors**

Companies are increasingly turning to data analytics to better understand and predict their consumers' behavior. They must, however, increase their awareness of the user base while also tailoring the user experience both within and outside the app.

They are now promoting cashless payment methods to give a better and smoother experience. Pathao and Uber both are planning to introduce their in-app payment system. Not just this, a lot of other advanced-level features are being now added to their systems.

In this competitive industry, if you can't compete with your competitors with the latest technology, there's pretty much zero chance that you will survive. That's what happened with Shohoz, they couldn't compete with Pathao and Uber.

### **3.5 Legal Bindings of the Industry**

If the market needs to grow, several industry experts say it is too early to regulate ridesharing start-ups. Regulatory measures must be taken later in the process so that such firms may produce value, innovation, and employment.

Automakers and service providers have yet to agree on a car registration policy that allows just one vehicle to be registered to a single platform. Instead of only ridesharing, some ridesharing platforms seek to branch out into verticals. But how can the government define the businesses after they've expanded out?

If the market needs to grow, several industry experts say it is too early to regulate ridesharing start-ups. Regulatory measures must be taken later in the process so that such firms may produce value, innovation, and employment.

Other aspects of the draft Rideshare Services Policy 2017 need to be resolved in the meanwhile.

Disintermediation has resulted in revenue losses for a number of businesses. When a commuter and a driver agree to transact without utilizing the app that was supposed to connect them, this happens in ridesharing. Because drivers have no responsibility to anybody except the commuter, platforms and their users are placed at danger.

The government has made laws and regulations to stop this ‘Khep’ thing but the law enforcement authorities were less strict regarding this matter and therefore it hasn’t stopped yet. Pathao tried to stop this practice with several campaigns as it is illegal and hampering their business. The campaign was called- ‘Don’t be a masud, don’t khep use pathao app’. It had a mixed reaction from the audience but the bike riders took it negatively and strike against this campaign.

### **3.6 Competitive Environment**

Uber Bike, Pathao, and Shohoz Ride were all successful in the early stages of motorcycle-based ridesharing. Later Obhai and pickme came to this legacy.

While Uber is believed to have the best technology and driver training, Pathao has the most well-known brand recognition and a high rate of early success.

Platforms provide discount coupons to users as a deterrent in order to conduct client acquisition and retention campaigns. Businesses must, however, grow into vertical services in order to stay competitive. New approaches, on the other hand, might quickly exhaust investor funds.



In 2018, Pathao received \$10 million in funding from investors, lead by regional ridesharing juggernaut Gojek, while Shohoz received \$15 million from Asia Golden Gate Venture. Though Shohoz couldn't survive in the long run.

### **3.7 Changes in the competitive Environment**

Customer loyalty is another big challenge for platforms. When it comes to switching between the cheapest providers, using several applications at the same time is not a problem.

Ridesharing companies now regard drivers as independent contractors. One of the reasons why platform-based sharing enterprises use a contractor-based model is to keep expenses down. The current strategy, on the other hand, does not sufficiently address the risks that come from this ambiguous interaction with drivers. Uber was recently banned in London because of these hazards.

Ridesharing behemoths' stock values have plunged throughout the world this year, requiring serious assessment of the business model's long-term sustainability.

Pathao, a \$100 million Bangladeshi corporation, fell into significant difficulties when investors dropped out. As a consequence of this stance, the start-up was obliged to reduce its workforce via mass layoffs of mid- to upper-level employees.

Another ridesharing platform, Obhai, has taken a step ahead by adding CNG auto-rickshaws to its list of services, charging commuters a fair amount through the app.

While Shohoz is the market leader in online bus, train, and launch ticket sales, other platforms like as Uber and Pathao have entered the food delivery market.

# **CHAPTER - 4**

## **OVERVIEW OF MAIN ACTIVITIES**

## 4. Overview of Main Activities

As per the requirement, I completed my 3 months long internship at Pathao Limited. I worked for digital marketing in the marketing department. I was given a diverse range of work in multiple sectors of my department during my internship period. My tasks were not limited to one function. Instead, I have done different tasks at different times.

### **4.1 Recurring Tasks**

As a portion of the internship program, recurring duties were done. The majority of the time, the responsibilities assigned by the supervisor were novel and unique. However, some of the tasks were repeated and required to be accomplished efficiently. I was able to gain abilities that helped me comprehend and accomplish these jobs quickly during the course of my three-month internship program.

#### **Audience analysis for integrated marketing**

As a brand, you would like to reach the right people. Target market research is a crucial component of any marketing strategy since it tells you who your targeted customers are, who they are really not, and, more significantly, who your firm may be able to reach out to with some tweaks to your approach.

This kind of analysis used to be a time-consuming and labor-intensive process that nearly forced you to hire an agency to help you if you tried to ensure the information you were getting was reliable and properly sourced. Campaigns are evolving at a quicker pace, making old techniques difficult to keep up with. Thankfully, the age of social and digital analysis has made obtaining the information you want much simpler.

Thankfully Pathao Limited is an advanced tech-based company and all of its user database is there to find out specific cohorts for individual campaigns. I was assigned to prepare audience segments in times of campaigns. Different campaigns require different audience groups. It even varies for different medias. To describe:

- For Facebook, I did detailed targeting about age groups, specific areas where campaign will be effective, finding out audience interests and expectations. I also used number-based

cohorts fetched from our user database and uploaded it on Facebook so that only the Facebook users registered with such numbers will be our target group for a particular campaign.

- For google, I did detailed targeting based on consumer's behavioral patterns. We took help from external agencies. For example: If Pathao runs a campaign for Pathao food vertical about Burgers, we will use the behavioral pattern with google AI in such a way that whenever someone is watching any burger related video, google will show him our burger campaign advertisement.
- For in App promotion, I had to use an external software called Clever Tap where I could easily select any specific cohort based on campaign requirement as CT was connected with our core database. I was assigned to find out the required audience set for campaigns and execute all the pop up notifications due time.

The almost perfect audience set helped reaching out the exact consumer base that eventually left us with more conversions and ROI. I faced many difficulties doing this but my line manager and other senior colleagues helped a lot.

### **Preparation of weekly reports**

It is essential to provide operational reports at the end of every week, which include all of Marketing's operational actions. This served to keep Pathao's marketing department's management informed about the operations of the sub-sectors.

The task was to gather data and information from our database on the operational activities that took place during the week, as well as marketing conversions. The following might be included in a typical report:

- The number of rides, food delivery, and other services provided rose or dropped in the previous week,
- the number of new users added in the previous week,
- the number of conversions acquired purely from digital media buying in the previous week.
- The status of the ongoing projects has been updated (if any).

All of this data was gathered from the database and coworkers and then put into a single Power Point presentation file that followed the preset. The Power Point file is then submitted and presented to higher management for further evaluation of Marketing team's operational actions.

### **Digital media buying**

The practice of acquiring ad time and space on digital and traditional platforms such as internet sites, Facebook, Google, radio, and television is known as media buying. A digital marketer is also in charge of negotiating ad inventory with publishers, budget management, and ad optimization to optimize campaign effectiveness.

During my internship time, I came to know about the process, the effectiveness, the pros and cons of media buying and how it impacts on the overall marketing process. In today's world, you can't just rely on traditional marketing, you must have access on the digital platforms as well. Again, you can't reach out your brand message or any ongoing campaign offerings without proper media buying.

As Pathao is a tech based company, their target customers must have digital access to avail its services. Therefore, digital media buying is must to do thing for Pathao. I learned about facebook ad run and google in-app advertising. Personalized audience cohorts were used to promote specific campaigns in specific time duration. I learned about data centric digital promotion through facebook, google, Eskimi etc. Area based detailed audience targeting was used to run ads in these digital platforms. Overall, I learned and implemented a diverse prospects of digital marketing in these three months on daily basis.

### **Report analysis**

The act of compiling data into informative summaries in order to track how various sections of an organization are functioning is known as report analysis. In these three months, I was assigned with several reports from different verticals. I learned about analyzing data to find the target goals and the formal way of reporting the outcomes. I learned about various tools and extensions used in google sheet and Microsoft excel to efficiently analyze huge database and how to organize the result in the most convenient

way that anyone could see and understand the report easily. Some of the report analysis I have done during this time:

- 64 Cities expansion feasibility analysis for Pathao Ride
- Pathao's communication strategy and performance analysis
- Social media engagement post trend analysis
- Digital big data analysis
- Digital conversion fall analysis
- App install report - Lifetime data analysis

### **In-app marketing using CleverTap**

With the use of data, customization, deep-tech, and automation, CleverTap enables digital companies to boost customer retention and lifetime value. In general, we can send push and pop-up alerts from inside the app. Without the assistance of the development staff, we can accomplish it ourselves. It really aids us in engaging our users and in notifying them of forthcoming discounts and promotions, allowing us to increase our sustainability.

I came to know about how to make in-app alerts and pop-ups depending on the user's life path. This was one of the tasks I had to complete on regular basis. This was efficient and I could track all the conversion data easily using CleverTap.

### **Data-centric conversion marketing**

In this modern era of digitalization and all these advanced technologies, marketers evolved with time as well. Every tech-based company practices data driven marketing and track their conversion results.

Pathao as a tech advanced company, practices data driven marketing in every way possible. I learned a lot about how to track the conversions from a particular campaign. To track the conversions, I used to put a deeplink at every digital and in-app promotions. Whenever an user passes through that link and then instantly or after a time gap takes any of Pathao's services, I could track down that user and how much he/she spent to avail Pathao's services. That's how I could track all the conversions.

I had to make that deeplinks for digital and in-app promotions. I faced many difficulties as it is very complex method. For example: if one user can go through multiple deeplinks and

then uses Pathao's service, this causes error to the method. But with help of the experts, I could solve the issues regarding this matter.

## **4.2 Atypical Duties**

The unusual responsibilities were given to me as a test. This section explains the peculiar work duties that I had to do as an intern at Pathao Limited's marketing department.

### **Brand session by brand expert Kanishka Chakrabarti**

Branding is the face of a company. It is the process of making a strong and clear perception towards the consumers about the company. Brand communication plays a vital role in the effective growth of a company. Big companies like Cocacola, British American Tobacco, John Walker, etc. are the great example of practicing fruitful branding where they are selling harmful products but their brand image is so positive that everyone wants to be a part of that brand.

During my internship period, I got the opportunity to participate in brand sessions every week. The sessions were conducted by brand expert Kanishka Chakrabarti who is now the brand consultant of Pathao Limited. He was the executive vice president of Bitopi Leo Burnett and worked for many big brands like Unilever Hindustan, Zomato, Unilever Bangladesh, Pran Group etc.

During these brand sessions, I learned about many things and could implement them in real life for Pathao. Some of my learnings are listed below:

- A company can grow deliberately with their product but can't sustain in the long run without proper branding.
- Branding is not just for companies, self branding is very important to grow your career with the rhythm.
- Branding should be clear as water so that People can relate and accept the brand.
- Brand loyalty comes when branding for a company goes to the right direction.

- Proper branding can change the game at a glance. Despite of selling a harmful product or something that hampers nature, proper branding can create a positive image towards the consumers.

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For a company like Pathao who offers a variety of services from various industries, branding should be focused on a particular message which will defend all of its verticals and uplift the brand as a whole just like Unilever. Pathao's moto in this scenario is "Moving Bangladesh" as all of their services directly or indirectly give a pace to the consumers day to day lifestyle.

### **Participation in several brand strategy**

Pathao is now relaunching its hyped vertical - Pathao Pay which was once launched previously but couldn't stand due to some government regulations. But now they are relaunching Pay with a hype and created unique brand strategies to feed the product to its vast consumer base. Pathao Pay will be a cashless solution for multiple services. Pay is all set to launch on beginning of May 2022.

I have also worked for Pathao's Pay Later option. Pay later is a solution where you will get up to 5000 BDT loan with zero interest with a 45 days duration. One can avail Pathao's ride sharing (Bike and Car) and food delivery service without spending a penny and pay later when they want to pay. Pay later's branding was structured in such a way that whoever gets to avail this service must feel premium and most importantly valuable to the company.

### **Participation in campaign execution**

I was lucky indeed to participate in several campaigns during my internship period. A campaign is basically a series of promotional activities to meet a certain goal or target which can be for a new product launch or any offers for the users to uplift the market sales and grow the company.

Because of the competitive industry, Pathao has to run different campaigns for its multiple verticals all the time. Otherwise, sales would fall as competitors are burning as well. Simply put, If foodpanda is running a campaign with huge discount, Pathao food



must run a campaign to counter their offer. Otherwise, users will definitely move to foodpanda.

Some of the campaigns I have participated in:

**Dawat Pan Nai?** - This campaign was executed during the month of December, 2022. December is called the month of weddings. Everyone gets at least one wedding ceremony invitation. But some might not get any. This campaign is basically an open invitation to all those who didn't get any invitation in December and they can order wedding food items like Biryani, Tehari, Kacchi, etc. from Pathao food with an amount of discount.

**Frychai** - This campaign was mainly focused on Fried Chicken. I made all the audience set for this campaign. I did digital ad run and in-app pop up notification as well for this campaign. This campaign was a hit against Foodpanda's Chicken Fry campaign.

**Foodball** - Thai campaign was about a football tournament that Pathao arranged to promote Pathao food. In these campaign, every team was assigned with an influencer and any of the Pathao's users could participate in the event. Many young users got chance to spend time with their favourite influencers. I worked for event activation and influencer management in this campaign.

**Burger Bar Bar** - Many of the users that order from Pathao food are young aged and they like burgers a lot. So, Pathao introduced a campaign with discounts while ordering burgers from all the restaurants that are famous for burgers. For this campaign, I was tasked to create a trend about a tongue twister challenge in which participant has to say burger bar bar as many times as possible within 10 seconds. I used micro-influencers to create the trend. I was successful in this task and Pathao reached their target orders in this campaign.

Apart from these campaigns, I worked for the global promos as well. Global promos are basically regular lunch and dinner offers that changes after every 15 days. I promoted digitally for these global promos.

### **Front-end SEO marketing**

Search engine optimization is the tool to gain more website traffic for a particular website. At the start of my internship, I was given a task to do front end SEO marketing. For this, I had to go through all the blogs that Pathao uses to publish their news and change the headers of those. I had to through different search engine optimization techniques during this project.

### **Influencer Marketing**

Influencer marketing is now the trending approach towards target consumers. In this era of social media, people watch news feed more than television. Many content creators took this opportunity to show their creativity, expertise, lifestyles, etc. and engage their audiences. Marketers saw this opportunity to promote their product or offers by influencers which includes paid collaborations.

During my internship tenure, I was given this task to communicate with the influencers, negotiate and ensure proper branding in their contents about our campaigns. I had to instruct them with accurate briefs and ensure them to deliver the content in time. I also worked with the micro influencers to create trendy stuff for a particular campaign.

## **4.3 Working environment and Condition**

Typically, Pathao Limited maintains a policy of five (5) days each week, beginning on Sunday and ending on Thursday. The working hours are 10:00 a.m. to 6:00 p.m., with an additional hour available to staff on a flexible basis. Individuals are not obliged to perform beyond 6:00 p.m., but if they are unable to complete their duty inside the company grounds, they may do so without difficulty. During my internship, I was required to enter the office for a set 8-hour shift, and in certain rare circumstances, I was required to remain longer than the allotted time to accomplish the allocated responsibilities. As a member of Pathao Limited's marketing team, I was responsible for executing marketing initiatives and ensuring that I was managing my workload as effectively as possible. During the campaign, I was required to be present at all campaign shots, including on weekends.

Pathao Limited has a culture of openness that encourages workers to connect and engage with anybody in the HR hierarchy, despite their position within the company. During my internship, I had no trouble talking with the Pathao Limited workers. The workers were really polite and helpful during my time at Pathao Limited, assisting me with any problems I had. Furthermore, the staff had offered me several advice based on their professional expertise, which may tremendously assist me in my working life.

E-mail communication was the most prevalent method of official communication at Pathao Limited. All relevant alerts and information were sent by email from one point to the other, which allowed the organization keeps track of all official contacts. Furthermore, all of the divisions maintain WhatsApp Groups so that they may readily interact with one another. The casual manner of interaction as well as the platform - Workplace - make it easy for an individual employee's needs to be communicated with other colleagues, and collaboration becomes simpler.

#### **4.4 Working tools that I used during my internship tenure**

- CleverTap
- Facebook Ad manager
- Google Adsense
- Google Sheet
- Firebase
- Redash
- Metabase
- Dakpeon

**CHAPTER - 5**  
**ANALYSIS OF INTERNSHIP**  
**ACTIVITIES**

## 5. Analysis of Internship Activities

This section of the report looks at internship activities and relates completing the project on time to learning goals and abilities developed and improved during the internship.

### 5.1 Learning Outcomes of the Internship Program

I got the chance to work with a range of individuals from the organization throughout my internship, which helped me to get a broad grasp of marketing strategies. The insights I learned during the course of my internship are summarized here.

- **Understanding the importance of data driven marketing:** Being in a extreme competitive industry, the company must be well-informed about the interest and buying pattern of the customers. As a result, Pathao has to gather all necessary data about their consumers and detect their buying pattern to understand the need and value. The major benefit of digital marketing is one can easily find out the exact conversion data against the digital spendings. Therefore, one can easily find out the return of marketing investment. While working for Pathao's marketing team, I was able to fully understand the process and importance of data driven digital marketing.
- **Gaining insight knowledge of the industry:** During my internship period, one major learning about these ride sharing and food delivery industries is that no customer is loyal in here. You are giving better offer, you will get a solid customer base. But they will stay as long as you are giving the cheapest offer with maximum availability. The moment you'd stop giving promotions, your customer base will swiftly move towards your competitor. Sustaining in such an industry is really tough. This is the reason why Shohoz is now out of the league.
- **Converting thoughts into visuals:** During my internship, I was able to turn concepts into a visual manner through developing presentations. I've had the opportunity to improve my talents by learning how to visualize ideas and plans in order to communicate them to top management.
- **Understanding the importance of proper branding:** In these three months, one very important learning about branding is you can sell your product through lucrative marketing

techniques but you can not sustain in the long run without proper branding. Brand message and positioning should be clear to the consumers. Failure in proper branding may lead the company to extinction.

- **The immense risk taken for marketing campaigns:** Marketing seems fun and interesting from the outside. But it's much more riskier from the inside. During my internship period, I was lucky to work in several campaigns for Pathao Limited. Working in those campaigns, I realized that campaigns often fall apart whether it's a good idea or not. There are certain things out of our hand. A company usually burns a big budget on such campaigns and if it fails to get the expected returns, marketing team has to take the blame on them.

## **5.2 Company Level Analysis**

Pathao Limited is doing all possible to adopt techniques that would offer them a competitive advantage in the industry. As a consequence, the company's business procedures have been successfully organized. Pathao Limited's communication approach strikes me as incredibly successful, since everyone in the organization's hierarchy is immediately accessible, and information flows efficiently. Pathao Limited makes every effort to foster healthy connections within specific departments, and various activities are held on a regular basis to promote employee relationships.

## **5.3 Market Level Analysis**

Pathao Limited is the market leader in the bike ride-sharing industry and has a huge user base inside and outside Dhaka. Pathao has been offering faster and more efficient transportation solutions which have been a revolutionary move. Pathao was the first to introduce bike ride-sharing which helped the office commuters big time. Uber is the prime competitor but they couldn't cope with Pathao in bike-sharing services. Although Uber is now the market leader for car-sharing services.

About Pathao's food delivery service, the market leader title goes to Foodpanda as they are now serving all over Bangladesh whereas Pathao serves only three divisional states. Yet Pathao holds second position and still growing better than before.

Pathao's courier service is basically the cash cow for the company. Currently, Pathao delivers almost 25000+ parcels from merchants to customers' doorstep. They are the ones introducing same-day delivery. Undoubtedly Pathao is the market leader in courier services. RedX holds the second position.

#### **5.4 Professional Level Analysis**

As I was given numerous duties to perform, I learned a variety of abilities that would lead to better ambitions. The accumulated talents and related experiences that lead to my earning these abilities will be addressed in this part.

- **Business communication:** During my internship, I had to interact with a variety of people both within and outside of bKash Limited. The communication process has provided me with an opportunity to improve my communication abilities. In addition to my communication skills, I was capable of interacting with stakeholders while adhering to various norms and standards. This has allowed me to improve my communication skills in an organizational context, something I would not have been able to do without the organization's help.
- **Networking:** It is imperative to develop a network of contacts as a business student in today's society. I was able to expand my network by participating in the internship program, which allowed me to meet people from other businesses. While I was presenting Pathao Limited in concluding the transactions, I had to contact individuals from a variety of businesses. This has expanded my network and allowed me to discover new methods to remain in touch with those with whom I've formed a relationship.
- **Pitching:** Pitching is a talent that every business graduate should have. I was able to understand the appropriate approach of pitching and structuring pitches professionally while generating various presentations. Being with in marketing department has also aided me in ensuring that I am capable of creating a brand out of any goods for customers. I was able to place customers and dramatically improve my pitching abilities by using numerous pitching procedures taught from industry professionals.

- **Time management:** All of the projects I worked on during my internship had some form of deadline tied to them. It was required of me as a Pathao Limited employee to fulfill deadlines, and I did my best to provide it. I had to efficiently manage my time in order to fulfill deadlines, and this helped me enhance my time management abilities.

All of the aforementioned abilities will tremendously assist me in moving forward in my professional career. Without the internship program, I would not have been able to learn these skills. I was also able to improve other abilities such as flexibility, problem-solving, and decision-making. I aim to put all of the skills and information I gained from my internship program to good use in my future professional path.

Moreover, the opportunity has aided me in supplementing the information I gained throughout my BBA study. As a student, I learned about many theories, and the internship provided me with the chance to apply these ideas in an organizational context. For example, Kaizen is among the most widely used management development philosophies. While working for Pathao Limited, I did many tasks for which I was given feedback to enhance the result of these actions. I had been able to consistently enhance the result and accomplish the assignments while keeping the right quality thanks to effective assistance from personnel in the same department. Furthermore, I was able to observe and implement the whole branding strategy using various branding and marketing approaches. As a member of Pathao Limited's marketing department, I was able to successfully deploy targeted audience-based marketing and expand the company's customer base.



# **CHAPTER - 6**

## **RECOMMENDATION AND CONCLUSION**

## 6. Recommendations and Conclusion

### 6.1 Recommendations

I have successfully completed my internship tenure as a marketing intern at Pathao Limited and I feel really fortunate enough to have an opportunity to complete my internship program here. Pathao Limited contains a good working culture and incorporates various types of business processes in order to carry out their business operations. Although the company is able to run their business operations efficiently now and are able to meet the demand of their consumers, I would still like to point out some things that I think should be looked at:

- **Focusing on Existing Verticals**

Pathao has a diverse range of services that a user can avail from a single app. Basically, Pathao is following the Super App concept. But People often get distracted when a single platform provides multiple services of different sectors. Therefore, some of the services always get unnoticed. I will recommend focusing on the existing verticals and adding advanced features that will keep Pathao one step ahead of the competitors rather than coming up with new verticals.

- **Promoting Pathao Courier**

Pathao has multiple services to offer but the marketing team mostly promotes Pathao Bike and Pathao Food. Both of these industries have great potential no doubt. But I found out that Pathao Courier is generating the maximum portion of revenue among all the verticals. Simply put, Courier is the cash cow of Pathao. Unfortunately, there are not any promotional activities going on for Pathao courier. I'd definitely recommend Pathao marketing team to promote its courier vertical.

## **6.2 Conclusion**

After successfully completing my internship stint with Pathao Limited's Marketing Department, I have gained a thorough understanding of how the department's procedures are carried out. This department's responsibilities range from running activation campaigns to onboarding new users. Participating in the activities allowed me to get an understanding of all of the procedures. I had a variety of theoretical information about the activities that take place in an organization, but after completing the internship program, I was able to grasp the practical knowledge that I needed and connect the conceptions with real-world situations. Pathao Limited has made every effort to develop a long-term environment for its consumers. Pathao Limited's motto is "Moving Bangladesh," and the company has been working hard to build a sophisticated society since its inception. I've tried my hardest to reflect on the things I've accomplished and the lessons I've learned throughout my three-month stay. Pathao Limited's working atmosphere was exceptional, allowing me to concentrate on and finish given duties efficiently. Pathao Limited's workers were exceedingly polite and willing to help me in any way they could. My three-month internship has provided me with lifelong lessons that will benefit me both personally as well as professionally throughout my career.

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