

**INTERNSHIP REPORT ON
IMPROVING THE LIVELIHOOD OF BLUE-COLLAR POPULATION BY
UPLIFTING GIG ECONOMY: A STUDY OF THE LARGEST ONLINE SERVICE
PLATFORM SHEBA.XYZ**



submitted to

Islamic University of Technology

in partial fulfillment of the requirements for the degree of

BBA in Business and Technology Management (BTM)

Submitted by:

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

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Date of Submission: 18th April 2022

18th April 2022

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Subject: Submission of the Internship Report on **“Improving the livelihood of blue-collar’s population by Uplifting Gig economy: A Study of the largest online service platform Sheba.xyz”**

Dear Sir,

I am Faysal Hossain submitting my Internship Report, which is required as part of the BBA Program. Working under your active supervision is a major accomplishment.

This report is based on, **“Improving the livelihood of blue-collar’s population by Uplifting Gig economy: A Study of the largest online service platform Sheba.xyz”**. Under the guidance of Saikat Akbar Apu, Business Development Manager, I worked in business development at Sheba.xyz. In light of my experience, I've put together an internship report.

This report, which was created under your direct supervision, allowed me to gain raw and up-to-date insights into how certain types of work are carried out in the field and to put my theoretical knowledge to use.

I would be quite happy if you could obtain a copy of this report and provide your helpful feedback. If you found my analysis useful and helpful in acquiring a better understanding of the subject, it would be a great honor for me.

Sincerely Yours,

Faysal Hossain : ID: 170061039

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Acknowledgment

First, I would like to respectfully extend my gratitude to my internship supervisor Abdullah Al Mamun, Associate Professor, Department of Business & Technology Management (BTM), Islamic University of Technology (IUT), OIC, for enabling me to work throughout my internship report. I have thoroughly finished this report and done my absolute best to prepare the report according to his direction and instruction.

This report is full of information about the “**Improving the livelihood of blue-collar’s population by Uplifting Gig economy: A Study of the largest online service platform Sheba.xyz**”. During my internship, I worked with Sheba.XYZ, and the whole experience was quite educational. As a result, I’d want to thank the VP of Sheba.xyz and his team for the information and cooperation.

Declaration of The Student

I, Faysal Hossain, declare that this internship is “**Improving the livelihood of blue-collar’s population by Uplifting Gig economy: A Study of the largest online service platform Sheba.xyz**”. was written by me in the year 2022 through data gathering and analysis under the close supervision of Abdullah Al Mamun, Associate Professor, Department of Business & Technology Management, Islamic University of Technology, in accordance with the specific requirements. I'm also declaring that the assignment I've submitted does not infringe on any existing copyright and that no portion of my internship report was copied from an earlier degree, certificate, title, or any other distinctive academic asserted papers. I've also avoided the department from any possible losses and annoyance caused by my inability to follow through on the previous commitment related to this report.

Faysal Hossain

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Executive Summary

This report was written based on my three-month internship at Sheba.XYZ. This internship program taught me about the workings of an on-demand domestic service company in a realistic setting. The influence of the Sheba.xyz marketplace on service providers is the focus of this paper. How they quantify their influence to join the Sheba.xyz marketplace, from the most recently joined service providers to long-time involved service providers. When they are dispersed, the majority of them recognize a certain region, but their presence is established by online platforms like Sheba.xyz. Typically, service providers will seek out new scopes of business and apply their expertise to a certain area. Sheba.xyz appreciated the idea of a new set of discipline marketplace service providers engaging developing customers. The Sheba.xyz marketplace gathered service providers with irregular revenue, indiscipline market sources, and no decent chance in the local marketplace. The platform aims to provide chances for people to expand their job scope and live in a way that benefits them. Sheba.xyz has established a strong position as an online marketplace for service providers to improve their service quality in response to consumer demand. The livelihood of the country's blue-collar employees — plumbers, carpenters, electricians — is experiencing a steady shift, thanks to the rising number of home services start-ups like Sheba.xyz

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Chapter-1

Introduction

1.1 Background of the Report

In search of a better life, many people migrate to the city. These persons learn to repair items and conduct manual tasks in order to participate in society. Some open stores and start businesses, while others work in shops or travel from place to place looking for little jobs. However, most of them struggle to find consumers due to a lack of advertising and sufficient direction. Sheba.xyz was the first to see this potential and built a connection between these two categories of people: those in need of services and those who provide them.

Sheba.xyz started in June 2015 and launched its commercial solution in July 2016. It started with a site and 40 call center personnel. Customers can contact the call center or submit a service request via the website. The order was then passed on to a service provider with a location near to the place where the service was required. The entire procedure was completed over the phone and by SMS, which used to be both time-consuming and costly based on profit margin. They've modified their business strategy throughout time, eventually settling on the current approach, which is a mobile app.

The administrator portal, management portal, and expert portal are three platforms that operate together in the form of three separate applications to take a customer's request and offer assistance in a timely manner.

Before engaging a service provider, Sheba does a complete background check. Both self-employed and those seeking to start a business can benefit from this program, which offers them adequate training in their profession, capital if needed, and common decency relating to how to approach and behave with a client if they are called for a service, so eliminating the inefficiencies and security concern that was initially a big concern. Additionally, Sheba offers a seven-day servicing warranty to further entice customers to choose Sheba.xyz over competing solutions.

1.2 Origin of the report:

This report gives out a number of areas for me to expand my expertise. For Example:

- Gaining real-world experience in the workplace.
- To learn about the challenges and rewards of a proper job.
- To make a comparison between a real-life issue and academic activities.

The topic of the report was approved by the supervisor in order to meet the requirements of both the company and the internship program. To complete the internship, I am required to provide a report outlining the business units, development, and operations of Sheba Platform Limited.

1.3 The Objectives of the Report:

As a final-year BBA in Technology Management student, I have a 9-credit course that requires me to gain professional skills in order to enhance academic learning and apply it to the real-world validation of coursework. This internship teaches me about company operations by having a variety of responsibilities. The business development role at Sheba.xyz provides an overview of the company's services as well as vertical sales tactics depending on market need. During my three-month internship, I explored several development approaches to my vertical. My project started with an overview of the vertical business process and the identification of the work scope for which areas needed to be developed. As I worked on my responsibilities, I determined that I wanted to focus my internship on service providers' activities in the transportation, trips, and travel verticals. Service providers are one of Sheba.xyz's most important stakeholders since they play a crucial part in the supply chain system. I integrate the majority of the service providers to this platform with certain aims in mind and then assess the results. The purpose of this report is to uncover some of the issues that Sheba.xyz has with service providers. Before I started writing my report, I made a list of points that identify my report from my internship job in order to aid me in finishing it.

- Recognize the influence of the Sheba.xyz business application on service providers.
- To highlight the importance of a service provider on Sheba.xyz .
- Evaluate the effects of Sheba.xyz on service providers' social and professional lives.

1.4 Limitations of the Report

It is difficult to reach a conclusion based on the service provider's viewpoint. Despite this platform, there are a large number of service providers on the market that are actively functioning. As a result, without them, we will be unable to find common ground that is acceptable to both parties in this area.

Sheba.xyz is only a site where they work with blue employees, and a large number of them are unable to access this internet platform. As a result, their relationship with Sheba.xyz is unclear. This question mark serves as a significant limit for me.

Secondary data related to this report is quite brief. Only a few people have worked with online blue worker service providers. Sheba.xyz is one of the first service providers in this industry, however, there are a few reports available that are insufficient to draw a conclusion regarding the company.

1.5 Data Collection Methods

To respond to the concerns in my report, I'll utilize qualitative data to learn about the characteristics of service providers and categorize them by service type on the Sheba.xyz marketplace platform.

Primary Data Collection: During the report's preparation, the primary data was physically obtained from the service provider, with each respondent participating in a conversation. Meanwhile, while gathering data, I spoke with service providers to obtain various details and their perspectives on the Sheba.xyz marketplace. I utilized the following tools in addition to the survey:

- Discuss active service providers in various segments and their specialties in various disciplines with the vertical lead SBU.
- Collect survey responses from 20 service providers across many verticals and service categories.
- Discuss with each of the 20 service providers personally, and keep track of the conversations with written remarks on the impact of Sheba.xyz on them.

Secondary Data Collection: Secondary data was gathered from a variety of publications, articles, and journals available on the internet. I linked to those websites using a URL and referenced them in the reference.

1.6 Literature Review

The digital economy has grown rapidly in recent decades, fueled in part by the increasing adoption of smartphones by people in both developed and developing countries. According to a recent statistic, there are 159 million smartphone users in Bangladesh alone. The sharing economy and the 'gig economy' have emerged as a result of this fast digitalization, which has altered how we work and acquire services.

Increasing urban smartphone usage is fuelling this internet market's growth. Customers use smartphones to get information, purchase services, and receive customized solutions. Due to this lack of time, many working individuals in Dhaka are now relying on home service providers.

In order to encourage clients to use online services, online market companies are investing heavily in R&D. SHEBA.XYZ, Handy Mama, etc. are some of the major service aggregators in Bangladesh.²

Online-based home services can be divided into sorts of services and activities. The organizations offer services such as home decor, home appliance maintenance, and repairs, Plumbing, cleaning, healthcare, beauty, transportation, and shifting. Each kind has sub-services.

"Gig economy" refers to people or businesses exchanging labor for money through digital platforms that actively help people and businesses find each other for short-term, task-by-task work. Gig workers are self-employed service providers such as drivers, plumbers, electricians, carpenters, and spring cleaners who are occasionally needed.

The blue-collar labor in this industry used to be area-based laborers before online service platforms like Sheba.xyz. They operated in a familiar setting and had access to a communication network via that channel.

Following the emergence of platforms such as Sheba.xyz, all blue-collar employees associated with that platform have been grouped together under one umbrella. They were doing irregular work before the internet service platform. The desire for independent workers has risen. But, along with their need, one thing that has come to light is their ability to generate money using that internet platform. After paying the commission, are they making enough money? This is one of the most essential questions to answer. Then there's the matter of their adaptability and professionalism. They are unfamiliar with this internet method and are having some issues adjusting to it. People are having difficulty adjusting to the technology since it is new to them. Professionalism was another thing they had to adjust to. They were more at ease in their employment and had more convenience with their work because they had worked with familiar individuals and in familiar settings. They must operate under the organization's supervision in this online system, thus they must give special attention to their standard and client happiness. They may find it difficult to adjust to their new surroundings and job environment.

Because these employees or service providers worked for firms on an hourly rate basis, these blue-collar jobs were deemed low-class jobs across the world. However, as the internet becomes more widely used across the world, these occupations are becoming more independent and available. As a result of the assistance of organizations like Sheba.xyz, these service providers or employees are able to operate independently with a more complex compensation structure and freelancing basis, thereby enhancing their lifestyle. Many "sharing economy" startups have increased in popularity, such as Sheba.xyz, providing customers more alternatives and providers a way to profit.

Chapter-2

Company Overview

2.1 Establishment Journey:

Sheba.xyz is the largest startup service platform in country, and its mobile app gives solutions to everyday problems. It was founded in September 2015 in Dhaka Metropolitan by a group of young entrepreneurs. Sheba.xyz, the nation's first online platform for services, eventually grew to become the country's trusted and reliable platform. It has already won several national and international honors, including the renowned GP Accelerator and Innovation Xtreme.

Sheba.xyz is also a substantial stakeholder in Grameenphone, a well-known telecom company). Within the following five years, the company plans to expand its activities and become a global enterprise.

Sheba.xyz is a service provider that offers plumbing, air conditioning, electrician services, home appliance repair, home and business relocation assistance, at-home beauty services, and even short-term driver rentals. Sheba.xyz is a one-stop shop for service-oriented small and medium enterprises, as well as unregistered neighborhood businesses. It allows them to stay on top of and manage their business while also helping them to grow by allowing them to find clients on demand and in a variety of locations.

Bangladesh is rapidly urbanizing and is one of the most densely inhabited countries on the planet. Clients, on the other hand, struggle to identify a competent and trustworthy service provider at the correct moment, while skilled and dependable service providers struggle to stand out and attract consumers. Sheba is an online marketplace where individuals and organizations may find a range of qualified experts to provide home services and commercial solutions.

Small and medium businesses work with Sheba.xyz to create a new client-reach channel. Any service provider in Dhaka Metropolitan City can join Sheba by enrolling on the Sheba management app. To manage clients and track business resources and profitability, service providers can use the Sheba management app.

2.2 Company Vision

‘Changing Urban life with technology for a better tomorrow’

It is also able to empower and digitize thousands of small and medium-sized businesses while also creating microentrepreneurs by bringing together the best service providers on the Sheba marketplace, where customers can easily evaluate their options and choose the best one for them.

2.3 Company Mission

“Creating an ecosystem to digitally facilitate Urban people's daily life” To be the most credible provider for Bangladeshi customers looking for home services of all types.

2.4 Company Structure

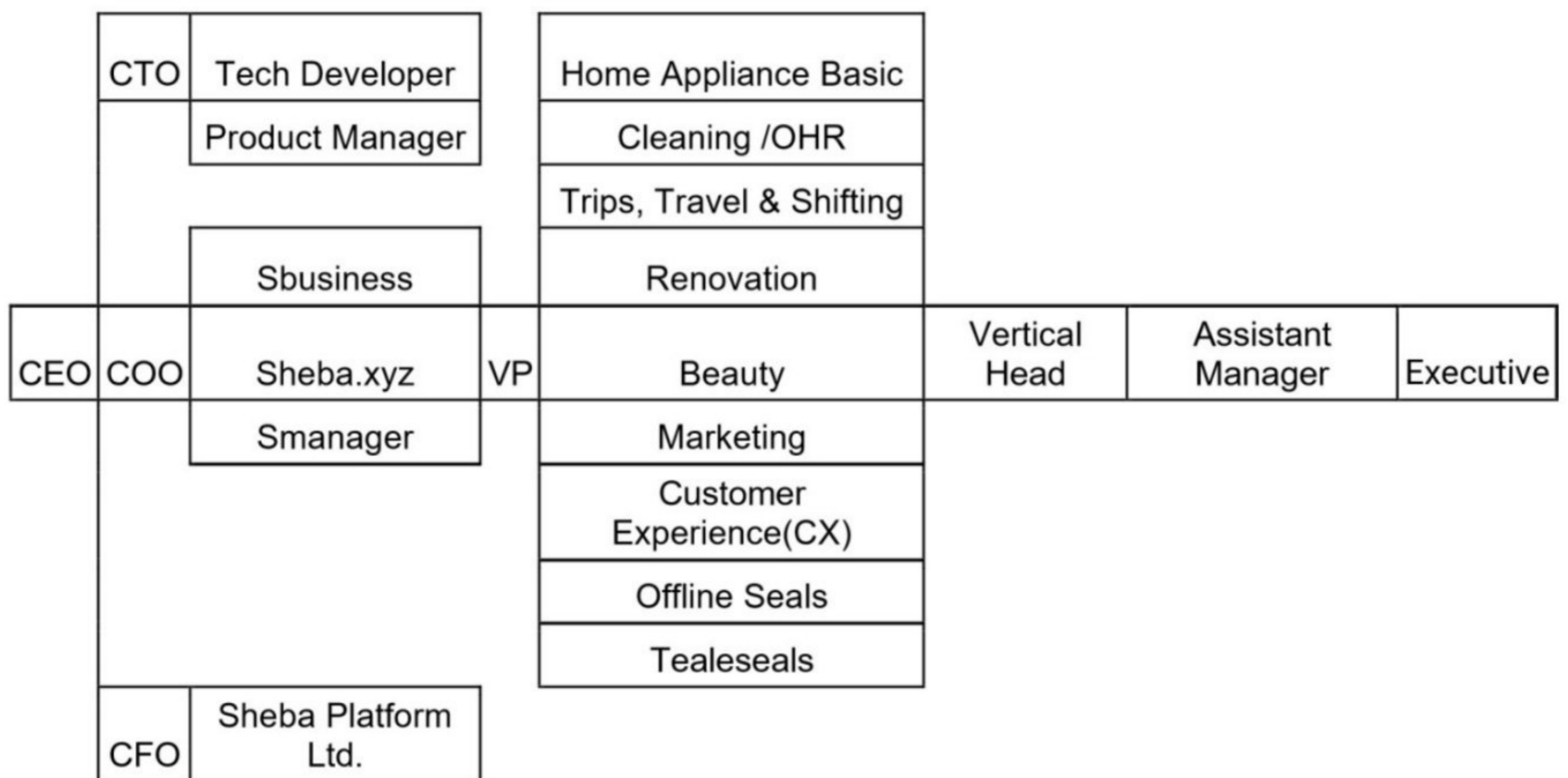


Figure 1: Sheba.xyz organigram

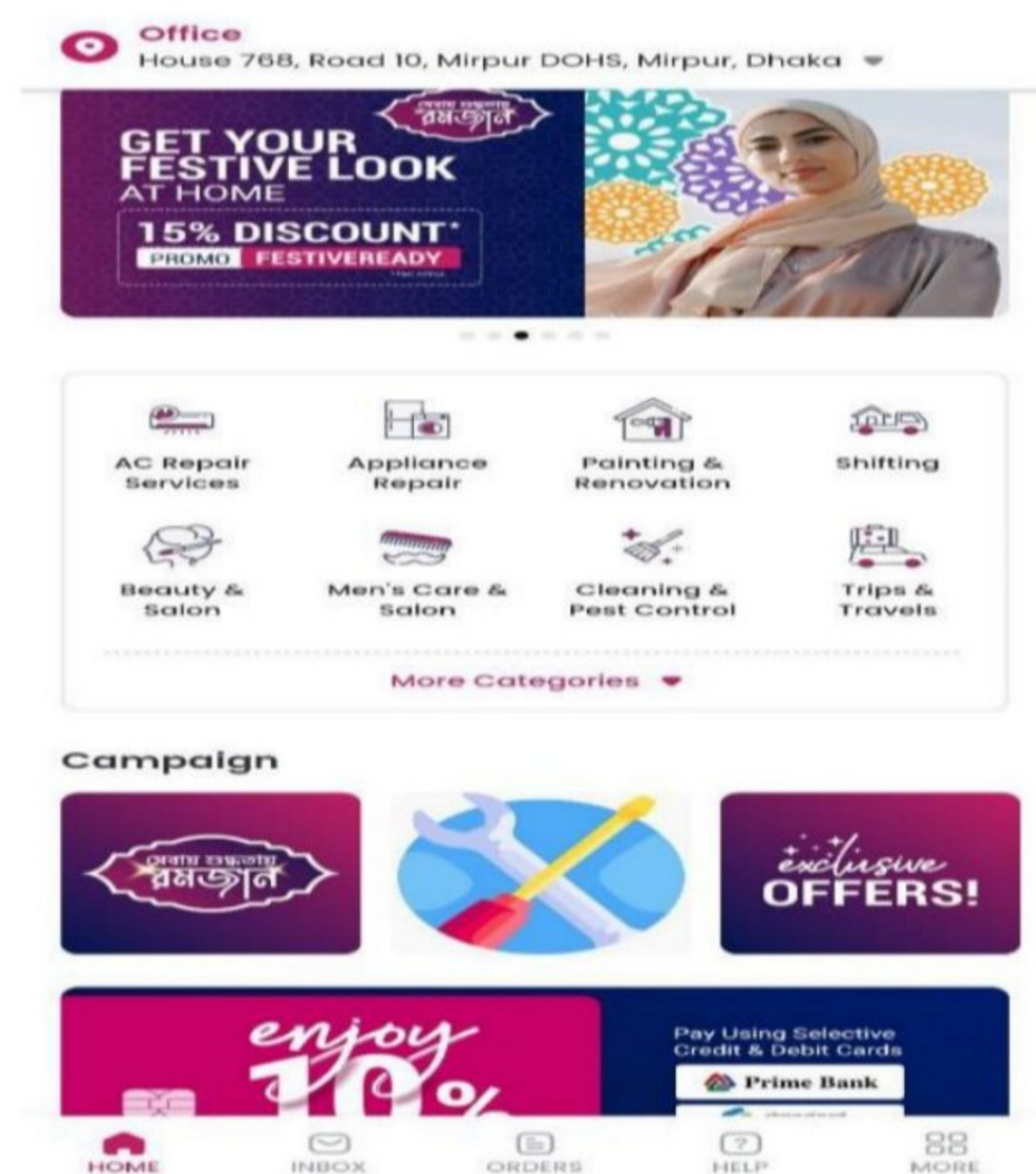
2.5 Company Highlights:

Sheba is fast becoming one of Dhaka's most successful start-ups. Following are some of the year's highlights:

- In 2018, Sheba.xyz assisted over 1,500 microentrepreneurs, with aspirations to assist 10,000 in 2019 (The Daily Star, 2017).
- Sheba relies on SMEs to provide its consumers with almost 50 different types of services.
- In 2018, Sheba helped SMEs in Dhaka (Bangladesh) create almost 60,000 employment. Sheba.xyz promises to hire 500,000 people during the next three years.
- Sheba generates jobs through the education of young microentrepreneurs. with the objective of creating 10,000 new service sector jobs by 2018 to help small companies in Bangladesh thrive (Dhaka Tribune, 2019).
- The Bangladesh Government's ICT Division gave Sheba the Best Start-up Award in the ICT Sector (Startup Bangladesh Limited, 2019).

2.6 Service Offerings:

- Appliance Repair
- Painting & Home Renovation
- Car Rental Service
- Trips & Travel
- Beauty & Salon
- Men's Care service
- Cleaning & Pest Control
- Gadget Repair
- Car Care Service
- House Shifting
- Electric and Plumbing



- Driver On-Demand
- Cleaner On-Demand
- Laundry

2.7 Business Process of Sheba.xyz

Three applications function together: Sheba.xyz, Sheba Manager (sManager), and Sheba Expert (sPro). The Sheba.xyz app allows users to request certain services directly from Sheba's centralized admin portal, which locates the nearest Sheba-approved service shop and sends the request to the management. He receives the message through his Sheba manager application and assigns it to one of his service experts. Experts receive jobs from the Sheba experts application, go to the area, and finish the requested service.

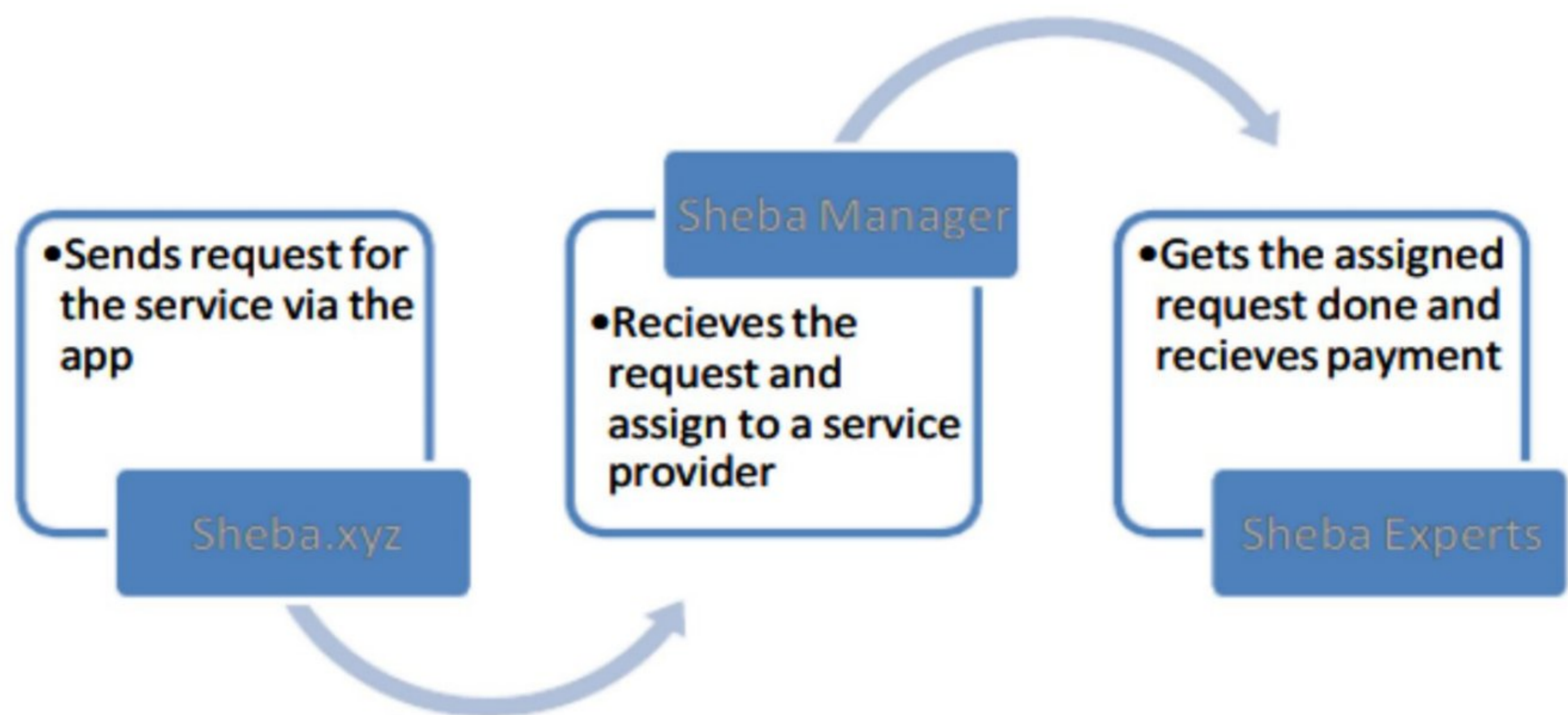


Fig: Business Model of Sheba.xyz

2.8 Segmentation and Target Market:

Potential Audiences	Segments				
	Age	Socio-Economic Status	Geographic Differences	Behavioral Differences	Psychographic Differences
Women	22-30	Mostly belongs to upper class, some are in the middle class	Urban	Currently using regular services	Don't have interest about the developed platform
Single Parents	26-40	Mixture of upper and middle class	Urban	Less idea about where to find and time problem	Need a service which can be used and get service easily
Working Parents	28-40	Upper class part of the society	Urban	Don't have time to find service providers	Need regular services from a reliable source
Insecure Peoples	25-60	Mixture of upper and middle class but lives in an elite area.	Urban	Hesitates to use normal services and doesn't feel safe	Needs a safe and secured service

2.9 SWOT ANALYSIS:

STRENGTH:

Convenience and customization in terms of time: Customers can select a time that is convenient for them and will receive service on time.

Numerous Service availability: Numerous services are available through a single application, allowing customers to obtain any services they require through a single channel.

Experts service provider: In this industry, the majority of service providers have been in business for a long time.

WEAKNESS:

No immediate connection with the consumer: If good quality services are not delivered, it may have an adverse effect on the company's reputation, as the company has no direct touch with the customer.

New Concept: As it is a new thing, it may take time for customers to adopt this type of service.
Providing confidential details: Customers may feel uncomfortable disclosing sensitive information such as their location, mobile number, or credit card number.

OPPORTUNITY:

Expansion of marketplace: From Dhaka, businesses can be expanded to all urban cities.

Technologically developed: In today's digitalized world, businesses can leverage technical breakthroughs to expand their market reach.

Vast Numbers of Vendors: Sheba.xyz features a large number of suppliers who contribute to the promotion of hyperlocal

Loyal Customer Base: Sheba.xyz has a strong consumer base and a well-established brand in the market.

THREATS:

Competition: Due to the competitive nature of this sector and the likelihood of fierce competition, any new rival has an easy path to entry.

Third-Party Vendor: Sheba.xyz is completely reliant on the third-party service provider. If they continue to deliver poor service, it will have a direct impact on the brand.

Change government rules: Currently, government regulations are favorable to business, but if the government changes them in the future, Sheba.xyz may face difficulties

CHAPTER 3

INDUSTRY ANALYSIS

3.1 Industry Size & Growth Trend:

According to Technavio's recent market analysis, the worldwide internet on-demand home services market is predicted to increase at a CAGR of more than 70% between 2021 and 2025.



Fig: Global Online on Demand Home service Market

There are numerous uses for in-home service, including grooming, home maintenance, electric, repairs, carpenter, and plumbing. The concept of eliminating the inconvenience of waiting for a service to be given by allowing the consumer to request the service directly is gaining widespread popularity. Because of their increasingly hectic lifestyles, consumers are becoming increasingly likely to seek services that are available immediately. As a result of the ability to supply services at a fast rate, the industry is likely to have a significant increase in growth in the next years.

3.2 Regional Market size:

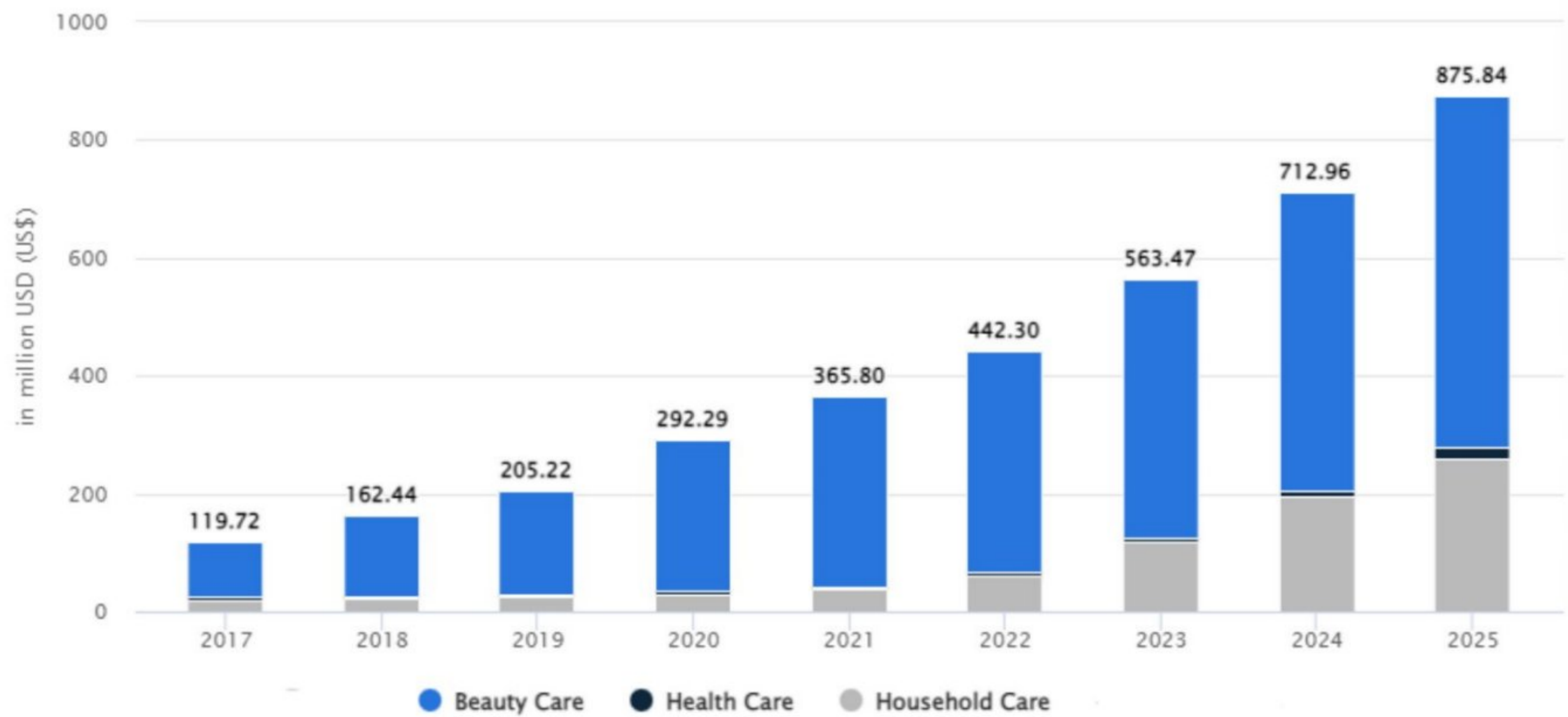


Fig: Bangladesh market size of Household service

3.3 Competitive landscape and key vendors:

Since there are a significant number of small vendors in the on-demand home service sector, the market is very fragmented. In addition, the market is quite competitive. Vendors who want to survive and prosper in this competitive climate must market their products to customers by providing a unique and distinctive value proposition to those consumers.

The leading online-based household service company in the market are:

1. Sheba.xyz
2. HandyMama
3. MistriMama
4. Drooto

3.4 Technological Factors:

As a result of the increased use of smartphones and increased customer convenience for home services markets in this region, the market this region has experienced significant development. The increase in the use of smartphones is having a significant impact on the growth of the house service industry. Because of the rapid advancement of smartphone technology, consumers' everyday marketing techniques, business operations, and personal lifestyles are all being influenced by this technology.

3.5 Seasonality:

The online-based household service industry has noticeable seasonality. In the Winter season, the demand for Trips & Travel, Car Rental services increases as many people went for tours in this period. Also in winter, it is considered as wedding season, so the demand for wedding-related services increases. In Summer the demand for repairing and servicing the AC increases.

3.6 Porter's Five Forces for online-based home service platforms

The Threat of New Entrants:

In this online service industry, the danger of new competitors is significant. Many organizations are developing across the country. Any company may pick a location and start providing services with little capital, possibly employing all technicians in that sector. Additionally, there are no hurdles to starting an online market due to government norms and regulations. As a result, the danger of new entrants is now quite strong in this service sector.

The threat of Substitute:

Local experts, repair shops, and expert technicians are the primary alternatives to which consumers could go directly to receive services. There are still a lot of people out there who

don't want to use an online company for anything. Additionally, the majority of older persons are digitally illiterate and relied on neighboring professionals to resolve issues. As a result of the restricted penetration of online service marketplaces and the lack of technology awareness among the majority of urban family decision-makers, the threat of substitution is also considerable.

Revelry among Existing Competitors:

Sheba.xyz is the market's largest firm and is well-known to the mass of its targeted consumers. Sheba.xyz has the benefit of recognized brand identity and the maximum market share as a result of becoming the first to market. Two other rivals (handymama, mistri mama), Several smaller local service providers are also available. There is still a strong chance for a new company to capitalize on the potential of effectively branding itself and successfully acquiring one market share in the near future.

Buyer Bargaining Power

The majority of the targeted Consumers are selected based on their lifestyles and financial conditions. Individuals with a high level of lifestyle and the financial ability to get online services are indeed the target customer of the online-based on-demand marketplace. A busy schedule is a primary reason to purchase a service online at an additional expense in exchange for saving significant time and inconveniences associated with seeking experts from a nearby shop. Due to limited possibilities to acquire better home services at a better price and time, consumers will have limited bargaining power.

Bargaining Power of Supplier:

Suppliers have a strong negotiating position since they already have a well-established business in their community, and most consumers are accustomed to going straight to them or calling them personally when repair or maintenance services are required. Residential services can be provided by service providers through current suppliers, allowing for price negotiation. There is generally a predetermined pricing list in an online service market based on the preferences of the individual service provider. Additionally, when executing services on behalf of the

organization, service providers must adhere to the terms and conditions specified by the organization. As a result, service providers may rethink their decision not to collaborate with any business in order to keep their work freely and avoid employer-imposed limits and rules. Service providers, on the other hand, may change their thoughts and seek further benefits from another company. As a result, for an internet home service business in Bangladesh, the service provider's negotiation power is always strong.

Chapter 4

Description of Main Duties

4.1 Typical Working Days:

My Typical Working Day of Sheba.xyz is from Sunday to Thursday. They also provide the Government Holiday. The working hour is from 9 AM to 6 PM.

4.2 Working Tools Used:

- **Administration Portal**
- **G-suite**
- **Metabase**

4.3 Achievement & List of Completed Task:

- Revamped Trips & Travel Category
- Prepared Marketing Dashboard.
- Onboarded 8 car rental SPs
- Added a total of 48 Resources
- Trained SPs and their resources (total of 16)
- Prepare & Published Car Paper Work Services
- Manually Assigned orders.
- Followed up on Open orders of Car Rental, Car Care & On-Demand Driver Service category
- Created Flags for different sorts of issues ex: admin portal bugs, create promo
- Closed fresh desk tickets
- Publish new services under day-long trip near Dhaka (22)
- Complaints Resolved.
- Day to Day operation support (VOC, CC, DQM & TEL)
- New Service, Discount, Promotion Alignment with the Sps, VOC, CC, DQM & TEL
- Reconciled the Commission mismatched orders NR.
- Updated Feed file for TRV services
- Published New Service Category “ Hybrid Car Solution” and its services. Publish New Services “Engine Filter & Oil Change, Car Pre Purchase Checkup” Prepare Spro Tutorial for Service Request.
- Revamp, Redesigned Car and Bus Rental Category

Chapter 5

FINDINGS & ANALYSIS

5. 1 Finding:

Collecting different segments of home appliance repair service provider data with their consent. In-home appliance, repair marketplace service providers are divided into four categories; Ac repair service, Appliance repair, Electric & Plumbing, and Electronic & gadgets. The analysis part in the report figures service providers' age, and engagement period with sheba.xy marketplace, measuring their benefits and sheba.xyz marketplace impact on them.

Age distribution of 20 samples, most respondent service provider age (25-30) group was 11 out of 20. Service provider age-wise engagement focuses on a very specific interest group. Most focusing groups of age samples basically used smartphones and were interested in the new online marketplace. They have knowledge of current trends and new scope of work to improve their livelihood.

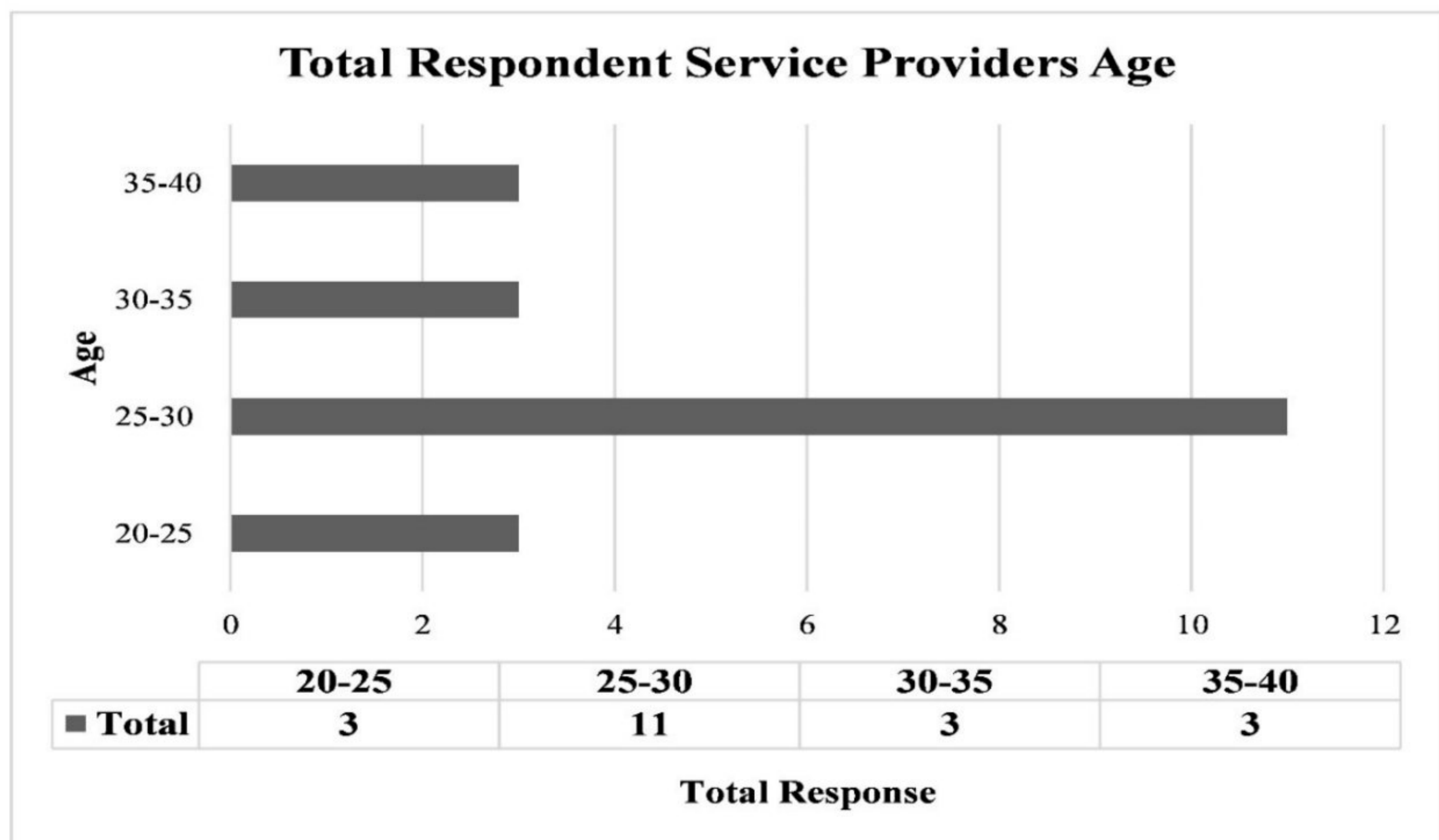


Figure 2:Service Providers Age distribution

At Sheba.xyz marketplace collecting numbers of service providers, almost 70% are engaged with this marketplace for over 2 years, this long Sheba. by created an impact on them and they

pursued the marketplace benefits to stay. The analysis showed 14 service providers whose age distribution is 20-40 in that 8 service providers' age range 20-25 are engaged with the marketplace for over 2 years. The remaining service providers of the sample value are 30% who are engaged with Sheba.xyz less than 2 years.

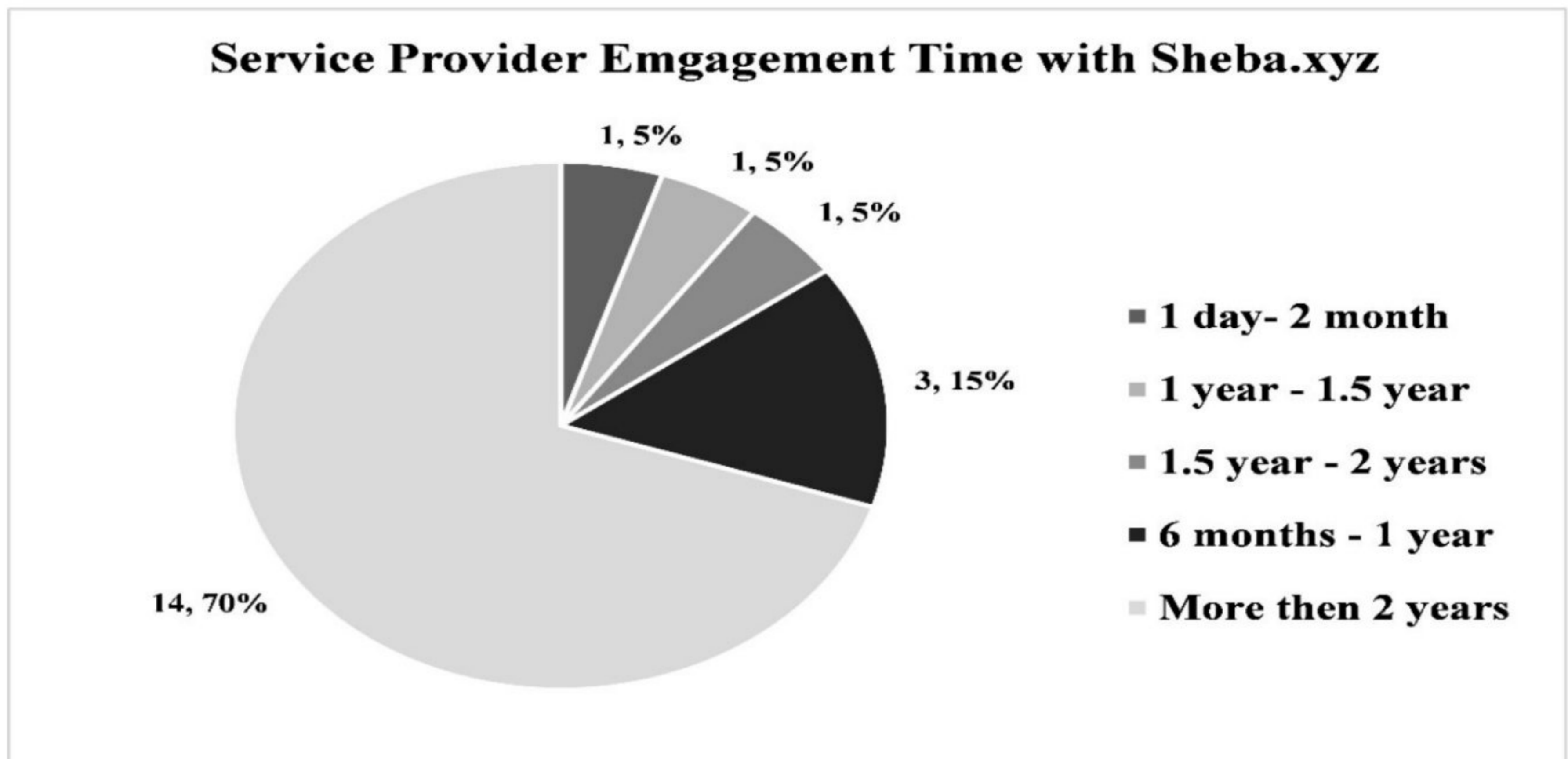


Figure 3: Retaining time period of Service Providers

Service providers' age-wise associated with Sheba.xyz most density age range 25-30 in 8 service providers are engaged over 2 years, other age categories distribution has been equally on age and associated with Sheba.xyz marketplace.

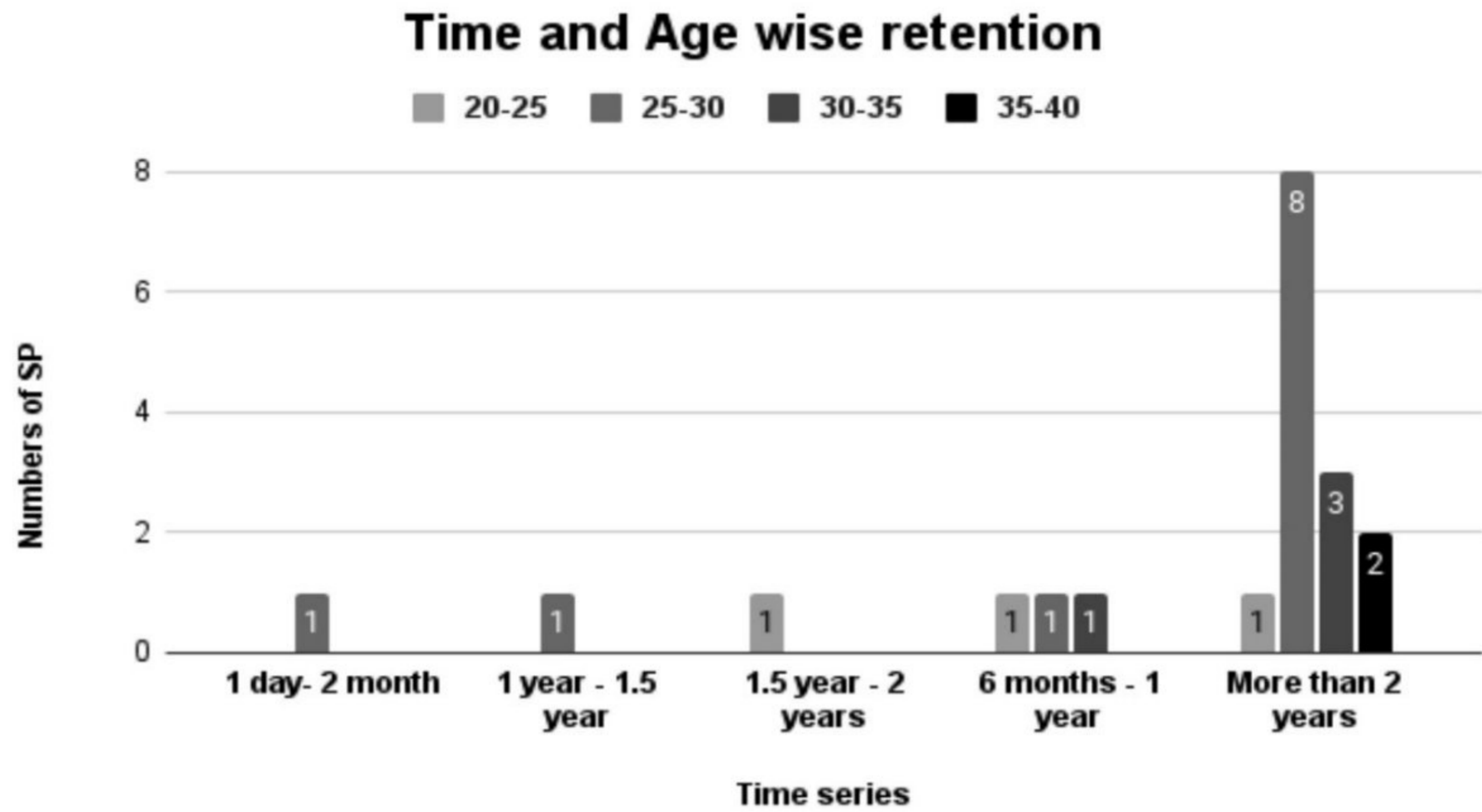


Figure 4: Age with time period wise associated on Sheba.xyz

Before joining sheba.xyz most of the service providers worked with their own shop/business, 11 service providers previously did solo business in the local area. Other service providers that worked in scatter way did not have any recognition in the market as individual identities. As part of an interview for collecting data finding who previously worked under other entities, they decided to be independent and choose sheba.xyz marketplace to roll out their jobs. Out of 20 service providers, 7 are interested in working independently and join the sheba.xyz marketplace.

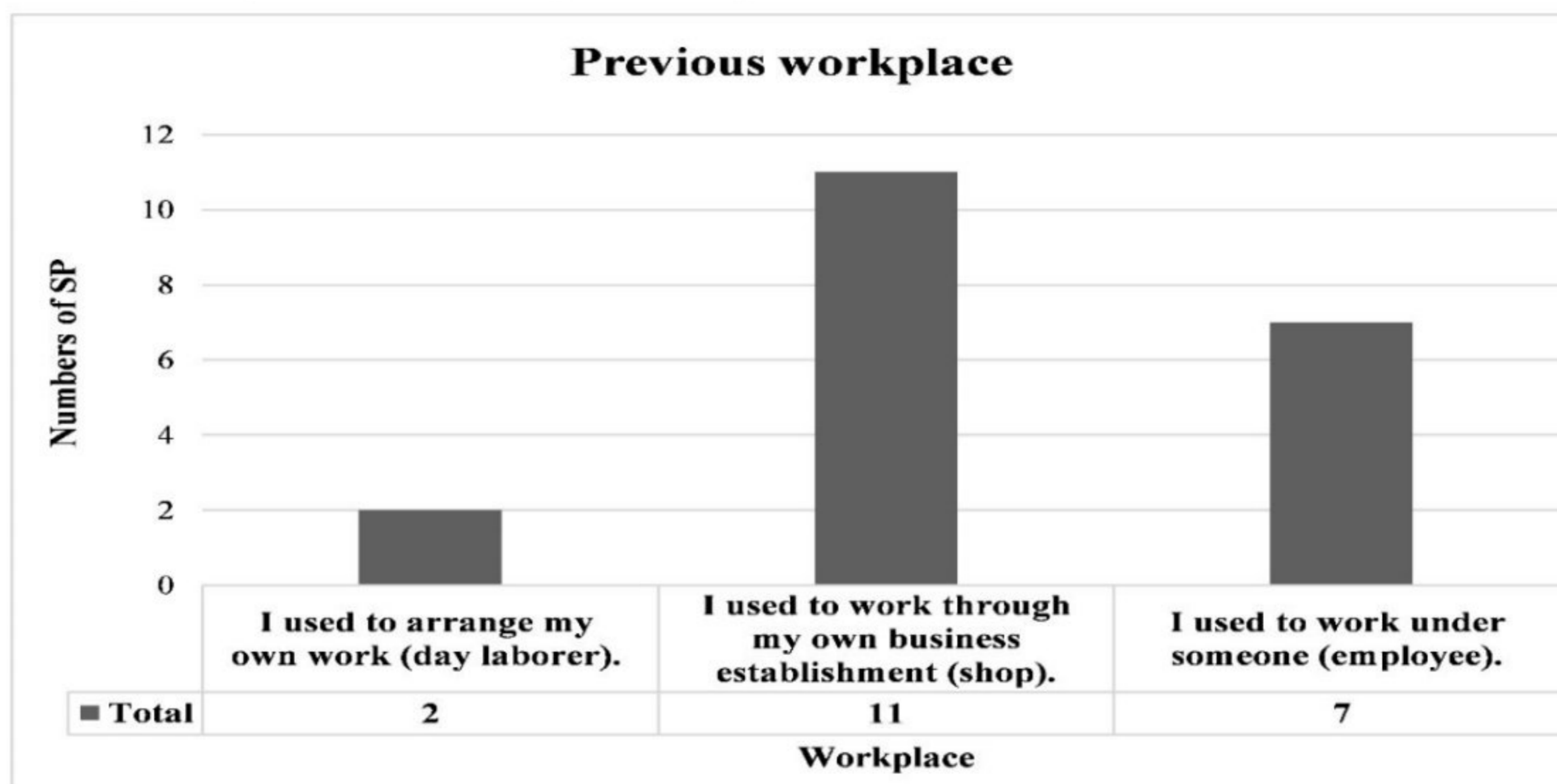
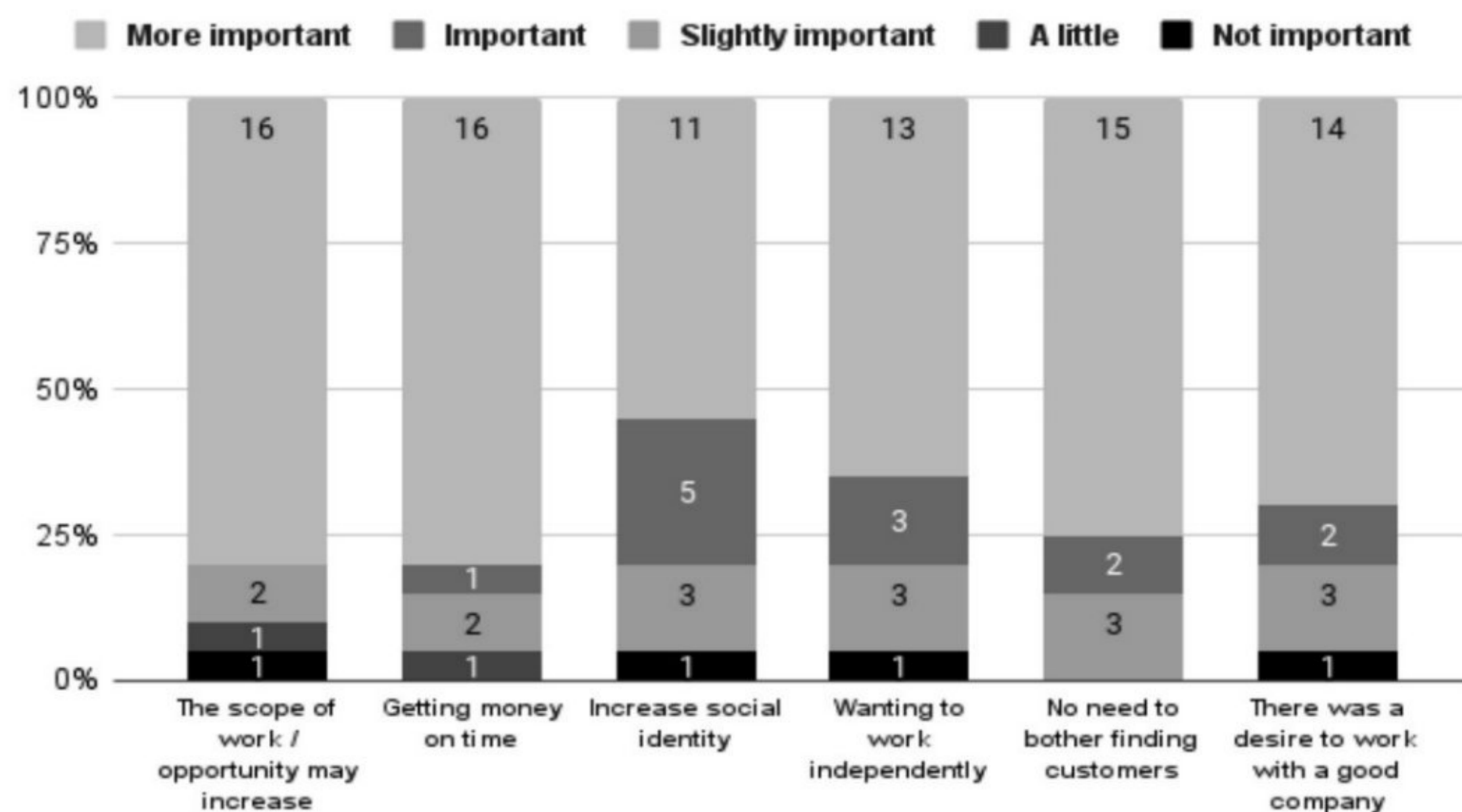


Figure 5: Previous Work Place Before Joining Sheba.xyz Marketplace

The focus of report analysis is service providers' intuition before joining the sheba.xyz marketplace. Addressing this issue to set 6 parameters of study questions which illustrate the importance of joining the marketplace. Those parameters represent the concern of the service provider about joining sheba.xyz. According to the chart, we came to know that they focus on the scope of work. For more work, they joined sheba.xyz. Total 80% of the people according to the chart have agreed on this point. Their second motivation was monetary. From the chart, we came to know that 80% of people have agreed that monetary was their second reason. There the third reason was to find or connect to more customers. 75% of people have agreed to this point per chart. The fourth reason was 70% people have agreed to they wanted to work with a renowned company. Sheba.xyz as a platform for this service provider they wanted to work with them.



The fifth reason for the service provider was wanting to work independently. By joining Sheba.xyz they can find work according to their schedule. According to the chart, 65% of the service provider agreed with this point. Their less emphasized point was social identity, where 55% of the service providers came to agree.

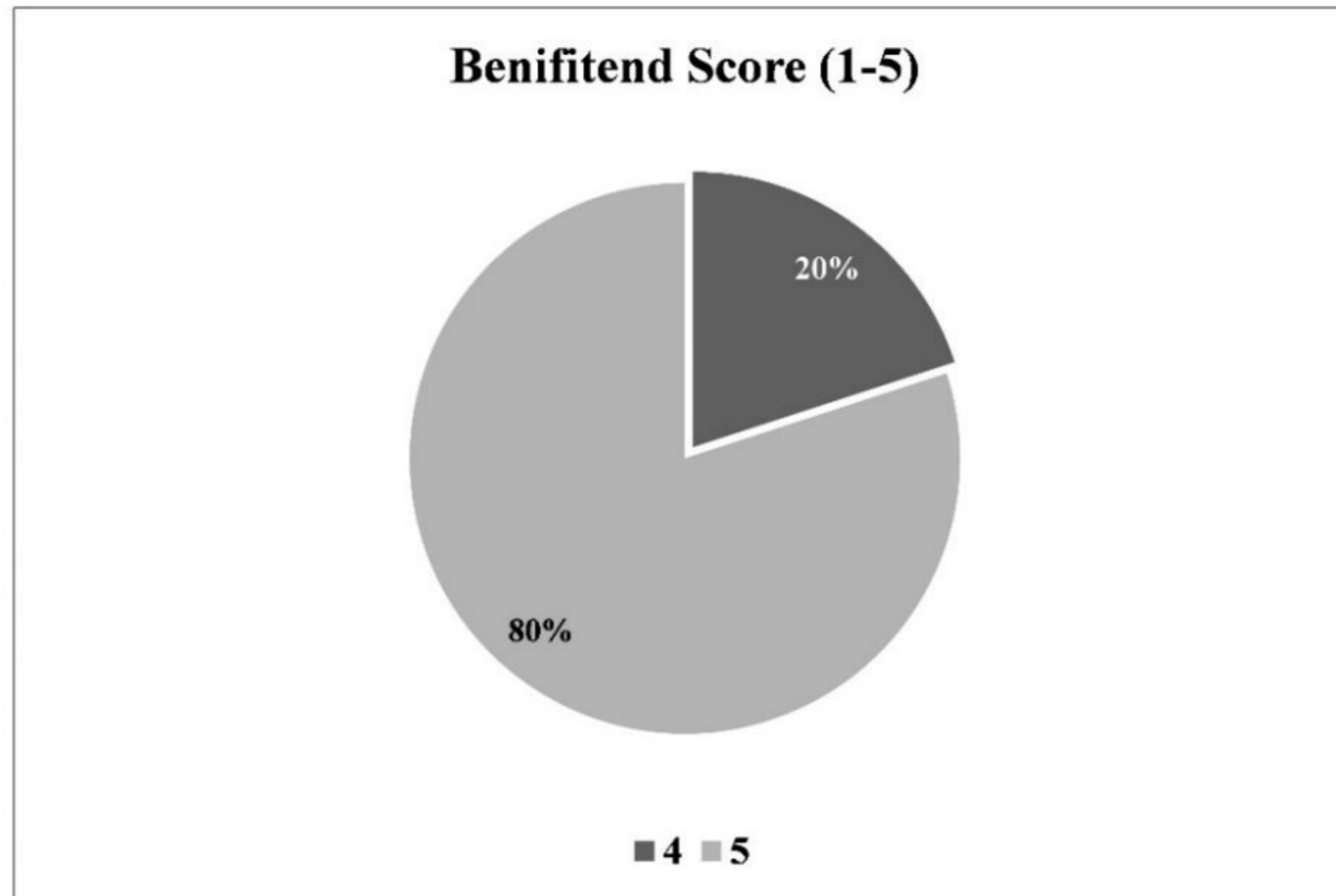


Figure 7: Benefited score on service providers

Benefited score (1-5) of service providers from joining to till now was very impressive. Almost 80% of service providers given a score was 5 (defiantly would) out of 5, which means they benefited from this marketplace. Rest of the 20% service providers are given 4 (probably) out of 5, numbers of the 4 service providers in this portion.

5.2 Company Level Analysis

Sheba XYZ uses its unique technology to build, construct, maintain, partner with, and create gateways that provide a platform for seamless solution and service delivery, including online payments and other services. They currently provide 180 services. Their mission is to be in the forefront of every customer's mind anytime they require assistance. They seek to offer a single platform that serves as a one-stop shop for all types of services. Sheba.xyz is a high-potential company. They need proper strategy and direction. Sheba has a large and loyal customer base. However, in order to keep the customers and expand the client base, they must train service providers in order to improve service quality.

5.3 Professional level analysis:

In terms of shaping my Career, I shall be always indebted to Sheba.xyz

1. Collaboration

During my internship, I learned to operate as part of a team rather than focused solely on myself. In circumstances where I disagree with another team member(s), I also learn patience.

2. Problem-Solving Capabilities

This internship exposes me to real-world job difficulties that have an influence on society, allowing me to hone my problem-solving skills.

3. The ability to adapt

Being able to quickly adjust to new situations is one of the most valuable soft talents, not only for companies but also for my own development. As a result, I make the most of my internship opportunities and develop flexible abilities.

4. Communication Capabilities

In my internship industry, my ability to communicate effectively via transmitting information and translating ideas among my coworkers, superiors, and clients becomes critical.

5. Accountability

My internship has taught me to be more responsible and accountable for the decisions I make and how I carry out the tasks that have been assigned to me.

6. Managing My Time

I can't note my absences on a regular basis during my internship, which is almost the start of my working life. As a result, it assists me in better managing my time by ensuring a healthy balance among my work and personal lives.

Chapter 6

RECOMMENDATIONS & CONCLUSION

6.1 RECOMMENDATIONS & CONCLUSION

Bangladesh's home service industry has been changed by Sheba.xyz. Despite having one of the fastest-growing economies in the world, Bangladesh lags behind in a number of sectors. Even though the country has a high internet penetration rate, effective internet use is low when compared to other countries.

Sheba.xyz has developed an entirely new sub-sector inside the country's service industry, yet the people of this country are slow to react. It took some time for sheba.xyz to establish itself as a recognized brand.

As a result of this study's analysis and conclusions, a few serious problems have been revealed. In order to correct such faults, action must be taken immediately. Customer service is one of the most serious shortcomings; because service providers are undertrained and lack experience in customer management, they frequently fail to provide the most value to clients. In order to give the maximum value to customers, the organization needs to develop an independent customer service experience team.

Another major concern is that service providers lack institutional training, which could put service quality at risk. HR personnel must act to resolve this problem by ensuring that service providers are adequately trained in order to deliver the best possible service.

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Appendix

Survey Questionnaire

1. What's your age?

- 20-25
- 25-30
- 30-35
- 35-40

2. How long have you been associated with Sheba.xyz?

- 1 day- 2 months
- 2 months - 6 months
- 6 months - 1 year
- 1 year - 1.5 year
- 1.5 year - 2 years
- More than 2 years

3. How did you work before working with online platforms like Sheba.xyz?

- I used to arrange my own work (day labour).
- I used to work under someone (employee).
- I used to work through my own business establishment (shop).

4. What are some of the things you thought about working with Sheba.xyz?

	Not important	A little	Slightly important	Important	More important
The scope of work / opportunity may increase	1	2	3	4	5
Getting money on time	1	2	3	4	5
Increase social identity	1	2	3	4	5
Wanting to work independently	1	2	3	4	5
No need to bother finding customers	1	2	3	4	5
There was a desire to work with a good company	1	2	3	4	5

5. Do you think you have benefited from joining Sheba.xyz as a service provider?

- Definitely would (5)
- Probably (4)
- I can't be (3)
- Probably not (2)
- Definitely would not (1)



ORGANISATION OF
ISLAMIC COOPERATION

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 1st week

Date: From 1st November 2021 to 4th November 2021

List of activities with a brief description:

- **Joined Onboarding session.**

On the first day at the office, I attended the onboarding session arranged by the Company. Where I learned about the company's mission & vision.

- **Learned about daily basic operational processes of different SBU of Sheba.xyz**

Over the week I got to know about how Sheba.XYZ Strategic Business Unit operates simultaneously to ensure its efficiency to serve its customer.

- **Attended Training session.**

Attended training session of Sheba.xyz's TRV department. Where I learned about Sheba.xyz's home shifting, driver & transport-related business's supply chain model.

I also attended a training session with Sheba.xyz's BYT business unit.

This training session helped to understand how to develop and market services in a customer-centric approach.


Company Supervisor


Academic Supervisor



ORGANISATION OF
ISLAMIC COOPERATION

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 2nd week

Date: From 7th November 2021 to 11th November 2021

List of activities with a brief description:

- **Tour cost breakdown for different places.**

I made tour plans for customers with approximation budgeting. The budget includes car rent, resort, food, and miscellaneous cost. The tour was planned for 30 people and corporate people were the TG.

- **Attended a meeting with the COO about current TRV team performance and challenges.**

I attended a meeting with the COO where the agenda was the current performance of the TRV department and the challenges that we are facing to serve customers.

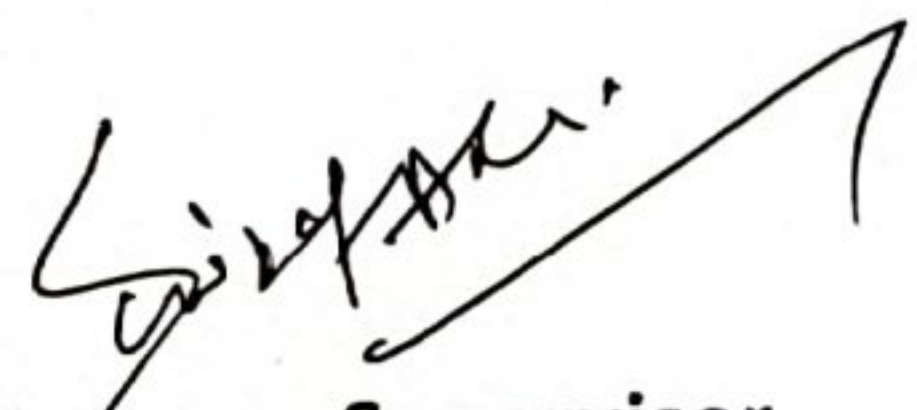
- **Create 15 manual orders in "Book a Trip" category.**

I learned about how to create order manually and aligned Service provider accordingly. I was instructed to create 15 orders manually for "Book a trip" category and add promos on those with instructed profit margin.

- **Follow up on 4 cancel orders.**

I followed up 4 cancel order in order to identify the customer point of view for cancelling the order.

- **Assigned 6 service providers and ensure customer visits for a quotation.**


Company Supervisor


Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 3rd week

Date: From 14th Nov 2021 to 18th Nov 2021

List of activities with brief description:

- Followed up All the Open orders for Shifting for November.

This week I followed up on all the open orders which were scheduled for November. Open orders include all the orders which were scheduled for November. This is one of the Sheba.xyz's day-to-day operational jobs for the Strategic Business Unit.

My understanding is that, even if someone is selling amazing products aiming at the perfect market, having a stunning and user-friendly website, and putting together a dedicated team, he can still fail if ~~year~~ day-to-day operations are limited by outmoded tools, processes, and attitudes.

As the Service industry is much volatile than any other online-based industry out there, Sheba.xyz teams must minimize areas of friction in the day-to-day operation and develop ways to increase efficiency to serve more and more customers with limited resources.

The CC team makes sure that Service providers and Customers are properly aligned. As a Strategic Business Unit member, this is one of my jobs to properly manage and monitor this process to ensure efficiency in these operations. I did reschedule, Updated the bill, negotiated with the service provider to serve the maximum number of customers, and make Sheba.xyz's customers happy.



Company Supervisor



Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 4th week

Date: From 21th Nov 2021 to 25th Nov 2021

List of activities with brief description:

- Work on Onboarding Request from Potential Service Provider.

I did several meetings with the potential service provider who wants to work with us. As a member of Sheba.xyz SBU, I did the meeting with several service providers in experts in a different field. After Meeting with these potential service providers, I needed to conclude whether we should onboard these service providers or not. To do so I keep in mind certain attributes that are must-have in service providers because picking up the right service provider is crucial for business success.

First of all, a new partner should agree on the values that Sheba.xyz is holding. It's critical to find a collaborative partner to be clear about how Sheba.xyz will operate together. When a service provider is interested in learning about Sheba.xyz vision and learning about Sheba's long-term goals, Sheba.xyz will more likely be on the same page on the business and define relationship success in the same way.


When choosing a new service provider, I make sure the product or service that the Service provider gives will match my expectations.

The Service provider must have a piece of deep knowledge about his field works. Nothing is more frustrating for a customer than having an issue and ending up on the phone with someone who doesn't understand their problem.

So, to choose a service provider me and my team verified those key points and reach a conclusion then reported it to our line manager.



Company Supervisor



Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 5th week

Date: From 28th Nov 2021 to 02th Dec 2021

List of activities with brief description:


- Negotiated with Service Provider and Customer about the budget dispute. Sometimes Our customer has issues with the budget. So as an SBU I communicated with several customers and service providers to resolve the budget dispute between them. The objective is to create a win-win situation for both customers and service providers and make everyone happy in the end.


- Guide and communicate with Indiscipline Service Providers. Some of Our Service Provider is not properly communicating with customer and are also not very concerned about the schedule of an order. So, they needed to guide about this.

For Sheba.xyz Time is gold. If a service provider is late, he is wasting your own and customer time. It will also damage Sheba.xyz's reputation and integrity, resulting in loss of opportunity, and waste of money.

- Marketing Campaign Content Cross-Check and proofreading. Our Marketing team launched a campaign named "Winter Dhamaka Campaign". I was assigned to do the proofreading for further proceed.

My job was to examine the content carefully to detect and rectify the mistakes in punctuation, spelling, or grammar. The task includes checking different components of a layout for their correct placement, dimensions, type, etc.


Company Supervisor


Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 6th week

Date: From 5th Dec 2021 to 10th ~~DEC~~ 2021

List of activities with brief description:

- **Analyze the Cancellation reason of House Shifting Orders and try to win back those customers**

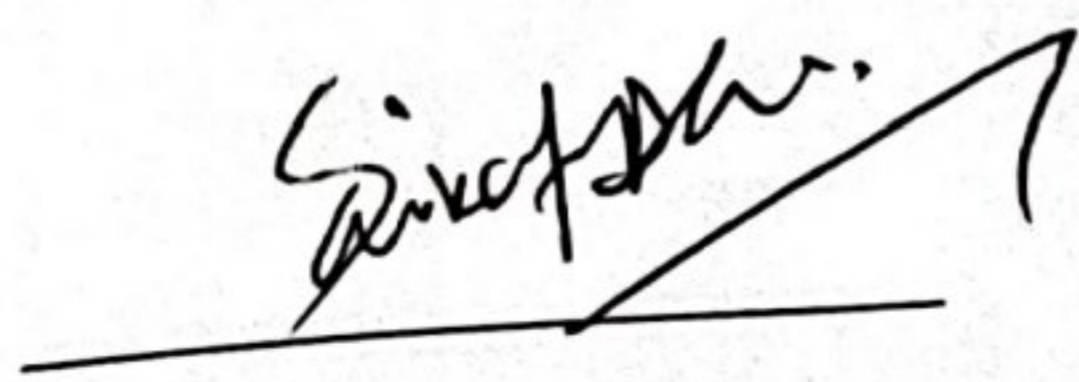
I, With the support of the Customer Care and Voice of Customer team, tried to reach the customer to know about his cancellation reason and also tried to win back those customers who've already decided to cancel their plan.

Order cancellations can result in a large loss of income in the service industry.

Customers are something that no one wants to lose. Sheba.xyz is putting in a lot of effort to make sure that each customer is well taken care of. We devote our efforts to fulfilling and exceeding their expectations after they sign up for the service. When we have found that canceled, it can be financially and emotionally upsetting.

A customer places an order for a service and then decides to cancel it for whatever reason. Asking them directly is the best method to find out.

Conversation and wording are maybe the most important tool that can be used with an upset consumer.



Company Supervisor



Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 7th week

Date: From 12th Dec 2021 to 17th Dec 2021

List of activities with brief description:

- **Meeting With the COO to Review the Previous Month Performance**

My team had a meeting with the COO this week. In this meeting, we had reviewed last month's performance.

We should evaluate our progress frequently, determining how to maximize the market position we have built and deciding where Sheba.xyz should go next. With your new strategy in mind, we evaluate and revise our business vertical plan, making sure to incorporate the changes we've observed from last month's performance.

This leads us through the steps we should take to analyze how well our business is functioning, highlighting our strengths and areas for improvement, and recommending the steps we should take to put the changes we've identified into action.

- **Joined MTR and Followup on it.**

I have joined The MTR Presentation this week. MTR is an Important session for Sheba.xyz. In MTR, the Lead of different SBUs presents the plan to meet the target that is assigned.

The Leaders of the SBUs Clearly outline the business strategies and KPIs in the monthly reports. They design and format monthly reporting dashboards, And use the reports to identify performance issues and provide solutions.



Company Supervisor



Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 8th week

Date: From 19th Dec 2021 to 26th Dec 2021

- **Learned about Net Promoter Score and How it is Calculated.**

The Net Promoter Score (NPS) is a customer loyalty and satisfaction metric that is calculated by asking consumers on a scale of 0 to 10 how likely they are to suggest our product or service to others.

After receiving the customer feedback, then, based on their responses, respondents are divided into three groups:

Promoters: Customers who are a fantastic source of referrals, Rating 9 or 10.

Passives: Customers that are satisfied with the service yet vulnerable to competitors are classified with a rating of 7 or 8.

Detractors: Unhappy clients who can harm your brand, Rating 0 – 6.

Net Promoter Score: % of **Promoters** - % of **Detractors**.

- **Created & Published New Service Category.**

I created and published a new Service Category named Car Paper Work Service. Car Paperwork Service is frequently seen as a highly complex procedure due to the numerous paperwork difficulties that it entails. At Sheba.xyz, customers can get experienced Car Paperwork service. Under This Category of Car Paper Work I created four Services:

1. New/Reconditioned Vehicle Registration
2. Car Fitness Certificate Issuance/Renewal
3. Car Tax Token Update
4. Car Ownership Transfer



Company Supervisor



Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 9th week

Date: From 26th Dec 2021 to 31th Dec 2021

- **Revamp & Redesign the Sheba.xyz Trips & Travel category.**

In this week, I have worked to Redesign Trips & Travel Category.

In order to Execute the redesign of the Trips & Travel Category, I followed these steps:


I Defined the problem first: First I understood the fundamental problem that I need to solve. The Problem that arouses was that Customers were often Confused to order trips and travel services. So, the Problem and Objective were clear too. The objective was to improve in App customer experience which will navigate them and not confuse them.

I Updated the Messaging and Product Road Map according to ~~my~~^{the} problem: I ensure that the content I had created for the website and app, is communicating with the customer about the objective of mine for redesigning the category.

Promote the category Accordingly: I must share my vision for the category that I redesigned with the customer. So, I sent my requirements to the marketing team to show the category in Digital Platform.



Company Supervisor



Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 10th week

Date: From 2st Jan 2022 to 6th Jan 2022

List of activities with a brief description:

- **Monthly Order trend Analysis of specific service category and set target orders for the month of January accordingly.**

I did the monthly order trend analysis of certain services of Sheba.xyz. The objective of this analysis was to find out the projection of certain services order creation numbers to split the order media and prepare the budget for the marketing accordingly.

Learnings:

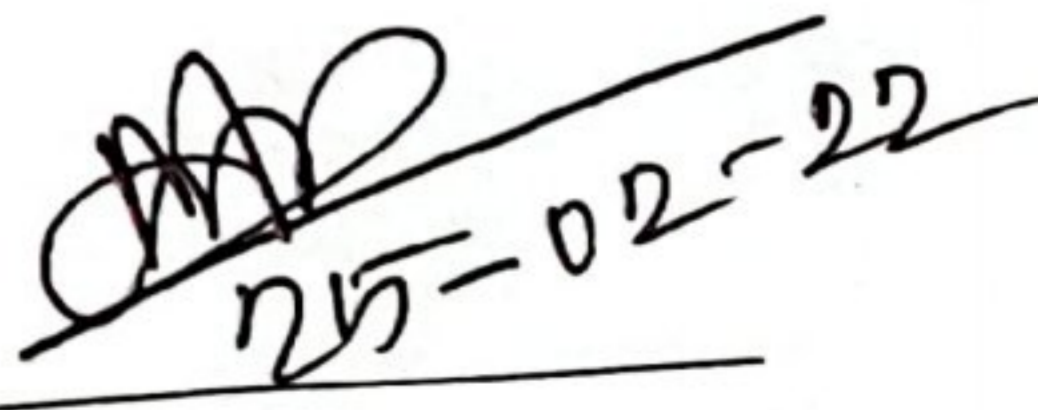
A sales forecast is a must-have asset for any business. It's a month-by-month projection of how much money a business will make. Once a year, most companies create a sales projection, so was Sheba.xyz.

A business can quickly discover problems and opportunities using this information, and take action to address them.

While it's always a good idea to be prepared for the unexpected, a well-crafted business plan combined with accurate sales forecasting can help a business spend more time expanding its business rather than responding to day-to-day marketing and business changes.



Company Supervisor



25-02-22
Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 11th week

Date: From 9th Jan 2022 to 13th Jan 2022

List of activities with a brief description:

- **Published new services of Sheba.xyz**

I have created new services under the category of "Day long trip near Dhaka". All the services under this category are basically a day-long trip plan where customers can spend quality time with their friends and family for the whole day.

We offer trusted and quality car rental services for the trip. My team and I had a meeting with the marketing team to ensure proper communication with the targeted customer about these newly added services. We set the plan and executed it accordingly.

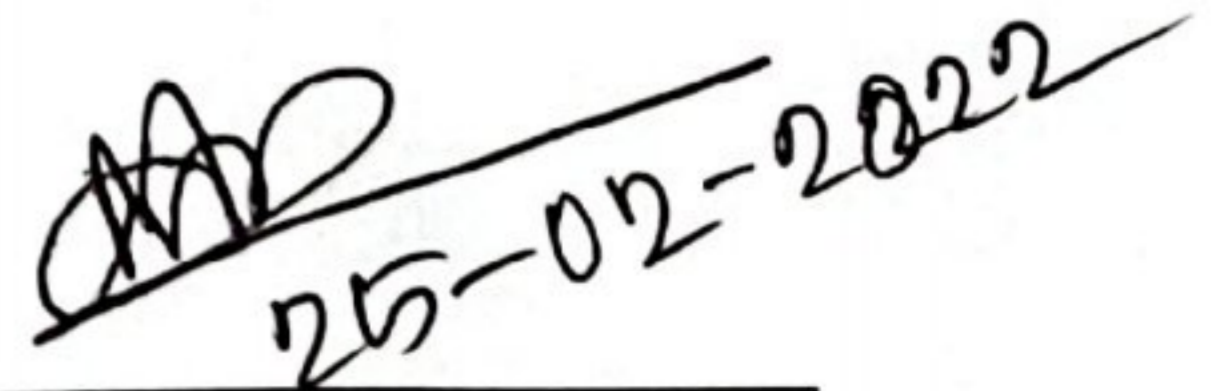
Learning:

Adding new items or services to your current portfolio can act as a driver for your company to achieve greater success. In fact, new product creation is frequently seen as the foundation for any successful organization.

Businesses that do not have it tend to develop and finally collapse. Besides a business must need to develop a marketing plan that explains how they will introduce and promote the new product/services to the target market.



Company Supervisor



Academic Supervisor

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 12th week

Date: From 16th Jan 2022 to 20th Jan 2022

List of activities with a brief description:

- Resolved customer complaints.

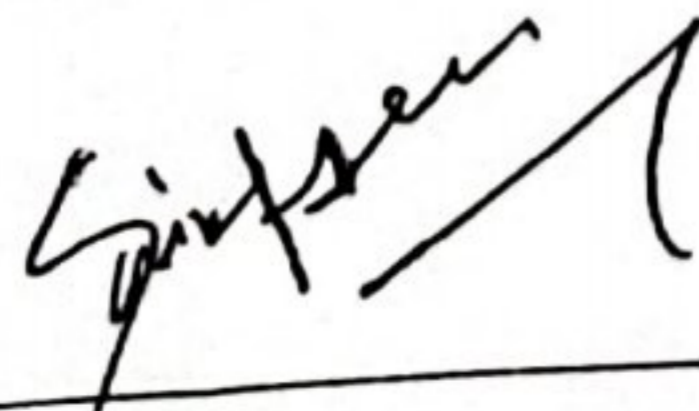
I worked on several customer complaints with our complaint team. Sheba.xyz have some policies for handling complaints. It involves reassuring clients that Sheba.xyz value their opinions and are willing to resolve their issues in a fairly, quick, and appropriate way.

Learnings:

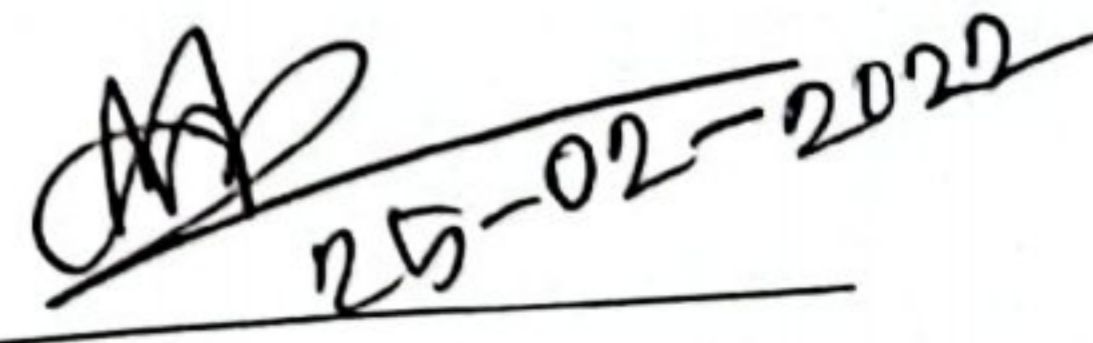
When a customer expresses dissatisfaction, it is usually for a legitimate reason. They have usually made a purchase that did not fulfill their expectations, whether it was a product, a service, or a mix of the two. We can't prevent complaints in the customer service industry. To ensure a happy customer, we must take care of the consumer by listening to the problem and addressing it.

Sheba.xyz usually follows these steps when a customer complains:

- Listen carefully
- Acknowledge the problem.
- Thank your customer for complaining.
- Sincerely apologize even if you are not the cause of the problem.
- Get the facts.
- Offer a solution.
- Follow-up.



Company Supervisor



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