

Anticipate the overall operational trend of ShopUp through Business Intelligence



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 release of my final report to any reader upon request.

Student details

Nazneen Islam jabeen

Business and Technology Management Department

Section B

ID: 170061048

Approved by:

Supervisor details

Md. Abdullah Al Mamun

Assistant Professor

Business and Technology Management Department

**Anticipate the overall operational trend of ShopUp
through Business Intelligence**



LETTER OF TRANSMITTAL

Date:

Md. Abdullah Al Mamun

Assistant Professor

Business and Technology Management

Islamic University of Technology

Subject: Submission of Internship Report.

Dear Sir,

I hereby submit the Internship report titled “Anticipation of the overall operational trend of ShopUp through Business Intelligence activities” which is a part of the internship program. It was a great achievement on my part to work under your direct guidance.

While preparing this report, I have tried my best to portrait the condition of the company and reflect on my personal experience at the organization. The opportunity to work at ShopUp has opened the door of the huge possibility of learning about corporate field operations and growing personally. It was a great experience working there and preparing this report under your supervision. If required, I will be available for any further clarification.

I will be highly obliged if you kindly accept this report and provide me with any kind of expert judgment or feedback you may have. It would be a huge success for me if you find this report informative or useful in any way.

Sincerely Yours

.....

Nazneen Islam Jabeen

ID: 170061048

Department of Business and Technology Management, IUT

DECLARATION

I, Nazneen Islam Jabeen, a student of the Department of Business and Technology Management of Islamic University of Technology hereby declare that I have prepared this report on ShopUp by myself with the guidance provided by my supervisor Assistant Professor, Md. Abdullah Al Mamun sir. I have not breached any copyright purposefully. The work is authentic to the best of my knowledge. I further declare that the report was not submitted to any other party or institution for any degree of a certificate.

.....

Nazneen Islam Jabeen

Business and Technology Management

ID: 170061048

Islamic University of Technology

Acknowledgment

The satisfactory accomplishment of my Internship Program is the result of multiple people's contributions and engrossment; without their helpful direction and recommendations, the report would have been almost impossible to complete. I am really thankful to everyone who has led me during my internship process and provided me with all of the necessary information on ShopUp strategic plans, which has assisted me in organizing this report.

Firstly, I would like to express my gratitude to Md. Abdullah Al Mamun, Assistant Professor, Department of Business and Technology Management, Islamic University of Technology, for providing me with such an excellent opportunity and guidance in preparing an internship report for ShopUp Business Intelligence Department. I am very appreciative of your unwavering support and good instruction, without which the report would have not been completed. I'd also want to express my gratitude for devoting some of your important time to reviewing my report and making the required revisions.

Secondly, I would like to express my thanks to J S Mahboob, the Business Intelligence Analyst of ShopUp (Mokam), for allowing me to finish my internship adventure with their reputable firm. I would like to express my heartfelt appreciation to Shabab Din Shareq , Deputy Director of ShopUp (Mokam). I'd want to express my gratitude to Asman Tarofder Aishorjo, Program Manager and Minhajul Islam, Category Manager, for supporting me during the internship process. Their amazing encouragement pushed me to write a better report throughout my training for the project task.

Lastly, I am very grateful to my family & companions for their unwavering support and confidence in me, which has helped to keep me motivated and inspired throughout my journey so far.

Executive Summary

This report summarizes a three-month internship program designed to give me with practical professional experience. The document details my internship with ShopUp's commercial section. I learned about the reality of working in a practical field throughout my internship. This allowed me to observe firsthand the growth and evolution of business intelligence and data analytics in Bangladesh. Apart from that, the opportunity widened my exposure to corporate life, which aided not only in my professional development but also in my personal improvement. This has undoubtedly had a major impact on my professional aspirations. It demonstrated areas in which I may improve, grow, and contribute.

ShopUp is Bangladesh's largest full-stack B2B commerce platform for small enterprises. Our mission is to leverage technology to accelerate business growth by facilitating B2B sourcing and last-mile logistics.

The report focuses on the broad processes that the company's commercial department uses to ensure that the business runs smoothly and efficiently. The following portion of the report discusses the internship's outcome in detail. My work in the company was mostly focused on business intelligence tasks required for a variety of goals. To effectively complete the paperwork, I had to engage in a series of conversations with other firm employees. This move significantly improved my communication ability and proficiency. I gradually gained an understanding of the methods that a company's sales team must follow. By converting prospects into customers and extending the client base, the commercial staff is vital to the company's success. They do, in fact, play a critical role in ShopUp. It was an amazing honour for me to be a part of this team and work alongside them. My internship with ShopUp enabled me to put my studies into practice, hone my leadership abilities, and get a competitive edge in my search for permanent employment. I've attempted to convey all of my experiences in my report, as well as how this three-months internship has impacted my work and personal life significantly.

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1. Introduction

1.1. Background of the report:

With a three-month internship at the country's leading B2B platform, your academic knowledge will be put to the test. Compared to a standard business model, the B2B industry is significantly larger and more harder to navigate than a niche market. It's also worth noting that Bangladesh is a relatively newbie to this type of strategy. All of these challenges, Shop Up's interns are taught to become full-fledged employees over time. Having the opportunity to work as a Business Intelligence intern in such a fast-paced and interesting atmosphere has given me the opportunity to expand my knowledge and network in a wide range of related areas.

Daily operational, behavioral, and other business data is critical for any sort of firm, regardless of sector or model. A company's ability to move forward depends entirely on its ability to look backward. However, acquiring data alone is not the most crucial consideration to bear in mind. More crucial than only displaying the information to observe and evaluate the data, categorizing and making the data predictable are the first steps. Herein lies the extent of the tasks of the business intelligence.

1.2. Scope:

The report is the culmination of a three-month internship at ShopUp's commercial department, which resulted in the release of this report in its entirety. In part due to the fact that my internship duties were primarily focused on business intelligence, I learned where there is a deficiency in data-driven decision making, which areas can be made under daily data-based projection, how to collect data easily and make it usable, how to test and discover which tools are more effective for analyzing data without technical hassle, how to collect data easily and make it usable, and how to collect data easily and make it usable.

In addition, I became more involved in the day-to-day operations of the data source in order to have a deeper grasp of how it operates.. It allowed for a clear comprehension of the data flow from that point on in the process. It is necessary for me to understand how a B2B channel operates in

order to accomplish the operational assignment and the significance of this channel in serving the intended niche market.

1.3. Generic Objective:

Businesses can get a competitive edge by gaining a better understanding of their current and past data through the use of business intelligence. According to the definition of business intelligence, "the techniques and instruments that are used to acquire and transform raw data into valuable and meaningful information for the purpose of business analysis" Businesses can utilize business intelligence (BI) to get a holistic picture of their operations, including data from the past, present, and future.

1.4. Specific Objective:

- Identification and resolution of business challenges are two important skills to have.
- Our goal is to make our decision-making process more efficient while also increasing its speed.
- Optimisation of internal processes inside the organization.
- The ability to run at a higher rate.
- To obtain a competitive advantage over its competitors through continuous improvement and strengthening.

2. Company Overview

2.1 Brief History:

Shop Up is a Business Commerce Podium that will deliver technical help and electronic media to an underserved market. Nowadays, e-commerce platforms connect businesses and customers. Bangladesh also has many e-commerce websites like Daraz. Shop Up, on the other hand, targets traditional wholesale businesses that lack access to technology and market knowledge. This bazaar was haphazard and chaotic. Shop Up has arrived to this site to encourage all underserved micro-entrepreneurs to learn new skills.

Afeef Zubaer Zaman, Siffat Sarwar, and Ataur Rahim Chowdhury founded Shop Up in 2016. Initially registered in Singapore, it began operations in Bangladesh. The organization's headquarters are in Mohakhali, Dhaka. However, the company's IT workforce is based in Bangalore, India.

Bangladesh's largest series B investment firm would invest \$75 million in Shop Up in 2021. It is the greatest investment in Bangladesh and in South Asia. It was the Shop Up's most valued corporation, at \$100 million. Largest investors were Valar and Prosu. Flourish Ventures, Sequoia Capital India, and VEON Ventures were among the new investors in the Series B round. It's now calculating its numbers to find Series C. ShopUp also bought 'Voonik,' a Bengaluru-based e-commerce company, in 2020. ShopUp also bought Bangalore-based e-commerce portal 'Voonik' and plans to open an office there in 2020.

Website link: <https://shopup.com.bd/>

Slogan:

“One stop platform for small business”.

Values ShopUp Spread:

Co-founders, upper management, and all ShopUp workers place a larger priority on the organization's shared principles than they did when the company was founded. Values here are:

1. Merchant First
2. Think 10x.
3. Pace over perfection
4. Own your number
5. Disagree & commit
6. Do more with less

2.2. Mission and Vision:

The company's future aspirations are encapsulated in its mission and vision statements, which serve as a unifying framework for all of the company's strategy implementation.

Mission:

Here are some of ShopUp's main missions:

- Support for micro-entrepreneurs to grow more rapidly and profitably is a goal of this effort
- The goal is to make it easy for entrepreneurs to access a wide variety of services.
- Large, multinational corporations will be able to better distribute their products through this channel, while small, family-owned businesses will have an easier time doing business.
- The economy will benefit significantly from this channel's autonomy and financing of young people.
- There are also shared missions among various functions and groups in order to achieve the general goals listed above.

Vision:

ShopUp was formed with the goal of modernizing the e-commerce industry and assisting merchants in the development of a coordinated life. Small businesses have historically formed the basis of our industry, and ShopUp not only assists micro-entrepreneurs in the development of their

businesses, but it also produces significant growth. There is no doubt that their efforts will have a positive effect on the performance of Bangladesh. The organization, despite the fact that it does not have a publicly declared vision statement, has an enhanced internal vision that is communicated to the personnel in order for them to feel more connected to it. Despite the fact that ShopUp has a high intrinsic value and is devoted about assisting micro-entrepreneurs traverse a wide array of complications in their daily operations, the company's most clear objective is to become a "Unicorn." A unicorn is a privately held startup with a market valuation of more than \$1 billion and which is owned by a single individual.

2.3 Operating Sector:

Shop Up mainly serves the small and medium business figures. It has three strategic business units. They are:

Mokam: Website link: <https://mokam.com.bd/retail/bn>

This concern purchases stuff directly from direct manufacturers/traders and then distributes it to wholesalers and retailers. Mokam provides digital services to 800,000 shops. Mokam launched as a B2B e-commerce business in December 2019. Mokam has grown to become Bangladesh's largest B2B e-commerce site in less than two years, with 4.5 million small sellers. Mokam was named Bangladesh's finest B2B e-commerce platform in 2021 at the first Bangladesh Retail Awards.

Mokam is a one-stop shop for merchants. Sales representatives (SR) who are responsible for order collecting. Additionally, merchants may access all items via a mobile app. The shops will get the merchandise between 24 hours after placing the purchase. Mokam has agreements with a variety of producers and manufacturers and the best distribution infrastructure in the industry to assure rapid delivery at a reasonable price.

On the basis of goods Mokam is divided into two distinct sections, namely

- Mokam Branded
- Mokam Unbranded

Mokam runs on a segment-by-segment basis to ensure seamless operation, such as:

- Mokam Commodity
- Mokam Fresh
- Mokam Agro
- Mokam Power
- Mokam Infra
- Mokam Poultry
- Mokam Lifestyle
- Mokam Reseller

RedX: Website link: <https://redx.com.bd/>

RedX delivery is now widely regarded as the most reliable delivery service provider in Bangladesh. A one-stop platform that leverages technology to provide nationwide logistical assistance. Not only does REDX maximize delivery distance, but it also simplifies fulfillment, payment, live monitoring, and other important features.



Figure 1: Logo of REDX

It provides as a technology-first main supplier for enterprises.:

- 24/7 Logistics help on a national scale
- Order monitoring in real-time
- Payment completed the following day- On the day following a successful delivery, receive immediate payment by Bank/BKash.

Baki:

The term "cryptocurrency" refers to a digital financial product in the fintech industry that facilitates credit payments while also reducing monetary risk through local trading.



Figure 2: Logo of Baki

Baki's active initiatives:

- Online merchants can get funding depending on their scorecard.
- FMCG retailer embedded funding
- Initiative to finance suppliers
- Financing for retailers through distributors for Unicorn Branded.

2.4 Products and services:

In addition to FMCG branded products and vast numbers of unbranded products, Shop Up processes all orders via three mobile applications, all of which are free. The Mokam App, for example, lets sourcing representatives place orders and view MRPs. In the second app, which is the SA app, you can use a metabase, which is an ERP software, to offer stock of a certain product using a mobile device. Alternatively, wholesalers can use the Mokam Partner App to send pricing and quantity information directly to the app.

Through the REDX App, Shop Up also provides logistical support. Baki App is also used to run their digital credit financing business.

2.5 Customer:

In addition to retailers and wholesalers, Shop Up also serves the FMCG industry and logistics firms. As a result, Shop Up acts as a buyer and a seller for both manufacturers and merchants. Because all of ShopUp's business is done online, the company relies heavily on strong knowledge of information systems. This company is no exception to the rule when it comes to the importance of information. A significant corporate data collection was given to my team and I for analysis, and we had to deconstruct it in order to see larger trends, changes in expenses, and so on. The ShopUp app is also available on the Google Play Store and Apple App Store. There are back-end developers who work every day to make the UI (User Interface) and UX (User Experience) easier and more fun for the end user to utilize these programs. Thus, ShopUp's service will be more widely available, which will be welcomed by its users. If you've ever wanted to start your own online business but have no idea where to begin, the ShopUp Store platform is the answer.

Service Industries:

In the industry, there is a diverse variety of industries that are relevant to Mokam and RedX. The following are among the most relevant industries:

- Food
- Poultry
- Pharmaceutical
- Electronics

2.6 Organizational Structure:

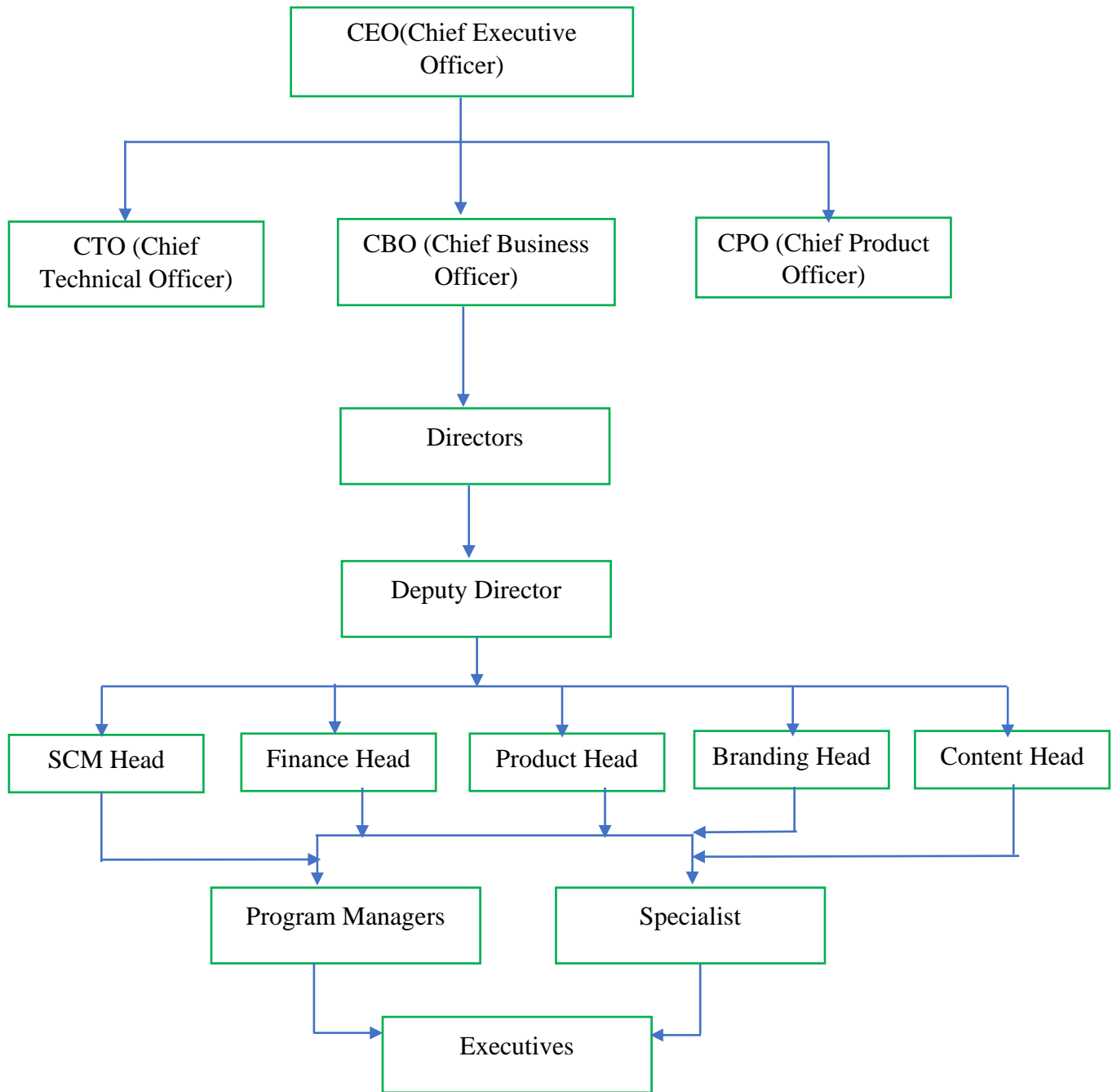


Figure 3 :Organogram of ShopUp

2.7 Company Analysis:

Market and competition research is a critical component of every organization, and it is used to determine if the enterprise is succeeding or failing. Strategic research and market analysis are carried out using a variety of methodologies that are widely accepted. SWOT analysis and Porter's Five Forces analysis are the most commonly utilized methods in practice. The competitive assessment of ShopUp was conducted using the SWOT analysis. In order for a company to consider its internal and external strengths and weaknesses, as well as the environmental benefits of and problems that the company faces, a SWOT analysis is constructed in a certain way. Porter's five forces, on the other hand, will provide a clear picture of the threats posed by new competitors and replacements entering the industry. When it comes to understanding the dynamics that will form the rivalry in an industry, this is a critical tool to have. Considering the fact that Bangladesh's e-commerce market is growing at an astonishing and brisk speed, ShopUp is up against stiff competition. When compared to ShopUp, ShebaXYZ, We're X, Daraz Ltd, Evaly, and other similar companies, which are their direct competitors, are also developing at an incredible rate. The SWAT analysis is presented below.

Table 1:S. W.O. T Analysis

INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> • Continually attracted a considerable amount of international investment. • Has an excellent start-up culture and was voted best start-up in the world by Forbes in 2018. 	<ul style="list-style-type: none"> • Some people are still unaware of the existence of the organization as a result of the absence of branding on its behalf. • Human resources are in short supply when contrasted to the rate at which they are growing. • There will be fewer opportunities for training and growth.

EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none"> • Has the opportunity to grow as a global Brand. • ShopUp has few competitors in the marketplace. Unlike B2B, the other companies are doing well. • Because they've already acquired a company in India, their prospects for expansion are better than ever. 	<ul style="list-style-type: none"> • Moderate chances of getting competitors. • Micro e-loan can become risky, especially in this pandemic.

Porter's Five Forces:

- **Competition in the Industry: Low to Moderate**

The degree of competition is low because Shop Up is currently providing a one-of-a-kind service on a vast scale in the market. Sindabaad is a competitor of Shop Up, however this level of competition is becoming increasingly negligible as Shop Up expands its distribution channels.

- **Bargaining Power of Supplier: Low**

Unlike many other businesses, this one doesn't necessitate many of the resources that are often needed to perform its services. It is heavily reliant on the skills and experience of its employees. As a result, its suppliers' bargaining power is restricted because it does not require any specific supplies of commodities to provide its services to clients.

- **Bargaining power of Buyers: Low to Moderate**

Small business owners who lack fundamental knowledge of how to start a business or lack sufficient capital are ShopUp's primary clientele. Every day, more and more people in

Bangladesh are behaving in this manner. As a result, ShopUp's pricing is largely out of the hands of consumers in this case.

- **Threats of New Entry: Moderate to High**

There is a high barrier to entry into this B2B platform due to the focus on services throughout the entire process. A patent and funding are required to start such a business. These, on the other hand, can be accomplished by anyone with enough cash on hand and the willingness to take a chance. Because the entire generation is now operating through technology, many people will be eager to open their doors to such a firm. Because of this, the risk here is moderate to high.

- **Threats of Substitution: Low to Moderate**

As of this writing, ShopUp has seen little competition from other retailers. This is despite the fact that they do not offer the same level of complete support for resellers as ShopUp. As a result, customers are limited in their ability to make a move, even if the opportunity to do so arises in the future. The danger is therefore low to moderate in this case.

2.8 Working Procedure of ShopUp

For the most part, ShopUp works with Facebook shops to make sales easier. Super sellers' sessions, seller grooming sessions, and a shop management system are just some of the services offered by ShopUp to its sellers. These include delivery service, Facebook boost and promotion and super seller's sessions, as well as an inventory and order tracking system that allows sellers to easily upload their products, send delivery requests to ShopUp for delivering their products, and easily send boost requests to ShopUp.

ShopUp's free Shop management system includes all of these tools to make selling online a little bit easier. In order to help their merchants, ShopUp offers a low-cost shipping service. For their merchants, ShopUp also arranges a variety of fairs and training sessions to help them better grasp how to sell online. Additionally, ShopUp maintains a blog where they give important information regarding online marketing, such as how to set up a web page and how to keep visitors interested

in it. ShopUp Those who are utterly unaware with online marketing but yet wish to start an online business will be greatly impacted by this. To make selling on Facebook as seamless as possible for ShopUp's sellers, the company is constantly refining its concepts and creating new events and services for them.

2.8.1. Super Seller

Those who are interested in launching an online business or currently have an online business can participate in ShopUp's "Super Seller Sessions." This workshop's goal is to provide sellers with relevant information. In our country, a great number of people are beginning online enterprises, but many lack experience in the field of online firm operations. Thus, they face a wide range of challenges when it comes to running an internet business. In other words, ShopUp's business development staff will do everything they can to help everyone who comes in with an issue. In the super seller session, ShopUp also goes through their features and how to use them, as well as how vendors may move from being basic vendors to excellent selling on the site. According to ShopUp, delivery within Dhaka is 35 taka and boost is 85 taka for super merchants. Additionally, meal sellers can take advantage of several additional options, like as participating in a ShopUp trade exhibition or attending a range of seminars on various elements of running an online business, all of which can result in a certificate of completion. To keep their status as a ShopUp super seller, merchants must first activate their delivery service with ShopUp and then deliver at least three to four parcels every week. The outstanding seller has the most important edge in the Facebook boost. Boosting a Facebook page or post requires payment in USD using an international credit card, according to common knowledge. Boosting a Facebook post or page also comes with a slew of rules and restrictions that must be observed. As a result, many online retailers experience challenges in this situation since they lack access to international credit cards and do not know how to enhance their sales. Facebook may permanently ban a user's Facebook page if he or she does not comply with the social network's laws and regulations.

As a result, they turn to unapproved groups where they are compelled to reveal their Facebook ID password, which is not secure at all. Since ShopUp has a direct connection to Facebook and is

authorized to do so, it can address all of these concerns. Online merchants now have the option to promote their Facebook posts and pages through ShopUp by first funding their ShopUp wallet account. Once a seller has completed the full process, all that is required is a request from ShopUp to ShopUp for a "boost." Sellers can also take use of ShopUp's extensive paid distribution and keep tabs on their spending at any moment by entering into their ShopUp account.

2.8.2. International Shipping Operations

Many people from outside the country are highly interested in acquiring things made in our country, particularly handcrafted items such as dresses and jewelry, which can make online business quite successful. The process of exporting goods from the United States to other countries is time-consuming and expensive, and requires careful planning. In the e-commerce industry, ShopUp has made a huge contribution by creating a platform that enables Facebook businesses to ship their products to other countries by following a few simple procedures (see below). With the help of DHL, ShopUp vendors may ship their products from the online marketplace at a lower international shipping cost compared to what is often charged by other shipping companies. ShopUp has started delivering products globally in a few countries at this moment, and it hopes to extend to many more countries in the future based on the responses of these nations' customers. According to the company's current list of foreign shipping destinations: India; the United States of America; Canada; Singapore Thailand Malaysia the Philippines the Indonesia Indonesia; Australia New Zealand; Japan; South Korea and more. In addition to the following nations, ShopUp ships internationally: Using ShopUp, a seller may get an accurate estimate of international shipping costs right from their shop management system. In the store management system, they must enter the price and weight of their products and select the estimated delivery charge. Consequently, the ultimate delivery fee, which is comprised of the product price, shipping costs, and a fee for processing payments, will be charged to their credit card. Depending on the seller's terms and conditions, sellers can either cover the shipping charges or consumers can choose to reimburse the fees.

The ShopUp payment method, which is only available in English, must be used by consumers who wish to have their purchases delivered outside of the United States. In order to make an international purchase and have it delivered anywhere in the world, ShopUp will walk everyone interested in the procedure from start to finish. The ability for Facebook merchants to immediately transport their products outside of the country at a lower cost and in a much shorter length of time thanks to this global shipping offers up a wealth of opportunity.

2.8.3. Micro finance loan

People who don't have a lot of money can benefit from microfinance. The word "micro finance," on the other hand, is only a catchall for a certain type of financial transaction. Micro-finance is becoming an increasingly important area of study and growth. Non-profit organizations (NGOs), savings clubs, building societies, credit unions, and cooperative banks all provide financial and monetary services to those who lack the means to pay for all of their needs. " It doesn't matter if you're starting a business online or in a brick-and-mortar location; starting a business is expensive. It is necessary for a firm to have products on hand, to open online pages or to create a website, to keep customers satisfied, and to capture high-quality images of those products for marketing purposes.

If you own a store, you can easily qualify for a loan to fund these endeavors. It's difficult to secure a loan if you don't have a physical store because you only have an internet store. The financial statement of your company is essential when applying for a bank loan. Additionally, a bank's primary focus when approving a loan is on your company's income and balance sheets. Because they only have an internet store, they are unable to obtain a loan. For people who simply operate an internet shop, getting a loan is a complicated process that requires a lot of time and effort.

For online sellers, ShopUp offers a BRAC microloan. These small businesses can now get low-interest loans thanks to a partnership between ShopUp and BRAC Bank. Those who want to run an online business but lack the cash to do so can benefit from this service. You can use this loan to stock up on products or start a new business with the money, or to market your current one. No

security is needed for this little loan. Payment within three months reduces the interest rate to just 4%. The interest rate will change to suit the lending policy if the sellers seek more time to pay. The loan's interest rate does not include any additional fees. On the ShopUp Facebook page, people can request for a loan by filling out a form. ShopUp's customer service can also be contacted. The ShopUp business development team will assess the loan application after it has been submitted. The next step is to call the sellers and set up a time for the next steps. If an online seller receives a loan from ShopUp, the interest rate will be deducted from the seller's delivery fees. Sellers are not required to guarantee the repayment of their loans under this scheme. A ShopUp loan isn't necessary until you start delivering. Sellers use this method to repay their loans.

3. Industry Analysis

3.1. Industry Size and Growth:

Due to their critical role as trade platforms, information B2B forums have had a considerable impact on the success of e-marketers. The B2B sector offers a varied array of providers and clients, which larger organizations can leverage. Many people are also wondering how the B2B e-marketplace might help small and medium-sized businesses (SMEs) flourish in the electronic era. There has been an increase in the number of scientific and business papers highlighting the importance of electronic marketing in today's global economy. Despite this, the extent to which small and medium-sized businesses (SMEs) can benefit from growing e-marketing approaches originated in the business-to-business (B2B) sector is limited.

Small and medium-sized enterprises (SMEs) play an important role inside the most of economy, but this is particularly consistent with evidence. Small and medium-sized firms (SMEs) account for the vast majority of businesses worldwide, and they play a critical role in the creation of jobs and the expansion of the global economy. They are responsible for approximately nine out of ten businesses and more than half of all jobs in the globe today. Small and medium-sized firms (SMEs) account for up to 40% of gross domestic product (GDP) in emerging markets. When informal SMEs are taken into consideration, these figures increase considerably. According to our estimates, 600 million job vacancies will be required by 2030 to accommodate the growing global workforce, making the development of small and medium-sized enterprises (SMEs) a priority for many governments around the world. Businesses of all sizes, particularly small and medium-sized firms (SMEs), account for seven out of every ten jobs in developing countries. In contrast, access to capital is a significant hurdle to SME expansion in emerging and developing markets, and it is the second most commonly cited issue in expanding a business.

3.2. B2B Industry to solve the financial gap of SMEs:

Small and medium-sized enterprises (SMEs), particularly those based in emerging countries, contribute significantly to the economy's overall performance. Over half of all firms in the world are small and medium-sized enterprises (SMEs), and they are critical in providing jobs and

stimulating economic growth. More over half of the world's population is employed by businesses in this industry.

Table 2: Financial GAP of the SMEs worldwide

Region	Financial GAP (\$ Billion)
Europe and Central Asia	\$636
The Middle East and North Africa	\$138
South Asia	\$291
Sub Saharan Africa	\$245
Latin America	\$1098
East Asia and Pacific	\$2110

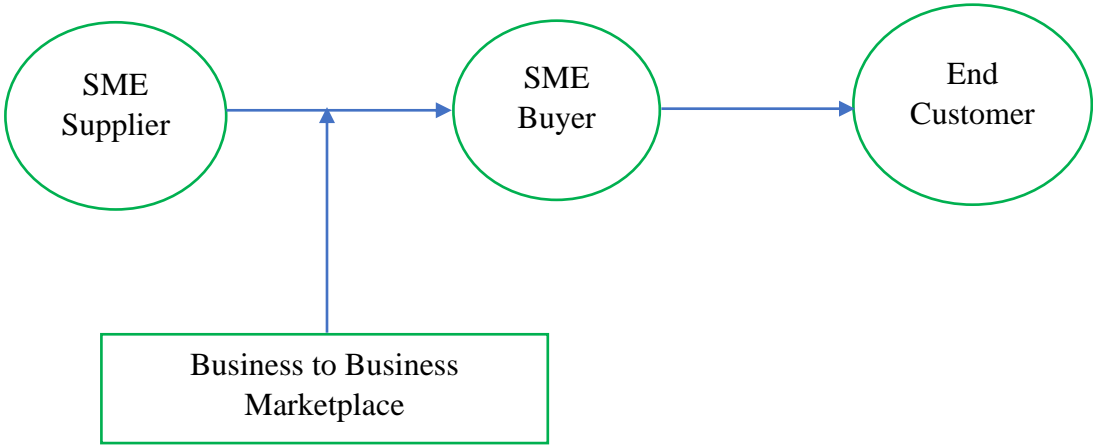


Figure 4: B2B Platform enabling SMEs expansion

Small and medium-sized firms (SME) create over 40% of gross domestic product (GDP) (SMEs). When informal small enterprises are included, the statistics increase even further. By 2030, it is

predicted that 600 million new jobs will entail an increase in the number of small and medium-sized businesses (SMEs). Small and medium-sized firms create seven out of ten jobs in emerging markets (SMEs). There are numerous reasons why small and medium-sized entrepreneurs (SMEs) in developing countries struggle to grow their businesses, but one of the most critical is access to funding. However, the introduction of the Business-to-Business industry through the concept of Industry 4.0 has erased this gap and provided a catalyst for the growth of SMEs.

Nearly 40% of gross domestic product (GDP) is created in the manufacturing sector. B2B systems should improve processes, minimize expenses, increase the performance and dissemination of data, reduce incorrect behavior, streamline the supply chain, and improve service. B2B systems can assist managers in managing their organization's functions and activities, as well as their interactions with domestic and international trading partners and suppliers. As a result, the primary purpose of this research is to perform a literature review to ascertain the factors that influence B2B system adoption in small and medium-sized firms (SMEs). The influence of B2B adoption on the productivity and efficiency of small and medium-sized businesses will also be evaluated.

3.3. Maturity Model of B2B Industry:

It is now a technique for business-to-business (B2B) organizations to manage and expand their marketing, define improvement priorities, and cultivate an excellence culture, among other things. As with previous prosecutable maturity models, this one contains levels of maturity that serve as a foundation for gradually increasing critical abilities. Each level increases your authority to manage the function and make a positive impact on the organization. The core aspects of each level are critical for both short-term marketing improvement and for making the features of the subsequent level easier to use. When you advance to a new level, you can retain and improve on everything you learned in the previous level. Without the foundational parts in place, attempting to implement complex tools and other components from more advanced levels of maturity is a foolish idea that will almost certainly result in a negative or low return on investment.

The maturity level is:

- **Level 0 (Survival):** When a firm is founded, it is typically inspired by enthusiasm for a new product. To capture the public's attention, certain critical facts must be communicated in culturally acceptable manner. This includes a website, a firm name and logo, as well as a PowerPoint (PPT) slide and/or other rudimentary demonstration defining the company's objective and establishing its identity. Investors, prospective consumers, and personnel all demand these key components. Each business owner requires all of those and related props to establish their enterprise's viability and prominence in their neighborhood. This is the most fundamental level, the "survival," of a business-to-business (B2B) organization and its market scenario.
- **Level 1 (Initiate Sales):** After establishing a financially viable service, the focus switches to selling the "product." The business must develop a business strategy and attract sales personnel, either directly or via third-party agents.

Identifying the people who will be responsible for selling the final items is not enough; these people must be trained about the "product" and equipped to be successful. Enabling "Sales" entails arming them with the knowledge and resources necessary to educate and persuade prospective customers. Sales enablement is critical at this early stage of development and is the marketing team's key focus. When Sales is properly enabled, they are in a great position to successfully negotiate a transaction. As a result of their empowerment, empowered salespeople close more deals faster.
- **Level 2 (Demand):** Providing Sales with an adequate quantity of prospects interested in potentially purchasing products or services is the next problem when a company has the essentials of organizational data available and a business plan in place that allows items to be sold efficiently. The primary purpose of marketing becomes locating a big number of prospective clients and delivering their information to Sales. This is referred to as level 2 demand generation, and while Marketing has a range of other responsibilities, its primary role is to generate new demand for Sales in order for the business to grow.
- **Level 3 (Strategic):** At the third level, marketing has evolved from a purely transactional activity to a more strategic one. At this level, the firm recognizes that the strength of the Sales force is more critical than the quantity of Leads generated; operations are designed to ensure that Components are worked, with the highest-quality Leads being passed to Sales and the remainder being nurtured until they are absolutely Sales-worthy.

- **Level 4 (Domain):** Once a firm has created a viable strategy for generating substantial, competent traffic that are executable by sales, the focus shifts to scaling the process and ensuring that the overall distribution of these leads to sales and conversion are as productive, efficient, and formulaic as feasible. Although marketing is increasingly being integrated into the decision-making process of many companies because of the benefits it provides in terms of accelerating the market adoption of new products and lowering the cost of goods sold (COGS) and customer lifetime value (retention). At this level, the marketing organization's leader frequently becomes involved in the executive process, and marketing is viewed as the fourth critical domain of the firm.
- **Level 5 (Forecastable Asset):** Once the firm acquires positive experience with marketing as a fundamental business function, market research can play a far more critical role in the organization's future orientation, working as the true brains as well as the mouthpiece of the company. Market experience acquired by the marketing team forms an intrinsic involved in decision process for all potential offerings, as well as the overall business strategy.

3.4. Factors affecting B2B tailoring in SMEs:

Examining the reasons that lead to the adoption of B2B platforms by small and medium-sized enterprises (SMEs) is an essential part of understanding their application. SMEs' experience with B2B systems and a company's willingness to adopt B2B systems are internal organizational considerations. According to previous research, the following points highlight findings on the usage of B2B platforms in small and medium-sized enterprises.

The adoption of B2B systems relies heavily on the support of senior management, the experience of senior executives, and the knowledge and familiarity of senior executives with B2B systems. According to them, B2B system adoption is affected by the fact that enterprise scale is an internal management issue. Global and regional business partners and suppliers have frequently been identified as the overall pressure factors hindering THE successful implementation of B2B systems.

3.5. An overview of e-commerce industry in Bangladesh

The e-commerce industry in Bangladesh has grown rapidly since the early 2000s, when the country lacked widespread internet access and a reliable framework for online transactions. People in Bangladesh were shocked when the country's official bank body, the Bangladesh Bank, started enabling internet transactions in 2009. In 2013, the Bangladesh Bank made it possible to use international credit cards to make purchases and sell services on the internet. For the first time, internet use has nearly tripled since 2013, according to International Telecommunication Union (ITU) data, with 18.2 percent of the population now online. 30% of the population has a mobile broadband subscription while only having a fixed-broadband connection for 2% of the population. The International Telecommunication Union's ICT Progress Index 2017 ranks Bangladesh 147th out of 176 countries, an annual assessment of ICT development. The expansion of Bangladesh's e-commerce business has been boosted by all of these causes.

E-Cab, Bangladesh's trade association for eCommerce, estimates that the country has over 8,000 eCommerce Facebook pages and over 700 e-commerce websites. Facebook is still a popular way to advertise and sell products, so much so that many companies have given up on building websites completely. It is estimated that eCommerce websites process ten billion taka in transactions each year, according to an analysis from 2017.

E-commerce sales in Bangladesh are predicted to exceed \$3 billion in value by 2023, based on the most optimistic assumptions. In the same timeframe, Bangladesh is likewise on track to make the move from an LDC to an MDC. Customers' spending on fashion, food, and other consumables has increased in the past when they had more money to spend, and this pattern has maintained. Many people believe that this industry will grow, and the rise in internet access and the development of mobile financial services have been linked to this growth recently.

3.6. Current Market Trends

Currently, the following four types of eCommerce are popular in Bangladesh:

- Business-to-Business (B2B)
- Business-to-Consumer (B2C)
- Consumer-to-Consumer (C2C)
- Business-to-Employees (B2E)

Digital marketing and advertising, mobile application development, and payment gateways are just a few of the many businesses in Bangladesh that offer eCommerce services. Clients in other countries, particularly in North America, are served by several of these businesses. According to e-Cab, Bangladesh has over 550,000 freelancers working in eCommerce and related businesses. Bangladesh does not have an issue receiving payments from other countries. One of the most often used payment processors for Bangladeshi freelancers is Payoneer, a US-based company founded in 1998.

People in Bangladesh use social media frequently. More than 29 million Bangladeshis use Facebook, making it the country's most popular social media platform. Customer engagement and business transactions can be conducted on social media sites like Facebook. Estimates put the number of Facebook stores in Bangladesh at more than 8,100. Many of these are modest businesses that use the social media site as a marketing and sales tool. More people in Bangladesh are using YouTube because of quicker internet connections, Google cache servers, and improved streaming technologies.

Online meal delivery services like HungryNaki and FoodPanda are proving that business-to-consumer websites (B2C) are becoming increasingly popular in major metropolitan areas. Other B2C examples include social media-based commerce platforms like Facebook and other initiatives. In Bangladesh, there are a number of B2B websites that offer manufacturing and

supply-chain solutions. Other than that, there are business directories, trade transactions, and information on all of the suppliers available on business-to-business websites.

3.7. Revenue Trend of the e-commerce industry

- By 2022, it is anticipated that the eCommerce market would earn \$8.03 billion in sales.
- From 2022 to 2025, revenue is expected to grow at a compound annual growth rate (CAGR) of 22.27 percent, resulting in a market volume of US\$14.68 billion in that year.
- It is in China that the majority of income is earned, with the market there estimated to reach \$1,412 billion by 2022.
- The eCommerce sector is expected to have 75.5 million consumers by 2025, according to estimates.
- By 2025, user penetration will have increased to 43.8 percent, up from the present level of 35.0 percent.
- The average revenue per user (ARPU) will be 136.70 dollars (average revenue per user).

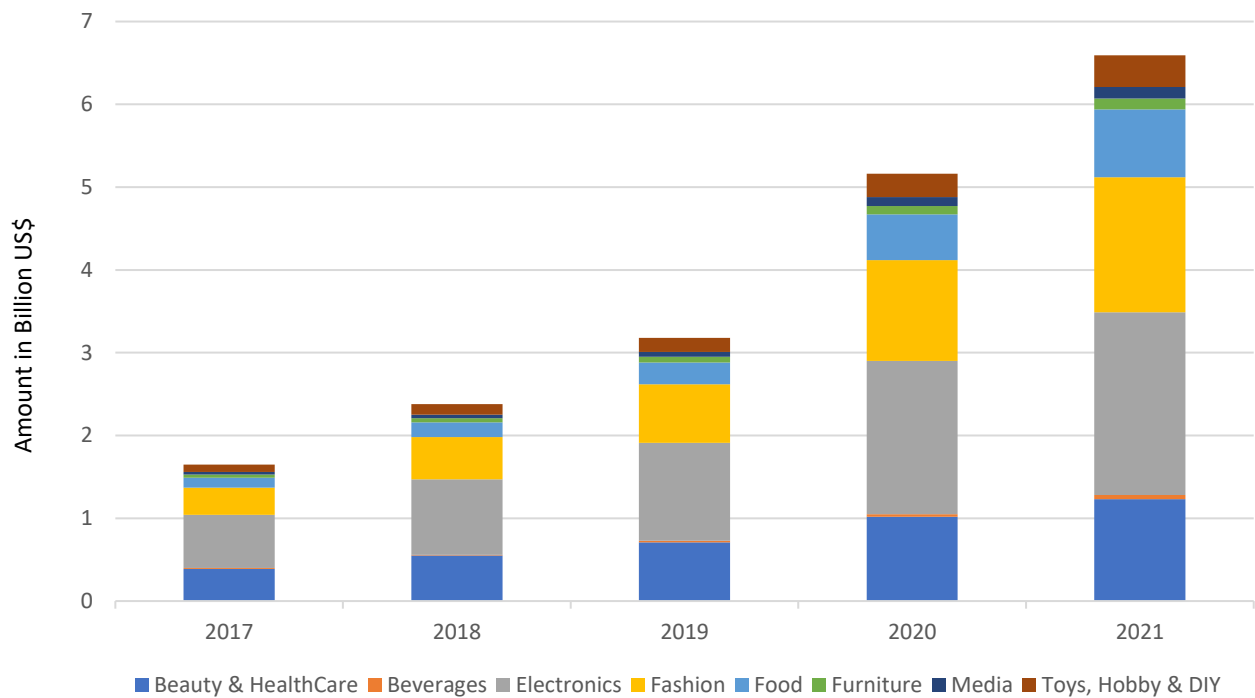


Figure 5:Product mix of e-commerce Revenue

3.8. ShopUp and the e-commerce industry of Bangladesh

Government initiatives to digitalize Bangladesh have made e-commerce one of the country's fastest-growing businesses. In order to revolutionize online product shopping and selling, ShopUp was created in 2013. Developing-country entrepreneurs may now access customers in developed countries with just a few clicks, much like those in first-world countries. ShopUp's services tend to benefit a large number of small business owners that lack technological expertise. They learned a lot about digitization from ShopUp, to be honest, and how it may help businesses stay afloat in the long run.

3.9. Competitive Environment:

A rapid growth plan was implemented by RedX, which expanded its logistics network to encompass all 64 districts within six weeks. Company officials believe they took immediate action in order to regain the confidence of online retailers. Officials at the company feel they took swift measures in order to win the trust of online merchants. According to the firm, the REDX network handled more than half of all third-party deliveries throughout the epidemic. In a recent award ceremony, the Bangladesh-India Business Council recognized the firm as being the largest logistics company in the country for offering the finest services across Covid-19. REDX intends to increase its rate of expansion even more after receiving a record \$113 million in funding so far.

Along with RedX, Mokam aimed to solve the issues that merchants in Bangladesh were facing at the time. Mokam offers a wide range of items to shops and delivers them to their doorsteps the following day. Agreements with the country's leading manufacturers and distributors allow the organization to assure the availability of top-quality items at the most competitive pricing. ShopUp's embedded financing solution Baki allows shops to purchase goods on credit using same app, thus enhancing the convenience of their customers.

3.10. External Factors:

There are several Economic factors that are related to the industry. As the raw materials are being imported from foreign countries, the economic condition of the country may influence the industry to a great level.

Bangladesh's GDP Growth Rate:

Bangladesh is classified by the World Bank as a lower to middle country. Despite this, about one-fifth of Bangladesh's population (150 million people) suffers in extreme poverty. Microcredit growth, cottage industry development, foreign remittances, and the garment sector, among other things, have added to the country's GDP rates topping 6.8 percent over the past decade. Regardless of the fact that three-fifths of Bangladeshis labor in agriculture, ready-made garment manufacturing generates three-quarters of the nation's export earnings. Overpopulation, weak

infrastructure, fraud, political unrest, and a slow pace of economic transformation are the primary impediments to Bangladesh's long-term progress. Bangladesh's GDP grew by 7.05 percent year on year in 2016. Bangladesh's GDP growth rate averaged 5.72 percent from 1994 to 2016, according to the World Bank, reaching an all-time top of 7.05 percent in 2016 and a record low of 4.08 percent in 1999.

Increases in per capita GDP are related with an increase in people's standard of living. On the other hand, when the economy expands, individuals' desire to spend lots of money on elevated items increases. Consumers have become much more conscientious about the products they purchase. In that case, a grocery, as opposed to a conventional market, will also provide more commodities and conveniences. The public is willing to pay even more for high-quality products and services. Researchers found that low-income neighborhoods had half the number of stores and four times the lot of small grocery stores as wealthy neighborhoods.

4. Description of Main Duties

4.1. Recurring Task:

Projection Report: Every day there need to be several reports that actually project the operational information and progress (regress) of the business. They are:

- Daily WMS (Warehouse Management System) Purchase Order report:

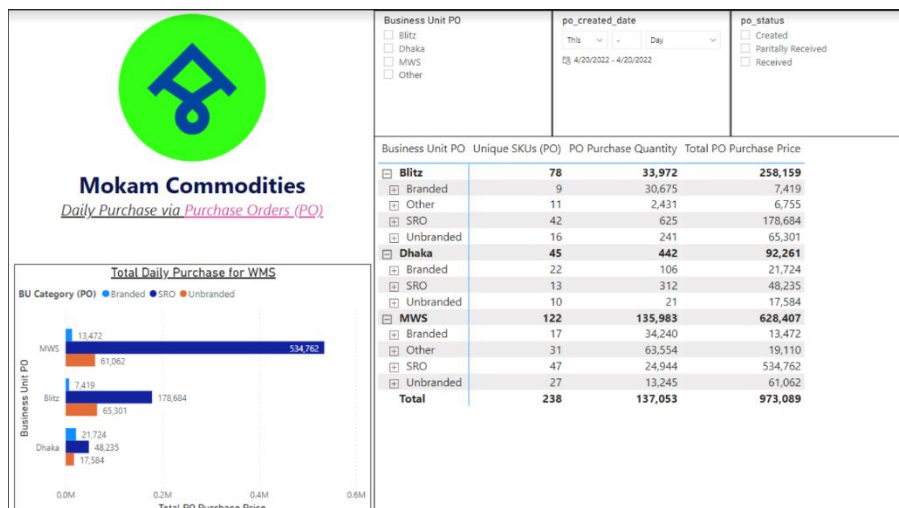


Figure 6: WMS (Warehouse Management System) PO (Purchase Order) report

Whenever any purchase has occurred and it would be stored in the warehouse, a Purchase order is created in the WMS Panel (Warehouse Management System Website) by providing the purchase information and invoice in the panel. The data are auto stored in the Metabase (ERP system) and through the Hevo Data pipeline, it goes directly into the Power BI. Then I used to extract the necessary data from the Metabase and build up an ER diagram in the backend of Power BI. After that, I generate the report and set automated email notifications to the concerned stakeholders. Also, if the report shows any alarming issue, I would notify the respective people.

- **OMS (Operation Management System) PR (Purchase Requisition) report:**

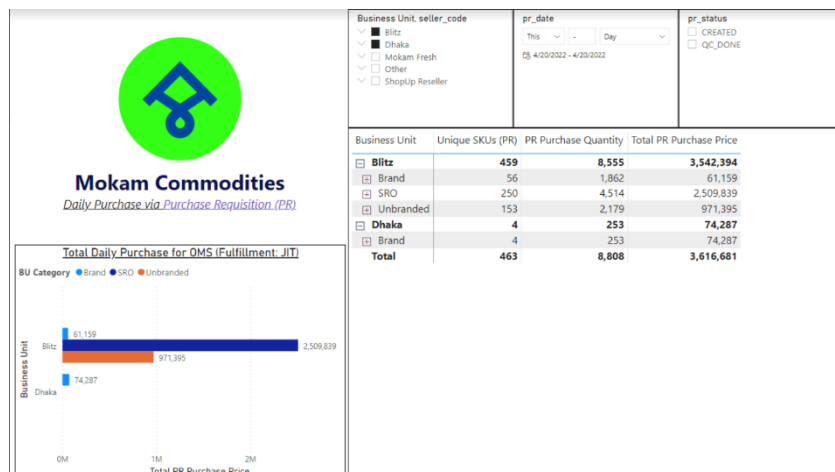


Figure 7: OMS (Operation Management System) PR (Purchase Requisition) report

Alike the PO process, any purchase that won't be kept in the warehouse, rather than would be served as like as just in time method, PR is created in the OMS Panel and it is stored in the Metabase. I got the data automatically through Hevo Data in the Power BI and then had to make another mapping among various data parameters and then generate and circulate the report.

- **Category Visibility Report:**

This includes to prepare a visibility of which product is moving fast, which product needs to be stored in warehouse, which product should be sell more/less etc. Also after preparing this also in Power BI, have to circulate the report to the concern people as they need to be take decision fast at the fast hour of the business.

Price Auditing:

- As the category owners can't direct go tot the market, so they have to take help from the sourcing associate. To ensure that sourcing executives are getting the best price and also to vaidate their price, a regular audit has to be performed.
- To track this I used Power Auto to extract their purchase data directly from the mail and then cross check with the supplier .
- If any issue raised, I tyhen informed the head of the department.

Aligned with the Tech Team:

As all the purchase and buying procedure are occurred through different Apps, I used to solve any problem from the user side through the alignment of Tech team.

Performance Tracking:

I used to prepare hourly data how the Territory Sales Managers are selling goods, in which quantity they are selling. This is also made through the Power Bi and then circulate to the stakeholders to be informed.

4.2. Working Tools:

- ERP System (Metabase): Everyday I need to use various dashboard to get the relevant data.
- Power BI: The main visualization tool to interpret the daily operational activities.
- Microsoft Excel: For general visualization
- Power Auto: Extract data automatically from Gmail.
- Google Suit: To work collaborately
- KOBO Toolbox: An Api to get the daily market survey.

4.3. Working Day and interactions:

At Shopfront Limited a week starts on Saturday and ends on Thursday. The official working hours are from 10 am to 7 pm. But for many business purposes many of the employees have to stay a bit longer. But this delay in work is not on a regular basis. Shopfront Limited always tries to maintain a healthy work-life balance for any employee.

For work purpose I had to interact with all the commercial and tech teams on a daily basis.

5. Analysis

5.1. Company Level Analysis:

During my internship, I was involved in the day-to-day operations of Mokam Commodity departments. I inspected the procedures and identified numerous areas of performance and inefficiency in various activities. According to my observations, the implementation process of ShopUp is the fastest among all other activities. As they believe in pace over perfection, so without any delay whenever an idea is came , implementation phase is performed at an earliest time.

Due to this, sometimes there occurs data inconsistency. This the inefficient part of the ShopUp daily activities.

5.2. Market Level Analysis:

Around 98 percent of Bangladesh's retail market is centered in the country's and over 4.5 million small grocery shops. With various suppliers, distributors, and wholesalers to deal with while

procuring their items, the proprietors of these establishments are continuously confronted with several issues. Every day, their company operations are harmed by a scarcity of items, pricing unpredictability, and a lack of comprehensive delivery assistance. Additionally, almost 72% of shops offer their items on credit, yet only 27.5 percent qualify for loan financing. Many underlying issues prove to be significant impediments to operation for such independent merchants.

Mokam, a B2B e-commerce platform commenced in December 2019, promises to solve the issues merchants encounter in Bangladesh. Mokam sells a variety of items to shops and offers next-day delivery. The organization has established relationships with the major manufacturers and distributors in the nation to guarantee that high-quality items are accessible at competitive pricing. Additionally, sellers may acquire things on credit using ShopUp's integrated financing provider Baki. According to Mokam, the company already delivers items to more than 60 regions around the nation. The organization asserts that it assures that stores obtain their preferred supplies despite of natural disaster or lockout. Mokam accomplished this remarkable feat in less than two years. As the country's largest business-to-business e-commerce platform, Mokam, which is supported by ShopUp, is trying to place the country's 4.5 million smaller businesses in the driver's seat of the growth of the economy.

RedX now holds a 55% share of the market in contrast to other delivery businesses in Bangladesh, which is quite remarkable.

5.3. Professional Level Analysis:

As a final note, I'd want to thank my professors and the faculty at my university for allowing me to complete my internship in a real-world corporate setting. I greatly profited from the three-month internship, which dramatically altered my professional outlook. I greatly benefited from the three-month internship period, which shifted my professional outlook in a significant way.

Communication and Network:

I'm naturally extroverted and enjoy meeting new people. Throughout my internship, I had to interact with a variety of coworkers from various areas. For a variety of work-related reasons, I

was required to regularly connect with both my supervisor and other interns. My ability to speak professionally is one of the most important things I've learned throughout my internship at ShopUp. In this setting, I was able to see closely the interactions between experts and gain an understanding of the process for myself.

Cross Culture experience:

Working with the Indian employee of ShopUp, I get to learn about their culture, way of working.

6. Recommendation and Conclusion

6.1. Recommendation:

There were various things I noticed and learned throughout my three-month internship at ShopUp. The purpose of this chapter is to describe those observations and ideas. The seminar was packed with learning and hands-on experience opportunities. The Business analytics findings were clear to me because I was a part of one of the startup. Following this section, I will attempt to articulate my opinions on how greater automation could be implemented into the data sides.

Data Consistency:

- Hands on training to the end users
- Implementation of Machine Learning
- Launch more powerful business intelligence tools
- Use coding Dashboard to get the live visualization

Ideal Worklife:

As ShopUp has the working day of 6 days per week, its very hectic compare to the other organizations to get some time for self empowerment.

6.2. Conclusion:

One of Bangladesh's fastest-growing E-commerce enterprises is Shopfront Limited. These executives have been instrumental in the company's continued growth and development over the years. We have a human resources department and a similar hiring process to other companies. As far as I know, ShopUp's most valuable asset is its highly motivated and customer-focused personnel. There is also a strong connection between the company and its personnel. Human resources departments work relentlessly to boost employee engagement and improve the effectiveness of human resource operations. The department has recently begun reorganizing its operations in an effort to make them more efficient and friendly to employees.

As part of its overall mission, the human resources department's goal is to connect employees with the core values of the company, so they can better serve customers, as well as maintain a work environment that promotes open communication and encourages innovation.

As a result of our constant need for top personnel, ShopUp employs competency-based interviewing. By avoiding the use of non-job-related criteria in the selection process, competency-based interviewing reduces the possibility of interviewers showing bias and increases the fairness of the hiring process. ShopUp's high-volume recruiting process may be considerably improved by recruiting automation, resulting in a more efficient and delightful experience for all involved parties. It's not meant to take the position of recruiters, but rather to free them up so they can spend more time getting to know potential employees and making the most of their interpersonal skills. You should take advantage of these advantages right away, especially in a competitive job market where recruiters are forced to be creative in order to land the top candidates.

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