

An Internship Report on B2B Business of ShopUp



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:

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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.

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18th April, 2022

Letter of Transmittal

April 18, 2022

S.M. Rakibul Anwar

Assistant Professor

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Subject: Submission of Internship Report.

Dear Sir,

I have the pleasure to submit herewith the internship report titled " **An Internship Report on B2B Business for ShopUp** " which is an integral part of the BBA program.

I have put my best endeavor to gather relevant information available in order to prepare this study. The entire report is based on pragmatic experiences during the internship period at ShopUp.

I shall be highly encouraged to adopt this report and shall be available for any clarification regarding the report, if required.

Sincerely yours,

Ali Ashraf Khan

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Acknowledgement

Let me begin by thanking Allah, the Almighty, for providing me with the strength to accomplish this study assignment on time. An important source of inspiration for me has been IUT, Assistant Professor S.M. Rakibul Anwar Sir, and I'd want to take this opportunity to thank her for her guidance as well as her encouragement and support. I will be eternally thankful to God for the help and wisdom he has given us along the way. I'm grateful for his efforts to help me achieve my goal and his genuine interest in my research report. We worked together until I had all the knowledge I needed to construct an efficient system for myself, and he never left my side.

T M Shahriar Hossain, the manager of my organization, was a constant source of encouragement and support while I worked on the report. For all of your help and support throughout my internship, I would like to extend my deepest appreciation from the bottom of my heart. For the duration of my internship, they were a constant source of information and support. During my time as an intern, I worked closely with Syed Bhai, who walked me through all of my responsibilities and offered advice. ShopUp's culture and surroundings were thoroughly explained to me by you and your colleagues. That means a lot to me. My time working with you has been an absolute pleasure.

Executive Summary

Data acquisition, inspection, and incorporation for a B2B business utilizing ShopUp's Management Information System is the primary focus of this research. After a meteoric rise in popularity in 2016, ShopUp is showing no signs of slowing down. The establishment of ShopUp is very beneficial to e-commerce, since it offers a wide range of services to its users. ShopUp is Bangladesh's most popular B2B platform for small companies of all types, both online and offline. Small companies may buy B2B goods and services via this network. In a fresh round of investment of \$22.5 million, ShopUp, a Bangladesh-based startup that digitizes small businesses, became the biggest in South Asia. PayPal co-founder Peter Thiel formed Valar Ventures, which led the \$75 million Series B financing for ShopUp.

With e-commerce, banking, shipping and maybe other B2B services in the near future, ShopUp is a difficult organization to work with. In contrast to Mokam, which is a B2B wholesale marketplace, Baki provides small enterprises with access to working capital finance. As a full-stack B2B commerce platform for small enterprises, the firm advertises itself as such. Although each of ShopUp's products has had some success—for example, REDX is one of Dhaka's fastest-growing logistics firms, ShopUp's B2B ShopUp commerce platform presently dominates ShopUp's operations. On the Mokam platform for B2B commerce, online ordering options include logistics and credit. We now have access to all of these small companies' wholesalers and distributors via ShopUp.com's new customer base. A professional experience was gained by the author in this study, which demonstrates how the organization is utilizing data to enhance their service and concentrate on expanding and sustaining its operations. This report details the work and everyday activities of the intern for the course of the internship.

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Chapter 1

Introduction

1.1 Origin of the Study

It is frequently argued that a student must be exposed to a professional work environment in order to use what he has learned in his academic curriculum and to make use of the surroundings to provide the abilities he has previously received from the academic setting. As a result of this union, knowledge and learning become flawless. Academic knowledge can only be improved by applying it to real-world situations. Internships, a program that aims to teach students how to work in a real-world environment, have had a positive impact on both the academic institution and the company. My internship supervisor at Islamic University of Technology, S.M. Rakibul Anwar Sir, required this report as part of my degree requirements. For the BBA in Technology Management internship program, which I've just started, completing this report is a prerequisite. For the last three months, I've been working as an operating intern, so I have access to the most recent information. For Unicorn distribution House, I had to keep track of every piece of information. I was able to get a wide range of experience as an operation intern by managing various data, such as order numbers, SKUs, selling and lifting prices, and more. My supervisor, T M Shahriar Hossain, assisted and led me throughout the drafting of this report.

1.2 Specific Objectives

- ❖ To provide a high-level overview of ShopUp's activities.
- ❖ To have a thorough understanding of how an organization is structured.
- ❖ To do a marketing study of ShopUp.
- ❖ ShopUp's several sections and their tasks are well-understood.
- ❖ To get a sense of ShopUp's company development and marketing efforts.

1.3 Methodology of the study

Throughout the investigation, a methodical technique has been followed to collect information and present the final findings. As a result of my internship at ShopUp, I was able to compile this reflection on my experience. I've been doing descriptive research and drawing on my own experience for the last three months. In order to compile this report, I consulted two distinct types of data, namely_

The original source: In addition to speaking with representatives from ShopUp's various divisions, I performed a huge number of interviews throughout the last three months of my internship. As a result, I was able to get the information I required while still carrying out my job duties.

An additional source: Additionally, I have relied on the websites of various business divisions within the firm and related media articles and previously-produced papers in the relevant fields, such as product management obligations and Bangladesh's retail sector.

1.4 Scope of the Study

Although the breadth of ShopUp's work is wide, my scope of work has certain restrictions. When I was an intern, my job was not directly related to the customer, but I was still there to help my supervisor. My coworkers and supervisors, on the other hand, were quite supportive and advised me to use several methods for doing my survey, all of which were extremely handy. It was also a pleasure to work with Selva Prakash N., a passionate Product Manager from Bangalore, who shared my enthusiasm for the project. I worked closely with Selva to compile a comprehensive report on the backlog of work.

1.5 Limitations

- Gathering data from a primary source is never an easy undertaking. The difficulty of determining whether or not the obtained information is accurate is what makes this task even more difficult.
- It was difficult for the product management intern to get access to reliable information since many of the persons I spoke with were wary about disclosing sensitive information.
- This report's author had a difficult time keeping up with the lengthy process of creating a technology product and bringing it to market because of the time constraints.

Chapter 2

Company Overview

2.1 Brief History of the Company

Ataur Rahim, Siam Ahmed, and Sifat Sarwar helped Afeef Zubair Zaman launch ShopUp in 2016. These e-commerce professionals were the driving force behind the creation of ShopUp. It's been a tremendous hit since 2016, and the trend shows no signs of slowing down. Start-up ShopUp makes a substantial contribution to the e-commerce business and provides a wide variety of services to its customers. For small businesses of all kinds, Bangladesh's most popular B2B platform is ShopUp, both online and offline using a commerce network to help small businesses buy B2B products and services. In a new round of funding that is also the largest in the South Asian market, Bangladeshi e-commerce startup ShopUp has raised \$75 million. The \$75 million Series B round of funding for ShopUp was spearheaded by Peter Thiel's Valar Ventures. Additional funding was provided by established shareholders Sequoia Capital India and Flourish Ventures as well as by newcomers Prosus Capital and VEON Ventures. It's Valar and Prosus' first transaction in Bangladesh, where there are over 100 million internet users, and it brings the startup's total funding to more than \$100 million to date. ShopUp's last-mile solutions include fulfillment, online financial management, and company management capabilities. The Bengaluru-based online retailer 'Voonik' was also bought by ShopUp, who now has a presence there.



Figure 1: Founders and Co-founders of ShopUp

When ShopFront, the corporation that founded ShopUp, spun it out as a separate entity, it became ShopUp. ShopUP revolves on three axes. RedX, Mokam, and Baki make up the trio. It was ShopUp, the first newcomer to enter the market, that drew notice right away. When it comes to delivery services, RedX has the finest reputation right now. Both Unicorn Distribution's operations in Bangladesh and those of its distribution partners are running well.

2.1.1 Vision

With ShopUp's help, the e-commerce business will soar to new heights, allowing it to better serve a wider range of customers. Selling to those in need and working with them to make their lives better is an important part of our mission. Small businesses have been around for quite some time.

ShopUp helps micro-entrepreneurs get their products and services in front of a larger audience. However, it leads to significant development in the right direction. It is anticipated that their efforts would produce fruit. Coercion will be used to direct the economy of Bangladesh.

2.1.2 Mission

ShopUp is revolutionizing retail by allowing customers to become resellers. Starting a company with ShopUp Reseller requires no upfront capital. ShopUp makes it possible to buy things at the lowest possible prices and resale them to other people. ShopUp's clients will benefit from RedX's speedier and more efficient delivery service. As part of its mission, ShopUp is now offering e-loans.

ShopUp's user/consumer enjoys the following benefits:

- ❖ Small businesses and resellers may use a shop management application to run their businesses more efficiently and successfully. ShopUp's USP, or unique selling proposition, is just this. Small businesses are unable to compete with large corporations due to lack of managerial skills.
- ❖ There is a lack of digitization and suitable technology in small businesses, which makes them unable to compete.
- ❖ To fill a vacuum in the delivery assistance for small businesses and resellers, ShopUp established RedX - a delivery and logistics-based organization, which became the top service in only six months. As a result, not only did ShopUp benefit, but so did every other small company and reseller.
- ❖ In addition to providing shop management tools, the organization has shown the benefits of micro loans in improving shops.
- ❖ This part is very new, yet it has a lot of promise for small company owners.

2.1.3 Fundamental Principles

ShopUp, like every other legitimate business, operates according to a set of fundamental principles and the reputation of the business. They are as follows:

- Maintaining a high ethical standard in the workplace is critical to a business's success.
- Mutual trust among every organization's personnel is critical.
- Ensuring compliance with legal and regulatory requirements.
- Respecting each other as one will not succeed if you do not treat one another with respect.
- Adherence to principles of morality and justice in action, as well as responsibility and accountability.

2.1.4 Values

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

2.1.5 Slogan

“One stop platform for small business”.

2.1.6 Corporate Logo



Figure 2: ShopUp Logo

2.2 Organizational Structure of ShopUp

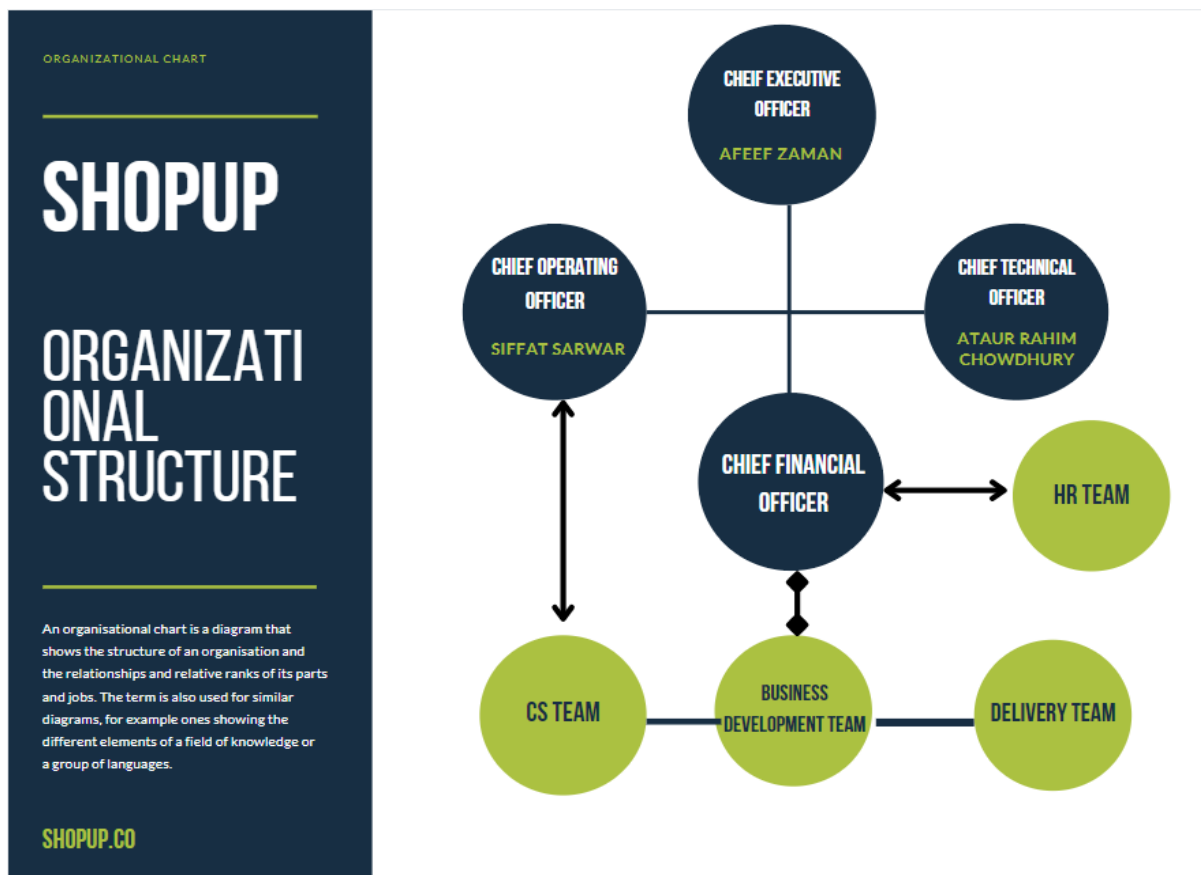


Figure 3: Organogram

Using the diagram above, you can see how the responsibilities of each department and the executive board are intertwined with the company. There are people working in these divisions. To begin, the five people listed below were instrumental in establishing ShopUp. Afeef Zaman is CEO and co-founder of the firm. Co-founder and head of operations, Siffat Sarwar. Aatur Rahim Chowdhury, Co-Founder and Chief Technology Officer. In addition to Sujayath Ali and Navaneetha Krishnan J, the company's co-founders and chief brand officer.

All of ShopUp's department leaders are mentioned below as the company's senior management team. Chairman of the Board of Directors (CEO), Chief Operating Officer (COO), and Chief Technology Officer. A co-founder and CEO named Sujayath Ali. Brand officer and director of engineering are their former roles.

Founders of "Voanik," a popular fashion-related online store in India that was eventually bought by another firm. Benefiting from the expertise of ShopUp. A competitive advantage is provided by the cutting-edge technology of Voonik.

2.3 Products, Services & Business Units

Several goods and services are now being given by the firm to various client and business sectors in various industries. The current business units of the company are indicated in the following table:

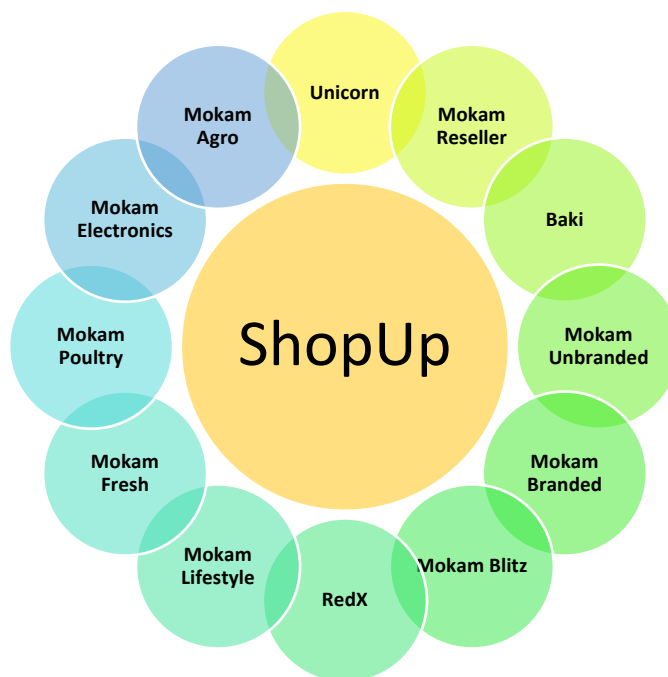


Figure 4: Business units of ShopUp

ShopUp, which employs 400 full-time employees and 5,000 contract workers, has seen revenue climb by more than 13 times and total shipments increase by more than 11 times in the last year. Bengaluru, India, is now home to a large percentage of the company's technological and engineering expertise.

Mokam, a one-stop wholesale marketplace app; RedX, an end-to-end logistics platform; and Baki, a buy now, pay later (BNPL) solution for small merchants have already been released by ShopUp.com. ShopUp has already reached every one of the city's 64 wards and has introduced three new goods to the market. Mokam, RedX, and Baki are ShopUp's three primary sub-brands, and they include the vast majority of the company's operations and goods.

2.3.1 Mokam

A business-to-business e-commerce platform called Mokam was established in December 2019. In less than two years, Mokam has become Bangladesh's most popular B2B e-commerce platform, with 4.5 million small vendors. At the Bangladesh Retail Awards in 2021, Mokam was voted Bangladesh's best B2B e-commerce platform.



Figure 5: Mokam

For merchants, Mokam is a one-stop store. Orders are collected by sales representatives (SRs). Merchants may also use a mobile app to access all of the merchandise. The item will be delivered to the retailers within 24 hours of the order being placed. Since Mokam has partnerships with a wide range of suppliers, as well as the greatest distribution infrastructure in the business, we can guarantee prompt delivery at a fair price.

2.3.2 RedX

REDX, ShopUp's full-stack business-to-business ecommerce platform logistics company, launched little over two weeks before the COVID lockdown was announced last year. The newly established logistics organization continued to deliver its services, allowing entrepreneurs to continue running their businesses as normal throughout the critical lockdown period. The logistical network of REDX has been expanded to include all 64 districts of the country in the six weeks since it began operations, according to a press release sent to FS. Achieving service excellence was a challenge in the beginning. In order to restore online merchants' and consumers' trust, the company claims to have acted quickly in response to these issues. REDX, ShopUp's new logistics network for small online retailers, was hailed as the company's first

end-to-end 3PL service provider when it was introduced in February of last year. Redx overtook the competition in only four months to become the nation's leading third-party last-mile delivery service provider.



Figure 6: RedX

REDX, the country's largest logistics company, claims to have over 250 delivery facilities distributed throughout 493 Upazilas in 64 districts. The REDX network was responsible for more than half of all third-party deliveries during the pandemic, according to the company. The Bangladesh-India Business Council has honored the business as the country's top logistics service provider for Covid-19.

2.3.3 Baki

Over 290,000 small businesses in Bangladesh are selling their products on social media channels like Facebook alone. Even as the number of small businesses operating online grows, many of these businesses are still unable to get the capital they need to grow. As a consequence, firms may not have the required paperwork to qualify for loans since online activities, such as orders and payments, are not usually established. In addition, just 27.5% of small businesses

in Bangladesh have access to formal financing, compared to a staggering 73% of small merchants who sell to end customers on credit.



Figure 7: Baki

More than 1,000 microfinance institutions are actively looking for businesses to sponsor, yet many of those businesses lack verifiable transaction records, making it difficult for microfinance institutions to fund them. This is where ShopUP, Baki's business component comes in, since it offers microfinance services to the country's small company owners.

2.3.4 Unicorn

Retailer distribution business Unicorn Distribution Limited (UDL) has a strong emphasis on digitization. UDL's ultimate purpose is to provide an efficient distribution service for both producers and merchants. Retailers and wholesalers may place orders from a wide variety of suppliers using the Mokam app, all on the same unified platform. UDL's goal is to boost sales by supplying the right products to the right retailers at the right time. The firm provides merchants with a comprehensive platform and financing choices.



Figure 8: Logo of Unicorn

High-quality service is provided by specialists in their sector who have worked with ShopUp. Every stakeholder has the same opportunity for growth along the journey as the governing body.

2.4 Company Analysis

2.4.1 SWOT Analysis

It was decided to undertake a SWOT analysis on the organization in order to better understand its strengths, weaknesses, opportunities, and threats. The following is an in-depth discussion of each of them:



Figure 9: SWOT Analysis

Strengths

This is an internal part of the analysis and a positive factor from where we can know about the areas and features our company is good at comparing with other competitors in the market.

1. A Well-Managed Supply Chain

ShopUp's consumers have complete faith and confidence in the company's suppliers. The timely delivery of raw materials and active substances ensures the security of the supply chain management approach.

2. Captured by a Powerful Marketing and Advertising Ad

Ads that are full of emotion and convey a compelling message have helped the organization grab the attention of its target audience. An emotional approach, such as the ShopUp Mother's Day campaign, delivers the message that you should love your parents no matter what.

3. Deliveries are done in a timely manner and are guaranteed to be on time

Because of its speedy delivery, ShopUp has been hailed as a game-changer. A competitive advantage when it comes to product delivery is provided by RedX, which is a subsidiary of UPS and so has access to UPS's logistics and support.

4. Consideration of Costs

Customers may buy everything they want from ShopUp for a price they can afford. Customers may choose from a variety of sizes and deals to meet their specific demands. Furthermore, the start-up is self-sufficient and does not depend on any other sources of funding.

5. Recommendations & Customer Service

Customer service representatives from ShopUp's social networks are available 24 hours a day, seven days a week, on their websites and in their many online communities. As a result of this, the franchisees and their customers have a close relationship.

6. The Brand's Reputational Value Is Strong

ShopUp offers clients with crucial services in order to establish great brand equity. For merchants and small business owners, however, Shopup is a game changer since it only offers

high-quality items and transports them quickly and efficiently. As a result, the organization has a large list of loyal customers.

7. Workers with a Wide Range of Knowledge and Skills

ShopUp, a business, has developed training programs for its staff. Non-monetary and monetary incentives (such as employee of the month) and incentives are provided by the firm to keep staff engaged (such as bonuses and raises). Educational programs help to increase productivity and competence in the workplace.

8. A Wide Range of Distribution Methods

As a means of safeguarding their future worldwide market, companies have preserved their distribution network, which is their most valuable asset.

9. Plan for Success in Business

ShopUp's business model is built on a low-cost store design. This has exposed them to a variety of business methods since their activities are spread throughout a wide range of sectors and enterprises. As a result, the company has been able to recruit top-tier business brains to work for it, resulting in the production of unrivaled business strategies. This involves understanding how to generate money today and how to operate a firm in the long run.

Weaknesses

This is also an internal part of the analysis but a negative factor from where we can know about the disadvantages our company have comparing with our current market rivals.

1. Problems with Operation

So, it's hard to run a firm like ShopUp, which has business divisions like Mokam, RedX, and Baki that can be found in any corner of America. To successfully deal with all the difficulties is a challenge since the country's communication and transportation infrastructure has not yet been created.

2. High-Technology Requirement

There is no regard for the technology that is already in use in the company's mission. Investing more on their ideas will help companies stand out in a competitive market.

3. Manpower shortages are widespread.

The rapid expansion of ShopUp necessitates an increase in the company's workforce to keep up with demand.

Opportunities

This is an external part of the analysis and a positive factor from where we can know about the chances for our company to make a positive change in the market.

1. Changes in the Markets

As a consequence of globalization and the development of global media, developing market consumers are striving to Western lifestyles. Taking advantage of this big and diversified pool of consumers eager to adopt Western tastes and preferences for consumer goods, ShopUp has a huge potential ahead of it. This trend among small business owners who are worried about their company's future is one that ShopUp may take advantage of by targeting them with offers, both already available and yet to be announced, that are tailored to their needs.

2. There is less competition.

Because there are currently no rivals in the F-commerce industry, the firm has a lot of room to develop and acquire additional distribution houses, enabling it to be more efficient and grow at a steady pace. Last but not least, they need to broaden their global commercial activities in order to attract further investment.

3. A Good Market Reputation

ShopUp has a proven track record when it comes to social and environmental responsibility, and this is becoming more crucial as the ethical chic client base expands and more people want to buy and consume products and brands that are made ethically and sustainably.

Threats

This is also an external part of the analysis but a negative factor from where we can know about the external forces that may have hamper the success of our company for their own benefits.

1. The COVID-19 test

In the face of the ongoing global economic crisis, ShopUp's profitability has taken a considerable hit. Consumers throughout the world are buying fewer things and expecting more "bang for their buck," or "bang for their buck," due to decreasing disposable incomes. To put this another way, ShopUp faces a "Double Whammy" situation in which sales are decreasing but expenses are growing.

2. A growing number of people are becoming concerned.

In spite of ShopUp's superior profitability and operational efficiency, the growing awareness of worldwide consumers has shown a sharp light on every strategic move the company makes. It is essential for ShopUp to keep its focus, especially when the spotlight is on, since some of the company's business tactics have been questioned.

3. Global giants pose a third threat

Smaller and more agile local upstarts who can provide more value for less money without incurring the associated costs that global giants such as Unilever incur are a source of concern for ShopUp because it operates in a segment where local products and alternatives to its brands are becoming increasingly popular, particularly in emerging markets.

4. Rising competitiveness is also a threat.

Additional B2B enterprises might develop and pose a danger that could bring the company to its knees as it expands. Engaging in politics might cost them some of their distribution channels outside Dhaka as well. This might hinder the company's ability to be paid since it has been financing for so long and so many distribution companies have been buying the items on credit.

2.4.2 Porter's 5 Forces

As a business analysis tool, Porter's Five Forces provides an explanation for why various industries are able to sustain varied profit margins. There is a book by Porter, Michael E. The Five Forces model is often used to analyze a company's industry structure and business strategy. It is impossible to argue with Porter's five elements, although there are a few caveats. Every market and industry on the earth is affected by them. An industry or market's competitiveness, attractiveness, and profitability may all be assessed using the five forces model. ShopUp's Five Forces have been applied to Porter's Five Forces in the following discussion:

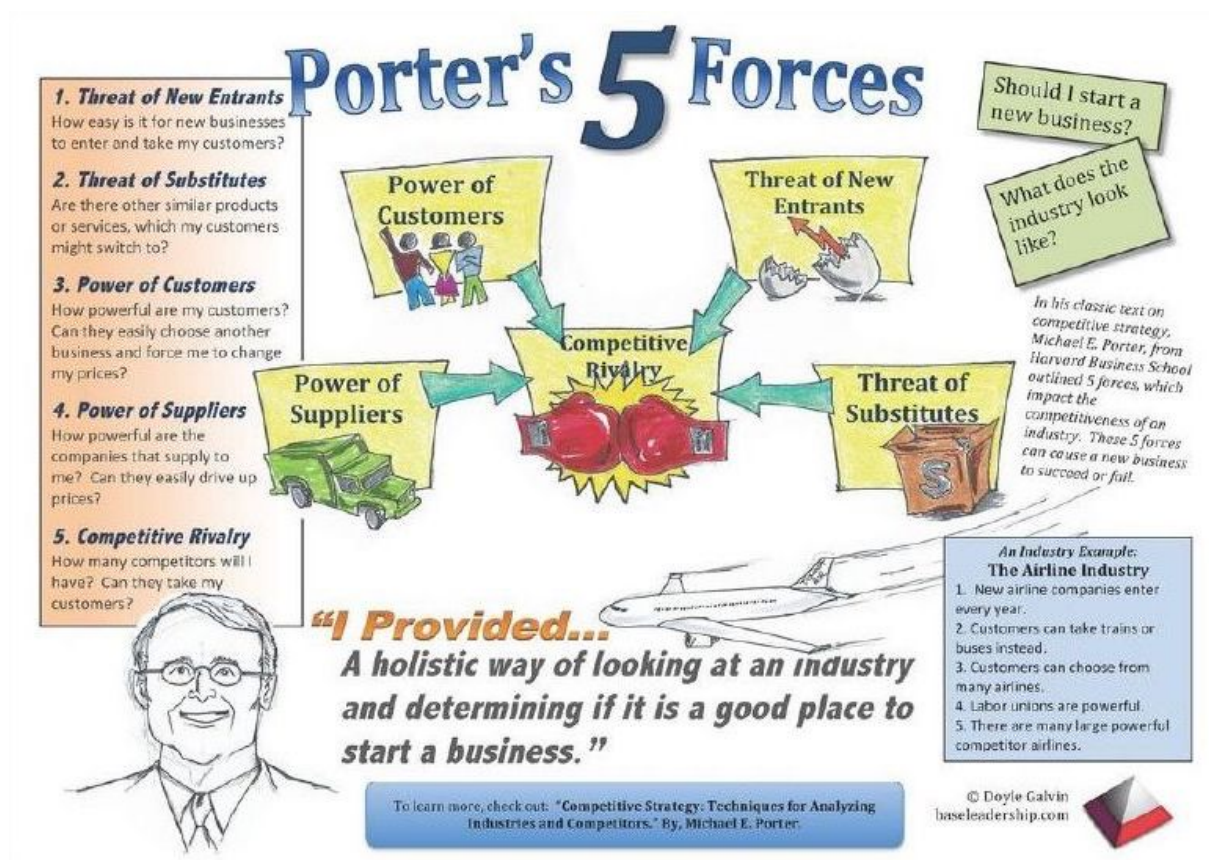


Figure 10: Porter's 5 Forces

The industry is very competitive

As a result, ShopUp's business environment is characterized by intense competition. The external influences that influence how organizations interact are identified using the Five Forces paradigm. The following external factors have a significant impact on ShopUp's ability to compete:

- ❖ There are a lot of companies (strong force)
- ❖ A high degree of competition (strong force)
- ❖ Switching is inexpensive (strong force)

Consumer items are sold in a wide range of establishments, including ShopUp's main division, Mokam, which operates in many of those establishments. This external pressure is having an impact on ShopUp.com. To put it another way, the level of competition is only going to become tougher. Because of its low barrier to entry, ShopUp has become a tough competitor. A customer may simply switch to a competitor's product or service. According to the Five Forces research by ShopUp, competitive rivalry is a critical component in the company's industrial environment, which underscores the need of addressing it.

Customers' negotiating power

The quality of ShopUp's products is directly related to the industry's overall performance. According to Five Forces analysis, consumers have an impact on a company's success. There are many factors outside of ShopUp's control that have an impact on customers' ability to bargain:

- ❖ Switching is inexpensive (strong force)
- ❖ the most up-to-date information (strong force)
- ❖ A tiny number of people make up the bulk of the market (weak force)

Because of ShopUp's low switching fees, it's easy for customers to migrate from their services to another provider. Because of this third party, customers have more clout in negotiations. Customers may easily compare Unilever and other suppliers if they have access to high-quality product information. When it comes to product comparisons, for example, buyers may use information from the internet. In spite of this, individual client purchases have no effect on ShopUp's income. This third external effect in the industrial environment is overcome through low switching costs and great information quality. ShopUp's consumer goods sector is heavily influenced by small-scale retailers and entrepreneurs, according to the model's Five Forces framework.

Suppliers have considerable influence

In ShopUp's industrial environment, supply is governed by suppliers, which affects the availability of goods for companies to purchase. Suppliers are analyzed as part of the Five Forces approach in terms of their influence on enterprises. There is a significant degree of negotiation power for suppliers at ShopUp due to the following external factors:

- ❖ The size of individual suppliers is small (moderate force)
- ❖ There is a fairly equitable distribution of suppliers throughout the population (moderate force)
- ❖ There is a reasonable amount of total supply available (moderate force)

When it comes to ShopUp's supply chain, it's not unusual for the normal supplier to be a smaller company like Unilever, JTI, Meghna Group of Industries and so on. The influence of this external factor on the environment of the consumer goods industry is minimal. ShopUp is able to have some impact because of the limited number of suppliers, but it is not overpowering. However, suppliers' influence is limited due to the small overall supply, suppliers have a significant effect. Consequently, ShopUp's Mokam supply chain model is considerably yet only somewhat influenced by changes in the production level of a supplier's suppliers. Despite the importance of supplier bargaining strength in the consumer goods industry, it was just a small consideration in our study.

Replacement items pose a threat.

Substitutes might have a negative impact on the profitability of ShopUp and the overall health of enterprises in the consumer goods industry. Five Forces research examines how replacement products affect competitiveness. For Unilever, the threat of replacement is minimal due to the following external factors:

- ❖ The expense of switching is modest (strong force)
- ❖ There are not enough stand-ins to choose from (weak force)
- ❖ The performance-to-cost ratio of substitutes is favorable (weak force)

Customers may rapidly switch brands due to ShopUp's low switching expenses. This external factor has a considerable influence on both the company and its personnel in the context of the consumer goods industry. However, a lack of substitutes diminishes the entire impact of

replacement. Most alternatives are of low quality and cost little or nothing compared to the items already on the market. As a result, the risk of ShopUp's services being replaced is lowered since they are more enticing than alternatives. For ShopUp, the danger from replacement services is minimal, according to the Five Forces analysis.

A New Entrant Is on the Horizon

ShopUp's rivals in the consumer goods industry include both well-known names as well as up-and-coming startups. This part of the Five Forces analysis looks at how a new company will affect the industry. New entrants to ShopUp pose a weak threat because of the following variables beyond of our control:

- ❖ The expense of switching is modest (strong force)
- ❖ Cost of establishing a brand (weak force)
- ❖ Large-scale manufacturing has a number of benefits (weak force)

Because of the low barrier to entry, new competitors are able to put tremendous pressure on Unilever. Customers may try out new products from a variety of firms in a variety of ways. It is, however, costly to establish a strong brand like ShopUp's. As a result, new rivals to the firm are less of a threat. As a result of its scale, ShopUp is able to provide lower costs and better organizational efficiency than smaller businesses, which are typically lacking. As a result, despite the advent of new rivals, the company continues to expand. This part of the Five Forces research shows that new entrants are just a minor challenge in ShopUp's industrial environment.

Chapter 3
Industry Analysis

3.1 Overview

This analysis will guide us through the path to know about the retailer industry of Bangladesh and how they are affecting our company compares to other rivalries in the same industry. We'll get a knowledge about the perspective of how B2B business will have a great chance to grow.

3.2 Industry Size and Growth Trends

A decade ago, Bangladesh retail was nothing short of a revolution, fueled by high-quality service, world-class design and major local and international investment. One of the world's fastest-growing economies, Bangladesh's GDP in 2016 was over 226 billion dollars and its unemployment rate was 4.1 percent. In terms of GDP and PPP, Bangladesh ranks 46th and 33rd in the world, respectively, while being rated 174th in ease of doing business. Overcoming this obstacle may prove to be a serious challenge for all of us in order to attract FDI. However, if the government pays attention, this issue may be resolved in the future.

Table 1: Landscape of Retailer industry in Bangladesh

Sl. No.	Characteristics	Year		
		2002-03	2009-10	2019-20
1	Number of establishments	1574334	2650123	2540897
2	Number of persons engaged by sex			
2.1	Male	2104310	5175052	13901564
2.2	Female	21867	89848	203189
2.3	Total	2126177	5264900	14104753
3	Employee cost (in million)	11059	67280	1006803
4	Gross value added (in million)	136270	385307	3295204

A promised country, Bangladesh has a great deal of potential both domestically and internationally. retail business has seen dramatic change in recent years, with the retail environment constantly changing. However, organized retail may only advance to the second most successful industry in Bangladesh, after readymade textiles, if proper coordinated procedures are applied. While organized retail has had substantial growth in the previous several years, it is currently undergoing a metamorphosis that will likely result in major growth

over the next decade. However, Bangladesh is one of the 'Next Eleven tier' of growing nations, which emphasize industrial expansion above other aims, notwithstanding its poverty. After the building of industries, Bangladeshi cities are seeing a rise in modern "superstores." While agriculture remains the major source of income for most Bangladeshis, superstores have developed as a new source of revenue and profit for the working class, corporate owners, and the country's government, thereby accelerating the country's development.

When it comes to buying food in Bangladesh, customers have relied on local merchants and markets to get their hands on seasonal produce and items that can be afforded by individuals from various socioeconomic levels. Some food has been imported from other countries like India to supplement the local supply despite the fact that most of it was grown and prepared locally. Society has become more susceptible as a result of greater connection and the influence of well-coordinated and often smart advertising campaigns. There has been a continuous shift in recent decades that has injected shopping with an aspirational aspect at least in certain areas. However, even though most people will never be able to go outside of the country, they are growing increasingly familiar with the goods and services that are accessible outside. At least for younger generations, the media has emerged as a crucial tool for reaching new customers, consolidating and expanding a brand, and creating awareness. This is especially true for the younger age. There is a rising middle class in Bangladesh, thanks in part to the massive Bangladeshi diaspora.

3.3 Maturity of the industry

Convenience shops, discount stores, department stores, and superstores are among the most recent types of retail enterprises to open in Bangladesh, regardless of their product offerings or pricing points. As a consequence of changing customer preferences and expectations, retail shopping has evolved into a more enjoyable and relaxing experience for the shopper or tourist. Because they are used to living in gated enclaves, some middle-class Bangladeshis prefer to buy for their groceries at these superstores rather than at congested, open-air 'wet' marketplaces. This results in customers having a positive response, pride in what they're dealing with, and a desire to spend even more time in nice surroundings.

Retailing in Bangladesh is poor, undeveloped, and fragmented compared to its South Asian counterparts, according to the World Bank. Consider that India's retail business is the fifth-largest in the world, accounting for more than 30% of the nation's GDP, and the second-largest employment in the country (30 million people). Retail investment in India ranks 15th in the world, according to the Global Retail Development Index 2015. According to the 2013 Gain

report, Bangladesh's retail sector has grown at a pace of 7.0 percent over the last several years. One of the most important sources of national employment, the wholesale and retail trade sector accounted for 13% of total employment in 2011-2012. It also accounted for 14.3% of the nation's gross domestic product in the year in question.

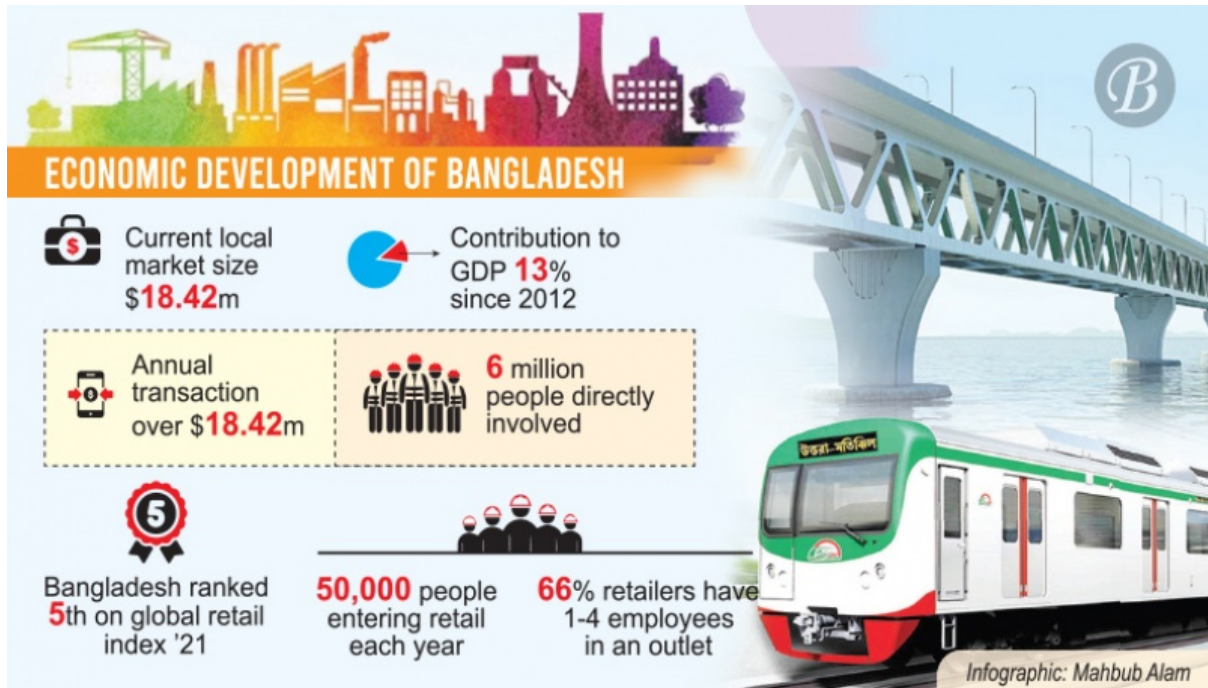


Figure 11: Economic Development of Bangladesh

It is vital to keep in mind that the concept was first introduced in Bangladesh in the early 2000s, making it a relatively recent development. As a result, it has generated positive public perceptions and boosted government attention in such a short amount of time. Organizations that sell goods in stores make up less than one percent of the entire retail market share in Bangladesh, according to many studies. BSOA estimates that the overall market turnover in 2013 was Tk 15 billion, with sales increasing by 15% annually. There are over 30 companies with more than 200 sites situated in the capital city. Tk 3028 billion is predicted by 2021, reflecting a 30 percent annual growth rate in the whole retail industry, which is now valued at Tk 747.50 billion. According to some theories, the sudden fluctuations in sales growth might be attributed to urban middle- and upper-class clients' shifting purchasing habits. By Euromonitor (2014), Bangladesh is a promising future market for global consumer goods companies. Because of changes in the demographics of urbanization and peri-urbanization and the consequent growth in the number of educated and employed young people, this has had a substantial effect on consumer spending behavior.

3.4 External Economic Factors and their Effects of the Industry

Micro-factors were taken into account in an attempt to find a statistical correlation between supermarket visits as a proxy for supermarket growth.

3.4.1 GDP Growth Rate of Bangladesh

By the World Bank's definition, Bangladesh is a low-income nation. Despite this, 150 million Bangladeshis (almost one in five of the population) live in extreme poverty. G.D.P. rates above 6.8% in the last decade due to microcredits, cottage industries as well as offshore remittances, textile sector and other reasons. With the majority of Bangladeshis working in agriculture, ready-made garment industry contributes for 75 percent of export income. Long-term development in Bangladesh is hindered by overpopulation, poor infrastructure, corruption, political instability, and delayed implementation of economic changes due to these factors. 2016 saw a 7.05 percent growth in Bangladesh's GDP over the previous year. According to the World Bank, Bangladesh's GDP growth rate averaged 5.72 percent between 1994 and 2016, with an all-time high of 7.05 percent in 2016 and a record low of 4.08 percent in 1999. According to the statistics shown in the image, there seems to be a correlation between GDP growth and the expansion of supermarkets.

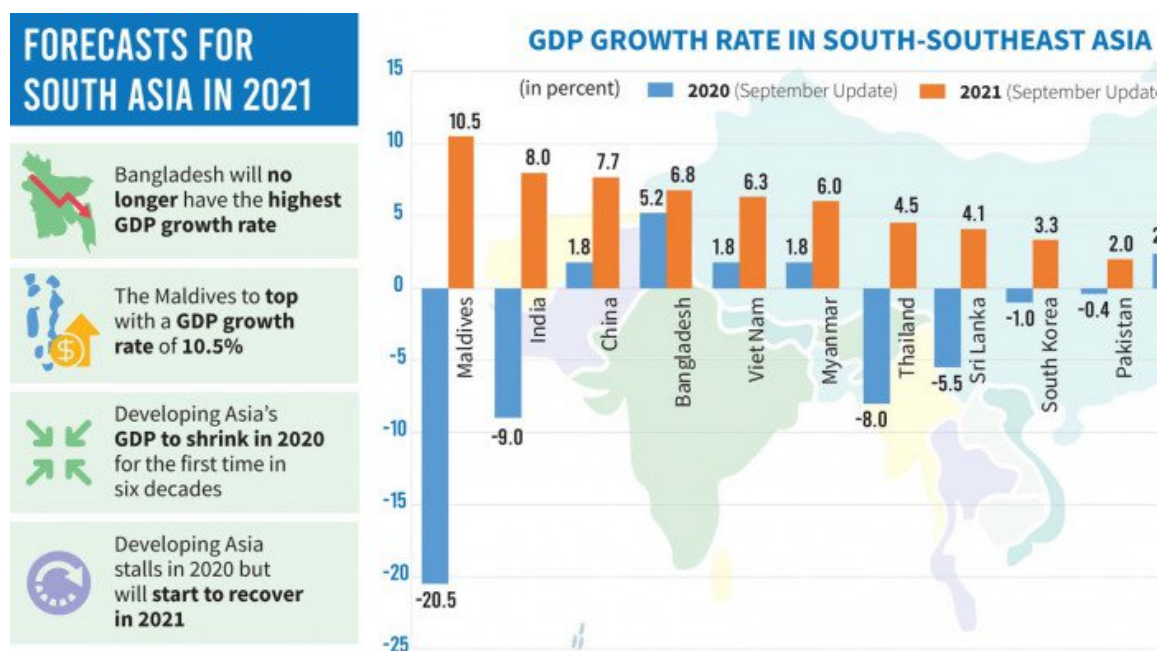


Figure 12: GDP Forecast

There has been a rising rate of growth in Bangladesh's GDP as a percentage of the total GDP. People's quality of life improves when the GDP per capita rises. People's desire to spend more money on high-quality items increases in a growing economy, on the other hand. There has been an increase in people's awareness of the quality of the products they buy. In such case, a

supermarket instead of a traditional market will provide more options and conveniences. High-quality products and services might command even higher prices. A study of 685 census divisions in three states found that low-income areas had half the number of supermarkets and four times the number of smaller food stores as the wealthiest areas. The study looked at urban and rural census tracts.

3.4.2 Urbanization in Bangladesh

There were four times as many shops in mostly white districts as in predominantly black ones, according to the same poll. According to a multistate poll, just 8 percent of African Americans live within walking distance of a supermarket, compared to 31 percent of whites.

A densely populated country, Bangladesh has had rapid population growth in the last century, and it is expected to continue this trend in the years ahead. However, notwithstanding the recent slowdown in population growth, the overall trend remains healthy. Urbanization is predicted to spread over the country in the following decade. Every single person on the planet is expected to be living in a metropolitan area by 2020, according to estimates (World Bank ed., Bangladesh 2020).

Implementing an effective growth and employment strategy may lead to more jobs in the nonagricultural sector and the absorption of agricultural production's surplus labor force. People from rural regions are moving to cities in search of jobs in industries like manufacturing or the service sector, much like many other expanding Asian countries. The urban population in these countries grew faster than the rural population for the first time in history over the decade 2000-2010 for low-income nations such as Bangladesh. Figure 4 depicts the true state of urbanization throughout the course of a year. There was a significant increase in urbanization in 2010 compared to 1974.

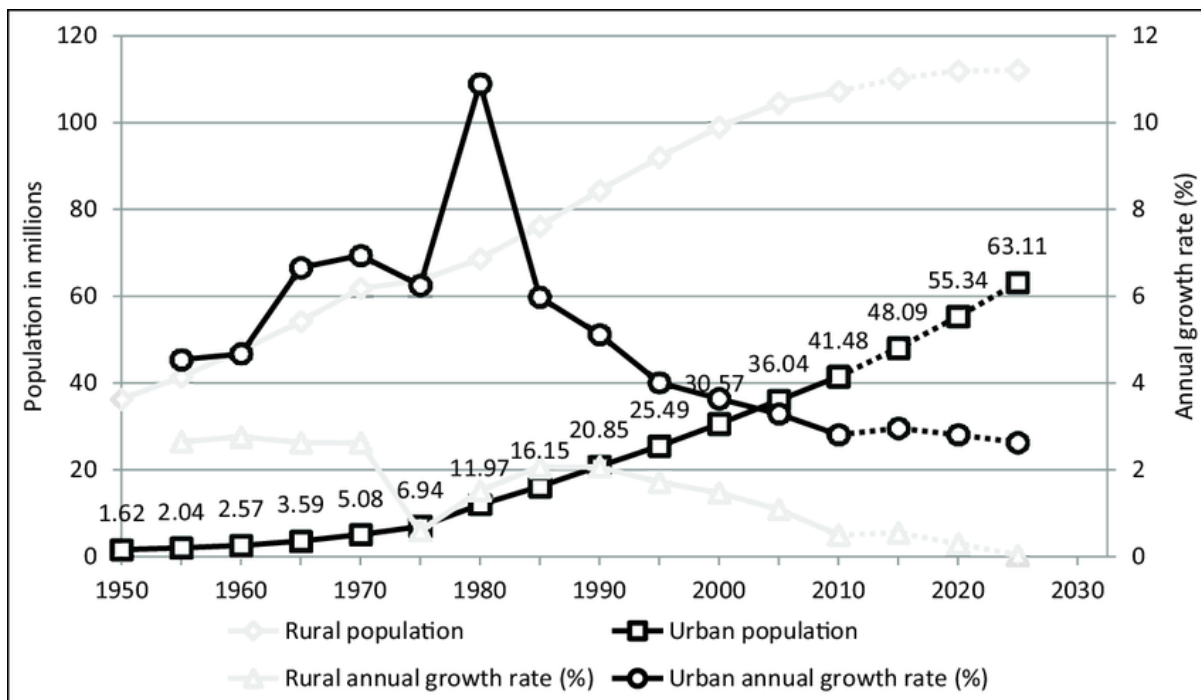


Figure 13: Urban and Rural Population Growth Rate

The rural marketing system is becoming outmoded as the speed of urbanization continues to accelerate. As a result, a large proportion of rural residents have made the move to metropolitan areas. This is why people are looking for a place where they can get all of their necessities in one place. The pressure on workplaces is also increasing as the rate of urbanization rises. There has been a shift in the way people prioritize their time. Commodity purchases in the traditional market aren't getting any more attention from consumers. There can be little doubt that urbanization has a positive impact on supermarket growth, given this background.

3.4.3 FDI In Bangladesh

In 2015, Bangladesh's FDI increased by \$1834 million in dollar value, according to the World Bank. From 2002 to 2015, FDI in Bangladesh averaged 930 USD million, with an all-time high of 1834 USD million in 2015 and a low of 276 USD million in 2004. Bangladesh grew at an average annual rate of 6% between 2002 and 2015. Figure 5 shows that foreign direct investment (FDI) is essential to the growth of supermarkets.

WORLD INVESTMENT REPORT 2021



FDI Inflow declining in Bangladesh

(Figures in billion USD)



\$999bn
Global FDI
inflows 2020

\$71 bn
South Asian
FDI inflows 2020

Top 3 FDI recipients



FDI INFLOWS IN SOUTH ASIA

	2019	2020
Afghanistan	0.04	0.01
Bangladesh	2.87	2.56
Bhutan	0.003	0.002
India	50.56	64.06
Maldives	0.96	0.35
Nepal	0.18	0.13
Pakistan	2.23	2.11
Sri Lanka	0.76	0.43

Source: Unctad

Figure 14: FDI Inflow rate

Foreign direct investment in Bangladesh has increased year over year, as seen by this figure. The growth of supermarkets may be linked to an increase in foreign direct investment (FDI). Over time, as foreign direct investment (FDI) in agricultural grows, more jobs are created, resulting in a rise in the country's per capita income, which necessitates more stores.

3.4.4 Technological Factors

There is a lack of technical innovation in the retail business of the country's so-called "Mudi" and "Paikari doka" stores. While the big box stores use digital CRM and accounting software to manage their sales and grow their market share by getting more and more consumers, small merchants are still utilizing pen and paper to track their daily sales and inventories. Small-scale

merchants and supermarkets are both using the direct sourcing strategy in terms of purchasing. In the diagram below, direct sourcing is shown.

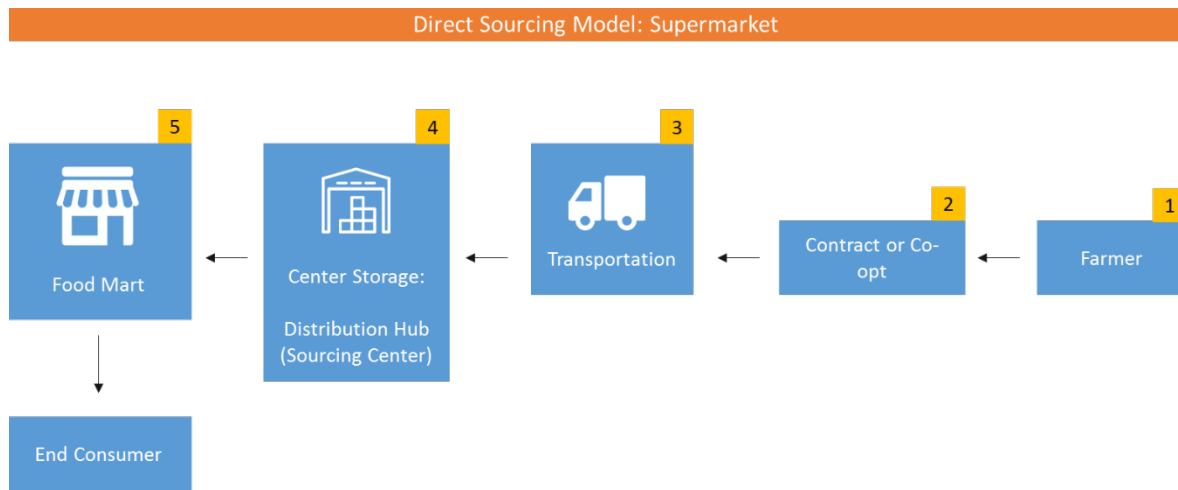


Figure 15: Direct Sourcing Model

Both supermarkets and small-scale merchants are expected to leverage technology improvements to digitalize their sales monitoring systems, inventory tracking systems, and bring in cash visibility in the face of growing competition. The many technical aspects and their effects on the country's retail business are also highlighted in this research. Important companies in the market, such as segmental share of the market, annual revenue and new product launches are included in the vendor landscape. SWOT analysis and M&A activities are also included in this section of the report. (R&D).

Cost optimization

Retail automation helps both companies and their consumers meet the demands of their customers more swiftly and conveniently. Automated products are becoming more popular as a result of faster sales cycles, better platform administration, and increased product supply chain efficiency.

Increasing demand

Cost savings and an improved work environment are two ways this component helps to grow the retail automation industry. Those stores that employ automated retail products and vending machines have an advantage over their rivals. The adoption of retail automation technologies is being fueled by rising consumer purchasing power and economic growth in developed regions. As a consequence of this tough competition, retail automation is becoming

increasingly popular. The market is likely to expand in the next years due to the rising popularity of automated products that reduce labor costs.

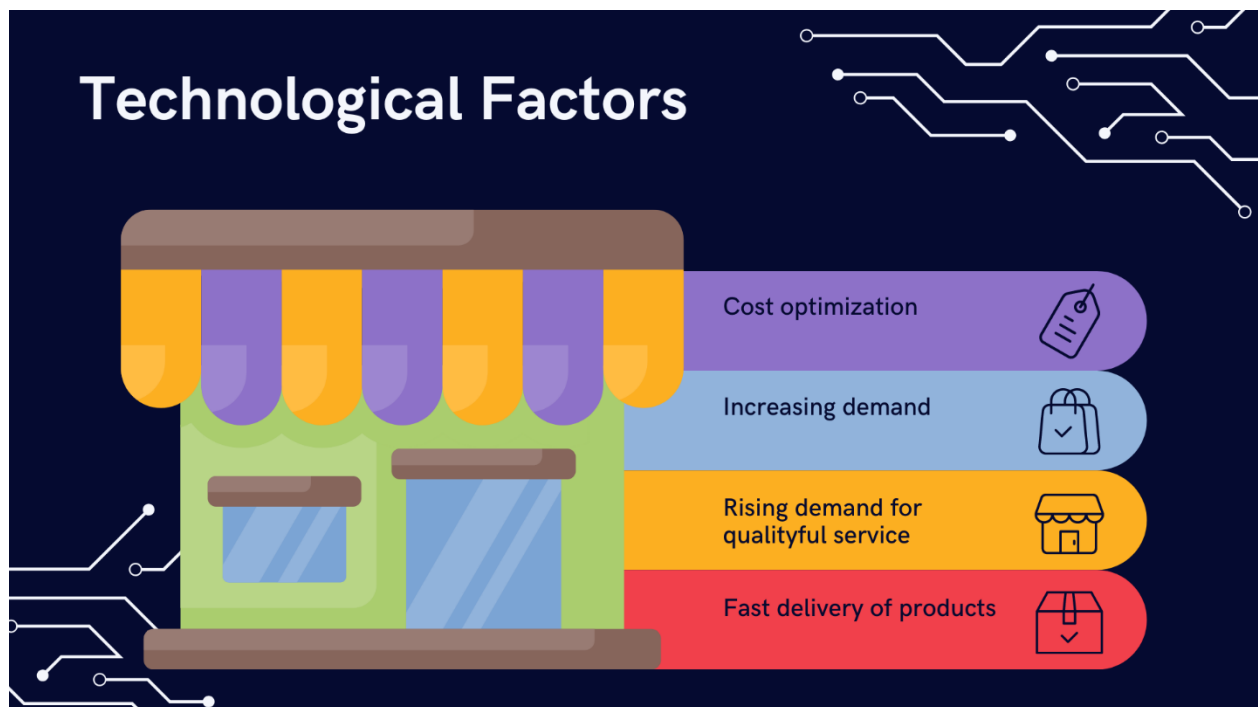


Figure 16: Technological Factors

Rising demand for quality service

There has been an increase in customer demand for quality and fast service, as well as lower retail pricing. Additionally, retailers may be able to save money through retail automation. Retail automation relies on smart devices and technology, which optimizes operations, in order to give high-quality services to customers. The retail industry is also being transformed by technological advancements, which is leading to an increase in the use of cutting-edge technologies.

Fast delivery of products

Nowadays, clients are well-informed and do their homework before making any purchases. Customers now want the highest-quality items to be available at the lowest feasible cost and to be delivered as quickly as possible. Real-time GPS tracking, automated scanning, and the use of real-time data to monitor shipments may enhance the logistics and delivery system.

Chapter 4

Description of Main Duties/Job Activities

4.1 Briefing

In my three months period of internship, I was not only assigned to one specific task but also able to experience different tasks from different departments. Firstly, I was assigned to the bulk upload team under the department of ‘Unicorn’ which is basically a distribution house of ShopUp. Secondly, when the uploading part became automated then I got a chance to work at the ‘DMS’ project and we had to do several testing to detect the bugs. Lastly, I worked on a project called ‘CRT’ under the department of ‘Mokam’ where I was involved from the scratch to development phase as a product team intern.

4.2 Daily tasks/Responsibilities

In terms of responsibilities, I was tasked with processing and analyzing sales data that had been obtained in bulk from various firms. The data from each distribution center had to be entered into a database every day as part of my duties as an operations intern. The initial burden was really light, but as time went on, so did the precision of the job. ShopUp has setup some specific responsibilities like any other organization. For distribution department, these specific responsibilities are –

1. Maintaining daily sales report and create database by date and by distribution house.
2. Preparing daily sales report.
3. Process the raw sales file and uploading them to the server.
4. Preparing Upload Status.
5. Assisting Distribution Operation Manager to maintain a proper sales database.
6. Monitoring and assisting the computer operators of distribution houses to receive proper sales data.

Every day, after completing the aforementioned tasks, I am required to submit a report to my immediate supervisor. As an intern, I had a wide range of tasks and obligations. I learned to stretch myself and think outside the box as I took on more responsibilities and faced new problems thanks to all of these activities. Throughout my internship, I was able to hone my communication, analytical, and teamwork abilities, as well as my proficiency with Microsoft Office products.

4.3 Working conditions and functions

Typical working hour for ShopUp starts every day at 9.00 AM but as it's a startup and still "Omicron" is walking around the city, most of the employees work from home and rest of the employees have that much flexibility to come at any time in the office. Usually, I woke up early in the morning because we had classes from 8.00 AM at IUT that's why the usual office timing didn't bother me at all. After taking shower I ate my breakfast and get ready for the office. We have that flexible opportunity to wear an informal but decent dress for the office cause ShopUp doesn't have any specific dress code to follow that's why most of the employees loved ShopUp for their flexibility.



Figure 17: Field Visit

The environment of ShopUp is very friendly and the co-workers are very helpful. They all loved to work together and help each other to grow together. They also provide lunch benefit for their employees. They also have mentorship programs to train their employees for the betterment of their future. Most of the days we used to cut cakes as I was in the 4th floor and

there was 'Procurement' department so it was really fun. Sometimes I had to do overtime at ShopUp which is mostly at the EOM cause the monthly report has to be prepared on time to present to the meeting with the co-founders.

Unusual working hours like overtime is a great pressure to handle but sometimes it was fun as I got a chance to go for a field visit at the Uttara/Tongi hub which was beside the Turag River and BGMEA university. That day was a fun day as my responsibility was to monitor all the things were happening on the hub which is kind of investigating related work. And for the first time in life, I got a chance to travel in a truck.



Figure 18: Uttara Warehouse

4.4 Difficulties and challenges

At first, it was difficult to adjust to the new surroundings and new colleagues. A number of difficulties arose in the first few weeks. First and foremost, data sets often had mistaken and omissions. Because they were unwilling to learn, under-qualified DB operators didn't have an open mind about changing the way they provided data. Trying to get them to see the flaws in their work was very tough, which made our job much more challenging. Finally, our team and the DB operator were unable to communicate effectively. As a result, there were several difficulties to overcome. Some of these issues, on the other hand, have been resolved or are about to be resolved.

4.5 Assigned tasks

4.5.1 Bulk Upload

My task included thousands of data points, all of which needed to be precise before being uploaded to the company's server. If there are any errors in the data, the order will not be generated, and I will have to go back and fix the data and re-upload it. Obtaining accurate data on sales and NMV required communication with the distribution house management and their computer operators. My daily tasks are described below with proper figures. First, of all, every day I was given a daily sales tracker where all the necessary information's of all the hubs were there.

Sl	Distribution House Name	DSR ID	Total DSR	Present DSR	Cash %	Number of SMUs	Active SMUs	Available SMUs	Number of SKUs vs Available SMUs	Available Items	Ordered Items	MTD Sales	Target	%	Remaining	AOS	RR
4	ACI Essential Charak	165	0	0	100%	27	27	27	100%	27	15	408,361	3,000,000	43%	591,639	13,612	591,639
5	ACI Essential Tugson	107	1	1	91%	58	54	56	104%	56	13	3,173,546	3,500,000	89%	376,154	195,128	376,154
6	ACI Essential Ultra 2	157	3	3	100%	67	67	63	64%	43	27	2,223,993	2,800,000	79%	576,007	74,133	576,007
7	ACI Essential Ultra 2	290	0	0	100%	-	-	-	-	0	0	7,450,421	4,500,000	166%	(2,950,421)	246,347	(2,950,421)
8	ACI Elite	149	2	2	67%	-	-	-	-	0	0	3,646,796	5,500,000	105%	(1,846,796)	122,227	(1,846,796)
9	ACI Essential Nonunbazar	243	3	5	56%	89	81	22	27%	22	14	3,722,073	4,500,000	83%	777,926	124,069	777,926
10	ACI Essential Larabazar	240	1	1	39%	47	47	47	100%	47	9	1,640,084	2,000,000	82%	359,916	34,469	359,916
11	ACI Trends Kamarpura	240	2	2	100%	53	53	43	81%	43	25	3,037,003	3,000,000	21%	793,796	6,907	793,796
12	ACI Con's Bazar	359	2	2	32%	37	33	28	85%	26	10	1,385,123	1,500,000	93%	114,877	46,171	114,877
13	ACI Hygiene Syllhet	351	1	1	85%	-	-	-	-	0	0	2,184,652	2,500,000	87%	315,348	72,827	315,348
14	ACI Trends Kamarpura	240	2	2	100%	53	53	43	81%	43	25	2,435,662	3,000,000	81%	564,338	83,196	564,338
15	BEOL Madarpur	238	0	0	55%	-	-	-	-	0	0	5,842,339	4,000,000	146%	(1,842,339)	194,745	(1,842,339)
16	BEOL Bangpur	159	0	0	-	-	-	-	-	0	0	24,840	-	-	838	(24,840)	838
17	BEOL Ultra	146	0	0	92%	-	-	-	-	0	0	6,136,164	7,500,000	82%	1,373,737	208,209	1,373,737
18	BEOL Quashinbazar	247	4	4	74%	34	38	40	105%	38	20	6,934,640	8,000,000	87%	1,065,360	231,155	1,065,360
19	BEOL Hajaribag	251	2	2	42%	44	44	34	77%	31	11	6,248,327	8,000,000	78%	1,751,672	208,278	1,751,672
20	BEOL Chowpura	297	3	3	39%	-	-	-	-	0	0	7,835,663	12,000,000	65%	4,164,337	283,190	4,164,337
21	BEOL Jhalekathi	256	1	1	2%	30	30	12	40%	12	15	2,893,614	2,000,000	145%	(893,614)	96,187	(893,614)
22	BEOL Gaipur	289	5	5	100%	44	35	35	100%	10	10	8,738,172	9,000,000	96%	261,828	293,272	261,828
23	BS Kamarpura	116	4	4	100%	47	30	30	100%	30	19	2,216,216	2,200,000	101%	(16,216)	73,541	(16,216)
24	BS Tugson	104	6	6	67%	32	30	30	100%	30	25	4,773,599	4,500,000	106%	(273,599)	159,120	(273,599)
25	BS Sylhet	294	3	3	39%	46	34	34	100%	22	14	441,840	1,500,000	43%	858,160	21,395	858,160
26	BS Charak	364	1	1	100%	46	34	24	100%	25	25	1,85,123	1,000,000	23%	714,876	5,594	714,876
27	City Elite Oil Sylhet	163	0	0	89%	-	-	-	-	0	0	1,498,950	1,500,000	100%	1,050	49,950	1,050
28	City Group Madarpur	293	1	1	51%	78	52	25	48%	7	8	3,712,483	3,500,000	106%	(212,483)	123,749	(212,483)
29	City Group Chowpura	243	4	4	44%	44	44	44	100%	44	44	3,442,444	3,500,000	100%	(57,556)	24,444	(57,556)

Figure 19: Daily Sales Tracker

Then I have to find the bulk files of the DB's assigned for me from a rar. file to make the report for upload.

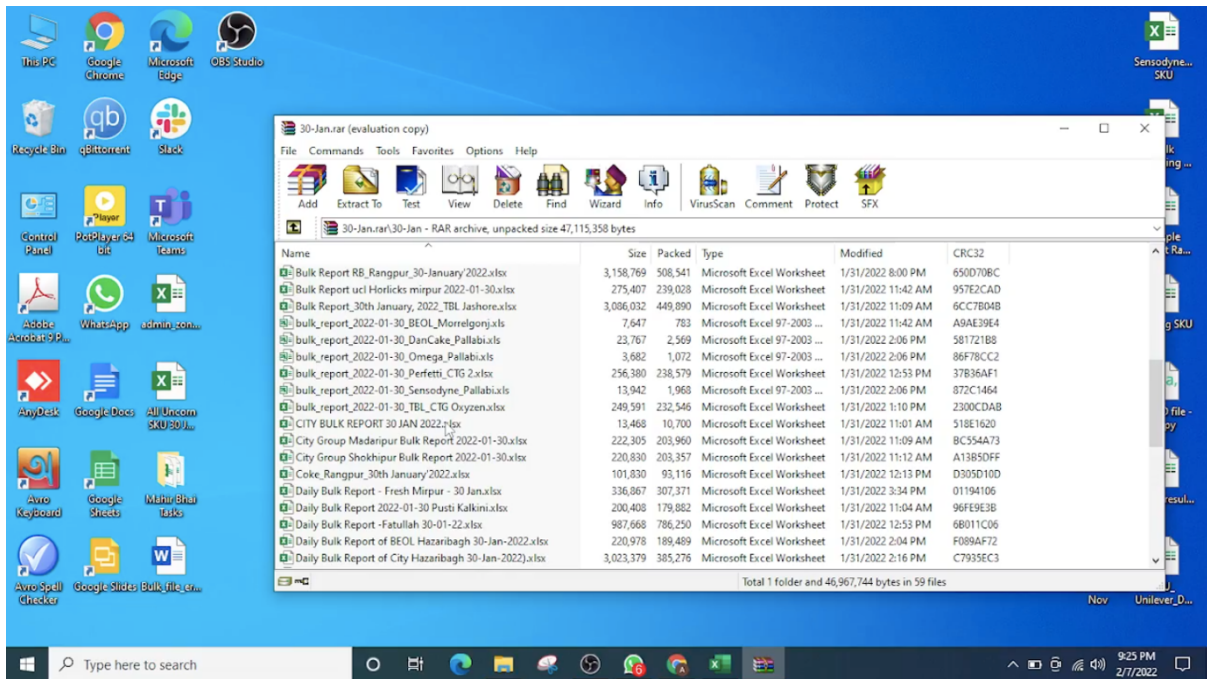


Figure 20: Manual bulk files

From these bulk files I have to make a report of every day and report to my supervisor. There was a specific format for the report.

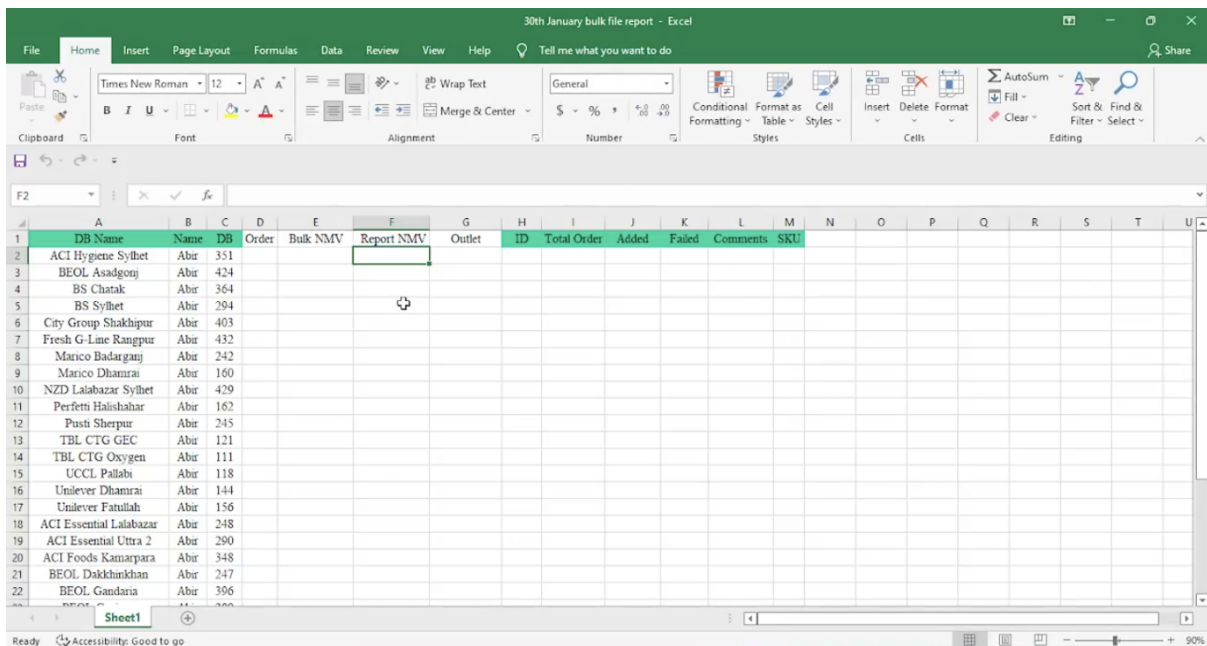


Figure 21: Bulk Report Format

I had to fill up these cells to make the final report for every day. Using 'VLOOKUP', I had to retrieve the data of 'Report NMV' and 'Outlet' from the daily sales tracker. Then I had to go through all the bulk report to match their NMV and order number.

Payment Me	Customer Phor	Date	Shop Name	Shop Address	Area ID	Product Name
COD	8801634476477	2022-01-30	Rupa Pal Store	Damrai	365	DOVE CONDITNER OXYGEN MOISTURE 24X180ML
COD	8801915557801	2022-01-30	Salauddin Store_3	Mas Bazar Kalampur	365	DOVE COND INTNS REPIR DAMG THPY 24X175ML
COD	8801967473863	2022-01-30	Azahar Store	Sobji Bazar	365	DOVE COND INTNS REPIR DAMG THPY 24X175ML
COD	8801816441725	2022-01-30	Paper land Store	nayarhat	365	DOVE COND INTNS REPIR DAMG THPY 24X175ML
COD	8801718239877	2022-01-30	Liton Store (Kacha Bazar)	Kacha Bazar	365	DOVE SHAMPOO IRP DOME 4TK 864X7ML
COD	8801684393030	2022-01-30	Habib Cos. Store	Dhaka Aricha RoadSutipara	365	DOVE SHAMPOO IRP DOME 4TK 864X7ML
COD	8801720418939	2022-01-30	Monir Store- Joyapura	Joyapura	365	DOVE SHAMPOO IRP DOME 4TK 864X7ML
COD	8801934849653	2022-01-30	Kasem Store (Kalampur BZ)	Kalampur BZ	365	DOVE SHAMPOO IRP DOME 4TK 864X7ML
COD	8801918275244	2022-01-30	Momoretz Store	Kalampur Bus Stand	365	DOVE SHAMPOO HFR DOME 4TK 864X7ML
COD	8801956669905	2022-01-30	Modern Store	Kalampur Stand	365	DOVE SHAMPOO HFR 220TK 24X170ML
COD	8801961112964	2022-01-30	ARS Store	Joyapura	365	DOVE SHAMPOO HFR 220TK 24X170ML
COD	8801914463988	2022-01-30	Poly Cosmetics	Kalampur RoadSutipara	365	DOVE SHAMPOO HFR 220TK 24X170ML
COD	8801952710953	2022-01-30	Abul Hosen Store	Kalampur Bazar	365	DOVE SHAMPOO HFR 220TK 24X170ML
COD	8801915166051	2022-01-30	Salauddin Store - Kalampur	Kalampur	365	DOVE SHAMPOO HFR 220TK 24X170ML
COD	8801711782029	2022-01-30	Ismail & Sons Store	KalampurSutipara	365	DOVE SHAMPOO HFR 220TK 24X170ML
COD	8801714262215	2022-01-30	Tarek store	Kalampur Bazar	365	DOVE SHAMPOO HFR 220TK 24X170ML
COD	8801966569574	2022-01-30	Sahajuddin Store	Kalampur Bazar	365	DOVE SHAMPOO HFR 220TK 24X170ML
COD	8801963525433	2022-01-30	Rupali Store	KalampurSutipara	365	DOVE SHAMPOO HFR 420T 24X340ML
COD	8801712836017	2022-01-30	Islam Store	Kalampur	365	DOVE SHAMPOO HFR 420T 24X340ML
COD	8801907760452	2022-01-30	Hasan Store (Mas Bazar)	Mas Bazar Kalampur	365	DOVE SHAMPOO HFR 420T 24X340ML
COD	8801720338275	2022-01-30	Hazi Store	Kalampur Bazar	365	DOVE SHAMPOO HFR 420T 24X340ML
COD	8801920124152	2022-01-30	Sawkat Store	Kalampur Mach BazarSutipara	365	DOVE SHAMPOO HFR 420T 24X340ML
COD	88019071326503	2022-01-30	Nisak Store	Kalampur Kacha BazarSutipara	365	DOVE SHAMPOO HFR 420T 24X340ML

Figure 22: Sample bulk file

Then I had to check the bulk file and go through all of them to collect the raw data needed to make a report and upload.

ORDER_NUMBER	DELIVERY_CHARGE	COD_CHARGE	PAYMENT_METHOD	LOGIN_ID	LOGIN_PHONE	LOGIN_EMAIL	CREATED_AT	FIRSTNAME	LASTNAME	ADDRESS1
#VALUE!			COD							
#VALUE!										
#VALUE!										
#VALUE!										
#VALUE!										
#VALUE!										
#VALUE!										
#VALUE!										
#VALUE!										
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Figure 23: Sample Raw format

After fill-up the required cells the file was ready to upload on the internal server.

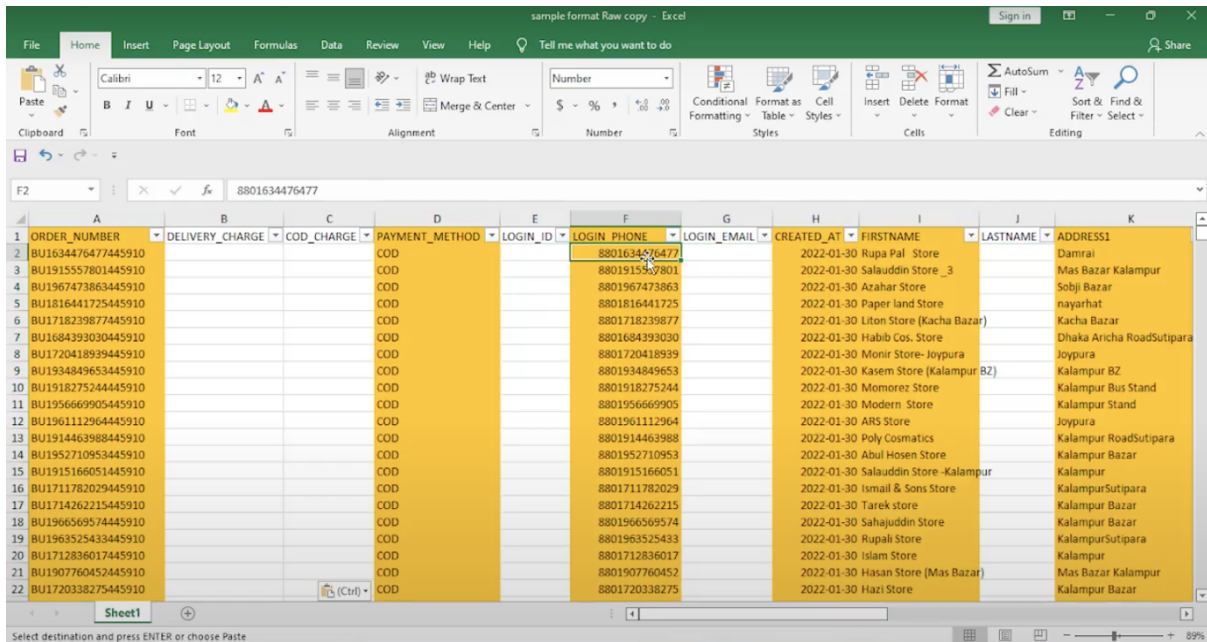


Figure 24: Ready file for upload

I had to upload the files and get the data for order ID's and fill-up the required total, added & failed cells to report the supervisor at the EOD.

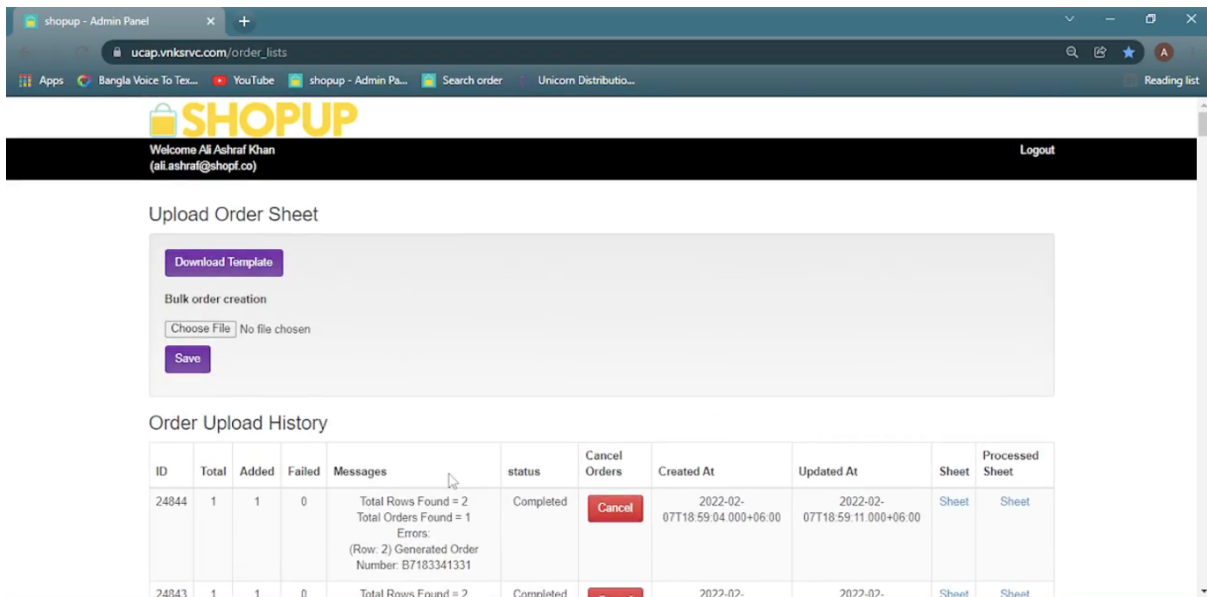


Figure 25: Upload Order Sheet

That was the daily tasks for me and at the EOM I had to prepare the reports for every day of that month for my supervisor to present the data to the departmental matrix meeting.

4.5.2 DMS

Basically, the meaning for DMS is Delivery Management System which is involved with the bulk upload team. As till now the data from the DB's were collected manually, our product team developed a product to manage all the data from one place and that's the main purpose of this DMS project.

Mostly my work was same as earlier but some changes occurred after the entry of DMS and it made my life easy. Before we had to collect the bulk files and generate the daily sales tracker manually but now the whole process is being automated by getting the data inputs from the computer operators of all DB's. Bulk files are automatically generated by the help of DMS and I can download the report using the name/DB ID of that specific DB house.

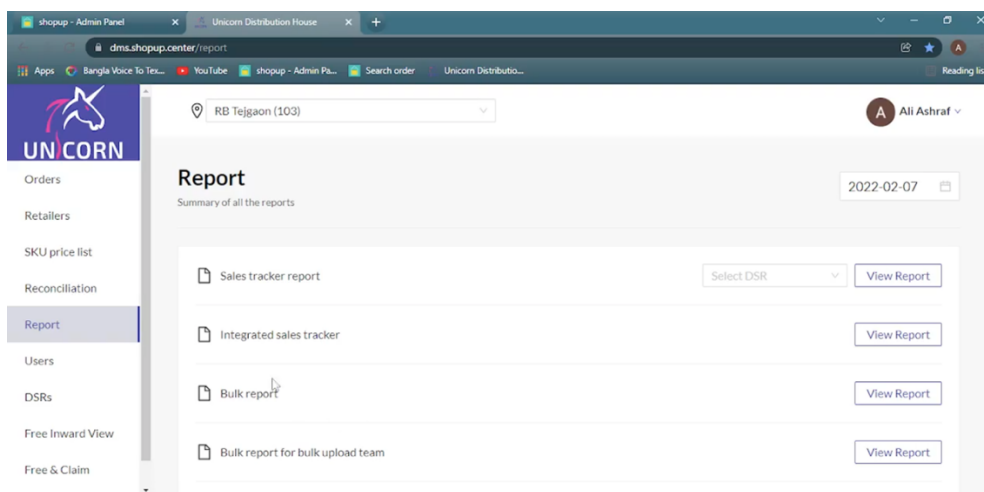


Figure 26: Delivery Management System

And the bulk order sheet also got its new look as well as its name which is 'Hulk Upload Tool'.

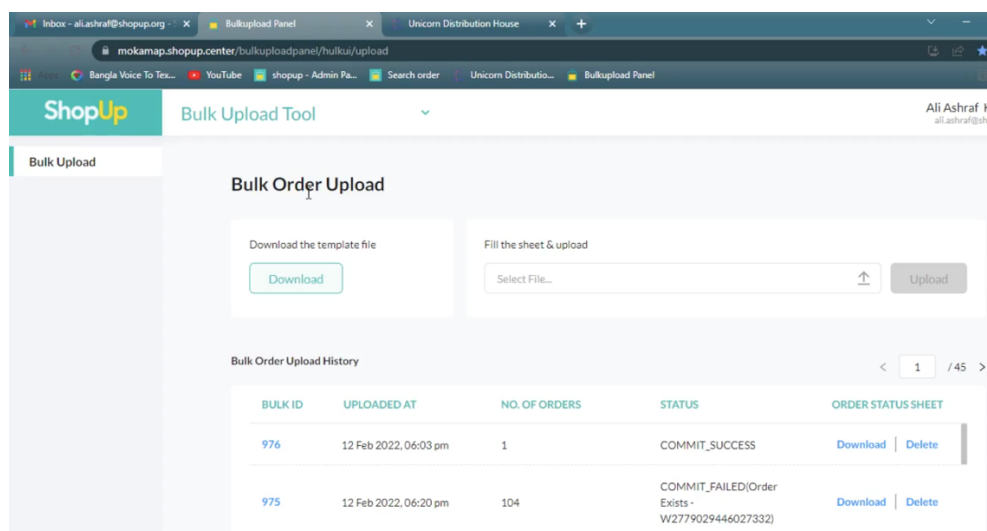


Figure 27: Hulk Upload Tool

As the DMS was its initial stage so there were some bugs that had debugged during that phase but after a month it became fully automated and my work for that project was done.

4.5.3 CRT

That's the totally new project for the visibility of the transaction of cash of all the hubs. CRT means Cash Requisition Tool which is a product of ShopUp. After getting in the product team, that was my first project and my task was to adopt the CO's to be able to use the product.

There were 3 parts of the CRT and these are Opex, Hub and Agent. These are the main parts of CRT to fill-up the purpose for the visibility of the liquidity.

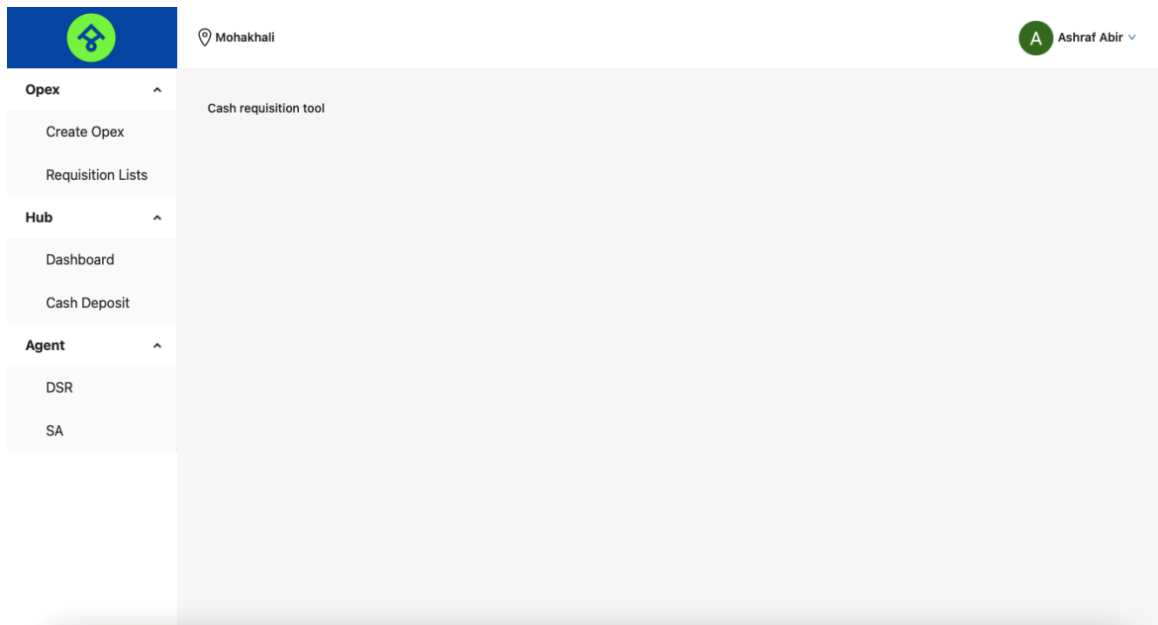


Figure 28: Parts of CRT

My job was to conduct meeting with the respected cash officers to adapt them with CRT so that they can use this tool.

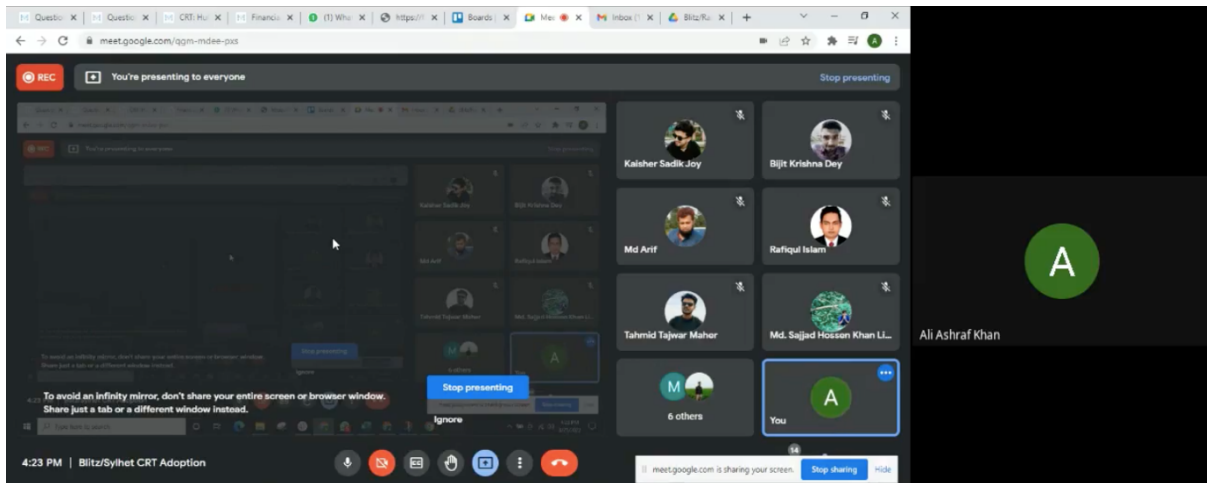


Figure 29: Meeting with the CO's

So, the adaption phase of CRT is still ongoing and the product is still developing from the requirements getting from the users to make it more user friendly.

4.6 Working tools

For working purpose, I used so many software's which are important for the communication between the employees for day-to-day basis. Some software's I learned new which made me realize that I have more to learn. Some of the tools are described below_

4.6.1 Microsoft 365

ShopUp used Teams for their internal communication about the office recruitments and welcome people there. They also wish employees at their birthdays using team. MS word and MS Excel are mostly used tools for most of the employees as they are easy to use and fast enough to do all the work.



Figure 30: Microsoft 365

4.6.2 Google Workspace

Who doesn't know about google! We at ShopUp use meet for our daily meetings cause it's free and easy to use. Google doc and google spreadsheet are also used when a team is working on a same project and have to keep the track. Google drive is one of the best storage tools and as an organizational mail there is unlimited storage for us.

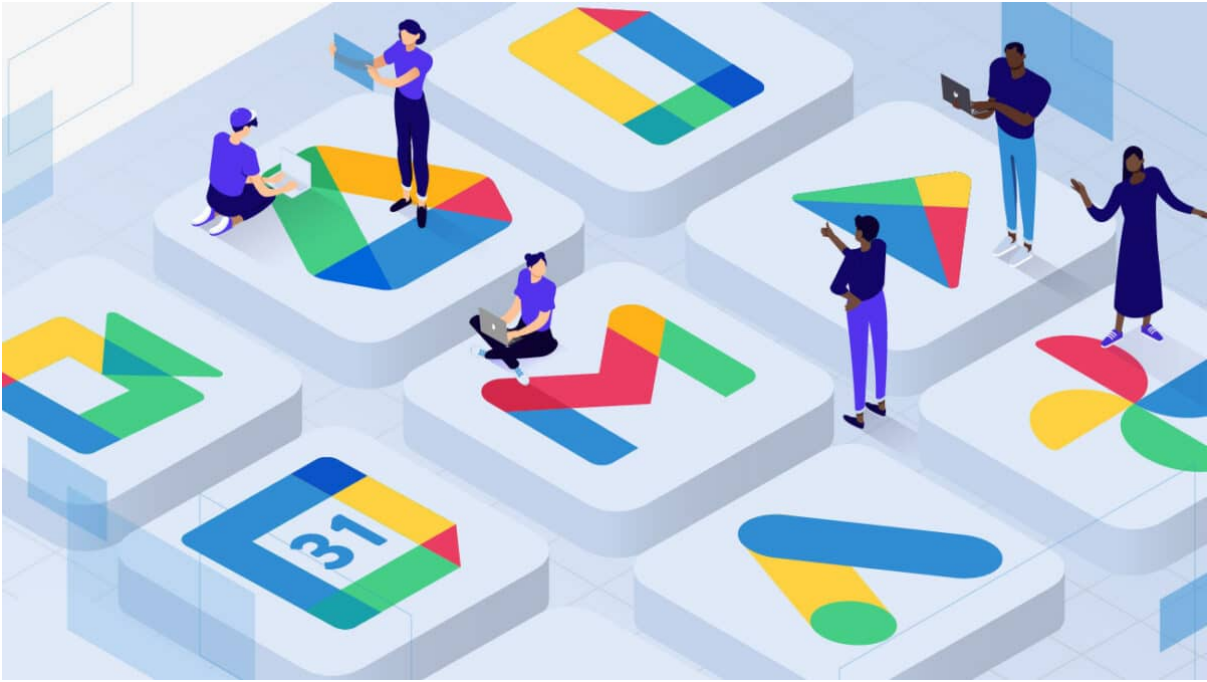


Figure 31: Google Workspace

4.6.3 Slack

Slack is a great tool for engineers because there is an option to do coding and testing which is a great tool.



Figure 32: Slack

4.6.4 WhatsApp

That's the most used social app for all kinds of business perspectives. There is also an app called "What's app Business" which can be used for only business matters. Using What's app it's easy for the employees to communicate with each other as well as share files because there is also a web version of What's app.

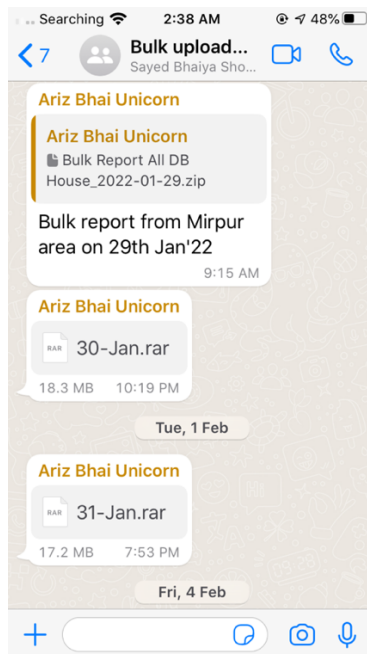


Figure 33: What's app group for Bulk Upload



Figure 34: What's app group for CRT

4.7 Experience gathering and interactions

One of the saying which is very prominent in ShopUp HQ is, “We don’t treat our interns as interns, we treat them as our team-member.” This is very much true in terms of work distribution. I have acquired many different soft skills as well as I am taught how to tackle immense pressure and how to deliver reports and task in short period of time. Firstly, I was given a huge assignment of creating a report of NMV, Net Margin Value of July-October based on my skills. I have successfully prepared that report. This report was done alongside my daily responsibilities and completing all my task. Additionally, I have also guided many different computer operators of different distribution houses how to provide clear and better sales data. This was done for my ease of work. However, both the parties were benefited and my supervisor was very pleased by this proactive work ethics.

Internships, in general, are an unusual path for undergraduates to get significant real-world work experience. As an intern at a well-known and quickly expanding Bangladeshi company, I had the opportunity to get familiar with the working environment and corporate culture. To begin with, I've learnt how to critically process and evaluate a vast quantity of data, and how to make them more user-friendly and intelligible. Second, I rapidly realized the importance of public relations. During my internship as an operation intern, I will be required to interact with a wide range of people from distribution managers to computer operators to salespeople. As a result, it's critical to have a variety of communication skills. Having to work in a group taught me a lot about teamwork and synchronization. Finally, for the "Reconciliation Report of November-January," I had to collaborate with the General Manager of Unicorn Distribution. Then I had a peek of what it feels like to be under a lot of strain and go through a lot of pain. All of these diverse experiences are preparing me for the future job and duties that I will have to take on in my career. As a result of participating in this internship program, I was able to put classroom concepts into practice.

Chapter 5

Findings and Analysis

5.1 Company Level Analysis

ShopUp is such a company who is gloriously using data to create more opportunities for many people. In ShopUp, there are many different uses of data however only 4 important steps of this process –

1. Data Acquisition
2. Data Processing
3. Data Analysis
4. Integration of Data

These 4 steps are the major difference maker as well as important steps which is helping ShopUp to be on top of the market and competition.

5.1.1 Data Acquisition

Data from small businesses and resellers is the initial stage in the whole operation of the organization. Using ShopUp, small companies, micro-enterprises, and even giant conglomerates may join forces for greater success and financial gain. Why are so many businesses coming together?

An excellent place for small enterprises and single proprietors to do business has been established by the corporation. This platform has never previously been seen. As a result of this company's initial foray into F-commerce (Facebook-based commerce), they have become a beacon of hope for many. Secondly, the start-up is so vital and beneficial for everyone that it cannot be ignored or overlooked. This is a major contributor to the country's economic growth. Is it possible that ShopUp is able to do all of these things flawlessly? Well, that's a good start. For the CTO, data acquisition is not only the collecting of diverse data, but also the conversion of that data into digital numeric value that can subsequently be utilized to predict and get a better understanding of where the company is headed.

5.1.2 Data processing

Proper data processing and integration is the second stage of this procedure. Data from a wide variety of sources is collected by ShopUp. Each of these vertical organizations, such as ShopUp, RedX, MOKAM, and Unicorn Distribution, has its own set of data sources and data kinds. One thing all employees have in common, regardless of their specific roles or responsibilities, is the ability to analyze data effectively. Because of this, data processing is a

critical component of this e-commerce endeavor. In any case, the organization's software or website, as well as people, process data.

5.1.3 Data Analysis

Analyzing and cross-referencing the data with the report or prediction is the next step after it has been collected. Errors in the data collection or processing might have serious consequences, thus this phase is critical. During my internship, I had at least two or three instances of this kind of setback. Because of this, data processing and data analysis must be thoroughly cleaned and tested. It's important to remember that even the littlest error may have a significant impact on the everyday operations of a company.

5.1.4 Data Integration

After analyzing the data, integrating the system, and upgrading the whole system, this organization has another essential responsibility. When other departments and wings aren't updated, it causes a lot of confusion. As far as I'm concerned, this is the most critical phase and is being taken very seriously. It's our job to make sure this website runs quickly and accurately since here is where all the processed data is being submitted.

5.1.5 Management Information System

In order to keep ShopUp where they belong, at the top of the competition, the above-described actions must all be completed in sync. In terms of the MIS, all of them are relevant examples of how to organize information and what the system should look like.

At long last, I can declare that the phrase "Management Information System," which is relatively new in the field of e-business and e-commerce, has swept the whole globe by storm. A great example is ShopUp. Their ability to oversee and engage with small enterprises, as well as their influence on the economy, is impressive.

5.2 Market Level Analysis

One of the most complicated businesses in the world, ShopUp is made up of e-commerce, finance and shipping as well as possible B2B services in the future. Baki is a working capital financing service for small businesses; Mokam is an online wholesale platform; and REDX is a logistics company. The company promises to offer a complete B2B commerce platform for

small businesses. ShopUp's B2B ShopUp commerce platform is currently at the center of ShopUp's operation, even if each of ShopUp's products has had some success—for example, REDX is one of the fastest-growing logistics enterprises in Dhaka, Mokam.

As a B2B commerce platform, that company's online ordering features include logistics and credit. All of the brands, manufacturers, importers and distributors that sell to small businesses are now ShopUp's clients, since they are a wholesale platform. Even though ShopUp's Mokam now focuses on serving mudi dokans (smaller enterprises), the B2B wholesale marketplace development of ShopUp completes a circle: These very same firms that ShopUp used to empower may now obtain their items from ShopUp, even if it may sound far-fetched. To put it another way, ShopUp has the power to provide these companies greater control over demand development and supply management. While these companies are selling products, REDX can supply the logistical services they need.

Mokam's B2B wholesale platform, ShopUp, connects small businesses with wholesalers. The company's Mokam service, which provides access to more than 10,000 branded and unbranded goods, is reported to serve more than 500,000 local retailers. ShopUp collaborates with brands, suppliers, manufacturers, and importers to provide this product to consumers. Mokam is where ShopUp's built-in finance product, Baki, comes into action. ShopUp provides small businesses with the option of borrowing money instead of giving direct finance. Individuals may earn credit simply by utilizing the Mokam app they currently use to make transactions. This results in a simple financing process for shops. With Mokam's new services, small businesses may now keep track of their customers' credit and send them payment reminders. In the near future, the program is expected to have more functionality, such as accounting and invoicing. Mokam is the glue that keeps ShopUp together when it comes to commerce and money, as well as other potential services.

B2B commerce startup ShopUp has raised \$75 million in a Series B round led by Valar and a number of high-profile investors. A Bangladeshi startup and the largest B2B commerce enterprise in the area have both raised the most money ever.

Since its inception, ShopUp has made tremendous progress. It now has a lot more to accomplish than it had before. Why does ShopUp put so much importance on the term "small business"? Support for the company's ecosystem comes from smaller businesses. It is in the best interest of ShopUp's suppliers, who are also its consumers, when small businesses are successful. It's because to tiny businesses like ShopUp and Baki that these services are feasible. Small businesses' present offers may grow in ways that open up new opportunities for them. All of

ShopUp's businesses can stand on their own two feet. In any case, they work better as a unit when utilized together, creating a flywheel and a complete ecosystem in the process. The most likely options for a small company using Mokam for inventory management are Baki and REDX. You can't argue with it even if you go the opposite way. Similarly, it aids in the construction of competitive moats for the firm. For a number of different reasons, ShopUp customers stick with the company over time.

ShopUp is much like the rest of the B2B e-commerce platforms when it comes to selling and buying commission, shipping and logistics, financing and credit, and advertising. Other areas that might need improvement include: analytics, ledgers and invoicing, and sales and business management services. But the four methods mentioned are most often used by B2B companies. Because of this, ShopUp has already been established.

5.3 Professional Level Analysis

Employers may observe an intern's performance, discipline, and ability to learn about the workplace culture, as well as his or her motivation for work and how he or she tackles new situations throughout internships.

There are a couple of options for interns who succeed: either the employer will give them a permanent position or the intern may utilize their reference to seek a job elsewhere. HR and Admin supported all of my efforts and time restrictions when it came to ensuring that specific regulations were adhered to. Even though it was a full-time job, they were conscious of my academic obligations because of my age. Even though my internship is just a few weeks long, I feel it is vital that I build strong working relationships with everyone I meet. Because of the correlation between my internship experience and what I learned in university; I feel it will have the following effects on my career goals:

5.3.1 Acquiring information

Learning how to deal with real-world issues is impossible in a traditional classroom setting, therefore an internship is the best way to get hands-on experience. Even at a flawless company like ShopUp, I could see how they adhere to the norms and values. During training, we'll learn about the structure of an organization, its limits, and how to learn from each and every person we encounter. Because of this class, I've learned stress management skills as well as how to deliver top-notch customer service. We'll be able to learn from our mistakes if we work with a trainer as I did. They allowed me to practice and have them cross-check my work because I

made mistakes and had the opportunity to learn from them so that I could do better next time. With each further question, I felt a sense of accomplishment. I was able to identify my weaknesses and design a plan for improvement after obtaining input from a number of my superiors.

5.3.2 Relationship to academic training

I thought I knew a lot about business because of all the time I spent studying in school, but the truth was very different. Putting the strategy into action was tough for me since I needed to learn more about the process. Students get a taste of what it's like to compete in the real world, as well as learn about the latest technology and industry norms.

5.3.3 Get a glimpse of the workplace's culture

The first day on the job for an intern is usually an educational experience. I couldn't simply go home and conduct my own work; I had to build a team with my colleagues. The more I spoke to people, the more I understood their thoughts and perspectives, and as a result, the more I was able to plan for the future.

To make a great influence on the organization, it is essential to work with your coworkers. In order to keep things going smoothly, it's important to manage the workforce and stay in contact with various departments. There are several benefits to working with others in a team atmosphere.

5.3.4 Improve the quality of my resume

In the event that I didn't get this internship position at ShopUp, I may still use the experience I obtained there as a talking point in future job interviews. As long as they have a good grasp of the subject matter, even candidates with limited experience may do well. As a result, the time it takes to train new workers is reduced, and employers may even consider my project report on the apprentice that I submitted. In my interview, I may be able to set myself apart from the other candidates by bringing something unique to the table.

5.3.5 Make a difference in the future of your career

Interning gave me a greater grasp of the working world when I wasn't sure what professional path I wanted to take. Due to my extensive knowledge of the subject matter, I was eager to get started. Decisions on my professional future may be taken at this time, which helps me figure out exactly what I want from it and how to properly plan out my career route.

Chapter 6

Conclusion and Recommendations

6.1 Recommendations

In my opinion, if the authorities are made aware of the issues I've described, they will be able to resolve them. As a result of these issues, I'd like to provide a few suggestions about how to fix them. There are some problems that I face in the time of internship and I would suggest some key notes like_

1. Proper training and workshop for DB operator is the first recommendation from my end.
2. BD supervisors and CS operators should meet with interns before they communicate with them over the phone in order for them to be able to recognize one another when they see one another.
3. The intern should not have to spend a lot of time correcting inaccuracies in the data since it will save them time in the long run.
4. It is very important to get clean and proper data for any data analysis. If the input of these data is wrong in the first step, the whole process is a mess.
5. Recruiting more interns in our department is another recommendation. The pressure of work here is immense and to cope up this pressure, we had to stay up to 10 pm in the office sometimes. Therefore, if they recruit more, skilled interns, the pressure would be divided and work place would be more enjoyable.
6. The distribution house managers and the whole operations team should have an open line of contact.
7. Lastly, the interns' compensation isn't up to snuff.

6.2 Conclusion

ShopUp is a rapidly expanding e-commerce business in Bangladesh. Throughout the years, the company's management team has been made up of a group of skilled, knowledgeable, and innovative leaders. We have a human resources department and a similar hiring process to other companies. ShopUp's greatest strength, in my opinion, is its highly engaged and customer-focused workforce. In addition, there is a strong relationship between the company and its workers. When it comes to improving employee morale and productivity, human resources departments go above and beyond. The department has recently begun reorganizing its operations in an effort to make them more efficient and pleasant for employees to work in.

For the HR department, this means creating a work environment that encourages open communication and collaboration between workers, as well as ensuring that they have the resources they need to do their jobs well.

Competency-based interviewing is used by ShopUp since we are continuously looking to hire the best people. There is no room for prejudice in competency-based interviewing since it stops interviewers from judging candidates on attributes that are unrelated to the job. ShopUp's high-volume recruitment process may be considerably improved by recruiting automation, resulting in a more efficient and delightful experience for all involved parties. While this system isn't meant to completely replace human recruiters, it does free up their time so that they can get to know potential employees and fully use their interpersonal skills. If you're a recruiter in a competitive job market, these are obvious advantages that you should start taking advantage of right now.

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