Internship Report on Project Analysis of Transportation Operations at Daraz Bangladesh Limited

الجامعـــة الإسلامیـــة للتكنولوجيا

UNIVERSITE ISLAMIQUE DE TECHNOLOGIE
ISLAMIC UNIVERSITY OF TECHNOLOGY
DHAKA, BANGLADESH
ORGANISATION OF ISLAMIC COOPERATION

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.

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Letter of Transmittal

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Subject: Submission of "Internship report on Project Analysis of Transportation Operations at Daraz Bangladesh Limited"
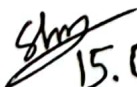
Dear Madam,

I hereby submit the Internship report titled "Internship report on Project Analysis of Transportation Operations at Daraz Bangladesh Limited" which is a part of the internship program. It was a great achievement on my part to work under your direct guidance.

I've done my best to reflect on the organization's state as well as my own work experience when putting this report together. The opportunity to work at Daraz has opened a door to a 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.

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.
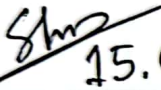
Sincerely yours,

15.05.23

Md. Riaz Mahmud

ID: 180061112

Declaration

I, Md. Riaz Mahmud, a student of the Department of Business and Technology Management of the Islamic University of Technology hereby declares that I have prepared this report on Daraz Bangladesh Limited by myself with the guidance provided by my supervisor Mrs. Shobnom Munira, Assistant Professor, BTM. I have not breached any copyright purposefully. As far as I can tell, the work of art is genuine. I hereby also declare that the report was not submitted to any other organization or person in order to get a certificate of any kind.

Student's Full Name & Signature:

Shm 15.05.23

Md. Riaz Mahmud

ID: 180061112

Department of Business and Technology Management

Islamic University of Technology

Acknowledgement

This report was made possible by the hard work and assistance of many individuals. I am thankful to all those who provided me with the necessary guidance and support to complete this report. I would like to begin by acknowledging Allah for giving me the strength and perseverance to fulfill my duties as an intern at Daraz Bangladesh Limited, which is the main subject of this report.

I also want to express my gratitude to Mrs. Shobnom Munira, the Assistant Professor at the Department of Business and Technology Management, for her unwavering support and direction throughout my internship. Despite her busy schedule, Madam has helped me compose my report and has been really patient with me.

Thirdly, I want to express my gratitude to the whole BTM department for their tremendous efforts in making the internship program successful for myself and my fellow students. They were in charge of making sure that theoretical understanding and practical company experience could coexist.

Finally, I am truly grateful to my family for assisting me in remaining strong and healthy throughout the entire period. I would also like to thank my coworkers for guiding me with helpful recommendations and guidance, as well as for motivating me. I must add emphasize the welcoming and supportive environment, which assisted me in overcoming numerous challenges.

Executive Summary

This internship report highlights my experiences as a Operations Intern with Daraz Bangladesh Limited's Transportation Operations department. The report's objective is to provide a clear and concise overview of the organization, its different functional divisions, and its primary responsibilities, how they conduct business, and my roles in this organization. This report will detail the entire transportation operation's management, from order placement to delivery to the end consumer. This study was also constructed using primary and secondary sources of information. The majority of the information came from my everyday perceptions and interactions with people. Additional data was acquired through the Organization's employee handbook, website, and relevant materials.

Due to their excellent drive, Daraz Bangladesh Limited is Bangladesh's largest e-commerce organization. It was a pleasurable experience that also provided me with an excellent learning opportunity. I have learned some business etiquette, such as how to behave appropriately in the workplace, how to interact professionally with vendors, and how to operate within an organization from the inside, along with many other things.

Daraz Bangladesh is dedicated to strengthening Bangladesh's digital economy and generating beneficial social impact. Through its Daraz Mall platform, which features verified sellers and high-quality products, Daraz Bangladesh supports regional entrepreneurs and small businesses. Daraz Bangladesh also hosts online shopping events and initiatives to encourage consumer awareness of and acculturation to e-commerce.

My internship at Daraz Bangladesh Limited provided me with an opportunity to broaden my perspectives, develop my existing skills, and acquire new ones. During my internship, I was primarily involved in operations, where I was tasked with managing the DIGIBOX project independently. As part of my daily responsibilities, I had to ensure that I arrived at work on time, mark OTPs, send them to customers, and create performance reports.

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CHAPTER: 1

INTRODUCTION

Introduction

This report is an integral part of the course – Internship 4800 for the 8th semester. This report is written to share the experiences that I have gathered while working in an E-commerce company Daraz Bangladesh Ltd. As a final semester student of the Business and Technology Management Department, this 9-credit internship course is a must. Hence, it plays a significant role in fulfilling my graduation successfully. Under this requirement, I have completed a 3 months internship in the Operations department of Daraz Bangladesh Ltd. which is a business wing of Alibaba Group, a multinational company, and an E-commerce industry pioneer.

Internships are becoming more and more valuable for supplementing our education and preparing us for future employment opportunities. They offer valuable insights into the working world, help us understand how our chosen industry operates and what it takes to succeed, and demonstrate to potential employers that we are dedicated to becoming productive and successful employees. My three-month internship at Daraz Bangladesh Ltd was a transformative experience that will stay with me for life.

In this part, I will cover the purpose of this study and the scope of the work completed during the internship period. I will be analyzing and evaluating how my organization operates. Additionally, the company's management, marketing, and financial practices will be discussed to the extent practicable based on the information I have gathered that has been revealed to me.

This internship granted me exposure to the inner workings of the E-commerce sector. The internship gave me the opportunity to gain an insider's perspective on the specific knowledge and daily practices required for each position. I was able to observe experienced professionals performing tasks that I would have only read about otherwise and even had the chance to try out these tasks myself.

The report will concentrate on the operations department of the organization where I worked, my duties and responsibilities as an intern, and an analysis of the lessons learned throughout the process. In many ways, the program was beneficial to me. My introduction to the business world through the program laid the groundwork for my future learning and development. I will always use this experience as a stepping stone while entering the corporate sector. For my department mates who will follow me, I believe this will be a fantastic opportunity to learn practically and prepare for a career in the corporate world.

1.1 Background of the Report

Alibaba Group's commercial subsidiary in Bangladesh, Daraz Bangladesh Limited, was established in 2015. The four key sectors Daraz covers are e-commerce, logistics, payment infrastructure, and financial services. Both consumers and sellers may benefit from its comprehensive commerce solution. I'll try to discuss my internship experience at Daraz Bangladesh Limited in my report on my summer internship. I recently finished a three-month internship with Daraz's Transport Operations division, where I was a part of the Claim Project Management team. I'll make an effort to condense what I've learned from my internship experience and how it will help me in the future.

1.2 Origin of the Internship Report

The Islamic University of Technology's internship program is a requirement for students of Business and Technology Management to complete their undergraduate degrees. The primary goal of this program is to introduce the first batch of BTM department graduates to the job market and the corporate world. BTM department's goal is to expose its students to the practical and working world. Because the students are already familiar with the theoretical concepts of the business world, the internship program was designed to allow them to apply the theory to the reality of the world and gain professional experience.

1.3 Main Purpose of the Internship Program:

The main goal of the internship program will be covered in this section. I outline the primary goals below:

• Acquire experience in a genuine business environment.

• The employment market should be exposed to students.

• Link theory to practice.

• Arrange the job description's specific details.

• Meeting program criteria for the BBA.

The report was created in accordance with the University's requirements for the Business and Technology Department during a three-month internship at Daraz Bangladesh Ltd. It includes details about the business and its offerings as well as details about the sector in which the business works.

1.4 Objective of the Internship Report

Generic Objectives:

The major purpose of the three-month internship was to better understand how the company's operations department operates and how they accomplish their goals. The course may be thought of as a corporate understudy experience for undergraduate students. My internship-related activities are included in this report. The purpose of this report is to demonstrate my comprehension of the work completed as well as the experience gained during the internship program. It is a comparison of activities and learning to determine my learning yield in the organization.

Specific Objectives:

• Outline my duties and responsibilities as an intern.

• To depict the company's overall condition and status in the domestic markets.

• Obtaining information about the overall operational processes of the E-commerce Industry.

1.5 Methodology Used and Data Source

In the process of writing this internship report, I gathered information and insights from various sources, including both primary and secondary sources.

Primary Sources:

A large portion of the report is devoted to describing the data gathered through primary research. The majority of the major components and insights reported were obtained through face-to-face conversations with the company's employees and workers.

Information Sources:

Official employees of the company. The Diary and notes I maintained throughout the internship period.

Secondary Sources:

While primary research constitutes the majority of this report, a significant amount of the information presented in the report was gathered from secondary sources. Several sources were used as secondary sources of information for my report.

Main sources:

• Company Website.

• Google search engine.

• Research papers about the E-commerce industry.

1.6 Significance

This report provides an insightful and concise overview of the organization, the operations department of Daraz, and the industry in which the company operates. It primarily focuses on the employee perspective and provides specific statistics about the company's performance in the local markets.This report's objective is to enlighten readers on the operational and

analytical facets of Bangladesh's e-commerce market. It is a crucial tool for BTM department students who want to broaden their knowledge and understand the possibilities of industrial experience. This paper acts as a roadmap for comprehending the potential and difficulties facing the sector.

1.7 Limitations

Despite a few limitations, I have done my best to make the most of this experience.

Limitations include:

- Three months was comparatively short for achieving all of the company's knowledge and insight.

- During the pandemic it was difficult to have physical communication opportunities.

- Due to agreement, lots of company data and facts could not be shared in this internship report.

CHAPTER: 2

COMPANY OVERVIEW

Company Overview

2.1 Introduction to Daraz

In Pakistan, Daraz launched as an online shop in 2012. It had become a for-profit internet store selling a range of goods by the end of 2014. Daraz then started operating in Bangladesh, Nepal, Sri Lanka, and Myanmar in 2015–16.

Unexpectedly, Chinese e-commerce titan Alibaba purchased Daraz in 2018. Daraz's operations in different nations, particularly Bangladesh, have changed dramatically since then. It has altered its aims and objectives and reset the priority threshold for certain nations or target markets.

Bangladesh is given higher importance than other markets since it has the most clients and marketplaces. Changes have been made to the investment strategy, budget, and so on in response to market objectives.

Daraz will be Bangladesh's leading e-commerce site in 2023 based on user base and market share. Daraz's core markets include around 450 million people in Bangladesh, Sri Lanka, Nepal, Pakistan, and Myanmar, and more than half of its users are under 30.

Bangladesh has a huge population, offering the company lots of room to expand by enabling online shopping. In the country today, there are more than 12 crore active internet users, the bulk of whom use various digital gadgets to access various online services. The number of internet users in Bangladesh has rapidly expanded over the past ten years.

One of the industries that is now doing well is e-commerce. Since Bangladesh Bank began to accept online payments in 2009, the number of goods and services linked to online platforms has increased substantially. Particularly, the widespread use of social media platforms has greatly aided the expansion of the e-commerce industry.

The official website of Daraz Bangladesh is **https://www.daraz.com.bd/**

2.2 Mission & Vision of Daraz

ABOUT DARAZ

Daraz

THE LEADING E-COMMERCE APP
FOR 500 MILLION PEOPLE IN

BANGLADESH PAKISTAN SRI LANKA NEPAL MYANMAR

DARAZ VISION

To be a champion of South Asia serving 100 millions by 2030

What we stand for?

Uplifting communities through the power of commerce

Daraz MISSION

To make it easy to do business anywhere in the era of digital economy

Figure 1: Mission, Vision of Daraz

Mission:

Daraz's mission is to acquire all of the buyers in the marketplace. Daraz routinely offers a wide range of discounts to help customers save money on their purchases. Daraz likewise strives to keep prices as low as possible for its customers, which is why the company's motto is "Happy Shopping."

Vision:

Daraz Bangladesh's ambition is to get items delivered within an hour in Dhaka and within a three-hour window outside Dhaka.

Goal:

The objective of Daraz is to deliver the highest-quality products in the shortest amount of time at the most affordable price. With these statements, Daraz Bangladesh demonstrates its dedication to providing and serving its consumers with high-quality products and services, as well as its desire to dominate the industry and the country's economy.

2.3 Values of Daraz

All of Daraz Bangladesh's business choices and decisions are governed by four core values. These values have been implemented throughout all of their business units as they supply goods and services to their customers. Their prime values are:

Make it personal:

This implies that Daraz aims to interact with its workers on a more personal basis. They want all customers to have faith in Daraz when buying on digital platforms. Daraz realizes how difficult it is to trust E-Commerce merchants, yet Daraz aspires to build a business that is trustworthy to anyone and everyone.

Continuously innovate:

Daraz believes in continuous product and service innovation. It regularly changes its website so that customers may find all the latest and most popular goods the moment they access the site. It also wishes to provide better, quicker, and smarter ways for them to be inventive to find new ways to attract clients.

Deliver on our promises:

Daraz consistently follows through on its promises to its consumers. Daraz has everything covered to provide its clients with an excellent purchasing experience, whether it's reduced pricing, faster delivery, or a bigger product choice. For example, if Daraz has promised to provide the product quickly, they will go out of their way to do so.

The generosity of spirit:

Daraz tries to positively affect others and contribute to the community as much as possible. Daraz is client-oriented and wants what is best for them, not only thinking about conducting business and increasing their profit margin. Daraz wishes to be in the industry for a long time and continue to provide its consumers with high-quality items at a reasonable price.

Figure 2: Values of Daraz

2.4 Organizational Structure of Daraz

The Daraz Group was fully acquired by the Alibaba Group, which also officially took over all operational duties. Daniel Zhang, CEO of Daraz, echoed Alibaba's enthusiasm for the company's ecosystem to merge with Daraz's biological system and jointly better serve customers. All of Daraz Bangladesh's business units are under the direction of the group's managing director, Md. Syed Mostahidal Hoq, who also serves as their chief decision-maker. He started in 2015 as CFO and was promoted to Managing Director of Daraz Bangladesh in 2017. Mohammad Riyad Hossain, the Chief Human Resources Officer of Daraz Bangladesh. Khondoker Tasfin Alam, the Cheif Operations Officer of Daraz Bangladesh from 2018.

Organizational Divisions of Daraz:

Depending on the size and complexity of the task, each division within a corporation is vital. The divisions work hard to implement competitive strategies from their point of view. To better fulfill the corporate objective, departments are staffed with a diversity of qualified people. Daraz is an international e-commerce company, thus each department's actions are planned and carried out by the policies set forth by the Alibaba Headquarters. The following are Daraz's main divisions:

Finance Department	Information Technology Department
Account Department	Department of Public Relations
Marketing Department	Issue and Resolution Department
Operations Department	Onsite and Content Management Department
Commercial Department	Business Development Department
Administration Department	Department of Category Management
Sales Management Department	Customer Services Department
Graphic Design Department	Human Resources Department

Table 1: Division of Daraz

Sub-departments exist inside each of the departments. Daraz is Bangladesh's greatest online business platform since each department's operational operations are carried out in this manner.

Organizational Leadership Style:

The management of Daraz Bangladesh depends on personnel compliance, a clear chain of command, and strict regulations. Therefore, Daraz Bangladesh's leadership is bureaucratic, with a power structure setting standards for management and decision-making. The bureaucratic structure of Daraz Bangladesh's leadership consistently helps the company achieve greater heights every day. The following are a few advantages:

It centralizes team roles and responsibilities: In the bureaucracy, managers like teams with well-defined roles. Even though employees with the right expertise are occasionally required to fill multiple positions, This leadership style aims to produce experts who work in separate areas. Each team member is in charge of a certain task. As a consequence, everyone—including the leader—can focus their efforts on doing what they do best, which is ensuring that all queries are answered by the appropriate people.

Hierarchy of authority: Within the company, there is a hierarchy of authority, with lower-level employees reporting to and under the direction of those in higher positions. In Daraz, for instance, workers are supervised by their team supervisors and answer to their department heads. The 13 department heads' decisions must be approved by the department's vice president. The CEO, in turn, is accountable to the board of directors, and the vice president.

2.5 HR Management Practices

Since it protects the interests of its employees, human resources (HR) is a crucial division for every company. Daraz Bangladesh's human resources division has also taken note of this problem. The department is in charge of administering the organization's payroll requirements, rules and policies, and other related matters.

Rules & Policy:

Daraz Bangladesh adheres to a rigid timetable for its employees' working hours. Either 9:30 am - 6:00 pm or 10:00 am -7:00 pm is their standard workday. The HR department also develops incentives and bonuses for employees. They must be pertinent and have a design that encourages employee motivation if they are to be effective. The HR department also has a zero-tolerance policy for harassment and discrimination. Anyone found breaking it will be accused.

Recruitment Process:

The recruiting of new staff is managed by the HR division. The leaders of those divisions submit requisitions when other divisions need recruits. Later, he works with the department heads to create the job posting and conduct a job analysis. He then posts it on several job sites

and social media platforms. In addition to this, he makes an effort to let others know about the job opportunities internally to see if they can assist in locating a qualified applicant. After checking the availability of the relevant department head, he organizes the interviews. He then tells the candidates of the time and date of the interview.

2.6 Organizational Development and Employer Branding

A variety of strategies are used by Daraz Bangladesh Limited to promote organizational development and employer branding. I've included a handful of them below that I was able to gather throughout my internship.

Office ergonomics-focused health seminars are often offered. Employees are taught how to utilize reminders and cues to assist them get up from their desks and, if feasible, taking a stroll outside during these sessions. Additionally, they are encouraged to walk to a colleague rather than emailing or calling (when appropriate), and they are taught how to switch up their work tasks frequently throughout the day so that they can alter their posture.

Potential applicants are chosen for Daraz's Future Leadership Program and given the training to become the most proactive and effective Management Trainees.

D-Women is a project of Daraz Bangladesh that essentially works with various objectives in line with international operations to improve women's empowerment inside the company. The female workers participate in programs where they talk about the issues they are facing at work, come up with workable methods to solve them and make plans for the days ahead related to those issues.

Daraz Bangladesh also arranges sports competitions among departments. This helps the employees to strengthen their bonds, improve leadership and team playing skills, dedication towards individual departments, develop relations with other departments due to the mass gathering and participation, and most important recreation of their monotonous

minds.

2.7 Marketing Practices of Daraz

Marketing Strategies of Daraz:

Most of Daraz Bangladesh's transactions are completed online. They emphasize internet marketing as a way to increase sales. Even though offline marketing has gradually given way to online marketing in recent years, it hasn't entirely vanished.

Daraz Bangladesh also uses offline advertising in addition to internet marketing. The following discusses a few of them:

Daraz Bangladesh engages in online marketing on different social media sites like Instagram, Tiktok, YouTube, Facebook and Twitter by producing material in the form of motion graphics or short films. Daraz Bangladesh often posts adverts on several websites. Visitors who click on the advertising are taken straight to Daraz Bangladesh's website. Search engine optimization is also used.

Daraz Bangladesh also does affiliate marketing strategies with other notable brands existing currently in Bangladesh. locating Daraz Bangladesh banners during promotions in several markets. giving its customers coupons and deals to receive discounts during various campaigns, such as the 11.11 campaign, the 12.12 campaign, the anniversary sale, the Super Sunday sale, etc. Being the current title sponsor of the Bangladesh National Cricket Team is an important aspect of Daraz Bangladesh's marketing strategy.

Targeting Strategies:

Daraz Bangladesh has distinctive targeting techniques. It employs a variety of marketing strategies. Different customer segments are the focus of Daraz Bangladesh. The city of Dhaka was their initial target. Their clientele has steadily increased across the nation. In Bangladesh, since the majority of internet users are younger generations, they concentrated on the younger generation and middle-to-higher income groups as a consequence of demographic segmentation.

Every year, Daraz introduces unique bargains for all days of the year, including Pohela Boishakh, Valentine's Day, Black Friday, and Eid celebrations. Daraz offers its customers 'the same for less'. In the physical store or any other competitor's goods, Daraz sells the same

things at a very competitive price that Daraz. It's significant since pricing comparisons on different websites give customers more satisfaction. The cost is not the same as in other internet stores. Their unique brand agreements allow them to provide savings of up to 70% on products from many different brands and corporations. Since they are international corporations, Daraz holds a prominent position. While this is true, Daraz presents its company as a digital platform for shoppers by offering a discount voucher, shipping items as quickly as possible, and offering a hassle-free return policy.

Market Segmentation of Daraz:

Market segmentation is the division of a big consumer or business market into more manageable customer segments based on shared characteristics. Usually, both current and potential clients are involved in this process. The market segmentation of Daraz is presented below:

Geographic variables:

Daraz Bangladesh initially had a single market niche in mind: the entire nation. Daraz Bangladesh originally began operations in 2013 intending to capture the largest share of the expanding e-commerce business in the nation. They mainly concentrated on the sizable cities of Dhaka and Chittagong. Only through digital and internet activities has Daraz been able to completely take over the nation, and it is doing so quite well.

Demographic variables:

They advertise technology equipment to a younger age in terms of demographics. In addition, because they are knowledgeable about trends, technology, and fashion, today's young have developed expectations and wants for these things. However, after perusing the Daraz website, I discovered that they provide a vast array of goods and services to satisfy a range of demands. They market goods for infants who are senior citizens. This implies that Daraz isn't interested in focusing on a certain segmentation type. Given the wide range of goods it sells at prices ranging from low to expensive, it is logical to presume that it serves families from all socioeconomic levels. Daraz Bangladesh wants to reach out to people who don't have access to the internet.

Psychographic variables:

When Daraz Bangladesh creates products and markets them to customers, it considers lifestyle, risk-taking, and leadership qualities. To better understand "who" and "why" its consumers buy, Daraz, a digital marketplace, places high importance on demographic and psychographic data. Internet users, including those who use Facebook, Twitter, and email, were singled out as being very crucial clients.

Behavioral variables:

The capabilities and advantages of the commodity, as well as the extent to which clients use it, are behavioral elements. Some of the measures 18 utilized by Daraz Bangladesh include purchasing behavior, the consumption of goods and services, advantages sought, and heavy and medium-light users. It is unlikely. In other words, it doesn't just focus on the most devoted clients.

Marketing Mix of Daraz:

Utilizing the marketing mix, a firm may put its marketing plan into action. An instrument for evaluating the success of a marketing plan's promotional activities is the marketing mix. Here the marketing mix of Daraz Bangladesh will be described in brief which is the all-possible marketing tactics combined to meet the company's marketing goal.

Product:

A business-to-consumer (B2C) marketplace is Daraz. Customers may pick from twelve distinct product categories, and each one has a few subcategories to make it easier for them to find the goods and services they need. The categories consist of:

- ❖ Electronic Devices & Accessories
- ❖ TV & Home Appliances
- ❖ Health & Beauty
- ❖ Babies & Toys
- ❖ Groceries & Pets

❖ Men's and Women's Fashion Accessories

❖ Sports & Outdoor

Place:

You make your buy on Daraz since it is an online marketplace. In other words, the arrangement is now situated at the site/virtual commercial center. Visit this website to learn more: https://www.daraz.com.bd/

Price:

Daraz has an inventory of 80 million different things that it makes available to its consumers. The value's range alters as a result. Daraz attempts to offer its clients the best quality of service possible in the internet industry. Vendors can set the item's pricing to whatever they choose. Daraz takes commissions from every transaction and uses them to pay employee wages. Upon successful completion of 19 agreements within the constraints, Daraz will receive a bonus. The fee varies per product and is between 2 and 15%.

Promotion:

Daraz progresses mostly through internet means, such as their Facebook page, Instagram, or email advertising. They take part in several activities to develop strong relationships with their clients. Newspapers have published several pieces on them throughout the years. They also offer a technique of selling to individuals in which professionals receive commissions for the portion of solicitation they place via their records to assist customers. Whatever the circumstances, the number of unique exercises on their Facebook page has suddenly increased dramatically.

People:

More than 2,000 representatives are employed in Daraz. They're always broadening the scope of their job. They rely on outside help even though they distribute items within Dhaka using their delivery system, DEX (Daraz Express). Your products will reach on time and in great shape because of our tight collaboration with eleven outside delivery services, including

Paperfly and Redex. In addition to Dhaka, they have developed five regional hubs in the outlying cities of Chittagong, Mymensingh, Sylhet, Khulna, and Rajshahi.

Physical Evidence:

Purchases made by customers are handled by a virtual shop. Recently, Daraz unveiled a brand-new range under the name "Yume." In any event, the website offers a wide range of brands, including Samsung, Xiaomi, Huawei, Apex, Bata, Yellow, and many more.

Process:

Even if online buying measures differ from physical purchase measures, the latter is considerably more advantageous and requires much less time. The following sections describe vendor focus, CRM, distribution center module, and delivery module as some of the programs they employ to maintain the cycle:

Seller Center:

By communicating with the Daraz contact person, this product enables the merchants to maintain the item's cost and load. Additionally, it provides crucial information to Daraz's business development and deals division for facilitating the agreements, monitoring stock, and stock management.

CRM:

This product gives the merchants the ability to maintain the item's cost and load by connecting with the Daraz contact person. It also gives vital data to Daraz's business development and deals section, which is used to facilitate negotiations, track inventory, and manage inventories.

Warehouse Module:

With a distribution center, obtaining products, stockpiles, and transportation methods is considerably simpler thanks to the established board structure.

Delivery Module:

It makes it easier for outsiders to follow the items being brought into the organization and gives the thing the status of a conveyance.

2.8 Financial Performance and Accounting Practices of Daraz

Financial and Accounting Practices:

The Department of Finance and Accounts is crucial to Daraz's financial operations. The department operates out of the corporate headquarters of Banani where it fulfills its responsibilities. All accounting and financial transactions are handled by the department. Daraz is a private limited corporation, hence it does not release its financial information or the specific tasks carried out by the department in detail. With the information given to me, I've done my best to describe the procedure.

Chief Financial Officer (CFO):

Md. Mahbub Hasan FCA has served as CFO of Daraz Bangladesh Ltd. since 2019 and has established himself as a valuable member of the company. Every day, he is in charge of managing the company's finances. He is also in charge of developing annual budgets, which are then communicated to the entire company. The CFO must discuss significant financial issues that affect the company globally as well as locally with the global CFO. Additionally, he creates plans for the company's long-term financial stability, such as increasing revenue while reducing spending. The CFO meticulously records and documents all financial transactions, and they are only carried out with his consent. This ensures appropriate responsibility. The following are a few other tasks that the Finance department performs:

❖ Analyze and report on the health of the company's financial statements to management.

❖ Look after the treasury and maintain strong and close relationships with key stakeholders.

❖ Maintain strong and deep ties with important stakeholders while looking after the treasury.

❖ Create strategies and SOPs that are in line with the company's objectives.

❖ Organize and lead a team that is dedicated to the department's goals.

Accounts Team:

All financial transactions and operations are handled by Daraz Bangladesh's accounting staff. They are required to keep accounting records for each of their enterprises.

A few members of the accounting team must maintain constant contact with the commercial, operational, and management divisions to keep these accounts in good standing. The creation of financial reports and the evaluation of gathered financial information are tasks assigned to various workers.

The accounting staff must also keep track of and compile daily bank statements.

They also need to monitor their numerous bank accounts carefully. They must also maintain accurate records of all payments made on loans, interest, and other charges, as well as any sales proceeds. To put it another way, the CFO directs the accounts department, which manages all account-related information.

The accounting division manages the payment of costs in two different methods. To carry out these tasks, the accounting department employs two people. While each employee pays with a check and maintains a separate record of it, only one employee pays with cash and maintains a record of it. Each one documents these actions and transmits them to the accounting team, which adds them as required to the business' regular financial and accounting processes. According to professionals, this is how the whole finance and accounting division operates daily.

Management Information System:

The company uses a range of tools for the administration and recording of financial and accounting processes. As a matter of corporate privacy, I am unable to provide you with the name of the program. Reports may be created and data tracked using Microsoft Excel. In addition, financial data that has been captured is stored and evaluated using Microsoft Excel. Accounting software may help firms streamline their operations and improve productivity. It will be simpler to monitor and manage the operations thanks to the integration of all financial and accounting processes.

Daraz Bangladesh, as previously indicated, has a rigorous policy regarding the disclosure of financial information and does not offer this sort of information. As a result, the financial accounts are kept private and Daraz Bangladesh Limited cannot be properly analyzed. On the other hand, it might be claimed that the business is doing well. Assisting them financially as they grow their operations locally and internationally. Due to Daraz Bangladesh's success, Chinese conglomerate Alibaba decided to purchase Daraz Bangladesh. Due to this, Daraz Bangladesh Limited has received significant investment as well as helped Alibaba gradually enter the South Asian market. Therefore, it can be said that the company is in good financial standing.

2.9 Operations Management and Information System Practices of Daraz

A company's data must be tracked and choices must be made on it. Management information systems, which comprise the users of the systems as well as the hardware and software they use, are in charge of doing this. Managers rely on information systems to collect, store, and combine crucial bits of company data for analysis, monitoring, or decision-making. Daraz Bangladesh relies on computer-based information systems to automate manufacturing processes. These systems are also used by them to manage invoices, take care of stocks, place orders, and receive payments from suppliers. The bulk of consumer interactions includes information systems. When a client places an order or a supplier delivers, the information systems record, monitor, and send the transactional data to the necessary destinations.

Daraz is an efficient internet marketplace with all the necessary procedures. For various objectives, they manage various Alibaba Group software.

Seller Center:

It's a module that registers the business. Assort items, modify prices, and post products on the internet to manage their online business. Vendor managers, on the other hand, monitor sales, maintain data up to date, and evaluate a variety of circumstances and tasks. The warehouse and content divisions also assist the seller center.

Order Management System (OMS):

The Order Management System is used by both the operational and customer support departments. With the use of this module, keeping an inventory, managing orders, managing warehouses (both single and many), managing refunds, and drop shipping are all made simpler. By managing departments, it is used while dealing with customer care teams to authenticate orders from consumers and resolve their complaints.

Hub Management Tool (HMT):

For Market Place Cross-Docking (MPCD) and Market Place Drop-Shipping (MPDS), the warehouse operations team primarily uses HMT to track the inventory. Sending the goods to the right place and having them delivered there is a fantastic concept.

Delivery Module (DM):

This module makes vehicle tracking, order and parcel management, and 3PL delivery partners easier. The finance department utilizes this module to keep track of daily delivery and collection records.

Logistics Network Platform (LNP):

In essence, the Logistics Network Platform is an upgraded version of the TMS with access restricted based on who is using it at the time. Additionally, the LNP may acquire all essential data, such as shipper or recipient information, package unit pricing or retail price, weight, and any other insights.

Logistics Operation Platform (LOP):

This is the core module used by the Operations department. Orders may be monitored both forward and backward, and the entire product life can be followed here by a dedicated status level.

2.10 Company Analysis of Daraz

The analysis of market structure demonstrates the types of participants in the industry, the characteristics of replacement goods, the hurdles to the entrance, and the relative power of clients and suppliers. These details will be discussed more when we analyze the industry structure of Daraz.

The qualities of the company's rivals, the kind of replacement products, entry barriers, and the negotiating strength of consumers and suppliers are all revealed through an examination of the market structure. In the parts that follow, we'll go into further depth about these issues to examine Daraz's industrial structure.

2.10.1 Porter's Five Forces Analysis of Daraz

When determining a company's profitability and assessing the competitiveness of any industry, Porter's Five Forces analysis is a good place to start. I've made an effort to concentrate on issues that are pertinent to Daraz in this essay:

Bargaining Power of Buyers:

Online shoppers have little to no negotiation power since local merchants determine the prices. The majority of merchants charge around the same price for identical items across a variety of commodities. The number of exchange options available to purchasers is constrained by rivalry. Customers may select to purchase from a variety of merchants while continuing to use the same platform as a result.

The threat of Substitute Products:

Since they can be purchased in-person or through numerous e-commerce websites, products that can be replaced present a problem. As a result, there are many alternatives available to you when making purchases from this company. On the Daraz website, a direct competitor, you may buy both the main product and the backup. Due to the wide range of products Daraz Bangladesh offers, there are no risks.

Bargaining Power of Suppliers:

Since businesses only operate there in exchange for a commission for using the Daraz platform, Daraz has no affiliation with the vendors there. Due to seller relationships, suppliers' negotiating position may be detrimental to sellers; nevertheless, Daraz and other similar-functioning e-commerce platforms are immune from this.

The threat of New Entrants:

With the growth and success of Bangladesh's e-commerce sector, new rivals pose a significant threat. This business exists instead because anybody who can create an app and website for a smartphone or tablet is already in business, even though it will take some time for it to grow. Even though this business is tremendously successful, new rivals represent a significant danger.

Competitive Rivalry:

There are many businesses and fierce competition in Bangladesh's e-commerce market. Furthermore, all other forces' positions concur with this conclusion. Daraz, a well-known actor, was able to communicate these concerns.

Figure 3: Porter's Five Forces

2.10.2 SWOT Analysis of Daraz

To identify the internal and external factors that influence a company's performance, a strategic planning method known as a SWOT analysis is utilized. Below is a SWOT analysis of Daraz Bangladesh.

Strengths:

I.   Brand recognition: Daraz Bangladesh is a well-known name in Bangladesh's e-commerce sector.

II. Strong logistics and delivery system: Daraz has a department that handles transport operations effectively, and by delivering goods on schedule and through pick-up, it has gained the trust of its clients.

III. Diverse product selection: Daraz caters to the demands of many client groups by offering a variety of items, including technology, fashion, cosmetics, and groceries.

Weaknesses:

1. Lack of trust among customers: Due to fake products, customers have some sort of trust issue.

2. Inadequate customer service: Daraz has customer service issues.

Opportunities:

1. Growing e-commerce market: Daraz may take advantage of Bangladesh's quickly expanding e-commerce business to increase its consumer base.

2. Internet usage growth: Daraz has a chance to contact more clients as a result of Bangladesh's rising Internet usage rates.

3. Product line expansion: Daraz can broaden its offering to meet the market's rising need for specialized goods.

Threats:

1. High-stakes competition: Daraz is in a fierce rivalry with other online retailers on the market, such as Bikroy.com, Shohoz, Pathao, and Chaldal.com.

2. Regulatory issues: Daraz has regulatory issues due to the absence of a strong online transaction system, a privacy policy, and the prevalence of online fraud.

3. Economic instability: Consumer spending power may be impacted by Bangladesh's economic volatility, which may harm Daraz's overall performance.

2.10.3 PESTEL Analysis

Political, Economic, Social, Technological, Environmental, and Legal (PESTEL) variables are a framework for examining an organization's external environment. With the use of this framework, we can roughly estimate the opportunities and risks that Daraz Bangladesh confronts in its sector.

Political factors:

These include the government's stability, laws and rules governing the e-commerce industry, trade ties with other nations, etc. Daraz Bangladesh works in an area where political unrest and conflicts are common, which may have an impact on its delivery services and client satisfaction. It must also adhere to the government's tax laws and FDI requirements, which may have an impact on company profitability and expansion.

Economic factors:

It has been shown that the recent economic downturn has been challenging for both Daraz and e-commerce companies. It must also cope with the high price sensitivity and low per capita income of its clients. It does, however, present some opportunities to connect with South Asia's growing middle class and urban population, who are increasingly making online purchases.

Social factors:

The demographics, culture, way of life, values, and preferences of the society all fall under this category. Daraz Bangladesh must satisfy a diverse group of clients with constantly changing requirements for online shopping. It must offer products and services that are suitable for the neighborhood's cultural, religious, and aesthetic tastes, among other things. It must also foster client loyalty and trust by providing high-quality products, fast delivery, first-rate customer service, and other services.

Technological factors:

These include the creation, advancement, acceptance, and spread of new technologies that might have an effect on the e-commerce sector. Daraz Bangladesh has to keep up with the rapid technology changes that might present new company risks or opportunities. It must spend in R&D, improve the functionality of its website and mobile applications, bolster privacy and security safeguards, adopt new payment alternatives, etc. The collaboration with Alibaba, which has access to cutting-edge technology and data analytics, must also be utilized.

Environmental factors:

The e-commerce sector may be impacted by concerns related to natural resources, climate change, pollution, waste management, and other factors. Daraz Bangladesh has to be aware of how its operations influence the environment and take action to reduce waste generation and carbon emissions. Environmentally friendly packing methods must be used, the logistics system must be improved, green practices and products must be promoted among its suppliers and customers, etc. It must also be prepared for any catastrophes or natural disasters that can impair its operations or damage its assets.

Legal factors:

These comprise the laws and regulations that different countries and regions have implemented to regulate the e-commerce sector. Each market in which Daraz Bangladesh operates has legal obligations that must be followed, including laws governing consumer protection, data protection, intellectual property rights, and labor. It must also manage any

legal issues or conflicts that may arise from its transactions or activity.

We may infer from this research that Daraz Bangladesh operates in a dynamic environment that offers opportunities as well as hazards to its business. It must constantly assess these factors and adjust its strategy in order to maintain its competitive edge.

CHAPTER: 3

INDUSTRY ANALYSIS

Industry Analysis

3.1 Industry Size

According to the E-Commerce Association of Bangladesh (e-CAB), the e-commerce market in Bangladesh grew by 100% between 2015 and 2019 as a result of rising internet adoption, advancements in communication and logistics, ongoing development of mobile financial services and online banking, and an increase in the number of young people who are tech-savvy.

By 2023, it is expected that Bangladesh's e-commerce market will be worth $3 billion. According to Statista sources, the e-commerce market's revenue is anticipated to reach $8,030 million in 2022, and with an annual growth rate of 22.28%, it is anticipated to reach $14,681 million by 2025. By 2025, there will be 75.5 million users of e-commerce, with a user penetration rate of 43.8%.

In the Best Brand Award in 2022, which was put on by the Bangladesh Brand Forum in collaboration with Nielsen Bangladesh, Daraz has voted the best e-commerce brand and the 13th most valuable brand overall. Daraz is significantly contributing to Bangladesh's economic growth and providing job opportunities.
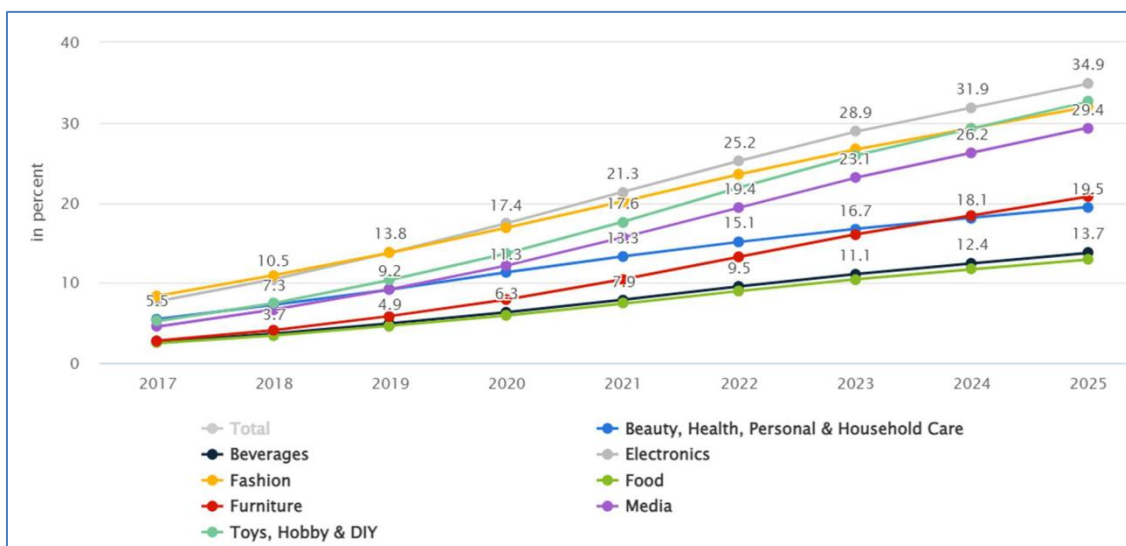
Figure 4: Market Penetration of the e-Commerce Industry (2021-2022)

3.2 Maturity of The Industry

The e-commerce sector is continually increasing, with Daraz being a significant participant in Bangladesh's marketplace e-commerce sector. E-CAB Vice President Mohammad Sahab Uddin claims that the size of Bangladesh's online marketplace sector has crossed Tk 20,000 crore. By 2023, the market is anticipated to grow to $3 billion. Bangladesh's e-commerce industry has expanded quickly since the early 2000s, despite the fact that the nation previously had poor internet access and a shaky framework for online transactions.

In 2009, the Bangladesh Bank began permitting Internet transactions, and in 2013 online buying and selling using foreign credit cards became possible. There were 117.3 million internet users in Bangladesh as of May 2021, most of whom used mobile rather than broadband connections. With more than 2,000 e-commerce websites and 50,000 e-commerce pages, Facebook is still a well-liked e-commerce platform.

The COVID-19 epidemic has sped up expansion in the e-commerce business because of social isolation policies and a surge in customer demand for online shopping. The sector is expected to grow from $1.6 billion in 2019 to $2 billion in 2020 and $3 billion in 2023, according to Statista.

E-commerce is permitted in Bangladesh under the Information and Communication Technology (ICT) Act of 2006 and its 2013 revision, which also includes measures for prosecuting cybercriminals.

Low credit and debit card usage as well as restrictions on important online payment systems like PayPal have hampered the industry's growth. Since Alibaba Group purchased Daraz Group in 2018, the company has invested $59 million to upgrade its e-commerce logistics infrastructure, including its warehouse and sorting facility. In 2020, Bangladesh raised the maximum permissible ownership limit of 49% for global e-commerce enterprises, allowing those businesses to be 100% foreign-owned.

3.3 Competitive Environment

In Bangladesh, Daraz has several competitors in the e-commerce industry, such as Bikroy.com, Shohoz, Pathao, Chaldal.com, and more. Let's take a closer look at each of these competitors.

The Bangladesh-based digital platform startup **Pathao** is well-known for offering ride-sharing services. Additionally, it provides e-commerce services, courier services, and food delivery.

Shohoz:

is another online platform based in Bangladesh specializing in ride-sharing and ticketing services.

Startech.com.bd:

This specialized online store offers a range of laptops, computers, gaming PCs, components, accessories, and gadgets. It has a strong reputation for providing premium products at competitive prices. Khulna, Rangpur, Chittagong, and Dhaka are also its physical sites..

Bikroy.com:

On this classified service, users may purchase, sell, or even look for a new home everything from used automobiles to mobile phones. It runs throughout Bangladesh and receives a lot of traffic and users.

Daraz is a prominent online retailer in Bangladesh, however it and other online retailers have a variety of difficulties there. A select few of these are: insufficient delivery methods, a low rate of internet adoption, a lack of a reliable online transaction system, the prevalence of online fraud, underdeveloped online marketing strategies, and a lack of a reliable privacy policy.

Figure 5: Competitive Analysis Matrix of the E-commerce Industry

3.4 Key Industry and Growth Trends

The e-commerce sector is expanding quickly, and the trends in this sector are always changing. The following are some of the major themes on which e-commerce businesses are now concentrating:

- Customers may more easily envision things before making a purchase thanks to the usage of augmented reality in online shopping.

- The application of artificial intelligence helps businesses better comprehend their customers' needs and purchasing habits.

- Personalization features are being used to create customized experiences for customers.

- Chatbots are being used to enhance the online shopping experience and provide customer support.

- Mobile applications are still a popular way for customers to shop online and make payments.

- Headless and API-driven E-commerce platforms are allowing for continuous innovation.

- Subscription-based E-commerce is being used to increase customer loyalty.

Daraz is effectively keeping up with these industry trends by implementing strategies such as creating a habit-loop for customers to encourage repeat purchases, providing an omnichannel experience for returning customers, and expanding its presence in emerging markets where internet penetration is increasing.

3.5 Contribution of Daraz to Bangladesh's E-Commerce Industry

Dhaka, which accounts for 72–75 percent of the country's total volume of e-commerce transactions, is the best-performing city, followed by Chittagong (53–55 percent), Narayanganj, and Sylhet. This is primarily due to the high percentage of internet users in the city and its status as the capital. The remaining transactions occur in other cities and rural areas across the country.
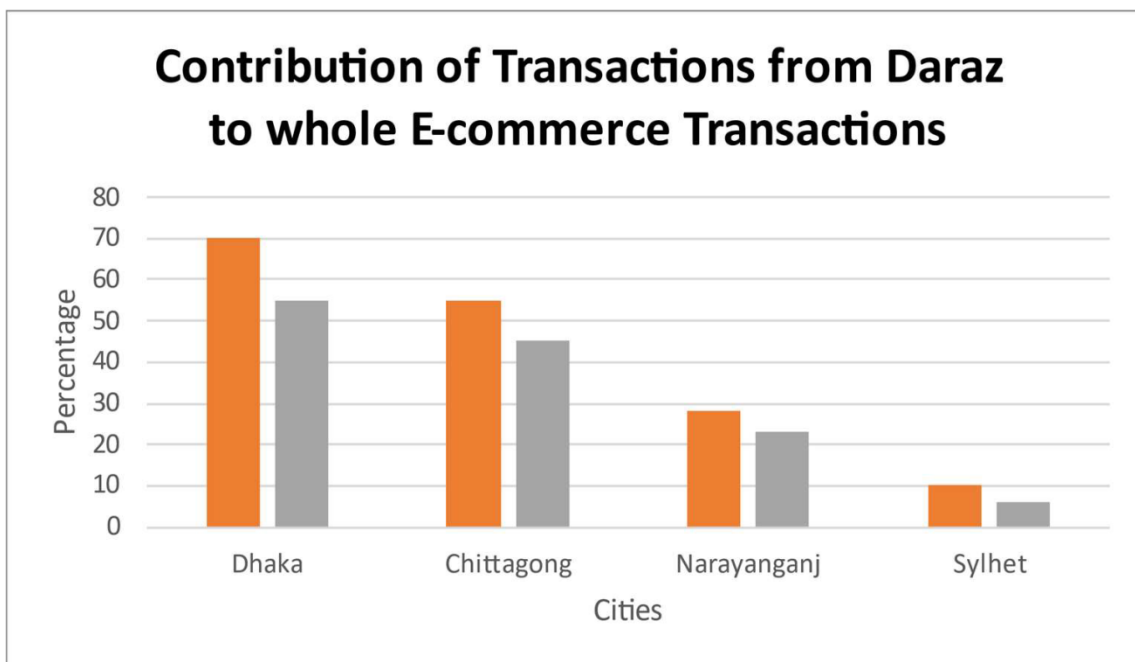
Figure 6: E-commerce transaction vs Transactions from Daraz Bangladesh

Looking at the chart above, it is clear that Daraz Bangladesh is responsible for three-quarters of all e-commerce transactions in the country, with the orange bar representing the overall transaction volume and the ash bar representing Daraz's transaction volume. This can be attributed to the company's efficient transport operations department, which has earned the trust of customers by delivering products on time and via pick-up. Additionally, the claims and 3PL teams are working to increase vendor satisfaction, making it easier for vendors to conduct business with Daraz in the long run.

CHAPTER: 4

DESCRIPTION OF MAIN DUTIES

Description of Main Duties

4.1 Internship Information

This chapter focuses on relevant information related to my internship at Daraz Bangladesh Limited. Here I tried highlighting the period, company, department details, interaction with the company's employees, and job roles and assigned tasks.

Period, Company, Department, and Address:

My internship at Daraz Bangladesh Limited was a great opportunity. Daraz Bangladesh is a leader in e-commerce, having changed Bangladesh's shopping patterns and started a new trend of online retail platforms. They provide a wide selection of goods from reputable manufacturers in China and Bangladesh and promise a quick, safe, and simple online shopping experience. information regarding the time and working circumstances are as follows:

The period of my internship is three months which started on February 12 and will conclude on May 10, 2023. My working hours were 9 hours, starting from 9:30 a.m. - 6:30 p.m. I worked for 6 days a week and only Fridays were days off. My internship workplace is situated in the Tejgaon Sort Centre with the Transportation Operations department. The Tejgaon Sort Centre is located at 269-272, Dhaka, Bangladesh.

Interaction with Company Employees:

Interacting among employees is a very important part of my internship. In detail, I try to explain the mode of communication, frequency of interaction, and my relationship with employees at Daraz Bangladesh:

- My internship is under the supervision of Mr. Ehsanul Alam, Head of Performance, Cost & Claims at Daraz Bangladesh. His role is focused more on collaborating with regional teams to exchange best practices and information and execute innovative productivity and cost-cutting measures, as well as creating business cases to support strategic and operational choices.

- However, I was mainly supervised by Mr. Rahbar Haque, Team Lead of Project & Claims at Daraz Bangladesh. His role is onboarding Daraz collection points & experience centers and overseeing the ops claims team on overall claim performances & seller, customer, 3PL, and DEX settlements as per Decision Matrix.

- My main interaction was with my two supervisors. I also had four colleagues who actively supported me during my internship period. We contacted them regularly to brainstorm ways to improve the service of Digibox.

- I also spend quality time with members from other teams like the Three PL team, the Last Mile team, and Quality Management (QM) team.

- Our main mode of interaction was based on physical communication but we also engaged in social media using the DingTalk platform which is specially designed to communicate with all the employees at Daraz.
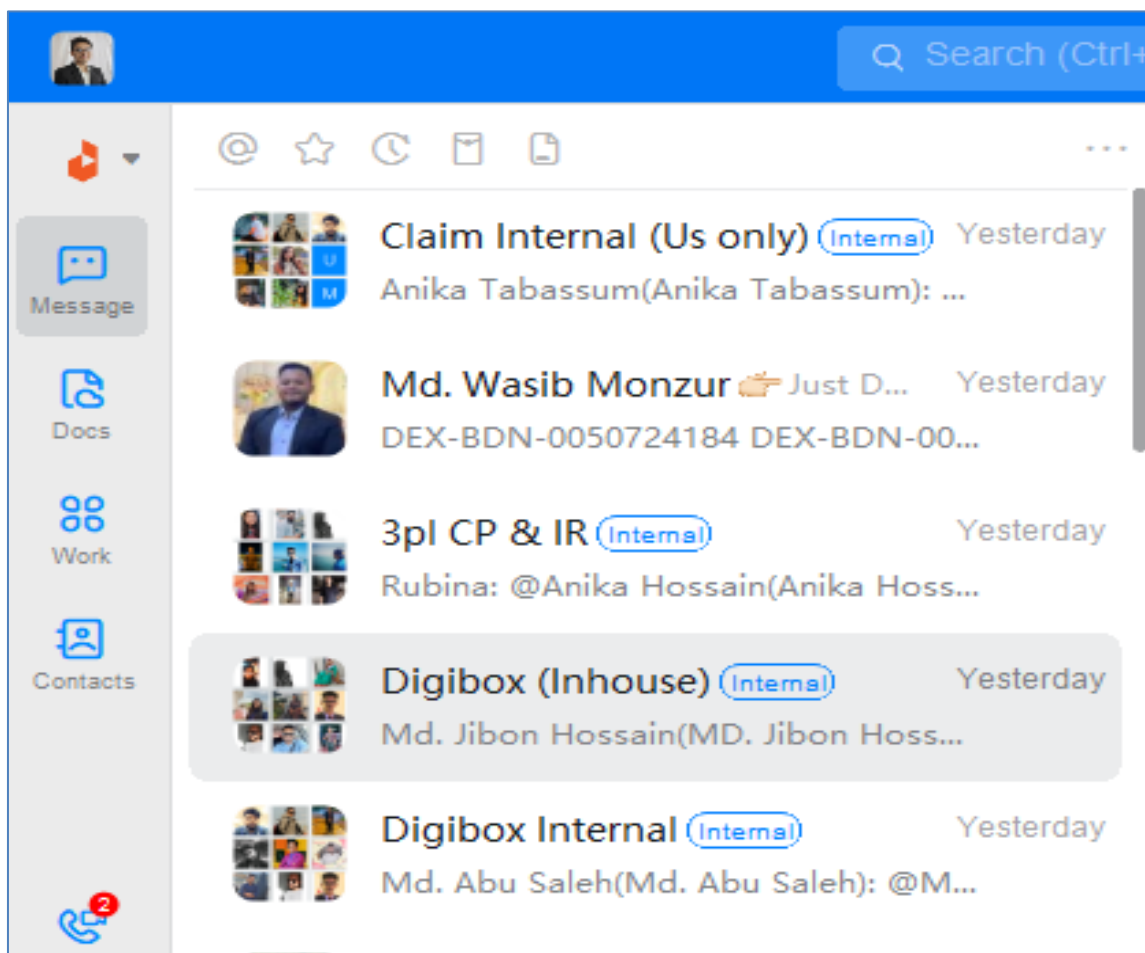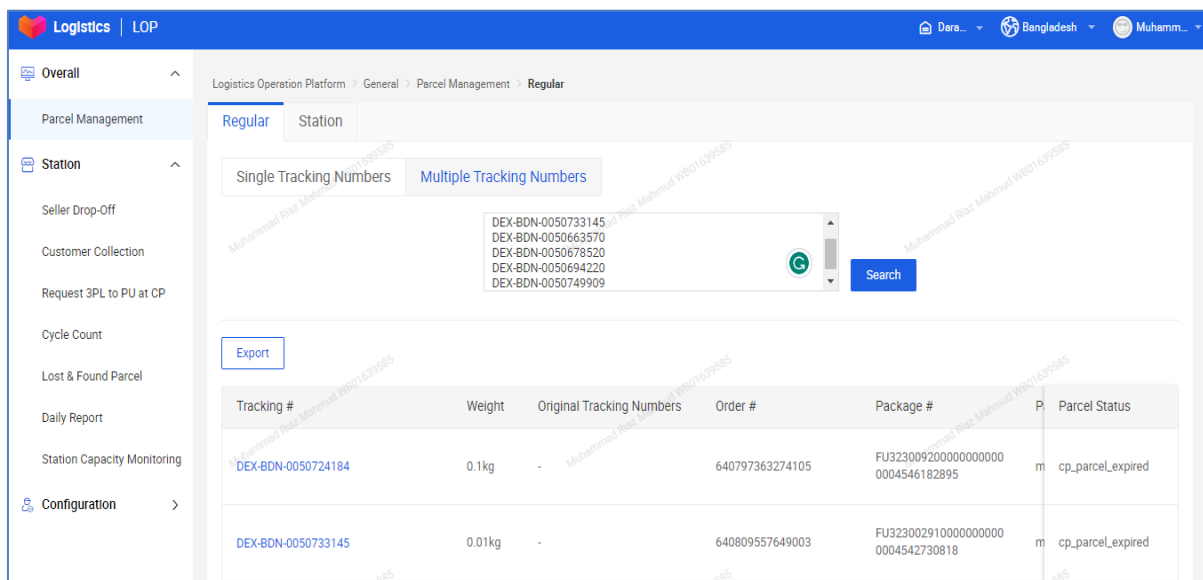
Figure 7: DingTalk Platform

Job roles and assigned tasks:

I have been appointed as an intern with Daraz Bangladesh Limited's Transportation Operation Department. I've been employed there for three months and have been given specific responsibilities. Even though I was accountable for certain errands, my experience was not limited to them. I learned about more projects in my area, the relevance of each of these responsibilities, and possible alternate lines of action if any difficulties arose. In the Digibox project, I am responsible for the following roles:

Inbound:

After getting the customer collection file I used to send OTP to the customer from Daraz & Digibox. It was known as inbound. Use LOP (Logistics Operating Platform) and LNP (Logistics Networks Platform) to obtain information about sellers, customers, and orders.

Figure 8: LOP (Logistics Operating Platform

Delivery Mark:

The last mile team gave us the list of tracking numbers that are already collected. Then I need to mark it as delivered in the LOP platform. It was one of my regular duty.
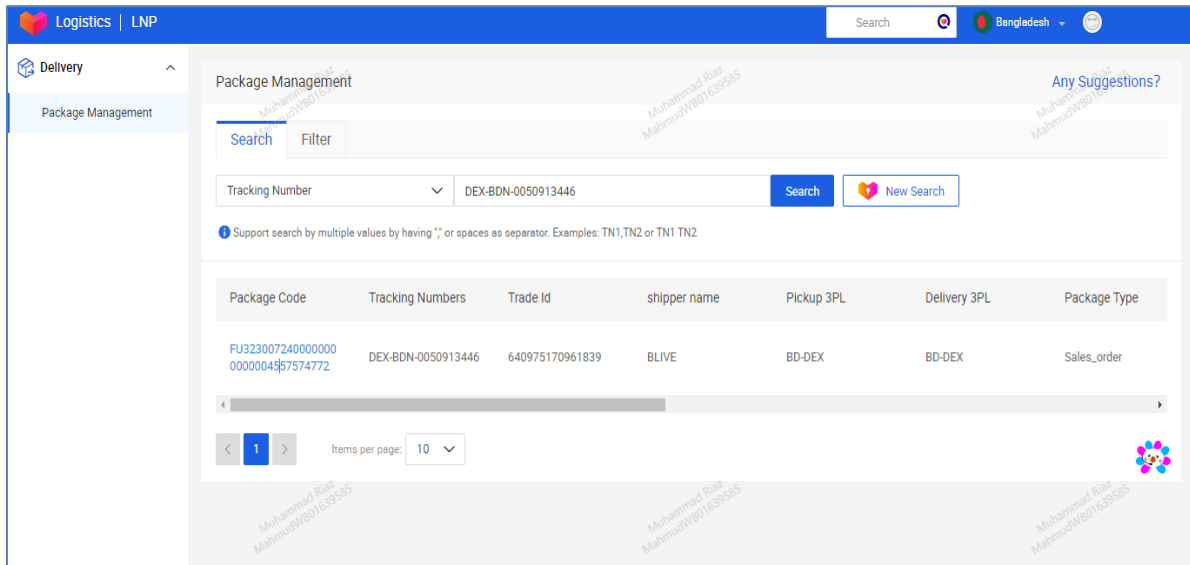

Figure 9: LNP (Logistics Networks Platform)

Performance Report:

Daily, I need to make a report at the day's end. It was all about the details of Digibox. The number of shipped packages, delivery packages, maintenance boxes, and so on. It was reviewed weekly by the Line Manager. Based on the report they made important decisions about the growth of the project.

Site Visit:

Daraz is planning to increase the number of digiboxes in the whole country, They have set a target to implement 100 Digibox by this year. When I joined, there were 14 Digibox around the country. Then they shortlisted some places. After the shortlist, they instructed me how to observe a place from the business's & customer's Point of View. After visiting the site I need to make a PowerPoint slide and submit it to my line manager. Based on the PPTX, I need to give a presentation to my Line Manager.

To fulfill these mentioned tasks, I had to rely on several tools. These are:

MS Excel formula, LOP Access, and Digibox Dashboard maintenance.

Alilang, DingTalk, and Alimail for active communication regarding decision-making.
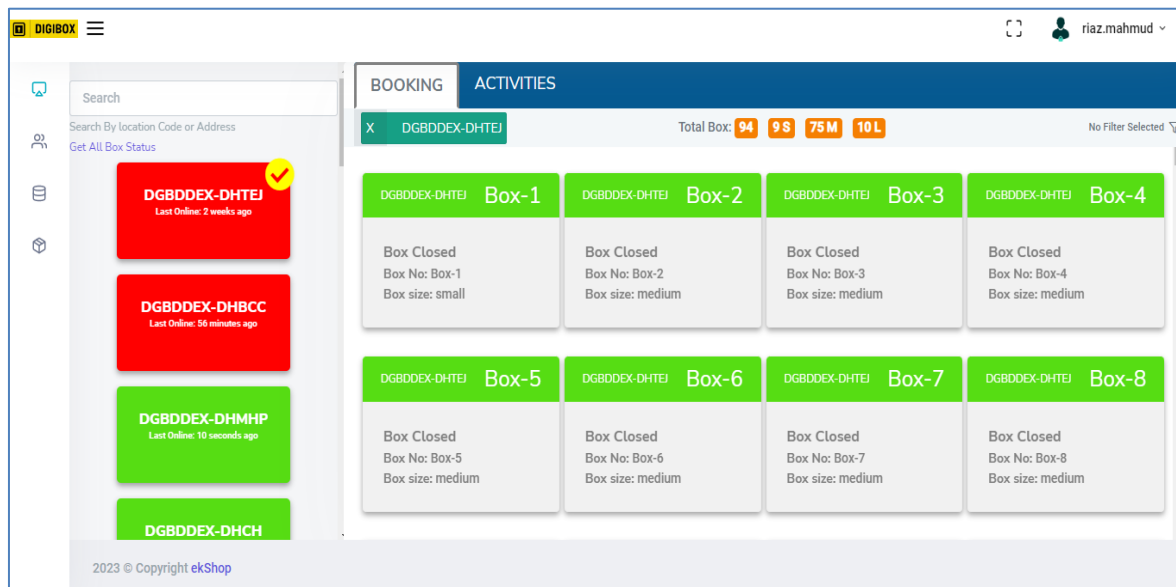

Figure 10: Digibox Dashboard

4.2 Internship Outcomes

This chapter focuses on the internship outcomes at Daraz Bangladesh Limited. Here, I attempted to talk about how I helped the business, what I learned from the process, and the challenges I encountered.

My Contribution to the Company:

My internship is with the Transportation Operations Department's project and claim department. My main duty is to timely inbound the package in the LOP system and Digibox site. It was a normal task that needed to be finished on time. I would need to get in touch with the Last Mile staff to handle any problems with inbound traffic. On the other hand, I must deliver mark the merchandise that was gathered. If not, the package won't be opened. I must coordinate with the Last Mile personnel at the time of delivery marking. I need to view the package trip in the LNP system if there is a problem with this task.There were just 14 Digibox at the time I joined the company. I was given the duty to visit the suggested place once I joined the team. The report on the customer's and business end's point of view must then be submitted. The entire situation has to be presented to my management in a

presentation. The total number of digiboxes is now 24, with the internship having just ended. If I can't inbound on time, it can result in unhappy customers and order cancellations. I can thus confidently assert that my essential and intricate contribution to the company.

What experiences I have gained:

Below I try to summarize the most important experiences that I have gained during my internship at Daraz. These are:

- As an intern Daraz Bangladesh I got have some must needed experience which will be a great treasure for my future life in the corporate life.In Daraz I got some technical skill, people skill as well as some personal developments.

- In order to work under the Transportation Operation Department, it is a pre-requisite to have many technical skills. For instance, during my internship I had to use LOP, LNP, Digibox portal and MS Excel which gave me so many exposures to other data analytical software. Every Alibaba concern is operated by their own software like Alilang, DingTalk, Alimail etc. All these things helped me to make me technically sound.

- It's another experience to procure each one of those character measurements and method of talking. As Daraz has open office strategy where there is no different limit to speak with everybody and the works are generally entwined between divisions, balanced correspondence is done frequently. This improved my relational abilities and assisted with finding out about gathering work. Also while working from home, I developed my communication skills using the

- DingTalk platform to communicate with other team members on a regular basis.

- From a personal experience in corporate life of zero to a great MNC experience, Daraz gave me the most important development of my life. Here I got to know about the corporate culture, lifestyle, problems etc.

Difficulties Faced During Internship:

During this internship at some points I faced difficulties related to a new environment, the nature of work, and so on. Some of them are listed below:

The transportation operations office maintains a busy and stressful work schedule, especially since I actively worked during the expansion time of Digibox. As a result, I am occasionally required to work beyond the stated work hours or even working days to support teams and departments.

Since I was responsible for organizing a departmental event 'Beyond The Metrics' I had different responsibilities besides my official duties. However, my colleagues supported me at that time. As a private corporation, the company does not wish to provide such information and most importantly its financial statement. Due to this a thorough analysis of the financial conditions of Daraz couldn't be included in the report. This put me in a bind when it came to drafting my internship report since I was forced to work with the scant information they provided about the organization.

CHAPTER: 5

ANALYSIS

Analysis

5.1 Company Level Analysis

I had the chance to watch and take part in a variety of internal processes while I was an intern at Daraz Bangladesh. My experience allowed me to pinpoint both effective and ineffective procedures in the Operations Claim Management division.

Exceptionally Efficient internal processes:

The procedure of data entry, incoming, and delivery marking was one of the most effective ones I saw. To manage these responsibilities, the department has created a fantastic system that is time-efficient and guarantees that OTPs are provided on schedule. The procedure has been carefully refined and accelerated for precision. The department has been able to automate these tasks, increasing their efficiency and lowering the likelihood of error, through the use of numerous software programs and technical breakthroughs. Because of this, the entire claims management process is finished swiftly and correctly.

Inefficient processes:

The final reporting process, on the other hand, was among the Operations Claim Management department's least effective procedures that I noticed. The final reporting procedure remained archaic and conventional despite the department's substantial dependence on software and technical improvements. Instead of digitally portraying the information, the agency continued to employ a traditional reporting style. This procedure took a lot of time and frequently caused delays in the final reporting. Furthermore, the reports were occasionally difficult to understand, making it difficult for stakeholders to make wise decisions based on the information provided.

Such inefficient procedures can significantly affect the department's overall production and efficiency. It may be challenging to accomplish the intended results because of the delays, mistakes, and misunderstandings that may result from these processes. On the other hand,

productive procedures like the ones used for data entry, inbound mail, and delivery marking might enhance departmental performance overall.

As an intern, I made an effort to alleviate this inefficiency by advocating the use of electronic reporting techniques. I suggested using data visualization software, such as Tableau or Power BI, to show the data in a more effective and precise manner. These solutions would offer simple-to-understand data to stakeholders, facilitating better decision-making. I also advised that the department spend money on training staff members to use these digital tools efficiently and to their fullest advantage.

Overall, my internship experience at Daraz Bangladesh helped me to gain insights into how efficient and inefficient internal processes can impact organizational performance. While some processes like the data entry, inbound, and delivery marking process were highly efficient, others like the final reporting process remained outdated and inefficient. By identifying and addressing these inefficiencies, organizations can achieve better outcomes, improve productivity, and ultimately, achieve their goals.

5.2 Market-Level Analysis

My internship experience led me to discover several significant and notable elements of the firm. This company is balanced and effective in every way because to the communication and cooperation between diverse departments, data-driven strategy, and result-oriented initiatives. After applying learned theoretical ideas in this company through experience and practice, I must clarify that Daraz is currently in the top spot as determined by employee preference. From a market-level perspective, I go into great detail on the market-level analysis:

Customer-centric strategies:

Daraz introduced a 7-day return policy for the customers if any problem is found with the products. A customer support unit is also formed to solve any kind of issues. Sometimes, Daraz offers instant offers to regular and loyal customers to sustain in customers' minds.

Projects of renowned brands:

Daraz has demonstrated on its website that they were previously associated with significant projects during its 11.11 and 12.12 campaigns in an effort to draw in new clients. More than the other rivals, these enterprises have increased their credibility. Daraz worked with companies including L'Oreal Paris, Unilever, Reckitt, Nestle, and so forth.

Habit forming brand creation:

Daraz has formed habits among people to shift to e-commerce platforms for buying different categories of products. Their customer-centric and data-driven strategies have created a significant untouched position in the market. Basically, they created a blue ocean in the e-commerce industry by utilizing their resources.

Vision-oriented approaches:

Daraz always operates their daily workflows focusing on their vision. Daraz has the vision to deliver the promise and change society positively. No other e-commerce platforms did not create such a deep vision effective both for customers and sellers. Daraz has also developed entrepreneurial mindsets among people and affected the SME revolution of this country.

5.3 Professional Level Analysis

My professional life has been greatly impacted by this internship at Daraz Bangladesh Limited. My capacity to adjust to a new situation in any organization has improved. By introducing me to the application of academic business principles in practice, this internship also assisted me in growing personally.

Influencing my future career paths:

I have acquired priceless information and skills from my professional experience throughout my internship that have shaped my career objectives. I have improved my technical skills and people management skills by having the chance to work with a variety of tools.

Throughout my internship, I was tasked with using MS Excel, Pivot Tables, and Dashboard to enhance the Daraz customer experience. This practical experience has helped me to hone my future professional ambitions and has further solidified my understanding of the business.

Correlation with university knowledge :

During my internship period, I was able to correlate my gained knowledge at the university through all the activities and managerial tasks. While working with Daraz Live on and competitive pricing strategy project, I experienced real-life implications of the knowledge and skills where I utilized my problem-solving, critical thinking, and analytical ability to solve a particular problem.

I worked with MS Excel, Pivot Tables, and Dashboards and assisted Daraz in providing quality customer service. This encounter has improved my knowledge of the sector and undoubtedly helped me plan my future.

Additionally, I think the courses I've taken from the BTM department have made it easier for me to pick up these new technical abilities throughout my internship.

➢ My technical and data visualization skills were honed in courses like Management Information Systems, and Computer Science and Technology II (Database Management).

➢ While Project Management, Strategic Operations Management and Operations Research helped me work on projects and create decision-making scenarios.

➢ Therefore, I believe that all of this academic information was very closely tied to my internship duties and greatly benefited me.

Main Challenges:

Despite all of this, there were a couple of difficulties I ran across when I was an intern. Those are:

➢ Multi-tasking were challenging in the first two weeks.

➢ Struggle to balance my study & job at the same time in few weeks.

➢ Opportunities were limited in the first two months.

CHAPTER: 6

CONCLUSION AND

RECOMMENDATIONS

Conclusion and Recommendations

6.1 Conclusion

Daraz Bangladesh is currently experiencing a surge in sales, but this may not last due to changing consumer preferences. Many consumers view Daraz as unreliable and not worth their trust, resulting in low customer retention rates. To combat this, Daraz must expand its range of services and establish a loyal customer base.

While Daraz Bangladesh has its own transportation system, it needs to acquire more logistics in Bangladesh to offer faster delivery and create a complete 360-degree delivery system. This would help establish a devoted customer base in case a big player like Amazon enters the market. As consumers see Daraz as rapidly expanding and unpredictable, the company must plan for the long-term and create a reliable and strong brand image.

Hence, this report provides an overview of Daraz, which is the largest e-commerce firm in Bangladesh. It serves as a valuable guide for individuals interested in gaining insights into the workings of the e-commerce sector in Bangladesh.

6.2 Recommendations

Working for such huge, global companies is typically challenging. Opportunities to learn new skills and solve new issues are constantly available. I learned a great deal of skill and information when I was working in Daraz. I was able to make some insightful observations, and as a result, I will be able to offer some insightful suggestions.

- The company's time management needs to be improved in terms of events and work schedules.

- Additionally, the company's operations should use more upgraded technology. The department in which I work is currently understaffed, which, if filled, would enable them to execute operations and make business decisions more efficiently and

effectively. Additionally, it would assist them in dividing and appropriately assigning duties to personnel, thereby ensuring productivity and discipline.

- Even though Daraz Bangladesh has consistently performed well, there are several areas where it falls short. As an operations department intern, I have seen opportunities for the firm to succeed in a few areas.

- The most critical suggestion is that its operations department adopt quicker internet access since this would allow multiple departments' activities to be better integrated. It would make data analysis and complex software operations more efficient for them.

- Daraz Bangladesh needs to improve its services and establish a loyal customer base to stay competitive in the market. In case a big player like Amazon enters the Bangladeshi market, Daraz Bangladesh might lose its customers gradually because the e-commerce industry is fast-growing and unstable. Therefore, it's necessary to plan ahead and develop a reliable brand image to gain the trust of potential customers.

- Since Daraz Bangladesh started its movement in Bangladesh, they are improving each second. Regardless, it can wind up being essentially more unmistakable and better than now.

- While making this report I have been viewed a couple of concerns existing as for made by the Transportation Operation Department. Along these lines, I must indicate some propositions which can be material for the Transportation Operation Department similarly concerning various divisions of Daraz.

- Particularly outside the central district region of Daraz Bangladesh, where there is less supervision, outcast cooperation bunches are required for travel in regions where a few incidents occur.

- It is necessary for Daraz Bangladesh to increase the size of its fleet to provide authentic transportation while also reducing the amount of lost property. To ensure that customers are paid for the difficulty, there should be a comparable agreement and disciplinary structure between untouchables and Daraz Bangladesh in case of a negative circumstance.

- Moreover, Daraz Bangladesh must employ more workers to support the weight of existing agents and create appropriate methods for workers that make it easier to

work. If the concept of the product isn't in line with the value, buyers will get uncertain.

- In order to give customers prompt and efficient support, it is also required to expand customer and seller service gathering and offer more scheduled programming.

Therefore, by following above stated recommendations, Daraz can improve its grip on the e-commerce industry in Bangladesh and continue being the major key player in the industry.

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APPENDICES

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