Internship Report

on

Marketing (Daraz Advertising Solutions - DAS) at Daraz Bangladesh

Submitted to

Islamic University of Technology

in partial fulfillment of the requirements for the degree of

BBA in Business and Technology Management (BTM)

Submitted by:

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

Mehedi Hasan Ifti

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Approved by:

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Letter of Transmittal

12th May 2023
Md. Abdullah Al Mamun
Assistant Professor
Department of Business and Technology Management
Islamic University of Technology

Subject: Submission of Internship Report

Dear Sir,

This is to inform you that, I would like to present you with the report from the internship course (BTM 4800) titled "Daraz Advertising Solutions (DAS)" where I discussed and explained the business outline, Daraz Marketing's daily operations and processes, and my duties and responsibilities during my internship there.

I created this report based on everything I learned during my internship. The supportive atmosphere at Daraz has made it easier for me to comprehend the circumstances and use my expertise wherever they were required. I also received insightful data and information from other department heads, my team, and my supervisor, who helped me prepare the report. The report's preparation made use of the organization's knowledge and insights into the sector.

I want to thank you from the bottom of my heart for all of your advice and support as I worked to finish this internship report from the beginning of my internship period. Kindly accept my report and help me with suitable suggestions for future changes, and oblige thereby.

Sincerely,

Mehedi Hasan Ifti

Mehedi Hasan Ifti

Student ID: 180061117

Department of Business and Technology Management,

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Declaration

Mehedi Hasan Ifti, a student in the Department of Business and Technology Management at the Islamic University of Technology, hereby certifies that I, on the basis of my daily responsibilities throughout the period of the internship, developed and completed this report on "Daraz Advertising Solution (DAS)" on my own. I received direction and support from Md. Abdullah Al Mamun, Assistant Professor of the Department of Business and Technology Management at the Islamic University of Technology. This work is unique and hasn't been distributed to any other companies.

Mehedi Hasan Ifti

Mehedi Hasan Ifti

Student ID: 180061117

Department of Business and Technology Management,

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Acknowledgement

The following internship report was completed with the assistance and direction of numerous people. I'd like to express my sincere appreciation to everyone that contributed to making this report happen.

First and foremost, I would like to thank Almighty Allah, the Merciful. This report would not have been completed on time without Allah's blessing. Following that, I'd like to express my gratitude to my honored Advisor, Assistant Professor **Md. Abdullah Al Mamun**, for leading me through the entire procedure with his valuable insights and instructions.

I'd also like to thank **Shahir Hasan Khan**, Business Development Manager - DAS, Daraz Bangladesh and the team members for welcoming me in a pleasant work atmosphere. They taught me much about how the business function works and taught me a lot of important things. During my internship, I learned a lot that I can apply in my professional career.

Finally, I'd like to express my deepest gratitude to everyone who was involved in making this internship report. This internship report would not have been accomplished without the assistance of all of these wonderful people. Once again, thank you.

Executive Summary

This internship report details and embellishes the entire experience of speaking with various businesses, understanding their problems, preserving relationships with stakeholders, and managing the overall DAS projects. I've broken down the most important portion of my internship duties at Daraz Bangladesh Limited.

The top online store in Bangladesh is Daraz Bangladesh, which provides quick, dependable, and convenient goods delivery to consumers' doorsteps. Part of the Daraz Group, which also has operations in Pakistan, Sri Lanka, and Nepal, is Daraz Bangladesh. One of the biggest e-commerce corporations in the world, Alibaba Group, supported the establishment of Daraz Group in 2015.

Daraz Bangladesh intends to offer Bangladeshis a hassle-free shopping experience as well as plenty of options for regional vendors and global brands to reach millions of customers. Daraz Bangladesh has a vast selection of goods in a number of categories, including electronics, apparel, cosmetics, household goods, food, and more. In order to increase client happiness, Daraz Bangladesh also offers a variety of features and services, such as simple payment choices, cash on delivery, return and refund policies, customer support, and reward programs.

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 has improved my ability to apply theory in the real world and improved my leadership, communication, and persuasion skills, providing me an advantage in the Bangladeshi job market.

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Chapter 1

Introduction

1. Introduction:

Over 460 million customers across five countries are served by Daraz, a prominent e-commerce platform in South Asia. It provides a large selection of goods from well-known national and worldwide companies, including electronics, clothing, cosmetics, household appliances, food, and more. In Daraz, customers can quickly browse through thousands of options, order them, track their delivery with a great return policy, and all of these with their integrated mobile app and 1st priority website.

One of Daraz's distinguishing features is its concentration on providing a secure online shopping environment. Customers may choose from a number of options, including cash on delivery, credit/debit cards, and mobile wallets, to pay as it is most practical for them. Daraz also offers a dedicated customer support staff that is ready 24/7 to assist clients with any queries or problems they might have.

Daraz acquires benefits from a speedy logistics that ensures satisfactory and dependable customer delivery. In order to guarantee that purchases are delivered promptly and in good condition, it collaborates with several outside logistics service providers. Customers in a few cities can receive their orders the next day thanks to Daraz Express, a branch of Daraz that manages logistics.

After the successful acquisition of Alibaba in 2018, Daraz has continued to expand its services. It has launched various initiatives such as Daraz University, which provides training and support to local entrepreneurs and SMEs, and Daraz Cares, which supports various social and environmental causes.

Overall, Daraz has become a significant player in the e-commerce industry in South Asia, offering a convenient and secure shopping experience to millions of customers.

1.1 Origin of the Report

This internship study serves as the final assignment for the BBA in Technology Management program's core course Internship 4800, which was given in the eighth semester. It details the experiences and tasks I undertook during my three months as an intern for Daraz Bangladesh LTD. This internship served academic purposes and allowed me to put what I had learned as a BBA-

Tech student in the Islamic University of Technology's Department of Business and Technology Management into practice.

1.2 OBJECTIVES OF THE REPORT:

The main goal of this study is to discuss Daraz's marketing strategy and strategic level operations of DAS (Daraz Advertising Solutions) and to share my work experiences when I was an intern there.

- To have a general understanding of the marketing function of the largest e-commerce in Bangladesh.
- To assess Daraz's business practices for establishing its mission, vision, objectives, and values.
- To comprehend the marketing way forward of the company through DAS

1.3 Methodology and Approach

The report is primarily explanatory. The organization was personally contacted for the information needed for this research, as well as through websites, reports, historical records, and staff interviews. The primary data is acquired through informal conversations with employees from each team in the marketing department including Branding, Offline team, online activation team, live, traffic ops, and other functional areas of the marketing department. Additionally, data is gathered via features and articles.

1.4 Limitations of the Report

Several limitations prevented the work's real results and analysis that were discovered throughout the report's development. Considering how busy the employees are with their regular tasks, it can be difficult to receive information on our report from them at times. The news and articles aren't always completely true; thus, the report might be missing certain details.

Chapter 2

Company Overview

2. Company Overview

Daraz opened its first online store in Pakistan in 2012. By the end of 2014, it had evolved into a for-profit online store offering a variety of products. In 2015–16, Daraz then began conducting business in Bangladesh, Nepal, Sri Lanka, and Myanmar. Surprisingly, Chinese e-commerce behemoth Alibaba bought Daraz in 2018. Since then, Daraz's activities in other countries, notably Bangladesh, have seen significant transformation. Its goals and objectives have changed, and the priority threshold for some countries or target markets has been reset.

Since Bangladesh has the most consumers and markets, it is given more weight than other markets. In response to market goals, adjustments have been made to the investment plan, budget, and other areas.

In 2023, Daraz will be the top-performing e-commerce site in Bangladesh based on user volume and market share. Over half of Daraz's users are under the age of 30, and its primary markets include 450 million people in Bangladesh, Sri Lanka, Nepal, Pakistan, and Myanmar.

The large population of Bangladesh gives the business plenty of space to grow by facilitating online purchasing. There are currently over 12 crore active internet users in the nation, the majority of whom utilize various digital devices to access various online services. Over the past 10 years, the number of internet users in Bangladesh has quickly increased.

E-commerce is one of the sectors that is now flourishing. The quantity of goods and services connected to internet platforms has significantly expanded since Bangladesh Bank started accepting online payments in 2009. The extensive usage of social media platforms in particular has significantly assisted the growth of the e-commerce sector.

The official website for Daraz Bangladesh- www.daraz.com.bd

2.1 History

Daraz is a leading online marketplace in South Asia that was founded in 2012 by Rocket Internet, a German startup incubator. The company started its operations in Pakistan and later expanded to other countries in the region, including Bangladesh, Sri Lanka, Myanmar, and Nepal.

In the early days, Daraz focused on selling consumer electronics and fashion products, but it soon expanded its product offerings to include a wide range of categories such as groceries, health and beauty, home, and living, and many more.

In 2018, Daraz was acquired by the Chinese e-commerce giant Alibaba Group, which invested heavily in the company to help it scale its operations and expand its reach. Daraz has since expanded quickly and is now among the biggest e-commerce platforms in the area, operating in more than 5 countries and serving millions of consumers (Karim & Qi, 2018).

Even today, Daraz continues to integrate more and more convenient services to their customers and for the sellers. From flexible payment options to delivery, feedback to return policy everything is being improved day by day which is helping Daraz to hold its position in the countries it operates in.

2.2 Current Scenario of Daraz Bangladesh

Daraz Bangladesh, one of the top e-commerce sites in the nation as of May 2023, offers a huge selection of goods from both domestic and foreign vendors. The firm sells goods in a variety of categories, including fashion, beauty and personal care, home and living, technology, and many more.
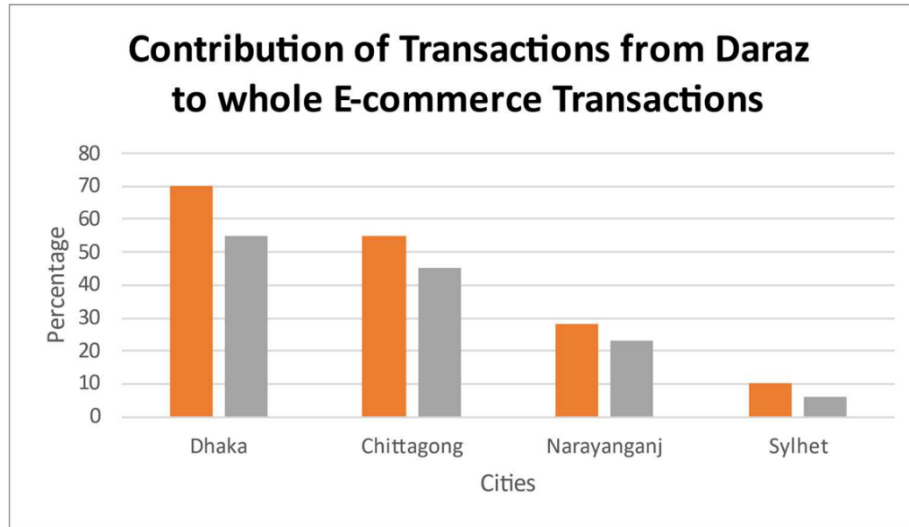
Figure 1: Daraz Market Penetration

Daraz Bangladesh has made considerable investments in fulfillment and logistics in recent years with the intention of offering clients across the nation faster and more dependable delivery (Mohiuddin, 2014). To make it simpler for customers to buy things online, the firm has also provided a number of payment methods, including cash on delivery, mobile banking, and credit and debit cards.

Overall, Bangladesh's e-commerce market is expanding quickly, and Daraz is in a good position to take the lead in this expansion. The firm is well-positioned to maintain its success in the upcoming years because to its strong brand reputation, wide range of product offerings, and emphasis on customer service.

Over the years, Daraz-

- Daraz was founded in 2012 as an online fashion retailer in Pakistan by Muneeb Maayr and Farees Shah.
- In 2015, Daraz changed its business model to a general e-commerce marketplace and formed Daraz Group as the parent company of its operations in Pakistan, Bangladesh, and Myanmar.
- In 2016, Daraz acquired Kaymu, another online marketplace, and expanded its operations to Nepal and Sri Lanka.

- In 2018, Daraz was acquired by Alibaba Group, a Chinese e-commerce company, and became its wholly-owned subsidiary. Daraz also launched Daraz Express, its own digitalized logistics solutions.
- In 2021, Daraz acquired HungryNaki, a food delivery and hyper-local grocery startup in Bangladesh.
- In 2022, Daraz partnered with Cainiao Network, Alibaba's logistics arm, to launch two automated distribution centers in Karachi and Lahore.

2.3 Values & Objective
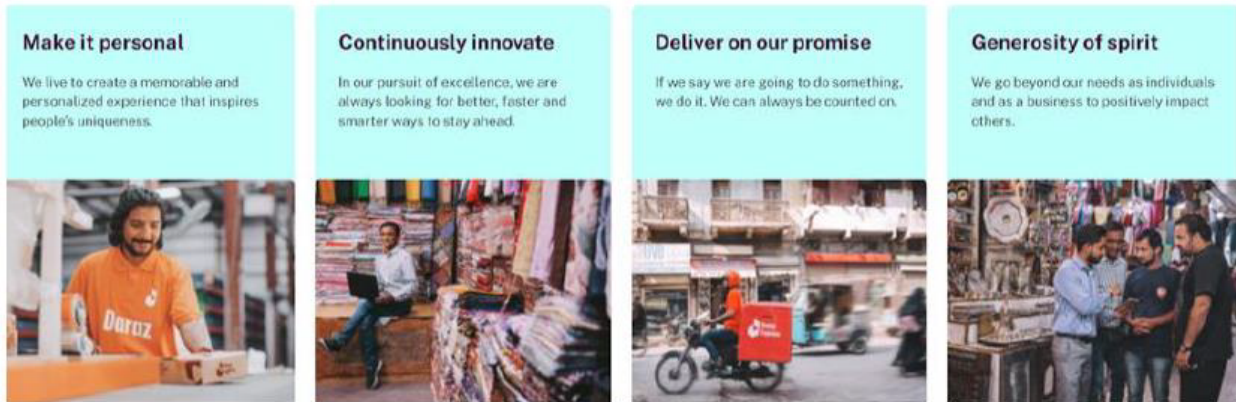
Figure 2: Values of Daraz

- **Make it personal:** Daraz strives to create a memorable and personalized experience that inspires people's uniqueness.
- **Continuously innovate:** Daraz is always looking for better, faster, and smarter ways to stay ahead in its pursuit of excellence.
- **Deliver on our promise:** Daraz is reliable and trustworthy. If it says it is going to do something, it does it.
- **Generosity of spirit:** Daraz goes beyond its needs as individuals and as a business to positively impact others.

Objectives of Daraz-

- **Uplifting communities through the power of commerce:** Daraz aims to create positive social and economic impact for its customers, sellers, employees, and partners.

- **A champion of South Asia serving 50 million by 2030**: Daraz wants to be the leading e-commerce platform in the region and reach a large customer base with its products and services.

- **Make it easy to do business anywhere in the era of the digital economy:** Daraz wants to provide a seamless and convenient online shopping experience for its customers and a platform for its sellers to grow their businesses**.**

2.4 Vision and Mission

Vision:

To create an ecosystem where every corner and person in the country can be connected and to help all Bangladeshis prosper in a "Digital Bangladesh".

Mission:

To spread all over Bangladesh and gain the highest market share in the e-commerce sector, make all the necessities available to customers and find the best deals for them

ABOUT 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 3: Daraz Mission & Vision

Services of Daraz

- Online shopping and selling platform that features a wide range of products from various categories, such as electronics, fashion, home appliances, groceries, etc.

- Nationwide delivery, free returns and convenient payment options for customers.

- Daraz Mall, which features official and branded products from trusted sellers.

- Daraz Advertising Solutions, which provides customized solutions for brands to reach and engage their target customers on both Daraz and Facebook platforms.

- Daraz Helpline and online chat service for customer support and queries.

Chapter 3

Industry Analysis

3. Industry Analysis

This entire part focuses on the industry's size and trends, its dangers, its growth potential, and it's changing economic, technical, and other external variables. This section has carefully explained how Daraz came to hold the top spot in the e-commerce sector.

3.1 Industry Size and Growth

The E-Commerce Association of Bangladesh (e-CAB) estimates that due to rising internet adoption, improvements in communication and logistics, ongoing development of mobile financial services and online banking, and an increase in the proportion of young people who are tech-savvy, the e-commerce market in Bangladesh increased by 100% between 2015 and 2019.

Bangladesh's e-commerce business is anticipated to be worth $3 billion by 2023. Statista sources predict that the e-commerce market will generate $8,030 million in sales in 2022 and $14,681 million by 2025, with an annual growth rate of 22.28%. 75.5 million people will utilize e-commerce by 2025, with a user penetration rate of 43.8%.

Daraz has been chosen as both the top e-commerce brand and the 13th most valuable brand overall at the top Brand Award in 2022, which was organized by the Bangladesh Brand Forum in partnership with Nielsen Bangladesh. Daraz greatly boosts Bangladesh's economy and creates employment possibilities.
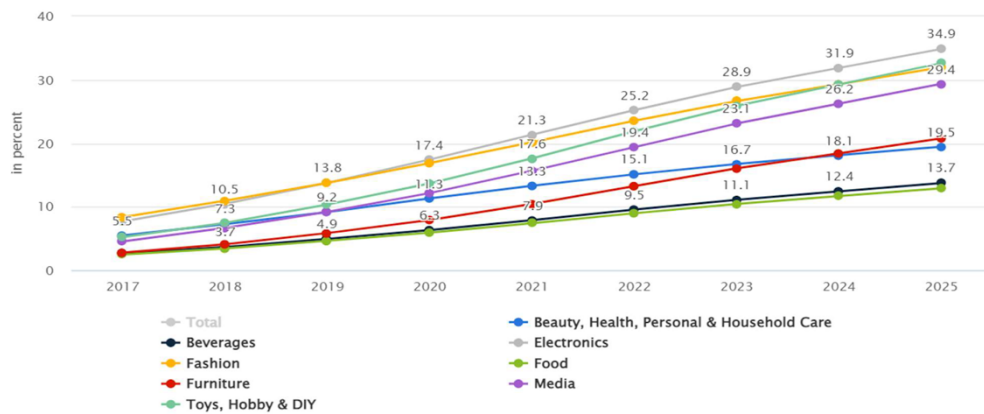
Figure 4: Overall Industry Growth

3.2 SWOT Analysis

We shall learn more about Daraz Bangladesh and the entire Bangladeshi e-commerce business through the SWOT analysis of Daraz. We will also learn about the technological advantages and disadvantages of this specific sector (Hasan & Huda, 2013). This part will include information on how Daraz operates, how they generate winning situations, how they build on its strengths, keep its attention on the opportunities and business objectives, and how it may deal with risks.

Figure 5: SWOT Analysis

Strengths:

- Largest and leading online shopping and selling platform in Bangladesh with a wide range of products and categories

- Part of the Alibaba Group, which provides access to innovative technology and expertise in e-commerce

- Strong brand recognition and customer loyalty

- Nationwide delivery network with fast and reliable service

- Daraz Mall, which offers official and branded products with 100% authenticity guarantee[1]

- Daraz Advertising Solutions, which helps brands to reach and engage their target customers on both Daraz and Facebook platforms

- Daraz Helpline and online chat service for customer support and queries

Weaknesses:

- High competition from other e-commerce platforms and traditional retailers

- Low internet penetration and digital literacy in some areas of Bangladesh

- Customer complaints about product quality, delivery delays, payment issues, etc.

- Dependence on third-party sellers and logistics partners

Opportunities:

- Growing e-commerce market and digitalization in Bangladesh with increasing internet users, smartphone users, and online shoppers.

- Rising disposable income and consumer demand for convenience and variety.

- Government initiatives to support 'Digital Bangladesh' vision and e-commerce sector.

- Potential to expand into new categories, markets, and services.

Threats:

- Regulatory uncertainties and challenges in e-commerce sector in Bangladesh.

- Cybersecurity risks and data breaches that may affect customer trust and privacy.

- Economic slowdown or crisis that may affect consumer spending and demand.

- Natural disasters or pandemics that may disrupt operations and supply chain.

3.3 Porter's 5 Forces

The competitive forces at play in an industry, which determine how economic value is distributed among industry participants, may be analyzed using Porter's five forces1(Hossin, Sarker, Xiaohua, & Frimpong, 2018). The five forces are as follows, according to this framework:

Applying this framework to Daraz Bangladesh, an online marketplace that operates in Bangladesh and other South Asian countries[2], we can get a rough idea of the competitive forces in its industry:

Figure 6: Porter's 5 Forces

Threat of new entrants: Low. Daraz is one of the leading online stores in Bangladesh and has a strong brand recognition and customer base. The collaboration of Alibana has only made its position even stronger. It would take a lot of time and resources for a new entrant to reach that level of market share and reputation.

Threat of substitutes: High. There are many physical retail stores that offer similar products and services as Daraz. Some suppliers also offer direct shipping to customers without using Daraz as an intermediary. Customers may prefer these options for convenience, trust, or lower prices.

Bargaining power of suppliers: Low. Daraz has a large number of suppliers for each product category and can easily switch between them if needed. Suppliers have limited bargaining options and have to comply with Daraz's terms and conditions.

Bargaining power of buyers: Low. Daraz offers good deals with no extra charge other than shipment cost, which is very cost-efficient. It also offers free shipments on special conditions and sponsored products that are lower in cost than actual[3]. Customers have low switching costs and a large variety of products to choose from.

Rivalry among existing competitors: High. There are many direct and indirect competitors for Daraz in the online marketplace industry, such as Ajkerdeal, Bikroy.com, Bagdoom.com, etc. These competitors offer similar products and services and compete on price, quality, delivery, customer service, etc.

Based on this analysis, we can conclude that Daraz Bangladesh operates in a highly competitive industry with low barriers to entry and a high threat of substitutes (Hoque, Ali, & Mahfuz, 2015). However, it also has some advantages over its rivals such as its collaboration with Alibaba, its large customer base, and its cost leadership strategy.

3.4 Pestle Analysis

PESTEL analysis is a framework for analyzing the external environment of an organization, and it stands for Political, Economic, Social, Technological, Environmental, and Legal factors. Applying this framework to Daraz Bangladesh, we can get a rough idea of the opportunities and threats it faces in its industry:

Figure 7: Pestle Analysis

Political factors: These include the stability of the government, the policies and regulations affecting the e-commerce sector, the trade relations with other countries, etc. Daraz Bangladesh operates in a region that has frequent political disturbances and conflicts, which can affect its delivery operations and customer satisfaction. It also has to comply with the tax policies and FDI regulations of the government, which can influence its profitability and growth.

Economic factors: Recent economic crunch has been proven to be a difficult time for e-commerce businesses and for Daraz as well. Additionally, it must deal with its customers' price sensitivity and low per capita income. However, it also offers some chances to reach South Asia's expanding middle class and urban population, who are increasingly shopping online.

Social factors: These include the society's demographics, culture, way of life, values, and preferences. Daraz Bangladesh must provide a wide range of customers with shifting wants and demands for online purchasing. It must provide goods and services that are appropriate for the neighborhood's culture, religion, style preferences, etc. By offering high-quality goods, prompt deliveries, excellent customer service, and other services, it must also cultivate consumer trust and loyalty.

Technological factors: These include new technology invention, development, acceptance, and dissemination that may have an impact on the e-commerce industry. Daraz Bangladesh must stay up with the quick technological advancements that might bring forth new business prospects or dangers. It must make research and development investments, upgrade the functioning of its website and mobile applications, strengthen the security and privacy protections, implement new payment options, etc. Additionally, it needs to make use of its partnership with Alibaba, which has access to cutting-edge technology and data analytics.

Environmental factors: Natural resources, climate change, pollution, waste management, and other issues can have an impact on the e-commerce industry. Daraz Bangladesh must be conscious of how its business activities affect the environment and take steps to lessen trash production and its carbon footprint. It must employ environmentally friendly packing materials, enhance its logistics system, encourage green practices and goods among its suppliers and clients, etc. Additionally, it must be ready for any calamities or natural disasters that could disrupt its operations or harm its assets.

Legal factors: These include the rules and legislation that various nations and regions have put in place to control the e-commerce industry. Daraz Bangladesh is required to abide by the legal requirements of each market in which it conducts business, including consumer protection laws, data protection laws, laws protecting intellectual property rights, and laws governing labor. Additionally, it must handle any legal disputes or problems that may result from its dealings or activities.

This research leads us to the conclusion that Daraz Bangladesh works in a dynamic environment that presents possibilities as well as risks to its company. To preserve its competitive edge and accomplish its strategic goals, it must continually evaluate and respond to these elements.

3.5 Competitive Analysis (Competitive Environment)

The process of discovering and assessing the advantages and disadvantages of rivals operating in the same marketplace or sector is known as competitive analysis. It is helpful to comprehend the competitive environment and develop successful techniques to outwit competitors. By using this procedure on Daraz Bangladesh, we may gain a general picture of its performance and competitive position in the e-commerce industry:

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.

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.

Google.com: This governs online advertising and search globally. Additionally, a wide variety of goods and services are available, including Gmail, Google Maps, Google Pay, Google Shopping, etc. In Bangladesh and elsewhere, it is well-known and dominates the market.

Bdstall.com: Buyers and sellers of a variety of products, including electronics, furniture, industrial items, etc., may be found in this online marketplace. It also sells flight tickets, vacation packages, and real estate. It provides a range of products and services at fair costs.

Chaldal.com: Dhaka, Narayanganj, Chittagong, and Jessore are the four cities in Bangladesh that make use of this internet platform for meal and grocery delivery. It offers same day delivery with accurate delivery time.

Strengths: Daraz Bangladesh has some competitive advantages over its rivals such as:

- **Cost leadership strategy**: Daraz Bangladesh offers good deals with no extra charge other than shipment cost, which is very cost-efficient. It also offers free shipments on special

conditions and sponsored products that are lower in cost than actual. It also leverages its economies of scale and bargaining power with suppliers to reduce its costs.

Variety of products and services: Daraz Bangladesh offers more than 17 million products across various categories such as consumer electronics, fashion, beauty products, home appliances, groceries, etc. It also offers services such as digital payments, insurance, travel booking, etc. It caters to the needs and preferences of different segments of customers.

Weaknesses: Daraz Bangladesh also has some competitive disadvantages or areas of improvement such as:

Declining economic situation: Daraz Bangladesh operates in some markets that have poor economic performance and high inflation and taxation. This affects its profitability and growth prospects. For example, it had to reduce its workforce by 11% in Pakistan due to the economic decline.

- **Customer complaints:** Daraz Bangladesh sometimes faces customer complaints regarding product quality, delivery time, customer service, refund policy, etc. These complaints can damage its reputation and customer satisfaction. It has to improve its quality control, logistics network, communication channels, etc. to address these issues.

- **Security and privacy issues:** Daraz Bangladesh has to deal with security and privacy issues related to online transactions and data protection. It has to ensure that its website and app are secure from cyberattacks and hackers.

This analysis leads us to the conclusion that Daraz Bangladesh is a leading online marketplace in South Asia with a number of competitive advantages, including its partnership with Alibaba, its sizable customer base, and its cost-cutting capabilities.

Chapter 4
Description of Main Duties

4. Description of Main Duties

4.1. Duties and Responsibilities

As a part of the team called DAS, my key role was to support different brands with their Facebook collaborative ads campaign, also let them aware of other services of DAS that will enable them to get a higher customer engagement and sales. Some of my key responsibilities were-

Pitching Different brands of the services of DAS:

As an intern for Daraz Advertising Solutions (DAS), it was my duty to conduct thorough analysis and determine potential brands that could get benefit from our campaign with Facebook collaboration. This includes analyzing market trends, consumer behavior, and brand needs to create a comprehensive hunting list.

Once we have onboarded brands, my role shifts to understanding their unique objectives and providing them with the necessary support to achieve the highest return on advertising spend (ROAS) in the market.

Figure 8: Pitch Deck of DAS

To get new brands from the hunting list, I use a range of communication media, including email, phone calls, and in-person calls, to make the businesses know about the Daraz Advertising Solutions and the Facebook collaborative campaign. I describe the technical aspects of the campaign in a short and clear manner, such as ad formats, targeting options, and budget allocation, to help market and make better decisions.

During these communication media, I also address any type of questions, awareness, or objections raised by businesses and provide proper solutions to develop brand trust and confidence in the campaign. It is important to maintain open lines of communication with both current and future businesses to ensure they have all the necessary data to decide whether to participate in the Facebook collaborative advertising campaign or not.
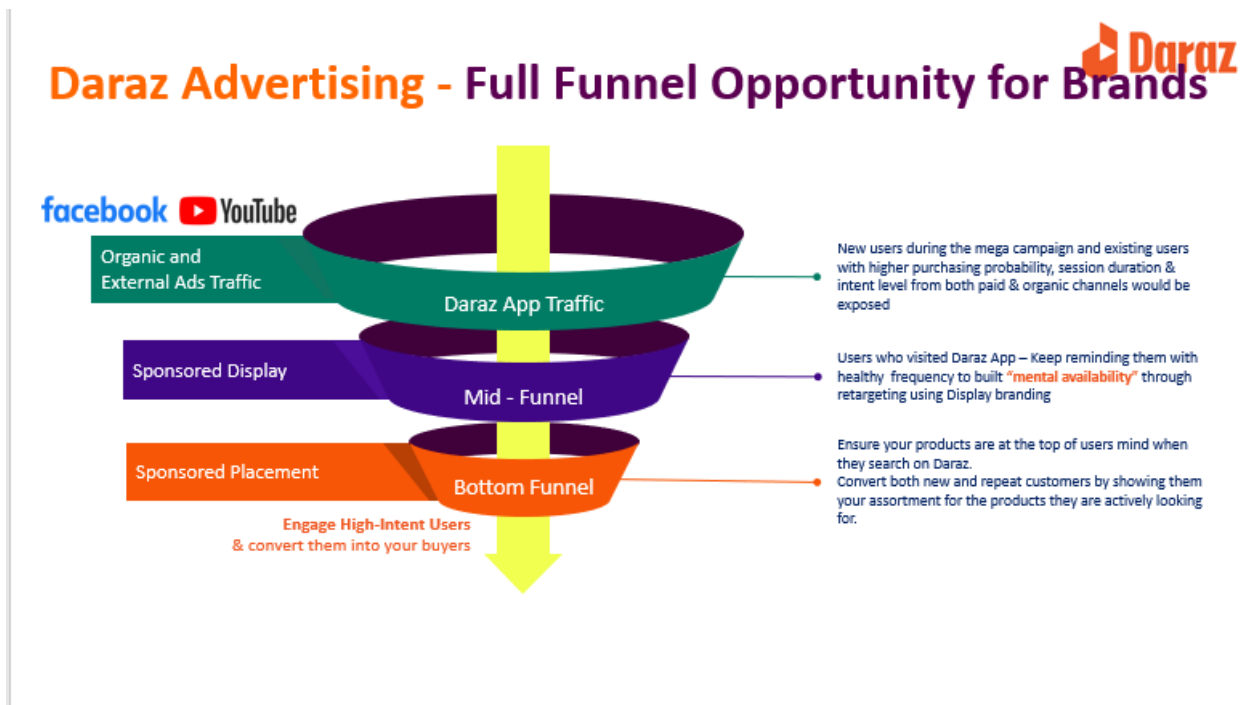
Figure 9: Customer hook funnel

So, my aim is to help businesses maximize their advertising ways by utilizing Daraz Advertising Solutions and the Facebook collaborative campaign to its fullest capabilities. Through a combination of market analysis, personalized help, and proper communication, I aim to help brands get their objectives and raise their investment in the platform.

On-board brands into DAS:

Being a part of the onboarding system for brands to Daraz Advertising Solutions (DAS), it is important to perform a innovative pitch to the brand in order to attract them to the platform. After a successful pitch, the next step is to make a brand onboarding appointment, where the whole onboarding system for the brand is discussed in details.

Figure 10: Whitelisting (Partner setup)

In the discussion, it is necessary to give the brand a complete rundown of how to perform a demo campaign, which can be used to explain the effectiveness of the Facebook collaborative campaign. As an off-site representative, I am responsible for calling a meeting with the brand and making them understand how to organize a demo campaign, also developing and implementing the demo campaign.

Once the demo campaign is developed and implemented, it is important to help the brand in

carrying out the campaign and make sure that they fully understand the system. This involves giving any needed support and assistance throughout the whole campaign to help the brand get the best outcome.

To make sure that the partnership between Daraz and Facebook for the Facebook collaborative ads campaign is successful, it is needed to create campaign deals that outline the terms and conditions of the partnership. These deals should clearly define the duties and responsibilities of each party, also any necessary legal or financial points.

Overall, the onboarding system for brands to Daraz Advertising Solutions needs a combination of effective communication, thorough teachings and learnings, and ongoing help to the brands to get their advertising objectives through the Facebook collaborative ads campaign.

Create and Merge campaign agreements:

When dealing with different businesses, it is often needed to combine campaign deals into single document to streamline administration and assure consistency in all partnerships. To accomplish this, different key steps should be taken.

The first step is to get campaign commitments from different brands. Once these commitments are achieved, it is necessary to carefully read each agreement and assure that all of the terms and conditions are correct and clear. This needs a complete understanding of the legal and financial terms of each agreement.

Next, it is needed to determine the comparison between the deals. This helps to form a structure for the combined deal that takes into consideration the different needs of all businesses.

Using the structure formed before, the deals could be combined into single document. It is needed to make sure that all of the conditions of each deal are properly shown in the combined document.

All of the brands should get a copy of the combined document for permission. Any questions raised by the brands should be taken care of to make sure of their satisfaction. To finish the whole process, the brands' permission must be taken by getting their signs. Once this is done, the document should be kept for proper administration.

In conclusion, combining campaign deals from various businesses into single document needs careful attention, a complete understanding of legal and financial points, and proper communication with all parties included. By following these steps, it is possible to make a consistent partnership that will benefit all parties involved.

Brand level and campaign level performance analysis:

In order to get a better understanding of brand and campaign system and to determine ways to develop overall return on investment (ROI) and return on advertising spend (ROAS), a step-by-step process can be made.

Firstly, data must be gathered from different sources, including reports, Google Analytics, and Facebook Ads Manager. This data should then be sorted into relevant categories, such as brand-level and campaign-level categories.

To evaluate the data for each category, the proper tools should be utilized. The brand can then be analyzed at the brand level by assessing its whole performance in numerous platforms. Similarly, the effectiveness of each campaigns can be evaluated in numerous channels to perform campaign-level research.

Based on this research, the strong and weak points of the brand and its campaigns should be pointed. Feedback can then be given for increasing the marketing efficiency of the brand and its campaigns, taking into consideration the study and the points of strength and weakness.

These feedbacks should be shared with the related parties, like the marketing group, brand managers, and senior management. Once the recommended changes have been made, the results of the brand and campaign should be closely checked.

It is important to continuously assess the analysis in light of new performance data. This will help to make sure that the brand and its campaigns will continue to perform their best, delivering the ROI and ROAS.

venture	brand_partner_name	industry_name	Campaign_type	ov_daus	ov_orders	ov_gmv	ov_items	dir_daus	dir_orders	dir_gmv	dir_items	direct_buyers
BD	ACI Consumer BD	-	Social Media	2	2	6.96	2	1	-	-	-	-
	ACI Premio Plastics	-	Social Media	0	-	-	-	0	-	-	-	-
	AKASH Digital TV	-	Catalog	0	-	-	-	0	-	-	-	-
	Agrey Hometec	-	Catalog	0	-	-	-	0	-	-	-	-
	Amaya Industries	-	Social Media	0	-	-	-	0	-	-	-	-
	Apex	-	Catalog	0	-	-	-	0	-	-	-	-
			Social Media	1	-	-	-	0	-	-	-	-
	Arla Bangladesh	-	Social Media	1	-	-	-	0	-	-	-	-
	AtlasaXillia	-	Catalog	0	-	-	-	0	-	-	-	-
			Social Media	0	-	-	-	0	-	-	-	-
	Bata		Catalog	4,115	1,433	12,805.22	2,551	1,503	215	3,744.54	253	211

Daus	Orders	GMV	Direct GMV	Direct Daus	Direct Orders
	2,344	22,249. 90	9,696. 56		458

Figure 11: Performance analysis dashboard

The best guideline recommends to follow the followings,

- Collect information from different sources, like custom reports, Google Analytics, and Facebook Ads Manager.

- Sort the data into related categories, like brand- and campaign-level categories.

- To evaluate the data for each category, make use of the proper tools.

- Analyze the brand at the brand level by assessing its whole performance in numerous channels.

- Evaluate the effectiveness of each campaigns in different platforms to perform campaign-level research.

- Using the data, pointout the brand's and its campaigns' strong and weak areas.

- Based on the study and the pointed strength and weakness, give feedback for increasing the marketing efficacy of the brand and its campaigns.

- Share the feedbacks with the appropriate parties, like the marketing group, brand managers, and senior management.

- Implement the recommended changes, then keep an eye on the outcomes of the brand and campaign.

- Continuously assess and improve the recommendations in light of new performance data.

Troubleshoot issues faced by brands:

To assure the satisfaction of brands, it is needed to troubleshoot and address any problems that may arise during the Facebook Collaborative Ads campaigns. This can be done by following a set of steps to determine and resolve any technical, delivery, payment difficulties, or other problems that might arise.

The first step is to develop efficient media of communication with the brands to enable easy detection and solution to any problems. Checking the Facebook Collaborative Ads campaign on an ongoing basis to determine problems is also important.

Once a problem is identified, it should be prioritized based on its type and severity, and the underlying causes should be thoroughly investigated to develop effective solutions. The brand should be informed of the problem, potential fixes, and an estimated time frame for resolution.

Collaboration with the relevant Facebook Collaborative Ads support team is necessary to implement the solutions and track progress. The brand should be updated on the status and expected time for resolution as needed.

After the problem has been fully resolved, the brand should be contacted to ensure their satisfaction. Additionally, the underlying causes of the problem should be investigated to identify areas where the Facebook Collaborative Ads campaign execution process can be improved to prevent similar issues in the future.

Ongoing monitoring of the Facebook Collaborative Ads campaign is important to identify and address any problems early on. By following these steps, brands can be assured that their concerns are being promptly and effectively addressed, leading to improved satisfaction and retention.

Some other responsibilities:

Some other duties I had during my internship period were

- Investigating campaign outcomes in-depth in order to spot important trends and patterns.

- Producing thorough reports on spending and budget distribution to ensure accountability and transparency in the use of campaign resources.

- Continually tracking campaign success indicators, including click-through rates, conversion rates, and levels of consumer engagement, to find out what's working and what needs work.

- Offering insightful comments and suggestions to enhance the effectiveness of the campaign in light of your evaluation of the outcomes.

- Working closely with internal stakeholders and outside partners to make sure that campaign goals and objectives are matched.

- Putting into practice inexpensive strategies to maximize campaign spending and boost ROI, such as identifying high-performing channels and modifying budget allotments appropriately.

The CMO meeting:

As an intern at Daraz Advertising Solutions, I was tasked with providing a comprehensive overview of our team's procedures and offerings to the newly appointed Chief Marketing Officer (CMO). The objective of my presentation was to provide the CMO with a clear understanding of our operating strategy and the advertising solutions provided by our company. I aimed to describe the steps of our methodology by pointing out the unique quality we offer to our clients.

My discussion aimed on the huge range of services we offer to our clients and displayed the depth and breadth of our team's activities. I pointed out our team's capabilities in digital marketing and our aim on getting measurable outcomes. I also focused how we use data-driven insights to improve our decision-making.

I also discussed on how our team approaches solving difficult advertising problems and implement creative techniques to deliver high-quality. I gave a detailed explanation of the different tools and technologies we use to assist our work, like our cutting-edge analytics and reporting systems.

Overall, my discussion effectively communicated the necessity of our team's work and the value we add to the company.

Tools:

Throughout my whole internship period at Daraz, I performed different tasks using a several tools. I used Microsoft Excel as main tool for data analysis. In addition, I utilized Microsoft PowerPoint for presentations and Seller Center to oversee and monitor the operation of the internet business. I also used a range of internal dashboard analytic tools that Daraz provided to understand more about customer behavior, product performance, and sales trends.

In conclusion, overseeing and assisting the Facebook collaborative advertisements campaign was crucial in my capacity as a team member of Daraz Advertising Solutions. I worked with brands to

develop specialized solutions, analyze performance, fix problems, and guarantee lucrative and cost-efficient campaigns.

4.2. Workplace Environment

I'm pleased to be a part of a working culture at Daraz Bangladesh that promotes openness, dynamism, and personal development as a marketing intern. This environment motivates me to assume leadership positions and take initiative to complete tasks.
I have the flexibility to pursue my passions and skills at Daraz Bangladesh, and I also have the opportunity to own my work. As a result, I feel more accountable and responsible, which enhances my capacity to learn new things and advance my career.

I enjoy the chance to work with coworkers in this dynamic atmosphere who come from different backgrounds and have different skill sets. I am picking up knowledge from experts in the field while also adding my own insights.
I am appreciative of the support and advice my coworkers have given me as an intern, and I am eager to continue learning and growing in this interesting and dynamic workplace.

4.3 Challenges

During my internship at Daraz Bangladesh, I was faced with some challenges, those were-

• **Limited access to dashboards:** As an intern, I was only given partial access to the dashboards which refrained me from doing some deep level analysis independently.

• **VPN connection error:** Alilang which enables us to access the backend data-base for report generation. But I ran into some problems with the VPN service, which made it difficult for me to complete some performance analysis tasks.

• **Problems with Httpool and Meta:** During my internship, there was a time when Httpool and Meta had technical issues. As a result, several of the initiatives were put on hold, which had an impact on my capacity to complete particular responsibilities.

These difficulties were not insurmountable, and I was able to overcome them by asking my teammates for assistance, coming up with creative ways to finish assignments, and making sure that I had open lines of communication with my manager. Despite these difficulties, my internship at Daraz gave me invaluable knowledge of how an e-commerce platform functions and the difficulties in making sure it does so.

4.4 Learnings

I learned a lot about different company procedures and e-commerce platforms while working as an intern at Daraz. Key corporate lessons I learned throughout my internship include the following:

• **Teamwork and collaboration:** I learned the value of good communication and teamwork while working with people from different backgrounds and skill levels.

• **Time management:** Managing my time effectively and setting priorities while juggling a variety of projects and deadlines throughout my internship helped me immensely.

• **Attention to detail:** Even the slightest elements on an e-commerce platform like Daraz may significantly affect the customer experience. I discovered the importance of paying great attention to details and making sure that every assignment was finished to the highest standards.

• **Adapting to change:** Being flexible and open to change is crucial in the dynamic and ever-evolving world of e-commerce, as I discovered.

Overall, I learned a lot during my internship with Daraz, which will be helpful for my future professional aspirations.

Chapter 5
Analysis

5. Analysis

This section will help us to understand the relationship between the activities during the internship and the theoretical courses of BTM. Through company, market, and professional level analysis, a reader will get an overview of the whole experience and the idea of required skills to cope with the competitive environment.

5.1 Company-level analysis

In this part, I specifically want to mention some common activities and systems at Daraz that encourage employees to get better results at the workplace. Daraz always encourages better relationships with co-workers to reach goals and create positive impacts in the organization.

• **Internal communication:** To communicate flawlessly and maintain informal communication with the employees, Daraz uses its own messaging platform DingTalk to have safe, secure, and healthy communication. The employees can also collaborate with other departments through this platform to complete any task efficiently.

• **Townhall meeting:** The most efficient part of creating sound competition among employees is the weekly town hall meeting. Through the weekly town hall meetings, the chief of the departments focuses on a specific goal and asks the employees to work targeting that goal. The best performers of the previous week are rewarded. The important data of the current business situation are shared and employees are encouraged to make more outputs. They are motivated to keep attention on their workplace every week through this town hall meeting.

• **Data-driven decision making:** In Bangladesh, to sustain in any particular industry, utilizing and leveraging data and formulating growth strategies based on data analytics is very important, especially for the e-commerce industry. Daraz has created a special analytics and business intelligence team that support every employee with proper data to formulate strategies.

• **Forming a seller incubation team:** The seller incubation team always concentrates on building strong relationships with sellers and supporting them with solutions whenever they need them. I think this is a very effective and efficient approach by Daraz to build the ecosystem and maintain a sustainable relationship with the sellers.

5.2. Market-level analysis

Based on my experience during my internship, I found some important and noteworthy aspects within the organization. The interconnectivity and collaboration between various departments, data-driven strategy, and result-oriented approaches have made this organization balanced and successful in all aspects. After experiencing and practicing gained theoretical concepts in this organization, I need to specify that Daraz is in the leading position according to the employee's choice.

• 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.

• 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.

• The sound relationship with sellers: The key success factor of Daraz is maintaining healthy relationships with marketplace sellers and renowned brands. The systematic approaches and creation of various departments in Daraz have enabled them to deliver the promise of the organization to sellers.

• 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.

5.3 Professional level analysis

This internship at Daraz Bangladesh Limited has created a significant impact in my professional life. I improved my adaptability to the new environment in any organization. This internship also 63 helped me to develop myself by getting in touch with the practical utilization of theoretical business concepts.

Influencing my future career paths

Obviously, the objective of the internship program is to be advanced in one career and develop one's knowledge and skills. In meeting the objectives, this internship has also influenced me with some different perspectives on my future career paths. -Strategic collaboration and collaboration: I have been able to know about the collaborative approaches and formalities of communication which have affected my organizational behavior positively. -Creating lifestyle matching with an organizational goal: The internship at Daraz has helped me to grow lifestyle matching with the organizational goal. -Following holistic approach: The practical experience has improved my critical thinking and developed my way of thinking during problem-solving. The executives and managers consider all internal and external factors during solving any issue.

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 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. Here, I am mentioning some of the courses which helped me to understand the workplace, culture, and process management:

• **Organizational Behavior:** By learning the concepts of organizational behavior, I have been able to use this knowledge to understand the ways of building relationships with the co-workers 64 at the workplace, the best possible ways of matching the organizational goal in my own lifestyle and adaptability in the new environment.

• **Business Communication:** This course in 1st year of the university has helped to maintain formal communication with the supervisors and managers in the organization, the way and processes of discussing scenarios, and the business environment in a professional manner.

• **Business Statistics:** The quantitative concepts of presenting a situation of a project and visualization of data to express in smart ways were developed by the studies of business statistics. This coursework has helped to develop the implication of basic statistical concepts and understand the data of KPIs to get efficient outcomes in the workplace.

• **Research Methodology:** The outcomes from this coursework helped me to analyze the seller's current scenario and ability to do live through the new platform. We researched the content quality, the reasons for cancellation, and the average time to attract customers through the live platform utilizing the concepts of research methodology.

• **Computer Science and Technology:** To cope with the advanced technology and workplace, employees at Daraz have been learning different programming concepts to work efficiently. In one of the courses of Computer Science and Technology, I had been taught the basic concepts of

Structured Query Language (SQL) which helped me to analyze and assess the condition of sellers in this project.

• **Marketing management:** Since I have worked with the marketing department for developing the marketing plan, the concepts of Integrated Marketing Communication have helped me to design the marketing plan and organize the plan of action accordingly.

• **Strategic Operations Management:** The process management of getting efficient and effective organizational effectiveness was applied following the learnings from the Strategic Operations Management course. In this course, we also learned about the strategic communication process, collaboration with stakeholders and assessing the problem which helped me to understand the real-life business scenarios easily. 65

• **Quality Management:** The concept of continuous improvement and six sigma have developed my way of thinking in maintaining the content quality of live programs. I, along with, the broadcasting team have been always careful about taking inputs from the sellers, improving the presentation quality, ensuring the technical issues, and providing feedbackmy s to the sellers to develop this live project.

• **Project Management:** To organize, plan and implement the strategies to get better outcomes in projects, the concepts of project management have helped me. Through utilizing the project management concepts, I have been able to get the proper stakeholder analysis, ensuring SMART characteristics in project management and strategic ways of implementing own hard and soft skills to deliver in the wellness of the organization. • Business Ethics and Leadership: To manage the team properly and participate in a collaborative task, the outcomes from this course were very helpful. The proper ways of organizing tasks and managing them have been improved following the concepts of Business Ethics and Leadership.

Chapter 6

Conclusion &

Recommendations

6. Conclusion and Recommendations

6.1 Conclusion

Over 460 million customers use Daraz, a prominent e-commerce platform, across five South Asian nations. The business provides a user-friendly mobile app and website, round-the-clock customer care, a safe shopping environment, and a variety of payment methods. Daraz has grown quickly after being acquired by Alibaba Group, becoming one of the biggest e-commerce platforms in the area. It continues to develop and broaden its product offerings, including automated distribution centers in collaboration with Cainiao Network and purchasing HungryNaki. Daraz Bangladesh has made a name for itself in the industry while experiencing direct and indirect rivalry from other online platforms.

In the quick-paced world of e-commerce, I learned valuable skills including collaboration, time management, attention to detail, and flexibility during my internship at Daraz. Employees may attain particular goals and enhance their performance with the aid of the organization's internal communication system, weekly town hall meetings, and data-driven decision-making, which were all named as important components. Daraz is positioned to take the lead in advancing e-commerce in South Asia because to its creative thinking and solid organizational culture. I have acquired useful skills from my internship that will help me in my future profession.

6.2 Recommendations

- The development of objectives and goals that are in line with local communities' requirements requires strong collaboration between regional agencies and those communities. By working together, the regional and local bodies' objectives may be realized while ensuring that resources are distributed effectively and efficiently.

- DAS should think about changing its service price to better match the national economy. This can entail adopting income-based price tiers or providing discounts or subsidies to particular client segments.

- More thorough information in the seller center can aid sellers in understanding their performance and locating potential development areas. This might include statistics on sales, customer satisfaction, and other important performance metrics.

- To make sure that everyone is pursuing the same objective, cross-functional teams should have a clear grasp of each other's roles and responsibilities. By doing so, misunderstanding may be avoided and the efficient use of resources can be guaranteed. Clear job descriptions and regular departmental communication might help to foster this understanding.

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Appendices

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