

**An Internship Report**  
**on**  
**Optimizing Last-Mile Delivery for E-Commerce in Bangladesh: A Case Study of Pathao**  
**Courier Service**



**Submitted to:**

**Islamic University of Technology**  
in partial fulfillment of the requirements for the degree of  
BBA in Technology Management

**Submitted By:**

**Jakia Sultana Jane**  
ID:190061117  
Department of Business and Technology Management  
Islamic University of Technology (IUT)

**Approved By:**

**Dr. Md. Nahin Hossain**  
Assistant Professor  
Department of Business and Technology Management  
Islamic University of Technology (IUT)

**An Internship Report**  
**on**  
**Optimizing Last-Mile Delivery for E-Commerce in Bangladesh: A Case Study of Pathao**  
**Courier Service**



**Submitted to:**

**Islamic University of Technology**  
in partial fulfillment of the requirements for the degree of  
BBA in Technology Management

**Submitted By:**

I understand that my final report will become part of the permanent collection of the Islamic University of Technology in partial fulfillment of the requirements for the degree of BBA in Technology Management. My signature below authorizes release of my final report to any reader upon request.

**Jakia Sultana Jane**

ID:190061117

Department of Business and Technology Management  
Islamic University of Technology (IUT)

**Approved By:**

**Dr. Md. Nahin Hossain**

Assistant Professor

Department of Business and Technology Management  
Islamic University of Technology (IUT)



***pathao***

HERE WITH YOU

## Letter of Transmittal

May 10, 2024

Dr. Md. Nahin Hossain  
Assistant Professor  
Department of Business & Technology Management  
Islamic University of Technology (IUT)

**Subject:** Submission of Internship Report on “Optimizing Last-mile Delivery for E-commerce in Bangladesh: A case study of Pathao Courier service.”

Dear Sir,

I am writing to officially submit my internship report, signifying the accomplished conclusion of a four-month internship program in the Courier Operations at Pathao Limited. This document is the detailed report providing a thorough account of the experiences, insights, and reflections I have acquired over my time working for the organization.

During my internship at Pathao, I have made a conscious effort to make valuable contributions towards the department's goals, while also taking advantage of the opportunity to learn and develop in the fast-paced atmosphere. I am deeply appreciative for the chance to have been a member of the Pathao team and for the priceless direction and support offered by you and the entire department. Your guidance has played a crucial role in molding my internship experience and has greatly enhanced my professional growth.

If you have any inquiries, need further explanation, or want to discuss any part of the report, please feel free to contact me. I appreciate the valuable experience and anticipate future possibilities for collaboration.

With best regards,

.....

Jakia Sultana Jane  
ID: 190061117  
Department of Business & Technology Management (BTM)  
Islamic University of Technology (IUT)

### **Declaration**

I, Jakia Sultana Jane, a student at the Islamic University of Technology, Department of Business and Technology Management (BTM), confirm that I have personally prepared my internship report titled "Optimizing Last-Mile Delivery for E-Commerce in Bangladesh: A Case Study of Pathao Courier Service" without any external assistance. The report was supervised by Dr. Md. Nahin Hossain, Assistant Professor in the BTM department.

I declare that I have not intentionally infringed upon any copyright laws. Based on my understanding, the work given is genuine. Moreover, I affirm that the report has not been disseminated to any person or entity in return for any type of accreditation.

.....

Jakia Sultana Jane

ID: 190061117

Department of Business & Technology Management (BTM)

Islamic University of Technology (IUT)

## **Acknowledgment**

Alhamdulillah for everything. I express my gratitude to the Almighty Allah for granting me the ability and chance to successfully finish the internship program and submit my report on time. Although I faced difficulties in finishing the report, I managed to overcome them with the guidance of my parents, special thanks to my father who has supported me mentally and I am grateful for their support. I would like to express my gratitude to the several individuals who provided assistance to me, both directly and indirectly, throughout the entire process.

Firstly, I would like to express my gratitude to Dr. Md. Nahin Hossain, Assistant Professor in the Department of Business & Technology Management, for always offering me valuable input that has enabled me to promptly finish the report. Although I was perplexed by the report's criteria, he proactively assisted me in clarifying my confusion. The analysis would have been less beneficial if he had not offered me regular ideas and remarks. I have exerted maximum effort to ensure that this report is impeccable and contains few flaws.

Furthermore, I would like to express my gratitude to Md. Saddam Hossain, General Manager of Pathao Limited's Outside Dhaka Operations in the Operations Department. He not only assumed all of my duties but also generously imparted his knowledge and skills to me. In addition, he provided me with other valuable suggestions that would enhance my work performance. Being a business student, I gained a deeper comprehension of the company's working culture and organizational standards through the intern program, which was facilitated by his leadership. Collaborating with the Operations team was an exceptional opportunity for me, and I am grateful to all the staff who assisted me and made the experience valuable for my future.

Lastly, I would like to express my gratitude to Professor Dr. Abul Kalam Azad, my department chair, for his unwavering support and advice throughout my internship programs.

## **Executive Summary**

The report was created to record the entire internship experience acquired at the Courier Department of Pathao Limited. The report consists of four main components. Every element of the research contributes to the overall importance of the paper. The initial segment of my report is focused on assessing the company where I completed my internship. The primary objective of this segment was to acquire a more comprehensive understanding of an organization's activities. This section encompasses several attributes of the organization, along with its organizational structure. The next section explores the company's sector. This area is crucial for understanding the organization's broader environment, as well as the many components of the industry. The subsequent chapter provides a comprehensive view of last mile delivery optimization strategy of Pathao courier and how this company executes their last mile delivery in detail. The concluding section was composed by scrutinizing the internship assignments and assessing their contributions to my personal growth and acquisition of diverse abilities that would prove advantageous in my forthcoming employment. Based on the practical experience acquired during the internship, the report aims to offer concise recommendations.

## Table of Content

<b>Letter of Transmittal.....</b>	<b>i</b>
<b>Declaration.....</b>	<b>ii</b>
<b>Acknowledgment.....</b>	<b>iii</b>
<b>Executive Summary.....</b>	<b>iv</b>
<b>Chapter 1: Introduction.....</b>	<b>1</b>
1.1. Background of the Study.....	2
1.2. Objectives of the Report.....	3
1.3. Methodology.....	3
1.4. Scope of the Study.....	4
1.5. Limitations of the Study.....	5
<b>Chapter 2: Company Overview.....</b>	<b>6</b>
2.1. Introduction.....	7
2.2. Vision.....	7
2.3. Mission.....	8
2.4. Core Objectives.....	8
2.5. Organizational Structure.....	9
2.6. Mobile Applications of Pathao.....	10
2.7. Services of Pathao Limited.....	11
2.8. Pathao’s Worldwide Operations.....	13
2.9. PESTEL Analysis of Pathao Limited.....	13
2.10. Porter’s Five Forces Analysis of Pathao Limited.....	15
2.11. SWOT Analysis of Pathao Limited.....	16
<b>Chapter 3: Industry Analysis.....</b>	<b>18</b>
3.1. Size and Growth of the Company.....	19
3.2. Estimated Revenue & Valuation.....	20
3.3. Employee Data.....	20
3.4. Maturity of the Industry.....	20
3.5. External Economic Factors and their Effect on the Industry.....	21
3.6. Legal Bindings of the Industry.....	21
3.7. Competitive Environment.....	22
3.8. Changes in the competitive Environment.....	22
<b>Chapter 4: Overview of Main Activities.....</b>	<b>24</b>
4.1. Context of Redx, Pathao, Steadfast.....	25
4.2. Significance of Last Mile Delivery Optimization of Bangladesh.....	26
4.3. Challenges Faced in Last Mile Delivery Optimization Context of Pathao Limited.....	27
4.4. Major Aspects of Last Mile Delivery Optimization.....	28
4.5. Last-Mile Delivery Route’s Plan for Optimizing the Process.....	29
4.6. Benefits Gather from Last Mile Delivery Optimization Process.....	30
<b>Chapter 5 : Analysis of the Activities.....</b>	<b>32</b>



5.1. Overview of Current Last-Mile Delivery Process in Northern Side of Bangladesh.....	33
5.2. Volume of Parcels For Last-Mile Delivery.....	35
5.3. Competitive Advantages of Pathao Courier in last-mile delivery.....	36
<b>Chapter 6: Recommendations and Conclusion.....</b>	<b>38</b>
6.1. Recommendations.....	39
6.2. Conclusion.....	39
<b>References.....</b>	<b>41</b>
<b>Appendices.....</b>	<b>42</b>

### **List of Tables**

Table 1: Delivery Time All Over Bangladesh.....	34
Table 2: Most Important Issues During Delivery Time.....	35

### **Table of Figures**

Figure 1: Pathao, A Complete Service for People.....	9
Figure 2: The Organogram of Pathao.....	10
Figure 3: Delivery Agents in Rajshahi Region.....	34
Figure 4: Line Haul Wise Transportation Plan.....	35
Figure 5 : Count of Parcels by Delivery Hub.....	36

# **Chapter 1: Introduction**

In this internship report, I aim to critically assess the skills thoroughly developed and the knowledge acquired during my time as an intern in the courier operations department at Pathao Limited. This report will analyze completed assignments and experiences to identify areas for improvement and teaching components that have been achieved. The operation department of courier service is vital to the Pathao logistics system because it is playing a key role in enabling smooth delivery of parcels. The department is responsible for the management of several aspects of logistics processes, for example improving transport networks and filling in orders. It works within a very time consuming and dynamic environment. So while being at my internship, I happened to directly partake in different tasks contributing to courier operations. Whereas my main focus was on the certain tasks inside the department, I actively got involved in different areas of operations making me aware of the wide complexities of internal workings. Pathao aspires to form a team working culture, which encourages interns to try beyond their limitations and the unexplored horizons. Conversely, my manager and the whole team helped me to start off my internship under the auspices of experienced professionals who provided me with the opportunity to enrich the team with my fresh ideas. During the internship, I worked with people of different hierarchical levels, peers as well as a higher authority. They always shared their perspectives freely to make the culture productive and purposeful. Hence, I can say that among all other things, I experienced the best internship on applying cross-functional activities and participating in events at Pathao. These projects, thus, served as the channels through which I could interact with my counterparts from other divisions and thus I was getting valuable insights into the general operations of the company and also what was being done by the other departments. Furthermore, it was not just a game of gaining academic information only but a deliberate effort to put my newly acquired knowledge sheets into use within the courier operations department. Through the various tasks I was given during the internship, I learned to practice and further develop my existing skills and to acquire new ones. On a professional level, it helped me to grow as a person and that was also good for my personal development. Upon the completion of my internship at Pathao Limited in Courier Operation Department, I thank all the benefits and the lessons received. The experience in courier operations has indeed broadened the horizon of mine not only at the comprehension level but also the gained expertise served as an invaluable source of improvisation in the fields of logistics business with other walks of life, which has indeed been a major contributor in the reserve of my fluency and success.

### **1.1. Background of the Study**

The internship program has a significant function of the linkage between academic knowledge and the practicality of a working knowledge. I am in the fourth and final year of my undergraduate study at the Islamic University of Technology when I start an internship with Pathao Limited that is mostly related to Courier Operations. The reasons for my choice of Pathao Limited as a field for my internship are numerous. The convergence of book-based knowledge and real-life experience in this terminal year ignites my passion to be a better and more competent student. The general purpose of the internship is to obtain fundamental and provable

experience of the theoretical information from university studies in practical situations which are close to courier operations. The specific aims can be described as basically the acquisition of hands-on practice by involvement in the daily routines of the stationary courier service provider, the obtaining of knowledge of operational constraints and the ways of their resolution within the courier segment, and the new business world. The employers from the operations department's acceptance and support of the internships explained the need for the internship programs that are aimed at fostering personal and professional development. However, the internship also served as a transition to the working world and by pointing out that drawing on one's own experience could be a form of course complexity and enhancement of adaptability and perseverance.

## **1.2. Objectives of the Report**

The main goal of this study is to assess the full-scale impact of the last-mile delivery optimization strategy deployed by Pathao Limited regarding its courier service in the Bangladesh nation, through a well researched analysis. The main objective of our analysis is to interrogate the influence of Pathao's workings on the courier companies working in the country in general. This report will give a most detailed explanation of the operational machinery, scenario picture, and competitive scheme adopted by Pathao Limited for its last-mile optimization effort, being based on moderate experimental examination and analysis.

## **1.3. Methodology**

Based on an observational methodology this study evaluates the outcome of the Pathao Limited Courier Operations department's last mile optimization strategy in Bangladesh. What is most important is that interns in this position are exactly responsible for observing all the details of these procedures, they include order processing, route planning and client communication. The gathered data includes postal dispatch times, order volumes and consumer rating comments. Dealing with opposing ideas by way of debates and attending meetings through which we get more angles. Analyzing data is, as a consequence, the process of locating the patterns and trends that contain both qualitative and quantitative indicators. Thus use of this psychological tool is found to be effective as it gives correct and fine conclusions related to market psychologies of Pathao optimization, which includes operations speed and almost setting competitive position. There are a few propositions made from these collected data that focuses more on improving the company strategy through good way of route navigation and increasing the communication channels between consumers and delivery workers.

Through the mix of qualitative and quantitative methods of research, the study aims at determining the performance of both central warehouse and several other hubs. The ultimate objective is to find out the areas which can be improved in the last mile delivery. Qualitative research entails observing the activities at each point of my target hubs such as Banani and Hazaribagh .In addition to these hubs, the central warehouse will be part of my study. A personal

interview with every staff member who will be dealing with the last mile delivery, including my direct manager will also be a critical part. The quantitative research cases the acquiring of data pertaining to the number of deliveries per day, the overall expenses, as well as the productivity level of each hub, then analyze customer satisfaction criteria for efficiency judgment of last-mile delivery. This report takes into account the use of both primary and secondary sources of data but at the same time it provides a clear insight.

#### **Primary Data:**

- **Working Procedures:** Monitor the operational processes of all departments and coordinate both departments and hubs.
- **Warehouse Operations:** Activities that include storing and organizing the inventory, processing delivery requests, and dispatching the goods.
- **Team Interactions:** Observe the trades of the KAM, QC, Sales, Returns and Pickup, and Acquisition team.

#### **Secondary Data:**

- **Annual, Monthly, and Weekly Reports:** With such metrics, monitor and collect the data from these reports about route distance, transportation cost, targeted profit, order volume, etc.
- **TPO Report:** In this report, I have gone through entire transport management and delivery operations, which all are the primary areas of waste. These “problems” give potential for efficiency.
- **Research Papers:** Papers that belong to various parcel courier companies and also focus on independent strategy of last mile delivery.
- **Case Studies:** Many kinds of case studies based on the nature of the everyday local courier issues of Bangladesh.

#### **1.4. Scope of the Study**

I have tried to include these topics:

- Investigating last-mile delivery operations
- Identifying transportation plan for last mile delivery
- Creating routes’ plan for last-mile delivery operations
- Finding competitive strategy for optimizing last mile delivery process

- Identifying customer satisfaction behind this last-mile delivery optimization process

### **1.5. Limitations of the Study**

Although I tried my best to overcome limitations for creating a better report ,there are some limitations still exist

- Insufficient data is present to analyze the current optimization method.
- There is a limited number of individuals participating in the survey.
- Ensuring the confidentiality of the company's data.

## **Chapter 2: Company Overview**

## **2.1. Introduction**

Pathao Limited is a pioneering company in Bangladesh's transportation industry, providing a versatile solution to the daily difficulties experienced by city dwellers. Pathao, established by Fahim Saleh, Hussain Elius, and Shifat Adnan, has rapidly gained popularity as a renowned brand, representing ease and dependability. Pathao Limited is more than just a mere company; it represents a narrative of ingenuity, ease, and the upliftment of the community. Established in 2015 in Bangladesh, Pathao was initially developed as an easy-to-use solution to the daily transportation difficulties encountered by city dwellers. Derived from the Bengali term "Pathao," which translates to "send," the company started its operations by prioritizing delivery services throughout the country. However, throughout time, it has transformed into a comprehensive service that extends beyond simply providing transportation. Now, the company provides ride-sharing, delivery of food, courier, and e-commerce services. Pathao is the initial ride-sharing company in Bangladesh to obtain an enlisting certificate from the authorities. The company works in Dhaka, Chittagong, Sylhet, and Nepal. It oversees the administration of mobile applications for merchants and Ecommerce Services. Individuals have the option to utilize their personal motorcycles and autos. Moreover, Pathao offers innovative logistics services, utilizing a dispersed fleet of well trained couriers that operate on bicycles. They provide exceptional service at extremely low prices utilizing innovative technologies.

Pathao Ltd. ensures prompt delivery of customers' packages nationwide and provides the choice of utilizing authorized courier individuals for enhanced security. The company is targeting both the business-to-consumer (B2C) and consumer-to-consumer (C2C) markets in this field, with the goal of providing a wide range of small items. They observed the burgeoning e-commerce industry and made the decision to assist its growth. They opted for two-wheelers as the most practical means of transportation in a bustling yet confined city like Dhaka. Currently, they are presenting on-demand motorcycle excursions in Dhaka.

## **2.2. Vision**

The sudden increase in e-commerce in Bangladesh has underscored the pressing need for flexible and dependable package delivery services. Despite the readily apparent market potential, several businesses had difficulties in ensuring the safety and reliability of their deliveries. Pathao Limited not only tackles these challenges but also significantly contributes to employment growth in Bangladesh. Pathao, a mobile application-based startup like Uber or Go-Jek, has attained notable triumph in the service sector.

Pathao Ltd.com offers a web-based service for retailers or people that require regular and secure package shipping. This platform provides clients with a robust and dependable system for package delivery services. Customers can take advantage of the convenience of versatile and reliable delivery choices, as well as the additional benefit of real-time tracking. Through the utilization of GPS tracking programs, clients may monitor the precise location of their products



in real-time, which instills them with a feeling of security and assurance during the entire delivery process.

Pathao's main goal is to revolutionize transportation in cities by prioritizing reliability, trust, and a focus on people, improving lives through smooth connections and sustainable methods.

### 2.3. Mission

Pathao Ltd is a pioneering force in the ICT startup ecosystem in Bangladesh, focusing on revolutionizing the logistics and transportation industries in response to the huge challenge of traffic congestion. Pathao aims to empower individuals by offering efficient transportation and delivery solutions, enhancing daily experiences and fostering opportunities within the community.

### 2.4. Core Objectives

Pathao Ltd was established with the purpose of providing efficient transportation for both goods and persons by utilizing motorcycles to bypass traffic congestion. It can be seen as Bangladesh's equivalent of "Go-Jek," and it has been seeing significant growth since its launch in 2015, with a substantial number of daily journeys. Pathao's main objectives are given here:

1. **Market Expansion:** Extend operations into previously unexplored cities or regions to seize unexploited markets.
2. **Service Diversification:** Expand the range of services offered to include additional options such as parcel delivery, food delivery, or financial services, in addition to the core transportation services.
3. **Customer Acquisition and Retention:** Emphasize the acquisition of new consumers by implementing precise marketing campaigns, referral programs, and strategic alliances.
4. **Technological Advancement:** Allocate resources to strengthen the technology infrastructure in order to optimize user experience and operational efficiency.
5. **Safety and security are of utmost importance:** Focus on implementing measures that improve the safety and security of both customers and service providers.
6. **Sustainability and Social Impact:** Mitigate carbon emissions by implementing electric vehicles, advocate for gender equality and inclusivity, or contribute to community development efforts.
7. **Partnership Development:** Establish strategic alliances to broaden influence and enhance service quality.
8. **Financial Performance:** Establish financial goals pertaining to the increase of revenue, profitability, and cost reduction.
9. **Regulatory Compliance:** Ensure that operations strictly comply with applicable laws, rules, and licensing prerequisites.

10. **Enhancing the growth and commitment of employees:** Focus on establishing a culture of innovation, customer and employee satisfaction, multi-diverse workforces.

## 2.5. Organizational Structure

Pathao Limited's structure of organization facilitates efficient vertical communication. Pathao fosters an inclusive culture that promotes open communication and unrestricted conversation among its employees. This enables employees at the lower levels of the organization to immediately engage with top-level executives. Pathao operates multiple departments responsible for executing diverse duties. The departments list of Pathao limited is given below:

- Courier Operations
- Pathao Rides
- Pathao Food
- Pathao Car
- Pathao Pay



Figure 1: Pathao, A Complete Service for People.

The Organogram of Pathao Limited is shown here:

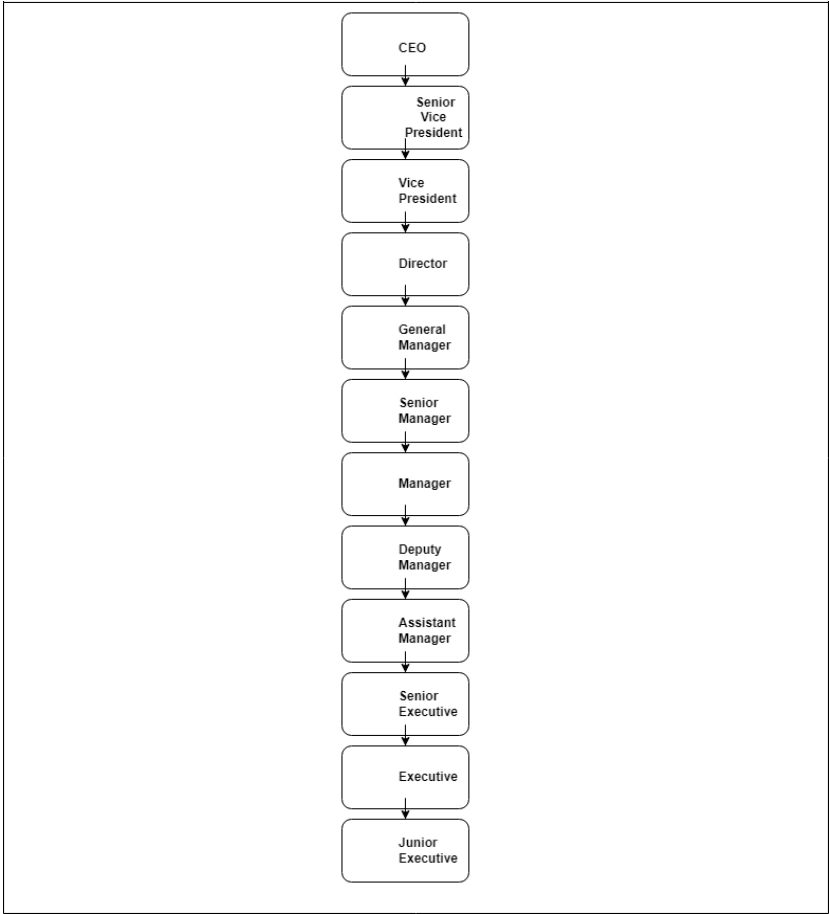


Figure 2: The Organogram of Pathao

### 2.6. Mobile Applications of Pathao

This type of application serves as Pathao's primary platform for direct communication and interaction with its customers. The Pathao app is a versatile application with numerous functions. A customer can access various services by installing and utilizing a single application. Pathao app offers a range of services such as transportation sharing, food delivery, and parcel delivery. Customers are not required to install separate applications in order to access all of these features. This app is exclusively used by the end consumers.

**Pathao Agent:** I already talked about how strong Pathao's delivery system is, and this app is a part of it. This app's main job is to keep an eye on Pathao's delivery service. Pathao's pick-up staff use this app to get their daily work done quickly and easily. Pathao's sellers can keep an eye on their goods at all times. One app handles the whole shipping process well, from the store to the customer.

**Pathao Drive:** This platform is specifically designed for riders, captains, foodmen, and parcel delivery personnel. Essentially, this platform is designed for individuals who have a strong interest in motorbike riding, vehicle driving, or cycling and are seeking to generate income from something they enjoy. They have the ability to accumulate infinite amounts of money and choose their own working hours.

**Pathao Resto:** This application mostly offers to individuals who own and operate restaurants. The app will send notifications to restaurant owners whenever a consumer places an order for meals from the restaurant. Users have the ability to continue with the order and monitor their daily sales with this application. In addition, clients receive analyzed data regarding the top-selling food products, their earnings from the Pathao food delivery system, and the average time it takes to complete orders. Pathao introduced their restaurant app, called "Resto" at the start of 2022.

## 2.7. Services of Pathao Limited

Pathao Limited is a Bangladeshi technological platform that focuses on offering transportation and logistics services. The company provides a smartphone application that allows customers to book transportation services for a variety of purposes, such as commuting, delivering goods, or finishing work. Pathao also offers food delivery services, enabling users to place orders for food from their preferred restaurants and have it delivered to their residences. The "Pathao" app is designed for their final consumers. Being a platform-based firm, its main task is to facilitate the connection between service providers and end customers. Service providers include individuals such as bike riders, car drivers, food delivery guys, as well as those involved in parcel and courier delivery. Conversely, Pathao's end clients are individuals who require expedited and secure transportation, as well as home delivery services for food, gifts, or courier purposes. Pathao serves as an intermediary that links service suppliers and consumers. Pathao's services are built upon four mobile applications. The entities are Pathao app, Pathao Drive, Pathao Agent, and Pathao Resto.

Pathao provides a diverse range of services. Pathao is a versatile application that serves as a comprehensive solution for various issues, giving it the title of a Super App. Currently, the core app of Pathao consists of 11 vertices.

**Pathao Bike:** The Pathao bike is the most renowned and sought-after on-demand item among everybody. This is a picture of Pathao. Pathao bikes were introduced amidst uncertainty due to

the perceived risks associated with the service, as many were first reluctant to embrace it. However, it was an immense success. The product was well-received by people. Currently, when an individual arrives utilizing Uber moto, they claim that they are arriving by Pathao. The Pathao bike is unquestionably an innovative device.

**Pathao Car:** Pathao car is essentially a sharing service. Initially, Pathao car was popular, but it is now struggling to survive as Uber dominates the market with a larger number of suppliers. However, a significant number of individuals prefer Pathao car service due to their comparatively lower cost in comparison to Uber.

**Pathao Food:** Pathao food is a service provided by Pathao that enables users to have food delivered to customers. Upon its launch, the product acquired widespread acceptance and achieved significant success. Pathao was the dominant player in the food delivery sector during the period of about 2018-19. However, in 2020, foodpanda assumed control of the position. The popularity of Pathao food is rebounding after a setback and attracting new consumers on a daily basis.

**Pathao Tong:** Pathao Tong is essentially a marketplace where you can conveniently find a wide range of everyday essentials and supermarket items. Pathao Tong has partnerships with large-scale retail stores and local grocery stores. Users can conveniently access Pathao tong to place orders for groceries, which will then be promptly delivered to their doorstep.

**Pathao Shop:** Pathao Shop is a relatively obscure product offered by Pathao. It is associated with numerous local shops that specialize in selling beauty and personal care products, mobile devices and gadgets, fashion products, home and leisure products, and more. Essentially, it is a business-to-business (B2B) marketplace similar to Daraz.

**Pathao Parcel:** This service offers a specialized parcel delivery service within a specific distance. For instance: You inadvertently neglect to carry your laptop charger and you have an imminent meeting. To initiate the process, just unseal a Pathao parcel and provide essential details such as the pickup and destination locations, as well as the recipient's information. Now, this service operates on-demand, and the availability of riders has also risen with time. The service provided is a D2D (Door to Door) service. The maximum allowable value for the product should not exceed BDT 2000. Riders can also offer courier services.

**Pathao Courier:** The Pathao courier feature in the app primarily allows you to monitor the delivery of the merchandise you ordered online. In this particular field, it is effortless for individuals to monitor the progress of the delivery by utilizing the consignment ID and the recipient's telephone number. For the current busy lifestyles, this service is highly necessary. The H2H delivery service is effectively utilized by merchants to manage their business operations. In addition, we offer C2C (Customer to Customer) shipping, which allows non-merchants to utilize our service as well. The individuals who own and operate businesses are commonly referred to as merchants.

**Pathao Pharma:** Pathao Pharma is a medication delivery service provided by Pathao to its subscribers. Pathao Pharma provides a comprehensive list of all the pharmacies in your local area, allowing users to conveniently order medications which will be promptly delivered to their residences inside a short period of time.

**Pathao Health:** Pathao Health is a platform that offers the opportunity to consult qualified doctors for free regarding any health concerns or queries you may have. This is a partnership with Project Maya. There is an additional option called 'Maya Plus' that offers priority service.

**Top-up:** In this category, you have the ability to add funds to your mobile number in any desired amount. Pathao now provides a complimentary service. Once Pathao Pay is launched in the future, users will have the ability to add funds to their accounts via Pathao Pay.

**Pathao Rental:** Pathao Rental offers users the opportunity to lease bicycles, motorbikes, scooters, vehicles, and trucks, based on their specific requirements. The procedure generally entails utilizing the Pathao app to identify nearby rental vehicles choosing the preferred vehicle category, determining the duration of the rental, and finalizing the booking process within the app's settings. Subsequently, users have the option to retrieve the car from the specified place and subsequently return it at completion of usage.

## **2.8. Pathao's Worldwide Operations**

Pathao Limited operates globally. It also functions in Nepal. Nepal is a significant market for Pathao, particularly in the areas of ride-sharing and food delivery. Pathao in Bangladesh faces significant challenges in competing with the global industry leader, Uber. Fortunately, Nepal does not have any competitors in the market. They are not affected by unauthorized ride-sharing (engaging in contract-based transportation without using a ride-sharing platform, which is illegal), and there is an ample supply of available riders. Consequently, they are able to provide lower prices compared to Pathao in Bangladesh. The majority of rides taken in Nepal are over short distances. Consequently, the number of rides is substantial at that location. The number of bike trips in Nepal in a week is over four times more than the total number of bike rides in Dhaka, Chittagong, and Sylhet. Food delivery is experiencing rapid growth in Nepal. Food deliveries in a week surpass the entire number of deliveries in Chittagong. Pathao is currently strategizing to extend its operations to other promising tiny nations.

## **2.9. PESTEL Analysis of Pathao Limited**

Gaining a comprehensive understanding of the environment and surrounding in which a business will operate is a highly challenging endeavor. A comprehensive and standardized pestle analysis can assist the firm in comprehending its potential advantages and risks. Ultimately, it will assist in analyzing the company's SWOT analysis.

**Political Factors:** Political factors encompass the obstacles imposed by the government, such as political volatility, maintenance of law and order, trade limitations, and environmental regulations, international trade regulations and legislation. Pathao is widely recognized as the pioneering firm in Bangladesh that introduced ride-sharing services. During that period, there was no specific legislation from the government that regulated ride-sharing businesses, which rendered them partially unlawful. At that time, BRTC used to initiate measures against Pathao and its ride-sharing business. Subsequently, Pathao successfully established a positive rapport with the governing body, resulting in the legalization of their services. Eventually, legislators intervened by enacting regulations pertaining to ride-sharing. Currently, there is legislation in place that prohibits individuals from engaging in ride-sharing activities outside of government-approved ride-sharing platforms. Pathao's overall efforts were foiled on a separate occasion. This incident transpired in response to a recent substantial demonstration demanding a secure thoroughfare. State politics have impacted Pathao's major offering.

**Economic Factors:** These factors exert a significant impact on business operations and the profitability of the business. The economy is interconnected by various elements. For instance, the economic expansion of a nation and its impact on variables such as inflation, interest rates, market prices, income rates, and various other factors. Pathao had challenges in their early business phases before receiving significant funding from Go-Jek. Pathao's company's approach may be significantly influenced by economic indicators such as interest rates, inflation, and economic growth rates.

**Social Factors:** In other words, social features can be classified as sociocultural factors. Cultural factors, such as shared values, practices, and ideals, together with factors like population growth, demography, and health, ultimately influence how a specific country or group responds to important crises. An organization such as Pathao Limited is actively striving to increase its female customer base, which is a commendable initiative in a country like Bangladesh. Currently, employed women use Pathao's ride-sharing service frequently for their daily transportation needs. If we can guarantee the safety of women and encourage their participation in using our services, the number of female riders will exceed our expectations.

**Technological Factors:** Technological factors encompass the impact of technology on marketing strategies, including the methods used to sell products and services, as well as the development of innovative ways to engage with target customers and produce goods. A significant portion of individuals prefer to engage in internet enterprises rather than actively seeking opportunities outside. Due to Pathao's software services requiring internet access and technology, they may leverage these trends. But, it is crucial to handle technical concerns. The company must improve their software interface, fix server crashes, and address Google Maps concerns to retain and attract customers.

**Environmental Factors:** Over the past decade and a half, these difficulties have grown increasingly widespread. Marketers face several issues, including resource scarcity, pollution

goals, and ethical and sustainable standards, which have increased their importance. Consumers are showing a growing preference for ethical and, if feasible, sustainable sources of the products and services they purchase. Pathao should prioritize environmental sustainability and consumer satisfaction when conducting their operations.

**Legal Factors:** Legal belongs to the framework of laws, regulations, and norms. Legal aspects encompass legislation and regulations that govern business operations and protect customer rights. Recent legislation has been enacted to prohibit the practice of "Khep," which refers to the act of individuals sharing a ride without utilizing any ridesharing platform authorized by the government. Pathao adheres carefully to these legal regulations and actively discourages the sharing of any journeys that are deemed illegal. Pathao should be recognized as a part of Bangladesh due to the government's deliberation on imposing taxes on internet-based enterprises and organizations engaged in selling goods or providing services.

## 2.10. Porter's Five Forces Analysis of Pathao Limited

Porter's five forces analysis is a strategic tool employed to evaluate the level of competition and desirability of a sector. Here, Porter's five forces for Pathao limited is given:

**Competitive Rivalry:** It assesses the extent of competition and the main advantages of competitors, as well as the quality of their products and services in relation to one's own. Pathao's primary competitors in the ride-hailing industry include Uber, Amar bike, Shohoz, and Obhai. Pathao's delivery competitors include Parsel, Allcargo, logisticmart, and other similar companies. Pathao's primary competitors in the food delivery industry include FoodPanda, Hungrynaki, and various other companies. Pathao should closely monitor the quality of services offered by competitors and develop a strategy to gain a competitive edge and ultimately satisfy clients. Pathao's primary competitors in the courier delivery industry include Redex, Steadfast, Paperfly, and others.

**Supplier Power:** Supplier power refers to the ability of suppliers to increase their prices, the availability of other suppliers, the uniqueness of the supplies, and the cost associated with moving to different providers. Pathao's suppliers consist of freelancers, individuals who possess a bike and are not employed by the company. Consequently, the company must devise effective strategies to maintain the contentment of its existing freelancers while also enticing new ones. The suppliers for the courier are merchants, whereas the providers are delivery agents. They have about 1400 merchants and more than 2000 delivery agents who supply.

**Buyer Power:** Buyer power denotes the level of influence that a client possesses in order to negotiate more favorable terms with the firm. An optimal package encompasses a superior product or service, a satisfactory customer experience, and a budget that aligns with the client's willingness to pay. An inquiry emerges - Do our clients possess sufficient influence to enforce restrictions into us? Buyer's power, in the context of Pathao, pertains to the capacity of bike and



cycle owners to exert influence over Pathao's business policies. However, when it comes to their final consumers, they have little opportunities for negotiation.

**Threat of Substitution:** This pertains to the possibility of our clients locating an alternative supplier. If Pathao fails to establish distinctive policies to set itself apart from its competitors, it will be easily substituted. The emergence of modern transportation systems such as the Dhaka Metro Rail poses a potential challenge to Pathao's company as a substitute threat.

**Threat of new entry:** In a highly competitive yet promising market, there is always a possible threat of new companies entering the market. If the new entrance is a worldwide corporation, your business could be exposed to significant danger. However, it is necessary to assess the feasibility of entering that specific market. The potential risk of new competitors entering the market, namely in the case of Pathao, is primarily posed by Uber, a well-established multinational corporation. However, when it comes to bike ride-sharing, Pathao now holds the dominant position in the market. However, it is impossible to predict the emergence of another major company similar to Uber in the near future. Pathao should evaluate the potential threats that may be posed by new competitors to their company.

## 2.11. SWOT Analysis of Pathao Limited

A SWOT analysis is a methodical approach employed in strategic planning to discern and assess the inherent advantages, limitations, possibilities for growth, and potential risks confronting a firm or organization. Pathao Limited's SWOT analysis is shown below:

### Strength:

- Offers a versatile app with various solutions.
- Allows convenient, affordable ride requests.
- Facilitates online payments with positive balance.
- Offers cost-effective, reliable service compared to competitors.
- Allows sharing of discount vouchers with other users.
- Introduces Pathao tong for emergency ration supply.
- Innovative feature, Pathao Pay Later.

### Weakness:

- Extensive network leads to operational difficulties.
- Lack of available drivers during critical hours and unprofessional service providers.
- Poor user interface.
- 11 verticals in one app cause decreased speed.
- Distance measurement inaccuracies.
- Issues with precise geolocation systems.
- Easier access to Pathao vehicles during emergencies.

**Opportunities:**

- Introduces Pay Later feature for significant transformation in the ride sharing and food delivery industry.
- Dominant player in Nepal's ride-sharing industry.
- Potential for expansion into untapped regions.
- Relaunch of Pathao Pay addresses multiple benefits.

**Threats:**

- Pathao faces significant threat from "Khep," an unapproved ride-sharing service.
- Rivals like Uber are investing heavily in acquiring Pathao's loyal customer base.
- Pathao's diversification into multiple verticals could potentially cripple its business.

## **Chapter 3: Industry Analysis**

Pathao, initially founded as a pioneering IT company in Bangladesh, has transformed into a versatile corporation providing a variety of technology-based services. Although Pathao's ride-sharing and food delivery services are highly prominent, the fundamental basis of its company is the strategic utilization of technology to meet diverse consumer demands. Pathao revolutionized the transportation sector in Bangladesh by implementing cutting-edge technology to enable bike ride-sharing services. Pathao revolutionized urban commuting by effortlessly connecting drivers with passengers through its user-friendly app and powerful algorithms. Pathao has utilized its technological proficiency to expand into the food delivery industry, offering users simple access to a diverse selection of culinary choices via its platform, in addition to its ride-sharing services. Pathao's capacity to modify its technology framework to adjust to changing consumer needs is emphasized by this expansion. In addition, Pathao has expanded its operations into the courier service sector, utilizing its expertise in information technology to enhance efficiency in logistics and simplify delivery procedures. Pathao Courier Service provides efficient and dependable home delivery solutions throughout Bangladesh, utilizing a creative approach to last-mile delivery. Pathao's success as an IT company can be attributed to its adeptness in securing finance from investors, attracting high-caliber employees, and efficiently managing public relations. Pathao remains successful despite encountering obstacles such as intense competition and close monitoring by regulatory authorities. The company does this by consistently leading in technology advancements and providing outstanding service to its consumers. Pathao is dedicated to using information technology (IT) to improve the lives of people in Bangladesh and other areas, while also expanding its technological presence and seeking new opportunities for growth.

### **3.1. Size and Growth of the Company**

Pathao, an IT startup, has played a crucial role in Bangladesh's technology landscape, namely in the field of transportation and logistics. Pathao's ride-sharing and courier services are highly visible examples of its technological expertise, but its fundamental character is rooted in its inventive application of technology to meet societal demands. On a global scale, the ridesharing sector is currently experiencing a significant period of change, with an expected Compound Annual Growth Rate (CAGR) of 17.32% from 2021 to 2026. The projected growth of the market is expected to be significant, with the market size increasing from USD 21.42 billion in 2020 to an anticipated USD 61.24 billion by 2026. This growth is primarily fueled by the rising demand for transportation solutions that are both efficient and cost-effective. Pathao, being a technology-focused company, has been leading the way in this transformation by utilizing sophisticated algorithms, real-time data analysis, and user-friendly interfaces to reinvent the way people travel and receive logistics services. Pathao has become a prominent player in the ridesharing business in Bangladesh, which is valued at Tk2,200 crore. They facilitate more than 7.5 million rides every month. Pathao's exponential expansion highlights its effective utilization of technology to efficiently meet local transportation demands. Furthermore, Pathao's entry into the courier sector demonstrates its capacity to adjust and its forward-thinking approach. Pathao

Courier, the dominant player in Bangladesh's courier sector, showcases the company's proficiency in utilizing IT solutions to improve conventional industries, streamline operations, and elevate client satisfaction. Pathao, an IT company, is positioned for significant development as ridesharing companies, with a combined valuation of \$300 million in different sectors, continue to thrive. Projections indicate that this assessment has the potential to increase to \$1 billion in the next 5 to 7 years, showcasing Pathao's impressive technology capabilities and business opportunities. Pathao has consistently prioritized utilizing technology to promote social advancement and stimulate economic development. Pathao solidifies its status as a trailblazing entity in Bangladesh's IT industry, exerting influence on transportation and logistics by consistently introducing new ideas and expanding its technical presence.

### **3.2. Estimated Revenue & Valuation**

- Pathao's current annual revenue is expected to be \$300.8 million.
- The estimated revenue per employee at Pathao is \$251,027.

### **3.3. Employee Data**

- Pathao currently employs approximately 9000 individuals, including delivery agents and pickup agents.
- Pathao experienced a 46% increase in their staff count last year.

### **3.4. Maturity of the Industry**

The evolution of transportation in Dhaka through motorcycle-based ridesharing services by Pathao, an innovative IT startup, is fascinating. Unlike Western countries where car-centric transportation prevails, Pathao has capitalized on the distinctive difficulties and possibilities presented by Dhaka's urban environment. Pathao offers a cost-effective alternative to auto rickshaws and taxis, saving passengers time and providing faster mobility by avoiding congested traffic. The significant surge in motorbike business, exhibiting an impressive year-on-year increase of more than 40%, is a clear indication of the widespread appeal and triumph of Pathao's services. Moreover, Pathao has not only revolutionized the transportation habits of individuals but has also generated a significant amount of job prospects, making a valuable contribution to the local economy. This is evident from the fact that Pathao has a registered driver base over 200,000. The government's endorsement, which includes actions like the creation of a 9-kilometer bike lane by Dhaka North City Corporation, highlights the acknowledgment of Pathao's contribution in tackling Dhaka's transportation difficulties. This partnership between private enterprises and government bodies is a joint endeavor to improve urban transportation and reduce traffic congestion. The success of Pathao in Dhaka is a clear demonstration of how technology-driven solutions may effectively tackle complicated urban problems. Through the

strategic utilization of technology, Pathao has not only enhanced the quality of life for the inhabitants of Dhaka, but has also established a paradigm for pioneering transportation solutions in developing economies.

### **3.5. External Economic Factors and their Effect on the Industry**

Pathao, an innovative IT firm that leads the way in motorcycle-based ridesharing services, provides not only simple transportation options but also stimulates economic potential, especially in areas such as Dhaka. Pathao's platform has provided employment opportunities for several freelancers, making it a crucial source of income for those experiencing unemployment. This has had a substantial impact on economic growth and stability.

Ensuring an ideal balance between the number of drivers and passengers is crucial for Pathao's long-term viability. This balance guarantees a consistent revenue for drivers while effectively fulfilling the transportation requirements of passengers. Nevertheless, difficulties emerge, particularly during occasions such as lockdowns, when there is a rise in employment losses and an exacerbation of traffic congestion. Notwithstanding these obstacles, Pathao remains crucial in tackling urban mobility difficulties.

Despite recent apprehensions, experts anticipate an encouraging future for Pathao and other ridesharing services on a worldwide scale. Projections indicate a rapid and continuous increase, with the industry projected to have a value of \$218 billion by 2025 and a yearly value of \$285 billion by 2030. The upward trend in growth highlights the rising need for accessible and adaptable transportation choices, which are made possible by forward-thinking IT firms such as Pathao. With the expansion of Pathao's services, it is expected that millions of individuals across the globe would make use of its platform in the next years. The extensive acceptance of ridesharing as a favored means of transportation demonstrates the increasing inclination towards this mode, hence establishing Pathao as a prominent figure in the worldwide transportation industry.

### **3.6. Legal Bindings of the Industry**

The discourse around the regulation of ridesharing startups involves complex and subtle factors, especially for companies like Pathao that operate at the convergence of technology and transportation. Although there are industry professionals who argue for postponing regulatory measures in order to foster value creation, innovation, and job prospects, it is important to address outstanding concerns such as disintermediation and regulatory compliance. This highlights the necessity of adopting a balanced approach to regulation. Disintermediation is a notable obstacle for ridesharing services such as Pathao, as transactions conducted outside the application might result in financial losses and safety issues for both users and the platform. Although the government has made steps to tackle disintermediation through legislation, the issue of enforcement continues to be a concern. Pathao has implemented proactive measures to

address this issue, including launching advertisements like "Don't be a masud, don't kkep, use Pathao app." Nevertheless, several bicyclists have opposed these initiatives, underscoring the complexity of adhering to regulations and the realities of the sector. In order to effectively handle regulatory challenges, it is essential for stakeholders, regulators, and ridesharing platforms like Pathao to collaborate moving ahead. Well-defined regulations and effective enforcement procedures are crucial to guarantee equitable competition, safeguard consumer interests, and uphold safety standards in the ridesharing sector. Policymakers can provide an environment that promotes sustainable growth and protects the interests of all stakeholders, including enterprises like Pathao, by effectively managing both innovation and regulatory compliance.

### **3.7. Competitive Environment**

Pathao has become a major participant in the motorcycle-based ridesharing industry, using its well-known brand and initial achievements to develop a considerable market position. Although Uber Bike and Shohoz Ride were initially popular, Pathao's strategic strategy and successful efforts to acquire and retain clients, frequently via the use of discount coupons, quickly made it the leading rival. The success of Pathao may be credited not only to its brand recognition but also to its dedication to utilizing technology and offering extensive driver training programs. Pathao distinguishes itself by placing a strong emphasis on technology innovation and driving expertise, guaranteeing a smooth and dependable experience for both riders and drivers. Furthermore, Pathao's foray into several vertical services, such as a courier division, showcases its flexibility and dedication to fulfilling a wide range of client requirements. Pathao has consistently attracted substantial investment, even in the face of competition and hurdles. In 2018, the company secured a noteworthy \$10 million fundraising round, which was led by Gojek, a prominent regional ridesharing company. This investment not only demonstrates a strong belief in Pathao's business strategy but also supplies the essential resources for additional growth and creativity. Nevertheless, the motorcycle-based ridesharing industry is always changing, and organizations must consistently adapt in order to remain competitive. Although venturing into vertical services has prospects for growth, it also entails hazards, such as the possibility of quickly depleting investor capital. Pathao's capacity to overcome these hurdles and remain a market leader demonstrates its resilience and strategic acumen in the dynamic technology and transportation sector.

### **3.8. Changes in the competitive Environment**

Pathao faces a significant issue in maintaining customer loyalty due to the fact that consumers frequently switch between service providers in order to obtain the most favorable offers. The organization operates under a system that depends on third-party drivers to effectively control costs. Nevertheless, this particular approach has made Pathao vulnerable to hazards, as demonstrated by the regulatory challenges faced by Uber in London. The current worldwide

decline in stock prices indicates the urgent need for Pathao to reassess its long-term sustainability plan.

Pathao, a Bangladeshi firm valued at \$100 million, encountered substantial obstacles when its investors retracted their backing. Consequently, the company faced operational obstacles and was compelled to carry out extensive workforce reductions. Pathao has undertaken diversification initiatives in response, which involve growing into additional service sectors like food delivery and incorporating CNG auto rickshaws into its fleet. Pathao also faces difficulties in courier industry. In order to overcome the difficulties that arise from the courier industry, Pathao must engage in innovative practices and improve the overall customer experience. Utilizing its technology proficiency to enhance safety protocols and driver interactions will be essential in differentiating Pathao Courier from rivals and establishing its market position.



## **Chapter 4: Overview of Main Activities**

Last-mile delivery in Bangladesh is a crucial aspect of the logistics chain, involving the transportation of goods from distribution hubs to consumers within urban and suburban areas. The country faces challenges such as severe traffic congestion in major cities like Dhaka and Chittagong, inadequate infrastructure, rapid urbanization, and the rise of e-commerce. The demand for efficient last-mile delivery services is also increasing due to the growing demand for faster delivery times and convenient options.

Innovative solutions, such as bike couriers and informal delivery networks, are emerging to address the challenges of traditional delivery methods. Technology adoption, such as route optimization software and GPS tracking systems, is being used to overcome these challenges. Environmental concerns, such as air pollution and traffic congestion, are also gaining interest in environmentally friendly delivery solutions.

Government regulations and policies play a significant role in shaping the last-mile delivery landscape. Simplifying regulations and improving infrastructure can facilitate smoother and more efficient delivery operations. In conclusion, last-mile delivery in Bangladesh is a complex and dynamic sector with both challenges and opportunities.

#### **4.1. Context of Redx, Pathao, Steadfast**

**REdx**, a logistics and e-commerce platform in Bangladesh, offers last-mile delivery services to customers across urban and suburban areas. The company has differentiated itself by leveraging technology to optimize routes and enhance customer experience. It has expanded its network of delivery partners and distribution centers, partnering with local businesses and e-commerce platforms.

**Pathao**, a ride-hailing service, has expanded its operations to include last-mile delivery services in Bangladesh. It has diversified its services beyond traditional delivery by introducing instant delivery and peer-to-peer courier services. Pathao integrates cutting-edge technology into its delivery operations, such as GPS tracking, mobile app-based ordering, and AI-driven route optimization. Pathao has emerged as a leading player in the last-mile delivery market in Bangladesh, leveraging its strong brand presence, extensive network, and focus on customer satisfaction. **Steadfast**, a logistics company specializing in last-mile delivery and supply chain management solutions, caters to both B2B and B2C clients. It offers customized last-mile delivery solutions, including express delivery, bulk delivery, and reverse logistics.

**Steadfast** prioritizes efficiency and reliability in its delivery operations, investing in training its delivery personnel and optimizing its logistics network to minimize delays and errors. It collaborates with various stakeholders, including e-commerce platforms, retailers, and manufacturers, to streamline the last-mile delivery process.

## 4.2. Significance of Last Mile Delivery Optimization of Bangladesh

Last-mile delivery optimization is crucial in Bangladesh due to urban congestion, population density, insufficient road infrastructure, environmental sustainability, consumer demands, cost-effectiveness, customer satisfaction, expansion of e-commerce, and rural access. By minimizing the time it takes to transport goods from distribution centers to final destinations and reducing vehicle waiting times, last-mile delivery optimization can improve efficiency and reduce delivery costs.

**Population Density:** Bangladesh's high population density makes it one of the most densely populated countries in the world. Effective last-mile delivery optimization involves strategically planning routes to efficiently service densely populated areas, maximizing deliveries per route while minimizing fuel consumption and vehicle emissions. The surge in e-commerce has increased the need for last-mile delivery services, making efficient routing and timetables essential for accommodating increasing orders, ensuring punctual deliveries, and improving customer satisfaction.

**Insufficient Road Infrastructure:** Infrastructure challenges in Bangladesh include inadequately maintained roadways, lack of standardized addressing systems, and restricted transportation options. Utilizing technology like route optimization software and GPS tracking devices can help overcome these obstacles and ensure dependable and punctual deliveries.

**Environmental Sustainability:** Environmental impact of last-mile delivery optimization measures, such as electric vehicles, bicycle couriers, and route optimization algorithms, can mitigate environmental consequences by lowering fuel usage and emissions.

**Consumer Demands:** Customer expectations regarding promptness, dependability, and ease of delivery have increased, and last-mile delivery optimization can help meet these expectations by providing expedited delivery choices, live tracking, and adaptable delivery timeframes.

**Cost Efficiency:** Implementing an efficient last-mile delivery system can greatly decrease expenses for organizations by lowering fuel consumption, vehicle maintenance, and labor costs associated with long delivery routes.

**Customer Satisfaction:** Customer satisfaction is greatly improved by delivering products or services in a timely and dependable manner. This is essential for retaining customers and fostering brand loyalty. Optimization guarantees the fast delivery of parcels to clients, hence enhancing their overall experience.

**Expansion of E-commerce:** Expansion of e-commerce in Bangladesh necessitates the optimization of last-mile delivery to accommodate the growing number of online orders. Optimizing the delivery process can stimulate additional expansion in the e-commerce industry.

**Rural Access:** Enhancing last-mile delivery encompasses not just urban areas but also rural regions, hence enhancing the availability of goods and services for inhabitants in isolated areas. This fosters economic growth and mitigates the inequities between urban and rural regions.

#### **4.3. Challenges Faced in Last Mile Delivery Optimization Context of Pathao Limited**

**Lack of Resources:** The logistics sector in Bangladesh is relatively emerging and suffers from a shortage of skilled professionals, proper resources and environment. There is a scarcity of training programs that are customized to meet the specific requirements of the logistics industry. Consequently, Pathao faced difficulties in locating and retaining competent staff, proper resources, proper environment which resulted in inefficiencies in their operations and service provision.

**Customer Expectations:** Ensuring prompt and hassle-free delivery to meet customer expectations is a vital part of the logistics sector. Companies such as Pathao in Bangladesh encounter substantial obstacles in accomplishing this objective.

**Geographical Challenges:** Bangladesh's diverse geographical location presents unique challenges for logistic service providers, including Pathao, in developing structures across various regions for their services.

**Technology Adoption:** Bangladesh's technological infrastructure, including limited access to high-speed internet, power outages, and outdated IT systems, can hinder the adoption of automation technologies in the logistics sector. Pathao's experience reflects these challenges, particularly in developing software systems for their business processes, highlighting the need for improved technology adoption.

**Proper Warehousing:** The warehousing infrastructure in Bangladesh may be insufficient or old-fashioned, posing difficulties in establishing contemporary and effective warehouses. Pathao encountered difficulties in locating appropriate warehouse facilities that offer sufficient space, well-designed layout, and essential features to facilitate efficient operations.

**CIT (Cash In Transit) Challenges:** Pathao, similar to other logistics companies, faces risks related to the transportation of cash between hubs, banks, and other destinations. Furthermore, inconsistencies between delivery workers (agents) and warehouse facilities (hubs) might result in financial deficits and operational inefficiencies for Pathao. Resolving disputes pertaining to payments, inventories, or other financial activities is crucial for upholding trust and integrity in Pathao's operations.

**Infrastructure:** The infrastructure of Bangladesh, which includes roads and transportation networks, poses substantial obstacles to ensure prompt delivery. Pathao, like other logistics companies, must overcome these hurdles in order to ensure efficient and reliable delivery services.

**Competitive Market:** The logistics sector in Bangladesh is characterized by intense competition, since new companies frequently enter the field. In order to succeed in a highly competitive environment, logistics companies must cultivate their own unique strengths and implement enduring strategies. Pathao made significant efforts to distinguish themselves by providing distinctive services or value propositions that distinguished them from their competition. Possible improvements may encompass expedited delivery times, elevated customer support, customized handling of certain goods (such as perishable things), or cutting-edge technological advancements.

**Regulatory Environment:** Navigating regulatory frameworks, including customs regulations, licensing requirements, and taxation policies, can be complex for courier companies operating in Bangladesh. Compliance with regulations adds to operational overhead and may impact service flexibility and scalability.

**Workforce Development:** It can be challenging in Bangladesh's competitive labor market to recruit and retain skilled personnel, including delivery agents, warehouse staff, and customer service representatives. Pathao investing in training and professional development is essential to maintain a competent workforce.

#### **4.4. Major Aspects of Last Mile Delivery Optimization**

**Service:** Pathao guarantees a service level agreement (SLA) that surpasses that of any other logistics firm in Bangladesh. Pathao consistently prioritizes merchant satisfaction by ensuring that deliveries are confirmed within the agreed-upon timeframe. Within Dhaka, the delivery time for their product is 24 to 48 hours, whereas outside Dhaka, the delivery time extends to 48 to 72 hours. Pathao reduces the time it takes for deliveries by employing the "Express Delivery" method, which optimizes the last mile delivery process. Through this procedure conducted outside of Dhaka, the delivery period is limited to a mere 24 hours. The delivery success rate within 48 hours is 80–85%, which surpasses the performance of other organizations that achieve only 60–65%. The high success rate of Pathao can be attributed to their objectives related to -

- Operational goals,
- Operation expansion,
- Transportation expansion,
- DOD (Door to Door) operation maintained.

The primary objective of Pathao Courier is to ensure merchant satisfaction. In order to guarantee the contentment of merchants, they adhere to the following procedures:

- Faster delivery commitment

- Top - notch coverage area of parcel pickup
- Reliability( within 24 hours , the delivery is 50% that is the highest in Bangladesh)

Pathao always tries to follow the operational planning process to maintain the last mile delivery optimization strategy.

**Resource Planning:** Pathao manages their resources in a better way than their competitors do for last mile delivery. Pathao's effective management of last-mile delivery resources is due to its utilization of technology, data analytics, and workforce training. Technology efficiently plans routes and assigns delivery jobs to available resources in real-time, reducing idle time. Data analytics facilitates the anticipation of demand patterns and the allocation of resources in a proactive manner, allowing for efficient resource deployment. Pathao additionally allocates resources towards training and providing incentives to its workers in order to guarantee exceptional performance and customer contentment. Effective training and competitive incentives serve as strong motivators for delivery agents to uphold high levels of efficiency and dependability in their service.

**Leadership:** Pathao Limited's leadership style is characterized by visionary thinking, focusing on long-term goals and innovation, with a strong emphasis on daily management and continuous improvement. Their approach involves hands-on oversight of operations, a structured process for continuous improvement, and weekly meetings for communication and alignment. They track progress towards their objectives and identify areas for improvement through data-driven analysis.

Another key component of their leadership style is a weekly SWOT analysis, which assesses internal capabilities and external factors affecting their business. This strategic analysis helps identify potential risks and opportunities, enabling proactive decision-making and adaptation to changing market conditions.

In summary, Pathao Limited's leadership style combines visionary thinking with a strong focus on daily management and continuous improvement, positioning them for long-term success in a rapidly evolving marketplace. By embracing innovation, fostering open communication, and leveraging data-driven insights, they position themselves for long-term success in a rapidly evolving marketplace.

#### **4.5. Last-Mile Delivery Route's Plan for Optimizing the Process**

**Observation & Transportation Management:** Pathao's business plan emphasizes a dynamic and adaptive approach to transportation, prioritizing flexibility and efficiency by adjusting methods based on factors like demand, time constraints, and resource availability. They use a top-to-bottom observation process to assess specific delivery task requirements and make informed decisions, optimizing operations and meeting customer needs. Pathao can use their own

vans for delivery or rent vans to scale capacity based on demand without large capital investments. Their careful selection of vans and delivery routes demonstrates their commitment to delivering high-quality service, minimizing delivery times, reducing costs, and enhancing customer satisfaction. This dynamic strategy allows Pathao to remain competitive and consistently deliver value to customers, demonstrating their ability to adapt to changing circumstances and meet market demands effectively.

**Cost optimization:** Pathao is a leading provider of delivery services, focusing on cost optimization based on time and customer demand. They prioritize efficient delivery routes, leveraging technology to minimize transit times and enhance customer experience. They also understand and respond to customer demand, monitoring trends and adjusting operations accordingly. This may involve scaling up or down their fleet, adjusting staffing levels, or implementing dynamic pricing strategies. Cost efficiency is a key focus for Pathao, aiming to minimize unnecessary expenses without compromising service quality or reliability. They may negotiate favorable terms with vendors, implement lean operational processes, and invest in cost-effective technology solutions. Their cost optimization approach is dynamic and adaptable, continuously monitoring market conditions, competitor actions, and internal performance metrics to identify opportunities for improvement and adjust strategies. This agile approach allows them to stay responsive to changes in the business environment and maintain a competitive edge. In summary, Pathao's focus on cost optimization reflects their commitment to delivering value to customers and shareholders. By striking the right balance between efficiency, service quality, and cost-effectiveness, they position themselves for long-term success in the competitive delivery industry.

**Transportation SLA:** Pathao's approach to transportation Service Level Agreements (SLAs) is characterized by flexibility and continuous improvement. Unlike traditional courier services, Pathao does not maintain fixed SLAs but updates them based on evolving situations. This dynamic approach allows Pathao to remain agile in a fast-paced market environment, identifying areas for improvement and incorporating customer feedback. Pathao's customer-centric focus allows them to tailor SLAs to specific situations, ensuring the best possible service while optimizing operational efficiency and cost-effectiveness. This approach reflects Pathao's commitment to delivering exceptional service and maintaining a competitive edge in the courier service industry.

#### **4.6. Benefits Gather from Last Mile Delivery Optimization Process**

**Reputation:** It is very remarkable what Pathao has accomplished in Bangladesh's logistics business. They have clearly stood out due to their emphasis on last-mile delivery optimization, which has helped them establish a solid reputation for reliability and efficacy. They have routinely fulfilled and even surpassed their customers' expectations by delivering packages in 48 hours or two days. Their determination to reach every corner of Bangladesh is evident in their

commitment to offering the same caliber of service everywhere. Their extensive reach guarantees that clients from different areas can take advantage of their effective delivery services. As the leading third-generation logistics company in Bangladesh, Pathao's ranking confirms its leadership in the sector. Their achievements attest to the potency of their tactics and the confidence they've gained from both companies and customers.

**Market Share:** Notable is Pathao's impressive growth in market share, which has allowed it to take a sizable chunk of the Bangladeshi logistics sector. With 45% of the market, they have shown their successful tactics and superior operations. The significant volume of deliveries that Pathao couriers carry—110,000 daily—when contrasted to rivals like Redx, which handle 30,000 deliveries daily, highlights Pathao's leadership in the sector. Pathao's ability to draw in such a high number of parcels shows that both businesses and customers strongly value their services, even in the face of competition from other competitors like SFC. Pathao's capacity to attract new merchants and market share, together with their ongoing efforts to improve, further establishes them as a leader in the logistics industry. Their continued success and market expansion can probably be attributed to their emphasis on innovation, dependability, and client happiness.

**Revenue:** Pathao's diverse range of products and services—including Pathao Food, Pathao Car, and Pathao Courier—contribute to its sources of revenue. Still, Pathao Courier is a noteworthy source of revenue for the company. This revenue is mostly driven by the last-mile delivery optimization strategy that has been put in place. Pathao Courier saves expenses, expedites delivery, and improves customer satisfaction by effectively handling the last mile delivery process. In Bangladesh's competitive logistics sector, where clients want prompt and dependable delivery services, this optimization is very beneficial. The triumph of Pathao Courier highlights the significance of proficient logistics administration in Pathao's comprehensive revenue-generating approach. It is expected to keep up its position as a major player in the logistics sector and generate more revenue growth as it develops its optimization strategies and broadens its customer base.

**Positive ROI:** Pathao's capacity to get an excellent Return on Investment (ROI) is a crucial measure of company prosperity and sound financial standing. A positive return on investment (ROI) indicates that the business is making more money than it is investing in its ventures. Pathao's strong return on investment may be attributed to various factors such as its efficient operations, optimization strategy of last mile delivery, proficient cost management, growth in revenue from a larger market share, and well-timed investments in infrastructure and technology. They may also be more profitable overall if they concentrate on growing their services and optimizing last-mile delivery. In general, a positive return on investment (ROI) indicates that Pathao is able to provide value for all of its stakeholders, which include consumers, workers, and investors, and it also indicates that the business is growing sustainably.



## **Chapter 5 : Analysis of the Activities**

## 5.1. Overview of Current Last-Mile Delivery Process

Pathao Courier has adopted a strategic approach to guarantee seamless and effective delivery services in the northern region of Bangladesh. These are several crucial elements that play a significant role in their achievement:

Delivery agents are essential for ensuring prompt and efficient delivery, hence it is important to have a sufficient number of them. These agents have the responsibility of collecting parcels from the distribution hubs and transporting them to the designated recipients. Pathao Courier is expected to spend on the recruitment and training of an adequate crew to manage the high volume of deliveries in the northern region.

Distribution hubs function as centralized locations for the management and organization of shipments prior to their shipment for delivery. Pathao Courier can enhance route efficiency and reduce delivery durations by strategically locating these hubs throughout the northern region. It is probable that each hub has its own staff team dedicated to the tasks of sorting, loading, and unloading items.

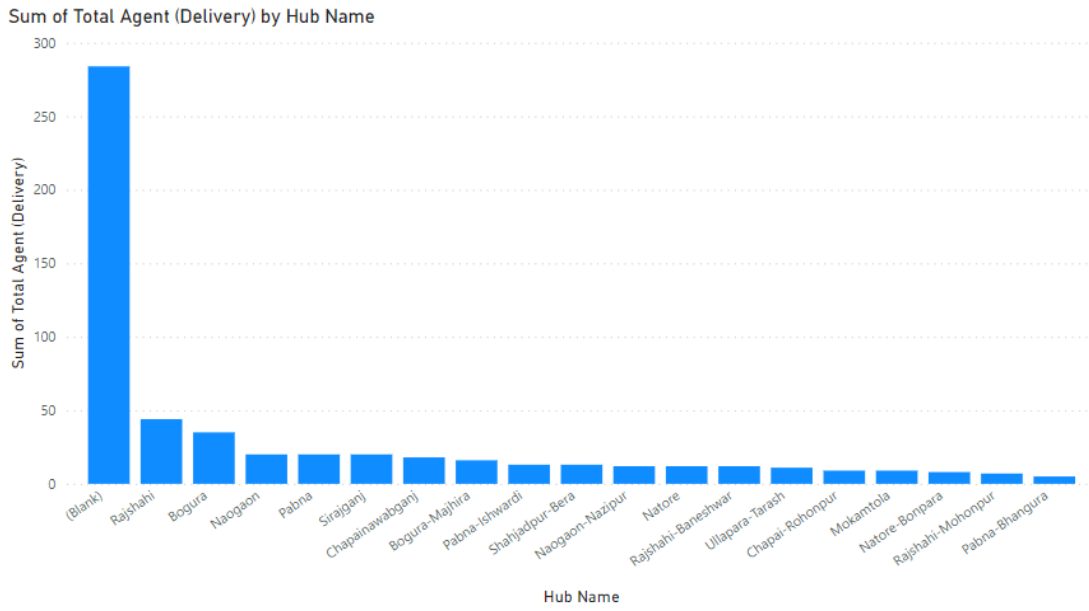
Pathao Courier is expected to utilize route optimization techniques or software to optimize delivery routes. By taking into account variables such as traffic patterns, distance between delivery places, and time limitations, they can guarantee that delivery workers follow the most optimal routes to reach their destinations.

Pathao Courier utilizes technological solutions like GPS tracking and real-time package monitoring to effectively monitor and trace deliveries. This feature not only provides customers with the ability to watch the progress of their products, but also allows the company to closely observe the efficiency of their delivery network and make any necessary modifications.

Delivering exceptional customer service is crucial for any delivery business. Pathao Courier is expected to focus on client happiness through the provision of responsive service channels, convenient package tracking, and timely delivery status updates. This fosters the development of trust and loyalty among customers.

Pathao Courier will consistently evaluate and adjust their operations to cater to the changing requirements of their customers and the distinct difficulties encountered in the northern region. This may entail modifying delivery schedules, expanding their network, or introducing new technology to enhance efficiency.

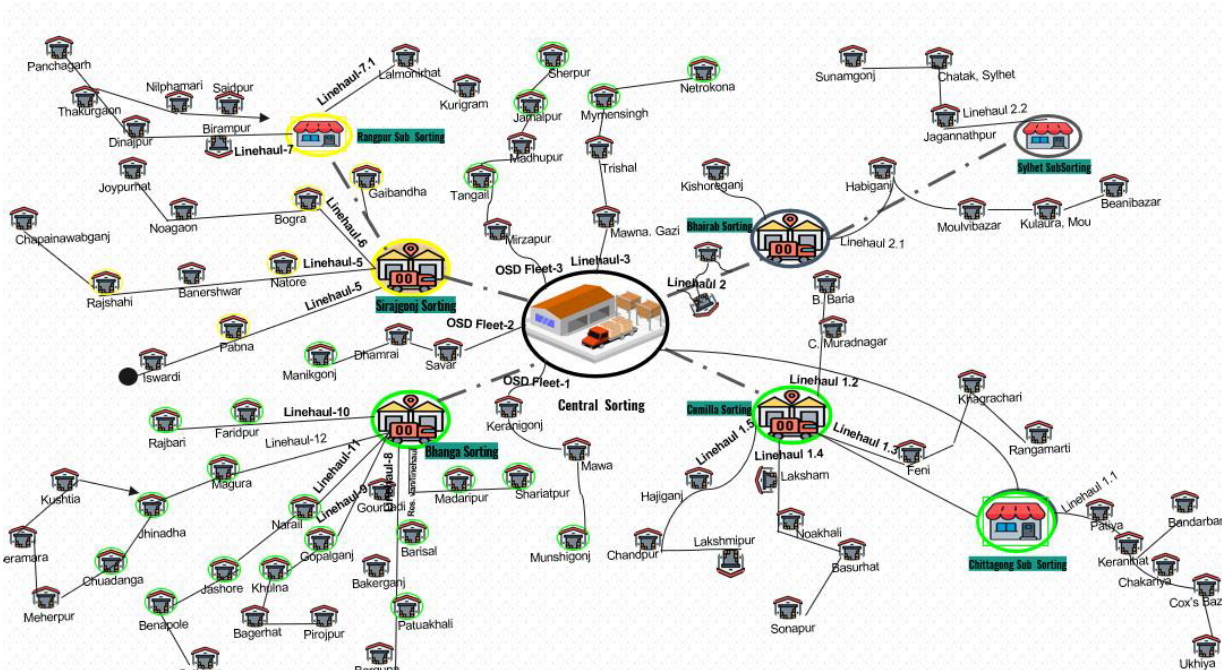
Pathao Courier's success in the northern region of Bangladesh can be attributed to a synergistic mix of various variables that contribute to the seamless and dependable delivery services.



**Figure 3:** Delivery Agents in Rajshahi Region

**Table 1:** Delivery Time All Over Bangladesh

Destination	Time	Destination	Time
ISD to ISD	24 Hrs	OSD to ISD	48 Hrs
ISD to Suburb	24 Hrs	Suburb to ISD	24 Hrs
ISD to OSD	48 Hrs	OSD to Suburb	48 Hrs
Suburb to Suburb	24 Hrs	OSD to OSD	72 Hrs
Suburb to OSD	24 Hrs		



**Figure 4:** Line Haul Wise Transportation Plan(Line Haul is the transport of parcels between two specified hubs)

## 5.2. Volume of Parcels For Last-Mile Delivery

During my internship from January to April 2024, Pathao Courier efficiently delivered around 200,000 parcels across different regions. Parcel volumes varied from hub to hub and region to region, showcasing the adaptability and effectiveness of Pathao's delivery network. They encountered numerous challenges during their delivery operations.

**Table 2:** Most Important Issues During Delivery Time

Regular Issues	Critical Issues
Complain Wrong tag/Parcel swapped	Unprofessional Behavior
Complain Weight Charge	Complain Lost item
Return Exchange	Complain Damage Product

Count of consignment\_id by delivery\_hub

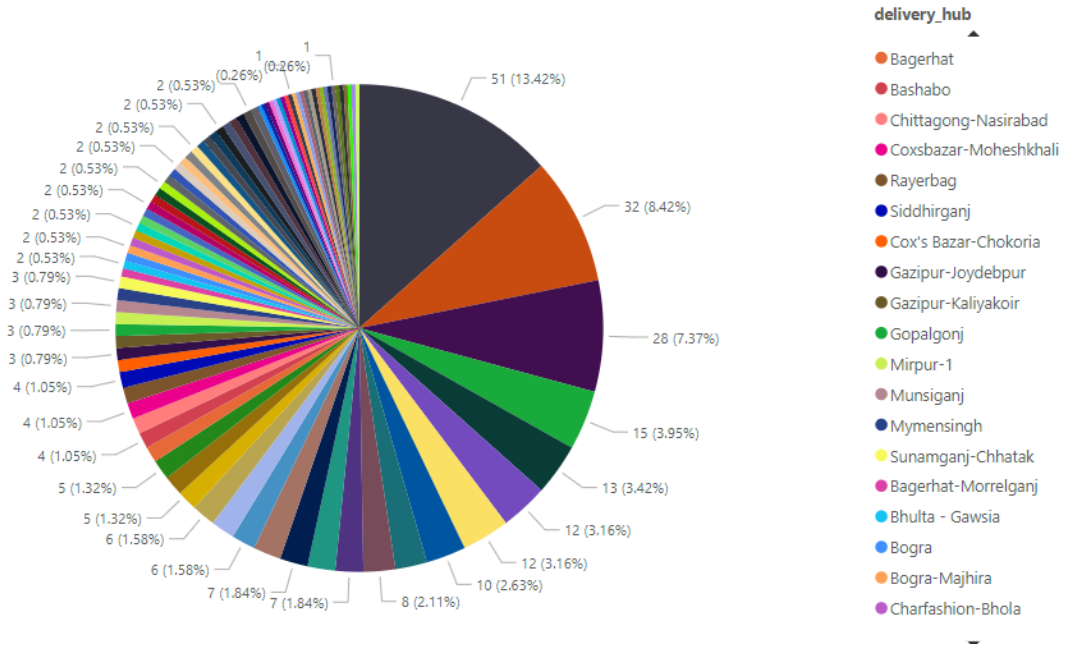


Figure 5 : Count of Parcels by Delivery Hub

### 5.3. Competitive Advantages of Pathao Courier in last-mile delivery

Pathao Limited is actively employing strategies to gain a competitive edge in the industry. Consequently, the company's commercial procedures have been effectively streamlined. Pathao Limited's communication strategy is very efficient, since it ensures easy accessibility to everyone in the organization's structure and facilitates smooth flow of information. Pathao Limited endeavors to cultivate strong links within certain departments, and often organizes various events to promote employee relationships.

Streamlined procedures:

- Guarantee expedited delivery
- Robust operational hierarchy.
- Thorough preparation
- Efficient linehaul procedure
- HUBs will be expanded.

Operations management encompasses a combination of exhilaration and difficulties. Although it may seem fascinating to outsiders, individuals who are employed in this field are well aware of the inherent risks and complexity associated with it. Undoubtedly, my internship at Pathao Limited must have offered me excellent insights into these dynamics.

**Inherent Risks:** Even with careful planning and implementation, operational initiatives may face unexpected difficulties. Project outcomes can be influenced by factors such as market volatility, regulatory modifications, and technological upheavals. The operations team generally lacks control over these risks, yet they are accountable for the outcome of the project, whether it succeeds or fails.

**Budgetary limitations:** Operational projects frequently necessitate significant financial outlays. Companies devote substantial financial resources to assure the success of projects, ranging from infrastructure construction to technology deployment. Nevertheless, if the anticipated profits are not achieved, the operations team may encounter scrutiny due to budget mismanagement or inefficient resource allocation.

**Responsibility:** When there are delays or failures in a project, it is usually the operations staff that is held responsible. Despite the team's diligent efforts, external variables have the potential to disrupt project objectives, which could result in negative consequences for the team. This sense of accountability increases the pressure to achieve desired outcomes while managing the inherent uncertainties of operational endeavors.

The operations team remains steadfast in their commitment to continuous improvement, persisting in their efforts to enhance procedures and maximize efficiency despite the obstacles they face. Their goal is to create sustainable operational frameworks that enable speedier delivery and provide exceptional customer experiences. Adhering to a constant drive for development is crucial in order to adjust to changing market conditions and sustain a competitive advantage.

Successful operational projects frequently necessitate coordination among several departments and stakeholders. Efficient coordination is crucial for the success of projects, encompassing several aspects such as logistics, supply chain management, customer support, and technical teams. By promoting a culture that encourages working together and coming up with new ideas, the operations team may use a wide range of knowledge and skills to solve difficulties and achieve high levels of operational performance.

To summarize, whereas operations management entails certain dangers and problems, it also provides prospects for expansion and ingenuity. By recognizing the intricacies involved and adopting a proactive approach to resolving issues, the operations team may successfully traverse uncertainty and achieve long-lasting business results.

## **Chapter 6: Recommendations and Conclusion**

## 6.1. Recommendations

After finishing my internship at Pathao Limited, I have gained valuable experience in understanding and analyzing the company's operations. I have observed its strengths and identified areas that may be improved, namely in enhancing the efficiency of last-mile delivery for Pathao Courier:

**Enhanced User Experience:** In order to reduce user distraction and guarantee that the last-mile delivery operation receives sufficient attention, Pathao should focus on increasing the user experience within its app. This may entail refining the interface to enhance user-friendliness, incorporating tailored recommendations, and speeding the delivery process from order placement to fulfillment. Pathao can enhance user engagement and retention in its delivery sector by offering a smooth and user-friendly experience.

**Advanced Features:** Pathao should prioritize the addition of new features that improve efficiency and convenience for users in order to maintain a competitive edge in the last-mile delivery industry. Some possible features of the system could involve the use of live tracking to monitor deliveries, the implementation of algorithms to optimize routes and reduce delivery times, and the incorporation of other services like digital payments to ensure smooth transactions. Through persistent innovation and integration of cutting-edge technologies, Pathao can establish a unique position in the industry and entice a larger user base to utilize its delivery service.

**Improved Workforce Skills:** Although Pathao Courier conducts considerable recruitment efforts to support its operational procedures, there is a requirement for a staff with enhanced skills in order to ensure long-term and sustainable growth. Pathao can enhance the capabilities of its staff by allocating resources to training and development programs, enabling them to properly fulfill their responsibilities. This not only promotes operational efficiency but also elevates service quality and fosters customer pleasure.

**Development of Communication Tools:** It is crucial for facilitating efficient coordination of last-mile delivery activities, particularly in a remote work setting. The current communication solutions may lack the necessary capabilities to facilitate smooth collaboration among teams situated in different places. In order to tackle this difficulty, Pathao should allocate resources towards the enhancement of reliable communication technologies that streamline instantaneous communication, delegation of tasks, and exchange of information. Pathao can achieve error reduction, resource optimization, and improved operational effectiveness by establishing transparent and efficient communication routes.

## 6.2. Conclusion

After finishing my internship with Pathao Limited's Courier Operations Department, I have acquired significant knowledge about the complexities of optimizing last-mile delivery and about



its success. During my internship, I actively engaged in a wide range of responsibilities within the Courier Operations Department, including implementing activation campaigns and aiding user onboarding. I gained a thorough comprehension of the department's operations and workflows through this practical experience in last mile delivery operations. Although I possessed theoretical understanding about organizational activities before my internship at Pathao, it provided me with the opportunity to effectively connect theory with real-world application. Through active engagement in daily operations, I acquired practical knowledge about how theoretical principles are applied in real-life situations, specifically in the context of optimizing last-mile deliveries. Pathao Limited is dedicated to creating a sustainable environment for its customers, as shown in its tagline "Moving Bangladesh." Since its establishment, the company has endeavored to contribute to the advancement of a refined society. Gaining insight into Pathao's overarching vision gave me a clear understanding of the company's long-term ambitions, which in turn inspired me to actively contribute to those objectives throughout my internship. Pathao Limited's work environment cultivated high levels of productivity and efficiency, allowing me to concentrate on and successfully complete assigned duties. The employers' supportive demeanor greatly enhanced my learning experience, as they consistently demonstrated a willingness to provide aid and direction. Reflecting on my four-month internship, I have acquired vital insights that will enhance my personal and professional growth in my future endeavors. Pathao facilitated my continued growth and development by allowing me to refine my problem-solving skills and enhance my communication abilities. My internship with Pathao Limited's Courier Operations Department was a transformative experience that enhanced my understanding of last-mile delivery optimization and provided me with vital skills for future pursuits in this industry.

## References

1. Wali Ullah, G. M., & Islam, A. (2017). A Case Study on Pathao: Technology Based Solution to Dhaka's Traffic Congestion Problem. *Case Studies in Business and Management*, 4(2), 100. <https://doi.org/10.5296/csbm.v4i2.11906>
2. Hosen, Md. B., Farin, N. J., Anannya, M., Islam, K., & Uddin, M. S. (2022). Quality Analysis of PATHAO Ride-Sharing Service in Bangladesh. In M. S. Uddin, P. K. Jamwal, & J. C. Bansal (Eds.), *Proceedings of International Joint Conference on Advances in Computational Intelligence* (pp. 597–611). Springer Nature. [https://doi.org/10.1007/978-981-19-0332-8\\_44](https://doi.org/10.1007/978-981-19-0332-8_44)
3. An Optimized Product Delivery System for RedX Using Drones: A Case Study | Journal of Comprehensive Business Administration Research. (n.d.). Retrieved May 13, 2024, from <https://ojs.bonviewpress.com/index.php/JCBAR/article/view/2425>

# Appendices

## PAPER NAME

**Copy of Optimizing Last-mile Delivery for  
E-commerce in Bangladesh\_ A case stu  
dy of Pathao Courier S**

---

## WORD COUNT

**12981 Words**

## CHARACTER COUNT

**81452 Characters**

## PAGE COUNT

**58 Pages**

## FILE SIZE

**2.2MB**

## SUBMISSION DATE

**May 13, 2024 4:16 PM GMT+6**

## REPORT DATE

**May 13, 2024 4:17 PM GMT+6**

---

● **8% Overall Similarity**

The combined total of all matches, including overlapping sources, for each database.

- 4% Internet database
- 1% Publications database
- Crossref database
- Crossref Posted Content database
- 7% Submitted Works database

Jakia Sultana Jane  
190061117

## Weekly Overview Of Internship Activities

**Week:** 1st week

**Date:** From 11 January 2024 to 18 January 2024

### **List Of Activities With Brief Description:**

1. Orientation Ceremony which is held on 11 January and I attended this ceremony, this is my first day at office.
2. Meeting with the HR team and signing many official documents.
3. Researched about Pathao Limited and the whole business (how do they operate their whole business especially their courier operations).
4. Tried to find out the similarities and differences between Pathao Limited and an international logistics company.
5. Learned the Pathao Courier Process briefly.
6. Learned the Sorting Process briefly and gained in depth understanding.
7. Visited the Central warehouse physically.



Company Supervisor

Md. Saddam Hossain  
Senior Manager  
Operations, Pathao Limited



Academic Supervisor

Dr. Md. Nahin Hossain  
Assistant Professor

## **Weekly Overview Of Internship Activities**

**Week:** 2nd week

**Date:** From 21 January 2024 to 27 January 2024


### **List Of Activities With Brief Description:**

- 1.Learned the Pickup Process through an internal software system.
- 2.Briefly utilised the internal software system for activities of the central team.
- 3.Researched about similar types of logistics companies for brainstorming.
- 4.Created some ideas for the betterment of the company.
- 5.Made a presentation about the whole process.
- 6.Learned the new updated version of the internal software system.
- 7.Practised the whole process and reported it to my manager.



Company Supervisor

Md. Saddam Hossain  
Senior Manager  
Courier Operations, Pathao Limited



Academic Supervisor

Dr. Md. Nahin Hossain  
Assistant Professor

## Weekly Overview Of Internship Activities

**Week:** 3rd week

**Date:** From 27 January 2024 to 02 February 2024

### **List Of Activities With Brief Description:**

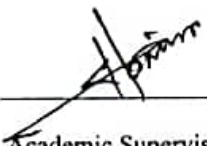
1. Learned the whole process of the internal software system( Creating order to delivery).
2. Attachment with a physical hub to learn the whole process at hand.
3. Researched about the strengths and weaknesses of visiting hub.
4. Learned about the journey of a parcel from merchant to customer.
5. Made a report about learning points to my manager.
6. Learned the physical pickup,sorting process,and zone wise dispatch process at banani hub.



---

Company Supervisor

Md. Saddam Hossain  
Senior Manager  
Courier Operations, Pathao Limited



---

Academic Supervisor

Dr. Md. Nahin Hossain  
Assistant Professor

## Weekly Overview Of Internship Activities

Week: 4th week

Date: From 3 February 2024 to 09 February 2024

### **List Of Activities With Brief Description:**

- 1.Learned the whole process of the hub set up outside of Dhaka.
- 2.Learned about report writing,Delivery report,Aging report,Backlog report.
- 3.Learned about the details of the weekly Backlog report .
- 4.Made a weekly backlog report for Barisal Region.
- 5.Worked with Barisal Region's hub in-charge to solve the backlog issues.
- 6.Made a Backlog report for Cumilla region and worked on this issue.
- 7.Worked on mail creation and sent the mail to the hub in-charges.
- 8.Joined meeting with regional leads and discussed with the current issues.



Company Supervisor

Md. Saifam Hossain  
Senior Manager  
Comer-Quintessence Pathao Limited



Academic Supervisor

Dr. Md. Nahin Hossain

Assistant Professor



Jakia Sultana Jane  
190061117

## **Weekly Overview Of Internship Activities**

**Week:** 5th week

**Date:** From 10 February 2024 to 16 February 2024

### **List Of Activities With Brief Description:**

1. Made a report on Delivery Aging, Processing .
2. Learned about details in Chittagong regional hubs.
3. Learned in details of express delivery and regular delivery process in Chittagong region .
4. Learned about hub payments and how to check the hub payments in OMS (internal software)hermes.
5. Created a report about parcel receiving time for Bhairab sorting hub.
6. Made a proposed timing of the van in time and out time for hubs under Bhairab sorting.



Company Supervisor

Md. Saddam Hossain  
Senior Manager  
Dhaka Post Office Limited



Academic Supervisor

Dr. Md. Nahin Hossain  
Assistant Professor


## **Weekly Overview Of Internship Activities**

**Week:** 6th week

**Date:** From 17 February 2024 to 22 February 2024

### **List Of Activities With Brief Description:**


1. Made a delivery backlog report for Chittagong Region .
2. Learned about the hub payment process.
3. Created a pending hub payment details using excel for chittagong region.
4. Learned about salary modality for outside Dhaka courier operations.
5. Joined a meeting with Chittagong Region's hubs.
6. Learned about the hub's pipeline in detail.



---

Company Supervisor

Md. Saddam Hossain  
Senior Manager  
TNT Limited, Petbas Limited



---

Academic Supervisor

Dr. Md. Nahin Hossain  
Assistant Professor

## **Weekly Overview Of Internship Activities**

**Week:** 7th week

**Date:** From 23 February 2024 to 29 February 2024

### **List Of Activities With Brief Description:**

1. Made delivery backlog reports for Rajshahi & Rangpur Regions .
2. Learned about the hub payment process in detail.
3. Created a pending hub payment list using excel for Rajshahi & Rangpur region.
4. Learned about solving hub problems for outside Dhaka courier operations.
5. Joined a meeting with Rangpur Region's hubs.
6. Created a solving report for Sylhet region.
7. Worked with hub end to solve the backlog issues.



Company Supervisor



Academic Supervisor

Dr. Md. Nahin Hossain

Assistant Professor

## **Weekly Overview Of Internship Activities**

**Week:** 8th week

**Date:** From 1 March 2024 to 8 March 2024


### **List Of Activities With Brief Description:**

- 1.Made delivery backlog reports for Rajshahi & Rangpur Regions .
- 2.Learned about the "solving report" of the delivery backlog.
- 3.Created a solving report with solved and pending percentages.
- 4.Learned about return parcels and DRTO issues.
- 5.Joined a weekly meeting with the central team.
- 6.Created a report on DRTO issues of Sylhet,Rangpur, Rajshahi & Chittagong regions.
- 7.Delivered mail about DRTO issues to the central team.



---

Company Supervisor



---

Academic Supervisor  
Dr. Md. Nahin Hossain  
Assistant Professor

## Weekly Overview Of Internship Activities

Week: 9th week

Date: From 9 March 2024 to 15 March 2024

### **List Of Activities With Brief Description:**

- 1.Made delivery backlog reports for Rajshahi & Rangpur Regions .
- 2.Created Capacity report for Rajshahi and Rangpur hubs.
- 3.Created a solving report with solved and pending percentages.
- 4.Made a payment report for Rajshahi and Rangpur hubs.
- 5.Joined a weekly meeting with the central team.
- 6.Created a report on DRTO issues of Sylhet,Rangpur, Rajshahi & Chittagong regions.
- 7.Delivered mail about DRTO issues to the central team.



Company Supervisor



Academic Supervisor

Dr. Md. Nahin Hossain

Assistant Professor

## Weekly Overview Of Internship Activities


Week: 10th week

Date: From 16 March 2024 to 22 March 2024

### **List Of Activities With Brief Description:**

1. Made a report on line haul distance for Rajshahi, Rangpur, Sylhet & Chittagong Region.
2. Created Capacity report for Rajshahi and Rangpur hubs.
3. Created a solving report with solved and pending percentages.
4. Made a payment report for Rajshahi and Rangpur hubs.
5. Joined a weekly meeting with the central team.
6. Created a report on DRTO issues of Sylhet, Rangpur, Rajshahi & Chittagong regions.
7. Delivered mail about DRTO issues to the central team.

  
Company Supervisor

  
Academic Supervisor  
Dr. Md. Nahin Hossain  
Assistant Professor

## Weekly Overview Of Internship Activities

Week: 11th week

Date: From 23 March 2024 to 29 March 2024

### **List Of Activities With Brief Description:**

1. Made a report on line haul distance for Rajshahi, Rangpur, Sylhet & Chittagong Region.
2. Worked with a team to find the cost optimization for every hub.
3. Created Capacity report for Rajshahi and Rangpur hubs.
4. Created a solving report with solved and pending percentages.
5. Made a payment report for Rajshahi and Rangpur hubs.
6. Joined a weekly meeting with the central team.
7. Created a report on DRTO issues of Sylhet, Rangpur, Rajshahi & Chittagong regions.
8. Delivered mail about DRTO issues to the central team.



Company Supervisor

---

Academic Supervisor

Dr. Md. Nahin Hossain

Assistant Professor



## **Weekly Overview Of Internship Activities**

Week: 12th week

Date: From 30 March 2024 to 5 April 2024

### **List Of Activities With Brief Description:**

1. Worked on issue solving in Sylhet region.
2. Worked with a team to find the cost optimization for every hub.
3. Created Capacity report for Rajshahi and Rangpur hubs.
4. Created a solving report with solved and pending percentages.
5. Made a payment report for Rajshahi and Rangpur hubs.
6. Joined a weekly meeting with the central team.
7. Created a report on DRTO issues of Sylhet, Rangpur, Rajshahi & Chittagong regions.
8. Delivered mail about DRTO issues to the central team.



---

Company Supervisor



---

Academic Supervisor  
Dr. Md. Nahin Hossain  
Assistant Professor