

Internship report
On
*“Business Operation on
Yellowclothing.net”*

Prepared For

Mr. Mohammad Tohidul Islam Mia

Assistance Professor

School of Business & Economics

Prepared By

Md. Mehedi Hasan Raju

ID: 111 152 139

UNITED INTERNATIONAL UNIVERSITY

Date of Submission: June17, 2020

Letter of Transmittal

June 17, 2020

Mr. Mohammad Tohidul Islam Mia

Assistance Professor

School of Business and Economics

United International University

Subject: Submission of the internship report on **“Business operation on Yellowclothing.net”**

Dear Sir,

I am submitting my internship report on **“Business operation on Yellowclothing.net”** that you are assigned me. It is a great pleasure for me to work on this. I did a lot of hard work for preparing my internship report. I gained huge practical knowledge while preparing this report; this will surely help for my future career.

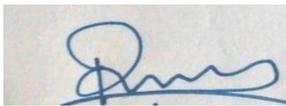
I worked on the report in a way so that it can provide its actual purpose and if you have any question I am ready to give answer regarding this report.

Therefore, I pray and hope that you will admire my hard work.

Sincerely yours,

Md. Mehedi Hasan Raju

ID- 111 152 139

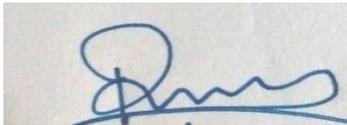


Signature

Letter of Declaration

I am Md. Mehedi Hasan Raju, Id no: 111 152 139 major in Marketing, student of United International University declared that this is my internship report on “**Business operation on Yellowclothing.net**” and it was completely prepared by me.

I assured that only for my academic purpose, this report is prepared. It will not use for any other purpose.



.....
Md. Mehedi Hasan Raju

ID NO: 111 152 139

Bachelor of Business Administration

United International University

Acknowledgement

I had a great opportunity to work with the employees of **Yellow E-Commerce** during my internship period. As this is an online shopping store, I gathered huge practical knowledge and experienced real life issues.

At first, I would like to thank my supervisor, Mr. Mohammad Tohidul Islam Mia Sir, Assistance Professor, School of Business and Economics, United International University for giving me the advises regarding this report. Without his guidance I cannot be able to prepare the report properly. When I faced any types of problems regarding this report sir always came forward to help me. Secondly, I want to thank all the executives of Yellow E-Commerce for helping me when I need them. In Yellow E-Commerce, I worked as an intern under the Yellow Online Operation Department. Mr. Rafsan Chowdhury (Operation Manager) who provides much information related to this report. Without his support I cannot collect that information and my report would remain incomplete. So I thanked Mr. Rafsan Chowdhury sir for giving his time and effort.

In this report I have tried my level best to give reliable information which is required to complete this report.

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Executive Summary

I worked as an intern at yellowcloting.net as a prerequisite to complete my BBA program (major in marketing). It was a great opportunity to learn practical knowledge of marketing. The first chapter of the report focuses on the foundation, organogram, mission, vision, SWOT analysis, product portfolio by yellowclothing.net. Overall, it gives the insight of yellowclothing.net. The Second chapter of the report focuses on the customer analysis like need category, segmentation, targeting and positioning. Need category of yellowclothing.net depends on awareness, acquisition, satisfaction, conversion, and retention. Yellowclothing.net is segmented into geographic, behavioral and demographic. Overall, it gives the customer insight of yellowclothing.net. The third chapter talks about the direct competitors, indirect competitors and the five forces of model. Direct competitors are providing the same technology, solution and idea in the market as yellowclothing.net. But indirect competitors' product and price quotation is different from yellowclothing.net. Yellowclothing.net faces some threat form new entrants in the market, bargaining power of suppliers, buyer switching power to other brand and rivalry among the existing competitors. Overall, it gives the competitors insight of yellowclothing.net. The fourth chapter focuses on product place, price and promotion. Products are basically cloths and accessories for men, women and kids. Place is basically the online hub but there have almost 15 stores among Dhaka and Chittagong. Pricing of product imposes on market research by other competitor brand. Yellowclothing.net is very much elegance about the promotional activities. Overall, it gives marketing program of yellowclothing.net. The fifth chapter of the report focuses on job description, specification and work flow. Overall, it gives the three months job experience of yellowclothing.net. The six chapter of the report focuses on the recommendation, efficiency of the job and effectiveness of yellowclothing.net. There is giving some solution and remarks to get the best place in the market and focusing on the better work speculation of employee in yellowclothing.net.

Chapter-1

Company Insights

1.1 Background

Yellowclothing.net, the trendiest style brand site from Bangladesh, is for the most part striking for its actual worldwide quality plans and textures. It is persuaded by its clients spirits loaded with dissident design detects. As a retailer of parent brand BEXIMCO, it began venture in 2004 and now it has 19 stores across Bangladesh and Pakistan and an every minute of every day online store. Since starting, we have been offering world class structures at noteworthy worth cost. Its product offering incorporates a wide scope of style dress, scent, and adornments for men, ladies and kids; for home beautification; and some more. Yellowclothing.net sight is most famous design site these days. Individuals can without much of a stretch buys their fabrics and wears effectively here. Yellowclothing.net is popular in outside the country. Yellowclothing.net expands its fashion in Pakistan, India, Srilanka and Canada. At the main stage, site strike worked by "Prestashop". This is the head supervisor that is Russian programming which is chiefly use to sort out the site. By utilizing Prestashop it was refreshed item information in the web. Every single item contains data like VAT, item code, shading, pattern, materials and washing guidance. This encourages the client to get legitimate data about the item before request any item through on the web. It additionally encourages them to get comprehend before physical visit at the store. Presently this is working in back hand with new site is classified "Shopify". This is very simple to looking for the client in the Website. Clients can without much of a stretch shopping their craving items not utilizing a specific record. However, in the Shopify there have no issue to making any record and afterward client can purchase their craving product(s) without any problem.



Yellow E-commerce website name

Yellowclothing.net

Yellowclothing.net payment policy

Yellowclothing.net maintains two types of payment policy
1.Cash On Delivery (COD) 2.SSLCOMMERZ payment.
Basically SSLCOMMERZ is the payment method that is customer paid by Rocket, Bkash, Debit card, Credit card method. If customer purchase any particular dress in the website there will be added 5% vat. But in the outlet purchase it will be added 7.5% vat.



Yellowclothing.net Distribution Channel

Yellowclothing.net distribution channels are Pathao, Sundarban and E-courier. Sometimes it is using its personal riders when there have extreme parcel load.



Yellowclothing.net delivery information and exchange issues

Yellowclothing.net delivers the parcel within 3-5 working days. But it is taking 3-8 working days in this pandemic situation. If customers have any exchange issue about any particular product they can exchange the product within 15 working days.

Seasons of Yellowclothing.net

Yellowclothing.net basically follows seven seasons for both Bangladesh shops. The seasons are given below:

- ❖ Spring
- ❖ Summer
- ❖ Eid ul Fitr and Eid ul Adzha
- ❖ Fall
- ❖ Autumn
- ❖ Winter
- ❖ Boishakh

Right now the summer and Spring 20 season is going on. Yellow is emphasis of every season for giving customer more delightful and festival. As Bengali people are being more passionate to these occasions and having a whole new buying behavior according to the traditional occasions Yellow has decided to give customer more delighted to the customer. Recently Yellow have been passing the successful “Eid ul Fitr” occasion and giving customers full of support.

1.2 Organogram of Yellowclothing.net

Name	Designation
Md. Rafsan Chowdhury	Operation Manager
Md. Amin Khan	Operation Executive
Md. Nafis Jawad Rahman	Marketing Executive(communication)
Md. Abu Bashar	Operation Executive
Md. Kawsar	Operation Executive

1.3 Yellowclothing.net Vision and Mission

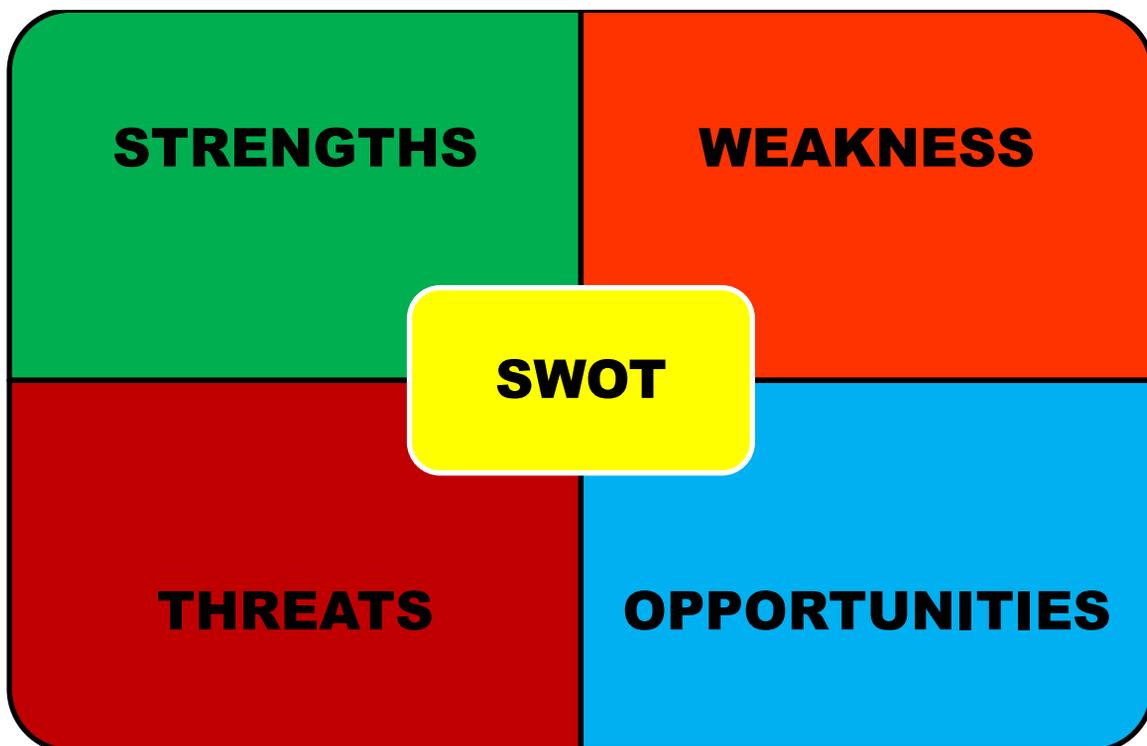
Vision

- ❖ Gain showcases administration and supportability with high worth included clothing in USA and Europe and Middle East.
- ❖ Use "modernization" and "quickness" as prime drivers, as opposed to cotton and modest work. Provide to client agreeable wears and materials.
- ❖ Dominate these business sectors in excellent items.
- ❖ Focusing on increasingly elegant planning cloth(s) on Men's, Women's, Kid's and Junior Kid's.
- ❖ Giving full consumer loyalty and increasing better upper hands.
- ❖ To satisfy client design needs appropriately.

Mission

Yellow E-commerce has solid vertical coordinated assembling offices as a full-administration merchant .Just as inventive and scientific capacities that unmistakably separate us from most pieces of South Asia Vendors. Every one of our means will unquestionably profit and enhance the regular assets of our general public. We warmly accept that, in the last investigation we are, subject to every one of the constituents with whom we participate; in particular: our workers, our clients, our business relates, our scientist people and our investors.

1.4 SWOT Analysis



Yellow has a solid market driving capacity just as yellowclothing.net. Yellowclothing.net is driving extraordinary compared to other web based dress shop. It has some solid point to lead the market that is its quality. It has likewise some slacking that is its shortcoming. There has additionally some chance to using it for the extraordinary accomplishment. And furthermore have some danger to take caution and settle on any choice very extreme strategy.

Strengths:

Yellowclothing.net strengths are in strong branding and active customer engagement that can be used as basis for developing a competitive advantage. Examples of such strengths include:

- ❖ Licenses Strong brands name
- ❖ Prevalent notoriety among clients
- ❖ Cost points of interest from exclusive skill
- ❖ Special features access to high review common assets
- ❖ Positive access to dispersion systems
- ❖ Online service in 24/7 all time
- ❖ It has been remain in market in 16 years
- ❖ A big portion of loyal customer
- ❖ A lot of product variants in Men, women and Kids.
- ❖ Product supplier from the Beximco Textile
- ❖ Free Shipping all over the country

Weaknesses:

The absence of certain strength may be viewed as a weakness. For example, each of the following are considered weakness:

- ❖ Lack of patent security
- ❖ Brand name is very simple and light
- ❖ Perhaps providing poor customer service
- ❖ Products cost structure is very high
- ❖ Lack of access to the best suppliers
- ❖ Lack of access to track shipping product
- ❖ Few number of service provider give service a huge number of people
- ❖ Some difficulties and error shows in the website
- ❖ Website backhand workers face some technical problem
- ❖ Sometimes website is taking a long time to updating

Opportunities:

Yellowclothing.net external environmental analysis can be gaining new opportunities for profit and growth. Some examples of such opportunities include:

- ❖ Gradually increasing international trade
- ❖ An unfulfilled customer need
- ❖ Arrival of new technologies

- ❖ loosen of regulation
- ❖ Wide range of expansion of other countries
- ❖ Huge changing of technological advancement
- ❖ Gradually increase different product items

Threats:

Changes the outside condition likewise may introduce dangers to the firm. A few instances of such dangers include:

- ❖ Customer taste always changing
- ❖ Rapidly increased local and foreign online shop
- ❖ New guideline
- ❖ Customer can easily reach higher management any silly matter
- ❖ Customer can easily switching brand to get better option
- ❖ New kinds of fashion item impose in the market
- ❖ If any issues for failing customer dissatisfied they can claim their right by the legal force

1.5 Product Profile of Yellowclothing.net

Yellowclothing.net is one of the most fashionable sites in Bangladesh as well as outside the country. It provides six types of products category. In the Following, these will be provided the category list.

- ❖ **The yellow Men.**
- ❖ **The Yellow Women.**
- ❖ **The Yellow Kids.**
- ❖ **The Yellow Junior Kids.**
- ❖ **P.P.E**
- ❖ **Customized Shirt**

The Yellowclothing.net Men

You are a positive, scholarly and triumphant person who has confidence in making his own predetermination. Your attire mirrors your character. You dress aesthetically, and are not hesitant to wear a fresh dress shirt with some pants to the workplace. You mirror a persuaded quality through your cool, agreeable and loosened up mentality. Yellowclothing.net offers your lifestyle by offering things for every occasion. From office mornings to a night with

companions, Yellow answers your requirement for independence, quality and style by giving unrivaled, design forward items.

The yellowclothing.net Women

Yellow comprehends what you feel like. We dress you up in semi-easygoing clothing for your conferences, and furnish the coordinating accomplices to go with that, and afterward cross-praise those to go with the head-turning and provocative outfit that you will be wearing out with your companions today. Yellow items are roused by you; youthful, sure and fruitful.

The Yellowclothing.net Kids

Yellow child is an offspring of a fruitful couple who is propelled by the achievement and style of his folks. He has a feeling of style and a craving to stand apart among his friends. You need to reflect your character and style through him. You need him to be cool, keen and in vogue. This is the place Yellow strides in, by giving attire and assistants to the children, which are a proper of the guardians' character.

Yellowclothing.net Junior Kids

Yellowclothing.net junior children is generally mainstream than other style Shop. All things considered Yellow is gives exceptionally novel and sleek plan for the lesser children area item. It is providing the Kids exceptionally savvy and well look. Yellow junior children segment isn't giving the most seasoned model of materials. It is giving freshest and trendiest thinking about the items.

Yellowclothing.net P.P.E

This is very much needed for the pandemic covid-19. Yellow is always thinking new for the customer. So we are inventing new designed of PPE to the customer so that they are feel free for this situation.

The Yellowclothing.net Customized Shirt

Yellows Customized shirt is very popular. Customer provides their size measurements of their wearing shirt as par their body or shirt measurement. It is unique thinking in the market.

1.6 Product Line

Yellow E- commerce has six types of products. Each section have multiple of product category. In the following, giving these products with categorized.

1) **The Yellowclothing.net Men:**

Men collection of yellowclothing.net is tremendous. There have lot of variant of men wear. Templeton Formal Shirts, Formal Shirts, Panjab Men's kabli, Waistcoat, Men's pajama, Casual Shirt, Polos Casual pant, Men's Jeans, Men's Tees, Men's Shorts, Men's Fatua, Yellow Beauty for men.



2) The Yellowclothing.net Women:

Yellowclothing.net is always thinking a different level for women fashion. Sometimes it called women fashion heaven. There have a lot of product variants for women wear. It is basically the next level than any other fashion design. Give some products of women wear such as Women's Ethnic Tops, Women's Trail Ethnic Tops, Women's Lawn, Women's Ethnic Kurti, Women's Lawn Formal, Women's Lawn Semi Formal, Women's Long Dress, Women's Fashion Top, Women's Bolero Top, Women's Casual Shirt, Women's Fashion Top, Women's Evening Top, Women's Tees Top, Women's Denim pant, Women Plain Bottom, Women's Palazzo Pant, Women's T. Pant, Women's EMB Bottom, Women's Ethnic Bottom, Women's Skirt, Yellow Beauty For women.



3) The Yellowclothing.net Kids:

a. Boys

Yellowclothing.net is basically more emphasis on men and women section. But there have little collection of kids wear. The product variant of kid's boys is looking so beautiful. There have some boy's collection like: Boys Shirt, Prince Top Dress, Boys T-Shirt, Boys Polo Shirt, Boys Panjabi, Boys kabli, Prince Set, Boys pajama, Boys Short, Prince Bottom, Boys Denim.



a) Girls

There have some exclusive collection of Girls. It is looking pretty and beautiful. The variant of the products are Girls Leggings, Girls Princess Bottom, Girls Ethnic, Girls Dress, Princess Top, Girls T-Shirt, Princess Night Wear, and Girls Top Dress.



4) The Yellowclothing.net Junior Kids:

a) Junior boys

Yellowclothing.net always takes a competitive advantage to any other brand in the market. It is thinking more about the junior kids like junior boys. The collection are like Junior boys Denim, Junior Boys Shorts, Junior boys Tees, Junior Boys Polo, Junior Boys Shirts, Junior Boys Panjabi, and Junior Boys Pajama.

b) Junior Girls

Yellow always tries to do something new design for the kids' item. So it is giving the exclusive collection of junior girls dress like



Junior Girls Leggings, Junior Girls Palazzo, Junior Girls Twill Bottom, Junior Girls denim Bottom, Junior Girls Long Dress, Junior Girls Ethnic, Junior Girls Western Dress, Junior Girls Casual shirt.

5) Yellowclothing.net P.P.E:

Yellowclothing.net is a brand that is thinking something new in every situation. In this pandemic time customer are looking P.P.E such as Mask, Coverall. This is crying need in this situation.



6) Yellowclothing.net Customized Shirt:

Customized shirt is the unique selling proposition (USP) for yellowclothing.net. Customer gives their shirt order in the online tailor by Body Measurement, Shirt Measurement. Customer can choose their shirt fabrics and color in the given option.

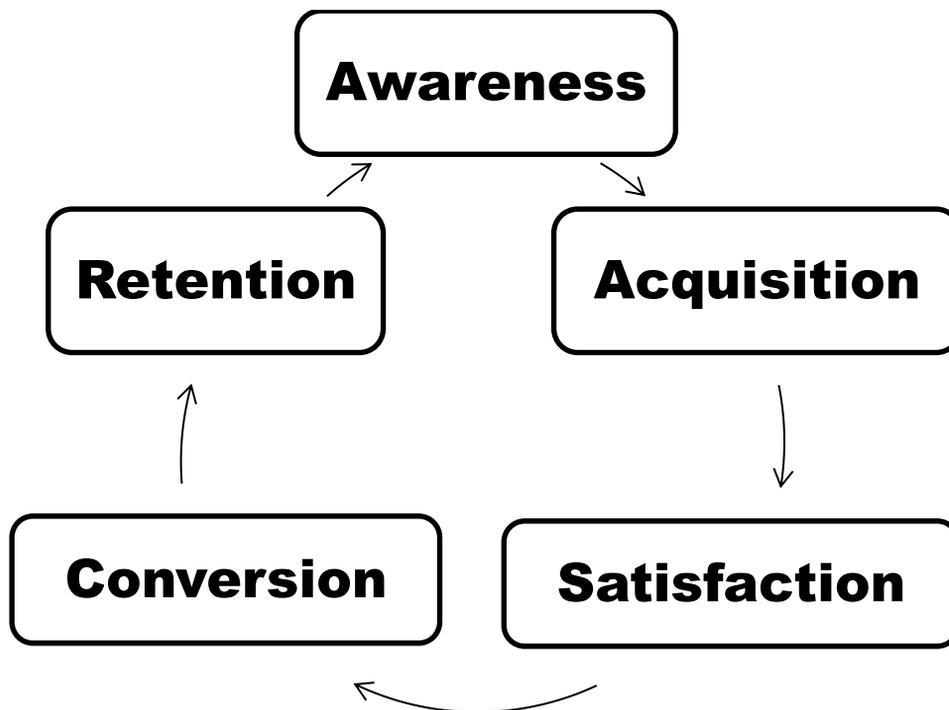


Chapter -2

Customer Insight

2.1 Need Category

Yellowclothing.net is strongly focusing the customer engagement very efficiently. Yellowclothing.net always tries to understand the customer needs and wants by the marketing research. It is very helpful to us to gain the customer full satisfaction. Basically yellowclothing.net measures customer need category by the six steps.



❖ Awareness

Yellowclothing.net is making the main need class to the market that is mindfulness. Fundamentally it is a lot of accommodating to us when we are deciding to the online life. A large portion of the individuals are occupied with the internet based life particularly now daily. Like facebook, Whatsapp, Messenger, Youtube and so forth. Fundamentally Yellow E-trade is making the client mindfulness by utilizing this web-based social networking website.

❖ Acquisition

Essentially yellowclothing.net secures the client need by giving those legitimate data what they truly need to know. In the event that client has any quires to think about us so we are reaching them by the web-based social networking and contact by means of telephone. Yellow takes care appropriately their latent capacity and real client also. This is the acceptable activities to our image issues.

❖ **Satisfaction**

Consumer loyalty is yellowclothing.net fundamental point. Essentially yellowclothing.net is thinking consistently client is the key of business. Yellowclothing.net consistently attempts to meet consumer loyalty appropriately. Our client support agents are allowing administration consistently 10 am to 5 pm in six days per week. On the surge time, each worker takes a major test to give full help to the client.

❖ **Conversion**

Yellowclothing.net has a major bit of clients. It is occurred by the correct marking and the market driving. Client needs to take something new consistently. Yellowclothing.net appropriately comprehends client needs and needs with the goal that it is anything but difficult to changing over from the possible client to the genuine client. It is getting very simple in the pandemic circumstance when the greater part of the outlet of different brands was shut. In any case, its online help open in seven days in seven days that is really changing over clients brand exchange.

❖ **Retention**

Clients are so much faithful. They are utilized to rehash buy. Yellowclothing.net continually giving client full help by the trade issues, discount issues. As a matter of fact Yellowclothing.net consistently meets the client responsibility appropriately. For this all, Customer holds this brand and buys over and over.

❖ **Referral**

Yellowclothing.net has a decent notoriety in its client mind. Clients are in some cases doing generally excellent occupations. They are doing" Word of mouth "correspondence to the others. It will be happened a major publicizing and great deduction to the potential client such a decent name and popularity for this brand.



2.2 Segmentation of Yellowclothing.net

Yellowclothing.net is a huge brand in the market. There is a big portion of customer in the market. They are smart, well mannered, elegance. Basically we are segmenting the customer by Geographic, Behavioral, and Demographic.

❖ Geographic Segmentation

Yellowclothing.net has a major part of client in the urban zone in Bangladesh. It is occurred by solid availability to us through web-based social networking. Outside Bangladesh, it has a tremendous market in Canada, UK, USA, India, Pakistan, Srilanka. Yellowclothing.net is thinking to increase huge market inclusion everywhere throughout the world.

❖ Behavioral Segmentation

Yellowclothing.net has a significant piece of customer in the urban zone in Bangladesh. It is happened by strong accessibility to us through online person to person communication. Outside Bangladesh, it has a gigantic market in Canada, UK, USA, India, Pakistan, Srilanka. Yellowclothing.net is thinking to increment immense market consideration wherever all through the world.

❖ Demographic Segmentation

Yellowclothing.net have distinctive matured client. The scope of its clients matured is 2-multi year olds. They are youth, children and moderately aged. A large portion of the clients are youthful age. Children age estimation is 2-multi year olds. Junior children matured range is 8-multi year olds. The other clients' age extend is 18-30 above year olds.

2.3 Targeting of Yellowclothing.net

Yellowclothing.net is focusing on its intended interest group in the center and upper end. Children, Women and Men are the principle target crowd. Topographically yellowclothing.net fundamentally focused on Dhaka, Sylhet and Chittagong client. Client assistance agents are attempting to arrive at client by delivery person, facebook, whatsapp, E-mail. Each season it is propelling new materials things and boosting facebook post to customer. Yellowclothing.net is continually refreshing each season with new item things. In the event that clients have any quires they can get in touch with us by calls or informing. Client assistance delegates are cheerfully addressed them and give them appropriate data about what they truly need to know.

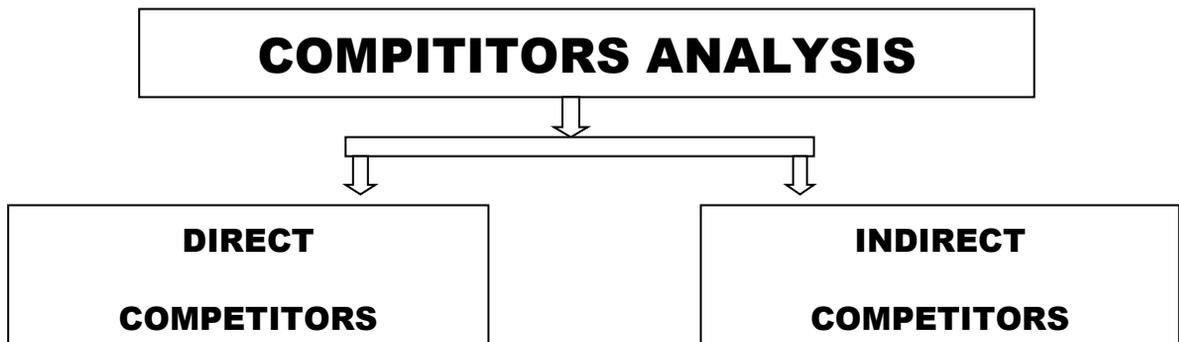
2.4 Positioning of Yellowclothing.net

Situating is the last advance of the STP procedure. Yellowclothing.net is situating productively to the market. It isn't just serving client needs yet additionally giving extravagance items to the client. Yellowclothing.net is one of a kind by its image logo, free transportation administration all over Bangladesh, modified shirt administration, and premium item cost. PPE things are propelling in our site this pandemic circumstance. These are actually a creative reasoning that is making these brands not quite the same as others. Yellowclothing.net item quality is acceptable to such an extent that is making the brand in the high positioned in the market. Yellowclothing.net notice is one of a kind to such an extent that makes it better than the market. Yellowclothing.net is advancing by the Facebook showcasing, SMS promoting, show advertising. Essentially SMS promoting is accomplishing for our unwavering client.

Chapter-3

Competitor Insight

Yellowclothing.net competitors are the same solution provider. Basically these standards are based on the geographical location, product portfolio, and price proposition. Competitor insight set by two criteria.



3.1 Direct Competitors

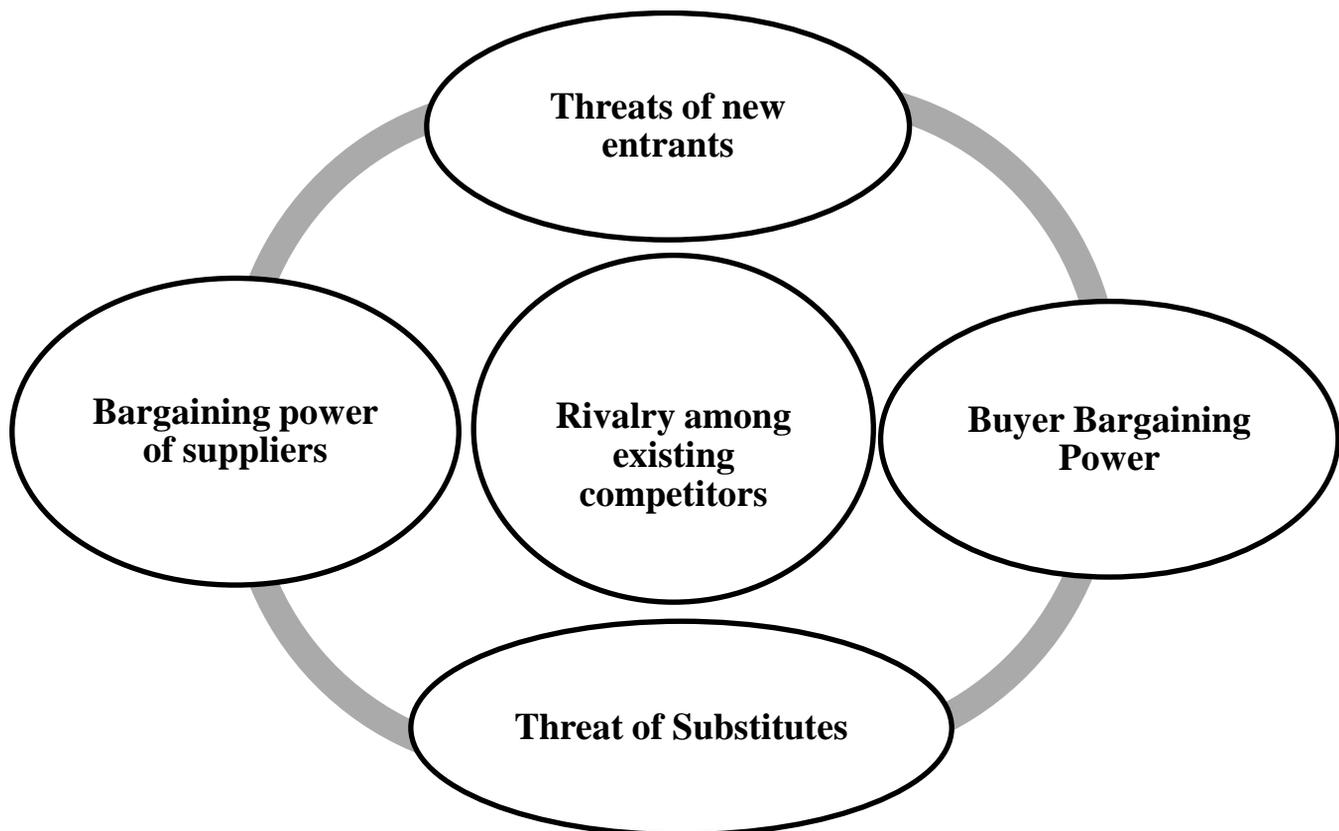
Direct contenders are the individuals who are giving same answer for the market. Essentially Yellowclothing.net direct contenders are Aarong.com, ecstasy.com, catseye.com.bd, lerevecarze.com, and shop.gentlepark.com.bd. As a matter of fact these measures set by a similar item giving to the client. These online shop are giving men, ladies, kids, fragrance thing items that yellowclothing.net is giving to the client. There is another immediate contender have in the market dependent on the altered shirt specialist organization. This is tailor.bd.com. This online shop is contending with the yellowclothing.net by giving the same shirt administration. Fundamentally shop.gentlepark.com.bd and yellow clothing.net is likewise contending by the free transportation conveyance administration everywhere throughout the Bangladesh.

3.2 Indirect competitors

Yellowclothing.net indirect competitors are not the same service provider. Basically these criteria fixed on the different product items, price differentiation, product unmatched style code, different delivery policy. In these criteria some of the direct competitors convert to the indirect competitors to yellowclothing.net. Yellowclothing.net provides premium product some of the other online shop don't provide the premium quality of product. Some indirect

competitors have a fixed geographic segmentation where yellowclothing.net is segmenting all over the Bangladesh. Some indirect competitors are not active about customer service in their e-commerce site. Rather yellowclothing.net is active on their customer service support.

3.3 Five forces of model



I. Threats of new entrants

- ❖ As an electronic business everywhere throughout the world, step by step there is making new online shop. So it is anything but difficult to contestant's new online shop.
- ❖ New online shop needs to rival the new reasoning, item and administration. New internet apparel shop can be entering with new structured attire things. This is provoking circumstance to presence internet shopping brand.
- ❖ Yelowclothing.net is prevailing in the market such huge numbers of years. This is the main brand in the market. In any case, it will be trying to the brand when new web based shopping goes into another assortment of item to the market.

II. Bargaining power of suppliers

- ❖ Yellowclothing.net is the trendiest brand in the market. It has solid intensity of providers.
- ❖ Yellowclothing.net has a decent picture in client minds. So there ought to be better speculation step by step. Everywhere throughout the standards and guideline need to keep up for these updating brand picture.
- ❖ Providers are constantly attempted to think in subjective methodology. Yellowclothing.net consistently gives quality items to the client. So yellowclothing.net isn't changing to different providers.

III. Threat of Substitutes

- ❖ Yellowclothing.net basically offers cloth to the customers. It has no other substitute to offer other products to the customers.
- ❖ Yellowclothing.net has different clothing line like: Men, Women and kids items. Cloth is the main components of business.
- ❖ New season will come with new collection of cloth items. But there have no other substitute items for cloth. Yellowclothing.net basic business item is its cloths.

IV. Buyer Bargaining Power

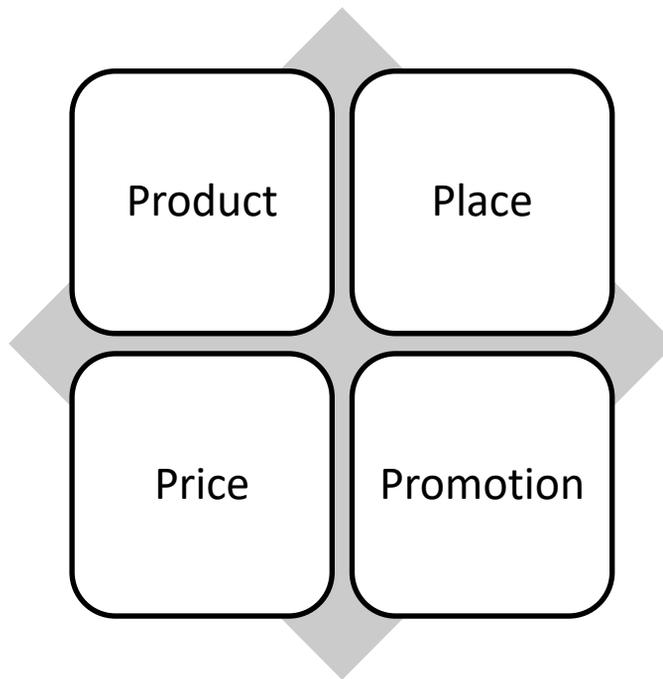
- ❖ The customer of yellowclothing.net are very much educated and elegance. So they can conduct to the higher authority any issues. This is giving the customers big opportunities to take a part about their quires.
- ❖ Customers have a lot of option to switch other brands like: aarong.com, sailor. Clothing etc. If customer has any dissatisfactory issue to the brand they can easily switch to the other brands.
- ❖ Customers have lot of options to buying any of the online shopping brands. So it is challenging to retain the customers in the same brand.

V. Rivalry among existing competitors

- ❖ Every existing brand to retain long time in the market tries to inventing new thoughts and idea. So yellowclothing.net is the most successful brand in the market. It is always trying to become new design of cloths in every season to reduce the rivalry into other shopping brands.
- ❖ This is high time to take part in the online business. Most of the existing shopping brands are opening with online shopping. This is creating more rivalry among the local brands of yellowclothing.net. It is creating complex situation day by day.
- ❖ Basically yellowclothing.net main rivalry with aarong.com. It is predictable situation to see the market competition. Only the view of purchasing of cloth, Yellowclothing.net wins the race. But thinking about the diversified product of aarong.com it will be competitive in the market.

Chapter-4

Marketing Program



4.1 Product

Yellowclothing.net is a trendiest online clothing brand. It has lot of products in Men, Women, kids and junior kids section. There have also some accessories item for Men and Women. Comparing with other brand, Yellowclothing.net has some particular product style code, size measurement and product description.

❖ Men Items

Yellowclothing.net generates a huge variant of Men collection. Each of the products has some specific style code and fabrics composition. There are giving the Men specific product and style code. Men Templeton Formal Shirts style code is UFT. Formal Shirt contains with UF, RFC, UFMK .Men Formal Pant bears in YFTS, YFTR. Men Panjabi is recognized by YMPPR, YMP, and YMPBHK. Men kabli is recognizing in YMKR. Men waist coat bears in MWCBBHKR, MWCR. Men Pajama is recognized by PJMR, PJMSL. Men casual Shirt is CLSVC, CLSBHK, CLS, CLSMK, and CLSPK. Men Polo contains with YKP. Men Casual/Twill Pant is recognized by MFT, YMBTT. Men Denim bears in DFT. Men T- Shirts style code is YKT, YKTBHK. Men Short bears in

YMST. Men Fatua contains with YMF, YMFBHK. Yellow Beauty for Men Accessories is recognized by BBMP.

❖ **Women Items**

Yellowclothing.net has a lot of product variant of women collection. Every products have some specific style code that is identified the product from one to another. Each tops and bottom have some specific style code of product. Women Ethnic Top contains WETH, WETHR; Women Trail Ethnic Top Refers WETR, WETRBHK; Women Lawn refers TBLSKD, TBDKURTI, TBLKD, TTDKURTI, TTLSKD, TTLKD, LSKD. Women E. Kurti contains WEK; Women Lawn Formal refers LFOR ; Women Lawn Semi Formal refers LSFOR, WSFOR; Women Long Dress contains WLDR; Women Fashion Top refers WKFTR, WWFTR, WFW; Women Bolero Top refers WBT; Women Casual Shirt refers WCSR, WCSRAD; Women Evening Top contains WEVTR; Women Tees Top refers WTTF, WTTB; Women Denim Pant refers WDT; Women Plain Bottom refers WBP; Women Palazzo Pant contains WPL; Women T. Pant refers YWT; Women EMB Bottom contains WEB; Women Ethnic Bottom refers WEP,WEB; Women Skirt contains YLS; Yellow Beauty For Women recognizes BBWP.

❖ **Junior Kids Item**

Junior kids' collection is more attractive to the customer. Each and every product is looking so beautiful. Customer keens to purchase the product design and fabrics. Junior kid product is divided into two parts such as boys and girls. There have some top and bottom product for boys and girls. Actually style code can identified the product category very easily. Junior Girls Leggings refers JGL; Junior Girls Palazzo refers JGP; Junior girls Twill Bottom refers JGTB; Junior Girls Denim Bottom refers JGD; Junior girls Long Dress refers JLD; Junior Girls Ethnic refers JGEFT,JGETR,JGEF,JGETHR; Junior Girl Knit Fashion Top refers JGKFT; Junior girls Evening Top refers JGEVT; Junior Girls Western refers JGWFT; Junior Girls Casual Shirt refers JGCS; Junior Boys Panjabi refers YBPBHK,YBP; Junior Boys Polo refers JBP; Junior Boys T-shirt refers JBT; Junior Boys Casual Shirt refers JBCS; Junior Boys Denim refers JB DT and Junior Boys Shorts refers JBS.

❖ **Kid Item**

Kids' items are same as junior kids' item. But there have a difference in the product size. Basically kids item products size measured by 2T, 3T, 4T, 5T. The style code of the products are given such as Boys Shirt contains BWS; Prince Top refers BYPCS, BYPT, BYPP; Boys T-Shirt refers BKT; Boys Polo Shirt refers BYPCS, BKP; Boys Panjabi refers YBPBHK, YBP; Boys kabli refers YBK; Prince Set refers BYPKS;

Boys pajama refers BPJM; Boys Short refers BSP; Prince Bottom refers BYPD, BYPSP; Boys Denim refers BDP; Girls Leggings refers GKL; Princess Bottom refers GYPP, GYPL; Girls Ethnic refers GEFC; Girls Dress refers GD; Princess Top refers GYPTR,GYPT,GYPEF,PLSKD,GYPD; Girls T- Shirt refers GKT; Princess Night Wear refers GYPNW; Girls Top Dress refers GWT.

❖ **P.P.E**

Yellowclothing.net is always thinking new and deeply thinks about customer full safety. This pandemic situation is feeling the customer more comfortable to give the P.P.E like Mask and Coverall. There have different type of mask and coverall for both women and men. These are very comfortable to wear. All the masks are 4 to 5 steps layer protective that is very protective from the virus. There have different design and color coverall in yellowclothing.net.

There have some fabrics composition for the products. Give it in the below.

100% cotton

- I. Machine wash warm with like hues
- II. Only non-chlorine blanch when required
- III. Tumble dry medium
- IV. Medium iron if necessary

60%cotton, 40%polyester

- I. Machine wash cold back to front with like hues
- II. Gentle cycle
- III. Do not blanch
- IV. Line dry
- V. Iron, steam or dry with low warmth

98%cotton, 2%Lycra

- I. Machine washes cold back to front independently
- II. Do not dye
- III. Cool iron if necessary
- IV. Do not launder. Line/hang dry

Cotton and material mixed

- I. Machine washes cold delicate cycle with like shading
- II. Non-chlorine fade
- III. If required tumble dry low warmth

IV. Iron steam or dry with low warmth

79% cotton, 18% nylon, 3% spandex

- I. Machine wash cold with like hues
- II. Only non - chlorine fade if necessary
- III. Fall down dry low
- IV. Remove expeditiously
- V. Cool iron if necessary

75% cotton, 25% polyester

- I. Machine washes cold with like hues as it were
- II. Non chlorine dye
- III. Dangle to dry
- IV. Hot iron if necessary or launder

100% thick 100% polyester

- I. Machine wash, cold delicate cycle
- II. Do not tumble dry
- III. Iron steam or dry with low warmth
- IV. Do not dye
- V. Do not launder

100% cotton 100% material

- I. Machine wash cold delicate cycle
- II. Non chlorine bleach
- III. If required tumble dry, low warmth iron, steam or dry with low warmth

100% polyester

- I. Hand wash suggested
- II. This pieces of clothing has embellishments and must be washed with uncommon consideration
- III. Hand wash in warm water with a modest quantity of gentle fluid cleanser
- IV. Do not douse for in excess of a couple of moments
- V. Gently twirl the article of clothing in the water
- VI. Do not contort, wring or massage the frivolity
- VII. Dry level away from direct daylight
- VIII. Do not let hot iron touch the adornment.

4.2 Place

Yellowclothing.net is an easy process to use in site. Individuals can without much of a stretch use it and request any of the spots of Bangladesh. A few requests are set outside the nation. Fundamentally the objective spots are Dhaka, Cumilla, and Chittagong. Be that as it may, People are organization any of the spot of Bangladesh. So Yellowclothing.net is secured all the territory of Bangladesh. Yellowclothing.net is show the item by list framework. Its Men, Women Kids, Junior Kids, Accessories and Customized Shirt classification is so clear and separate in the site. So client can without much of a stretch submit the request. Yellowclothing.net disseminated the package by the dispatch administration like: Sundarban, E-Courier and Pathao. Dispatch Service assumes a significant job to divide request to the client. Every one of the messenger administration has some center point to disseminate the package to the client. They are conveying home bundle to the client. It is extremely adaptable support of the client. It involves extraordinary happiness that the delivery charge all over Bangladesh is totally free. Yellow has around 15 outlets in Dhaka and Chittagong district. On the off chance that clients face any trade issue they can allocate by messenger.

Main Target Area

Dhaka
Chittagong
Cumilla
Rajsahi
Sylhet
Khulna
Rangpur
Barishal

Distribution Channel

Sundarban
Pathao
E-Courier

Yellow have 15 outlets in Dhaka and Chittagong District. There have 4 flagship stores. In the following give the store locator.

- I. Dhanmondi Flagship Store
- II. Jamuna Flagship Store
- III. Gulshan Flagship Store

- IV. Mirpur Flagship store
- V. Pink City Store
- VI. Banani Store
- VII. Uttara Store 1
- VIII. Uttara Store 2
- IX. Magbazar Store
- X. Mohammadpur Store
- XI. Wari Store
- XII. Basundhara Store
- XIII. Bailey Road Store 1
- XIV. Bailey Road Store 2
- XV. Chittagong Store

4.3 Price

Yellowclothing.net is giving premium nature of item with the goal that its value rate is bit of high than some other brands. Like a solid brand name and set up brand its cost is higher in advertise. Every one of the item have drafted 5% vat by the online purchase. Essentially yellows web based selling cost is normal in light of its free delivery charge everywhere throughout the Bangladesh. The items cost is not stay same constantly. Each season needs to accompany new assortment of item and its cost is contrasting starting with one season then onto the next. Every one of the items has some noteworthy value run that is not quite the same as the other internet attire brands. In the accompanying give the value scope of the item things dependent on the ongoing season.

❖ Men Items

Yellow is a giant brand in the market and provide best quality product with premier price. Each of the products has some different range of price. Men Templeton Formal Shirt price is 2,595+ vat. Formal Shirt price is 1,995-2,095+ vat; Men Formal Pant price is 1,795-1,895+ vat; Men Panjabi price is 1995-4995+ vat; Men kabli price is 3295-3995+ vat; Men waist coat price is 2195-2995+ vat; Men Pajama price is 995-1295+ vat; Men casual Shirt price is 1495-1995+ vat Men; Polo price is 1495-2295+ vat; Men Casual/Twill Pant price is 1795-1995+ vat; Men Denim Price is 1995-3995+ vat; Men T- Shirt price is 795-1095+ vat ; Men Short price is 1395-1695+ vat; Men Fatua price is 1495-1595+ vat; Yellow Beauty for Men price is 1990-10350+ vat.

❖ Women Items

Yellowclothing.net is thinking different for women. Each of the products has different price quotation. Such as Women Ethnic Top price is 1795-2895+vat; Women Trail Ethnic Top price is 1995-2995+vat; Women Lawn price is 1995-5495+vat; Women E. Kurti price is 2495-2895+vat; Women Lawn Semi Formal price is 5495+vat; Women Long Dress price is 2795+vat; Women Fashion Top price is 995-1695+vat; Women Bolero Top price is 995-2295+vat; Women Casual Shirt price is 1295-1995+vat; Women Evening Top price is 1495+vat; Women Tees Top price is 595-1395+vat; Women Denim Pant price is 1495-1795+vat; Women Plain Bottom price is 1195+vat; Women Palazzo Pant price is 1395-1795+vat; Women T. Pant price is 1295-1495+vat; Women EMB Bottom price is 1695+vat; Women Ethnic Bottom price is 1195+vat; Women Skirt price is 2095-2395+vat; Yellow Beauty For Women price is 1990-9900+vat.

❖ Junior Kids Item

Junior kids' item price is reasonable in any other brand. Junior kids' item price is giving into two quotations. This is giving in both tops and bottom dress for girls and boys. Junior Girls Leggings price is 795+vat; Junior Girls Palazzo price is 1095-1195+vat; Junior girls Twill Bottom price is 1195+vat; Junior Girls Denim Bottom price is 1095+vat; Junior girls Long Dress price is 2395+vat; Junior Girls Ethnic price is 1595-2595+vat ; Junior Girl Knit Fashion Top price is 995+vat; Junior girls Evening Top price is 1195+vat; Junior Girls Western price is 995+vat; Junior Girls Casual Shirt price is 995+vat; Junior Boys Panjabi price is 1095-1795+vat; Junior Boys Polo price is 1395+vat; Junior Boys T-shirt price is 595-795+vat; Junior Boys Casual Shirt price is 1395+vat; Junior Boys Denim price is 1495-1595+vat; Junior Boys Shorts price is 1495+vat.

❖ Kid Item

Kid's product is very much popular in the yellowclothing.net. Basically customer is more interested to buy product in the occasions. These products are reasonable for the customer. Boys Shirt price is 795+vat; Prince Top price is 495-1195+vat; Boys t-Shirt price is 495+vat; Boys Polo Shirt price is 695+vat; Boys Panjabi price is 1095-1795+vat; Boys kabli price is 1695-1795+vat; Prince Set price is 2695-2995+vat; Boys pajama price is 595+vat; Boys Short price is 695-895+vat; Prince Bottom price is 1095+vat; Boys Denim price is 1095-1295+vat; Girls Leggings price is 495+vat; Princess Bottom price is 895+vat; Girls Ethnic price is 995-1195+vat; Girls Dress

price is 795-1395+vat; Princess Top price is 895-2495+vat; Girls T- Shirt price is 595+vat; Princess Night Wear price is 895+vat; Girls Top Dress price is 995+vat.

❖ **P.P.E and Customized Shirt**

Yellowclothing.net is providing P.P.E very reasonable price. It sells P.P.E both in single and bulk quantity. Mask is selling in 30-125+vat; Coverall is selling in 795-1595+vat. Customized shirt is very special in Yellowclothing.net. Sometimes it called the signature items. It gives yellowclothing.net very reasonable price. Customized Shirt price is 2000+ vat.

4.4 Promotion

Yellowclothing.net is advanced the brand everywhere throughout the nation. It is advancing on by SMS showcasing, email promoting, show commercial, facebook boosting. Yellowclothing.net is costing a major bit of cash for the special exercises. From the outset it is boosting on facebook when any new season or new assortment of item is propelling in the site. It surrenders some pop promotion through in the site. For the most part it is giving additional offices to its dedicated client. So SMS showcasing and show notice are giving to the dependable client. Yearly 2 time's yellowclothing.net gives the rebate offer to the client. Clients need to think about the update by the authority facebook page. Next to these yellowclothing.net is refreshing its item include in each season. So client can get another essence of item in each sale.

Chapter -5

Job Insight

5.1 Job Description of Yellowclothing.net

The job that I was offered in the yellow online was the position of intern in the customer service representatives. It was a 3 month intern program. My Intern life has three phases. I work in two places in my three month intern life.

At first I was working product uploading on the web by the back hand of the website. I was first introducing about “shopify” that time. Basically I was working back hand on “shopify” to upload product. At the first week, I was observing the work.

After that I was uploading product in the back hand of “shopify”. Working on that I was learning about the whole process of the online operation. Actually I was working with the two other member who are also working there as an intern. Basically we are working there as an intern. Daily the top of the management give me a target on my task. I try to give best effort to fulfill the target. Actually I was uploading daily around 40-50 items of products.

The first month is going by the product uploading task and part time on customer service. When I have facing some difficulties in my work I was consulting to the senior employee on the organization. They are so helpful to do any of my work quires.

After finishing the product uploading task, I was engaging on the social media operation. It was really a good experience to me. At first the senior intern person was teaching us how to work on the social media operation. Basically I was doing here to replying customer quires message, checking comment box, checking e-mail, checking Instagram. As usual there have 150-200 messages have to come in the message box and a lot of quires have to come in the comment box. In the rush time it was too many quires to manage it. Every day, I was checking it 10 a.m. to 5 p.m. Sometimes I was checking the customer shirt order. To confirm the order I was calling the customer the brief about the order placement.

The third phase of my intern is a customer service representative. It was a good experience to me. Basically it was and communication skill development process. At first I was checking on the customer orders. Then I was calling every customer to confirm the order. Customers are calling about different type of quires. I was cordially answered them and try to give them the proper solution that they are really want to know. I was giving a note for customer quires and try to give the solution in the last part of the day or the following day.

In the rush time there have a lots of quires from the customer. Almost 150-200 customers are calling about their quires. It was really challenging time to manage the customer. But I was trying my level best to fulfill the customer quires.

There have some points of job description:

❖ **Tenure of Employment**

I was utilized as an onsite Intern of the organization for the span of a quarter of a year. I am learning a lot of thing that is really helpful for my future life.

❖ **Working Hours**

Saturday to Thursday: 10:00am -7:00 pm. Only Friday is the weekend.

❖ **Remuneration**

The organization paid a BDT 5,000 month to month during the Internship time frame.

❖ **Work Station**

Actually I was working first month in the Banani office .Then my second destination was in the Mirpur branch.

5.2 Job Specification of Yellowclothing.net

The company was recruiting me into two phases. At the first faces was the screening test over mobile phone. The second phases were the viva test.

At the first my CV was dropping into the particular organization. Then an employee of the HR department organization was taking a viva test within mobile phone. He asked me about myself, hobbies, text book based questions, some technical based questions. I was answered the entire question properly. It was a great experience to me.

At the second phases, there was occurring a viva test. Like other viva test it was the same one. The head of retail sale operation of yellow was taking a viva test to me. He was screening the CV and told me the about the job responsibilities. He was asking me some question about the job qualification. After two day from my viva the company was recruiting me.

Factors about the job specification:

❖ **Qualification**

The HR department is focusing on the education background of my S.S.C, H.S.C and B.B.A. They are qualifying me in to the job based on the reputed University. It is the

strong point to take advantage in the job qualification. Result is one of the biggest parts to qualify in the job. The higher CGPA gainer candidates get the competitive advantage to other average candidates. Yellow HR department is also focusing on the point to recruiting me.

❖ **Skills**

To participate any viva test every candidates should have some communication skills. Actually, Recruiting to me in the organization communication skill measurement was the best side of the job specification. The job responsibility of the job is very lying on candidate skill measurement. They are also focusing on the skill of Ms Word, Excel skills.

❖ **Experience**

As a fresh graduate I was qualifying in this job. I have no job experience but the company recruiting me as a fresh intern. Basically the job is quite easy and affordable so it has no need any experienced person to do the work.

❖ **Training**

The first two weeks I was in the training process. The Operation manager of my department is testing me into the new task every day. Actually it was a practical work in the job duties.

❖ **Responsibilities of the job**

The recruiting on any particular candidate measure on job fit about job responsibilities. Job responsibility is the key work of any employee. As an intern I was understand my job responsibility and try to do it properly. If the job responsibility is properly doing every person can specialized on the job. It is really a good sign for the organization.

❖ **Emotional Characteristic**

I have a bit of emotional characteristics like: self- regulation, motivation, empathy, and patience about the job specification. As a customer service representative there should be a lot of patience, sympathy and motivation characteristics. It really helps to increase the customer inside a good impression.

❖ **Sensory Demand**

Sensory demand is a strong point for the job specification. As an intern, I always try to respond every task very properly. When customer asks me any question that was really a new step for me I always take help for my senior employee. I try to notice any error of my work very carefully so that no wrong activities occur by me.

5.3 Work Flow of Yellowclothing.net

Job workflow of yellowclothing.net is very straight. Basically every job has a big picture of work flow but yellowclothing.net workflow is quite easy. Basically every organization workflow is enforcing from the top of the management to the lower level of the management. In yellowclothing.net, every step of work terminated with very carefully. There have huge responsibilities of the job to the top level of the management. If any error occurs instantly it is floating to the top level of the management.

As an intern, I am doing most of the task. Basically I was treating it as a learning process. Actually my operation manager ordered me for any particular task like: calling any particular customer, checking facebook, and update the task in the master file. After finishing my work I was reporting it to my operation executive. They are providing the final solution to the customer and taking final step for shipping the product to the customer. Actually my position is in the middle of operation manager and operation executive of the organization.



Chapter-6

Recommendation

The site of yellowclothing.net needs to build its web ease of use and as an association it has to develop a superior feeling of interior correspondence and proficient in activity. Each site needs to take better thought in creating easy to use interface. Yellowclothing.net has some weakness on its operation, it needs to gain from all the activities executed and task embraced.

6.1 Effectiveness

There have some recommendation to make yellowclothing.net effective and user friendly to the customer:

- ❖ To guarantee responsiveness and idealness of item conveyance, we may prescribe brands to set up solid and committed dispersion channels.
- ❖ Brands should post their notices on the pages where their clients visit all the more frequently. An exploration to discover the most visited sites is required in such manner.
- ❖ Try to increase the kid's section item to take any easy decision to purchase the product.
- ❖ The size guideline of any particular product is not updating in the website. Customer often confused about the size guideline. So there should be updating the size guideline of all product variants.
- ❖ The Payment option of the website shows a many variant but there have some selective option to the payment. So try to increasing the payment method option or reduce the unnecessary payment option.
- ❖ There have been sometimes taken a long time to updating in the website any product items. So try to respond quickly to update any news or product items in the website.
- ❖ Try to give actual picture of the product in the website because sometimes customer faces problem to unmatched of the actual product and website picture product.

- ❖ 'Yellow' ought to be all the more wide in picking hues.
- ❖ They should utilize increasingly essential hues and make their garments extend somewhat splendid.
- ❖ Shades' of the kids wear ought to be all the more splendid.
- ❖ In any case, yellow should concentrate more on the way of life of Bangladesh with regards to styling.
- ❖ On the off chance that they can present a contemporary look which has both the western and eastern taste then nobody can draw close to Yellow's assortment.

6.2 Efficiency

There have some recommendation for doing the job more efficiently:

- ❖ To get a proper knowledge of the company and how to operate it.
- ❖ The communication between customer service and the distribution channel should be very clear. So it can be very easy to give information to the customer.
- ❖ The communication process into the internal organization should be very clear and straight so that it generates the working process very fast.
- ❖ The delivery process is a bit of lengthy so it should be shortly shipping time to deliver the product.
- ❖ Try to increase the responsive time of social media because most of the customers are try to contact us by social media.
- ❖ To increase the customer service contact number because in rush time there have becoming low responsive to peak all the customer phone calls.
- ❖ Try to respond quickly to the customer phone calls, it could be increasing the satisfaction to the customer mind.

- ❖ Try to solve customer complain as soon as problem. It gains a great initiative to the organization fame.
- ❖ Every day task should be reporting in the operation executive so that they can necessary step to the customer feedback.
- ❖ Every urgent issues of customer should be reporting on the operation executive.

Conclusion

The normal of this investigation has been talked about toward the start of this report. From last not many decades, associations have led business electronically by utilizing an assortment of electronic trade arrangements. In the traditional situation, an association enters the electronic market by building up exchanging accomplice concurrences with retailers or wholesalers of their picking. These understandings may incorporate any things that can't be passive electronically, for example, terms of move, installment instruments, or execution shows. Subsequent to setting up the best possible business connections, an association must pick the segments of their electronic business framework. In this report I have plan the fundamental idea of yellowclothing.net online business, its root and its substitute the point of view of Bangladesh. This report should give a reasonable in site about E-business. My report likewise examines the E-commerce based association I was with. This report calls attention to the streams and just as impressive answer for those progressions of the association. The proposal will support them to improve their site and their activity productive.

References:

- ❖ <https://yellowclothing.net/pages/about-us>
- ❖ <https://yellowclothing.net/pages/delivery-information>
- ❖ <https://yellowclothing.net/pages/exchange-policy>
- ❖ <https://yellowclothing.net/pages/store-locator>