

Shadman Hossain Khan

REDX business development department’s general activities

Report title



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 **Letter of Transmittal**

Date : 10/7/2021

Dr. Abu Zafar MD. Rashed Osman

Associate Professor

School of Business and Economics

United International University.

Subject: **Submission of the Internship Report**

Dear Sir,

It gives me great pleasure to submit my final report on " REDX business development department general activities" which was prepared as a prerequisite for the completion of United International University's BBA Program. This report contains all of the detailed details about my realistic experiences acquired during my internship.

This report is mainly focused on the ‘business development department general activities’ of REDX, I gained a higher range of knowledge despite of having some limitations. Writing this report has been an exciting and great pleasure and an extremely interesting and rewarding experience. It has enabled me to get an insight of that department.

I tried to follow each and every guideline you suggested when working on the report. Working in this has been a very eye-opening experience, and I have thoroughly enjoyed my internship at

Redx.

I owe you a huge debt of gratitude for all of your help with my report. As a result, I'm hoping you'll be kind enough to consider my report and comply as a result.

Sincerely,

Shadmana Hossain Khan.

111 171 023.

**Student’s Declaration**

I, Shadman Hossain Khan of United International University's School of Business and Economics (Management Information System), Bangladesh, declare that the internship report on "REDX business development department general activities " is an original work that has not been submitted for any degree, diploma, title, or recognition.

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**ACKNOWLEDGEMENT**

I want to thank Dr. Abu Zafar MD. Rashed Osman Sir, internship supervisor, who helped me in each phase of my internship. He gave me detailed guidance on how to perfect this report. I was completely encouraged to finalize this paper. He worked hard to convince me of the importance of this study in my efforts to improve my work in the future.

I am also grateful to my department manager MD.Tahminul Huq (Senior Manager), supervisor Jaminul Rahat (Key Account Manager) for helping me to complete the 3-month journey, which is very meaningful, and education and all the other members of the department who helped me. I consulted with them to understand their perception and analytical thinking depth, and from my own viewpoint, I wrote a report based on what I heard. Finally, I wish to thank those who have read and learnt from this report in the future.

I would also like to thank Redx for helping me by giving me the chance to work with them.

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**Executive summary**

Redx Logistics limited has expand their business in whole over Bangladesh in 490+ upazillas still they are expanding their business in the country, they give support to their merchants by delivering their products to the customers in the location where many other logistics don’t have the access. Redx is developing with the technology and improving their business more and more so they can grab as much businesses and clients from all over the country, they mainly concentrate on the business which are facebook based and gives good services to the merchants those who are registered in their database. Redx ensure the 24hrs delivery in Dhaka and within 3days delivery in any place in Bangladesh, and they give all the efforts to fulfill the words. With logistics cargo, they support big companies like:

* Aarong
* Daraz
* Jamuna
* Evaly
* Samsung

And many more giant companies, Redx is already one of the top logistic channel in the country and with the dedication and effort they can become the market leader in logistic business.

**CHAPTER ONE: INTRODUCTION**

## Introduction

Courier service means a service that allows someone to transmit from one point to the other, parcels and packages. It is famous for its speed, safety and tracking service. The courier service is a very reliable form for the online purchase and sale of items and for the delivery of numerous product solutions. In Bangladesh, Evaly, Daraz, pickaboo and e-commerce companies and big retail companies make their online delivery through these courier services successfully deliver their products to customers by courier. With technological advancement, getting deliveries at home or office whether it is grocery or a parcel, has never been easier. It takes one click to get products or food at the doorsteps and this is due to the logistic service providers. The rapid growth in e-Commerce in Bangladesh has been a windfall to local logistics service providers.

In Dhaka, there are approximately 300 companies, of which 111 are members of the Bangladesh Courier Services Association. Round 90% of the market is among the leading suppliers of logistics, while e-commerce giants like Daraz, Chaldal are in-house logistics. The door supply was an overshadowed business, with no one planning to explore it just a few years ago; according to industry executives, the logistics companies earn around Tk 50 lakh a day and employ approximately 10,000 people to supply products.

REDX is Bangladesh's digital e-commerce service provider giving technology support first. With the help of the REDX now it became easier for the companies to delivery their products to their customers without much hassle. The company made it so easy and simple the idea of delivery. With the backing of technology, REDX seeks to help the growing e-commerce sector in Bangladesh. REDX gives Bangladesh's supply service business a completely new speed, with distinct features and a qualified team. The company gives Logistic support 23/7 all over Bangladesh, live monitoring can be done and delivery product right on time. REDX gives the best service experience with better technology thanks to its talented team of engineers. The company is growing each day . REDX trusted partners are Bata, Ajkerdeal, Rangs Group , Lotto, TOP SMES , Daraz , othoba .

Origin of the report

The BBA program aims mainly at creating skilled individuals in the Bangladesh business industry. A person needs know the advantages and drawbacks of that particular field to become skilled in any field. However, only through reading a book can it be attained. There is a difference between the book's mention and the scenario in actual life. In this respect, the BBA program aims to narrow this gap between these two and reinforce BBA's theoretical understanding.

I am delighted to be able to achieve my practical orientation at REDX. This course requires a three-month attachment to an organization followed by a report from the supervisor and approved by the professors. I did my internship at REDX and the company is located at Bir Uttam Mir Shawkat Sarak, Tejgaon Industrial area, Dhaka -1208. My internship journey started on 4 April and ends on 4 July. I was involved here in REDX in Metabase and SAP operation, Responding Queries of the merchants, on boarding the clients. The report is entitled 'REDX General Activities Business Development'

## Objective of the Report

This report aims to get practical understanding about business development department general activities of REDX.  This internship gives, me an opportunity to co-ordinate and evaluate the performance of business development department general activities with knowledge of theory and practice. The fundamental aim of this paper is to learn about business development department general activities of the courier company REDX and how I did my part of the assigned task.

## Specific objectives are

###  Primary objectives

* The primary objective of the study is to complete the partial requirement of the awarding of the BBA degree from the school of Business & Economics, United International University.
* To be acquainted with the background of the Parcel Company, REDX.
* To know more about business development department general activities of REDX**.**
* To know about Meta base and SAP operation
* How to Responding to Queries of the merchants
* How to on boarding the clients
* The objective is to prepare & submit a report on the topic of “REDX business development department general activities”.

The primary purpose of this report is to get an idea about business development department general activities of a courier company, REDX**.**

###  Secondary objectives

* To apply general knowledge in the practical field.
* To be very clear and familiar with the REDX business development department general activities
* To have expressed to the function of Meta base and SAP operation, responding Queries of the merchants, on boarding the clients.
* To a clear scenario of the working hours, the company values and how the employees work under pressure.
* How to handle the whole procedure of delivering the parcels.

## Methodology of the Study

The study is primarily a descriptive and an empirical one. No major statistical analysis and advanced technique was used to reach the findings. Rather logical judgment was used to reach at the conclusions.

I used numerous types of sources to construct this report, such as company brochures, newspapers, etc. I have also received assistance from the Internet on this subject. The staff of the organization informed me in order to compile this report. They also provided me with secret company information.

### Primary sources

• Officials collect of data was done also some customer data was collected.

• Had verbal conversation with the officers.

• Non-formal customer conversation.

• Practical job experience via desk rotation.

• A variety of books, education documents, handbooks, periodicals and periodicals.

Based on my honorable supervisor's supervision, some deductions and additions are made and a final report is drawn up.

###  Secondary Sources

 • Online articles

 • Website

## Scope of the study

The scope of the report was to find the 'REDX General Activities Business Development'.

Area of the Report

The basis area for the report is analyzing the ' General Activities Business Development’ of REDX which is located at Bir Uttam Mir Shawkat Sarak, Tejgaon Industrial Area, Dhaka 1208. I worked on Meta base and SAP operation, Responding Queries of the merchants, on boarding the clients.

Time and Duration

The time of my internship has started 4th April and I was appointed for or three month’s internship programs. There was also a placement of different departments within the time. There I had to work in business development department. It was difficult to collect the information connected to my report because the people of this company so busy with their duty that they cannot be able to give me much time. Here I try to cover the activities, rules, and regulation related to my report.

## Limitation of the study

Although I have finished my internship with the cooperation of REDX, Tejgaon employees, they were quite busy with extreme delivery load. Therefore, they did not provide me such insight. It is not adequate to acquire so much information about the overall time of the internship. They have so much work to complete by many departments for various tasks. As an intern, I work with them using a new desk by changing the working category. I have not experienced that many problems, but because I have been faced with some limitations:

* The information from many different offices and officials was difficult to acquire for task constraints.
* The policies of the company are very secret so that they don't reveal what I needed. Since the officers are too busy with their so they could give me little intention.
* Time two months of merely 3 months, information for the report is not easy to obtain.
* Some thoughts are developed due to the limited knowledge. Perhaps the report contains some mistake.
* There was not appropriate information provided. In addition, the sources were disciplinary.
* During the internship, our performance has in several areas of our inquiry been impaired due to certain inexperience of the company staff due to the absence of guidance for the interns' procedures.
* The study was limited only to REDX. As my interviewees were working people, they had short time by which I had to take out all the information from them which was bit hard to manage.
* Time limits were another problem. It was barely three months that I worked. This time, however, is not sufficient for a full and successful investigation.

Although there are so many constraints, I have tried hard to make them pleased and work hard and to compile the report to such an extent as I can.

## Organizational profile

REDX is the digital e-commerce parcel service provider company of Bangladesh, providing tech-first logistics support. Over 64 districts and more than 490 sub-districts throughout Bangladesh REDX provides the largest logistics system. REDX provides technologically advanced logistics support to Bangladesh's wireless parcel service provider, Bangladesh. REDX is set to give Bangladesh's Delivery Service industry a brand-new pace with its unique features and its talented staffs. REDX is offering the fastest service in Bangladesh. With tech-first logistics solutions, REDX aims at turning Bangladeshi businesses. REDX is equally skilled at providing services for small and medium-sized businesses, major undertakings, and individual courier needs.

For both companies and Individuals, REDX delivers. people can use our services to supply to their friends and family with everything, from product to door, to valuable personal documents and packs. REDX, a one-stop solution that offers state-wide technology logistical support. Not only does REDX ensure the full delivery mileage, but it also provides a few clicks for efficiency, billing, live tracking and other required resources. REDX delivers the best service experience with a brilliant team of engineers powered by advanced technology In order to boost business growth, the fast expansion of the economy of our country demands a dedicated logistics solution. A company stands out if goods are delivered as advertised, and REDX makes it happen, as REDX makes customers happy by giving quick delivery.

As REDX is the first technology logistic for business, the parcel company put emphasis on few sectors. They are,

* Logistic support 24/7 all over Bangladesh
* Live monitoring
* Inside Dhaka 60 taka
* Dhaka Sub urban- 100 taka
* Outside Dhaka- 130 taka
* Next day payment – are direct paid by bank/Bkash in the next day of the successful delivery.

Aside from that they also focuses on:

* Delivery inside Dhaka within 1 day
* Delivery to Dhaka Suburb within 2 days
* Delivery to Thana Level takes 5-7 days
* Same day parcel collection
* Same day/ Express delivery service as needed
* Key Account Management
* Easy logistics experience for customers by giving user friendly and smooth website and apps

**CHAPTER TWO: LITERATURE REVIEW**

## Biography of the Redx logistics limited

Redx logistics limited started in the Year 2020 with many challenges but many hopes as well. The first three months had many triumphs. They blitz-launched RedX across the country in three weeks to serve small entrepreneurs. They had just launched Unicorn (first phase of Mokam) to mark the start of a new era for small neighborhood shops. They worked day and night to fix the fulfillment problems of Reseller and started seeing the best days.
They launched the first Digital Credit product for small entrepreneurs of the country.
Then came the most uncertain time of modern history - outbreak of COVID 19. For a moment, everything was halted and our very existence was threatened along with many
small entrepreneurs' fate. However, they rolled up our sleeves again and faced it head on and
madehistory.
The shining star RedX was born during the most uncertain times of modern history. However, they made one of the most unprecedented victorious strides in the startup world and became the market leader with 13x more daily deliveries in only 5 months. Their pride Mokam faced an existence-threatening ditch just after three months of launch. However, we took the driving seat and finished 2020 with 30x more volume than December last year.
The company constantly looking for new merchant with the help of tele sales there is assigned department who works for the hunting new merchants. Ensuring the doorstep delivery system in whole over Bangladesh, and always seeking the exclusive perfection to make the delivery system better and to stay fit in the logistic competition.

## Vision

The vision of Redx is to gather small entrepreneurs from all over Bangladesh and create a mass field of innovative business, and Redx targets to fill up the delivery needs of those businesses in whole over Bangladesh.

## Mission

Redx does not only gives the best price in the logistic business but also keeps the commitment and trust towards there merchant and believes in the relationship with the merchant. Redx tries to give the solution with the help of technology like Live Tracking System (lTS), gives end-to-end solution for everyone.

## Slogan

The slogan of Redx logistics limited is “Shomogro Bangladesh” Redx delivers more than 490+ upazillas in Bangladesh. As the slogan of the company matchs with the action of the company and still expanding the in Bangladesh.

Strategies of REDX

## Pricing strategy

Redx offers the best competitive pricing solution for the merchants and have the support for the enterprises. The pricing list is given below:

|  |
| --- |
| Inside Dhaka |
| Weight in kilogram(KG) | Amount in taka |
| Upto 1kg | 60 taka |
| 1kg to 2kg | 75 taka |
| 2kg to 3kg | 90 taka |
| 3kg to 4kg | 105 taka |
| 4kg to 5kg | 120 taka |

|  |
| --- |
| City suburbs |
| Weight in kilogram(KG) | Amount in taka |
| Upto 1kg | 100 taka |
| 1kg to 2kg | 115 taka |
| 2kg to 3kg | 130 taka |
| 3kg to 4kg | 145 taka |
| 4kg to 5kg | 160 taka |

|  |
| --- |
| Outside city |
| Weight in kilogram(KG) | Amount in taka |
| Upto 1kg | 130 taka |
| 1kg to 2kg | 160 taka |
| 2kg to 3kg | 190 taka |
| 3kg to 4kg | 220 taka |
| 4kg to 5kg | 250 taka |

## For Enterprise

We have all sizes of vehicles, full truckload or less truckload both options are available, loading and unloading support, shipment tracking with real time updates, and monthly system of invoicing of payments and handling securely the products, we have compensation policy for any unexpected situation. We have enlisted trucks with verified documents we ensure the safety of the products in case of unexpected situation we provide all information to the enterprises about the cargo.

## Promotion

As Redx is e-commerce oriented, it takes the advantage of digital marketing. Redx is trying to create a brand value among the targeted users. Redx uses promotional campaigns to attract new merchants from all over the country and ensures the service to the merchants.

## Farming

Farming is a department in Redx who are dedicated to attract new entrepreneurs and business in seven districts of Bangladesh, and then this department distributes it among the Key account managers (KAM) to handle the merchants according to the company requirements.

Overall divisions in Redx logistics limited

## Business development department

Key account managers plays the main role in business development department, they on-boards new merchants and handles them, takes there complains and solves the problem with the help of operation team.

## Operation team

Operation is directly connected to the field delivery staffs and they keep updates of the hubs and mother hub of the company and keep the log, which is provided by the hub managers.

## Issue resolution team

The issues, which are collected by the key account managers (KAM), are reported to the issue resolution team, they take the responsibility and finds the solution until the product is delivered to the customer.

## Finance department

If Business development team faces any issues with the compensation policy they reports it to the operation team and operation team approaches to the issue resolution team and then issue resolution team approaches for the refund to the finance department with a proper report.

## Farming team

They actually hunt entrepreneurs and attract them to use REDX as there logistics partner. When they on-boards the merchants, they assign them to key account managers (KAM).

# CHAPTER THREE: BUSINESS DEVELOPMENT

##

## Key account managers

The responsibility of key account manager is to give services to the merchant and provide information about the issues they face in delivering the product. The managers ensure the merchants relationship with the company. The commission system is applicable for the mangers when fulfil the target which is given by the top-level managers.

## Key account manager associates

Their duty is to support the key account manager by calling the riders and hub mangers to ensure the delivery in time. They are also responsible to upload CSV file in the RedX database.

## Issue resolution team

The issue resolution team takes the issues, which are raised by the key account managers, key account manager associates and interns IR team ensure checks the problem until the last stage. The main issues, which are checked by IR team, are given below:

* Delay delivery: KAM and KAM associates raise the issue of delay delivery and then they give it to the IR team to solve the problem.
* Refund: When the parcel gets delay for Redx fault, they give refund to the merchants and gives the compensation to the merchant.
* Lost/damage: Lost or damage product is checked by the IR team physically and gives the compensation to the merchant.
* Misbehave: RedX is very sincere about the misbehave of the rider, IR team takes action whoever do misbehave with the merchant or customer.
* Tech fault: As RedX is dependent on technology, it may be faulty sometimes, like money sometimes is not updated in the APPS. IR teams resolves it if this kind of issues are faced.

## Things I learned from my internship

This 3-month internship program held to gain and develop practical skills and knowledge.
I already developed myself effectively in last 2 months. I have become more professional
now. During this internship my supervisor and other employee helped me a lot to learn new
things. The skills and knowledge I have gain during my internship period is given bellow:

* Proper time management: The work pressure was very much and I learned how to prioritize the important work first.
* Meta base and SAP Operating:RedX Coordination’s Restricted with it possess special dashboard “Meta base and SAP” gives the finest client conveyance involvement inside a brief period. “Meta base and SAP” may be a profoundly effective dashboard that can supply moment conveyance overhaul of the clients keeping all the bits of knowledge and records of Deliverers counting installment. It could be a one-of-a-kind computer program that is connected with the shipper accounts. Indeed, with this program, I can create receipt numbers and clear out the installments from theirs. I have effectively worked on this computer program all through the internship period.
* Learned to work under pressure:In RedX there are many of their merchants daily to get the service of csv file to upload in our database. Sometime several merchants come at a time and it create pressure. I had to handle all of them. Through this, I learned how to work under pressure.
* Improved communication skill:
During my university study I learn so many things that how can improve communication
skills. In addition, in this internship period I experienced this thing. Through communicate with the merchants, customers and the employees of the organization I improved my communication skills.
* Ability to work under pressure:As I am working in biggest courier service in Bangladesh RedX, here every day so many
customers are coming at a time. I had to serve them at a time and did there all task at a time which was to handle. Sometimes it became tough to handle a large number of customers at a time. I leant to handle them and leant to work under pressure.

**CHAPTER FOUR: CONCLUSION AND RECOMMENDATIONS**

## Conclusion

This report is a detailed overview of my internship journey at RedX Logistics Limited. During, my Internship I have learned a lot about database and its different applications. I have
known about the workflow of a logistics company along with the functions the department
performs. I have learned to work in a corporate space, which not only enriched me
professionally but also helped me grow personally as well. Redx is a new company as they growing soon they will be the market leader; the top-level managers are very helpful. In the report, I have explained about what I have learned during my internship period and explained my responsibilities.

## Recommendations

As Redx is new to the business, they have many scopes to improve their business before it is too late, they have to concentrate more on their hub and hub managers, and they have to train the hub manager to improve the warehouse management. Some of their riders are very unprofessional with proper guidance they can ensure good quality in delivering products. The top- level managers are foreigners, which creates a communication gap between the employees, and it effects the operation. If Redx overcome this problem, they can achieve many more and can become the market leader.

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