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# **Marketing Strategies and Business Model Used to Empower the Local Craftsmen by Daraz Bangladesh**

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Date: 3<sup>rd</sup> November, 2021

# Declaration

I hereby declare that,

- The internship report submitted is my original work while completing BBA degree at United International University
- This report never has been, and never will be reproduced for any other BBA course or any other purpose
- This report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
- I have acknowledged all of the main sources of help.

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# Letter of Transmittal

November 3<sup>rd</sup>, 2021

Muhammad Rehan Masoom  
Assistant Professor  
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**Subject: Submission of Intern Report.**

Dear Sir,

I am proposing my research topic of internship on “Marketing Strategies and Business Model Used to Empower the Local Craftsmen by Daraz”. With due gratefulness and admiration, I have prepared a proposal for my topic based on the practical situation in the organization; I am still at the learning stage to propose an overview of the organization and hoping to get a clear understanding at the end of my internship.

I have gotten the chance to experience what life is like in the corporate world and all in all, it is a fantastic learning experience. Thank you for being there as a support whenever I needed it. It was a challenge in completing and compiling this report this report and I hope I have fulfilled your hopes and expectations.

Sincerely

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Sami Rezwana  
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## Acknowledgements

I begin by expressing my gratitude to almighty Allah for the opportunity to find this internship and for the ability to finish this internship report. Then I would love to express my sincere and immense gratitude to everyone who contributed toward preparing and making this study successful. My deepest appreciation and special thanks go to the School of Business and Economics of United International University, Dhaka for providing me an opportunity to come closer to the real world and help me in enriching my knowledge. I also express my warmth, gratitude and cordial thanks to Tanzila Rahamn (Head of CSR & Sustainable Development Department) and all other employees of Daraz Bangladesh, for their generous cooperation and valuable suggestions within the preparation of this report. It was not easy to fit in a situation that I had never been in for an orientation; It was a completely new environment to work in and moreover to work for the underprivileged people of this country was absolutely an experience to remember. Finally, a silent flow of gratitude is for my most adorned parents whose blessing is always with me in this windy world. Thank you from the bottom of my heart.

## Abstract

Bangladesh as a country has a vast history of cultural pride and craftsmanship. But, due to globalization and cross border business opportunities the local businesses have been pushed aside and due to that the local craftsmen are leaving their ancestral skills of work and moving to more generic professions. To revive and empower these craftsmen Daraz Bangladesh has initiated a program called “Social Enterprise” under their CSR & Sustainable Department also known as Amar Daraz. The social enterprise of Amar Daraz focuses on sustainable development of the local sellers and their goods. These new sellers mostly sell goods that are locally produced, which helps the local market with the ensurity to keep our heritage and craftsmanship intacted. This research aims to find out the marketing strategies and business models that are used by Daraz. This study will be based on the external and internal resources of Daraz and the data will be analyzed through SPSS/Excel.

## **Introduction**

### ***1.1 Background of this study:***

Marketing Strategy is a business' overall game-plan for reaching individuals and transforming them into customers of the thing or administration that the business provides. The marketing arrangement of a company contains the company's value suggestion, key marketing messages, information on the target customer and other abnormal state parts. The marketing technique lights up the marketing plan, which is a record that spreads out the sorts and timing of marketing activities. (Amin, 2019, 8). Daraz Bangladesh with their CSR & Sustainable Development department focusing on developing the small and medium local craftsmen who are largely overlooked due to the big players. The local craftsmen that Daraz Bangladesh is working with handicrafts goods that are produced locally and all the supplies come from local vendors and manufacturers. Some of the sellers are continuing their family business that began many years ago.

During this research, the researcher has worked closely with the designated team in Daraz Bangladesh to overview this project of how to bring more focus to the local craftsmen. Here in this study, we will be looking over the strategies and business model that is used to provide a platform for the medium and small craftsmen

### ***1.2 Significance of this study:***

The study will be based on various factors of marketing strategy and business plan that is used by Daraz Bangladesh. These factors will be termed as independent variables and the dependent variable will be the success of the empowerment progress of the local craftsmen. Any negative significance of the study will be shown in the report if found by the researcher. This research is solely based on finding the strategies used by Daraz Bangladesh and if those strategies are useful or not in the long run to place the local craftsmen on a visible platform. If found useful similar strategies can be used to take more initiative to work with the local craftsmen.

### ***1.3 Purpose of this study:***

The purpose of this study is to find whether the strategies used by Daraz Bangladesh is actually effective. With all the independent and dependent variables analyzed, it is to verify and find out the feasibility and success rate of such initiative. Many studies have been conducted in foreign countries regarding such initiatives to empower their local craftsmen but not many have been found that focused on Bangladeshi craftsmen. So, this study is to help people in future to inspire more studies in this topic.

### ***1.4 Objectives:***

#### ***1.4.1 General Objective***

The general objective for this research is to find out the strategies used by Daraz Bangladesh to empower the local craftsmen in order to save the local artistry and young entrepreneurs who are pursuing their career in handicrafts. This research will be done over the 90 days of internship period in Daraz Bangladesh.

#### *1.4.2 Specific Objective*

- learning Daraz Bangladesh's impact of cause marketing strategy for Social Enterprise
- In depth analysis of such strategies for local craftsmen
- Identifying problems behind initiating such strategies
- Conduct interviews to gather information and interpret it.
- To figure out the whole process of operation



## Company Profile

Launched in 2012, Daraz is South Asia's premier online shopping marketplace with an active presence in Pakistan, Bangladesh, Sri Lanka, Myanmar and Nepal.

Supported by a wide range of tailored marketing, data, and service solutions, Daraz has 30,000 sellers and 500 brands and serves 5 million consumers across the region.

Daraz has more than 2.5 million products to offer, growing at a very fast pace. Daraz offers a diverse assortment in categories ranging from consumer electronics to household goods, beauty, fashion, sports equipment, and groceries. Daraz is focused on providing an excellent customer experience, ease-of-purchase, comprehensive customer care and a hassle-free shopping and returns experience.

Daraz was acquired by Alibaba Group in May 2018.

Daraz Bangladesh Limited is the pioneer of E-Commerce industry in Bangladesh which is a sister concern of Alibaba Group. In 2013 Daraz Bangladesh Limited has begun its operation in Bangladesh. It is quickly developing and reinforcing number one situation in every one of the business sectors. Daraz Bangladesh Limited has a youthful, dynamic and enterprising group.

Daraz Bangladesh Limited is eager to bring innovative web ideas to the quick creating Bangladeshi market. Presently Daraz is extending its exercises in Bangladesh. In any case, Bangladesh is an agricultural nation with huge possibilities. It is a remarkable spot to place assets into. Regardless, the world is forcing; Bangladesh is in like manner tolerating conditions for what they are. These days' correspondence has wound up very speedy due to the immense difference in web, for that business is getting more profitable through it. All the current the business division is being benefited by it. Moreover, considering the vast change and expansion that the internet offers another fragment has created, "online business". Web based business or electronic exchange isn't another thought; it has been around for more than 10 years. In the past it was only the beginning of E-business and now it has been fanned out all through the world. It says that assuming you are not on the web, you have no place. Nevertheless, presently it has been created and with the help of globalization and sweeping the web, it has gone into our country as well. Daraz Bangladesh Limited is one of those associations; Daraz is an online shopping place where people can shop the hardware things, man-ladies and children design, home and living items, machineries, PC items, magnificence and wellbeing, sports and wellness and a lot more in Bangladesh and have them dispatched directly to their home or office at whatever point the circumstance is ideal.

Daraz offers free returns and diverse portion decisions including cash down. With moderate expenses and unbelievable things, Daraz allows

its customer to like a bewildering shopping information with their solicitation sent directly to their doorstep. They are persistently stretching out their thing reach to fuse the latest gadgets, structure styles and new classes. Bangladesh has a colossal group which pull in a ton of supporters to offer their things. Be that as it might, considering nonattendance of progress, Bangladeshi individuals actually need different most ongoing workplaces the forefront world offers. An immense portion of the Bangladeshi people doesn't have the haziest idea in regards to the utilization of the web which is changing into a test for the online promoters. Bangladesh Government is trying to give web all through the country, which will connect with the progression of the web business industry of Bangladesh. From the most punctual beginning stage,

web business zone is impacting every day and little by little it is spreading its wings. Daraz was impelled in late September 2013 and it's changing into the essential web strip shopping center for Bangladesh. Here, in Bangladesh, people just contemplated Amazon's arrangement of activity where customers meet traders and trade stock. Daraz showed the Amazon's arrangement of activity in Bangladesh. Daraz is one of the numerous endeavors of

Rocket Internet GmbH in Bangladesh. They try to take after the persuading web meanders from other imaginative associations and recreate their procedure in making markets. Daraz Bangladesh Limited is totally giving B2C sort on offering which no other E-Commerce spellbind does in Bangladesh. It began another time in online business industry in Bangladesh. Daraz Online Shopping is a commercial center where purchasers and dealers meet. Daraz gives bigger choice of items to its clients. From Fashion to General Merchandising everything is accessible on Daraz Website. Clients can visit their site [www.daraz.com.bd](http://www.daraz.com.bd) and pick their ideal items with no issue and items will be conveyed inside a couple of days. Daraz has figured out their items under 2 principle classifications Fashion and GM (General Marketing). Clients can discover attractive items under the accompanying classes:

- Men's Fashion
- Ladies' Fashion
- Mobiles and Tablets
- Television, Audio and Gaming
- Machines
- Processing
- Magnificence and Health
- Home and Living
- Sports and Fitness

Daraz continually continue to change their classifications and product offerings to satisfy client needs. Additionally, clients can utilize their cards to pay while riders will convey items. Riders will have a card swiping machine with them in the event that clients need to pay via card. For some issue Daraz doesn't offer buying on the web. For this reason, Daraz is feeling the loss of certain orders. Daraz likewise offers 7 days merchandise exchange. Under a few conditions' clients can return items and get back cash. (Daraz Bangladesh, 2015)

### ***2.1 Missions of Daraz Bangladesh limited***

- To give a pleasant shopping experience to Consumers and to become along with its Sellers
- It will keep assembling a tremendous faithful client base by having the broadest choice of items, unparalleled costs, 100% solid satisfaction and steady spotlight on client experience.
- For its Sellers, it will keep on offering a separated benefit added administrations to help adaptability, development and incorporated business arrangements.
- Daraz Bangladesh will accomplish the mission by zeroing in on their fundamental beliefs and employing, instructing and holding the best individuals in the business through a solid organization culture.
- Daraz Bangladesh is focused on a solid ESG program and making long haul development also, open positions in the entirety of our business sectors by spearheading the web-based business improvement.

### ***2.2 Vision of Daraz Bangladesh Limited***

"To be the most dependable marketplace and offering the best administrations to its clients: Consumers and merchants"

### ***2.3 Objective of Daraz Bangladesh Limited***

The destinations of Daraz Bangladesh are to arrive at wherever in Bangladesh to get the most piece of the overall industry, give each vital item to its shoppers and incorporate generally critical brands and vendors in Bangladesh.

### ***2.4 Slogan of Daraz Bangladesh Limited***

“Happy Shopping”

### ***2.5 Major Departments of Daraz Bangladesh Limited***

Dependent upon the size each organization needs some sort of progressive construction to run the activity appropriately. Without having the appropriate authoritative departments, it turns out to be extreme for the organization to execute operational procedures and accomplish the objective. Daraz is a worldwide association and to run its activity effectively they have some dedicated division with the right kind of people. The genuine agencies of Daraz Bangladesh are given below,

- Marketing
- Operations
- IT
- Finance
- Customer Service
- Administration
- Issue & Resolution
- Public Relation
- Graphic & Design
- Sales & Account Management
- Human Resources & Communication
- Business Development (GM & Fashion)
- Category Management
- Onsite & Content Management

## Job Description

As I was under Operations Department, consequently my major concentration was with respect to this division. As my position as an Intern was “Strategy and Planning” and mainly I worked under Procurement Manager, my role was significant to all the departments available, especially with the departments named Marketing, Operations, IT, Customer Service, Public Relation, Sales & Account Management, Business Development, etc. The Job Description of my internship during that 3 months of time period is given below

### ***3.1 Responsibilities***

During my Internship period in Daraz Bangladesh I had to perform several tasks assigned by my line manager. Some of the regular duties I have performed during this period is given below,

#### *3.1.1 Looking for Seller*

One of the major responsibilities was to find local craftsmen who sell handicrafts items for their business and I had to find them through various social media pages. Sometimes, I had to use my personal networking to find such sellers and convince them to become an official seller on the Daraz platform. The main process was to make cold calls to such sellers and talk with them.

#### *3.1.2 Collecting Documents of Sellers*

After confirming their interest in becoming an official Daraz Seller I had to collect documents from them for enlistments. Documents such as NID, Bank cheque were required to open a seller ID. By collecting them I would pass those documents to the acquisition team to finish the enlistment process.

#### *3.1.3 Query Management of Sellers*

The sellers upon entering the platform had various questions about the process and how to sell their respective product items. I had to arrange training for them to make it easier to sell. Also, to answer any of their confusion regarding the documentation was part of the responsibilities.

#### *3.1.4 Campaign Planning*

As I worked in the CSR & Sustainable Development Department I also had to plan different campaigns for humanitarian works at various times. I have worked to plan the launching campaign of Social Enterprise as well as many other campaigns such as Shopner Dokan, Amar Dawat etc.

#### *3.1.5 Research Work regarding NGO*

The part responsibilities of working in the CSR Department is to work with several NGOs. For performing social responsibilities we need to collaborate with several NGOs to get the work

done. Contacting them regularly and maintaining a relationship with such organizations was a mandatory part of the job.

### *3.1.6 Managing Social Enterprise Page*

The Social Enterprise page on the Daraz website is new and needs a lot of development work. I have worked with other executives to develop the framework of the page and to make it more user friendly. Also, analyzing the page's performance and taking necessary actions was part of the responsibilities as well.

## Literature Review

Undoubtedly, there is an intense need of economic empowerment to the emerging economies and the fashion sector is a very viable solution for it but in this race the traditional fashion communities are losing their historical glory as they are left with a very small market share or often skewed consumers. Expansion of offshore companies and diversified business groups established monopolies even in the most emerging economies. Moreover, outspread of online-shopping and over-global shipping possibilities introduced a new purchasing experience, where customers can contact direct source, without correspondence to local suppliers. It's, in turn, influenced customer choice making and dislocated balance between global and local business communities. In our understanding it could be defined as a community of people often to be classified as small and medium size enterprises producing local products with a profound sense of traditional aesthetics very unique is its formation. We identified that the local fashion community belongs to the small and medium scale enterprises sector of these countries and hold a very important part in development of emergent economies. Small and medium-size enterprises are a very heterogeneous group which includes a wide variety of firms – village handicraft makers, small machine shops, restaurants, and computer software firms – that possess a wide range of sophistication and skills, and operate in very different markets and social environments. With the growing consumer demand in both the countries and simultaneous entries of foreign mass market giants the task becomes quite competitive to achieve a right spot in both domestic and international markets. We also conclude that there is a need for systematic management in terms of design and production to be implied in these communities in order to increase their presence in the market. The opening of trade policies in the countries have raised a serious threat as the consumer today is essentially price-sensitive and when has more options in a lower price range is automatically attracted. Skilling of labor and producing better quantity and quality of the products could be considered as key factors for increasing revenue. There is fierce competition from imported second-hand clothing, mostly through illegal routes, and imports from cheaper sources due to trade liberalization. The communities in general do not have much awareness of the new schemes and generally find it difficult to approach the banks for finances or loans. If the governments of the respective countries intervene and acknowledge the traditional art and craftsmanship, it shall be a great step in saving these communities from a tough time ahead due to globalization. (Khurana & Ryabchikova, 2018). The role of government, academia, and society / NGOs is still very low on the batik business activities in the area of research on all the activities of the respondents. Therefore, the government is expected to play a greater role in the future on all batik business activity small scale, in order to improve the welfare of both economic and non-economic. The role of academics, community / NGO which is still very low in all business activities of small-scale batik needs to be improved so that the capacity of the small-scale batik is able to increase production. The role of academics / NGOs expected of small industrial entrepreneurs is to create new technologies to increase production capacity and efficiency. In addition, the need for guidance and counseling of production management, financial management and waste handling in-process of batik-making in the area of research. (Widiana et al., 2014) Because in the ever-changing world economy, where the temptation of mass, fast-paced development and economic lure are hard to withstand by smaller societies, an indigenous society needs to adopt an effective modern mechanism. In this case such a mechanism was introduced by the outside source of young designers to balance a community's age old cultural identity with modern marketing demands. In doing so, it shows how society can start to develop in a sustainable manner and how a culture's identity can be retrieved, respected, valued, and even elevated. (CHUENRUDEEMOL et al., 2012). The facts detailed out that members of self-help groups who are engaged in micro economic activities are not free from

constraints and hassles of marketing their products. The case of pottery and terracotta artists as members of self help groups is an illustration of what problems can arise for micro enterprises in general when they are in search of markets for their products. (Dhar & Sarkar, 2013)

### ***3.1 Marketing Strategies***

The marketing strategies adopted can be classified into two groups: direct and indirect. The informants adopted direct marketing strategies by associating directly with consumers, without using intermediaries. When adopting this marketing strategy, the Craftsmen either communicate directly with their clients, or use information technology facilities such as mobile (short message services) and Internet (email) networks. The price of handicraft products is higher when direct marketing is used, rather than indirect marketing. In the case of the Purbalingga Wetan informants' experience of direct marketing strategies, they tended to be contacted or approached directly by consumers who needed their products to use as gifts or souvenirs for specific events. Craftsmen have more bargaining power when using direct marketing strategies. The transactions always involve bargaining between consumers and producers, until a price is agreed upon mutually. If the volume of orders increases, then the craftsmen can reduce the prices of their wares. They will lower their prices while ensuring that the transaction is still profitable. Cash is used for payments when direct marketing is used. (Dumasari et al., 2020)

### ***3.2 Cultural Behavior regarding Handicrafts***

The enriched cultural history of Bangladesh goes back a thousand years. The ancient Silk Route starting from China to Mediterranean Sea was the center of cultural interaction and political and economic development for centuries. Bangladesh was at the core of the route and cultural exchange (Vadime 2001). The history tells about our heritage, our cultural festivals, our arts and especially, the beautiful crafts of Bangladeshi artisans. The handicrafts of Bangladesh were famous all over the world in Mughal era; most famous were handmade dresses (Muslin and Jamdani), Nakshikantha, folk arts and ornaments. (Siddique & Jahan, 2017)

### ***3.3 Impact of Initiative***

The main impact to find out in this research is to revive the business of the local products and the craftsmen. To figure out the economic benefits of this initiative that can help the local businessmen as well as can help the economy of the country by utilizing the local resource. By bringing these craftsmen and sellers into the light specially the middle and small enterprises will surely develop a sustainable source of income that will help reduce the unemployment issues as well. In the shadow of the big players of the market, these craftsmen are to be noticed in a platform where they will collectively improve together.

### ***3.4 Theoretical Framework***

The theoretical framework of the study focuses on how Daraz Bangladesh is using cause marketing strategy for the empowerment of the local craftsmen.

As social and environmental problems are rapidly increasing, social responsibility is increasingly being more important. Now, worldwide profit and nonprofit organizations such as Red Cross Society are paying more attention to differentiate or improve their brands as well as the level of participation by cause marketing. (Soltani et al., 2019, 92-102)

Also, the independent variables mentioned in the figure are extracted from the literature review as well. In this analytical model, Marketing Strategies. History of Bangladeshi Handicrafts and Impact of the initiative. ( CSR & e commerce related theory)

### 3.4 Analytical Model

An Analytical model is a graphical representation of visualizing how some independent factors or variables can influence a dependent variable and the relationship among them to interpret the final goal the researcher is trying to achieve. In this study, we have come up with a graphical model to show some independent variables like marketing strategies, history of Bangladeshi handicrafts and the impact of initiative to see how our dependent variable which is empowerment of the local craftsmen is affected or related.

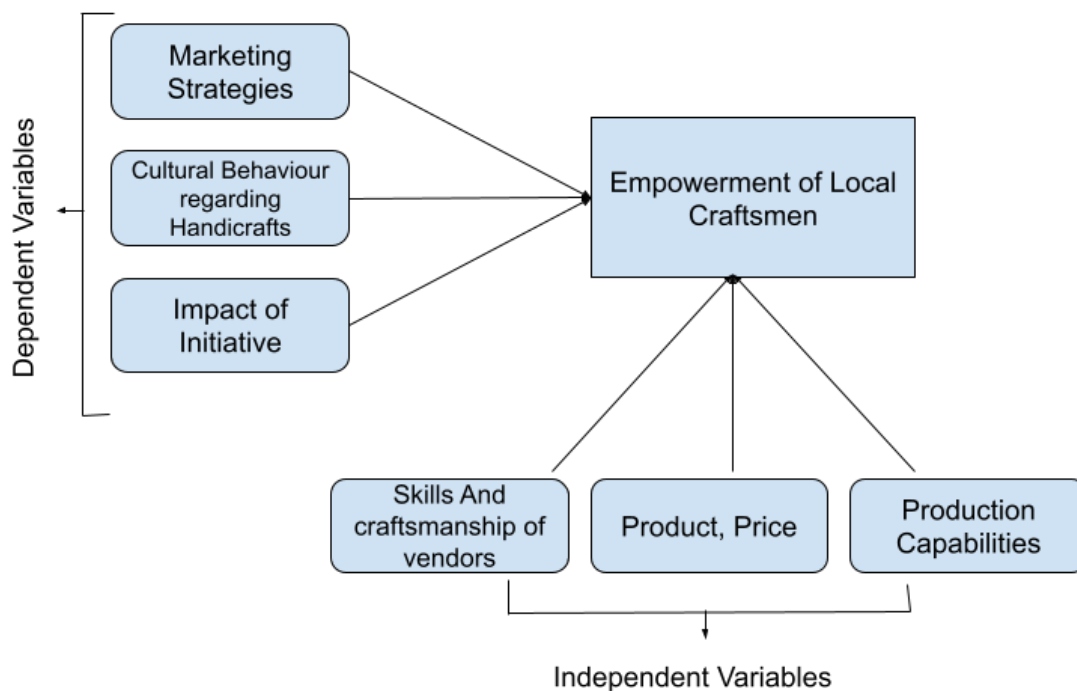


Figure 1: Analytical model of Study (Developed by the Researcher)

### 4.5 Research Questions



- How cause marketing strategies be used to empower the local craftsmen?
- What kind of problem Daraz is facing in bringing local craftsmen to an online platform?
- How does such an initiative empower the local craftsmen?

## **4.6 Hypothesis**

- H1: Marketing Strategies can positively influence brand recognition.
- H2: Cultural behaviour of Bangladeshi people can influence to purchase
- H3: The impact of such initiative can influence to empower local craftsmen

### **4.6.1 Description of Hypothesis**

H1: The marketing strategy Daraz uses is Cause marketing, the hypothesis is that it is affecting the brand in a positive way as well improving the lives of local craftsmen.

H2: The attraction regarding local handmade products can influence Bangladeshi people in their purchase decision.

H3: Initiative like this can attract and influence for craftsmen to commercialize their product in a larger scale

## Methodology

### ***4.1 Data Collection***

The study consists of primary and secondary data that are analyzed with the gathered information through various sources. Both primary and secondary data are required to complete the study. The most important knowledge is interviews, studies, and optional materials.

Also, Reports, books, newspaper posts, journals, brochures, and websites are only some of the examples.

**Primary Data:** To learn more about the project Daraz Bangladesh is working on I have conducted several interviews of different positions who are working with this project and tried to reflect their view of the project.

The primary data of this report are:

- Direct interview of senior principal officer or manager of Daraz Bangladesh.
- Direct question to the officers of CSR & Sustainable Development.
- On the job experience while performing different task throughout the internship period
- On field experience gained from participating different campaigns

**Secondary Data:**

The secondary data collected from the following sources:

- Website of Daraz Bangladesh
- Different online journal & articles
- Several newspaper articles
- Different project papers and studies done in different countries regarding local craftsmen.

### ***4.2 Limitation of The Study***

This research paper is my first realistic assignment outside of the course curriculum. As a full time student who is only one stage away from completing my formal studies and not having much experience in the practical life, the practical success in the formal stages becomes challenging before completing the institutional experience. As a result, I am significantly limited in my ability to complete this report due to a lack of proper practical knowledge.

Besides above have to face some other limitations are:

- Time is a serious constraint in this study based on the intensity of the topic
- Various confidential information, forms, reports were not disclosed due to company policy.
- Some strategies used by Daraz are not allowed to make public.
- Having trouble managing the workload due to assigned tasks from the organization as well as to write the whole report.

#### ***4.7 Independent & Dependent Variables***

The independent variables in this study are Skills and Craftsmanship of Vendors, Product and the price of their product and Production capabilities which means how much volume they are able to produce. The Dependent variables are marketing strategies, cultural behavior regarding handicrafts and impact of initiative. These both independent and dependent variables are responsible for the empowerment of the local craftsmen that Daraz is trying to achieve.

## Findings and Interpretation

### 5.1 Findings

The findings of this study is based on several interviews taken through google form. The interviews were conducted with Executives, Sr. Executives and the head of CSR & Sustainable Development Department of Daraz Bangladesh.

#### 5.1.1 Demographic Factors

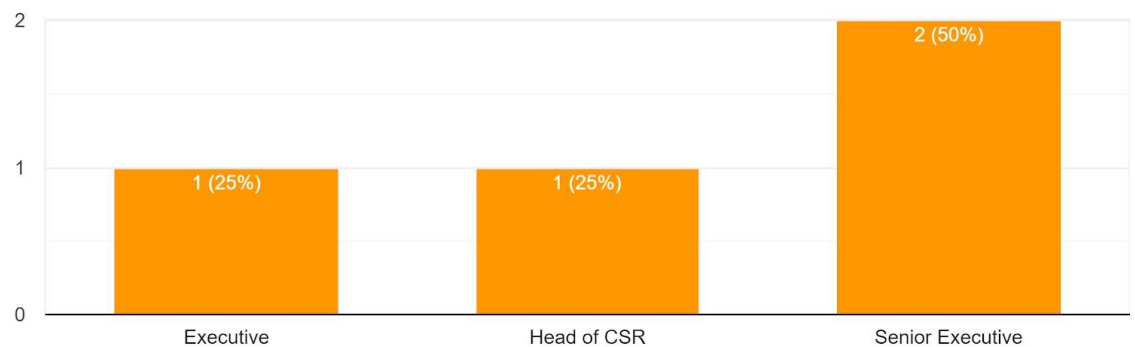
- **Company:** The companies selected were Daraz Bangladesh and others (NGOs and other organizations). 100% of the respondents were from Daraz, Bangladesh.

Company  
4 responses



- **Designation:** There were 2 Sr. Executive responding to the survey with one executive and the head of CSR & Sustainable Department.

Designation  
4 responses



### 5.1.2 Responses of Interview

**Q: Why do you think Daraz is using cause marketing strategy to revive the local craftsman?**

Name	Designation	Answer
Rubaiyat Tabassum	Senior Executive	I believe Bangladesh has many local craft goods that require more attention to create a good market for those. Daraz is using this strategy to revive the craftsmanship and to reach each customer of the country.
Md. Iftexhar Bin Elias Sakib	Executive	Daraz wants exposure to local handmade products and they reduce hustle for craftsmen.
Mashiur Rahman	Senior Executive	As a corporate social responsibilities of Daraz, they are trying to revive the once popular market by using their resource which their largest e platform in Bangladesh
Tanzila Rahman	Head of CSR	In my opinion Bangladesh has a huge potential in local craft goods and to grow this sector it will require more attention. Daraz is following this strategy to enlarge the craftsmanship market by reaching to each customer of the country.

**Q: How is Daraz planning to initiate this project of reviving their local business**

Name	Designation	Answer
Rubaiyat Tabassum	Senior Executive	Daraz would like to highlight these sellers more to its customer base. The company would like to raise awareness about the local goods that are available on Daraz.
Md. Iftexhar Bin Elias Sakib	Executive	They are planning to onboard as a seller and this product will be shown as a new separate category. in this way it gets exposure.
Mashiur Rahman	Senior Executive	Already becoming largest e-selling platform Daraz is trying to provide diversified product categories to their customers

Tanzila Rahman	Head of CSR	Daraz is focusing on highlighting these sellers to the customers. The company would like to raise awareness about the local goods that are available on Daraz.
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**Q: What problems Daraz is facing to provide them an online platform to grow their business?**

Name	Designation	Answer
Rubaiyat Tabassum	Senior Executive	Lack of knowledge about the online business of these local sellers is a great obstacle faced by Daraz. However, they are already working on it by providing necessary training and assistance.
Md. Iftexhar Bin Elias Sakib	Executive	Cultural behavior issues that make it confusing to deal with new technologies and processes.
Mashiur Rahman	Senior Executive	To make them understand the process and feasibility of the initiative that can help their business grow. Also, technological barriers are one of the biggest reasons for older people who are the masters of those crafts.
Tanzila Rahman	Head of CSR	The sellers not having proper information about online business and how it works is the biggest problem faced by Daraz. However, they are already working on it by providing necessary training and assistance.

**Q: How do you think this initiative taken by Daraz will impact the craftsmen?**

Name	Designation	Answer
Rubaiyat Tabassum	Senior Executive	In the long run, this will impact a lot. This will help many young entrepreneurs to start working with local crafts. Thus, it will create employment. Moreover, more attention will be drawn on this sector which will eventually help this sector flourish.
Md. Iftexhar Bin Elias Sakib	Executive	I think it will be easy for them because it will be less hustle for them and their sales will increase.

Mashiur Rahman	Senior Executive	This will surely increase employment and people can run their ancestral business with the right sales which will make them financially stable..
Tanzila Rahman	Head of CSR	By providing a platform in the new era of business they can surely flourish their business as well as make the business sustainable in the long run which is going to preserve the cultural essence of our country.

## 5.2 Analysis

Based on the interview of the team that is conducting this project the one it is clear that the whole initiative is taking place to bring back the century old market of Bangladesh. Some more clarification is given below:

1. The main purpose of following cause marketing strategy is to achieve the dual goal of a company. One is to increase profitability and another is to improve the quality of the society as a whole. Now, Daraz has the biggest selling platform in our country. As the new era of e-business has begun to unfold there are no other ways more effective than to bring as many sellers as possible to grow their business. By taking this initiative Daraz is now providing a platform to those who are often neglected and can't expose themselves to a broader market thus making their business difficult to grow. With that intention they are bettering the society condition which is one of the conditions of cause marketing. Also, bringing such a type of seller adds value to the brand by providing varieties of product to the customers which Daraz promises.
2. Daraz by highlighting these local craftsmen to a huge bunch of customers can surely be impactful for the main intention of the project. The company would like to raise awareness about the local goods that are available on Daraz. People nowadays are getting more and more attracted to handmade products as they used to see such products available in their earlier days and slowly it started to vanish and by making sure that the availability of products can be effective as Daraz is trying to provide those craftsmen a platform to sell.
3. The problem that has been raised is the lack of knowledge of the technology. Craftsmen who make handmade products usually come from the rural side of the country. On top of that, these craftsmen are mostly aged people who have little access to the internet and technologies of modern times. So, making them understand the feasibility of this initiative has been a challenge. But the bright side is, As per one of the respondents named Rubayat Tabassum, "They are already working on it by providing necessary training and assistance."
4. The initiative taken by Daraz is expected to be impactful towards the society. By having a platform this big they can create employment and grow their business. On the other hand, seeing such progress on the local craftsmen people will be more interested to focus their attention on such business. This focus can bring in more ideas and more people to the business. So, the local crafts will be revived once again and they are expected to be exported out of the country as well. A nice cultural blend is expected to happen due to such initiative.

## **Managerial Recommendation**

There are a couple of observations that need to be mentioned for the management of Daraz Bangladesh. These observations are completely based on the researcher's analysis of the project having to work for this project for 90 Days of internship period and the later research

- To make this project more feasible, there should be fieldwork to find out the best possible craftsmen and to ensure the quality of the goods that will be sold.
- Training should be conducted on a regular basis for the seller in person so that they can understand this new way of selling to the market.
- The commission policy of Daraz needs to be revised for this specific project's sellers. So, that they can be more attracted to bringing in their products.
- The number of NGOs that are involved in this project (based on the research of their landing page) needs to be increased so that they can bring in more sellers to the platform.
- Regular query management should be done with the sellers by the customer service to ensure the quality of the products.



## Conclusion

In the era of globalization, cultures have crossed borders and people are experiencing new things every day from different cultures but in this process many countries are losing their own identity. The heritage and history of that country are now in doubt due to this massive overhaul of cultures. Globalization is always welcome, it lets people experience new things but when a country loses its focus from its own heritage and history the country loses the most valuable asset. So, no matter what the local products and local craftsmen are to be prioritized in terms of development without any doubt. Now, we are digitized. We need to find modern ways to bring our own people in the light, breaking all possible boundaries and prosper toward a better nation with our own heritage and culture as well as the newly adopted ones.

This study is to find how much Daraz Bangladesh is being that effective to communicate with those local craftsmen and bring them in the limelight, to empower them as well as the economy of the country.

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