**A**

**Study**

**On**

Digital marketing: The foundation of marketing strategy in Daraz Bangladesh



Digital marketing: The foundation of marketing strategy in Daraz Bangladesh

Submitted to:

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Trimester: Summer 2021

 **School of Business and Economics** **United International University
Date of Submission
March 15, 2022**

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# Letter of Transmittal

March 15, 2022

Dr. Md. Shariful Alam

Associate Professor

School of Business and Economics

United International University

Subject: Submitting project report on “Digital marketing: The foundation of marketing strategy in Daraz Bangladesh”.

I'm Taslima Akter, ID 111 151 418, and I'm a regular student at United International University's School of Business and Economics. I'd want to submit my project report on "Digital marketing: The cornerstone of marketing strategy in Daraz Bangladesh" for the BBA degree requirement.

I've done my best to furnish all I've discovered during the project's duration.

If you are nice enough to accept this project, I will be extremely grateful.

Thank you.

Sincerely yours,

.............................

Taslima Akter

**111 151 418**

# Declaration of the student

I hereby declare that the project report permitted “Digital marketing: The foundation of marketing strategy in Daraz Bangladesh”, embodies the results of my own effort under the supervisors of **Dr. Md. Shariful Alam**, PhD, Associate Professor and Deputy Director, School of Business and Economics, United International University.

I further insist that the work report which is original and is not part of any other students for the completion of BBA or other degrees have submitted the whole of the report.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Taslima Akter

**111 151 418**

School of Business and Economics

United International University

# Acknowledgement

First and foremost, I am grateful to Almighty Allah and my parents for providing me with the patience, strength, and fortitude to complete these four-year BBA degrees at United International University. I am overjoyed to express my heartfelt gratitude to everyone who contributed data to the completion of this study. My Project Supervisor and Faculty of Marketing, **Dr. Md. Shariful Alam**, Associate Professor and Deputy Director, United International University's School of Business and Economics, whose recommendations and efforts inspired me to write the report.

# Abstract/Executive summary

For Bangladeshi shoppers, ecommerce has ushered in a new era of shopping. In a short period of time, it has ushered in a new era of internet shopping in the country. Throughout this study, I've attempted to identify marketing strategies used by Daraz Bangladesh Ltd., the country's largest ecommerce firm.

We are living through a globalization and E-commerce revolution. The internet plays a significant role in our daily lives and livelihoods. Daraz Bangladesh launched operations in Bangladesh in February 2015, and because to its unique marketing strategy, it quickly acquired significant attention and reputation, eventually becoming Bangladesh's number one online shop.

Rocket Internet, the world's largest online incubator, was founded by Daraz and is currently owned entirely by Alibaba. It was previously based on the E-bay model. In the E-bay business, the website serves as a conduit between buyers and sellers. The commercial team buys a seller based on the consumer's need and desire in the first stage of this strategy, seller acquisition. The acquisition process might take anywhere from a week to two months, depending on the brand or product. After the legal criteria of the acquisition procedure were met, the product/service become online on the Daraz website. After that, the customer can view the product/service, which includes all of the product's details.

People shop for their desired item on Daraz's website, just as they would in a physical store. Daraz follows the commission program on every sale. People from all throughout the country can use the most convenient payment methods, including cash on delivery, Bkash, and bank transfers.

Indeed, we'd like to know the secret behind Daraz Bangladesh's marketing strategy and how they rose to the top of the online shopping mall rankings so swiftly.

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# CHAPTER I: INTRODUCTION



## Background of the study

An internet marketplace is referred to as e-commerce. It's a method of purchasing and selling items through the internet in which the products are shown on a page and the vendor sells them from there. In today's modern world, e-commerce sites are booming every day, and practically everyone is aware of it. People no longer need to visit a real store to make purchases; instead, they may study things online and have them delivered to their homes. People are busier than ever before, and as a result, they lack the physical presence necessary to purchase goods. Bangladesh has a wide customer base, and suppliers have discovered that simply having a physical presence in the country does not ensure effective reach to potential clients. As a result, they turn to online marketing, commonly referred to as E-Commerce. Many people, however, still struggle with finding and browsing online products, as well as comparing prices for the best product of fair quality. Daraz Bangladesh steps in to assist in resolving the issue. This is one of their marketing strategies. Daraz is currently Bangladesh's most popular e-commerce site, allowing customers to buy almost everything. People in Bangladesh had heard of Amazon and Alibaba before; now they know that Daraz is pursuing the same goal, allowing customers to search through any product, compare prices, and buy it with the assurance that it would arrive at their doorstep in Bangladesh within two weeks. Daraz Bangladesh first opened its doors in late September 2013, and it has worked relentlessly since then to establish itself as a brand and dispel the myth that online marketing is a rip-off. They try to replicate in emerging areas the successful internet programs of other advanced countries, such as the United States. Daraz Bangladesh Limited is the only E-Commerce portal in Bangladesh that sells directly to consumers (B2C).

## Statement of the problem

The Daraz Group's Bangladesh subsidiary, Daraz Bangladesh Ltd., is a completely owned subsidiary of the Daraz Group. Daraz is owned by the CDC Group. The CDC Group is a development finance institution based in the United Kingdom (DFI). Its main focus is on enterprise growth and support in the African and Asian nations where it operates. Daraz Bangladesh Ltd sells a wide variety of consumer electronics, fashion, and beauty items. A constantly changing selection of miscellaneous products is also available. Daraz Bangladesh Ltd prioritizes the personalization and security of the shopper's experience above everything else. Furthermore, Daraz Bangladesh Ltd. assures its consumers a big selection of original products, excellent value for money, easy returns, and quick delivery. It not only provides a convenient shopping option, but it also causes a disruptive change in the region's digitization. Daraz Bangladesh Ltd. engages in a variety of marketing efforts that are virtually entirely distinct from those of other companies. While working on the project report on Daraz's marketing strategy, I encountered a variety of difficulties, which I have highlighted in this report along with my conclusions and recommendations. And the Asia Pacific Internet Group, as well as South Asia (APACIG). Currently, the company is Asia's fastest-growing online marketplace. Bangladesh, Pakistan, Nepal, Sri Lanka, and Myanmar are among the countries in the region.

## 1.3 Objectives of the study

Overarching Goal

The overall goal is to learn about Daraz's marketing strategy and see how they advertise their many product categories.

## Clearly defined goal

* To specify the job of a Business Developer Executive and explain the function of a Vendor Manager/Business Developer Executive.
* On both the vendor and customer end, Daraz is taking steps to ensure and improve client experience.
* To learn about Daraz Bangladesh Ltd.’s marketing policies.
* To learn about Daraz Bangladesh Ltd.'s offline promotional initiatives.
* To learn about Daraz Bangladesh Ltd.'s internet promotional efforts and to identify dangers from their competitors.

## 1.4 Motivation of the study

Muneeb Maayr and Farees Shah established Daraz, a Pakistani online fashion company, in 2012. Daraz began as a fashion-focused e-commerce site with financing from Rocket Internet, but in 2015 it expanded to become a general e-commerce site. Daraz's operations in Pakistan, Bangladesh, and Myanmar are overseen by the Daraz Group, which was created in 2015. Daraz bought Kaymu, a South Asian consumer-to-consumer internet marketplace, in July 2016. As a result of the acquisition, it began operations in Nepal and Sri Lanka.

Daraz received €50 million in Series B fundraising in September 2015 to assist it grow its operations across its markets. Daraz's existing principal shareholder, Asia Internet Holdings, spent €30 million with CDC Group, a UK state-owned Development Finance Institution (DFI).

In May 2018, Alibaba Group purchased Daraz as a wholly owned subsidiary for an undisclosed sum as part of Alibaba's drive into South Asia. Daraz Express (DEX), the firm's in-house digitalized logistics arm, was established in September 2018 to help the company expands into key markets following the acquisition. More than 60% of all Daraz orders are now fulfilled by DEX. Daraz entered the meal delivery and hyper-local grocery sectors in 2021 after purchasing Bangladeshi company HungryNaki. In Bangladesh, HungryNaki is gaining traction as a food delivery business.

Eventually, how rapidly Daraz expand their business is the main motivation of my project topic.

## 1.6 Scope and limitations of the study

The title of this study is "Digital marketing: The foundation of Daraz Bangladesh's marketing strategy." Essentially, I've attempted to consolidate all of the materials I've learnt during the last few years of my BBA study period, both main and secondary sources of information, into a single report. I gathered information from the website Daraz.com, personal experience, newspapers, diaries, and daily records.

## Limitations:

## Lack of precise data due to organizational limits;

## Obtaining the appropriate papers and records for the report was tough.

## There were a finite number of resources available.

## There is a scarcity of sensitive information.

## 1.7 Definitions of key terms

1. Digital Marketing:

According to Wikipedia, digital marketing is a sort of marketing that uses the internet and online-based digital technologies such as desktop computers, mobile phones, and other digital media and platforms to advertise products and services. Its rise in the 1990s and 2000s altered the way brands and enterprises market themselves using technology. Digital marketing campaigns, which combine search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, and social media marketing, have become more common as digital platforms have become more integrated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical stores, have become more common. Digital marketing includes non-Internet methods that deliver digital material, such as television, mobile phones (SMS and MMS), callback, and on-hold mobile ring tones. The extension of digital marketing to non-Internet channels distinguishes it from online advertising.

In a nutshell, digital marketing refers to any sort of marketing that is carried out using electronic equipment that include a computer. This includes internet-based marketing operations. A company's digital marketing strategy may include the use of websites, search engines, blogs, social media, video, email, and other tools. Digital marketing is a broad phrase that refers to a variety of methods for promoting a company's interests to potential clients. Digital marketing can be accomplished in a variety of ways, including:

1. Search Engine Optimization (SEO) — SEO is the practice of improving ranking within major search engines to increase online traffic.
2. Search Engine Marketing (SEM) — SEM leverages paid online advertising to increase website visibility within search engines. SEM is often used in conjunction with SEO.
3. Pay-Per-Click (PPC) – PPC is an internet advertising approach in which a company only pays for its advertisements when someone clicks on them.

 IV. Social Media Marketing (SMM) – SMM is the activity of promoting business products or services through social media channels. In SMM, the employment of social media influencers, also known as influencer marketing, is common.

1. Email Marketing — Email marketing enables businesses to send branded, promotional content directly to prospective customers via email. The use of automated newsletters is common in this context
2. Affiliate marketing is a performance-based activity that allows for revenue sharing and pay-per-sale (PPS) compensation inside a shared network.
3. Content Marketing – Content marketing is the process of creating and distributing text, video, and audio resources to customers via the internet. Businesses commonly use blogs, videos, and podcasts to engage in content marketing.
4. Native Advertising – Native advertising is mixing marketing materials into a medium, emphasizing the importance of both the underlying message and the marketing goals. Sponsored content is a frequent form of native advertising in which a company uploads its own material on another website.

As the list above indicates, there are numerous ways to execute.

1. Marketing Strategy:

A marketing strategy is a detailed plan that lays out all of a company's marketing goals and objectives. Market research assists business leaders in developing an effective marketing plan. They also pay close attention to the proper product combination in order to increase revenue. Simply said, a marketing strategy is a strategy for promoting a product or service while making a profit. The phrases 'good' and 'product' are interchangeable in this context. Businesses may be able to discover their ideal clients with the help of a smart marketing approach. It also aids them in recognizing customer desires. With a good strategy, it is possible to deploy the most effective marketing methods. A successful real estate marketing plan, for example, needs extensive community involvement and personal networking. Learn about CPA marketing, digital marketing, word of mouth marketing, and relationship marketing to improve your expertise and expand the range of methods you can use.

Marketing strategies, according to Stewart Dunlop, founder of LinkBuilder.io, are long-term, forward-looking methods to planning. Their primary objective is to get a competitive advantage.

# CHAPTER II: REVIEW OF THE LITERATURE

 

## 2.1 Introduction

The Daraz Group is a multibillion-dollar digital conglomerate with e-commerce, shipping, payment infrastructure, and financial services as its core businesses. It began as an online fashion store in Pakistan in 2011 with the help of Rocket Internet, and following a business model change, it became the Daraz Group, which extended to Bangladesh, Sri Lanka, Nepal, and Myanmar. In May 2018, Daraz Group was purchased by Alibaba Group, a Chinese e-commerce company.

From the beginning to the present, the company has risen to the next level in the minds of its clients. The purpose of this analysis is to determine what marketing strategy is driving their performance in such a predictable manner.

## 2.2 Industry analysis

Muneeb Maayr and Farees Shah established Daraz as an online fashion company in Pakistan in 2012. Daraz was founded with investment from Rocket Internet and initially focused on the fashion industry, but in 2015 it became a general e-commerce site.

Daraz Group was formed in 2015 as the parent company of Daraz’s operations in Pakistan, Bangladesh and Myanmar. In July 2016, Daraz acquired Kaymu, a consumer-to-consumer online marketplace in South Asia. With this acquisition, it began operations in Nepal and Sri Lanka.

In September 2015, Daraz secured €50 million in its Series B funding to support the expansion of operations across its markets. CDC Group, a state-owned Development Finance Institution (DFI) in the UK, invested €20 million alongside a €30 million investment from Daraz's existing majority shareholder, Asia Internet Holdings.

In May 2018, Daraz announced it was acquired as a wholly owned subsidiary of Alibaba Group for an undisclosed amount, as part of Alibaba’s expansion into South Asia. Following the acquisition, Daraz Express (DEX), Daraz’s in-house digitalised logistics arm was launched in September 2018 to support its growth into key markets. Today, DEX delivers over 60 per cent of all Daraz orders.

In 2021, Daraz expanded into the food delivery and hyper-local grocery sector through the acquisition of Bangladeshi startup HungryNaki. HungryNaki is getting more popularity as food delivery companies in Bangladesh.

### 2.2.1 Specification of the Industry

Daraz Bangladesh is a pioneer in the e-commerce market, having introduced a new trend of online retail platforms and a shift in Bangladeshi buying habits. They offer a diverse range of products from well-known Bangladeshi companies, as well as a fast, secure, and convenient online shopping experience.

### 2.2.2 Size, trend and maturity of the industry

Daraz Bangladesh was founded on 2014. Bangladesh's best online shopping store with 17+ million products at resounding discounts in Dhaka, Chattogram & all across Bangladesh with cash on delivery (cod). She has a massive number of employees like 3,500. The present revenue is also a huge in number which is $1.0B which indicates a successful conglomerate in Bangladesh.

In fact, Daraz Bangladesh has changed the customer’s intend to purchase. Now a days customer’s tend to purchased their desired products from some popular online shop like Daraz with high discount and for that they do not need to go to the market rather the product come to the door step. Life becomes so easy by this way.

### 2.2.3 External Economic Factors

The external economic factors that online e-commerce site like Daraz Bangladesh should take into account is as follows:

 a. Quality of infrastructure in the online market industry.

b. Skill level of the workforce in the online market Industry.

c. Education level in the economy.

d. Government intervention in the open market, e-commerce and related technology.

e. Host country's exchange rate and currency stability.

f. Type of economic system in the countries where it operates: what type of economic system exists and to what extent it is stable.

g. Comparative advantages of the host country and the technology sector in a given country.

 h. Phase of the business cycle (e.g. prosperity, recession, recovery)

 i. Cost of labor and productivity in the economy.

### 2.2.4 Technological Factor

Advances in technology have revolutionized the way of online shopping and human communication. Due to the influence of technological factors, e-commerce sites update day by day. Our consumers now expect us to use some advance form of online marketing technology to enhance consumer service and disseminate information. Thus, the android supported apps and website are become more user friendly and efficiently interactive for the customers so that it may attract customers more.

###

### 2.2.5 Buyer Power

Buyers are the focus of the products or services. They may be divisions of people, communities, organizations, and government. So recognizing the bargaining power of buyers and assessing their purchasing actions and characteristics is central and prerequisite for the success of the company. As the Daraz Bangladesh is also being regulated, developers lack coherent price management; and as a result, price rivalry between companies is becoming increasingly intense, buyers in real markets have increased negotiating power.

### 2.2.6 Threat of Substitutes

The substitutes of the online marketing industry can be assessed in terms of online marketing options and rivalry competition available in the market. Daraz has lost the customers faith some days earlier for involving in some misdeeds by some of their dirty mind employees. Later, when Ali Baba has taken over the Daraz Bangladesh and started the old journey with new flavor customers come to get the desired product again. Because typical online marketing is driven by experience, honesty and skills, it has changed the entire industry's perception of buyers, which makes the industry's compensation more complicated.

### 2.2.7 Industry Rivalry

Competition within the sector generally refers to the fact that the online market competitors in the same market sell the same or identical product to the customer. The competitive strength within the online industry depends to a large extent on the number of competitors, power balance, product differentiation, supply and demand in the market. If the number of industrial competitors is high, their power is at the same level, the gap between online shop goods is smaller, and there is over-supply on the market, there would be very strong competition within the online market sector. Competition includes market control, marketing control, product management, product development and expanded services. This is all about competition in the market. By nature, Bangladesh market is free for all and anyone can invest here. Therefore, there are lots of companies in the market who compete among themselves.

# CHAPTER III: RESEARCH METHODS

 

## 3.1 Introduction

Research methods are procedures, processes, or strategies for gathering data or evidence for analysis in order to uncover new knowledge or get a better understanding of a subject. In addition, the research design provides a strategy for reaching study objectives. The research technique is the strategy for putting the plan into action. Research design and technique are distinct yet intertwined because excellent research design ensures that the data we collect will aid us in better illustrating our research objectives.

## 3.2 Research Design

Since, the major goal of the research is to discuss marketing strategy of Daraz Bangladesh so that it can be easily understood that it is an excellent tool for business successful, the research design follows observational or discussion techniques of research.

## 3.3 Primary Sources

* Personal insights and understandings of online business development.
* Using theoretical business knowledge gained from United International University's undergraduate curriculum.

## 3.4 Secondary Sources

* Published articles: For secondary sources, I used certain published articles.
* Official websites: I've looked at a few of the official sites. As a result, I'll be able to get information from there.

# CHAPTER IV: DISCUSSION

 

## 4.1 To learn about Daraz Bangladesh Ltd.’s marketing policies.

Daraz is a large worldwide e-commerce and logistics company that began operations in Bangladesh in 2012 under the name daraz.com.bd. Rocket Internet Enterprise (one of the world's major Internet and Smartphone networks) launched it in 2012, although it is now owned by China, which operates in the South Asian and Southeast Asian markets. Daraz, which means "drawer" in Urdu, is on its way to becoming the most popular online shopping destination in the country. Rocket Internet used to be the parent business of Daraz Bangladesh; however, it halted operations in Bangladesh in September 2015, and is currently the country's largest provider of online shopping services. Bangladeshis had long had a negative image of Amazon's online business. So Daraz explains what an online business is. In Bangladesh, Myanmar, Nepal, Pakistan, and Sri Lanka, Daraz has logistical facilities and websites. Alibaba Group, a Chinese e-commerce company, purchased Daraz Group in May 2018. Daraz has developed its own logistics firm, DEX, in each of its five countries to automate the logistics environment and improve distribution quality.

In Bangladesh, online sopping has never been easier. Daraz.com.bd is Bangladesh's largest online shopping store, offering over 3 million products at low costs. While Bangladesh's online retail scene expands year after year, online shopping is becoming more popular in Dhaka, Chattogram, Khulna, Sylhet, and other cities. Daraz, Bangladesh's largest online shopping platform, alongside Rokomari, Prioshop, Chaldal, Pikaboo, and others, promises to deliver goods to customers quickly, efficiently, and comfortably. Yellow, Noir, Symphony, The Body Shop, Huawei, Samsung, Walton, Aranya, 6 Degree Mobile, ShadaKalo, Apple, LG, Fastrack, MAC, Nikon, Ecstacy, Panasonic, Doors, and others are just a few of the biggest worldwide and local brands who have already opened 22 e-stores on daraz.com.bd. The company's goal is to make internet shopping accessible to people all around the world.

Daraz Bangladesh is a subsidiary of Rocket Internet, a globally recognized and leading incubator for emerging web-based businesses. Daraz Bangladesh started operations in Bangladesh in 2015. It has been rapidly growing and gaining control of the number one position in this industry. Employees at Daraz Bangladesh are young, dynamic, and entrepreneurial. They are keen to share innovative web concepts with Bangladesh's rapidly changing market. Daraz is currently concentrating on expanding its business operations in Bangladesh. Bangladesh is a developing country with a bright future ahead of it. It's a fantastic place to put your money. Whatever the case may be, the world is progressing, but Bangladesh appears to be pleased with what it has. However, a shift appears to be on the horizon, as more businesses attempt to migrate online in order to boost efficiency. The bulk of company divisions gain from this. In addition, as a result of the changes and development that websites give, a new area has emerged: "online business." Electronic trade, often known as online business, is no more a passing fad as it has been for decades. When it initially began, e-commerce was just a few years old, and it is now available all over the world. E-commerce is gaining a whole new market to operate in as a result of globalization and growing expansion in our country. Daraz Bangladesh is an online marketplace in Bangladesh. It is a retail mall that sells clothing for men, women, and children, as well as sports and gaming equipment, home and interior products, and other merchandise. Daraz offers its customers the option of having their purchases delivered to their homes, allowing them to have excellent shopping experiences. They're always expanding their horizons to include the latest devices, trends, and items. Bangladesh's large population attracts a large number of merchants eager to sell their wares. However, a sizable portion of our population is still uninformed of the internet purchasing possibilities available to them and must be taught how to use them. The fact that a large portion of the population is unable to use the internet has posed a hurdle for online businesses. Although the government is working to ensure that everyone in Bangladesh has access to the internet, there is still a long way to go. The best thing is that as a result of this access, the online community is steadily developing. Daraz is a marketplace for both merchants and buyers, where sellers may showcase their wares and customers can buy everything at once. It's a B2C internet product, and clients appear to have welcomed the company's business strategy. Daraz is focusing on expanding its consumer base by bringing in additional online vendors. It's an online marketplace where clients can simply locate sellers and select from a wide range of products.

Every business, no matter where it is located, has its own set of marketing policies. Their policies will have a significant role in deciding their long-term success. As a result, every company works to create marketing tactics. A marketing strategy is a broad approach to reaching people and converting them into clients of a company's product or service. The advertising strategy of a company covers its incentive, key marketing messaging, target customer data, and other abnormal state fundamentals. The promoting strategy informs the advertising design, which is an unique copy that lays out the types and timing of promotional traps. Because the product and significant parts of an organization's image are housed in the plan, the strategy should be longer than any single advertising design. These things don't change much after a while in an ideal world. (Advertising Strategy) Daraz Bangladesh Ltd. has taken a number of steps to ensure its success in Bangladesh's highly competitive ecommerce market. These are the following:

• Online campaigns are being launched.

• Distributing vouchers

• Providing discount coupons

• Social networking site advertisements

• Promotions on various websites and putting in place the proper policies at the right time are difficult tasks.

When it comes to launching online campaigns, Daraz Bangladesh Ltd. does it in a number of ways and at different times. Each month's promotions are usually introduced near the end of the month. The organization launches a new campaign almost every month. Aside from that, the business offers gift vouchers to a range of eateries. When customers produce their vouchers to restaurants, they earn special discounts. Customers of Daraz Bangladesh Ltd. can easily receive these vouchers by going to the Daraz website. They only need to show the vouchers to the businesses once they arrive. Daraz Bangladesh Ltd. also distributes discount cards to its clients during its Fatafati Friday campaign. To accomplish so, they enter into arrangements with a variety of national brands. As a result of the agreement, consumers benefit from discounts provided by the brands. Daraz Bangladesh Ltd. also promotes their products on the internet. This is the age of the internet. In this era of the internet, any company that ignores online promotions will be unable to compete. Daraz Bangladesh Ltd. is a firm that focuses on online marketing. The majority of the company's online promotions are concentrated on social media platforms like Facebook and Twitter. Daraz Bangladesh Ltd. also offers adverts on a variety of websites. If a customer clicks on the advertisement, they will be sent to the Daraz Bangladesh Ltd website right away.



## 4.2 To learn about Daraz Bangladesh Ltd.'s offline promotional initiatives.

Any attention or business that is distributed and dispersed outside of the Internet is referred to as offline advertising. It successfully reaches and captures the attention of those who are currently in close proximity to the marketing action in question. It is not required to use the Internet to persuade others to participate in your activities and obtain information from you. Events, mall ruses, posters and print ads, restaurant promotions, product freebies, discount coupons, radio and television advertising, newspaper adverts, and flash mobs are all examples of disconnected marketing. (Definition of Online-Offline Marketing, Definition of Online-Offline Marketing, Definition of Online-Offline Marketing, Definition of Online-Offline Marketing, Definition of Online-Offline Marketing, Definition of Online-Offline Marketing, Definition of Online-Offline Marketing, Definition of Online-Offline Marketing, Definition of Online-Offline Because of the internet's massive popularity, practically every business nowadays uses it to sell their products. This is referred to as "internet marketing." Aside from that, there is standard marketing. We refer to this traditional word as offline marketing because of the new term "internet marketing." Offline marketing is also done by Daraz Bangladesh Limited. On their Fatafati Friday campaign, they give out tickets to various eateries and discount cards to customers. Occasionally, the organization places ads in a few daily newspapers. The company provides certificates for a variety of restaurants. When customers produce their vouchers to restaurants, they earn special discounts. Customers of Daraz Bangladesh Ltd. can easily receive these vouchers by going to the Daraz website. They only need to show the vouchers to the businesses once they arrive. Daraz Bangladesh Ltd. gives discount cards to its consumers during its Fatafati Friday campaign. To accomplish so, they enter into arrangements with a variety of national brands. As a result of the agreement, consumers benefit from discounts provided by the brands. They use daily newspapers as part of their physical promotion, although they primarily focus on online marketing. Prior to initiating any form of campaign, they largely disseminate advertisements.

## 4.3 To learn more about Daraz Bangladesh Ltd.’s online promotional activities.

Promotions refer to a variety of activities that educate users about a specific intersection, brand, or service. The role of the mind is to make people aware of the product, to attract them, and to persuade them to buy it over something else. Promotions come in a variety of sizes and shapes. Advertising, insistence acquaintance, consumer promotions (schemes, price reductions, contests), and so on are examples of above-the-line promotions, whereas below-the-line promotions include trade discounts, freebies, incentive head trips, prizes, and so forth. Sales promotion is a part of a larger marketing plan. Daraz Bangladesh Ltd., as an ecommerce site, conducts the majority of its promotional operations online. The majority of Daraz Bangladesh Ltd.'s online promotional operations are conducted on social networking sites like as Facebook and Twitter. Their official Facebook page is used for these marketing campaigns. They also use YouTube to market. These commercials appear in the middle of people's favorite YouTube videos. It functions similarly to a television channel. Daraz Bangladesh Ltd. advertises on a variety of websites as well. Daraz Bangladesh Ltd advertising may appear when visitors visit particular websites. Visitors who click on the advertisement will be taken to Daraz Bangladesh Ltd's website.

## 4.4 To recognize the threats posed by their competition

Investigating the threats to your company necessitates a level of mystery, and this is where your investigation might become overly subjective. Some hazards are obvious, such as another competitor encroaching into your territory, while others may be nothing more than natural occurrences. However, it is preferable to be cautious since, if a potential risk materializes, you will be able to respond much more quickly because you will have considered your options and, ideally, set up some risk planning. 2007 (Hui) A large number of other companies in Bangladesh operate as ecommerce sites. Many of them are prosperous. Daraz Bangladesh Ltd. is under pressure as a result of these rivals. Some of the hazards are major, while others are minor. Competitors are threatening Daraz Bangladesh Ltd.'s nuclear business. When Daraz Bangladesh Ltd signs up merchants or sellers, rival ecommerce platforms impose terms that are damaging to the company. Some of Daraz Bangladesh Ltd.'s competitors place restrictions on vendors and sellers, such as not registering with any other Bangladeshi ecommerce sites. This type of situation is incredibly harmful to Daraz Bangladesh Ltd. Daraz Bangladesh Ltd. also has to contend with low order volume from its competitors. Competitors of Daraz Bangladesh Ltd. take orders on a very modest scale. Low-volume orders, on the other hand, are not accepted by Daraz Bangladesh Ltd. Daraz Bangladesh Ltd. has been losing consumers to its competitors as a result.

## 4.5 Shared Values of Daraz

1) Expect Change: Daraz expects and embraces change. Change is a byproduct of progress, and growth is what motivates us every day.

2) Collaboration: Daraz thinks, works, and grows as a group. The team's strength enables ordinary people to accomplish extraordinary feats.

3) Customer Commitment: Daraz is committed to providing the greatest possible service to its customers, sellers, and society.

4) Integrity: Daraz treats their partners and each other with mutual respect and works for mutual benefit, expecting the greatest levels of honesty and delivering on their promises.

5) Ownership: Daraz employees are aware of their priorities, and when they complete a task, they do so with dedication and perseverance.

## 4.6 Daraz's Organizational Culture

Daraz employs a young and enthusiastic team. Daraz empowers its employees and gives them complete autonomy in the workplace, making them more accountable for their job. The work environment is enthralling. Employees work in a common area, which facilitates collaboration and transparency. They also share personal experiences and tales, which motivates staff to perform more. Different events are commemorated, such as Pohela Boishakh, Pohela Falgun, Mother's Day, and so on, which involve all levels of personnel. Daraz places a high importance on its customers and vendors. They are the most important stakeholders in the firm. They are given first priority in order to ensure that they are satisfied with the service provided by Daraz. Daraz engages young minds into its planning, which brings fresh ideas to the table because young minds are creative and can think beyond the box.

## 4.7 Daraz's Strategic Business Units

* SourceCo is a Daraz unit that fulfills FMCG products. This department is in charge of managing the inventory of FMCG products such as groceries, pharmaceuticals, and cosmetics, as well as delivering them to consumers' doorsteps. This unit's main tasks include sourcing, purchasing, and inventory management.

 

* Daraz Bangladesh Limited has recently bought the HungryNaki business. It is a Bangladeshi meal delivery service. This machine transports food from restaurants to consumers' homes. Hungrynaki is currently operational in three main Bangladeshi cities: Dhaka, Chittagong, and CoxsBazar.

 

* Mercari Asia Limited is a marketing organization that manages the promotional and marketing logistics as well as catering services for Daraz Bangladesh. They assist with all of Daraz Bangladesh's promotional and in-house events, as well as work with a variety of clients such as BYLC, Metlife, and MGH.

 

## 4.8 Significance of Employer Branding

Employer branding is becoming increasingly vital for businesses that want to have a smooth hiring and retention process. Organizations are increasingly attempting to assemble the greatest personnel and hire them in order to increase their efficiency. The following are some of the advantages of Employer Branding:

• Recruiting for STEM-related and data scientist employment while vying for the same pool of candidates

• Filling STEM-related and data scientist positions while vying for the same pool of individuals is a challenge.

• Reducing the cost of hiring and the time it takes to fill positions

## 4.9 Social Media Marketing Strategy of Daraz

The difficulties of social media differ from those of conventional corporate tactics. Traditional marketing strategies were utilized to promote the product and get customers to buy it, but social networking initiatives were employed to link customers with the brand and increase consumer engagement. Various advertising strategies are used by businesses all over the world to determine their future success. That is why, in order to achieve its aim, every company strives to keep its marketing initiatives competitive. Daraz Bangladesh Ltd. employs a number of techniques to succeed in Bangladesh's extremely competitive ecommerce sector. Daraz employs social media tools sparingly. As we all know, Daraz has recently released applications in the Google Play Store that allow clients to obtain all of the necessary information and place an order. The most popular social networking sites for Daraz Bangladesh are Facebook, Twitter, and YouTube. They communicate with the client here, and they've dealt with hundreds of client requests. Additionally, the company's website offers a variety of discounts that allow customers to interact with the company. Daraz, for example, may publish a new brand commodity and solicit a vote to estimate client demand. If the customer provides an accurate response, the customer will receive a discount when purchasing the products. This is how Daraz's social media marketing efforts are fast expanding.

# CHAPTER V: CONCLUSION & RECOMMENDATION



## 5.1 Conclusion

E-commerce has ushered in a new era of digitization in Bangladesh. Digital marketing is one of the few fields that has seen a surge in popularity in recent years. People have been introduced to the newly defined technology of online transaction through digital platforms such as Facebook, YouTube, Instagram, Quora, and PayPal, among others. With 65 million Internet users, or nearly 40% of the total population, online marketing has a lot of promise in Bangladesh. Because people in the city are preoccupied with their jobs, more people are willing to use the internet to get their desired product quickly," the ICT Minister noted. Daraz has a lot of potential to capture the market and build their business with their current marketing plan. They've risen to the top of Bangladesh's ecommerce market in a short period of time. Only because of their great marketing methods was this possible. Competitors such as Bikroy.com, Chaldal.com, Ali express, Pickaboo, and others pose a threat. They can, however, take advantage of economies of scale in the following days to outperform their competition. Increasing market share also necessitates a strong client relationship and exceptional after-sales support.

## 5.2 Recommendations

It was difficult to find any problems with Daraz Bangladesh Ltd. for which I could provide recommendations. Daraz Bangladesh Ltd. is a well-known ecommerce portal in Bangladesh. However, after performing my research for this paper, I made an attempt to make some suggestions. Some suggestions are as follows:

* Some of the campaigns are only a few weeks long.
* For their Fatafati Friday marketing, they need to boost the number of items available.
* They must place adverts in the country's daily newspapers on a regular basis.
* They must air TV commercials on a regular basis on television networks.
* They'll have to get more involved on social media sites.
* More foreign marketing should be launched in Bangladesh.

These are some of the Daraz Bangladesh Ltd recommendations I've come across so far. If they stick to this plan, they may be more successful in the near future.

# CHAPTER VI: REFERENCE



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