



Internship Report

INT 4399

Sec-A

Topic: - Sales and Marketing Activities at Brac Aarong E-commerce

Submitted To:

Dr. Saad Hasan

Associate Professor
(SOBE)

United International University

Submitted By:

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Submission on : July 2023

Letter of Transmittal

Dr. Saad Hasan

Associate Professor
United International University

Subject: Submission of Internship Report on “Sales and Marketing Activities at Brac Aarong E-commerce”.

Dear Sir,

I hereby submit my internship report on " **Sales and Marketing Activities at Brac Aarong E-commerce** " with the utmost pleasure. The study is based on my internship experience at the Dhaka, Bangladesh-based Brac-Aarong lifestyle retail chain. Additionally, I prepared this report using the information I learned from the numerous classes I took while earning my BBA at United International University (UIU). I did everything possible to finish the report to the best of my ability.

Sincerely yours,



Nishat Tasnim Queen
111 182 133
United International University



Declaration by the Student

As an intern at the respected Bangladeshi lifestyle retail chain Brac-Aarong, I hereby certify that the internship report titled "Activities of Sales and Marketing of Brac Aarong E-commerce" is totally based on the data and tasks I undertook.

I additionally declare that the paper was created only to fulfill my academic obligations and for no other motive. I additionally affirm that the report is entirely original and free of plagiarism.



Nishat Tasnim Queen

111 182 133



Supervisor's Certification

This is to certify that this internship report on “**Sales and Marketing Activities at Brac Aarong E-commerce**” is prepared by Nishat Tasnim Queen, ID No. 111 182 133 as partial requirement of Bachelor of Business Administration (BBA) degree from the School of Business & Economics, United International University. The report can be accepted in terms of quality and form as directed by the university authority.

Dr. Saad Hasan
Associate Professor
School of Business and Economics
United International University



Acknowledgment

I want to start by expressing my gratitude to Dr. Saad Hasan, an associate professor at United International University, who oversaw my internship work and provided writing advice for my report. I want to express my gratitude to Brac-Aarong's management for giving me the chance to complete the internship.

In addition, I want to thank the people who oversaw my work: Mr. Shimanto Haque, Deputy Manager of Target & Analytics, Brac-Aarong Ecommerce, and Mr. Fahad Rahman, Manager, Brac-Aarong Ecommerce. I also want to express my gratitude to the Sales & Marketing Unit for their collaboration.



Executive Summary

One of the requirements for my BBA degree was this report, which I wrote in order to complete.

This report is written based on my experience as an intern at the Brac-Aarong E-commerce sector in their sales and marketing department and their activities.

It is divided into 8 chapters and those are first the introduction, second one is company profile, third one is Activities of Aarong E-commerce, fourth is my experience as an intern in Aarong E-commerce, fifth is SWOT analysis, sixth is the recommendations, and conclusion and the rest are the appendix and bibliography.

I was the only intern in spring 2023 who had the privilege to work for 3 units including business analytics, Facebook shop, and Aarong Earth.

As a supply chain student, I was very much appreciated in the company and I was asked to write a report on forecasting which later they used it for a project. They also assigned me work which was related to supply chain.

This internship has taught me a lot and I have divided my experience into sub-points saying how much it has taught me.

I have also done a SWOT analysis of Aarong and given some recommendations that I think can be quite helpful for the brand and for its employees.



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Internship Company



Chapter-1: Introduction



1.1. Introduction

As part of internship work at Brac-Aarong, I was assigned to the Sales & Marketing and Product Research Unit of the company. Considering I am doing my major in “Supply Chain Management”, I was assigned to the process of the sale.

1.2. Objectives

- To gain practical skills
- To implement my knowledge and skills

1.3. Methodolog

- Primary Source:
I had permission to many data and reports in the organization.
- Secondary:
I have analyzed journal articles, news reports, reports, and other relevant sources for a literature review.



Chapter 2: Company Profile



2.1. Introduction of Brac-Aarong

The moral brand you are referring to is Aarong, which started in 1978 as a humble means to help rural craftsmen overcome poverty. Aarong currently supports 65,000 artisans through fair trade, offering over 100 fashion and lifestyle product lines. With 26 retail stores across Bangladesh today, this iconic brand has revolutionized the retail industry by setting high standards for quality and artistry. Aarong seamlessly combines traditional and modern elements, continuously captivating consumers at home and abroad.

2.1.1. History of the Company

BRAC observed that women were becoming more involved in agricultural activities in Bangladesh. It also acknowledged that men in families were the ones who sold the crops and made money, even though women did about 75% of the work in agriculture. BRAC started its sericulture project in 1978 under the direction of the late Ayesha Abed, who had been the executive assistant director of BRAC. The goal was to give these women a different way to make money and help build a skilled workforce. The sericulture project has upheld ladies in the country areas of Manikganj in creating top notch silk, and ladies in rustic networks of Jamalpur in delivering conventional hand-sewed nakshikantha. But it soon became clear that the women who made the silk and nakshikantha didn't have enough customers for their products and didn't have stable ways to market them. Seeing the open door that lay in the test, BRAC stepped up and make a stage so these ladies could offer their items to the metropolitan market. As a result, Aarong was launched in 1978 to establish a connection between poor rural residents and urban retailers. Aarong, which means "village fair" in Bengali, has been working toward BRAC's mission of alleviating poverty through economic development and human capacity building, with a particular emphasis on women's empowerment, ever since its inception. There are several steps in the retail process: initial, a plan group conceptualizes the season's intentions which are then shipped off the provincial craftsmans for creation. Through training programs, Aarong continuously improves the skills of the artisans and checks the finished goods for quality before selling them to retail outlets in urban markets at a fair price. By developing the customary retail



process, Aarong endeavors to give a remarkably Bangladeshi way of life experience while empowering social change. Aarong has achieved this vision and continues to challenge the retail industry with its sustainable fashion "revolution," as evidenced by the new demand for Bangladeshi handcrafted goods.

2.1.2. Vision and Mission

- **Vision:** To fabricate a general public liberated from a wide range of double-dealing and bias, where everybody has the valuable chance to arrive at their maximum capacity.
- **Mission:** Our goal is to give people and communities affected by poverty, illiteracy, disease, and social injustice the tools they need to succeed. Through economic and social programs that enable both men and women to reach their full potential, the goals of our interventions are to bring about positive changes on a large scale.

2.2. Products and Services of Brac-Aarong

Product offering of Brac-Aarong includes:

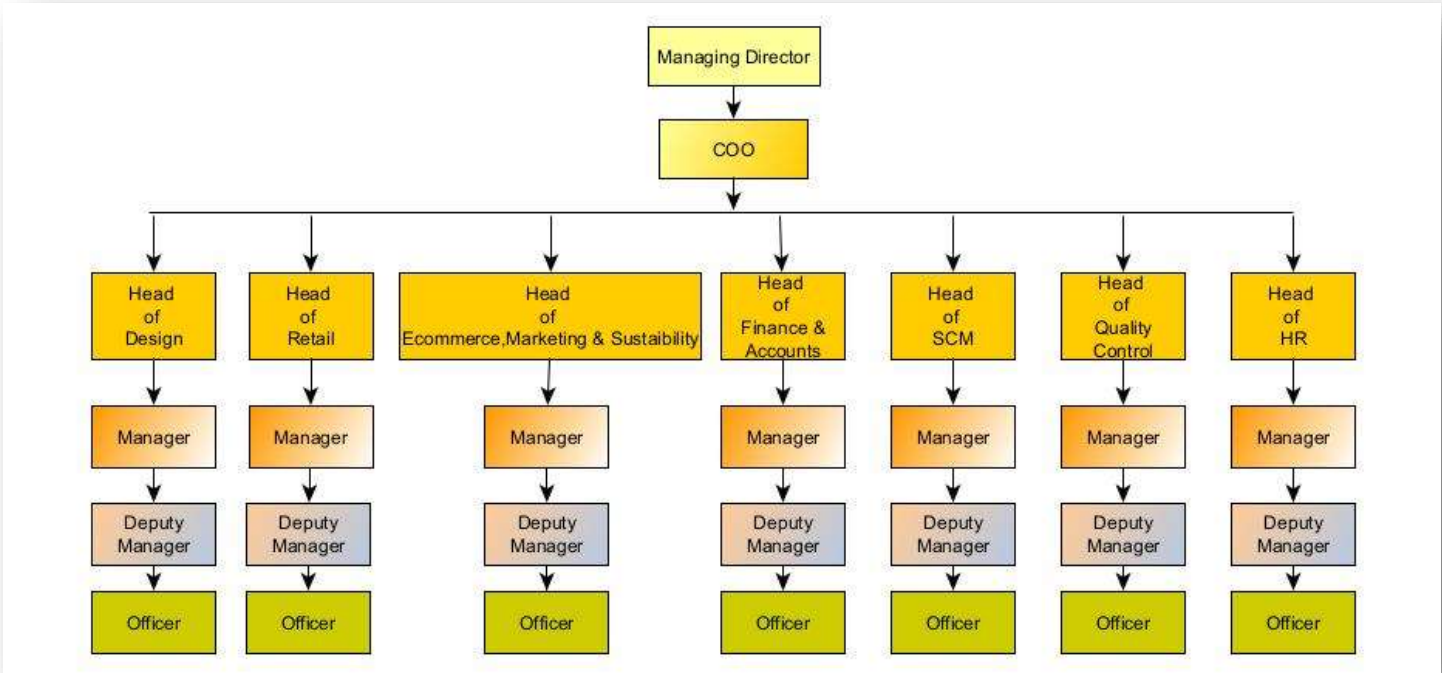
- Clothing
- Jewelry
- Fabric
- Non- Textile Crafts
- Leathers good & Footwears
- Houseware/ House Decor

Service offering of Brac-Aarong includes:

- Shipping service to 6 countries (Bangladesh, Singapore, Germany, UK, USA and UAE)



2.3. Organizational Structure



This is just rough presentation of the employee grade system in Brac-Aarong

Chapter-3: Activities of Aarong Ecommerce

AARONG.COM
NOW SHIPS TO
6 COUNTRIES

Free shipping
on qualifying orders



AUS | GER | SIN | UAE | UK | USA

3.1. Introduction

Aarong is divided in to 5 brands. All the products of brands are sold in outlets as well as in Aarong website and Aarong Apps. They are:



AARONG

Started: 1978

Specialty: Handcrafted fashion & lifestyle

Outlets: 26

Products: Apparel, jewelry, home décor & crafts

TAAGA

TAAGA

Started: 2003

Specialty: Women's fusion wear

Outlets: Shop-in-shop inside all Aarong outlets

Products: Apparel & accessories



TAAGA MAN

TAAGA MAN

Started: 2018

Specialty: Men's ethnic & western wear

Outlets: Shop-in-shop inside 14 Aarong outlets

Products: Apparel & accessories



HERSTORY BY AARONG

Started: 2017

Specialty: Women's haute couture

Outlets: Aarong Tejgaon and Aarong Banani

Products: Apparel





AARONG EARTH

Started: 2020

Specialty: Herbal skin & haircare

Outlets: All Aarong outlets

Products: Face, body & hair care

3.2. Aarong Website



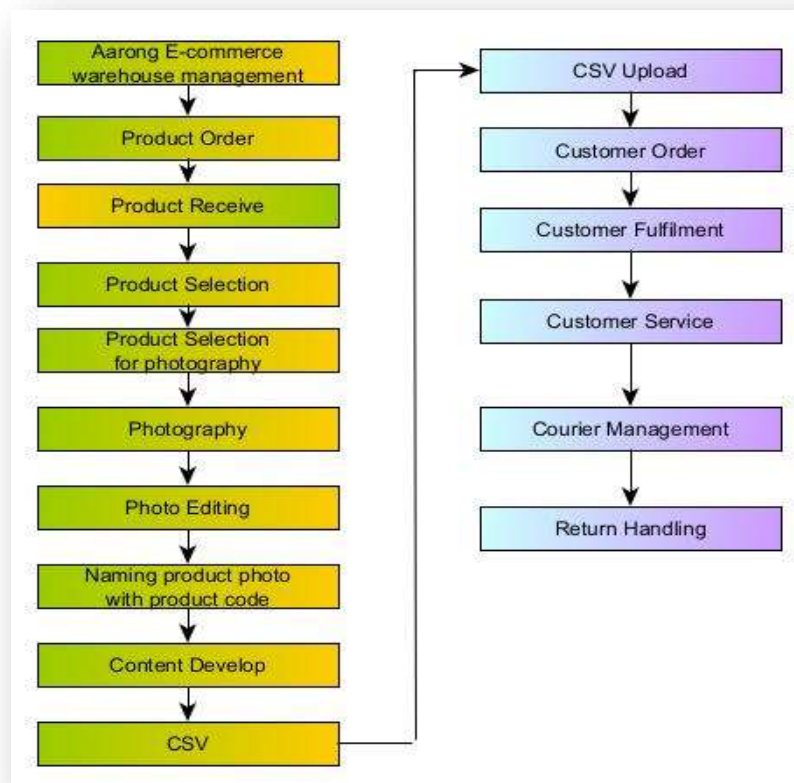
We can see here that they have separate option for the departments such as (Home Décor, Women, Men etc) and separate option for the brands (Taaga, Taaga Man and Herstory) which makes the browsing for easier for the customers.



3.3. Aarong Apps



3.4. Aarong Ecommerce activity flowchart



3.5. Order fulfillment policy

Aarong E-commerce has the advantage of fulfilling their order requirement even if they don't have the product in stock by requesting a requisition to other Aarong outlet for sending that particular product to Aarong E-commerce.

Process of checking product of other outlets

Step 1

All the Aarong outlets including Aarong E-commerce are connected through two software one is ERP and Uniware. ERP is to check stocks and Uniware is for giving requisition for any product.

Step 2

When Aarong E-commerce see that they have orders for a product that is stock out in their warehouse they first search for the product in the ERP by using their SKU number and it shows a list of outlets and their stock of that particular product and size.

Step 3

If they find the product in other outlets then they send a request for that product to other outlets requesting them to send the product through Uniware.

3.6. No cannibalism policy

Aarong E-commerce or any other Aarong outlet cannot do any time of activity which will take away customers from one to another from example Aarong E-commerce gave sale only on the website and not on outlets so all the customers will buy from E-commerce rather than in outlets so this is the scenario they can't do. They have run their activity mutually without harming one another, even if they are from the same company.



Chapter-4: Internship Experience



4.1. Introduction

I was selected for this Internship through their Flagship internship program where they take interns for 3 months and 3 times a year. The candidates have to go through 2 phases before getting selected as their intern. First phase is the aptitude test which is an online assessment and second phase is an online interview.

I was lucky enough to be able to pass these 2 phases successfully and become their selected candidate on 21st January 2023. I was selected for their spring AIP 2023.

My joining date was 25th January 2023 and I was told I will be working in E-commerce in sales and marketing department under my supervisor who is the deputy manager for target and sales analytics.

Even though I was assigned to work for business analytics unit after a week I was also assigned in 2 other units which is Aarong Earth and Facebook shop.

4.2. My Department

4.2.1. Business Analytics

- regular health checkup and preparing report for conversion catalogue local (BGD). Conversion catalogue are the ads that go on in their own website, others website and on social media ads.
- preparing daily reports (department wise sales, daily performance, country wise daily performance). This is prepared to see whether the sale of that particular day matches the regular target or not and it shows the percentage of how much they have achieved the target.
- supported in preparing international weekly google slide for all the designs sold for that week.
- preparing local (Bangladesh) weekly google slide for top designs which shows which design and size and how much quantity is sold of that particular product.



- preparing conversion catalogue files for local. This includes selecting products and preparing an excel file with a given format and optimizing photos of the selected product.

- support in analyzing and preparation of customer groups for email and SMS. This is was prepared for an international Eid campaign.

4.2.2. Aarong Earth

- desk product research (packaging, types of products and price). I was asked to research on other brands packaging, types of products they were selling and the price they were offering in the market. Brands includes Unilever, Dove, Patanjali, Bath and body works, Lush etc.

- Aarong Earth came up with new products for their brand. Before releasing their new products, they create few sample sizes which are distributed to few people and their feedbacks are taken. I was responsible for the distribution of the samples. First, I created a list of people to give the samples to and also made a list of sample products that was given to me and their quantity.

After making both the list I made another list where I have merged both the list of the respondents and samples and wrote down which respondent will get what kind of product including their department they work in and in which location it is and they also have to sign the paper after receiving the product to keep a proof that they have received the product.



Example

Name	Department	Location	Product	Sign of receiving
xxx	CRM	Center Service	Soap	
Xxx	Warehouse	E-commerce	Shampoo	
Xxxx	Call center	E-commerce	Bodywash	
Xxx	Studio	E-commerce	Facewash	
Xxxx	Marketing	Center Service	Facepack	
Xxx	Sales Associate	Aarong JFP	Facemask	
xxxx	Floor Supervisor	Aarong Banani	Oil	

- collected feedbacks and communicated issues with the respondents that was given the sample to for improvement of the product.

-I also gave valuable suggestion for the new products packaging which they seriously took into their consideration.

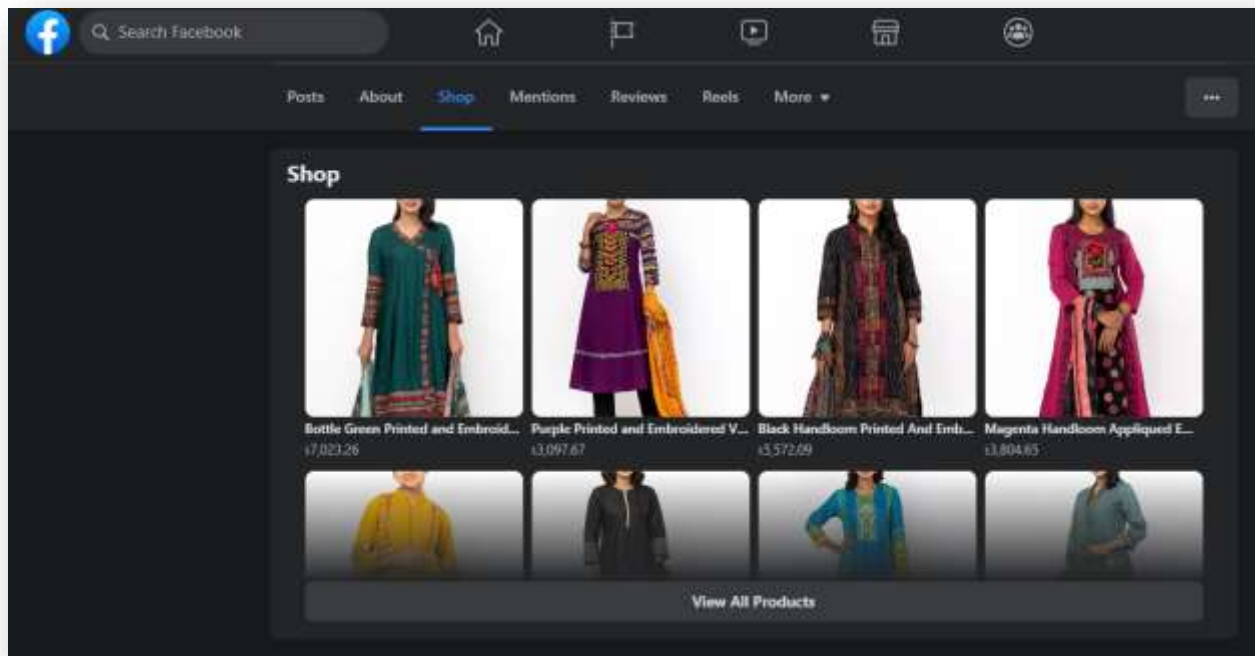
4.2.3. Facebook shop

- preparing excel file for f shop (Taaga, Taaga Man and Aarong) selecting limited number of designs.

Not all products of E-commerce and shown in their Facebook shop, so I was responsible for selecting products among hundreds of products. I selected products separately for all the departments and prepared an excel file which is upload in the Facebook shop for the customers.

I have prepared files 3 times, one for every month.





4.3. Challenge during internship

There were a few challenges that I had to face during my internship period and those are;

Firstly, I had to be more discipline than I ever was because I had to reach office on time and plan my day beforehand.

Secondly time management was a big challenge for me. I had to finish my work within the given deadline so I had to learn to work under pressure and manage time for each work that I was assigned. Also, as I was treated an employee and not an intern, there was a sudden pressure to work perfectly with no mistakes and submit work on time.

These two are my biggest challenges during my internship period.



4.4. Outcome of the internship

This internship has changed me as person. I was able to learn things which we only learned theoretically and not practically. I was lucky enough to be able to join in this retail company during so many events like Pohela Boishakh, Pohela Falgun, Eid and Women's Day. The reason I am telling this because these occasions are the peak sell period for the company and because of that there were so many extra works and campaigns that was done only in this time and I was lucky to be able to work for the campaigns for the largest retail store in Bangladesh. I was able to gain those experience which could be learned only during these times and for that my knowledge and my confidence for working in corporate world has increased a lot. I am now more experienced than I ever was.

Dividing my experience-

1. Discipline:

I had a strict time to go to office and fulfill 8 hours and 45 min, so for that I had to make a timetable and divide my work accordingly. Meeting deadlines made me a much more organized person than I was before. Now I know how to multitask because of the discipline this internship has taught me. I had to do everything on time and plan my schedule ahead so that I'm able to complete all my 3 supervisors work including my main supervisor.

2. Practical learning:

During my BBA life I have learned my theoretical aspects which I was able to learn practically during my internship and I was also able to use my theoretical knowledge in some of my work specially things I have learned in my marketing and supply chain courses, my internship has helped me understand those things more practically.



3. Facing my biggest fear:

I was super introvert person when I started my internship and my communication skill with strangers was really bad but my internship has helped me overcome my fear. This internship has forced me to talk to people and communicate and initiate conversations with people I had just met and because of this now I don't fear to talk to anyone now. I can talk to anyone right now without any fear and confidently. This mainly happened when I was working for Aarong Earth, the time when I had to distribute samples and go to other outlets and talk to them.

4. Cooperation:

During my internship I have learned cooperating with people even though I don't personally feel comfortable working with and personally not liking them. This workplace taught me to work with everyone with a smile and cooperate perfectly with everyone. This taught me personal and profession life should never be mixed together and none of the employees there does this. They all work with each other with smile. This taught me to keep my emotional side outside workplace.

5. Knowledge:

I was lucky enough to be treated as an employee by them and not as an intern. So, because of that I was part in many important tasks of the department and they shared many things with me and I feel that this has made me very knowledgeable about how things are done in a corporate. This taught me how to take instant actions based on problems and how to smartly handle things. There was time when my supervisor trusted me with the whole process and let me take decisions for a work and this taught me a lot.

6. Researching:

When I was working there, many times I faced many problems but not every time I had the opportunity to go to someone and ask as everyone is busy with their own work so I had to find my own ways to solve those problems and research about those things so this taught me how to handle situations.



7. Getting into the corporate culture:

Corporate culture is very different so I was able to blend into that culture and prepare myself for more corporate adventures.

8. Training and trip to Ayesha Abed Foundation:

Aarong provide everyone with trainings and we were no different. We also had the privilege to get 3 trainings and a trip to Ayesha Abed Foundation Manikganj which was especially for the interns.

I was only able to attend 2 trainings and it was really helpful and the visit to the foundation was life changing. Visiting the foundation changed our perspective for Aarong as each and every one process was done by humans and not machines to make their products which increases the job opportunity for people. We went to the place where Aarong products are made (one of many).

The training was also amazing as our trainer was really helpful and shared many real-life problems, we can face in the job market and in corporate and gave a brief on how we can handle them.



Certificates for my completion of the trainings



Visit to Ayesha Abed Foundation

4.5. Relating my internship experience with Supply Chain Management

During my internship in sales and marketing department for Aarong E-commerce I was able to communicate with the warehouse management team, packaging team and accounts team. I was able to work on the ERP system of Aarong and their product management software. I had to deal with SKU and how SKUs are created for a product. I also had to deal sale invoices.

4.6. Bonus Work

1. Customer Query Issues:

Last 2 week of my internship period I was assigned to clear the customer queries during Eid period. I had received orders and prepare a excel file with the all the details of customers and the product with the size.

2. Changing status:

Second work that I was assigned that I had to clear all the international order status from pending to delivered.

These are the two works that I was assigned in my last week along with the other regular works.



Chapter-5: SWOT Analysis



1. Employees are highly motivated in their work.
2. Employees have the freedom to do their work anywhere in the office they want.
3. No one is bothered about anyone in the company as everyone is busy with their own work which makes it comfortable to work.
4. No restrictions to do their own personal work in the office, they just care about meeting the deadlines but are not bothered with how the employees are achieving it.
5. Freedom of speech.
6. No Sir/Madam policy. They call everyone Bhaiya /Apu/Apa.
7. Very helpful.

Strength

1. They have been doing some things which I felt are unnecessary and time consuming.
2. Office looks really boring and unorganized.
3. Center service and E-commerce office is very far from each other.
4. Interns has little to now motivation to work.

Weakness

1. E-commerce is now booming and has a lot of potential in future.
2. Aarong brand is already a popular brand among the people in the whole world using that brand value they can do more great things.

Opportunity

1. They are not improving as a brand and not coming up with new ideas.
2. Too much expensive.
3. Controversial brand for expensive product and less quality product.

Threat

Chapter-6: Recommendation & Conclusion



6.1. Recommendations

1. Workplace:

Before joining Aarong I had this vision inside my mind that the office will as gorgeous as their outlets but I was totally wrong. Their office is very unorganized and boring. If I was an employee there than I would feel very bad working there. Room for every department is very tiny and packed together. Not at all decorative as it represents to be as a brand. They should work on this matter as Aarong is something that represents Bangladesh to the rest of the world so if someone comes from foreign to Aarong office they will be very much disappointed to see.

2. Improving product:

They have massive number of complains for their products and the price. Customers are complaining that the amount of money they are paying for Aarong's product they are not getting that much quality product. They should definitely look into this matter and give customers quality products.

3. Expanding business:

They should expand their business to furniture section as they have the potential to do it and this will be very much beneficial for them because they already have an established brand name so it will be easy for them to market the product or sell them.

4. Giving more benefits to the interns:

Interns of Aarong are given little to no benefits. They deduct salary if interns take any leave so basically during these 3 months period there is not leave for an intern even if it is an emergency, they will deduct money. Interns work very dedicatedly with little pay and they are not even paid overtime for their extra work so I feel like they should provide some benefits to their interns so that they can grab could candidates from the market as their interns or else only the bad candidates will apply for their internship program.



5. Automation of work:

When I worked there as an intern, I felt like there are many works which can be automated instead of doing it manually and wasting time. So, they should look into this matter and save their time.

6.2. Conclusion

Overall, my internship period was amazing and interesting. It helped in many ways to start my career. It is said that “Never forget your first company which gave you a chance to work”. Truly I will never forget the opportunity that was given to us by Brac-Aarong. They were very cooperative. The HR team was amazing and very helpful and when I left that place, each and everyone told me that their doors are always open for me and actually they meant it because I still have connections with everyone from my workplace.

Internship concept is a great thing for students with no prior experience to learn from real corporate and big organizations taking students and giving them opportunity to work in their company is a blessing for all the students in world.



Chapter 7: Bibliography

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Chapter 8: Appendix

8.1 Experience Certificate of Brac Aarong





April 24, 2023

TO WHOM IT MAY CONCERN

Aarong Centre
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Dhaka 1208
Bangladesh

T+88 02 889 1418
Efeedback@arong.net
www.arong.com

This is to certify that Ms. Nishat Tasnim Queen, a BBA student of United International University, has completed her 3 months long internship program at our E-Commerce department from January 25, 2023 to April 24, 2023. During her internship period, she assisted in activities related to Analytics and Forecasting, under the guidance and supervision of Mr. Shimanto Haque, Deputy Manager, Analytics & Targets, E-Commerce Department, Aarong.

We wish her every success in life.

Thanking you,

A handwritten signature in black ink that reads "Johan Ahmed".

Johan Ahmed
General Manager, Human Resources
Aarong and AAF

aBAC social enterprise



THE END

