



# **United International University**

**School of Business & Economics**

**Internship Report On**

**“Social Media Marketing on E-commerce in the  
Context of Jitben.com”**



**Submitted To:**

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## Letter of Transmittal

**To**

Ahmed Imran Kabir

Lecturer

School of Business & Economics (SOBE)

United International University

**Subject: Internship report on Social Media Marketing on E-commerce in the Context of Jitben.com.**

Dear Sir,

I request your permission to submit my report titled "Social Media Marketing on E-commerce in the Context of Jitben.com," which I have successfully completed as part of my BBA degree requirements at United International University. I am pleased to inform you that I have successfully completed my internship program at Jitben.com. During my time there, I had the opportunity to work as a digital marketer. Working on this shopping platform was a truly valuable learning experience for me. It allowed me to gain insights into the key differences between real-world work and theoretical work, which I found to be extremely interesting. I kindly hope that the report is perceived as objective, systematic, and reliable.

I want to express my gratitude for the support and guidance you have given me, and I look forward to receiving more in the future.

Sincerely yours,

Md Al Mamun

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## Declaration

I am Md Al Mamun, and my student identification number is 111 173 049. In order to get a Bachelor of Business Administration in Management Information Systems, I am now enrolled at United International University. The study, which has been published under the title "Social Media Marketing on E-commerce in the Context of Jitben.com," is entirely the result of my own hard work, and I accept full responsibility for its successful completion.

Additionally, I provide proof that the only reason I'm writing the report is to finish the requirements for my course.

Name: Md Al Mamun

ID: 111 173 049

Major in Management Information Systems

School of Business & Economics (SOBE)

United International University

## Acknowledgment

During my time at Jitben.com, I had the privilege of participating in an internship that proved to be incredibly beneficial for my personal and professional growth. I am extremely thankful to all the people who have played a crucial role in assisting me and making it possible for me to successfully finish this job.

I am grateful to Allah, the Almighty, for bestowing upon me the knowledge and abilities required to successfully finish the internship report within the given time frame. I am filled with gratitude for the opportunity to show my appreciation to those remarkable individuals who have served as sources of inspiration, guidance, and support throughout my internship experience. Furthermore, I would like to thank Ahmed Imran Kabir Sir, my internship supervisor, for his invaluable advice and assistance throughout the report-writing process.

I would like to extend my appreciation to Mahfuj Alam, the manager at Jitben.com, and CEO Mogakkir Alam for allowing me the chance to be a part of the team at Jitben.com. I successfully completed my internship because of their tremendous guidance.

At long last, I want to extend my heartfelt appreciation to my coworkers and fellow team members. Their invaluable support and guidance have greatly contributed to the preparation of this report while also providing me with helpful ideas in the professional realm. I found every moment to be quite enjoyable and observed that time passed by rather swiftly.

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## Executive Summary

The goal of the internship program, which concludes the Bachelor of Business Administration education program, is to help students acquire knowledge about the business arena and provide them with practical experience with real-life business activities. With the aim in focus, I began my internship at Jitben.com on December 1, 2022, within the digital marketing department. Since digital marketing is constantly changing, I have the opportunity to expand my skill set, develop my creativity, and come up with new strategies for reaching my target audience.

In this report, I have worked with Jitben.com to explain the purpose, process, benefits, and functions of digital marketing in an e-commerce company, as well as to show its importance. Before continuing on to the main topic of the report, I provided all necessary introduction information in the first chapter. Here, the objective scopes and limitations are explained. I have tried to establish realistic and effective objectives for the report, overcome all limitations, and prepare a fruitful report.

In the second chapter, I provided a quick overview of Jitben.com. I have introduced the organization and discussed its beginnings and history in this section. I have discussed Jitben.com's consumer mix, product mix, operations, and corporate organogram. In the third chapter, I conducted a literature review of the e-commerce and digital marketing industry as a whole. I have discussed my internship-related duties and responsibilities in the fourth chapter. I have performed a variety of responsibilities related to digital marketing departments. I have also described the applications of digital marketing tools and how Jitben.com makes use of them.

In the end, I shared some suggestions for enhancing strategic marketing efforts, valuation, customer segmentation, and services, as well as some essential understanding.

## Chapter:1

### Background of the report

This internship report has been written as part of United International University's Bachelor of Business Administration (BBA) degree requirements. After completing 120 credits for the BBA, I began my training in the Digital Marketing department at Jitben.com. I choose digital marketing because it is a method that is flourishing as its growth has been tremendous and is expected to continue to increase. Every industry is impacted by the growth of digital marketing, but the e-commerce sector is impacted the most.

In today's technologically advanced society, digital marketing is one of the most popular and cost-effective marketing strategies in terms of client engagement and expense. My fall internship has taught me several aspects of digital marketing, including the company development process, content writing, and social media marketing. During my internship, I not only learned a great deal of new information that will help me perform well in the corporate world in the future, but I also met a large number of new people and established a large number of connections that may be extremely useful to me in the future.

I was assigned to deal with Facebook marketing, communicating with new consumers, and creating innovative promotional activities engaging around the goods, all of which required an in-depth understanding of the products. The Digital Marketing team at Jitben.com as a whole has been extremely helpful in providing me with information and insights gained from their expertise, which has been essential in producing this report.



## Objectives of the report

The main goal of this study is to show how important digital marketing is for the Jitben.com online shop. I have done all within my ability to ensure the accomplishment of these goals throughout my time as an intern at Jitben.com. The aims of the internship and the report are summarized here:

- To learn more about social media marketing and how it affects an e-commerce business.
- Using my academic knowledge to better understand how businesses function in the real world.
- Take an active position in the academic and professional communities to learn new skills and knowledge.
- To learn how digital marketing may help the conventional marketing process.
- Analyzing the objectives, plans, tactics, and outputs of digital marketing.
- Make a good effect on the company's growth.

## Motivation of the Report

The reason for this study on Jitben.com is that it is a key player in the Bangladeshi e-commerce industry. The goal of this study is to look into jitben.com's market situation, business strategies, and impact on the online shopping world. This study looks at the e-commerce business in Bangladesh to give users and people who are just interested in useful information. It does this by looking at things like business model, revenue model, customer satisfaction, and possible growth possibilities. In the end, it tries to give a full picture of how Jitben.com has affected the local market and how it has helped the growth of online shopping in Bangladesh.

## Scope of the report

The main focus of this study is on understanding the various concepts of digital marketing. It is important to note that how to apply of these ideas could vary depending on the specific circumstances and scenarios. This study offers valuable insights into how classroom information can be applied to real-world situations, providing a more comprehensive understanding of the market. Some ideas and actions may be different when learning theory and then putting them into practice in the real world. This course provides an understanding of how to interact with different categories of consumers and create effective internet marketing. In the context of Jitben.com, this report aims to highlight the significance and effectiveness of digital marketing as a key marketing strategy for the e-commerce business.

## Limitations

One of the main drawbacks was a lack of in-depth understanding of the actual business actions that occur in the real world. Due to sensitive and confidential information about the organizational structure and product, the report may include some gaps. We must include the human errors as much of this study's information is from Jitben.com's official staff interviews. Some of the information and perspectives presented in this report may not be entirely accurate or objective.

## Chapter:2

### Company Overview

Jitben.com is an e-commerce platform that was established in 2021, offering a wide variety of products including fashion, electronics, home appliances, gadgets and accessories, sports equipment, gaming products, home living essentials, cookware, lifestyle goods, beauty products, health-related things, and other items. The journey of Jitben.com to provide clients with the greatest online shopping experiences has officially started. Experts work together every day to find the best products for customers and make sure that the process of buying things online goes smoothly. Consider all of the difficulties that can occur for consumers when they make purchases online. Jitben.com has come to remove them in order to boost trust in E-commerce throughout the nation and clear the way for a better future. Jitben.com is committed to providing a service that is both efficient and effective, ensuring easy delivery of clients' orders. The company offers a range of payment choices, including cash on delivery, online payments, bKash, Nagad, and MasterCard. Furthermore, they offer hassle-free return and refund procedures. Clients have the option to connect with the business on various social media platforms such as Facebook, Snapchat, Instagram, and LinkedIn in order to remain informed about the latest promotions, social occasions, and other updates.

### Mission and vision of Jitben.com

To connect consumers, wholesalers, and retailers on one platform. To establish an attractive, 100% safe, and secure online shop with a wide range of affordable components to meet varied demands and deliver products fast.

## Business Model

Jitben.com is a Bangladesh-based e-commerce platform with an efficient business structure designed for the local market. Jitben.com is an e-commerce website that serves as an online marketplace, connecting consumers with a diverse selection of products. These goods fall under many categories, including technology, fashion, and domestic necessities. The platform's business model is B2C (business-to-consumer). Jitben.com works with a number of suppliers and merchants to publish and market their products to a wide variety of consumers. The company earns money by collecting commission fees on purchases, which benefits both suppliers and consumers. Jitben.com offers a convenient shopping experience for customers by using a user-friendly interface, secure payment options, and an efficient transportation network. Furthermore, the platform is continually offering deals, discounts, and promotions in order to attract and maintain price-sensitive clients. Jitben.com establishes itself as a reliable and user-friendly one-stop online shopping platform in Bangladesh, with the purpose of expanding the country's flourishing e-commerce economy.

## Value Proposition

Jitben.com is dedicated to providing its clients with items of the best possible quality. Jitben.com's sourcing channel has a high degree of efficiency as well as effectiveness. They are able to get things at inexpensive prices and then sell them to their loyal consumers. The business provides its clients with essential items at an affordable price and guarantees that they will be delivered on time. They are able to provide exclusive goods to clients in a highly competitive market. The fact that Jitben.com is able to provide its clients access to a user-friendly platform that makes it simple to browse and buy specialized items is the primary benefit offered by this website.

## Revenue Model

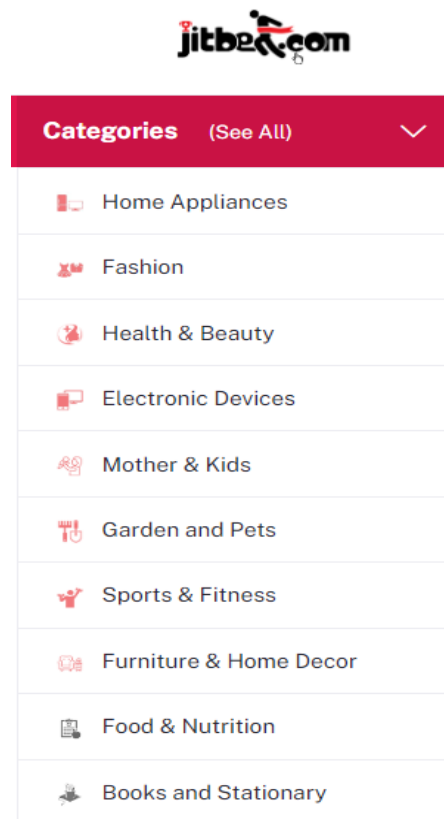
It is important for both sellers and buyers to have a clear understanding of the fees and commission strategies used by e-commerce platforms. On Jitben.com, sellers have the option to register for free. During the registration process, they are required to provide both their personal and business information. Users can upload their products by providing descriptions, images, and prices. The platform ensures that these items adhere to rules and standards. Customers have the option to place orders, while sellers can choose to receive notifications whenever new orders are made. After orders are confirmed, Jitben.com takes care of packaging and shipping. In certain situations, delivery may be facilitated by third-party courier services such as gogobangla.com, depending on the customer's location. When shopping on Jitben.com, customers have the option to select from multiple payment methods including cash on delivery, debit/credit cards, and mobile banking. The commission fees imposed by the platform on products can vary between 6% to 15%, depending on factors such as the product type, category, and seller performance. The platform is responsible for handling payment processing and deducting any applicable commissions and fees. The well-organized strategy implemented on Jitben.com ensures a smooth and transparent experience for both sellers and buyers.

## Customer mix

Jitben.com covers all ages, genders, urban and rural, and socioeconomic groups. Clients of Jitben.com are considered in terms of lifestyles, viewpoints, and interests. Some consumers are more concerned with cost and performance than with product diversity and simplicity of use. The ability of Jitben.com to meet a variety of customer preferences is essential to its success. This may include electronic gadgets, fashions, and household goods. Effective marketing targets several client segments. The different types of customers that visit Jitben.com are affected by changes in Bangladesh's e-commerce market. Increasing purchases of gadgets, altering payment methods, and e-commerce trends are examples of it.

## Products of Jitben.com

At first, Jitben.com focused mostly on serving the electronic goods sector of the e-commerce market. However, they have recently expanded their product line to include a wide selection of accessories and other items in categories such as home appliances, cosmetics and fashion, home decor, sports, games, stationery, and more. They provide all types of tangible goods. Jitben.com does not directly engage in manufacturing, but rather sources goods from countries such as Vietnam, Malaysia, China and Thailand at competitive prices. Additionally, sellers have the opportunity to present their products on the website in order to connect with the valued customers of jitben.com. When Jitben.com reaches an agreement with a variety of vendors, the content of the product is transferred to their website. There are the following things on Jitben.com's store:



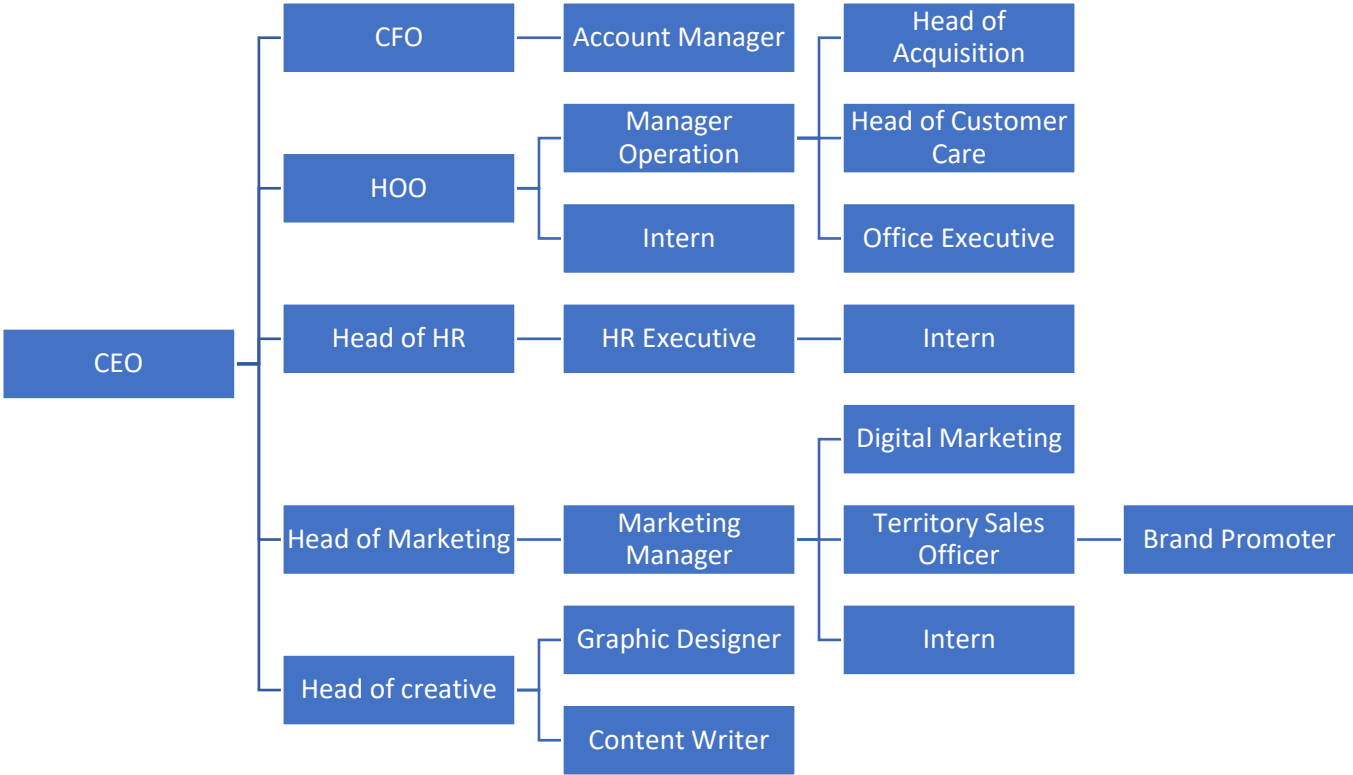
**Figure 1 Product Categories of Jitben.com**

## Operations of Jitben.com

Operations have a direct effect on customer experience, order fulfillment, and general efficiency, all of which contribute to the success of an e-commerce business. Orders are made on Jitben.com by customers selecting the items they want to purchase, putting them to a virtual shopping bag, and then completing the transaction. After receiving the orders, the Jitben team checks them and prepares to ship them. Some payment channels are supported, and safety measures are in place. E-commerce businesses, such as Jitben.com, properly manage their inventory by efficiently managing storage, tracking, and organization operations. It can also anticipate client demand and effectively refill stock to prevent shortages. The Jitben staff constantly monitors the online shop to ensure that all data, images, and information about items are accurate. Customer queries and concerns are always answered with prompt attention from the Jitben personnel, who are available by chat, email, and phone. The Jitben staff pays close attention to all regulations and procedures set out by the firm while processing returns and refunds.

## Organogram

This picture, which is called an "organogram," shows how Jitben.com is set up. The internal processes of the company are shown in this map, which shows the different departments, teams, and communication lines. It gives a clear and short overview of how the company is set up. This organogram helps us understand how the leadership and functional parts of Jitben.com are linked. It shows the organization's jobs and duties. The organogram shows how the e-commerce business is growing and changing all the time.



**Figure 2 Organogram of Jitben.com**



## SWOT Analysis

Strength	Jitben.com offers clients a simple shopping experience, enabling them to purchase from the comfort of their own homes. When compared to typical retail procedures, this saves significant time and work. Customers may use the platform at any time, giving them the flexibility to shop whenever it is convenient for their busy lifestyles.
Weakness	Businesses that operate online typically face tremendous rivalry in the e-commerce market. Like other companies in the market, Jitben.com also have to deal with a situation where there is a lot of competition from other companies that offer similar goods or services. There is a lot of competition in the market right now because it is very saturated. This is the barrier to gain profit margins.
Opportunities	Bangladesh has a large and quickly growing population, and more people are having access to the internet and mobile technology. This gives e-commerce businesses a big consumer market. In Bangladesh, more people are utilizing mobile internet, and more of them are turning to social media platforms like Facebook, Instagram, and others for online shopping. Mobile-friendly e-commerce platforms users are increasing rapidly to reach more people.
Threats	Mistrust is one of the biggest threats to e-commerce businesses. An essential component of doing business online is trust. Customers do not feel secure in the reliability and legitimacy of the platform they are utilizing. When making online purchases, Bangladeshi customers is more worried about the security of their financial information.

**Figure 3 Swot Analysis**

## Chapter:3

### Literature Overview

#### E-Commerce

E-commerce has changed the way in which businesses and consumers interact because of its simplicity and global accessibility. It includes an extensive lineup of online business activities, including B2C, which involves companies selling directly to customers instead of going by physical stores. Global traders and buyers are connected via online shopping giants like Amazon and eBay. Due to the increased usage of smartphones, mobile-friendly e-commerce experiences are now necessary. Online transactions are safe and simple using PayPal and Stripe. Quick delivery and effective logistics and fulfillment systems enhance e-commerce. SEO, social media, and targeted email marketing increase online sales. These days, people choose e-commerce because of its focused marketing, user-friendly websites, and responsive customer service. Global client and company connections are made possible by e-commerce.

#### Digital Marketing

Digital marketing has altered the marketing process by using the Internet to promote companies and engage with consumers. It involves strategies like SEO to boost website exposure, social media marketing for targeted engagement, and email marketing for consumer engagement. By focusing on making material that is both useful and interesting, media marketing can attract and keep the attention of future consumers. Businesses may target specific keywords and groups using pay-per-click advertising, ensuring that their adverts are seen by the desired audience. The effectiveness of a marketer's campaigns may be tracked and evaluated with the use of analytics and insights produced by data, allowing the marketer to make wise decisions. With influencer marketing, it can reach more people by using the power of people on social media who have a lot of fans. The audience for mobile advertisements is those who use

smartphones. Digital marketing helps companies connect with customers in a focused, measured, and cost-effective way by using strategies and tools that are always changing.

## Marketing on social media

E-commerce companies today depend significantly on social media marketing to increase brand awareness and revenue. Facebook and Instagram, for example, make it simple to reach out to certain audiences, draw their interest, and foster the creation of relationships. Customized material that attracts interest and attention includes product images, videos, and customer comments. Potential consumers are directed to e-commerce stores by social media marketing that targets certain age groups and interests. Companies may learn a lot from listening in on online client interactions, which can help them see trends and deal with consumer difficulties. Social media events and giveaways may boost brand exposure by generating buzz and motivating user-generated content. Direct sales of items on social networking networks facilitate the purchasing procedure. E-commerce businesses can take advantage of Facebook's advanced advertising features to increase their customer base and revenues.

## Facebook Marketing

E-commerce companies can reach their target demographics, spread the word about their wares, and generate more revenue all thanks to Facebook advertising. Because of its enormous user base, it can effectively sell to a diverse range of people with different interests and habits. Content like product photos, videos, and customer reviews can increase consumers' interest, enthusiasm, and curiosity in e-commerce sites. Dynamic ad styles on Facebook, like sliding ads and collection ads, make it easier to find products by showing a wide range of them. Customers who have shown an interest in the brand or its products may be retargeted. Shopping for products is made easier with Facebook Shops. By using Facebook's wide reach and powerful marketing capabilities, online stores may efficiently grow their customer base and enhance revenues.

## Google Analytics

For online shops, Google Analytics is an invaluable tool since it provides data on website traffic, user behavior, and the effectiveness of marketing activities. A comprehensive data analysis may be advantageous for a company's customer service, website, and financial results. Google Analytics monitors crucial factors including the origins of website traffic, user demographics, and interaction patterns. It determines which products engage with clients and which channels produce conversions. Organizations may enhance online purchasing, product recommendations, and navigation with the use of user behavior analysis. Google Analytics also allows businesses to monitor revenue, conversion rates, and sales accomplishments. Data-driven choices may be made by e-commerce enterprises using these insights to enhance their online presence, draw in more consumers, and increase sales.

## Google AdWords

Digital marketing tools that sell products online may increase client reach, traffic, and income with the help of Google AdWords. Marketing strategies focusing on certain keywords improve a company's visibility in online search results and hence increase sales. Advanced targeting options in AdWords allow organizations to target certain demographics, interests, and search trends for the highest relevance and results. Using a pay-per-click model, businesses just have to pay for clicks on their advertising, which makes attracting prospective customers affordable. Using Google AdWords, online retailers may increase their traffic, brand awareness, and ultimately, revenue.

## E-mail marketing

Email marketing is an effective method for businesses to communicate with their target audience, cultivate relationships, and increase conversions. It includes designing and personalized email campaigns that deliver valuable content, promotions, and updates directly to the inboxes of consumers. By segmenting audiences based on their interests and behaviors, businesses can optimize the relevance and impact of their messages. Email marketing tracks open, click-through, and conversion rates to evaluate campaign performance. Email marketing is a pillar of digital marketing strategy because of its low cost and wide customer reach.

## Search Engine Optimization (SEO)

Search engine optimization (SEO) is the strategic practice of enhancing a website's visibility and positioning in search engine results pages so that it is clearly visible when users conduct relevant keyword searches. Mixing technical and artistic techniques to make a website appealing to both search engines and individual users.

SEO means knowing the search intention of users and aligning website content accordingly. It includes keyword research, content optimization, and technical website enhancements in order to provide a seamless user experience. Establishing links is a crucial aspect of search engine optimization (SEO), which involves acquiring links from trustworthy websites in order to show authenticity and trustworthiness to search engines. Local SEO focuses on optimizing for location-based queries, ensuring visibility for businesses targeting particular geographic regions. Tracking website traffic, user activity, and search engine rankings allows data-driven SEO options.

## Chapter:4

### Position, duties & responsibilities

I had the opportunity to work as a social media marketer, specifically focusing on Facebook, with Jitben.com. During my three-month internship, I had the opportunity to support various departments with a variety of responsibilities. I had the opportunity to contribute to the digital marketing department at Jitben.com and successfully fulfilled my assigned responsibilities. I've received instruction from two experienced experts over the last three months and have taken part in a variety of special activities. During the internship period, I had the opportunity to engage in a variety of jobs that were closely aligned with the field of marketing. The following is a list of some of the work that has been given to me:

- Maintain a social media activity to engage with customers.
- Running very effective online promotional activities on Facebook.
- Communicating with the customer service departments to monitor client requests and concerns.
- Gather relevant data for the purpose of enhancing our email marketing efforts.
- Contribute to the design of banner artwork and text to go with postings on Jitben.com.
- Participate in meetings with other creative people and brainstorming sessions.
- Create content for the Jitben.com Facebook page.
- Develop and implement into action a digital marketing plan.
- Make a list of the products that have been returned and find the cause.
- Make a Plan and budget for marketing.

## Training

Social media marketing is an important part of online shopping because it helps people learn more about a brand, keeps them excited, and finally leads to more sales. First, the training starts with the basics of e-commerce, such as how online businesses work, how customers act, and how the competition works. They gave me a detailed picture of social media marketing activity. Once a marketer can build this foundation, they will be ready to use social media strategies well. In addition, they taught me a lot about different social media sites like Facebook, Instagram, YouTube. To see how well their work is doing, we need to learn how to make posts that work best on each site and write content that people will want to read.

Second, they gave me a clear idea of how to use social media to promote products, which is important for e-commerce businesses. The training event goes over targeting strategies, ad styles, budgets, and ways to make campaigns run more efficiently. They explained in detail how marketers can better promote the online store and boost sales with this information.

Lastly, the training talked about how important it is to involve customers and run a community. I learned to think about how important it is to reply quickly to messages and comments, deal with customer complaints in a good way, and build a positive brand image. This interaction will make customers more loyal and encourage them to buy more from us.

## Contribution to the departmental function

As a social media marketer in an e-commerce business, I had the opportunity to make significant contributions to various departmental functions, which played a crucial role in the company's overall success.

- Share interesting elements about the brand's products, services, and values.
- To create excitement and attract new followers, run social media events and giveaways.
- Monitoring social media and responding to client questions quickly helps build brand sentiment.
- Use social media advertising to target consumers by interests and their behavior.
- Share discounts, special deals, and new products with Facebook selling groups.
- Utilize social media trends to gain insights into customer preferences and customize marketing strategies accordingly.
- Respond quickly to messages from customers and resolve difficulties.
- Build customer-brand communities on social media.
- To develop trust and brand value, share consumer success stories.
- Understand client preferences and requirements using social media feedback.
- Determine product concerns and improvements from social media interactions.
- Share product updates and new releases on social media to promote and get feedback.

By actively participating in these departmental events, I focused on showing how social media marketing can boost brand visibility, consumer engagement, and e-commerce sales.



## Skills applied

I use many skills to create engaging stories about brands, optimize content for multiple platforms, and interpret as a social media marketer. These abilities help me increase business exposure, community participation, and sales through dynamic online marketing. These are the skills I applied in business:

- Create content that engages the target audience and fits the brand's identity.
- Use reels to engage audiences on Facebook.
- Adapt photos, videos, and infographics for social media.
- To increase reach and engagement, optimize content and publishing.
- Keep up with social media changes and adjust methods.
- Respond quickly to comments, messages, and queries to boost sales.
- Handle customer problems and difficulties in online discussions.
- Ensure a consistent brand message across all platforms by working with other departments.
- Match social media strategy with business objectives and marketing goals.

## Facebook posting

For Facebook posting for an e-commerce site, I have to first understand and learn about the items thoroughly so that I can develop a Social Media Marketing strategy that shows what can be placed on a page to obtain the most interaction. Before creating a plan, I conducted an extensive study on similar industries' Facebook pages of other organizations to learn what others are doing, which postings generate the most interest and interaction, and accordingly, I created my daily plan. At the same time, keeping the page's concept and creativity in mind. Because, according to my study, people react more to either interactive posts or creative or new ideas.



Jitben

August 26 · 🌐

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-  Human Detection



Figure 4 Image: Facebook Marketing

## Competitor Analysis

I was assigned the responsibility of identifying competitors in the e-commerce industry. Facebook is a widely used platform for advertising by many e-commerce businesses. Different products are available for their target market, such as toys for kids and smart devices for tech-savvy people. The e-commerce company regularly advertises to its intended consumers daily. I had to make a full list of our competitors in the market and all of their different goods so that we could offer our customers better prices and make a clear ad campaign.

The image shows a screenshot of the Facebook Ads Manager interface. At the top, the Meta logo is visible. Below it, there are filters for 'Bangladesh', 'All ads', and a search bar containing 'Jadroo.com'. The main content area displays a list of ads for 'Jadroo.com', which has a profile picture showing '15M FOLLOWERS'. The first ad is titled 'Launched October 2023'. Below this, two ad details are shown side-by-side. The left ad has Library ID 1020235309116184 and is active, starting on Oct 16, 2023. It features a '50% OFF' promotion on 'Baby Clothing' with a 'Shop Now' button. The right ad has Library ID 241297258593226 and is also active, starting on Oct 16, 2023. It features a 'BEST SELLING PRODUCTS' promotion with a 'Shop Now' button and a video player below the text.

Figure 5 Image: Ad Campaign

## Chapter:5

### Conclusion

In Bangladesh, a growing e-commerce platform known for its reliability and commitment to its customers is Jitben.com. The company's concentration on affordability, quality, and client pleasure has helped it acquire more and more favor with Bangladeshi consumers. The online shop Jitben.com has a wide selection of products in several categories to satisfy the needs of its diverse consumer base in Bangladesh. To ensure that its customers always get genuine and durable items, the company sets a premium on only dealing with trustworthy suppliers. By maintaining prices that are competitive in the market and offering attractive discounts, Jitben.com is dedicated to providing clients with attractive and cheap online shopping solutions. The firm prioritizes its customers by providing a smooth and secure online platform, reliable payment options, prompt shipping, and friendly support. By prioritizing the satisfaction of its customers above everything else, Jitben.com has positioned itself for sustained growth in the competitive Bangladeshi e-commerce market. To sum up, Jitben.com has an excellent chance to maintain its development and success within the Bangladeshi e-commerce sector. The company's commitment to expanding its product selection and enhancing its e-commerce facilities positions it to further solidify its standing as a trusted and popular online shopping destination for Bangladeshi consumers.

## Recommendations

To strengthen its online store and consolidate its place in the Bangladeshi market, Jitben.com can choose to think about putting the following recommendations into action:

- Through strategic marketing efforts that emphasize jitben.com's unique value proposition, establish the brand's reputation as a trusted and customer-centric online shopping center.
- Differentiate jitben.com from competitors by emphasizing its strengths, such as its dedication to quality, excellent customer service, and seamless purchasing experience.
- Increase consumer engagement and conversion rates with customized product suggestions and promotions based on browsing and purchase history.
- Continuously expand product offerings to meet a wider variety of consumer requirements and preferences, including niche categories and trending products.
- Introduce unique, affordable private-label items to differentiate jitben.com from the competitors.
- Offer customer service through multiple channels, such as live chat, email, and video call, to make sure that questions and concerns are quickly answered.
- Establish a customer loyalty program with incentives and awards to promote customer loyalty and repeat purchases.
- We must recognize the importance of harnessing the power of technology and fostering a culture of innovation.
- Use AI to see products and provide customized suggestions to improve the shopping experience.
- Develop a mobile app to make smartphone buying easy for consumers.
- Secure data to retain customer trust in the e-commerce platform.

By taking these suggestions into account, Jitben.com may strengthen its online shop, increase its brand's visibility, and establish its status as Bangladesh's most popular shopping website.

## Key Understanding

In the area of social media marketing for an e-commerce business, my main focus has been directed to getting an in-depth understanding of the following key fields:

- Identify the various business models, product categories, and customer categories used in the e-commerce sector.
- Identify the demographics, interests, and online behaviors of the target market for the e-commerce company.
- Find out what's effective and what doesn't in the social media approaches for competitors.
- Create a social media plan that is in line with the target market and overall marketing objectives of the e-commerce business.
- By interacting with consumers, answering questions and comments quickly, and resolving issues, e-commerce companies can build powerful online communities.
- To learn more about the demographics, interests, and habits of the audience, use social media platforms.

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**INTERN MONTHLY PROGRESS REPORT**  
**INTERNSHIP PROGRAM**  
 Fall/Spring/Summer ( )  
 School of Business and Economics  
 United international University

Student Name: Md Al Mamun	Institutional Supervisor: Kazi Zonaid
Student ID #: 111 173 099	Institution Name Jitben.com
Major: Management Information System	Academic Supervisor: Ahmed Imran Kabin

Activities undertaken during the month

Date Dec-1 31	Dept.: Marketing Strategy	Activity: Identified the target customers and analyze their previous buying behavior.
Date Jan-1 31	Dept.: Promotional activity	Activity: Used social media platform to reach more people.
Date Feb-1 28	Dept.: Interact with customers	Activity: Responded to followers' comments, questions and direct messages.
Date	Dept.:	Activity:
Date	Dept.:	Activity:

Institutional Supervisor's

Date: 10/10/23

Time: 12:40 pm

Additional Comments

Appreciate you for what you have done for our team.

Supervisor Signature: *Kazi*

Date: 10/10/23

Student Signature: *Amr*

Date: 10-10-23