

Internship Report On
“Operational Processes in Logistics Department of
Shoplover Limited”

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An internship report is submitted to the School of Business & Economics, **United International University** as a partial requirement of Bachelor of Business Administration for the degree fulfilment.



United International University

Internship Report

On

“Operational Activities in Logistics Department of Shoplover Limited”

**Course Code: INT 4399
Course Name: Internship**

**Submit To:
DR. Saad Hasan
Associate Professor
School of Business & Economics
Department of Supply Chain Management**

**Submitted By:
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Submission Date:



Letter of Transmittal:

Date:

Dr. Saad Hasan

Associate Professor

School of Business & Economics (SoBE)

United International University

Subject: Internship report on, “**Operational Processes in Logistics Department of Shoplover Limited.**”

Dear Sir,

It gives me great pleasure to submit my internship report with you for your consideration. My report focuses on Shoplover logistics operational processes. This report summarizes the findings and conclusions from the study. Along with my thorough research, this report served as a valuable review, enabling me to conduct in-depth analysis of the actual situation. I believe that this opportunity taught me a great deal. Kindly do not hesitate to contact me with any inquiries or clarifications. I hope you will appreciate my efforts and pardon any minor errors.

I'm thankful to you for your guidance and grateful cooperation at each step of my problem on this report.

Sincerely yours,

Tamanna Yeasmin

111 191 170

Department of Bachelor of Business Administration

United International University

Declaration of Studentship:

This is to certify that the internship report on, "**Operational Processes in Logistics Department of Shoplover Limited.**" is that of myself, Tamanna Yeasmin. Is based solely on the data and tasks I completed during my internship at Shoplover Limited, a respectable e-commerce company in Bangladesh. I additionally declare that the paper was created just to fulfil my academic needs and for no other reason. I also affirm that I am the original author of the report and that no copies were made.

Also, I made this report based on my own thought and observation. No one is liable for this report.

Tamanna Yeasmin

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Supervisor’s Certification:

This certifies that Tamanna Yeasmin, ID: 111 191 170, completed the internship report titled **“Operational Processes in Logistics Department of Shoplover Limited.”** in fulfilment of a requirement for a partial Bachelor of Business Administration (BBA) degree from the School of Business & Economics. The report complies with all requirements set forth by the university authorities regarding format and quality, and it is entirely based on the activities and data that the intern obtained while working in the logistics department of Shoplover Limited.

Dr. Saad Hasan

Associate Professor

School of Business and Economics

United International University

Acknowledgement:

I'm expressing my gratitude to the Almighty Allah, who give me the fortitude, energy, & persistence to finish the internship curriculum and the internship paper despite various challenges. I express my gratitude to numerous individuals for their invaluable collaboration and support to complete of my internship paper.

Again, I'm expressing gratitude to the honorable professor, DR. SAAD HASAN (Associate professor) at **United International University**, my department head, for his unchangeable guidance all over my whole internship time period. To finish my report, I was encouraged by my supervisor's pacific motivation, guidance, formulate supervision, guidelines, and recommendations.

Now, I want to show my heartfelt appreciation to one and all person at Shoplover Limited for providing me the scope to punished my internship and cooperating me to finish the internship report. Additionally, I want to thank all of my coworkers for their support during my internship. My report named "**Operational Processes in Logistics Department of Shoplover Limited** " I have done to complete my Bachelor degree demands. I consider myself quite fortunate that during the preparation of this report, I had the best and most sincere supervision, assistance, and cooperation from several people. I look at myself as the lucky one because I got the sincere supervision, assistance, and cooperation received from various individuals during the preparation of this report. That's why express gratitude for them. Then again, I want to show my sincere appreciation to all my office seniors for their tolerance and contribution in assisting me to finish the internship report. Also, I want to express my gratitude to Md. Rakib Hossain (Senior executive), Md. Mamunur Rashid (Senior Executive), Mehedi Hasan (Executive) for monitoring what I had done, show me the path, and giving me all the important details to finish the report. Without the help of each mentioned person, I wouldn't be able to complete my internship report.

Lastly, I also want to thanks to my educational institution, **United International University** and everybody at Shoplover Limited for all to help me learn something new, to finished internship paper, and giving me the best scope to learn as much as they can about logistics industry. I expect that my internship report will show a pure scenario of Bangladesh's E-commerce logistics platform.

Executive Summary:

As I have done my internship in Shoplover Limited, which is an e-commerce online platform for selling goods and this paper is all about based on that. Under this paper I tried to cover up about each main site of the logistics that I noticed and consider while I was doing my internship program. Shoplover is a biggest giant E-commerce company who provided me huge scope to collect realistic knowledge and info about the online e-commerce business side of our country. As an intern, I was involving with their logistics and Supply Chain Department. From there I have learned the different services of logistics, which the customers are getting from the Shoplover Limited.

This report explores the experiences of Shoplover, a Bangladeshi start-up development company with a strong network group and unlimited resources, and US Bangla Group as an investor. The company is in better commercial standing and has a continuous supply chain for the e-commerce industry. As an intern for the company's Logistics team, I have learned about supply chain operations in an e-commerce sector in our country. As a startup, the company needs to develop various aspects, including understanding the fulfilment side and fulfilling responsibilities for the Logistics & Supply Chain department. The report aims to provide a comprehensive understanding of the company's challenges and opportunities.

At the last part of this document paper, I gave few recommendations which might be helpful for the organization. I think those will add some value for the organization as well as will bring some positive changes.

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1 CHAPTER: INTRODUCTION



1.1 Introduction:

The Shoplover Limited is an e-commerce organization. My internship is primarily aimed at developing a real-life supply chain knowledge and, as part of my B.A. program, I'm going to get the right job. To gain experience in the field of management and to study corporate culture

Internship program is a step towards becoming an undergraduate student in the BBA of Business Administration. An internship is a course or program where trainees are required to work for the company in order to understand and be aware of its business world, working experience and relevant professional skills. For these reasons, I decided to take on an internship in order to finish my bachelor of business administration degree. In doing internships, students acquire entrepreneurial skills, business experience and knowledge of the working culture.

While a student can learn about the organizational environment through an internship, I don't think they can become flawless at handling real-life situations and work by studying in a classroom. This is because a successful career requires not only theoretical knowledge but also practical knowledge and skills.

I started working in the business sector on October 10, 2023, as an intern at Shoplover Limited, in order to understand the work culture and obtain firsthand information and experience. It was an internship program that lasted three months. Considering that I am majoring in supply chain management, I was formally selected to work in the logistics department.

It had been a magnificent and exciting journey for me prior to my graduation. I took advantage of this opportunity to gather a great deal of diverse information about company culture, structure, etc. I've been helped to figure out my career through this program. The majority of the curricula were devoted to teaching leadership, teamwork and pressure management. The knowledge and advice that I've gained from senior executives will set me up for success in my career at large, as well as giving me the strength to survive and succeed.

This report covers, in particular, the whole of Shoplover Limited's logistics activities. The company's background and the various services provided by it, as well as possible suggestions and conclusions drawn from its participation in an internship scheme are set out in this report.

1.2 Objective:

Most important supply chain management has been a focus of the report. The report will include Shoplover Limited's practices and information regarding the services that have been observed in the logistics sector. I've witnessed and worked in the logistics department according to my Major, here are some of the processes and overall supply chain.

My primary aim is to produce the most accurate visual representation of the supply chain and its activity and processes carried out by Shoplover Limited within the e-commerce sector. Their work in the logistics department shall be carried out in accordance with the instructions, and this observation shall be reflected in the report, followed by the information and analysis carried out as an intern.

Altogether the objectives are-

- All areas of the online transport sector should be investigated in this report as part of;
- Understanding the structure and process of the organisation;
- Using theoretical knowledge to make it work in the actual world;
- To gain an understanding of company strategy through working experience;
- It allows you to understand working conditions, gain knowledge in managing time, values, as well as cultures.

1.3 Methodology:

Primary Data: I have compiled data and information from colleagues for the primary data I have relied on in my practical work. What I used to do in my work place I analyze those as my dataset.

Secondary Source: In search of secondary data, I have examined a large number of web-based newspapers, magazines, news stories, and publications. I also carried out a literature study on the relevant topics. Several websites that supplied me with information have been suggested by my colleagues at Shoplover Limited. The company's report, logistics and procurement methods, as well as the website, are also used.

1.4 Limitations & Challenges of the Report:

During the preparation of this report, I have experienced a number of difficulties and it is difficult to overcome them. Though lastly was capable enough to supervise own self.

These are the boundaries I faced -

- Process training for the ERP software;
- Manages my duty time;
- It's a completely new sector for me;
- I've been given a completely new environment;
- The communication in a new environment is being carried out internally.

But I can overcome all of the obstacles to complete my internship report with the blessing of Allah, and guidance from a course instructor.

2 CHAPTER: COMPANY ANALYSIS



2.1 History of the Company:

The company **Shoplover Limited** has started their business in 2021 after pandemic with a moto which is to enhance their customer life through updated technologies and by giving premium services. Shoplover Limited provides the best online purchasing experience in our country. This E-commerce platform is the one-stop solution for all customers shopping needs.

Shoplover Limited is a US-Bangla Group E-commerce sister concern that provides people with the best offers on the products which customers desire for. Shoplover Limited always try to delivers their product on time and they are doing it. This company has recently become the go-to e-commerce site for billions of particulars in our country. Those customers who purchase from **Shoplover Limited** have enjoyed free return policy and fast refund policy, and the customer make their payment with cash on delivery, or they can pay via online payments, or if they want, they can pay through mobile banking such as bKash, Nagad, and Upay. **Shoplover Limited** believes in “Advancing Life”, an aim of enriching the lives of their customers through updated technologies and by giving premium services.

Shoplover Limited, a company running under the Companies Act, 1994, (Registration Number: 162302/2020) under Trade Licence number 169667.

2.2 US Bangla Group:

US-Bangla is now one of the top leading group of companies in Bangladesh. With broader mission & vision this group is working throughout the country also internationally.

US-Bangla Group has so many business sectors. Those are Airlines, Real Estate, Leather, Education, Footwear, Medial, Courier, E-commerce etc. The fundamental competency values for their group include serving with authenticity, executing their own along with the company in a completely open, moral, as well as reliable way, treating everyone with care, justice, as well as respect, providing monetary conservation, while expanding through creativity and ingenuity. To become a marginable organization, they build a solid organizational identity in their specified marked business area, to establish better working relationships and start working as a whole. Their basic objective is to maintaining the top level of consumer satisfaction and augment social wellbeing.

Now a days **US-Bangla group** listed as one of the fastest growing companies in our country. Back in 2009, this group was born with **US-Bangla Assets**. They had a vision of creating a brighter future for the coming generations.

With day- to- day pace, US- Bangla means came a famed real estate company in Bangladesh. Soon the company possessed **Green University of Bangladesh**, one of the supreme private universities of Bangladesh. Latterly **US- Bangla Leather** was born, a hundred percent import acquainted. Another family concern of the group is the **US- Bangla Medical College and Hospital**, where education and service of transnational standard is supported with an array of sophisticated measures. In 2014 the company introduced **US- Bangla Airlines**, moment it's one of the commanding decoration airlines of Bangladesh. With the wind, the company brought **USB Express**, a transnational courier service and back-to-back another concern **Vibrant**, a footwear brand for the ultramodern generation. **US-Bangla Hi-tech Industries** will be started as a sister concern of US-Bangla Group very soon, where there electronic and electrical items will be manufactured and day by day enhance their operation in other alternative electronics area that will give the foundation for each aspect of today's better life. The group US-Bangla has planning for their new project **US-Bangla Media and Communications**, under this project television channels and newspapers will become very fast and active. This company very soon will also be going to be introduced another sister concern named **US-Bangla Food**, where people can rely on best taste and best quality.

Other information about the company Shoplover Limited-

Name of the Company	Shoplover Limited
Established Year	2021
Head Office	Rahman's Regnum Centre, 191/1, Tejgaon-Gulshan Link Road, Tejgaon C/A, Dhaka-1208, Bangladesh
Website of the Company	https://shoplover.com/
Founder & Managing Director (MD)	MD. ABDULLAH AL MAMUN
Mother Company	US-BANGLA GROUP https://www.usbassets.com/about/us-bangla-group/

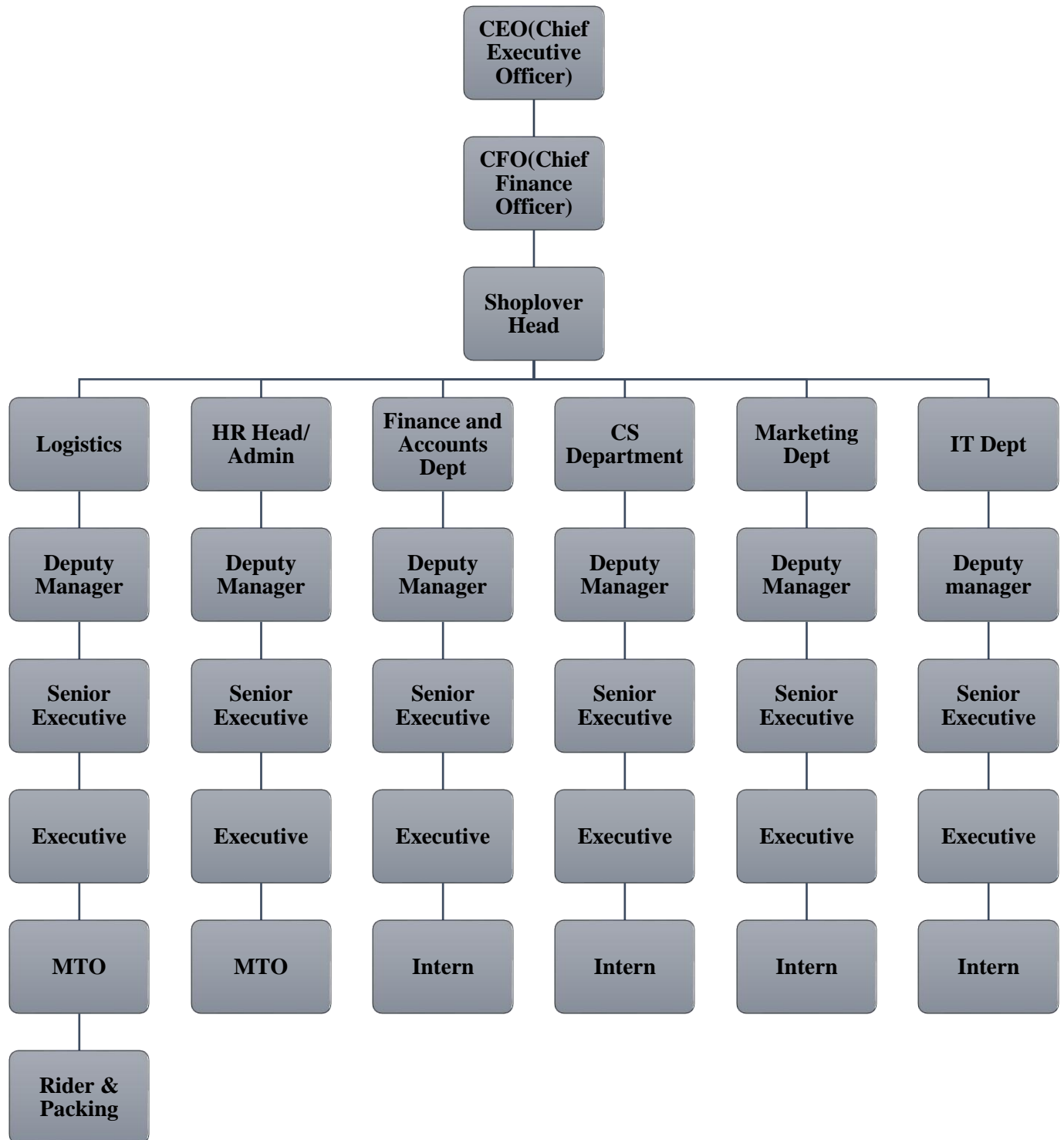
2.3 Mission:

This E-commerce company Shoplover Limited always provides their consumers the best lowest price of their products along with the highest quality, and the best available choice. They focused on providing their consumers the best quality full E-commerce service in the E-commerce service sector and they try to do that comparatively better than their business rivals.

2.4 Vision:

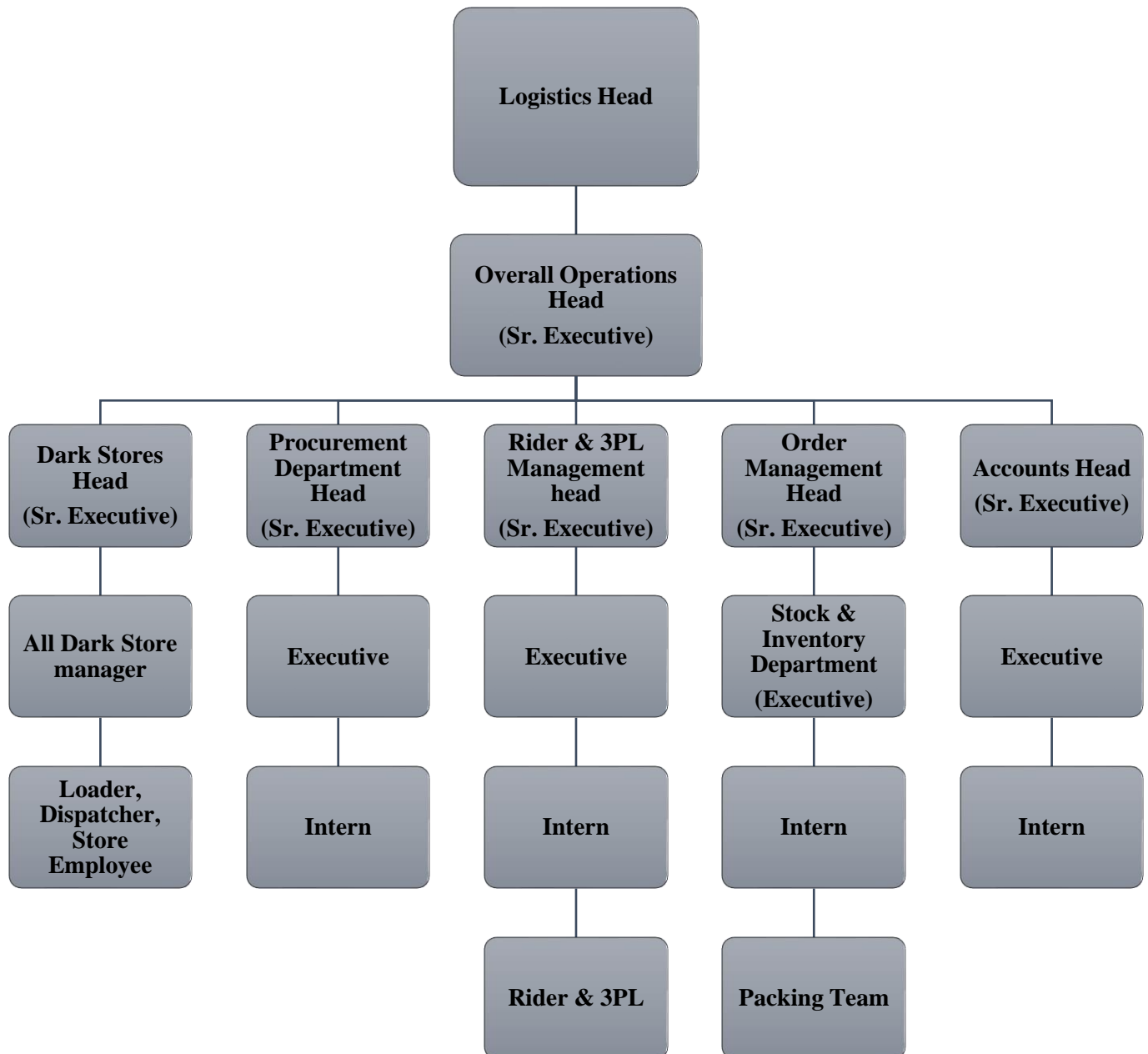
This E-commerce platform Shoplover Limited had started their journey with a vision that is to hold a top place in this fast-moving era through serving uncommon features and best quality services to their consumers. The main target of the company is to become the giant company in the variant prospective business industries by targeting on the new customers, business growth, new innovation, new people, with efficiency and effectively. Those mentioned things are the main success line that US-Bangla Group of companies can't achieve alone.

2.5 Corporate Structure of Shoplover Limited:

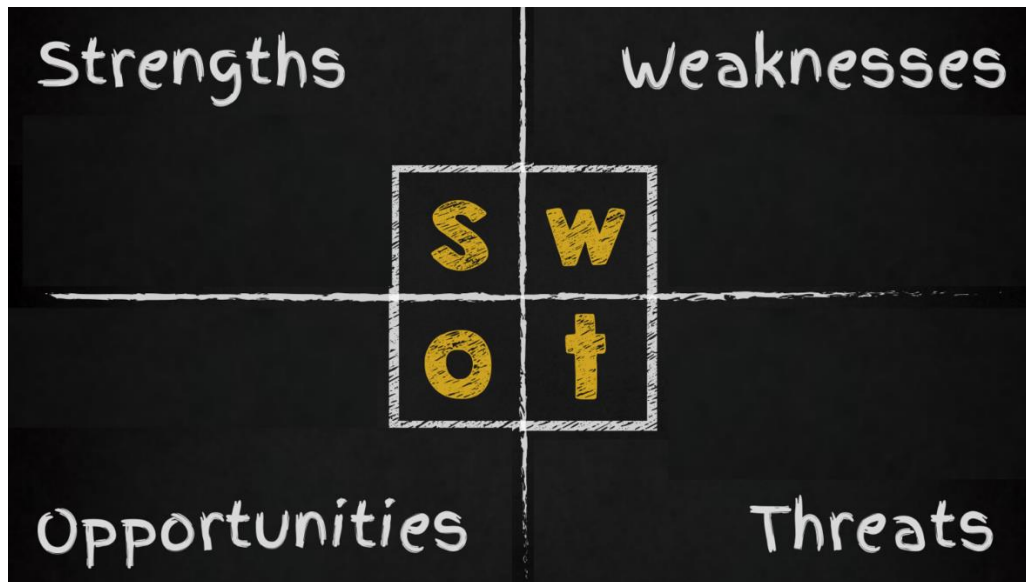


2.6 Organizational Structure of Shoplover:

Though I worked as intern at Shoplover's logistics department, so there I had to answerable to our department head for my duties. And the structure for logistics department is-



2.7 SWOT Analysis of Shoplover Limited:



The US-Bangla group sister concern company Shoplover Limited has strengths, weaknesses, opportunities, also threats. Here is the detail of all these elements-

Strengths: As this company is the sub brand of Us-Bangla Group that's why it has a good reputation in the e-commerce industry. Beside this, the company never try to involve any unethical maters. The employees of the company are very skilful. Also, the admin panels are highly experienced and qualified. They maintain a friendly work environment so that employees feel homely and motivated.

Weaknesses: As this company established just after pandemic that's why the investment amount is not that much. They have less training opportunity. Policy of audit is very complex. Though they have their own transportation for currier but the process is very slow. Low portion of market shares of each investor. These are the weaknesses of Shoplover Limited.

Opportunities: They can increase their promotional activities, then it will be the good opportunity for the company. Along with they can use new business ideas for the business.

Threats: As the price is low for the products comparatively their competitors it can a big threat. When new competitors came in the industry then it can create a threat for the organization. Also, government interfere day by day increases upon e-commerce platform. It can be a great threat.

3 CHAPTER: LOGISTICS ACTIVITIES OF SHOPLOVER LIMITED



3.1 Operational Activities of Shoplover Logistics:

E-commerce platform-based organization as like Shoplover they basically do their business in mix of “Push & Pull” supply chain. They store some inventory and sometimes they order inventory after receiving customer order. Shoplover Limited has 1 warehouse which is located at Shahzadpur, Badda, Gulshan-2. Also, they have 9 dark store all over the Dhaka, Bangladesh. They normally keep important and less heavy products with them as inventory. So, that they don't have to pay much carrying cost. Besides they maintain 9 dark store all over Dhaka. So that from there they can deliver their product easily to their customer within a very short time.



As, I was working at Logistics department, so now I am going to explain how they handle their work as.

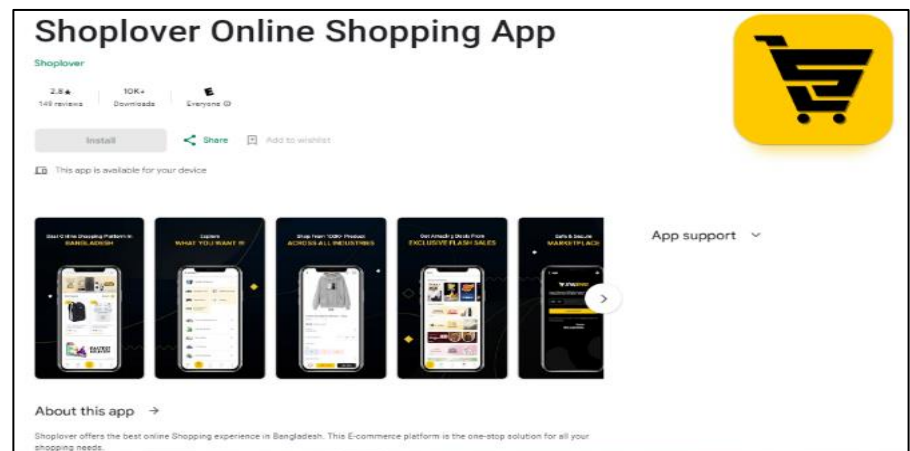
Through Shoplover's website people can order their product. When they select their desire product and placed an order then through online logistics team get notified.

Also, customer can order products through mobile app. This company have their own app which is very user friendly.

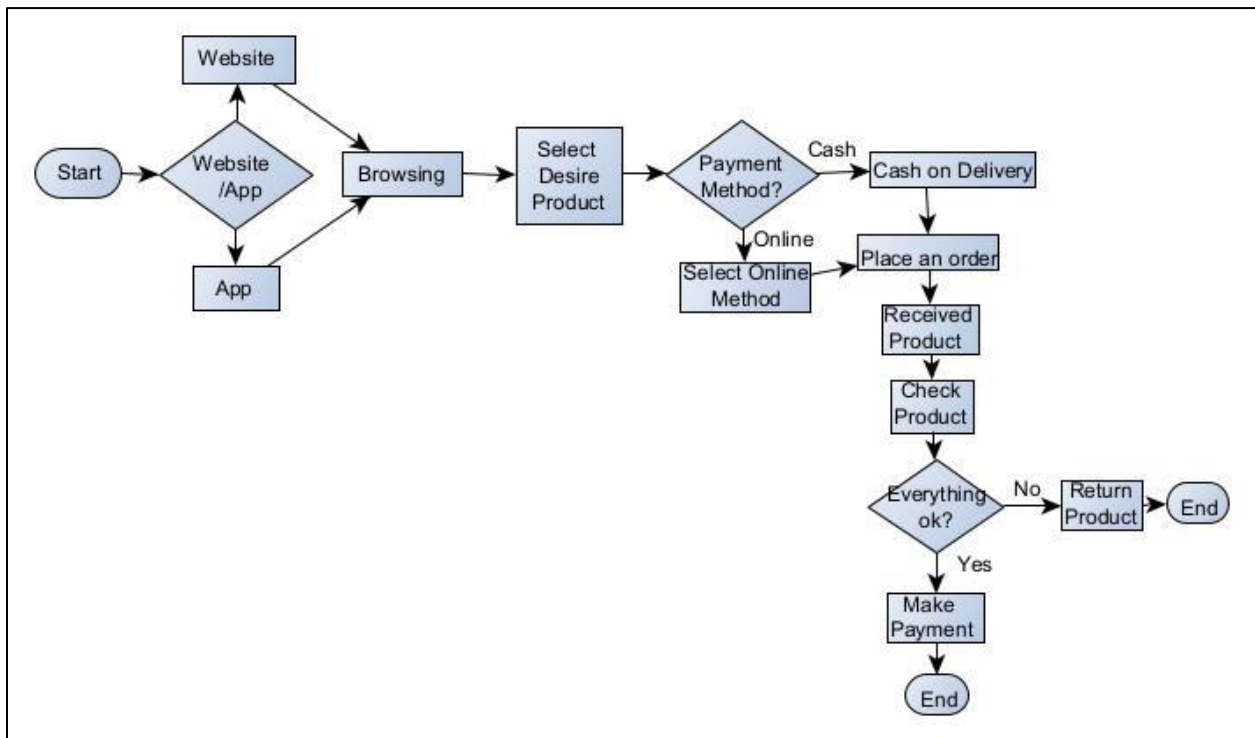
Usually in their website they offer special discount. So, this is one kind of their business strategy. Also, they offer free home delivery inside Dhaka zone. This is another business trick to grab the customers.



Their website and apps is looks like these. We can visit the website via the link- www.shoplover.com and the app link is- <https://shoplover.com/>



This is the order process diagram from a customer side-



After getting the order from a customer, a senior executive from the customer service management team check all the details which consumer have submitted the order. Then the order invoices are printed and forwarded to the inventory department to check whether the products are available or not in the warehouse.

All the invoice track is kept at the first and then each individual invoices are checked whether the products are available or not. If yes then their process is different and if not, then their process is different. When it's "YES" then process is like this-

For example, if we are having 100 invoices and after the inventory check we are getting only 80 invoices to dispatch so we work on that 80 invoices and the other 20 invoices are removed and separated from the other invoices and also are removed from the track list. Among the 80 invoices another check is given for any invoice address that is within Dhaka and out of the Dhaka City. These invoices are again separated into 2 category that is within Dhaka and the other is outside Dhaka.

If we get 30 invoice that is within Dhaka, we inform it to the executives in the rider department and they forward those invoices to the personal company assigned riders who are designated in different locations. They keep another track and update it in the Google doc sheet for rider delivery. The company has 3 riders for fixed 3 locations like Uttara, Dhanmondi and Mirpur and the areas near them.

The left 50 invoices are sent to the packaging table that has outside Dhaka address with the desired product given from the stock for the particular invoices. Before releasing the products from the stock, a pivot chart is made to keep a track which products are going out from the stock from which seller as there are variant types of sellers for the same product.

Then, in the packaging table the products are given in the centre of the table along with the invoices. They distribute the number of invoices among them equally and starts picking the product from there for the desired invoice. They individually check all the products if they are properly working or not. Expensive products are given by extra precautions and all the packaging is done by wrapping bubble wrappers around them and later given into boxes. If they find any faulty product instant that product is replaced and given another one. After all the packaging are done, they are stored in a big box left for the courier to come and receive them for delivery. The time for the courier is 5:30 to 6:00PM. Throughout the day we keep on receiving invoices and we follow the same procedure until the courier arrives.

Within this work chain if any product comes to Logistics, then those products are received by the inventory department by checking those items individually and checks if the product details match with the chalan they have received, if they don't match then those products are not recorded and left over until the issues are not solved by the senior authorities, but if there is no problem with the product and the chalan then those items are directly entered in the stock after recording in.

In the meantime, those 30 invoices that are to delivered within Dhaka are packed separately and are given to riders and separate them as per their desired location and leaves the logistics for delivery. When the riders come back to the office after delivering the products, they need to submit the cash amount collected after delivering in the office and wait if they have any more deliveries to do or not, if not then they give leave for the day.

Through the whole day the process keeps on repeating and after the courier comes, they count and receive the parcels and give a received Chalan and if any parcel which that was unable to be delivered or cancelled those are also brought and given. Those parcels are also checked and informed that the product is OK but if not then it is informed to the authority and they take necessary actions.

If the product is not available then the process is slightly different. When employees see the product is not available in the warehouse then they call their vendor and order those products. And when the products come, they update their software and do the same process again.

At the end of the all the products that are added or deducted from the stock are checked and updated in the records. An overall report is also needed to make that how many products are packed, how many are cancelled, how many are taken by the riders and all this needs to include in the report done in the end of the day by the senior executives and submitted to the authority to keep a track record of the logistics functions going on.

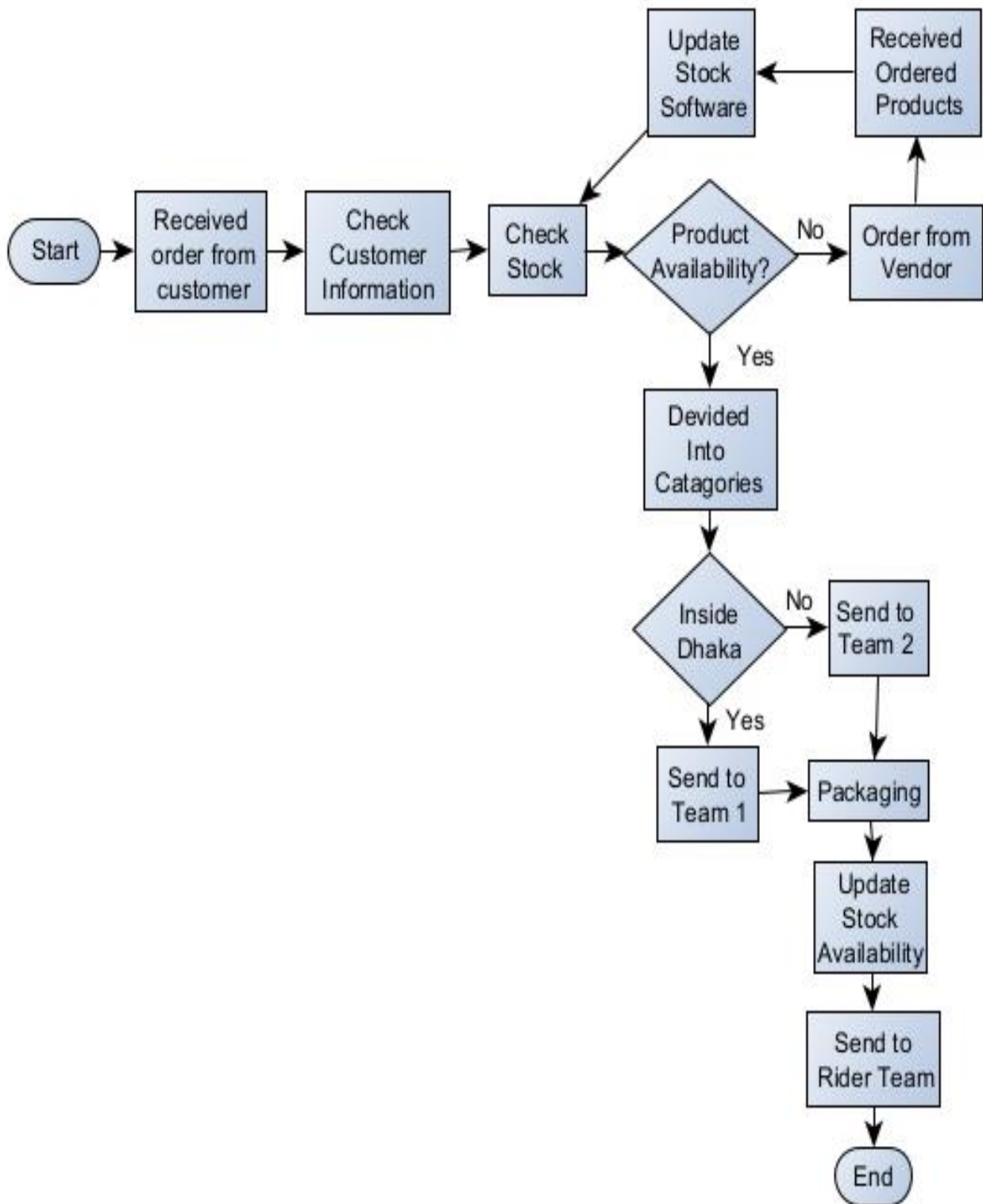
3.2 How the employees manage their order:

The Shoplover works on the basis of three modules. Which consists of products in inventory and they are delivered when an order is placed. They're delivering the goods that they bring in from vendors. The vendors bring the packaged goods they have ordered to Shoplover Warehouses, and Shoplover arranges for them to be delivered.

3.3 How they manage their inventory and stock:

The proper annual count and management of inventory for each product separately before the start of an operation is one of the most significant parts of a whole operation. Having our team members count the stock on a physical basis every month. We've got all the product stock numbers for each category on a living sheet. Our logistical team is basically in charge of this. After arriving of all the products at warehouse employees keep those on stock area and update the stock sheet. Also, after outgoing the products, they again update the stock sheet.

Now, going to show how the logistics team doing their process after getting order from the customer-



4 CHAPTER: CONSTRAINTS & CHALLENGES



4.1 Constraints & Challenges

There are certain difficulties faced by everyone while working in an organization. It had been my initial employment; therefore, I experienced a lot of challenges then.

4.1.1 My observation in my working place-

(1) Poor Operating system

The software the Shoplover follows is backdated software and needs a lot of maintenance which brings a delay to their daily task. Sometimes it does not operate properly and takes time to load files. In the software there was a seller accounts in which they can update their SKU in the software and due to this software delay work this process takes a lot of time and makes a time loss. Very often we had to face of loading and updating the SKU lists which used to make product dispatch difficulties.

(2) Disorganization of Work routine

Normally the employees had to work 6 days per week which is from Saturday to Thursday (10:00AM to 6:00PM) and it was roaster duty. Though the employees worked in the normal working days but they even had to work in the weekends if necessary.

(3) Less workplace for interns

The space provided for the employees in the logistics is not enough and sufficient enough to work who joins as an intern. The existing employees are provided with desks, chairs and other necessary stuffs, but the interns are not provided any specific desk or place and they keep on switching from one place to another, they only get desk after they get permanent.

(4) Shortage of Employee

The Shoplover is a startup company so they started with very few employees who are very much attached to their work but they are growing day by day but there are very few personnel who are committed to their task and they will be needing more qualified and highly experienced peoples to run forward, as an intern I had to work frequently and kept on swapping all the entire task as much as possible.

(5) Lack of devices

Only the employees get a laptop and necessary devices and stuffs which also not for everyone and also based on their work requirements but no devices is provided to the interns. Moreover, they have to carry their own devices to work if needed.

(6) Communication Gap

For an organization communicating with their customers is very important. There are certain many facts that needs to followed up by providing with high quality services to the customers and utilize the feedbacks from them to overcome their problems and make a better service to ensure customer satisfaction.

Communication Gap occurs in the industry for various reasons and as per observation some are listed below:

- Poor advertising communications with the customer
- Lack of integration
- He Customer delivery gap
- Commitment

In any business a commitment should be maintained properly at any cost, but in this case, I have watched that it is committed to the customers to delivery their products within 24 hours or within 1 to 2 days, but in most cases, delivery is delayed more than 2 days which brings a fist impression gap among the customers and the organization. At times it is also seen that due to stock issue an invoice cannot be dispatched, and bringing that product to stock takes a longer time which takes more than 15 to 20 days in many orders and delay delivery also brings customer dissatisfaction and a delivery gap.

Regretfully, there are instances in which a product that claims to be delivered to customers in a day or less may fall short of their expectations. Products might not live up to the promises made to customers by the Platform or turn out to be defective. A mobile tripod is a new product that our team has added to our platform. The tripod and holder were displayed in the website's photographs; however, the seller shipped the item without the holder, and the customer was unhappy with what they received. In an attempt to rectify the situation, our team got in touch with the seller and

requested that they replace the products as soon as possible. To do this, we had to dispatch a team to pick up the merchandise and return it to the seller. The internal logistics team and the third-party team's communication is not integrated, which is why the process took longer to finish than anticipated. We encountered this issue as a result of the sellers' and the business team's inadequate communication, and if action is not made, more issues of a similar nature may occur in the future. Examining each of these problems may help to understand how the gap model 4, or communication gap, relates to them. However, the business is also dealing with another problem. We struck an agreement with Red-x and Paper-fly because we don't have enough space in our personal vehicle to deliver to all the sites around our headquarters.

It could occasionally be challenging for us to provide the product and work alongside the other companies to get the customers' required product delivered. For instance, it can be challenging to manage our delivery personnel at that precise moment to avoid a delivery due to a last-minute misinterpretation when a customer cancels their purchase or delays the delivery time. This difficulty increases when the delivery is made through a third-party channel. Since the business is new, the system's operations are not entirely seamless. For example, when a customer receives a defective device, they want to return it right away, but there isn't an option for an instant return on the website or in our application, so the delivery team must go to the same place.

(7) Delivery Gap

The distinction between a company's actual service delivery and its service policy criteria is known as a delivery gap. When a business doesn't uphold the expectations of the goods and services it offers to clients, there is a quality-of-service delivery gap. Inadequate industry production control, outdated technology, and a lack of communication can all contribute to this gap. There are several reasons why there is this gap in the market. First of all, a growing supply gap results from a lack of cooperation in the transport of services or goods. Second, the delivery gap widens as a result of staff members' inadequate product and service knowledge. Finally, that gap is widened by talent shortages.

Since the company is still in its early stages, each team is overseen by a knowledgeable department head, and they teach new hires in a manner that takes some getting used to because there are a lot of duties to keep up with. Since the organization values longevity, the intern will have time to become accustomed to the job setting, but there will be a gap in the delivery system until then. Shoplover occasionally experiences delivery issues as a result of confusion; this occurs when a customer cancels an order at the last minute since third-party companies handle the majority of the delivery. However, there is a restriction on our website and app that pertains to inadequate technical fit with regard to return. Since the business cannot return every product that a customer requests before it has been verified, there is an improper supervisory control throughout the entire return and refund process. At our company, the IR (Issue Resolve) team is working on this issue; however, this team is understaffed and poorly organized. The team is brand-new, they lack expertise and experience, and they are learning from their mistakes. Since the entire process has been developed in the last few days, we are currently unable to fulfill our promise of a return and refund. Even when there aren't many gaps in internal communication, customer service may still be lacking.

Other problems we deal with on a daily basis include the possibility of employee discouragement when they are required by management to visit vendor locations and then return to the office. Because of poor teamwork and a lack of skilled members who are committed to the delivery system, employees frequently have to deliver internal procurement orders for teams that are not scheduled for delivery. When a team member has to finish a task for another team member, the process is delayed and takes longer overall. After looking into all of these problems, I can connect them to the Delivery gap in gap model 3.

Taking into account all of these problems ultimately result in service failure. These customers become extremely irate when they encounter such challenges and their issues take an excessive amount of time to resolve, failing to meet the deadline set by the company. Consumers are unable to purchase the correct product as promised, and if they do receive the promised product but it is defective and requires a lengthy exchange or refund process, this will negatively impact the company's reputation. When a customer is

dissatisfied with a company's service, they will likely choose what its competitors are offering, which is a problem for the business.

In each of these cases, the customer does not receive the service that was promised. Everybody occasionally experiences service failure; the main causes of service failure are personnel intuition, executive leadership abilities, and business strategy.

- **Business Strategy:** In order to minimize the possibility of a service outage, management must be able to plan and strategically organize the company's policies and operations.
- **Administrative Leadership:** To improve customer satisfaction and reduce service interruptions, managers utilize their leadership abilities to inspire, oversee, and adjust organizational procedures and activities. I have to be capable of it.
- **Natural instincts of the workforce:** A significant portion of service depends on workforce members engaging and serving consumers. The way that management and leadership treat their staff frequently conflicts with customer service goals. For them to work effectively and efficiently, employees must therefore possess the necessary training and qualifications. Since they are a startup, their business plan is still subject to change because there is much room for experimentation. The goal of the business plan was to turn a profit of at least 50 thousand takas while concentrating only on daily customers. The company is currently working on a new project that involves internal procurement purchases by the whole US-Bangla group in addition to its current plans to profit at least 150tk. Our primary operations are now slightly slowed down by this additional departmental responsibility, and the fact that the profit margin has increased and thus reduced customer discounts is also unfavorable. However, if the customer is dissatisfied with the length of the exchange or refund process, they cancel the order. for which the platform has not provided them with the promised service. The executive team members' limited freedom at work also acts as a barrier and demotivates workers, which makes the process ineffective. In the end, poor communication between customers and Shoplover staff results in a breakdown in service. One of the reasons for a service failure is the inexperience and lack of training of the IR and logistics teams.

5 CHAPTER: INTERN ACTIVITIES AND LEARNING



5.1 Intern activities and Learning:

On 10 October 2023 I started working for Shoplover Limited and, on my first day at the company, had a chance to introduce myself to everybody else who worked there. I've been provided with information on the company. I was working at shoplover warehouse office. My coworkers provided me all the relevant information and directions, along with the principles of the business. I took advantage of this experience to gain valuable work experience, which also gave me an insight into a company's cultural point of view, rules and the importance of cooperation. They're all highly committed to their work, and other than that, they're extremely polite and kind towards customers and coworkers alike. I met them all at the start of my internship, and they've provided me with a great deal of information about how their offices operate. It was also demonstrated which departments handle specific tasks and which department I will play a significant role in during my internship.

5.2 From the organization what I have learned:

Working in the Shoplover Ltd. was really tremendous journey for me and I was able to learn a lot from this place. My observation and my theory knowledge helped me to work more comfortably in the organization and learned a lot of things which will boost up my future career and also in my personal life.

5.2.1 Some of the listed learning that I achieved after joining the company:

Work in a team: Logistics means team effort, only one cannot go on doing the work by oneself. Everyone has to have the internal understandings and a lot of patience is needed to work as 1. I have seen that to work in a logistics department the internal departments are connected to one another and have to correspond to each other. So, the unity in their team work is mandatory to move forward.

Work Under Pressure: I have learned within my internship period that pressure in a corporate world is must, but the pressure in logistics is more than other departments but this pressure has passed into a joyful environment. The Shoplover Logistics has a very friendly environment where a huge load of work seems very easy.

Networking: A lot of meeting with new people every day and the more networks got stronger. The E-Commerce industry in Bangladesh and each industry have a wide range of sellers. The better you build a relationship with these sellers the more beneficial it will be for the organization of the E-Commerce sector.

E-Commerce Operation: Before joining Shoplover Ltd I had different thoughts about Logistics and Procurement theory but after joining in the logistics department of Shoplover It completely changed my perceptions. The Shoplover uses their own ERP software panel instead of using any 3rd party software and it felt safer and more secured for the US Bangla. As we have learned in the theory classes the logistics work process is not only bind within purchase order, sales order and ERP.

The use of ERP has many more process that the Supply Chain Management uses. There are many more tasks that the logistics department uses as ERP. The panel is mostly used to update any stock issues or any application for the employee and information about the riders where and how many deliveries they have done. They do take a primary data and put it firstly in the Google doc sheet manually and individually and later that information had to be updated again in the panel, the inputs needed to be given carefully as once the inputs are given and confirmed then it could not be changed even if mistakenly any wrong information has been given. So, a well trained and experienced executive is appointed for this particular task.

In between receive and order to deliver a product there is more work like they have acquire seller, upload those products in their website, maintain product price list and stock every day. All these things are learned from the organization observing while working as an intern their company.

Professionalism: In addition, I learned how to uphold professionalism in an organization throughout the internship program. Professionalism in the business sphere is more rigid and regimented. Maintaining professionalism in the workplace involved dressing appropriately, doing business while speaking with others, keeping patients calm, and acting professionally when visiting potential customers. These actions were taken to avoid damaging the company's reputation.

Observing People and self-learning: I constantly attempt to watch my seniors during my internship program to see how they operate. What method do they employ to do a task? Moreover, describe the issues they run across at work and how they resolve them. so that I can quickly and simply use the same method to handle the same problem whenever I encounter it. Here I was, searching everywhere for information to be current and prepared for any obstacle.

Learned to use different software: I gained knowledge about using various software programs at Shoplover. I understand on software for back offices here, for instance. We can examine the image of the goods, track orders, and develop the user interface of our website with the aid of this program. I get to know the Libra office as well. I can quickly upload a large quantity of products by utilizing that program. We have to do so for all of the goods if we don't have such program. It will require a great deal of time and work. I may thus save time and effort by utilizing this program.

5.3 My Work as an Intern

As I have mentioned earlier in the report there are few internal departments in the logistics department and they are related to one another to complete the daily task.

At the beginning of my intern, I was assigned to observe every department and get a brief idea of their working process and later I was completely assigned only for the rider part that works for the deliveries of the riders within the Dhaka city.

The part of my work that I used to handle in the organization:

- **Step 1:**
Collect the order invoices from the inventory department which has the location within Dhaka.

- **Step 2:**
Distribute the invoices among the riders as per their nearby location coverage areas that fall and ask them to call the customers and confirm whether they will be able to receive the orders on that particular day or not.

- **Step 3:**
The riders bring those invoices only separately which has been confirmed that they will be able to receive the parcel.

- **Step 4:**
I keep the track of those invoices in the Google doc sheet and mention which rider is going to deliver which and how many parcels and their location of deliveries and forward this doc information to my head executive for uploading them in the panel.

- **Step 5:**
Collecting cash from the riders after they return from the delivery and update the senior executive to mark as delivered in the panel.

- **Step 6:**
Make a report on this that how many deliveries are done by the riders and where to where, this report is done in the end of the day of the work and needs to be submitted to the senior executive so that he can forward this report to the authority.

6 CHAPTER: CONCLUSION & RECOMMENDATION



6.1 Conclusion:

Bangladeshi consumers may purchase goods and services on Shoplover, an e-commerce platform with distinctive characteristics. The firm is making great progress achieving its mission and purpose every day. The group is attempting to raise understanding of its distinctive qualities. Consumers are gradually learning about this website and benefiting from life's developments. The firm now offers a number of items that are unavailable to shoppers. The company's inventory is getting more and more merchandise. Every day ten and even more sellers are signing up with Shoplover. The organization is currently offering its operation around Bangladesh with the help of strategic alliances like 3pl, E-courier, and other third-party operators. The organization has several departments which work cross-functionally to achieve the company's vision. The departments that exist in the organizations are Commercial, Marketing, Human Resources, Product Operation, Sales, IT, and Warehouse Operation. A great deal regarding online shopping along with the inner workings of a commercial operation have been discovered throughout time. The supervisor showed an understanding of the program's requirements along with pleased on the interns' capacity to acquire knowledge while doing chores. In addition to that, but every member of the team as well as the other employees embraced taking part at Shoplover. The knowledge acquired to it shall prove advantageous going forward. Even despite all of the assistance, there were still several challenges during the period of internship. Information gaps and other challenges hindered even the creation of this internship report.

The period of internship was an amazing learning opportunity along with adventure. This has improved my comprehension, experience, and skills. I've met a lot of fascinating new people, developed my talents, grown more conscious of my shortcomings and given the opportunity to grow and evaluate. I gained quite a bit practical information concerning operations and behavior at work. I gained knowledge of the organization's operations as a whole. All of what I need to do to progress in my career. The business sector in this country hopes its interns to possess a particular set of qualities, such as a strong work ethic, a broad range of transferable skills, an aptitude for handle time effectively, teamwork skills, a love of details, the capacity to construct & sustain business connections, as well an excellent academic record. Because I have gained interpersonal abilities as a student, the challenges I experienced throughout my time as an intern

were doable. In addition, I tried to regularly go to seminars like jobs fairs, employment seminars, as well as business conferences. These gave me a great deal of knowledge about how to find employment along with ways to get beyond challenges such low marks and inadequate work experience. Because Shoplover Limited offers its trainees a lot of chances, the opportunity to work there was perfect. In addition to a safe work area, they offered me competitive pay, easy access to a wealth of resources, a welcoming and comfortable professional atmosphere, as well as sizable phone expenses. They provided advice and support, which made it easier for me to live under my restrictions. I believe learners in business programs ought to maximize the most of the experience as the three-month course is going to offer essential information. As a work experience may teach them regarding their potential, abilities, limits, and various other characteristics

6.2 Recommendation:

I am enjoying my experience with Shoplover extremely. This company teaches me a great deal of information. But I'm having a few challenges right now. Something they should address immediately to be achievable, in my opinion. The efficiency of workers is going to increase as a result of this, which could help an organization financially.

- The organization should contact with the landowner and fix the elevator as soon as possible. Also tell him to maintain the elevator properly.
- The organization should restructure their office and find proper space for the interns. In this organization Interns are playing a vital role. Having a lack of space for interns is a significant failure of this organization. So, they should restructure their office and find space for interns.
- The organization should hire more employees to run their operation more smoothly. Now a day in this organization very few people will work for that reason they have to take lots of responsibility. Which create lots of pressure on them. So, the organization should hire more employees to relieve their existing employees.
- Shoplover needs to make improvements regarding their web page. Nevertheless, the web page is full of various issues which hinder the business's productivity. Creating fresh applications nor updating current software will lead to increased practical performance.
- All staff members should receive an electronic device from the organisation. In order to avoid the necessity for staff members to share computers. Workers will become more efficient as a result.
- Expanding the public's access to firm information will assist the corporation in fortifying its image. The public receives virtually not much data from the corporation. Because of this, not many people are aware of this. Additional details publication would aid in educating others regarding the brand-new, distinctive qualities.

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