



**United International University**

*QUEST FOR EXCELLENCE*

**Internship Report On**  
**Strategic E-commerce Adaptation: Managing Economic**  
**Challenges through Daraz CHOICE Channel**



This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration

**Submitted to:**

Dr. Md. Shariful Alam

Professor

School of Business & Economics (SoBE)

United International University

**Submitted by**

Shejuti Naushin Rahman

111 211 066

BBA in Supply Chain Management

**Date of Submission:** 11 March, 2026

# Letter of transmittal

Dr. Md. Shariful Alam

Professor, School of Business & Economics (SoBE)

United International University

Subject: Submission of Internship Report

Dear Sir,

It is my immense pleasure and great honor to present my internship report as the **“Strategic E-commerce Adaptation: Managing Economic Challenges through Daraz CHOICE Channel”**. The report was done as a partial completion of the course of the BBA (Supply Chain Management) course at United International University. It is founded on my internship in the Supply Chain Business Team, **Daraz Bangladesh Ltd.**, as an Intern during the period between October 16, 2025 and March 2, 2026.

The report entails the introduction of pertinent data, observations, and analyses in my practical exposure on how the CHOICE channel at Daraz uses clever data and sophisticated analytics to promote proficiency in the supply chain and quality products at competitive prices amid the current economic pressures.

I am convinced that this report can be regarded as my endeavors and learning experience throughout the internship. Your review and feedback on the same is greatly welcome. Once again, I would like to thank you and wish to express my gratitude to you as my mentor and friend during my academic life and internship.

Sincerely yours,

Shejuti Naushin Rahman

ID: 111 211 066

BBA in Supply Chain Management

School of Business and Economics

United International university.

# Certification

This is to certify that Shejuti Naushin Rahman, a student of the BBA program (major in Supply Chain Management) enrolled in the School of Business and Economics at United International University (UIU) with ID number 111 211 066, has successfully completed the internship report titled

**“Strategic E-commerce Adaptation: Managing Economic Challenges Through Daraz CHOICE Channel”**

as partial fulfillment of the requirements for the Bachelor of Business Administration (BBA) degree.

The internship was carried out at Daraz Bangladesh Ltd. in the Supply Chain Business Team from October 16, 2025, to March 2, 2026. She has put forth sincere efforts and applied his academic knowledge to prepare this report based on his practical experience during the internship period.

Dr. Md. Shariful Alam

Professor

School of Business & Economics (SoBE)

United International University

## Declaration of the Student

I would like to begin by very heartedly expressing my gratitude to Almighty Allah, who has provided me with the strength to stand where I am at this point. Along with this, I would also like to take this opportunity to thank my academic supervisor, Professor Dr. Md. Shariful Alam, for his guidance and support, and for being an inspiring figure. I am Shejuti Naushin Rahman with an ID No. 111 211 066, and am a student of BBA (major in Supply Chain Management) at the School of Business and Economics of the United International University. (UIU). It is my solemn declaration in this internship report that I am a student of the School of Business and Economics of the University of United International University (UIU). The topic, **Strategic E-commerce Adaptation: Managing Economic Challenges Through Daraz CHOICE Channel.**

is solely founded on my education, observations, and experience in the course of my internship in Daraz Bangladesh Ltd. under the title of Intern, Commercial (Supply Chain Business Team) between October 16, 2025 and March 2, 2026. I also testify that the work contained in this report is my own and genuine work. It has not copied, plagiarized or lifted any of its parts without consulting and fully referencing them according to the academic rules. Every source of information, data and help has been appropriately referenced and mentioned where needed.

I fully add the accuracy and authenticity of the contents of this report.

Date: March 5, 2026

Shejuti Naushin Rahman

ID: 111 211 066

School of Business and Economics,

United International University

# Acknowledgement

To begin with, I would like to thank Almighty Allah that I was given the strength, patience and the opportunity to carry this internship and come up with this report successfully. I would like to state that I am deeply grateful to my academic supervisor, Professor Dr. Md. Shariful Alam, who has been instrumental in guiding me and supporting me throughout my undergraduate studies in United International University, giving me valuable feedback, and being a motivation to me as a mentor. His support made me use theoretical knowledge in real world situations.

It is my pleasure to offer my most sincere gratitude to my onsite Manager at Daraz Bangladesh Ltd., Kamrul Hasan -Director, Supply Chain Business, whose exceptional guidance, patience, and readiness to transfer knowledge despite a hectic schedule. I also owe much credit to my Line Manager, Mahel Hasan, who offered me practical instruction, helped me comprehend the most important elements of operating supply chain, and easily attained the goal of this internship.

It should be mentioned that the whole team of the Supply Chain Business at Daraz Bangladesh Ltd. also deserves a special mention as an encouraging and learning atmosphere was created throughout my internship period, which started on October 16, 2025, and ended on March 2, 2026. Their collaboration and desire to respond to my questions enhanced my practical exposure to the dynamics of e-commerce supply chain, analytics, and CHOICE channel operations.

I would further like to mention my friends, classmates, or family of the United International University who were always supportive, gave me moral help, and supported me in my BBA program whenever I needed some help.

Lastly, I would like to thank all the people involved in the successful undertaking of this report directly or indirectly. Deficiencies are my prerogative.

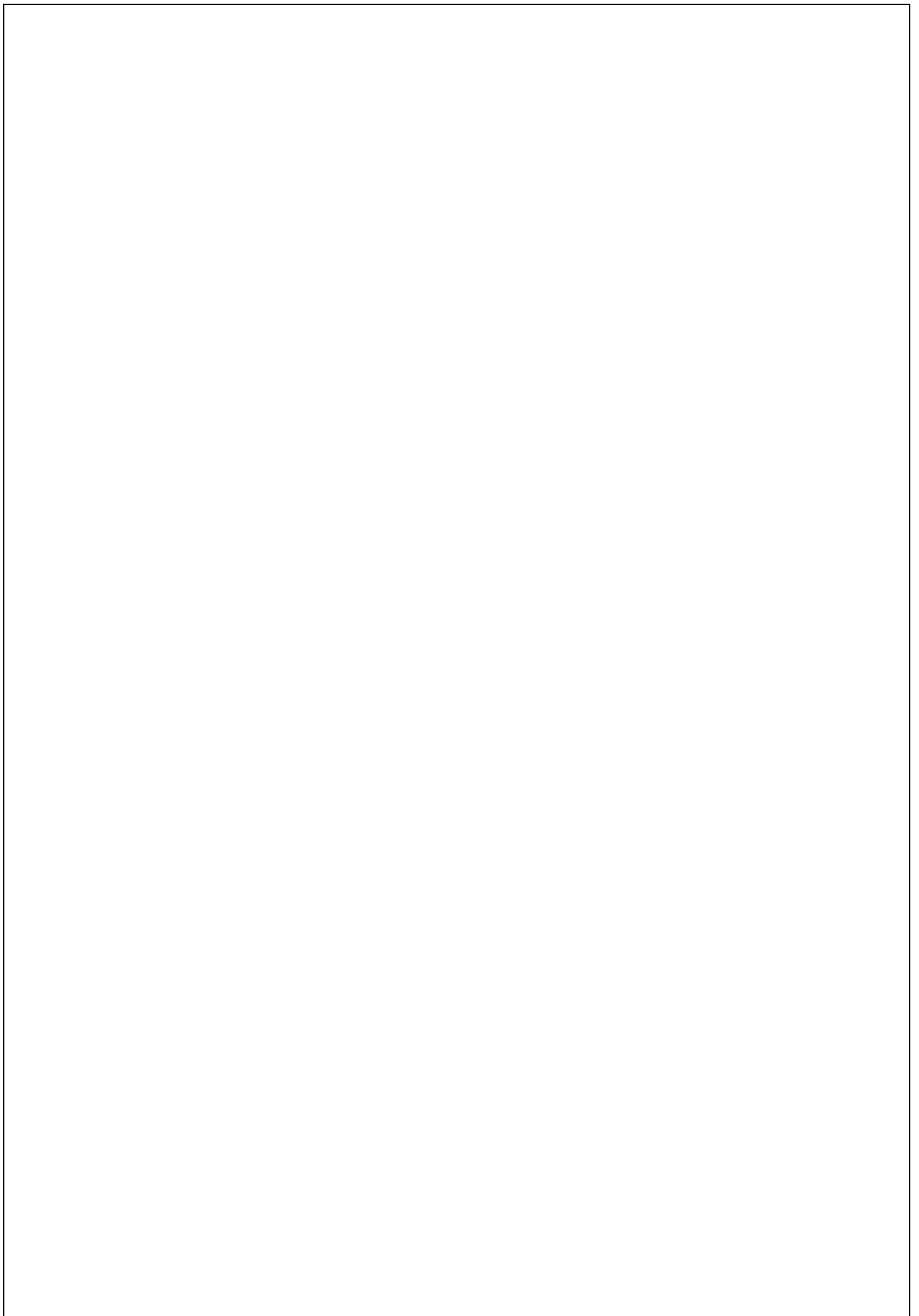
## Executive Summary

This internship report is a detailed discussion on the application of intelligent and data-driven supply chain practices in the CHOICE Channel of Daraz Bangladesh to ensure that the operations remain efficient, affordable, and of high quality amid economic difficulties. The evidence and observations developed in this paper are based on the practical experience of working in the Supply Chain Business Team, namely, in the Strategy and Planning category. It is a very significant difference to draw that, in e-commerce, a Supply Chain Business or a Category Management team frequently is at the same level as Sales and Supply Chain. They are not operating the delivery trucks or running the floor in the warehouse (that is pure logistics/operations), but driving sales, which, of course, dictates what the supply chain must do.

E-commerce platforms have no option but to evolve in a very price-sensitive market, which is fought by inflation, increased cost of logistics, and changes in the purchasing power of consumers. The Daraz CHOICE Channel is specifically tailored to fight back against these macroeconomic forces by providing quality-controlled products at very competitive prices, deliberately lowering the prices below the external competing sites as well as the average third-party sellers in the normal Daraz marketplace. The channel uses a single-warehouse, single-cart model to accomplish this cost leadership and radically lower the cost of fulfilment, which is then transferred to the consumer. The report critically examines the pillars of operation of the channel, such as analysis of competitive pricing, smart assortment planning, proactive coordination of the seller, and monitoring of the inventory. Cost Leadership and Benchmarking: The CHOICE channel has been able to ensure that, by applying data-intensive and rigorous price benchmarking, the company remains an absolute cost leader in the market. Inventory Efficiency SKU Assortment optimization ensures that the channel is strictly focused on high-performing SKUs and helps in increasing the inventory turnover rate and minimizing excess inventory risks significantly. Supply Chain Responsiveness: Unrestrained communications with sellers, sustained inventory management have also been found to be vital in reducing out-of-stock instances, especially when the demand spikes, like the 11.11 Global Campaign.

Even though the system in general is efficient, it has to deal with continuous problems of extreme demand volatility, the risk-prone use of manual processes of coordination

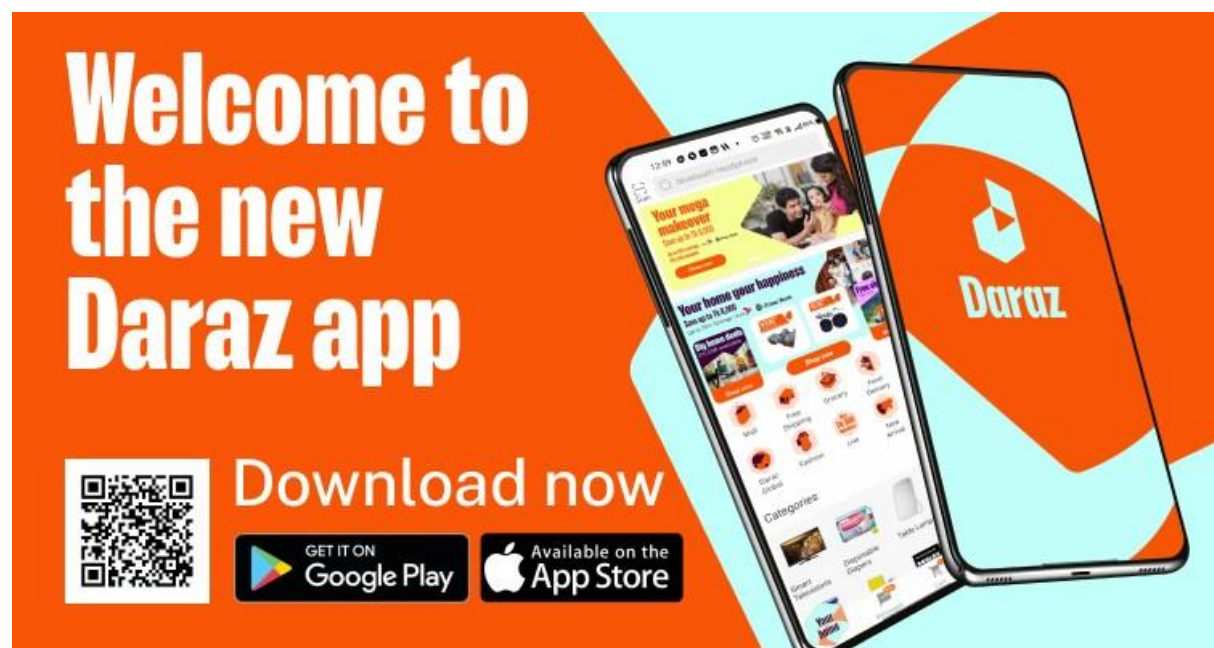
of the sellers, and the restrictions of the current predictive forecasting accuracy. These are vulnerabilities that need to be mitigated in order to enable scalable and long-term competitiveness; thus, the report is proposing a number of strategic upgrades. Daraz has to improve its predictive analytics by moving to machine learning models, adopting automated real-time inventory alerts to manage dependence on manual operations, integrating suppliers and tracking their performance, and implementing internal marketplace price governance. Finally, the internship experience proves the fact that the Daraz CHOICE Channel is a strong, contemporary, data-oriented supply chain model. Through proper adoption of smart data in its daily supply and pricing systems, Daraz can streamline its supply chain, absorb the effects of economic uncertainty, and continuously provide unparalleled value to the Bangladeshi customer.



# Table of Contents

<b>CHAPTER I: INTRODUCTION .....</b>	<b>1</b>
1.1 About Daraz .....	1
1.2 Background of the report.....	1
1.3 Objectives of the report .....	2
1.4 Scope of the report .....	3
1.5 Limitations of the report.....	3
<b>CHAPTER II: COMPANY AND INDUSTRY PREVIEW .....</b>	<b>5</b>
2.1. The E-Commerce Industry Landscape in Bangladesh.....	5
2.2 Company Overview: The Evolution of Daraz Bangladesh .....	5
2.3 What is Daraz Choice channel? Why it's different than another marketplace of Daraz.....	6
2.4 Competitive Positioning of Daraz .....	7
2.5 Mission, Vision and Value .....	7
2.6 Strategic SWOT Analysis (Supply Chain Perspective) of Daraz Choice Channel .....	9
2.7 The Strategic Introduction of the CHOICE Channel Ecosystem.....	11
2.8 CHOICE Channel Detailed Business Analysis .....	12
<b>CHAPTER III: INTERNSHIP EXPERIENCE .....</b>	<b>13</b>
3.1 Student Information .....	13
3.2 Internship Overview .....	13
<b>3.3 . Operational Impact (For my 'Observations' section) .....</b>	<b>15</b>
3.4 My Tasks during Internship .....	15
3.5 My Observations.....	17
3.6 Campaign Supply Chain Support – 11.11 Global Campaign.....	18
3.7 Economic Problems and Supply Chain Adaptation.....	18
3.8 Skills and Professional Development.....	19

3.9 Strategic Low-Pricing Mechanisms .....	20
3.10 Impact on Customer Perception.....	21
3.11 Chapter Summary.....	22
<b>CHAPTER IV: CONCLUSIONS AND KEY FACTS.....</b>	<b>23</b>
4.1 Findings & Critical Analysis .....	23
4.2 Key Findings .....	23
4.4 Conclusion .....	26
<b>References .....</b>	<b>27</b>
<b>Appendix A:.....</b>	<b>28</b>
<b>Appendix B:.....</b>	<b>29</b>





# **CHAPTER I: INTRODUCTION**

## **1.1 About Daraz**

Daraz Bangladesh is a highly renowned online marketplace in Bangladesh that is a part of the largest part of the Daraz Group in South Asia. The firm began operation in Bangladesh in 2015 with a fundamental aim of changing the conventional retailing environment with the help of digital trade. Daraz has been expanding with the e-commerce ecosystem in Bangladesh by matching thousands of sellers with millions of customers.

Daraz has B2C and B2B2C marketplace. The product categories that Daraz sells are also enormous including electronics, fashion, groceries and daily essentials. It is a part of Alibaba Group. This merger was an important involvement in the technological and data-driven operational systems of Daraz. It also addressed the supply chain capability. It has a logistics network of its own, Daraz Express (DEX). The platform guarantees the fulfillment of the orders in the country and the selection of the local Small and Medium Enterprises.

## **1.2 Background of the report**

In Bangladesh the e-commerce sector is growing fast. This growth is due to people using the internet, smartphones and changing how they shop. The industry is also dealing with big economic problems. These problems include inflation, higher costs for logistics, supply chain issues and people not having much money to spend. In this situation online marketplaces need to manage their supply chains efficiently. This is crucial for their success. Efficient supply chain management helps them to overcome the challenges. It also helps them to provide services to customers. The e-commerce sector in Bangladesh is facing challenges. With efficient supply chain management online marketplaces can succeed. They can provide services and products

to customers. This will help them to grow and be successful in the run. In this context, the e-commerce industry in Bangladesh needs to pivot to a highly efficient and managed retail environment. The introduction of the CHOICE channel by Daraz Bangladesh is a critical strategic move for the company to deliver uncompromising product quality and affordability through supply chain management. This report is the culmination of the ground-level exposure gained during the tenure of working as a Category and Strategy Plan Intern. This report attempts to understand the role of the CHOICE channel in acting as an economic buffer through optimizing inventory levels, implementing strategic pricing models, and maintaining seamless communication with sellers regarding inventory levels.

### 1.3 Objectives of the report

The main aim of the report is to review the functionality of the Daraz CHOICE channel as strategic supply chain adaptation to macroeconomic challenges in Bangladesh.

#### **Specific Objectives:**

- **Test Pricing Plans:** Determine the effectiveness of Everyday Low Pricing (EDLP) and bundle mechanism (Any 3) to attract customers and subsidize logistics.
- **Evaluate Assortment Optimization:** Determine the effect of data-driven product curation: mitigating the risks of excess inventory and enhancing the capital turnover.
- **Analyze Vendor Coordination:** Learn how the operationally required need to coordinate seller communications and Insertion Orders (IOs) in order to avoid stock-outs.
- **Measure Campaign Resilience:** Check the agility of the supply chain and demand forecasting accuracy of mega-events such as 11.11 Global Campaign.

## 1.4 Scope of the report

This paper is limited to strategic operations of the CHOICE Channel ecosystem in the Supply Chain Business Team of Daraz Bangladesh. The discussion includes daily operation activities, like competitive price benchmarking, auditing of SKUs, and coordinating with the direct sellers, that are performed over the internship time (October 16, 2025 – February 27, 2026). The results are limited to the administered CHOICE channel and not the overall works or algorithms of the open-marketplace model at Daraz.

## 1.5 Limitations of the report

Although the given report is a thorough analysis of the commercial and supply chain strategy of the CHOICE channel, the research is limited on various unavoidable points:

- **Functional Boundary Constraints (Sales vs. Pure Logistics):** The distinction of Sales versus Supply Chain is very significant to draw in e-commerce where a Supply Chain Business or Category Management team is conducted at the crossroads of Sales and Supply Chain. Since this group is tasked with selling (which in turn determines what the supply chain should be doing) as opposed to delivering products or pulling trucks across the warehouse floor, this report is only restricted to demand-based planning. It does not analyze pure backend logistics or physical in-store operations.
- **Corporate Confidentiality and Data Masking:** Since the Daraz Bangladesh had non-disclosure agreements (NDAs), there was the restriction of access to very sensitive commercial data. Therefore, this report is unable to disclose specific sale revenues, gross merchandise value (GMV), the profit margin of particular suppliers, or the algorithms that are employed to make sales forecasts.

- **Temporal Constraints of Longitudinal Analysis:** The lessons are based on a particular four months internship period. Although this was a most significant Q4 mega-sales (such as 11.11), the lack of a long period limits the possibility of estimating a long-term, year-over-year (YoY) commercial performance or more general seasonal demand changes.
- **Methodological Limitations:** The research is based mostly on qualitative observations of Sales and Operations Planning (S&OP) systems instead of the widespread quantitative statistical modeling because of the limited access to raw backend commercial databases.
- **Reliance on Internal Views:** The supplier responsiveness is evaluated on the basis of internal commercial view of the Daraz Category Strategy Team. The report fails to include independent interviews on third party manufacturers as to their own internal supply chains.

## **CHAPTER II: COMPANY AND INDUSTRY PREVIEW**

### **2.1. The E-Commerce Industry Landscape in Bangladesh**

The e-commerce market in Bangladesh has experienced an incredible growth in the past decade transformation. What once began as a digital small-scale venture has since grown to be an essential part of the retail environment in the country. The rapid rise of the internet, the widespread use of smartphones, and the rapid emergence of Mobile Financial Services (MFS) were the contributing factors to this explosive growth. The industry appears to be on cross roads now. It has therefore led to the end of days of unsustainable cash-burn strategies and deep subsidized discounting to buy customers. In the contemporary digital retailing industry in Bangladesh, operational resilience determines the competition.

### **2.2 Company Overview: The Evolution of Daraz Bangladesh**

Daraz Bangladesh is pioneering its operations in the year 2015 with an objective of developing the online shopping market in the country. At its start it was a typical digital marketplace that has reached out to thousands of local people as sellers and others as buyers. The site presented an immense number of products. The latter are also adding daily groceries and clothing to electronics products. One of the key changes occurred in the year 2018 when Daraz was acquired by the Alibaba Group. It provided Daraz with a direct access to the advanced technology within Alibaba. With this, the platform had the chance to upgrade its cloud systems. Which began to monitor the information in real time and implement the global standards to its supply chain management. As well, in Bangladesh, it may be problematic to use third-party delivery services because of the local infrastructure, so Daraz has developed a logistics network named Daraz Express (DEX). Daraz established its supply chain and took direct control of the supply chain by establishing its own warehouses, sorting hubs, and delivery fleets within the country. This

step was needed to facilitate operations in the future that will run at higher speeds and reliability.

### 2.3 What is Daraz Choice channel? Why it's different than another marketplace of Daraz

Daraz Choice is a dedicated channel of high-velocity, low-cost products. It has a Single-Warehouse, Single-Cart model which is a significant change to the conventional marketplace model. Choice items are given first priority in search results at Daraz with Lightning Deals where sellers under the Lightning Deals program are approached with much greater volume though often with lower margins. In essence, Specializes in FMCG (Fast Moving Consumer Goods), Technological Accessories and lifestyle products. They are stored in the central warehouse of Daraz to have a 13 day delivery. In contrast to the standard Daraz market place where millions of untested goods are delivered through sellers acting as independent third-party sellers Choice has a collection of more than 4,000 hand-selected products.

In the normal market, the sellers are to take care of their shipping and quality on their own. Daraz has direct control of products in the Choice ecosystem which is directly served by its fulfillment centers (FBD/Warehouse). When a customer purchases three products of three sellers in the typical marketplace, he/she pays three distinct shipping prices and gets three distinct packages. The Choice channel is a one-warehouse model, which combines the orders into one bag, which means that Daraz can charge customers free shipping provided that one buys 3 or more items. The normal market is full of millions of unchecked SKUs. The Choice channel is highly edited with more than 4,000 handpicked, best rated SKUs which are usually acquired directly with leading manufacturers and best rated sellers.

## 2.4 Competitive Positioning of Daraz

Daraz also competes with an array of B2C platforms, brand-based direct-to-consumer e-stores, and a host of social commerce entities in the Facebook platform. Where competitors often aim to attract market share by using localized discounting policies or using product assortments that are carefully tailored to a niche, Daraz derives competitive advantage through its large scale operation and technological capabilities. In contrast to sites that fully rely on the third-party logistic, the DEX infrastructure provided by Daraz enables faster and more reliable fulfillment processes. Moreover, the fact that Daraz can use intelligent data to optimize prices dynamically and predict inventory, gives the latter certain agility in commerce that small competitors can hardly compete with. Daraz maintains its competitive advantage due to a number of important factors:

- Strong brand recognition and huge network of sellers.
- A combined warehouse and logistics system (Daraz Express -DEX).
- Pricing and demand forecasting techniques based on data.
- Mega promotional activities such as 11.11 and 12.12.
- Selective channels of quality like CHOICE to guarantee reliability of product.

## 2.5 Mission, Vision and Value

Since Daraz Bangladesh is still being transformed into a digital retail ecosystem, all of its strategic choices, such as the introduction of the CHOICE channel, have strong underpinnings in the corporate philosophy.

## **Vision Statement**

To be the most trusted and widest digital ecosystem in South Asia, empowering communities with the strength of business.

Under the provisions of the present macroeconomic environment, Daraz achieves this vision by establishing strong supply chains that cushion the consumers against severe market fluctuations to ensure that e-commerce is a consistent and viable part of the Bangladeshi economy.

## **Mission Statement**

To ensure that it is easy to conduct business anywhere through giving the locals the power to sell with high and advanced technological infrastructure and to offer the consumer with a smooth, quality and affordable shopping experience online.

The CHOICE channel is the direct reflection of this mission. Daraz lowers both the friction and cost of online sales by finding a dynamic approach to managing inventory and centralized fulfillment model that allow the manufacturer and the final consumer to save on both expense and time.

## **Core Values**

The set of values that direct the operational framework and strategic adaptations of Daraz are the following:

**Customer First:** The focus on the need of the consumer to be affordable and reliable. The direct implications of this value are the Everyday Low Price (EDLP) and 7-day hassle-free returned policy of the CHOICE channel.

**Empowerment and Inclusion:** Helping the local manufacturers, distributors and SMEs by giving them a powerful digital platform and the DEX logistics infrastructure in order to access a national level of customers.

Ongoing Innovation: Adoption of the state-of-the-art predictive analytics, machine learning, and dynamic-price benchmarking to keep pace with the market demands and to achieve maximum agility of the supply chain.

Integrity and Trust: Being completely transparent in terms of pricing and having a high-quality control level in order to eliminate the expectation vs. reality gap in digital retailing.

## 2.6 Strategic SWOT Analysis (Supply Chain Perspective) of Daraz Choice Channel

In order to assess the operational resilience of Daraz CHOICE ecosystem during an economic crunch, a SWOT analysis with a strategic focus point to the internal strengths and external forces that affect its supply chain business.

### **Strengths (Internal)**

With the application of a single-warehouse model ( Fulfilled by Daraz - FBD ), the channel can execute successfully the so-called bundle shipping. Merging various products into a single package saves on the cost of last-mile delivery and also improves speed of fulfillment (1-3 days).

The channel is strongly dependent on predictive analytics to give priority to high- velocity Hero SKUs and minimize the risk of excess inventory. Daraz has high inventory turnover and low holding costs by stocking only items that are predicted to sell within 1530 days.

Direct sourcing through the highest rated manufacturers and large-scale distributors will remove the 15-30% markup that is the cornerstone that will enable CHOICE to maintain the Everyday Low Price (EDLP) strategy.

### **Weaknesses (Internal)**

Although the front-end analytics is advanced, the control of the sellers is fragmented in the background. This stock availability depends on the direct communication to confirm the IO (Insertion Order) and this is a dependency that is prone to risks and highly depend on the responsiveness of individual sellers.

Baseline forecasting works quite well, but when there is an abrupt rise in demand at major events (e.g., the 11.11 Global Campaign) the limitations become apparent. The predictive models made at such volatile times may result in essential stock shortages or overstocking.

### **Opportunities (External)**

The opportunity to shift towards standard forecasting to advanced Machine Learning (ML) models and AI-based price elasticity modelling is high to bring the campaign forecasting errors to a minimum.

To reduce the risk of stock-out, it is possible to implement automated and real-time stock alert systems that will help identify the risk at an earlier stage, issue supplier replenishment alerts and eliminate the bottleneck of human interaction.

Creation of strategic supplier scorecards on performance (monitoring of delivery time and delivery rate) will enhance the reliability of supply upstream and will tighten the integrated supply chain.

### **Threats (External)**

The immediate effect is that sourcing and import costs are exaggerated by high inflation, rising fuel prices and due to the devaluation of the Taki. These economic shocks keep on jeopardizing the margins needed to sustain the positioning on low prices in the channel.

Since the channel is dependent on physical inventory acquisition early in the process to secure the better prices, exogenous shocks can have a devastating effect on inventory continuity as a result of global importation delays and domestic transport problems.

Due to the extreme price sensitivity of the Bangladeshi consumers, any sudden change in the rest of the economy can result in unpredictable buying patterns and the supply chain arrangement becomes extremely unpredictable in the long term.

## 2.7 The Strategic Introduction of the CHOICE Channel Ecosystem

An external analysis of the industry and the internal SWOT variables shows that there is a very severe business issue:

**What is the secret of an e-commerce giant keeping a tight rein on quality and high-competitive prices in an inflationary, price-conscious economy?**

The tactical solution to this quandary was the opening of the CHOICE Channel. Daraz identified the shortcomings of the open marketplace (the inconsistency of the sellers and the excessive fragmentation of shipping cost) and designed CHOICE as an extremely regulated, data-driven ecosystem.

Instead of making sellers complete orders, CHOICE employs the centralized inventory approach in which the best-selling and data-validated SKUs are carried in fulfillment hubs at Daraz itself. This shift of a passive marketplace to an active and intelligently controlled retail model enables Daraz to consolidate shipping, reduce fulfillment costs drastically and directly transfer this reduced cost to the consumer via an Everyday Low Price (EDLP) model. Therefore, CHOICE channel is not only a sales channel, it is the core operating strategy of Daraz to respond to the existing economic situation in Bangladesh.

## 2.8 CHOICE Channel Detailed Business Analysis

The CHOICE channel is a strategic project of Daraz Bangladesh that aimed to offer the customers a range of high-quality products at competitive prices being managed by an effective supply chain. The channel plays

in enhancing product reliability, inventory management and demand forecasting with data-driven decisions.

### **a. CHOICE Channel Concept of Business.**

The CHOICE channel is a selective market segment and a marketplace that the products being sold are appraised on the basis of sales performance, pricing competitiveness, customer ratings and inventory stability. The products that are situated in this channel are subjected to internal evaluation to guarantee improved quality assurance and operational effectiveness.

In contrast to the normal market place model, the CHOICE channel is interested in:

- Information-driven product choice.
- Pricing control strategy.
- Inventory monitoring that is centralized.
- Quicker delivery by streamlined warehousing.
- Better customer confidence by assurance of quality.

### **b. Value In Economic Crises.**

Customers are price-sensitive during inflationary times, when there is economic uncertainty. The CHOICE channel assists in keeping the costs low by:

- Determining high-demand at low cost products.
- Minimisation of excess inventory losses.
- Enhancing cost management by use of demand based planning.
- Guaranteeing quality assurance amid price pressure.

Therefore, the CHOICE channel is important towards preserving competitive edge and maximizing supply chain performance by intelligent data analysis.

## **CHAPTER III: INTERNSHIP EXPERIENCE**

### 3.1 Student Information

**Name:** Shejuti Naushin Rahman

**ID:** 111 211 066

**Program:** Bachelor of Business Administration (BBA)

**Major:** Supply Chain Management

### 3.2 Internship Overview

This chapter entails a detailed discussion of the tasks completed in the course of my internship at Daraz Bangladesh, under the Supply Chain Business Team, within the CHOICE Channel, in the Category Strategy and Planning unit.

The CHOICE channel is well placed to provide quality-controlled products at reduced prices, as compared to the competing e-commerce platforms and other sellers of the Daraz marketplace itself. Within a challenging economic background where inflation, currency devaluation and low consumer purchasing power are the order of the day, smart use of data is vital towards ensuring supply chains remain efficient and competitive in their prices.

#### **Strategic Value and Role of Daraz CHOICE Channel.**

Daraz Choice is a high-end handpicked channel on the Daraz application that concentrates on high frequency, top rated products. In contrast to the usual marketplace where millions of individual sellers handle their shipping and quality, Choice products are in most cases directly sourced at the highest rated manufacturers, Sellers and under the control of Daraz own fulfillment centers.

**Key Value Proposition:** High quality, low prices, and "Lightning Fast" deliver



**The "Choice" Ecosystem vs. Regular Marketplace**

Feature	Regular Marketplace	Daraz Choice
Fulfillment	Handled by Individual Sellers	Daraz-Managed (FBD/Warehouse)
Delivery Time	3–7 Days	1–3 Days (Priority)
Shipping Fee	Per Seller / High	Free (when buying 3+ items)
Product Selection	Millions of unverified SKUs	4,000+ Hand-picked, Top-rated SKUs
Returns	Standard Policy	Hassle-free 7-day Returns

### 3.3 . Operational Impact (For my 'Observations' section)

In my internship journey, I have observed the impact that Choice has on various departments:

**Commercial/Category Team:** They are not only acquiring sellers anymore but now are doing product curation and inventory forecasting.

**Operation (DEX):** Choice items are given priority in the warehouse (picked, packed, and sorted sooner) since it is already in-house.

**Marketing:** Choice is given the first place in the home page of the app since it has the highest conversion rate since they offer free shipping.

### 3.4 My Tasks during Internship

My day-to-day duties during the time of my existence as an intern in the Category Strategy and Planning Team directly corresponded to keeping CHOICE channel on a strategic path. My job demanded practical approach towards pricing, inventory management and execution of campaigns.

#### **Market Benchmarking & Competitive Pricing:**

In the process of maintaining the cost-leadership strategy of Daraz in the inflationary economy, it was necessary to do price optimization continuously.

**E-commerce Price Analysis:** I performed the thorough price comparison analysis of Daraz with the related e-commerce applications, such as shwopno, Chaldal, Arogga, foodpanda etc., on a daily basis. This made sure that CHOICE category products and high-velocity "Hero SKUs" had the most absolute low prices in the market.

**Offline Market Visits and Auditing:** In addition to online tracking, I also made visits to the market, audited and fixed the retail prices. This based our online pricing theory to the offline market truths, where our product selection options were very competitive and to the real buying capacity of the consumer.

### **Smart Assortment Strategy & Activation:**

Scheduling the tremendous number of products in the CHOICE system had necessitated segmented assortment planning to facilitate persistent traffic and conversion.

**Campaign & Seasonal Assortments:** I was in charge of managing and processing data of various promotional segments, such as TK 99 Deals, Hook Deals, and Ramadan Assortment, Winter Assortment. This was in terms of making sure that the correct products were featured on the first page when there was high demand.

**Core Assortment Management:** I worked on data related to auditing listings to ensure that the data was accurate and managing product activations in the workstation that is owned by daraz. This made sure that the daily essential products were up to date at the right time, price and location to match baseline customer demands.

**Strategic Vendor Coordination and Inventory Management:** Since CHOICE channel is based on the Everyday Low Price (EDLP) business concept, product demand is continually elevated, and the availability of stocks is one of the most significant supply chain indicators.

**Inbound Order (IO) Management:** I had a duty of direct communication with the sellers and manufacturers on sending and confirmation of Inbound Orders (IOs). This is fixed promotional price and assured supplier loyalty.

**Stock-Out Prevention:** I was proactive in tracking SKU-level inventory and in liaising with vendors to do rapid stock replenishments. I was able to avert the risks of out-of-stock (OOS) by proactively establishing a low stock coverage to guarantee the presence of the product to the consumer.

### **Mega-Campaign Implementation: The 11.11, 12.12 International Campaign:**

I was also actively involved with the Category Strategy & Planning Team where I was in charge of preparing and coordinating major preparations. This involved the SKU preparation, aligning the huge promotional price cuts, and making sure that the sellers had sufficient inventory that would meet the expected volume of platform traffic. My role during the campaign changed to keeping track of real-time sales pace and address the immediate price or stock shortages allowing the CHOICE channel to achieve as much of its revenue potential as possible during the largest retail event of the year.

### 3.5 My Observations

On the basis of SKU performance observations:

The SKUs which were good performers displayed much more velocity within campaign seasons. Promotion assortments Product visibility was enhanced by promotional assortments as well as inventory turnover Seasonal assortments (Winter, Ramadan) Concentrated product assortments in promotional assortments.

The business objectives that Choice in Daraz Bangladesh meets is of high level:

#### **Consolidation and Inventory Performance:**

In normal market, when a customer orders three items of three vendors, he or she will incur three shipping charges and receive three dissimilar packages.

Single warehouse model, is used in Choice Channel Strategy. This allows "bundle" shipping. The shop offers Free Shipping (most of the time on 3 or more products) and since the purchases are packed in one bag, Daraz reduced its carbon emissions and the expenses of the delivery process to the buyer (last-mile logistics).

#### **Quality Control and Trust:**

One of the most threatening aspects of e-commerce in Bangladesh is the existence of an expectation vs reality gap on the quality of products. These products are manually chosen by Daraz in Choice Chanel, based on data-driven choices and proper screening of quality. It reduces the Return Rate, and the long-term customer loyalty is provided because of the existence of the homogenous experience.

### 3.6 Campaign Supply Chain Support – 11.11 Global Campaign

I was also a campaign prepared participant of the 11.11 Global Campaign.

Activities:

Expected to check promotional lists of SKUs.

- Ensuring price alignment
- Making stock available.
- Preparation of interdepartmental planning.

Observational Insights:

Periods of campaign were very distinguishing the changes of demand at SKU level.

The data forecasting was necessary during the preparation of stocks.

Choices SKUs in the high traffic campaign drivers were the cheapest.

- Operation of the campaign aimed at the role of integrated pricing, inventory.

The forecasting operations in the revenue maximization.

### 3.7 Economic Problems and Supply Chain Adaptation.

This section talks about the way in which Daraz Choice Channel will be hedged against the unstable Bangladeshi economy (inflation, alterations in dollar rates and oil price rises).

The goods are not cheap to procure or even to import due to the devaluation of Taki. This is controlled by the choice via bulk procurement that ensures low prices, even before the inflation can hit further.

The customers of Bangladesh are value-seekers. They would stop buying in the event of 10 percent rise in price of a product. Choice works against this through the Any 3 of [Fixed Price] model so as to maintain a bargain image.

### **The Strategy of the CHOICE Adoption:**

With the assistance of algorithms, Daraz monitors competitors (including Chaldaal, Panda Mart or physical markets). As one of its rivals reduces its price, Choice will also adjust its prices in real-time so as to be the cheapest.

Instead of having 100 different varieties of water bottles, Choice could stock the best 5 best sellers of water bottles. This ensures that inventory is consumed fast (High Inventory Turnover) and it is not lying in the warehouse accumulating dust. Predictive analytics assist Daraz in stocking only the proven selling within the 15 to 30 days of the predictive analytics. This is time-saving in terms of renting a warehouse and prevention of dead stocks.

### **3.8 Skills and Professional Development**

It is the Personal Impact section of my report. It explains the way in which I transformed as a student into a professional.

Competitive Pricing Analysis: I did not simply look at price, I was taught how to determine Price Elasticity (how sensitive to price sales) and how to position the Choice products in the most desirable way.

Assortment and SKU Optimization: I read the 80/20 Rule: 80% of the revenue often comes on 20% of the products. I learned how to spot such HERO SKUs and make sure that they are never out of stock.

Inventory Risk Management: I got to know more about Days of Inventory (DOI). You now know, that Inventory is cash, and unless it is moving, you are losing money in the company.

### 3.9 Strategic Low-Pricing Mechanisms

Choice channel has a model of Everyday Low Price (EDLP). The prices are not fluctuating (some occasional deep discounts), which is the case with the main marketplace, but rather stable and stable due to four strategic pillars that Choice has:

#### **Direct-to-Consumer (D2C) Sourcing:**

Daraz will eradicate the Middleman Markup by using the products that have the highest-rated ratings among manufacturers and are distributed in large volumes (such as ACI, Radhuni, or Unilever). In the traditional retail, a product has to go through a wholesaler, a sub-wholesaler and a retailer, where each gains an additional 5-15 percent margin. Choice eliminates these layers, and the 1530 percent saving is transferred to the customer.

#### **The "Any 3" Bundle Model:**

This is the preferred psychological pricing strategy of Choice. When Doraz is offering the 3-BDT-299 or 3-BDT-499 offer, it is accomplishing two tasks:

Customers are influenced into buying more than what they had initially.

Daraz will spend less to deliver three items in a single bag as compared to individually. The product price is subsidized using the savings of consolidated shipping.

#### **Flash Sales and Lightning Deals:**

Choice applies scarcity and urgency to stimulate volume. These are Loss Leaders and are products that are sold at close to cost or even at a small loss to attract traffic into the app. When a customer gets into the Choice Ecosystem to take a 10-Taka deal, they tend to stick around and make a complete cart of other necessities.

#### **Single-Warehouse Efficiency:**

The ability to have complete control over the Cost of Goods Sold (COGS) is because the Choice products are housed in a separate warehouse (FBD - Fulfilled by Daraz) owned by the company.

Inventory Turnover: Items that are in high demand (FMCG, beauty, small electronics) turnover is fast and Holding Costs (cost of storing an item on a shelf) is reduced, this enables leaner margins and cheaper prices to customers.

### 3.10 Impact on Customer Perception

In my report, I can describe how such a low-price strategy is a Value Loop:

- Low Prices result in Increasing Customers.
- Increased order volume results in increased number of customers.
- Increased Volume provides Daraz with better BP with suppliers.
- Even Lower Prices are achieved through Better Supplier Deals.

Insight of internship: "At Daraz, I noted that the Choice channel, with its Free Delivery on 3 items was the most effective conversion driver which reduced the overall cost of ownership to the customer when compared to the physical markets.

### 3.11 Chapter Summary

This chapter has touched on how Daraz Bangladesh could shift to a managed-growth model on the Choice channel by transitioning out of a traditional marketplace. With its strategy of the high-velocity SKUs and a centralized fulfillment approach, Choice can resolve the main consumer pain areas of speed of delivery, cost of shipping, and product quality.

The discussion has indicated that Choice can be used as a strategic buffer to economic instability in Bangladesh. Through data-driven pricing and inventory management, the channel continues to lead in terms of Value Leadership even when it is able to in the face of high inflation. Moreover, the chapter provided the professional skills that I acquired in the course of the internship, namely in the area of competitive pricing analysis and SKU management.

Finally, Choice is the future of a resilient e-commerce in the emerging markets - to move the focus with the quantity to quality and sustainability of the customer experience.

## **CHAPTER IV: CONCLUSIONS AND KEY FACTS**

### 4.1 Findings & Critical Analysis

The chapter is a critical analysis of the major findings of the internship activities in the CHOICE Channel of Daraz Bangladesh. It determines the efficiency of operations, the strengths and weaknesses, and connects a real world observation to the more general theories of supply chain management and resilience in e-commerce. Both the findings and the critical analysis show how the channel has managed to escape the market volatility and areas in which it could refine its strategies in the future.

### 4.2 Key Findings

#### **Fully-nurtured Price Competitiveness Strategy:**

CHOICE channel has a steady propensity to offer products at extremely competitive or cheap prices.

**Discovery:** CHOICE channel always offers the price of the products at a lower or very competitive price in comparison to the competing e-commerce networks and other sellers in the Daraz market environment. This two-fold benchmarking system is a powerful supporter of the cost leadership strategy of Daraz and a contributor to raising the level of trust among customers.

**Critical Analysis:** Price competitiveness will create more traffic and conversion rate, but low price will compromise supplier margin. The determination of long term profitability depends on operation efficiency and power of negotiating with suppliers.

### **Responsiveness is an augmentation of decision-making that is driven by data:**

**Conclusion:** Highly responsive decisions made in the supply chain can be made using structured pricing dashboard, SKU performance tracking, and monitoring of stocks. Descriptive and diagnostic analytics are well integrated.

**Critical Analysis:** Supply chain is very receptive in its operations but can be to a large extent further developed based on model of machine learning-based demand prediction and reduce uncertainty particularly when large campaigns are underway.

### **Assortment Optimization increases the Effectiveness of Inventory:**

**Findings:** The finding is that demand-based assortment planning is a plausible way of reducing the low selling SKUs and concentrating on high turnover products. The sales velocity is amplified to a great extent through the advertising collections (such as the Ramadan and 11.11).

**Critical Analysis:** Although focused assortment enhances inventory turnover, too much trending SKU may reduce the assortment diversity in the long term, and this may push away of niche segments of customers.

### **Minimizing risks of Seller Coordination: Critical but Perilous:**

**Findings:** The direct seller communication and active use of the proactive Inbound Order (IO) confirmation can help minimize the cases of stock-out and long-standing cases of the stock disruption.

**Critical Analysis:** Co-ordination process is still quite manual and therefore relies on individual seller responsiveness. There is the requirement to have automation of stock warning systems and supplier obedience mechanisms to improve overall reliability.

### **Campaign Demand Volatility:**

**Discovery:** The pressure in the supply chain is great when it concerns massive campaigns like 11.11. The huge drivers of traffic in such events are reduced priced CHOICE SKUs.

**Critical Analysis:** The unreliability of forecasts at such periods of time of high pressure can lead to the critical lack of stock or excess stock, and it is a weakness of the current predictive models.

According to the critical analysis of the functioning of the CHOICE channel, the following strategic recommendations can be offered to increase long-term resilience and scalability:

- Daraz must invest in state-of-the-art demand forecasting technologies that employ machine learning models, past campaign data analytics as well as AI based price elasticity modelling. This will have a direct effect of enhancing campaign preparedness and error reduction in forecasting.
- Alternatives to manual reliance to minimize the use of manual dependency, automated real-time inventory alarms would be implemented so as to identify stock-out hazards at a very early stage and send real-time replenishment notifications.
- Daraz should come up with alignment of supplier scorecards that assess the punctuality in delivery, rate of fulfillment of stock, and adherence to price to enhance reliability in the upstream supply.
- To counter volatility in high-demand campaigns, the team is recommended to implement policies of safety stocks behind high-performing SKUs, risk pooling mechanism, and scenario-based forecasting.
- The use of automated internal price comparison tools will also ensure that CHOICE items remain in their competitive positions against the typical marketplace sellers.

## 4.4 Conclusion

The CHOICE Channel of Daraz Bangladesh is a good example of the use of intelligent data integration as the means of enhancing the optimization of supply chains in an online marketplace. The supply chain has managed to remain competitive in the face of economic challenges that are so harsh by ensuring that it maintains lower prices outside and inside the company and synchronizes their inventory and assortment choices with the real time demand indicators.

The internship experience demonstrates that CHOICE model is a very good strategic buffer to market volatility. Nevertheless, in order to go beyond a responsive model to an entirely predictive ecosystem, it is necessary to continue developing machine learning, automation of operations and integration of suppliers to ensure long-term resilience and scalable profitability.

## References

Alibaba Group. (2024). *Annual report: Expanding e-commerce logistics and technology in South Asia*. Retrieved from [https://www.alibabagroup.com/en/investor/annual\\_reports](https://www.alibabagroup.com/en/investor/annual_reports)

Chopra, S., & Meindl, P. (2019). *Supply chain management: Strategy, planning, and operation* (7th ed.). Pearson Education.

Daraz Bangladesh. (2025). *Internal supply chain operations and CHOICE channel guidelines* [Unpublished internal company document]. Daraz Bangladesh Ltd.

Daraz Group. (n.d.). *About us: Empowering South Asia through digital commerce*. Retrieved from <https://www.daraz.com.bd/about-us/>

E-commerce Association of Bangladesh (e-CAB). (2025). *E-commerce industry report: Navigating economic challenges in the Bangladesh market*. Dhaka: e-CAB.

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education. *(Note: Keeping this from your original list as it perfectly supports the "Everyday Low Price" and marketing mix concepts you discussed!)*

World Bank. (2025). *Bangladesh economic update: Navigating inflation and consumer spending*. World Bank Group.

## Appendix A:



Daraz Bangladesh Limited  
Asfia Tower, House-76, Road-11,  
Block-E, Banani, Dhaka-1213  
bd-office@daraz.com.bd

Reference: Daraz/BD/HQ/257667/68618

Daraz Confidential-B3

October 16, 2025

Private & Confidential

**Shejuti Naushin Rahman**

Address: Apt: 4D, 28 West Tallabag, Zigatola, Dhaka-1209

**Letter of Internship.**


Dear Ms. Shejuti,

We are pleased to inform you that you are hereby offered the position as **Intern** in our **Commercial Department**. Other terms and conditions are stated below;

113. You will report to **Kamrul Hasan, Director, Supply Chain Business and FMCG Category.**
114. Your monthly consolidated salary will be **BDT 10,000.**
115. Duration of will be from **October 16, 2025 to January 12, 2026.**
116. Working days & hours will be as per rules of the Company.
117. You may have to work besides your normal working hours or on holiday(s) should there is any reasonable necessity and for such extra time you will not be entitled to receive any remuneration.
118. You will be entitled to get only **3 days** leave during the stint of your Internship.
119. During Internship the Company its absolute discretion may terminate the Internship without assigning any reason.

If you accept this offer of internship, kindly sign on the duplicate copy of this letter and return the same to us immediately.

Sincerely,

  
\_\_\_\_\_  
**Syed Abdullah Morshed**  
Chief People Office  
Daraz Bangladesh Ltd.

**Acknowledgement:**

I have carefully and thoroughly read the aforesaid terms & conditions of this letter of appointment, which I have fully understood and I hereby accept the same.

Candidate Signature & Date: \_\_\_\_\_

  
16.10.25

## Appendix B:



Daraz Bangladesh Limited  
Asfia Tower, House-76, Road-11,  
Block-E, Banani, Dhaka-1213  
bd-office@daraz.com.bd

Ref: Daraz/BD/HQ/69498/257667/2026

Date: March 02, 2026  
People  
Daraz Confidential-B3

### To Whom It May Concern

This is to certify that **Shejuti Naushin Rahman** (Employee ID # 257667) has worked with Daraz Bangladesh Limited as an **Intern in Supply Chain** department from October 16, 2025 to March 02, 2026.

We wish her all the best in her future endeavors.

A handwritten signature in blue ink, appearing to read 'ABM', written over a horizontal line.

**Syed Abdullah Morshed**  
Chief People Officer  
Daraz Bangladesh Ltd.

CC: Personal File