



Internship Report On
“Internal Business Development Activities on
DailyGoods Limited and My Internship
Experience”

Report Prepared by

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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

Internship Report On

“Internal Business Development Activities on DailyGoods Limited and My Internship Experience”

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Trimester: Fall 2020



School of Business Economics
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Letter of Transmittal

September 06, 2021
Dr. Seyama Sultana
Associate Professor
School of Business and Economics
United International University

Subject: Submission of the Internship report

Respected Madam,

This is my pleasure to introduce the report on "**Internal Business Development Activities on DailyGoods Limited and my Experience**" as specified by our Bachelor on Business Administration (BBA) Program vital. I have completed my report as a section of my internship work program. I have been set in Head Office of DailyGoods Limited. I have worked around there from **November 01, 2020 to January 31, 2021**.

From almost Three months of work perceived gained experiences, I had the opportunity to deal with a greater arrangement of demanding factor and understand an extraordinary startup culture of DailyGoods Limited. As a startup business, their way of work was truly flexible to work. Also, down to earth show of the quickest development organization's convincing culture will be my significant experience.

I should to be should thank you for your contributions and support and assume that you would acknowledge my report and give me your significant judgment. It would be my massive gratification if you find this report valuable and enlightening to have a standpoint on the topic. I suppose that this paper will fulfill your expectation and you will regard my work.

Sincerely Yours

Asif Arman

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BBA Program, United International University

Certification Of similarity Index

Declaration of the student

I'm Asif Arman, an undergraduate of School of Business and Economics (Marketing) of United International University, Bangladesh, do consequently statement that the internship report on "Internal Business Development Activities and My Internship Experience" is a fresh and original work of mine and it has not been as of late used for any degree, article, award, assessment or examination.

.....

Yours Sincerely

Asif Arman

Id: 111 161 323

BBA Program, United International University

Acknowledgement

To bring into presence with, of all, I might want to Converse my actual thankful to All-incredible Allah for generous me the power and the self-discipline to project the report effectively. I decided this report with full contribution from my chosen administrator that was a colossal benefit for me. It is my incredible regard to representative here the name of the Startup business "DailyGoods Limited" for having an effect to me by giving important information. I'm thankful to every one of the senior and junior officials of DailyGoods limited, who saved their significant time from their active schedule and had an effect in me completing my report work.

Right now I personally hope to thank my supervisor; I want to disclose my appreciativeness to my respectable supervisor Dr. Seyama Sultana Associate Professor, School of Business and Economics, United International University commencing the center of my heart for her considerate help, direction, valuable omission, guiding principle, and inspiring me to do this report.

I personally might want to express thankfulness to Mr. Md Kamrul Islam khan, CEO who had an effect to get it the general business activities operation of DailyGoods Limited. No words seem to get the job done concerning how the Business Development Team and Marketing Team, one of the quickest creative business development groups in Bangladesh, accepting me as one of their cases. DeliMan is harmonized in a few little and medium cross country promotion efforts, and I am happy to be a piece of their 'Happiness Delivered' fantasy. The operative society and the hard working attitude truly amazed me concerning how the association limits generally.

This one was an unbelievable opportunity to do internship such a suggestion. The knowledge's and experiences I have gathered will be a benefit for my upcoming career planning to build my future career.

Executive Summary

DailyGoods Limited is one of the swiftly developing new businesses in Bangladesh. DailyGoods has numerous thoughts and presently, they are occupied with DeliMan a door to door parcel delivery stage. The Company developed in July 2019 set up by a gathering of young occupational people. DeliMan is an on-demand last-mile calculated delivery support giving Company in Bangladesh. DeliMan progression and user driven application configuration determination current another kind of the designed arrangement, which will introduce a significant level user experience and better parcel delivery system arrangement in Bangladesh.

This report is confiscated into five sections. The principal piece will present the presentation part that infers the introduction of this report, presentation of this report, endpoints of this report and allowance and restrictions of the report. The subsequent second part will present the Bangladesh logistic supplier industry. It will fuse a piece of the chose issues of the delivery business and a few information about DailyGoods Limited at which I have completed my internship program. The third part is about my Report topic "Internal Business Development Activities" What's more, the fourth share is on internship experience knowledge at DailyGoods Limited and Fifth share is about my proposals for the association DailyGoods Limited and a pair of ideas for my self-improvement.

Essentially, there are not many company are giving last-mile delivery support and hyper-local delivery on-demand inside their space of business. Yet, DeliMan is the lonely organization giving the phase so every one of the separate organizations can get workplaces to get their delivery at their user and customer doorsteps. Because of the market hole, DeliMan circles out a singular freedom for its business.

DeliMan exploits the wounding edge devices and improvement circumstances where every innovation can contract with any user need as far as novelty. DeliMan is a app based delivery support arrangement, then, it is profoundly flexible to meet any sort of business demand make anytime of time service fulfillment.

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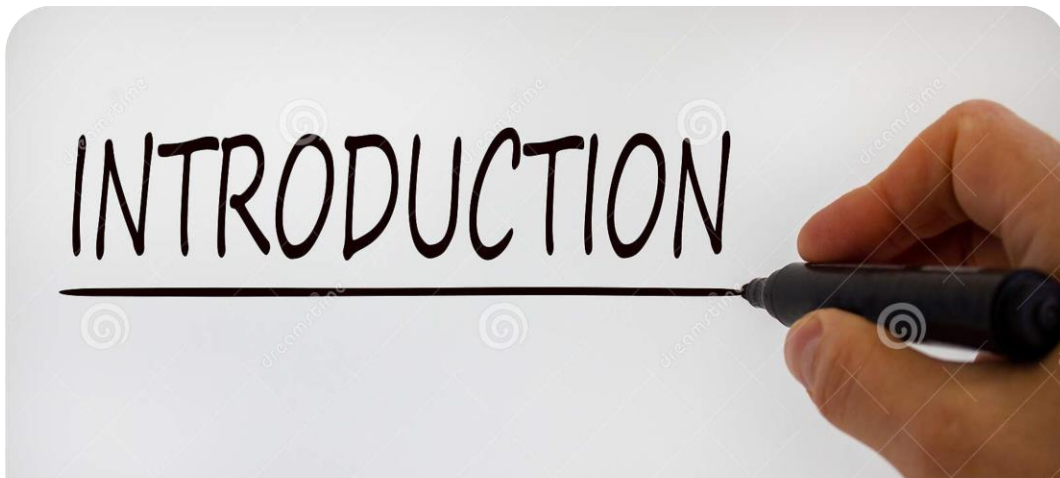
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List of Abbreviations

UIU	United International University
BBA	Bachelor Of Business Administration
USB	United States Bangla
AIS	Accounting Information System
VRP	Vehicle Routing Problem
E-CAB	E-Commerce Association of Bangladesh
NRB	National Reconstruction Bureau
USD	United Dollar
IT	Information Technology
UPS	United Parcel Service
GPS	Global Positioning System
BRTA	Bangladesh Road Transport Authority
BASIC	Bangladesh Small Industries and E-Commerce
ESAB	Courier Service Association Bangladesh

Chapter 1



Chapter One: Introduction

1.1 Background of the report

Internship is an important need of graduation because it can help the fresher's to gain practical knowledge about professional workplace and build a perfect career. The primary reason for the program is to open the understudies to this current reality condition of professional environment. This internship organized as an unfinished gratification of the BBA in the AIS program of United International University Bangladesh. The purpose of the internship is to fully complete the Bachelor of Business Administration (BBA) program. As a section of the curriculum, I joined DailyGoods Limited Bangladesh. As per university guidelines, I successfully finished the internship program, and as a requirement i arranged this report. All things considered, this report contains of the blended kind of my work experience and the speculations.

1.1.1 Introduction to the parcel delivery sector

The metropolis parcel delivery has become a mainstream and noteworthy event for most people of the metropolis town. The effect of bicycling and riding bikes is recognizable over the most recent couple of years as far as practically half development in bicycling and bike riding sales. Surprisingly parcel delivery acknowledgement is chiefly immediate to pick up and drop off services to the consumer's door. It was difficult before to discover a biker delivery man in top hours and the merchants never found support from other public transportation unless the person was not a biker. From another point of view, the development of middle-class and high-class families' buying influence makes space to improve the parcel delivery areas. Furthermore, this occurrence is not, restricted to the huge scope city limit like Dhaka city; it spends quickly in different pieces of the country. The higher authorities will make a move genuinely and assess what the new regulations will mean for the start of millions of Delivery.

1.2 Objective of the report

This report will discourse about the associated target for this report,

1.2.1 Primary objectives

The Primary objective of this report disclose about the workplace of DailyGoods Limited and moreover fulfill the prerequisite of BBA academic figures picked up from the program of the BBA program in a particular Field. Now I join together practical knowledge in working with a startup company as intern.

1.2.2 Secondary objective

The secondary objectives specified below

- To get knowledge about the internal business development activities of DailyGoods Limited.
- To introduce a review of DailyGoods Limited.
- To discover the mechanisms of superfluous crowd-source parcel delivery background.
- To detect and practice skills in a physical working environment organizational culture.
- To endorse approaches to improve market actions.
- To get knowledge of how a business handle or functions their business activists and model.

1.3 Motivation of the report

The enormous manner of thinking behind the assessment is to be alright with the realistic business world and aggregate certified experiences about the overall courier crowd-source delivery industry, which is very essential for each and every understudy to equal the especially uncommon straight work market. This report discovering will be moreover obliging for the board in attempting to improve the overall help quality and besides to lift the association's companies to clients. The report will equally and incredibly steady for the top organization to address the consumer dependability. Also, besides it might be an unfathomable open door for me to get the practical data about courier crowd-source industry. So this examination is particularly basic both for me and the company.

1.4 Scope and limitations of the report

1.4.1 Scopes of the report

- **Faculty support:** My honorable Faculty/supervisor assisted me with giving rules to the report and urged me to inquire as to whether I face any sort of issues.
- **Friendly organizational culture:** Friendly organization culture is vital for preparing any kind of study, so, the organization where I worked is very friendly and they provide me with all the information as needed.
- **Real working experience:** Here, I encountered a genuine work space which assists me with social occasion data by noticing the real workplace. Here I got numerous questionable subtleties straightforwardly from the workplace.
- **Time and convince:** Here I got plentiful time to prepare this report and I felt very comfortable in bring together information during the preparation of this report.

1.4.2 Limitations of the report

- **Lack of Information:** As DailyGoods is a new company with an innovative business, there is very few data available, and people are not also very aware of the overall ride-sharing process. All these create problems while collecting my information.
- **Confidentiality:** The confidentiality is a requirement from Dailygoods Limited, Which we should respect.

1.5 Definition of the key terms

- Inventive Thought
- Crowed-source delivery platform
- Company services.

Chapter 2



Chapter two: Company and Industry review

2.1 Company overview

DailyGoods limited us developing a last mile on demand logistics software to help e-commerce and logistics support or delivery companies over Bangladesh to solve the last mile delivery problem. DailyGoods Limited has around 10 markets' top rank resources working onsite and around 50+ resources filling in as remote developers. Headquartered in Dhaka, DailyGoods Limited has its sales offices in Denmark. DailyGoods offers on-demand and on time delivery security to the merchants and their end users. DailyGoods names its services as DeliMan.

Mission

The mission DeliMan is to connecting different new zone every month to empower new people.

Vision

Deliver any product and services across Bangladesh inside 24 hours by empowering people with technology.

Values

- On Time delivery: DeliMan need is to complete delivery item on time.
- Share knowledge: Share knowledge among colleagues.
- Empowering people: Technology is to empower & improve in general people's lives.

2.1.1 Overview and history

DailyGoods has registered our organization name as indicated by the Bangladesh organization act accordingly; DailyGoods would not be able to change it. However, the Brand DeliMan additionally gets the trademark registration consequently DeliMan won't go to change the name. DeliMan chooses the name based on the service DeliMan will provide to the targeted market. A secured and easy payment system established to ensure responsibility for every one of the stakeholders to ease their operation. A robust

Delivery Agent system will be available across everywhere on the country which ensures millions of new positions in Bangladesh. At last, a strategy drove return system for merchants to ensure reliability among all parties. DailyGoods are offering both DeliMan app and mobile app-based platform solution utilizing state of the art distributed dividing technologies including real-time location-based technology, vehicle routing problem (VRP) variations to the optimization of shortest way and raised use of vehicles to reduce CO2 emission at a greater level. Our AI system will be used to detect cheats and demand-driven data investigation for the stakeholders. One Such framework is “crowdsourced delivery” where expected individuals do last mile parcel delivery with their vehicles from stores or distribution centers to client objection. DeliMan technology is a crowdsource door to door delivery scheme thus its business characteristic will be grounded on the shared budget. There are specific other parts of the business typical those are vital to discuss to appreciate the business model. Let’s have descriptive conversation on the business characteristic canvas. to understand the DeliMan business from a business point of views.

DailyGoods limited objective is to assemble an on-demand last-mile delivery ecosystem the nation over where DeliMan will reduce the delivery time under 24 hours for all over Bangladesh inside three years. Another fascination! DailyGoods intelligent framework directly sends consumer order rundown to the closest accessible dispatches. They picked the arrangements from the Mudi-Dokan, shared live area with Consumer and begin moving to Consumer address. Yes! It is that much certain and easy.

Registered name of the Company	DailyGoods Limited
Industry	Logistic Supplier
Type of Business	Private Limited Company
Establishment	1 st July, 2019
Head Office	149/3 Akanda Palace, South Pinerbag, Mirpur-1216.
CEO of DailyGoods	MD. Kamrul Islam Khan
COO of DailyGoods	MD. Touhidul Islam Akanda
Number of hub	3 (According to June 30,2021)

Company Logo	
Slogan	“Happiness Delivered”
E-mail	info@deliman.com.bd
Website	https://www.dailygoodsltd.com/

Table 1: Introduction of DailyGoods Limited

2.1.2 Trend and growth

Trend: DailyGoods Limited has only focused on their one product DeliMan. DailyGoods introduced country’s first crowdsourced delivery platform DeliMan. DailyGoods consistently attempt to deliver a change administration to their users. The mission of DeliMan is to solve the last mile delivery problem by creating massive employability of every possible person who needs to earn money by using DailyGoods technology. DeliMan crowdsourced delivery platform values to small business and cultivating general people living situations using their platform-based technology. DailyGoods is giving importance more on different User of DailyGoods those are briefly explained below.

DeliMan focuses on 3 types of segments for different user based on their business requirement. Following points are the five different applications for various kind of user,

- **Rider:** DeliMan rider app mainly developed for freelancer and delivery man. They will receive and deliver parcels by following the instructions from this app.
- **Agent:** Agent app developed for the agents who will manage several delivery men on their premises. Agent transport is a sort of small scale business venture knowledge
- **Merchant:** DeliMan applications produced for the merchant with the goal that they can deal with orders and screen their transfer status from their computer.

Growth: The growth of DailyGoods Limited is appeared beneath over a few significant materials based on various financial divisions. The information’s are underneath:

Financial Investment

Year	2018	2019	2020	2021
Investment (in millions)	17	32	10	42

Table 2: Financial Investment of DailyGoods Limited

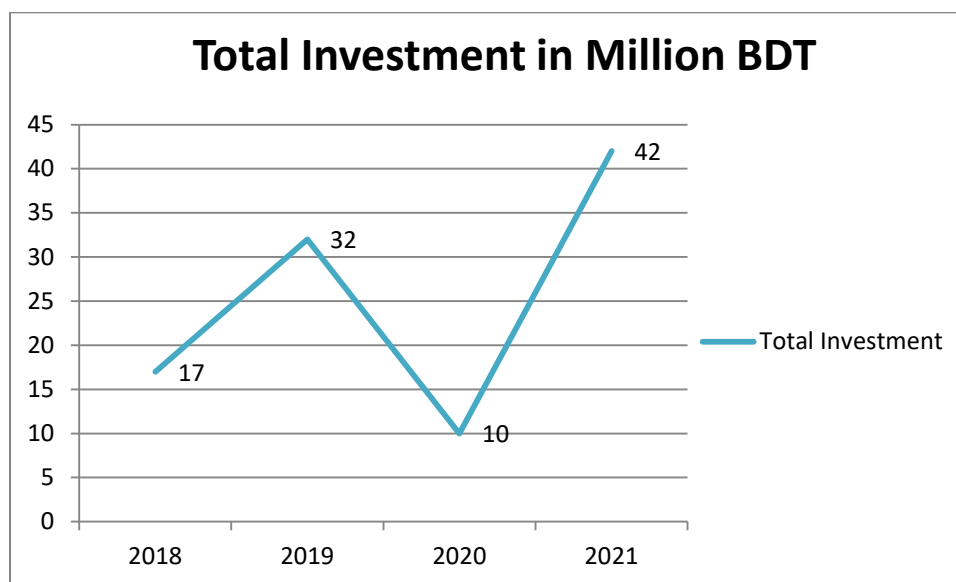


Figure 1: Total Financial investment Chart of DailyGoods Limited

The Table and summary above depicts the circumstance of reliable developing of investment speculation all through the long haul. The table shows gigantic vertical advancement of investment in the year 2021. Full scale venture extended consistently. Venture expanded to upgrade the theory Portfolio which will control risk.

Revenue Stream

Right now, DailyGoods doesn't have an income stream. In any case, as indicated by their present plan of action, they will produce cash by membership from clients. Higher clients of the stage will pay month to month a specific sum as membership charges. Moreover, DailyGoods targets to influence the financial backers to put cash in their business. Financial backers are for a new business is significant for its business growth.

2.1.3 Customer mix

Customer mix expresses whatever entirely customer segments are being serviced by the business. DailyGoods Limited has their customer mix that suggests their target clients for their definite matters. They target various section of customer to serve their service. The customer mix of DailyGoods Limited is given underneath.

- Online and every E-Commerce business
- Logistic Company
- Personal product delivery
- Homemade food delivery

2.1.4 Product/service mix

DeliMan is an online courier service. DeliMan is the most straightforward and least complex approach to convey your product to your client. Doorstep passage with ongoing location sharing highlights.

DeliMan mainly emphasizes on five types of users based on their business requirements. Following points are the five different applications for various kind of user,

- **DeliMan Merchant web application:** DeliMan applications created for the merchant through the goal that they can deal with orders and screen their delivery status on or after their computer. It is accompanying a clear as crystal dashboard. Each component in the dashboard will assist the merchant with excelling in their business and further develop their end client experience. A merchant can deal with orders, screen delivery progress, and access their payment from the DeliMan pages.

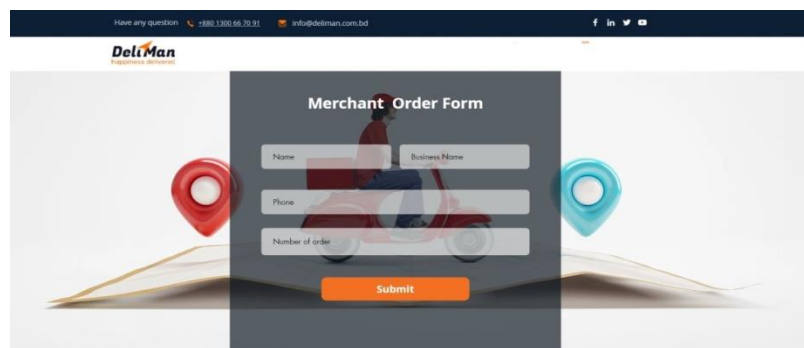


Figure 2: DeliMan Merchant web application layout

- DeliMan Merchant Mobile Application:** Merchant mobile application developed for the merchants so they can utilize it in a hurry. DeliMan accepts just a web application isn't sufficient for merchants. They ought to have the chance to work while they are on versatile for the best result of their business. Merchant will get the chance to pick and drop his product location as well.

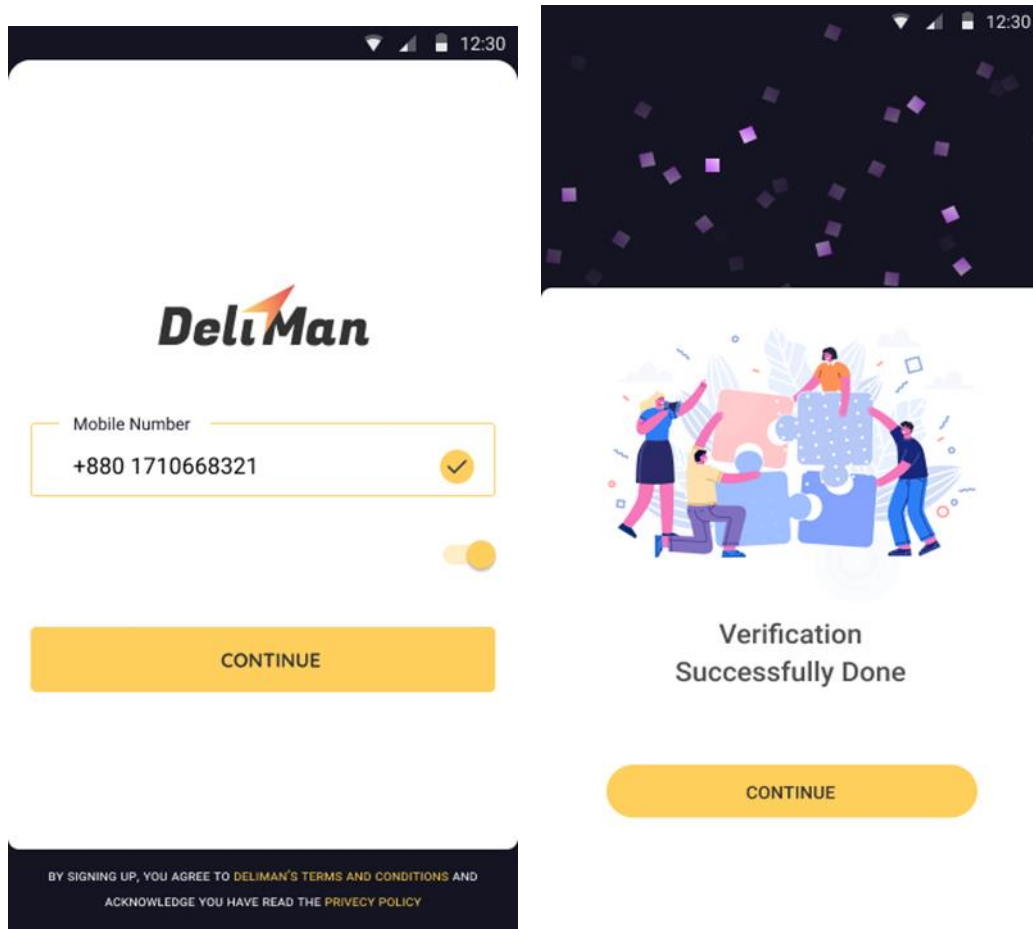


Figure 3: DeliMan Merchant Mobile Application Interface

- DeliMan Agent Application:** The agent application focus on the agents who will manage a number to deal with various delivery men on their premises. Specialist transport is a sort of small business venture idea. A specialist will contribute a limited quantity of cash for their deliveryman. All the hoop structure delivery man will be saved to the specialist record and they can recover any sum they might

want to pull out around the same time. The interface of merchant, agent and rider application is same.

- **DeliMan Rider Mobile Application:** Rider mobile application focus on the person who is willing to pick the parcel and delivery it on their way, At the point when Merchant make a Delivery Request and Rider will get a Pickup demand and this is how the whole process is done.
- **Deli-Sense end-user Mobile:** DeliSense can be utilized separately or potentially business element to keep up with social removing for wellbeing security and real time tracking features. DailySense can use free of charge of charges. Here End-client implies clients can download a versatile application from the play store with the goal that they can likewise screen where their package is.

Application features

- ✓ Real-time parcel tracking
- ✓ Easy refund on merchant account
- ✓ Same day parcel delivery
- ✓ Wide range of products categories
- ✓ Wide range of delivery vehicle type

2.1.5 Operations

DailyGoods Limited has a team to provide particular operation for their clients and customers, those are given below,

- Merchant service administration
- Agent service administration
- Freelancer delivery service administration
- Picker service administration
- Delivery man welfare
- Communication administration
- Same day delivery service
- Bill payment administration
- Order dispatching administration

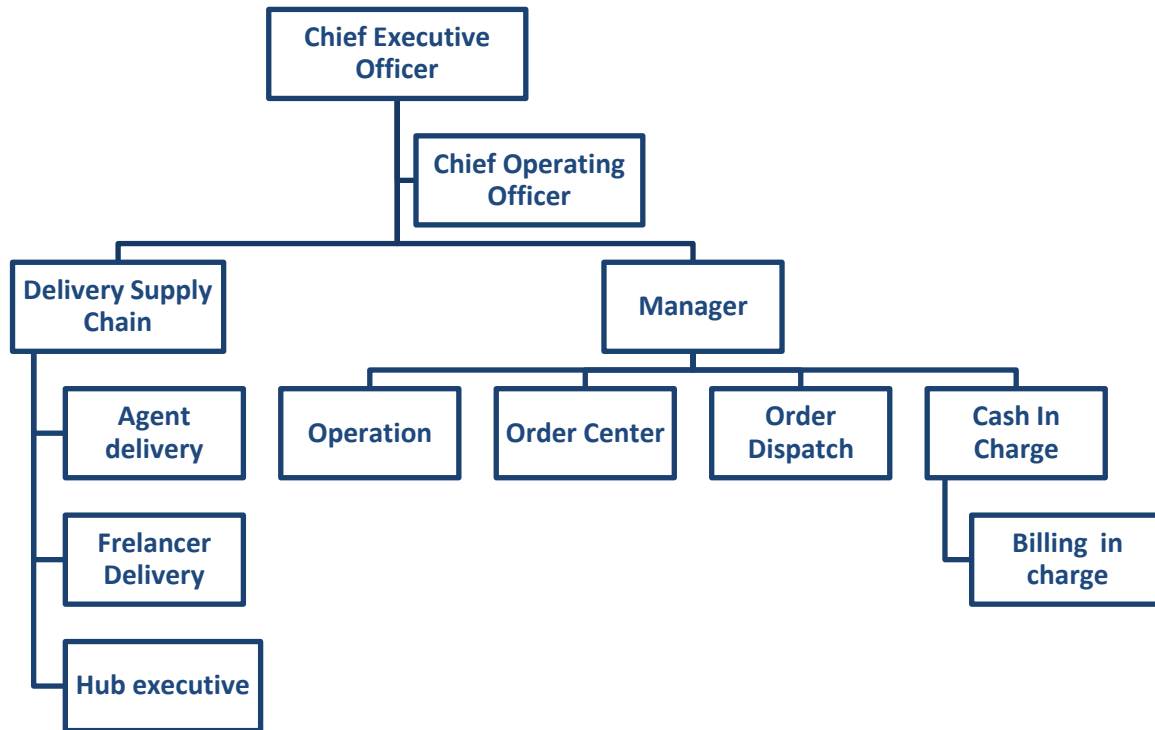


Figure 4: Operational Hierarchy of DailyGoods Limited

DailyGoods Limited runs its operation from their head office. All kinds of order and procurement system are directly comes from the Chief Executive Officer then the whole process instructed and lead by the chief operating officer commands it, move down ward to accomplish the order to run all of the activities smoothly.

A detail about DailyGoods Limited operation is given below,

MD. Kamrul Islam	Chief Executive Officer
MD. Touhidul Islam Akanda	Chief Operating Officer
MD. Rashedul Islam	Manager
MD. Evan Ahmed	Delivery Supply Chain Executive
MD. Tanvir Islam Akanda	Delivery Supply Chain Executive
MST. Fatema Tuz Zohora	Operation, Order Center, Order Dispatch Executive

MD. Sheikh Rais	Operation, Order Center, Order Dispatch Executive
MD. Nawshaduzaman Lion	Cash In Charge, Billing Executive

Table 3: Operations of DailyGoods Limited

2.1.6 SWOT analysis

SWOT assists a relationship with understanding their situation standing out from their competitor. It gives an affiliation the data about how to work on its condition, an all-inclusive SWOT analysis is performed below recognize DeliMan strengths, weakness, opportunities and threats.

Strengths

- **User Friendly:** DeliMan is the most effortless and least complex approach to deliver your product and services to client when time is the central issue to your dedicated clients. DeliMan makes simple mobile apps for the two merchant and clients. In this way, the shipper agent and client can without much of stretch use it. DeliMan communicate delivery directly from your store to your clients or customer doorstep.
- **Product location tracing & status update:** You can see where the dispatch location is and a best guess of the appearance time by the assistance of our tracking system framework. DeliMan bring satisfaction for you in light of the fact that DeliMan appreciation doorstep delivery with real-time location sharing highlights.
- **Connecting to the nearest delivery man:** In the event that you are a vendor than then compose your delivery address and snap the quest button for DeliMan. A few DeliMan delivery men are accessible at your doorstep inside 10 to 20 minutes. After DeliMan accepts your bundle it will scarcely require 1 hour to deliver your ordered product.
- **Anyone can use this service:** Possibly you are messenger sender or delivery individual DeliMan engaged of both of you with our innovation of application technology.

Weakness

- **Shortage of human resources:** At this stage DeliMan consists of 18 members, so short of human resources can be the obstacles for DeliMan for grow faster.
- **Inexperienced employees:** This mentions to extra errands which are assigned out to the professional by their superiors in the exact time which they are not qualified to complete them professionally.
- **Fund scarcity:** As a startup firm, funding is the most and the biggest weakness. DeliMan lacks the proper funding and materials to expend the operation at a smooth as required.

Opportunities

Quite a long time ago, it required a week and amazingly a month to get a letter starting with one piece then onto the next piece of Bangladesh. Be that as it may, with a developing economy, the days are gone, and you can get a secluded letter through a package envoy business inside a day. Despite the fact that digitalization has made things a lot simpler, there is as yet the implication of dispatch managements for some issues.

Presently strategic system of government is acquiring by and large around 50 lakh for every day. Hire 10k men powers to deliver products as per industry pioneers. As designated by one of the main E-business stages in Bangladesh Ajkerdeal.com Managing Director Mashhour supposed that-On normal premise Delivery is around 60,000 every day for online Sector.

As per The Daily Star (January 8, 2021) Logistic Companies grinning, Delivering products house to house knowledge was covered up ,nobody really examining this even presently its well-known yet couple of years prior this was not measured properly. As per the General administrator of internet business Association of Bangladesh (e-CAB) Abdul Wahid Tomal, Daily delivery it very well may be 40,000 online demands and food delivery would be another 30,000.

- Only few online suppliers those who have seen long run of the E-Commerce industry are examining in the construction their formation on these apexes.
- According to the figure, traditional courier like Sundarban, kortoya courier service companies are delivering a big hunk, both courier services are principal.
- Only Few year back, the E-CAB had clashed the post office to run its operation so it DeliMan tune to enter and compete.

Threats

Bangladesh online business management’s esteem chain can isolated into 3 Categories the principal mile, a subsequent mile and last-mile delivery. DeliMan focuses on the last-mile delivery issue in Bangladesh. Nonetheless, at the fundamental stage, it is hard before the project execution. Subsequently, delivery could be troublesome first and foremost. It is, thusly, important to make validity through pilot projects.

- The competitors of current market performer such as Steadfast, REDX, E-courier, Paperfly, Sundarban, Karatoya and few more are present-day.
- Delivery charge of the competitors are frequently clashing in the current situation of the courier industry
- Same-Day delivery, Super-fast delivery is a decent time to face traffic flow

<p>Strength</p> <ul style="list-style-type: none"> ➤ Easy to use ➤ Real-time location ➤ Easy dispatch ➤ Anyone can be user ➤ High standard product security 	<p>Weakness</p> <ul style="list-style-type: none"> ➤ Man power shortage ➤ Inexperienced employees ➤ Fund Security
<p>Opportunities</p> <ul style="list-style-type: none"> ➤ Different service ➤ Huge marketing segment ➤ Use of technology for operation ➤ Steps taken by Bangladesh E-Commerce value chain. 	<p>Threats</p> <ul style="list-style-type: none"> ➤ Establish competitors ➤ Emotional purchaser ➤ Quick delivery by competitors ➤ Huge work pressure

Table 4: SWOT analysis of DailyGoods Limited

2.2 Industry analysis

Each nation must have a courier licensing authority. Since our independence the Bangladesh post office has been filling in as the administrative body of the financial business. The major Bangladesh Post Office Act 1898 licensing for mailing, operators and courier service etc. controlling and conducting every administrative work for the financial business as well as liable for execution.

I have completed my internship at DailyGoods Limited & it also under the courier logistic supplier industry. The courier industry is right now in the productive period in the history of Bangladesh and it becomes more attractive business due to pandemic Covid-19. More than 50%-60% people prefer to shop online rather than offline.

2.2.1 Specifications of the industry

The govt. and the ventures in Bangladesh have been flourishing quite a long in accordance with consistent development of fares and imports as indicated by the industry insiders, in our country emphasizes in basically on e-commerce, ride sharing, food delivery & home delivery service have fared well due to an increase in demand among consumers however this has so far been generally concentrated to the top metro cities, fundamentally Dhaka. What e-commerce business see in the future is the blue ocean of consumers residing outside of Dhaka and undoubtedly there is more than one central point that will determine the success rate of their development strategies- logistic and that is where the next large open door in our country. Now the unfamiliar organization for the most part open joint activities with our neighborhood organization and this cooperation assembled the establishment for the additional gathering of homegrown strategic mastery. It is worth focusing on that coordination's company complete all indication, including stacking and dumping until products arrive at stocks.

History of Bangladesh logistics supplier industry

The history of logistics delivery is older than everyone suspected. Essentially our nation saw limited version of e-commerce logistics delivery in late 90s with the idea to oblige NRBs who were searching for choices to send benefactions to their beloved ones in

Dhaka. Gradually and progressively the e-commerce logistics supplier started to develop from 2000 and in between 2008. Yet the significant issues were payment doorway, delivery system and customer education against its quick development.

Circumstances started to change after the principle payment aggregator SSL COMMERZ LAUNCHED THEIR BUSINESS IN 2010. In addition, with the consideration of WiMAX, internet speed got a thump additionally during the same time which gave a lift to the online business too. Beside the improvement, we saw some huge investment during this period; companies like Ajkerdeal, Akhoni, Rokomari, Bagdoom etc. started their operation moreover. In Bangladesh the courier business performed in 1991-92. At first there was no rule and strategy in regarding to the business and even govt. authorities, exporters and merchants had scant thought on the most expert method to work the business. Now the unfamiliar organization for the most part open joint activities with our neighborhood organization and this cooperation assembled the establishment for the additional gathering of homegrown strategic mastery. It is worth focusing on that coordination's company complete all indication, including stacking and dumping until products arrive at stocks. The parcel delivery industry appeared during 1991-92 in Bangladesh with no related knowledge and experienced because of the absences of gifted labor force and required relation abilities. Anyhow the shortfall of legitimate unofficial laws and arrangement alongside unpracticed exporters and shipper, the business has acquired importance and figured out how to arrive at trade in products worth about USD 51.84 billion during the financial year 2017-18 and delivered products worth about USD46.67 billion, as per information from the Bangladesh bank. The nation additionally created in excess of 40000 positions frankly during the previous 30 years and become one of the essential areas that are adding to the financial development of the country. Kuwait based agility global integrated logistics supplier "the agility emerging marketing logistics supplier" 2018 thought about Bangladesh as one of the 45 significant developing business segments on the planet. The index measured the countries coordination industry as exceptionally improver yet it reference that the country need to address significant difficulties like the requirement. Not just parcel delivery business, other physical organizations additionally predict the requirement for capable coordination accomplice as city communities become more associated with expended

government interest in foundation and more wide entrance of parcel delivery network. Most retail organization is likewise beginning to put resources into their own e-commerce business orders, to work in a block mortar online plan of action to catch online customer and delivering them their ordered products. The Bangladesh post office additionally see the potential for the business and is set to begin internet nosiness transportation through its 8k touchy country mail centers very soon. Two prior, E-CAB hit an arrangement with the Bangladesh post office and prepared around 100 mail depots on online business transportation with help from significant players like Bagdoom, PriyoShop, Ajkerdeal, Evaly, Daraz and Alesha Mart. The coordination business is in a quick need of capital infusion and advancement of labor if different ventures that are developing around it are to make due in the coming decade. Without legitimate foundation and skilled coordination specialist co-ops setups, mostly delivery business organization will think that it's hard to development, paying little heed to solid macroeconomic pointers, subsequently, the tracks are set and fixed with worthwhile rider, delivery man and the ones backing the right charger or unicorn so to say, remain to acquire the most in the competition to being the biggest delivery business coordination specialist co-ops in the country.

Kinds of logistics suppliers

Today logistics delivery Service Company has gotten wide staple in the present society. It gives open position to a many individuals and accommodation to clients who need to have something dispatched. Without this administration today, customer would have a great deal of unsure in requesting something and online business organization wouldn't endure, now there are a more then 500 courier services are running their business in our country. They give you various alternatives for dispatch administrations. Delivering transporting administration has developed on the need of their clients to furnish them with the right assistance they did not realize they required. By knowing the different types of courier services we can easily short out what kind of courier services we really need those service are given below.

1. **Standard Delivery Services:** When the services of a business rely on courier services, standard courier service follows a procedure depends on where a

consumer lives and made the order this means the parcel has to under certain weight and not include no extra charges. It often take more than 2 days for get delivered with the best cheapest way.

2. **Same Day Delivery:** When the services restriction form being delay, and have made the order delivered at the same day of the order placed. These services are mostly conducted between the local areas where is the order placed; where the delivery work forces are completely have the knowledge of that particular area.
3. **Overnight delivery services:** With is service companies don't have to concern about getting stuck in traffic during deliver orders because they mainly conduct this service after afternoon. Overnight services are grate when you cannot complete in time your deliveries properly so overnight can be conducted expect rush hours.
4. **On-Demand Deliveries:** These kinds of services are mainly conducted when there is huge hurry of the order product to deliver immediately, those who need it as soon as possible. Here consumer don't need for the whole day for the product to get delivered. This is the best service if someone is expecting essential documents to arrive.
5. **Parcel Delivery Service:** These services are conducted mostly 2 day within ordered or get delivered with 1 hour of the order placed depending on the type of the product it could be food item anything else or special instruction by the order maker.

2.2.2 Size, trend & maturity of courier service

Size: The market size of an industry can be constrained by several ways. For instance, total revenue, profit of a creation response number of the consumer and so on. However in case of the couriers region the component of market size is extremely extraordinary as the both amount of the stores and advances are taken into contemplating. Banking space of the Bangladesh is now in opportunities stage. Daily there was roughly around 200k orders are getting delivering in Bangladesh. This number use increasing with and hydraulic amount of speed every due to Covid-19.

People are getting used to the online platforms for shopping and the trusting is building among the people and the online shopping platforms. So there are new opportunities couriers are creating by default when someone is made an order through online.

Trend: Now day's courier's services are the backbone of e-commerce business. In Bangladesh, with regards to getting deliver order from wee-commerce business stages, we find the vast majority of the merchants are situated in the capital. Online business coordination's will have a chance in the arm in the event that we can make a huge number of dealers outside Dhaka. Before pandemic, Paperfly and RDEX used to deliver more than 10k orders per day. The number increased by 22% in the start of the cross country lockdown to control the spread of Covid-19 pandemic, as an expending number of individuals moved to advanced stages to make buys. The accommodation of having the option to search for most products from the solace of one's house is a key main thrust behind the huge development in online retail stages and e-business also. Courier's organization identified with online deals has tremendous potential in Bangladesh as e-commerce business at present records for only one percent of the all-out retail deals and AKM Fahim Masroor the CEO of AjkerDeal an online business stage. Courier industry insiders accept that the charges from coordination office are a lot higher in Bangladesh compared with different nations, which is adverse to the development of the country's e-commerce industry.

Maturity: The courier of Bangladesh is growing day by day in the creating stage of opportunities. Among every one of the periods of industry life cycle we can easily see that the courier business is having the creating stage despite the way that the reformation stage doesn't have all the tags of being rationally far. A bit of the properties of progress stage are presently stages are presently recognizable. It is moreover perceptible that the best for logistics Supplier Company in Bangladesh has increased day by day all through the newest years. The compounding number of courier business has an unbelievable impact this reality.

2.2.3 External economic factor

Parcel delivery services are with time necessary to ensuring the proceeded with significance of organization, thus to winning fare platforms and empowering scheme. They are probably going to turn out to be much more significant in future as the world economy turns out to be progressively coordinated. Services, similar to some other parts of worldwide exchange, can be obstructed by govt. policies and limitation that disruption the capacity of advanced service organization to work proficiency and consequently their capacity to work with expended exchange, assumption and efficiency across the more extensive economy. The limitation forced by certain nation includes against serious acts of govt. claimed or approved imposing business models, complex permitting conditions and wasteful traditions technique, limitations on admission to avionics markets and ground transportation process. Through the most recent years the express business has been one of the quickest developing areas of the country economy, with turnover uphill on normal by practically 6% every year in genuine terms beyond expansions, almost 2% occasions the pace of development of the world economy as entirety. Economic standpoints have flat brunt on how a relationship works together, how they get benefit, as economic development, loan cost, growth and so on Bangladesh could be a making and non-industrial country, per capita obtaining of Bangladesh is low. So the worth of DeliMan isn't so high and it will be loose, charge in see the country's economic outline.

2.2.4 Technological factor

The parcel delivery business has developed such a huge quantity in the course of recent years in light of the speed and steadfast quality it gives customers when making a delivery. On the opposite side of things, the delivery business has developed in view of the innovation that has been effected. We should look hard and long at effect innovation has made on courier service in this post. Organization nurtured a conditions GPS tracker, makes checking simple, real-time location, regardless of whether you are out of area. With its electronic innovation technology anyone can follow, screen, help, record evidence and more to help you watch out for your automobile of vehicle and the situation with the product's they are passing on, at least making your business skillful , useful. Similarly on the opposite side of things, clients can utilize GPS following to get

more particular data on their selected area, before, clients would need to surround a following code and get news just once the bundle had been check, today, and customers can follow their delivery increasingly inside a meter all through each progression of the trip on their smartphone. DailyGoods regulated accepts the innovation could take care of door to door delivery issues by connecting with the massive, publicly supported entities and centers to throw the last-mile delivery issue. This will lead a quality service for the sellers and will actually want to make a wonder full occupation so that group could work on their personal satisfaction. As I would see it to do a few things for impoverished individuals to have procuring family and organization have nature of service. By that, we can make a courier company.

2.2.5 Barriers to entry

Barriers to entry are one the porters five models. The parcel delivery business if Bangladesh is now blooming situation. The threat of entry relies upon the cost of entry and the cost of entry relies upon the company and figure of the barriers to entry. These barriers are the characteristics of an industry construction that expends the cost of entry. At the point when you think about the bundle? Bundle transmission management a couple of vital participations ring a bell. The number of rivals exists in the Bangladesh courier industry. Combine REDX, E-Courier and Steadfast. Incidentally you may likewise see PaperFly. With the interest in this industry proceeding to increment because of e-commerce, one may ask why extra competitors are not attempting to break into this space. The appropriate response is basic the cost of entry to contend and economics of scale. An enormous capital assumption is needed to go to into this industry where quick, worldwide transferring is normal at low cost. Setting up an company of delivery with bikes, pickups, so forth would have celestial costs and being able to rival the current edges offered by the current competitors would not be practical as you attempted to earn back original investment from the underlying assumption. Moreover, additionally need to go up against very distinguished, confided in companies.

From the past competitors like E-Courier, Sundarban, S,A paribahan and couple of all the new like PaperFly, Delivery Tiger are likewise in the market. As the use of innovation expends due to Covid-19, this kind use of IT following basis directions will be

expended. In this way, it will be a danger for daily merchandise restricted to make due in the association. Indeed, even as the current companies hope to venture into new market, acquisition appears to be the favored methodology. REDX wanted to grow its ground to network in Bangladesh. PaperFly was procured as opposed to the building a company without any research. In this industry the danger of entry of new comers will stay low for years to come. By that we can make a delivery company.

2.2.6 Supplier power

The negotiation power of supplier can be predictable as a hazard once the supplier require that capacity of convincing up the worth the suppliers require that capacity of convincing up the worth that an organization would pay higher for what pay higher for what they supply or reduction the quality. This series in the long run punches down organization productivity. In any case, in the event that the providers are delicate, at the point it very well may be opposite cycle. Supplier power in courier industry is very low. Supplier for the courier industry is the individuals who give a product like packaging material, vehicles and planes. In Bangladesh, this kind of industry is very serious, so if the contender can offer a superior substitute, the dispatch organization can undoubtedly change stating with one supplier then onto the next. As per makers is packaging material to different organization with most reduced cost.

Additionally other individual organization will in general take impassive objectives. This plainly shows that the dealing force of supplier in the courier industry is moderately low. Concern the transportation administration, messenger organization will in general request these particular methods of transportation in mass from a solitary organization for cost and upkeep measure, even however the opposite is very aggressive for transportation, yet courier companies, for example, REDX and E-Courier are very enormous and they will in general be the one in power. DailyGoods is an It-based tracking service company, they have no supplier. So there will be risks because of having fewer suppliers in the future. On the other side, because of having no suppliers, the costs will be reduced effortlessly. DeliMan is courier wing of DailyGoods so the company does have suppliers not for IT based services but for courier based services.

Danger of in reverse incorporation: Reason due to expending supply chain difficulty, the supply chain vulnerability has a basic issue, which stops the advancement of present day directions provider and supply chain the broad. The paper activities to abstract turn around coordination's vulnerability from supply chain vulnerability writing and present the sorts of reverse directions vulnerability in a triadic model. Plan/strategy/method the idea of opposite organizations supply vulnerability is created dependent on a triadic model of organizations vulnerability and supply chain vulnerability writing. A work area research is led to foster a scientific categorization of opposite organization vulnerability, To all the more likely portray the reverse directions vulnerability, we use contextual analysis to examine the sorts of opposite organizations weakness in the triadic model;. Discoveries the investigation uncovers four of supply chain invert organization. We call them invest organizations weakness. Type A and TYPER B weakness need further investigation. Creativity/esteem although turn around organizations has been directed on the supply chain weakness in returns the managers field. The paper offers important experiences to more readily comprehend the supply chain weakness in the opposite organization. This likewise gives ideas to the two chiefs and specialists to ponder the converse organizations weakness the executive and business manageability.

2.2.7 Buyer power

The bargaining power of buyer is the partner of the supplier power portrayed previously. In this way, buyers are amazing in the event that they can force down or request more administration. Also in their dealings with suppliers, buyer can develop power through stage companies. The force of buyer is educated through the marvel synergistic utilization, which is likewise referred to as the sharing economy. In this kind of utilization buyer doesn't attempt to claim an item yet pay for temporary access or joint use? Subsequently DeliMan is consistently about their customer satisfaction, quality help and attempts to focus on the necessities of their customer at their level best. The components those effect the buyer power of this particular industry.

Number of service candidates: there are not tolerable courier service candidate in our country. There is excess of 500 couriers in our logistic supplier industry including the

private and nationalized. Due to lack of same day delivery service provider's courier companies are setting with next day services. The rivalries among living companies are spending step by step.

Switching cost: This buyer power relies upon fundamentals, for example, buyer complex versus firm focus, buyer volume, and buyer switching costs comparative with firm switching cost, ability to coordinate in reverse, substitute items, price affectability, product constraints and brand character. As specified by UPS and USB, their hug number of customers and their overall reach has brought down the impact of customers.

There are a few different ways to keep up with customer connections through gathering disapproval from clients is one of the strategies DailyGoods chose to follow. This is a decent technique for DailyGoods on the grounds that it will assist them with interfacing the client and further develop their virtual currency they are creating which is likewise an intelligent method to keep up with the customer relations. The more individuals will utilize the virtual currency the more collaboration will happen that will assist DailyGoods with keeping a powerful customer relationship. DailyGoods limited spotlight is on gathering information from the end user, then at that point, making examination with these information and offering the end or answer for their customer. For situation end users are viewed as a wellspring of information and they are advised to give the information as disapproval in return for some rebate or reward which they can later regain for a particular arrangement of prizes. In this active assistance arranged business world, it turns out to be more critical to construct a hard relationship with the customer and business world. In case customer are content with the help that will be incredible for the business. It is just imaginable with the connection with the customer to recognize their need assumptions their interest. Every single customer is significant their assessment and their assumption needs are significant.

2.2.8 Threat of substitutes

Alike in the several enterprises, firms are locked in like an untraceable rivalry with producers of substitute products, service and administrations in others industries. Rivalry or serious climate uphill from substitute items which increase the overall cost of

the substitute items therefore customers switching cost get reduced. It based courier companies that provide to online businesses in Bangladesh have prospered during the years and surprisingly in Corona Virus pandemic, as an increasing number of people moved to digital platforms to make purchase. The suitability of being able to search for most stuff from the solace of one's home is a key main push behind the massive development in online retail platforms and E-Commerce too.

Substitute now mentions to products of other industries that can remain used to substitute the industry products. In Bangladesh there is huge number of local logistics suppliers and parcel; delivery companies. Countless of those companies cannot continue or survive for an extensive period because of their weaknesses and lack of expertise. The main companies in the arena of logistic and parcel delivery industry are as REDX, E-Courier and USB conduct courier operation done all over the nation the optimistic scope of them are transportation service strengths established market leaders in couriers service industry, most consistent and well organized, faire charge, private vehicle assets. But the eldest and the main courier company service weaknesses are lack of tracking facility, absence of online activities and failed to deliver on-demand service along with old basic payment methods.

2.2.9 Industry rivalry

This depends on mechanisms depends on industry development rate, product differences, brand identity, switching expenditures and exit barriers. The courier service industry is undergoing a resurgence in development due to e-commerce, internet and related technologies, companies with huge brand recognition like REDX, E-Courier, Delivery Tiger and USB with huge customer base will remain to lead the market. Reserved a negative point, there are no exchanging prices as customer can easily move from one worker, unless earlier contracts are attracted to secure customer. Essentially, huge capital cost needed to run a countrywide parcel delivery, freight and logistics supplier firm could be a burden to exit. However, with high debt being absorbed by the companies, mandatory exit may take place non effective companies. The rivalry between existing competitors the rivalry is powerful between REDX, E-Courier, Delivery Tiger and USB.

Spitting image result for a competitor in business a competitor might be an individual, company, bunch or an association competing against you or your company. In business we call close competitors an equal. In other argument rival is the same amount and make comparable items. On the rotten chance that tow companies are pioneers in their arena, we refer to them as curve rivals.

Chapter 3

topic

Chapter 3: Internal Business Development of DailyGoods Limited

3.1 Internal business development activities

The Internal Business development designates to development that happens when a company utilizes its own assets to develop the company's growth. The primary point of internal development is to support sales, increment proficiency, and handle customers better and for the most shares help in spreading the company. Internal Business development can be interpreted as meaning several action by either a little or vast organization, non-profit or profit maximization driven organization which effectively develops the business internally and externally. Furthermore, internal business development exercises should be possible internally or remotely by a business development advisor or manager. Organizations should develop internal business development activities to foster segments like customer services, Marketing, Sales, Channels, Revenue generating business plan.

3.1.2 Brief about internal business development units:

- i. **Customer Service:** DailyGoods Limited works with public of the art innovation and engagements, DeliMan the product of DailyGoods Limited smart and quickly developing e-commerce company. DeliMan endeavor to carry out present day particular responses for the Bangladeshi e-commerce parcel delivery market which empower positive changes to the overall public and customer's life. There are two important parts of DeliMan customer services.
 - DeliMan is giving an interesting phase where you can enlist as a merchant or dispatch orders or for both.
 - DeliMan carries joy for you on the grounds that DeliMan increase in value of doorstep delivery with continuous area sharing necessities.

When the delivery man begins the pleasure trip to do the parcel delivery, He or She requests shares of the area with the rider who will deliver so the client can follow what amount of time far and how it will require getting the parcel delivered. At the

point when the delivery man gives up the delivery to the client then they will check the products and confirm the conveyance by paying to the delivery man in case it is money down or it can also be done by conducting online payments by using Nagad or Bkash. The delivery man gets the cash and shuts the request.

ii. **Marketing & Sales:** The marketing strategy for DeliMan is the company organized pre-registration for the agent, freelance delivery man and merchants from 1st November 2020 to 31st December 2020 and the operation from 1st January 2021. How the total process is operating is shown below,

- Organic and paid content marketing program
- Referral Platform
- Direct marketing with the merchant's and freelance delivery men by conducting cold call.
- Live streaming campaigns on social media
- Press release program
- SMS & Email Marketing

Every day there was approximately 150 K product delivery occurring in Bangladesh. This number is growing each day because of COVID-19 pandemic. Customers are becoming adjusted to online product purchasing and trust is working among with a huge amount of people.

iii. **Channels:** Today's E-commerce industry channel is the best method to associate with divided customers intended for groups. At present, direct calling or cold calling is a solid way to deal with reach at the expected clients for new startup company .DailyGoods central channels to contact potential clients is instant calling and offering them DailyGoods services. Since direct calling is secondary DailyGoods with understanding the client's candid requirements. Furthermore, DailyGoods use retail location showcasing which suggests that they are contribution in various fairs and events or occasion. Retail location helps DailyGoods to conduct directly about their product and services with likely clients and customers. This is additionally a important viewpoint for DailyGoods on the

estates that they show their product and services openly to potential clients that are helping them with building steady quality and trust on them.

iv. Campaign arrangement: There are several campaigns are in operation from the begging of operation activities of DeliMan. Those are,

- 21st February International mother language offer: DeliMan offered to their new and existing merchants delivery services within just charging 21 taka for each delivery for the whole day of 21st February.
- 16th December Independence Day offer: DeliMan offered free registration for and free training session for newly registered merchant and delivery men who applied for business partner program before 16th December.

v. Revenue Generating Business Model: DeliMan likewise learns it is the best Model for us. DeliMan has taken stimulus from Pathao and Uber on the grounds that our influence is comparable however for a substitute space of business. DailyGoods Limited software solution answers incredibly fit with the common economy; in this way every one of them suggested an income sharing model delivery man. DeliMan scanned the rates of shared income, distinct money individuals requesting an alternate amount. Be that as it may, nobody endorses DeliMan go beneath 15% to 17%. Since our instrument is to gather the request esteem before the real delivery happens from the freelance delivery man. Which create a provoking position for our organization to persuade the conveyance man to store cash? DeliMan thinks the critical dimensions of in general conversation were income mix, month to month active clients, and net income maintenance. Our client procurement cost is high because of service security and transaction dealing with from end purchasers. Seemingly DeliMan has to bring to the table money advantages to the rider near the fright.

3.2 Revenue sharing business plan model for next 2 years,

DailyGoods revenue generating planning structure for next 2 years is shown below,

Year 2021

Year 2022

Number of Orders	Per Day Order Number
Total Order	200000
Total Order Charge	0.80
Average Order Charge	160000
5% of the total order charge	8000 BDT.
25% Revenue Sharing	2000 BDT
Revenue Per Month	60000 BDT.
Revenue Per Year	720000 BDT.
Yearly Expenses	50000 BDT.
Total Profit After Expense	670000 BDT.

Table 5: Revenue Model 2020

Number of Orders	Per Day Order Number
Total Order	250000
Total Order Charge	1.2
Average Order Charge	300000
10% of the total order charge	30000 BDT.
25% Revenue Sharing	7500 BDT.
Revenue Per Month	90000 BDT
Revenue Per Year	1080000 BDT.
Yearly Expenses	50000 BDT
Total Expense After Expense	1030000 BDT.

Table 6: Revenue Model 2021

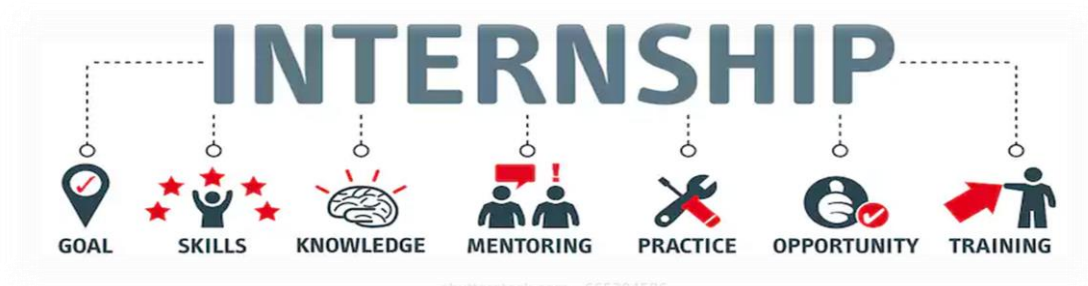
3.2.1 Revenue Sharing model Steps

Contribute a numbered deprived of the incomes that should occur before you get an payment in your record from your standard customer with DeliMan income sharing model. The intricacies steps are the add-on:

- i. **Deposit Currency:** Freelance Delivery Man or Agent will Deposit some cash into their DailyGoods account which is fully refundable and our agenda will ensure they will get product delivery order on demand dependent on their kept deposit amount. Time required Instant store or hours
- ii. **Merchant Demand a Delivery:** Once the merchant demands for delivery their goods, then at that point our software solution will track down the right freelance delivery man. The required time is not exactly an additional second.

- iii. Delivery man ordered product pickup: Once the delivery man gets the parcel, a similar amount of cash dependent on the parcel worth will be removed from the delivery man account and saved into DailyGoods office agenda.
- iv. Parcel Delivery: Once the parcel received by the delivery is done then every one of the partners will get their rates of cash into their DailyGoods account subsequently.
- v. Deposits add up to cash amount: Other merchants could want cash, and afterward DeliMan can supply the stated amount in their Bkash or Nagad record reliant on their decision.
- vi. Revenue Associate: DeliMan the wing of DailyGoods determination retains near intensive care to our frequent consumers. DeliMan determination also monitors in what way many consumers DeliMan vanished during a certain age. This handy monitor supports them to shape a strong relationship with their frequent consumers.

Chapter 4



Chapter Four: Internship Experience

4.1 Position, Duties and Responsibilities

4.1.1 Position

I have completed my internship program at DailyGoods Limited, Mirpur Head office. I was selected as a Content Writer in practically all divisions of social media platforms run by DailyGoods Limited but I mainly worked in the marketing department.

4.1.2 Duties and responsibilities

For the duration of my internship period I had a small number of tasks and accountabilities to perform toward the company in a regular premise. The duties and responsibilities which I completed in these 3 months are given below:

- ✓ **Content Creation:** My necessary duties and responsibility during my entry level position time be situated to create regular contents for DailyGoods website, DeliMan website, YouTube channel and Facebook page contents. What I need to comply is identify clients and customer need and create content that can solve or match their requirements. For example, I created a content based on the campaign of 26 March the independence day of Bangladesh.
- ✓ **Campaign Creation:** Along with the content creation one of my duties was to create ideas about campaigns to grab mass customer's base. The campaigns were mainly conducted by the marketing team and one the campaign that I contributed is 21st February campaign, the campaign was to increase the number of orders for the company the campaign feature was providing parcel deliveries and charging just 21 taka for each delivery.
- ✓ **Email Marketing:** My duty was to create email template and sending them to their clients and customers. The company's client base and customer base want to be informed every offer and new features DailyGoods and DeliMan are providing.
- ✓ **Client Training:** One of my duties assigned by the reporting boss was to conduct training session for their merchants, agents and freelancer delivery men.

My task was to teach them how to use DailyGoods technologies, DeliMan merchant app, DeliMan rider app and Daily-Sense app. What are the procedures to use this application was my first priority to teach them.

- ✓ **Cold Calling:** In order to grab more merchants I was also assigned with the marketing executive team and perform cold calling activities. The purpose of the task was to make a good communication with the clients and make new client by offering them several features and benefit that can solve them current problem of their business.
- ✓ **Creating Case Study:** In order to increase their client and customer base I was also assigned to research the courier industry than find out the do and don'ts, pro and cons, solutions and create case study on them one of those case study is still available on their DeliMan website.
- ✓ **Order Dispatching:** Along with my content creation task I was also assigned with the parcel dispatching team. My assigned task was to ensure delivering accomplishment of every parcel. In this duty I also had to maintain communications with the customers for every day.

4.2 Training

DailyGoods Limited is a rapidly creating startup and having a good condition in right now. I was lucky to get the opportunity to do my internship there. From indisputably the principle day of my 3 months internship there period I have experienced so numerous new things and adapted such countless things. In spite of the fact that I didn't get any ordinary training yet, they generally revealed to me all the vital data which I should know. Every one of the workers was truly valuable and has generally excellent characters as I saw in these 3 months. It might be viewed as relaxed preparing whatever I learned from them and I can say now, I have decent data about the activities of an it based courier service company All through my whole internship period I discovered the chance to know unlimited people and sorted out some way to oversee different people and how to manage different conditions. Thusly, I can say my internship period was amazing and furthermore an informative training for me.

4.3 Contribution to the department functions

Since the complete first day at my internship to the finish I have worked in several departments and contribute my level best to the development of the company. Those contributions are explained in details below:

Order Dispatching: Since the begging of my journey I learned all of the method to fill admin activities to complete parcel dispatching activities. I have a take notes about every order and in collect information's those are given below,

- Parcel delivery accomplishment
- Pick up location
- Drop location
- Assigned agent or delivery man
- Payment procedure

These are the dispatching activities those were assigned by my reporting boss. I always help the dispatch department to conduct service properly by giving them at latest and update information.

Billing: In this department, i have prepared the invoice bills; I have additionally done the voucher assembling and reviewing sometimes but every time. As invoice bill are very important asset for any company so they always told me how it would be processed.

Pickers Management: DeliMan has more than 40 pickers all over the Dhaka city. When there is several orders all over the city DeliMan use pickers to collect those parcel and send it the nearest hub. In those 3 months I handled and controlled the picker from Dhanmondi and Mohammadpur area. I communicate with them and deliver pickup location to them.

4.4 Evaluation

Even Though I am working at the organization as an internee more often than not I worked indeed yet on event I submitted a couple of mistakes. I gave my full attention on my reporting boss along with my team members. In spite of the way that they didn't assess my work officially anyway I got some certain audits about my works and they by and larger move me whether or not I have done any mistake. After finishing my intern

period they offered me to join them as a full time Marketing Executive and I have been working for DailyGoods for last five months.

Initial from the Marketing Department of DailyGoods Limited, marketing manager wanted to swap me to the accounts section after certain period but it could not be prepared because scarcity of time. But every day when I was allowed from work, I go to the account section for absorb details about daily transaction and bill processing, in-charge officer always assistance me to identify about bill processing and they continuously appreciate me for my inquisitiveness to know about the procedures. In any case, I can have the experiences of all departments. They valued my effort as I worked there like a regular employee and aided them with making their task quick. In this method, all I got the evaluation from the administrators was inspiration.

4.5 Skills applied

As an internee my works at DailyGoods was pretty much limited. As IT based companies work with identical products, so I was dependably there to help them. More often than not I have filled in as specialists. It can be clearly claimed whatever they trained I got them quickly.

I have made useful the skill most is my PC capacities and content writing abilities. I used to work in Adobe illustrator, Mail Chimp, Microsoft word and Microsoft Excel and I projected to make various official documents like confirm the rider ID registration verification, checking the order invoice bills and so on I notice their works for a particular time edge and after that I have that capacity to deal with the clients without the officers. I am an active internee and I can say that it another critical leaning of dig for which I didn't face any problems learning any new things rather my works has reliably been esteemed and appreciated by all.

4.6 New skills developed

All over my whole internee period, I have developed so several new abilities that are so appreciated and were needed for me. I think doing an internship is the best chance to

fight our fear in other works related problems in a work environment. My reporting boss at DailyGoods was so valuable and for that. I could make myself with several aptitudes.

The main concern which I have made is conversation with new people and senior authorities, learned on how to create business related contents and the development process of a startup business in Bangladesh. I had unfailingly the fear of managing new people, carrying on in a corporate way and showing proceeds in something new. There I expected to oversee new people and talk with them with no fear in my mind. I got the event to manage my weakness basically which will help me later on. The officers of the company helped me in numerous circumstances.

4.7 Application of academic knowledge

Internship is decently connecting the corporate presence with the university academic life. During the internship period the academic knowledge on a double helps an incredible arrangement. So how I have applied the academic knowledge is explained below,

Marketing Research: In any country building a startup company is challenging but if we could conduct a marketing research the paths of success will be closer. For the period of my internship, I have engaged a few marketing research projects beginning to end. The projects all have close binds with marketing, branding and social media occurrence. In my number one project I researched the delivery riders can be financially stable with DeliMan. I was also assigned to conduct marketing research about delivery men problem issues. I created a case study with a solution how a rider can earn more than 56k in just a single month, I took me eighteen days to conduct survey and other research related activities and I submitted the research case study to my reporting boss and I learned how to conduct marketing research in field as well as online. My research turned into the premise of data entry, survey and other activities for the research. Having the option to follow this project from research to distribute was staggeringly quick. Generally the project has been fulfilling and I feel like I have made a substantial commitment to the organization. My prepared case study on that marketing research is

still available on their website, which is appreciated by the investors the company as well.

Marketing Communication: An interne can be obtainable to the integrated marketing communication industry through internship activities in social media, marketing, branding and the sky is the boundary from there, Internship Integrated marketing communication activities, creating and planning methods. In my internship understanding the courier industry and creating contents on them depend on their clients and customer demands knowledge are mostly gather from integrated marketing communication knows I gather from that particular course.

Accounting: All through my internship, it amazes me how expert professionals at the company assist me. Their own constant plans expert at the firm will help me. Their own constant plans for the day not once seem to aggravate their grounding to opposite with me about attendance, answer exploration regarding accounting actions, guide me through conventions and offer me teaching and urge guidance. My first situation was one in which we were engaged with supporting a customer in a checkup of a misappropriation in billing invoice executed by the organizations account department. This may not sound particularly interesting to a few, through it is charming to me. Accept any individuals who decide an urge for which they are suitable can genuinely mess around with the work, individuals, opening, connections and freedoms of their position.

Chapter 5

CONCLUSION

Chapter five: Conclusions and key facts

5.1 Recommendation for improving departmental operations

During my internship period at DailyGoods Limited I have observed a few issues & problem faced by the administrators while, therefor I have seen very much good admin activities and some suggestion to recommend for the company to improving their departmental activities but first I need to elaborate those problems that I observed.

Those are given below,

Positive Issues	Negative Issues
Great standard product security	Lack of human resource
Anyone can be a business partner	Lack of expert employees in varied department
On-demand service	Shortage of office equipment's
Quickly clearing bills	Fund Insufficiency
Easy department functional system	Remote meeting
International working environment	Shortage of branch

Table 7: Positive & negative issues

Recommendation on the negative findings issues,

The company is capable however it has some unfortunate negative viewpoints which should be addressed appropriately pretentious they need to become faster and be effective on the viewpoints. Followings are some unfortunate findings which I accept to address properly,

Lack of human resource: Human resource is the fundamental component of any organization. DeliMan is not rather the same as some as some other organization. DeliMan human resource needs to be resourceful and creative with current culture, quicker and productive work environment to reach at the DeliMan objective. DeliMan is the brand DailyGoods Limited. So here DeliMan has 22 employees and which is not sufficient for quicker, creative and inventive working. There are many passing on exercises in day. As group coordination expert organization DeliMan must have 50 employees at first. Thus for DeliMan as a new business, the company must to have 50

employees for performing department tasks in a quicker period of the time with creative and innovation way.

Lack of expert employees in varied department: It is important to be expecting human resources in an organization, so the organization can play out their work all the the more effectively. It is a best part notes that as a startup business. DailyGoods Limited must to provide old fashioned preparing. So employees will bring together thoughts regarding what must to be complete. Through the training process, employee becomes cultivated nevertheless of whether they don't have the vaguest impression about any region.

Shortage of office equipment's: DailyGoods is startup business, the office equipment deficiency like they have lacking PCs, GPS beacon and internet supply for every employees. DailyGoods should shape their supporting by raising fund, they will get sufficient capital and later they must to put it in buying office equipment. It will be better for them to complete tasks easily in the occurrence that they have satisfactory essential material and equipment's.

Fund Insufficiency: DailyGoods is a startup business and as a startup business it faces capital shortage. As an internee, I recommend to gather assets from banks which provide fund or investment for startup business, in the meantime it will help DailyGoods for an incredible establishment.

Remote meeting: The CEO of DailyGoods is living in Denmark, so the total operation process is instructed through online video platforms like Zoom, Skype, and Facebook. As an internee I faced various issues regarding these issues. The meeting should be held physically online meeting are not fully comfortable with everyone I think. Regarding this issue too many meeting misses important chats causes uncooperative silence during virtual meetings too many interruptions these issues are also strike cyber security risk.

Shortage of branch: DeliMan is brand of DailyGoods and DeliMan is operating its business all over Dhaka district with several hubs but no office environment, so it may

cause service failure because its process from one single branch. If this company has more branches then the operation all over the city will be faster and smoother.

5.2 Key understanding

Internship opportunities can be significant in growing new abilities and understanding the work environment. As my period of internship wraps up, this minute is an incredible opportunity to think about my experience and keep up with the company you made. I am furthermore having a couple of recommendations for myself as I felt a couple requirements which demolished my presentation. So I got a couple of methods for myself which will help with working on my self-execution in any work environment. Those are:

- Internships are frees to find out about myself and the needs of the business I need to work in. After my internship I must utilized in my job. Consider both non-specialized abilities like communication and using time effectively and his particular abilities and skills that are clear to the industry. Consider the abilities that helped me with succeeding and the areas that I have found hard to dominate in. By characterizing what exactly I am acceptable at, you can more readily relate my abilities and skills to future bosses in preliminary letters and meetings by perceiving areas for development, so I can provoke myself to create and achieve new objectives.
- During my internship, I figured out in what way to convey and fabricate organization with individuals with. I figured out how to present myself talk about my preferences, information and abilities with expert people and businesspersons, just as how to pose inquiries and gain a superior understanding of organization in the collaborating planetary, yet additionally others on the viewpoint. The cycle assisted me with me development my expertise worth an organization and stressed the signi9ficance of making theses organization. I moreover linked with the greater part of them through LinkedIn, which is obviously an incredible networking platform for experts.
- As I wanted to be a successful corporate sale expert in future subsequent after finishing my internship and for that I have picked a startup company for doing my

entry level position. I need the beginning of an organization. I saw there are so clam and overflowing struggle.

5.3 Conclusion

This internship has been a superb and rewarding experience. I can conclude that there have been loads I have gained from my work at DailyGoods Limited. Clearly, the specialized parts of the work I have done are not perfect and could be operate on gave adequate opportunity. By doing internships offers students learn the best opportunities to utilize their academic information into rehearses in an actual work space. This is the most perfect methods to rehearse the idea, information and expertise from our classroom training to organization level. DailyGoods is Startup Company and a startup is best step to find out about the tactical polices and problematic advancement. DeliMan the wing of DailyGoods continually further develops its business activity and definitely fills in their business area. The group of DeliMan accepts that categorized practice is critical to develop their business. The organization has system to extent all over Bangladesh inside an extremely short period of time. DeliMan is trying to assurance that every one of the partner ought to get income by this stage. Not even a single business so out of difficulties just suitable promoting procedure and constant improvement of its administration could save this business for what is to come. This internship report focuses on the internal development of DailyGoods Limited. I have attempted to represent the genuine activities of the organization and inquiries it as per the system and experience. Subsequently, I accept my work and assessment would help DailyGoods Limited last mile logistic delivery brand DeliMan to processed with its business development in the publicly support logistic business market in Bangladesh.

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Appendix



31th October, 2020

Dear Asif Arman ,
Congratulations!

After careful evaluation of your application for the position of **INTERNSHIP** on **Business Development Executive** position in the marketing and sales department at DailyGoods Limited. We are glad to inform you that you have been selected for the above mentioned position.

You will have to work a minimum of 54 hours per week and your salary will be 5000 per Month.

Your start date is recorded as on **November 1st, 2020 and the end date is 31st January, 2021.** You will be contacted by the Human Resources to schedule your new hire orientation.

If you find this offer interesting and challenging please confirm your employment within two days. Please do not hesitate to contact us if you have questions. We are looking forward to welcoming you in the team.

Best Regards,

A handwritten signature in black ink that reads "Fatimatuz".

Fatematuz Zohora Mou

HR Director

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