

**Internship Report on  
“Supply Chain Management at Shoplover Ltd.”**

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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 “Supply Chain Management practices at Shoplover Ltd.”**



**United International University**  
*QUEST FOR EXCELLENCE*

Course Code: INT 4399  
Course Name: Internship

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## Letter of Transmittal

Date:

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

**Subject:** Submission of Internship report on “Supply Chain Management practices at Shoplover Ltd”.

Honorable Sir,

With due respect, my writing is to inform you that, I, MD Rashidul Hasan Emon from United International University have completed my internship program requirements by submitting the required report as per the guidance and your kind assistance which helped me to complete the report.

It was a great pleasure for me to work on this report on the topic of “Supply Chain Management practices at Shoplover Ltd” in the logistics department for the completion of my Bachelor of Business Administration degree. Throughout the study I have tried and given my best as per my capacity and as much information I could gather and tried to follow the instructions as per your suggestion.

I am grateful and thankful to you for your kind guidance and direction at every stage and guiding every step to work on this report. I shall stay deeply grateful if you kindly take some pen to go through the report and evaluate my performance.

Sincerely Yours

MD Rashidul Hasan Emon  
ID: 111 182 110  
School of Business and Economics  
United International University

## **Declaration by the Student**

I, MD Rashidul Hasan Emon, hereby declare that the internship report titled “Supply Chain Management practices at Shoplover Ltd” is entirely based on the information I have gathered and performed as an intern in the logistics department of Shoplover Ltd, an E-Commerce company in Bangladesh and a sister concern of the US Bangla Airlines. It is important to note that this report was created to fulfill my academic requirements and not for any other purpose. In addition, I declare that this report is done completely based on the analysis done while working as an intern, and not copied from others.

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MD Rashidul Hasan Emon  
111 182 110

## **Supervisor's Certification**

This certifies that MD Rashidul Hasan Emon, ID: 111 182 110, completed the internship report titled " Supply Chain Management practices at Shoplover Ltd" in fulfillment of a requirement for a partial Bachelor of Business Administration (BBA) degree from the School of Business & Economics. The report complies with all requirements set forth by the university administration concerning format and quality, and it is entirely based on the tasks and data acquired during the intern's time working in the logistics department of Shoplover Ltd.

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

## **Acknowledgement**

First of all, I would like to express my deep gratitude to the Almighty Allah for providing me the patience and strength for finishing the internship program and very much thankful for giving me the opportunity for successfully completing the internship report on “Supply Chain Management practices at Shoplover Ltd”. I am also very much grateful and would like to extend my appreciation to my course instructor and advisor Dr. Saad Hasan (Associate Professor) from the United International University, without his guidance and constant supervision in preparation of the report would have been more difficult for me.

Finally, I would like to express my sincere gratitude to all the officials for their patience and support they have been given throughout my internship period and they have always has stayed beside and understood me as family members and not only as office colleagues. I am very much thankful to each and every individual related throughout the organizations and has always tried to help me with every relevant topic for finishing the report.

I am very much thankful to each and every individual for staying beside me and without the assistance of every individual I would might end up completing the report with much more difficulties.

## **Executive Summary**

This report is about my internship program in the logistics department of Shoplover Ltd. In this report I have discussed about the company introduction and analysis, major aspects of the logistics according to my observation during my internship program that how they work and the process of their workings process in the E-Commerce sector. Throughout the report I have tried to relate the academic knowledge that I have gathered and my practical work environment that helped me to make this report.

The majority of this report is based on my work that I have experienced while working as an intern. Throughout the report I have tried to visualize all the experiences I gathered in the Shoplover. I also tried to figure out all the problems that I faced or thought which might be changed and tried to find out appropriate solution for that and suggestion for that issue.

The Shoplover Ltd is a start-up company in the Bangladeshi E-Commerce context but they have the most extensive resources and network with others and also having strong investors brings a plus point for them to run in the field from the US Bangla Group. They have a good financial stand and effective supply chain for the E-Commerce industry to grow up easily.

Though the company was a start-up so they will have many lacking and slowly they will overcome and attire a good market but I have learned a lot from this place about the supply chain, logistics and the procurement departments in Bangladesh E-Commerce sector. It was a great journey for me to be a part of the logistics department of the Shoplover Ltd.

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# CHAPTER 1: INTRODUCTION



## Introduction

Shoplover Limited is an E-commerce company. The main purpose of my internship is about to gather proper real-life knowledge on my major Supply Chain Management and also it is a part of my BBA program which will help me to attain the experiences and learn the corporate culture.

Shoplover is a US-Bangla group e-commerce venture that provides you with the finest offers on the products you desire. Shoplover, which always delivers on time, has now become the go-to e-commerce site for millions of individuals in Bangladesh. Customers who buy from Shoplover have free returns and quick refunds, and they may pay with cash on delivery, online payments like, BKash, Nagad, and Upay. Shoplover believes in “Advancing Life”, a motto of enhancing the lives of the customers with advanced technologies and premium services.

Shoplover wants their customers to have the best daily online shopping experience. Their team experienced experts study consumers like you to bring the best products and ensure smooth digital shopping for everyone.

The report is mostly focused on the overall Supply Chain activities in Shoplover Ltd. and the report will show how much relate I was able to make about my academic knowledge and how much implementation I could make in further in the practical work field.

## Objective

The report is mainly focused on my major Supply Chain Management. This report will consist of the practices of Shoplover Limited and the information about the services witnessed of supply chain sector. According to my major I have witnessed and worked in the logistics department and the processes and overall supply chains are discussed below.

My primary objective is to make the proper visualization about the supply chain and the activities and the processes followed by the Shoplover Limited in the E-commerce sector. They follow instructions when working in the logistics department, and this observation is reflected in the report along with the data and analysis they completed while an intern.

## Specific Objective

- To focus on the various types of services, work environment and the facilities provided by Shoplover Limited.
- To make a correlation between the theories and the practical procedures of Supply Chain Day to day operations.
- To focus and discuss the Supply Chain Management strategies of Shoplover Limited.
- To focus on the importance, reasons and the benefits for the supply chain management strategies of Shoplover limited.

## Methodology

### Primary sources

- Practical Work
- Compile Data
- Information from colleagues

### Secondary Sources

- Company Report
- Logistics &Procurement Method
- Website

## Limitations of the Report

It was a very much challenging situation for me while writing this report for applying my academic knowledge into the practical field. Though it was challenging but it was a tremendous fun environment for me for getting an opportunity for working in the logistics department of the Shoplover Ltd.

I tried to overcome all those problems and limitations that I was facing while my internship period.

The most challenging limitation that I faced:

- Maintain office hours from 10:00 AM to 6:30 PM
- ERP software training and using it
- Gathering company information as resources were limited
- Understanding the departmental operations
- Communication with everyone in a new environment
- New environment to adjust

## CHAPTER 2: COMPANY ANALYSIS



## 2.1. History

Shoplover is a sister concern of the US Bangla Airlines and it is US Bangla group's maiden E-commerce venture which was established with the purpose of providing the customers with the best online shopping experience. The company started their business from 2021 with a goal of bringing standardization to the E-commerce sectors.

## 2.2. US Bangla History

US Bangla group is one of the fastest growing companies in Bangladesh. They started their journey since 2009 with the US Bangla Assets. With day-to-day movement and efforts US Bangla Assets became a renowned real estate company in Bangladesh. One of Bangladesh's best private universities, Green University of Bangladesh, was soon owned by the business. Later, US Bangla Leather—a company focused solely on exports—was established. The US Bangla Medical College and Hospital, which offers international-standard instruction and care supported by a variety of cutting-edge measures, is another sister concern of the organization. The business launched US Bangla Airlines in 2014, and it is currently one of Bangladesh's top premium airlines. The business swiftly introduced international courier service USB Express and the footwear brand Vibrant for the contemporary age. Soon, US-Bangla Hi-tech Industries, a division of the US-Bangla Group, will begin operations. Here, electrical and electronic products will be produced, and over time, they will progressively broaden their operations into numerous other electronics domains that serve as the basis for modern life in all its facets. The company has plans for US-Bangla Media and Communications, under which newspapers and television channels will be active.

## 2.3. Mission

Shoplover Limited offers their customers the lowest price of the products with the best quality, with the best available selection. They try to provide their customer the most standard service in E-commerce sector and better than their competitors.

## 2.4. Vision

Shoplover Limited has a vision to secure a unique position in the fast-moving E-commerce world by offering unique features and services to customer. Their focus is to be the leader in the different prospective industries by focusing on customers, growth, people, innovation and efficiency. All of these elements will bottom line success that in US Bangla Group and Budget are stronger together than they could be alone. (US Bangla Group)

## 2.5. Business Units & Other Concerns

Shoplover Ltd is a sister concern of the US Bangla Group. Apart from the Shoplover the US Bangla Group has many more concerns like:

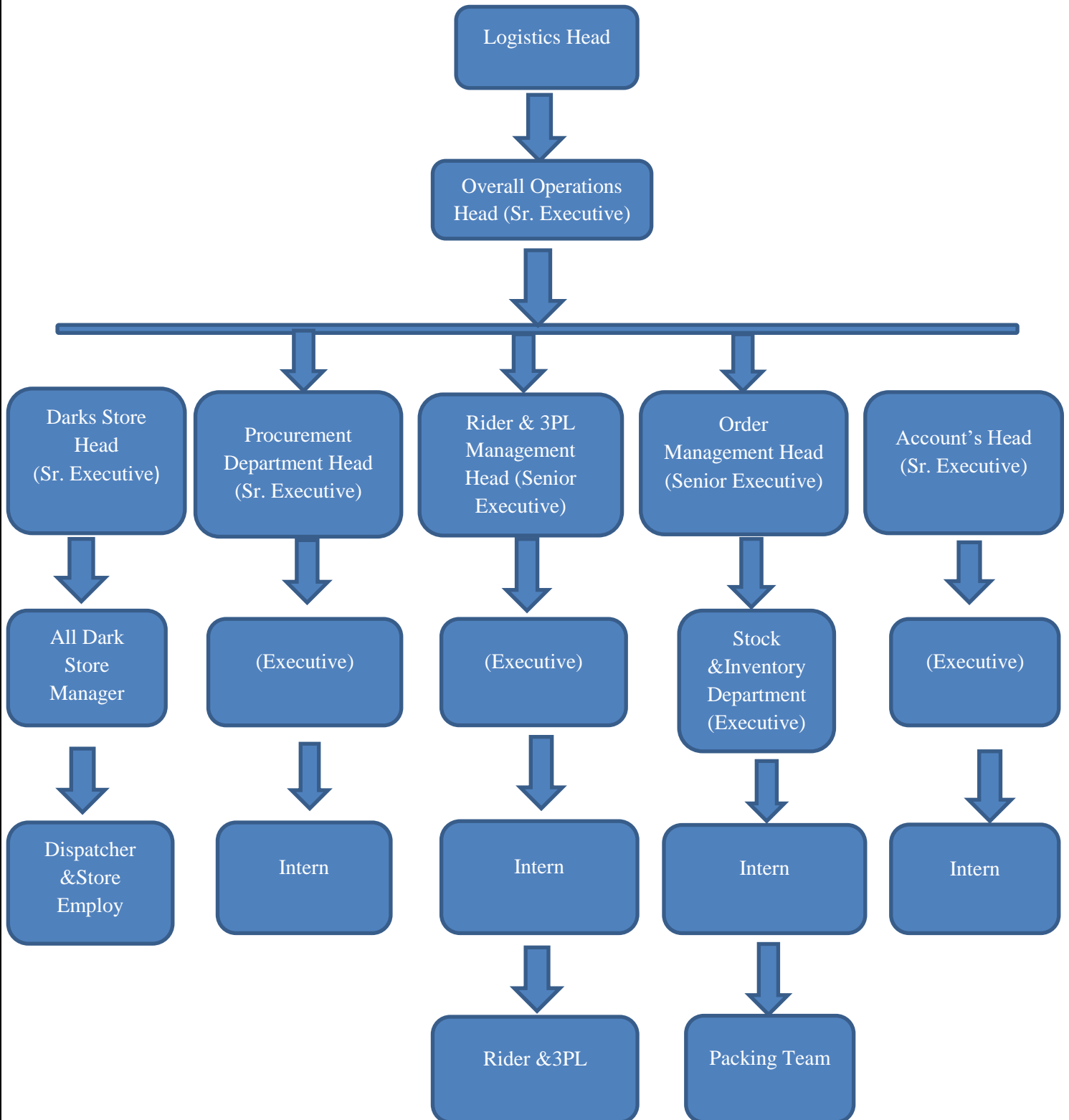
- US Bangla Assets Ltd.
- US Bangla Airlines Ltd
- Bijoy Bangla Media Ltd.
- Green University of Bangladesh
- US Bangla Leather Ltd.
- US Bangla Footwear Ltd.
- USB Express Ltd.
- US Bangla Medial College Hospital Ltd.



<b>Company Name</b>	Shoplover Ltd.
<b>Year of Establishment</b>	2021
<b>Address</b>	Corporate Office: Rahman's Regnum Center, 191/1, Tejgaon-Gulshan Link Road, Tejgaon C/A, Dhaka-1208, Bangladesh
<b>Company Website</b>	<a href="https://shoplover.com/">https://shoplover.com/</a>
<b>Founder &amp; Managing Director</b>	MD Abdullah Al Mamun

## 2.6. Organizational Structure

Corporate structure describes Logistics Department of Shoplover Ltd:



## 2.7. SWOT Analysis

<b>Strengths</b>	<b>Opportunities</b>
<ul style="list-style-type: none"><li>• Officers are highly skilled</li><li>• Friendly work environment</li><li>• Has well reputation in market</li><li>• Executives are highly experienced</li></ul>	<ul style="list-style-type: none"><li>• Increasing advertisement</li><li>• Bringing new ideas to business</li><li>• Increase marketing &amp; promotion</li></ul>
<b>Weakness</b>	<b>Threats</b>
<ul style="list-style-type: none"><li>• Long term credit is not sufficient</li><li>• Less investment</li><li>• Courier delivery is slow</li><li>• Audit policy is complex</li></ul>	<ul style="list-style-type: none"><li>• Other competitors in market</li><li>• Govt. rules getting strict for E-Commerce industry</li><li>• Low prices</li></ul>

**CHAPTER 3: THEORETICAL**  
**ASPECTS**



### 3.1. ABC Classification for Shoplover Ltd.

ABC analysis stands for 3 categories of classification and it is a vital part for the Management Inventory. It allows the business owners to differentiate the products in their stock and among all the products which items will need more focus falling in the ABC category and also helps in improving decision making and focusing efforts where they will have the most significant impact. The main objective of this ABC analysis is to make the maximum out of the minimum investment without wasting any resources and to identify the most critical items or factors that require the most attention, so the resources can be allocated efficiently.

My analysis is mainly based on the company (**Shoplover Ltd**) which is an E-commerce business and I have been assigned in the logistics department where the companies have a huge Stock-Keeping Units (SKU) within the logistics department store and it consists of almost 2000 types of different products with almost a total quantity of more than 4000. To maintain this inventory here the ABC analysis is used to know which my first priority products are and which my last priority products are. We can make a prediction which category products of my business will bring me benefits from this categorization as the highest valued products fall in the A category and by this analysis, I will be able to take more proper decisions whether to stock up or clear the stock as per my customer demand. As it is an E-commerce business the company working process is based on the customer orders, after receiving an order for a particular product it is dispatched from the stock, the importance and safety of that product is based on the category segment of that product depending on which segment it falls. Their products fall into several categories. The highest-valued products are in the A segment, which is primarily made up of electronics and gadgets. The management views this category as the most focused. Their B segment, on the other hand, is made up of fabrics, t-shirts, pants, shirts for men, and three pieces for women, as well as other clothing and accessories for both men and women. This B segment also includes a kids' section. Lastly, their C segment is made up of their lowest-valued products, which are mostly books. This segment has a high sales volume but produces relatively little profit but the sale of this segment is the most.

## 3.2. SKU for Shoplover Ltd.

SKU stands for Stock Keeping Units. By the calculation of SKU, we get to know which category products need more supervision and which category needs the least supervision. SKUs are used by stores, catalogs, e-commerce vendors, service providers, warehouses, and product fulfillment centers to track inventory levels. By the SKU calculation we get to know how many units a category is holding.

Some important key-points of SKU:

- A stock-keeping unit (SKU) is a scan-able code that enables vendors to monitor inventory movement automatically.
- SKUs frequently take the form of bar codes or QR codes.
- Every item will have a unique SKU that is specific to where it is sold (these are not the same as UPC barcodes).
- SKUs give vendors sales information and assist in identifying which products need to be reordered.
- Services, warranties, and units of repair time are also measured using SKUs.

In the below table we can see the SKU calculation done for the Shoplover Ltd.

<b>ABC Analysis (Count of SKU)</b>			
<b>Category</b>	<b>Number of SKU</b>	<b>SKU</b>	<b>% of Investment</b>
<b>A</b>	103	S001 to S103	79.862%
<b>B</b>	197	S104 to S300	15.113%
<b>C</b>	304	S301 to S604	5.025%

The chart above is stating the SKU count calculated in the excel file and the chart is extracted from the calculation done from the practical data collected from the Shoplover inventory stock list among more than 600 products.

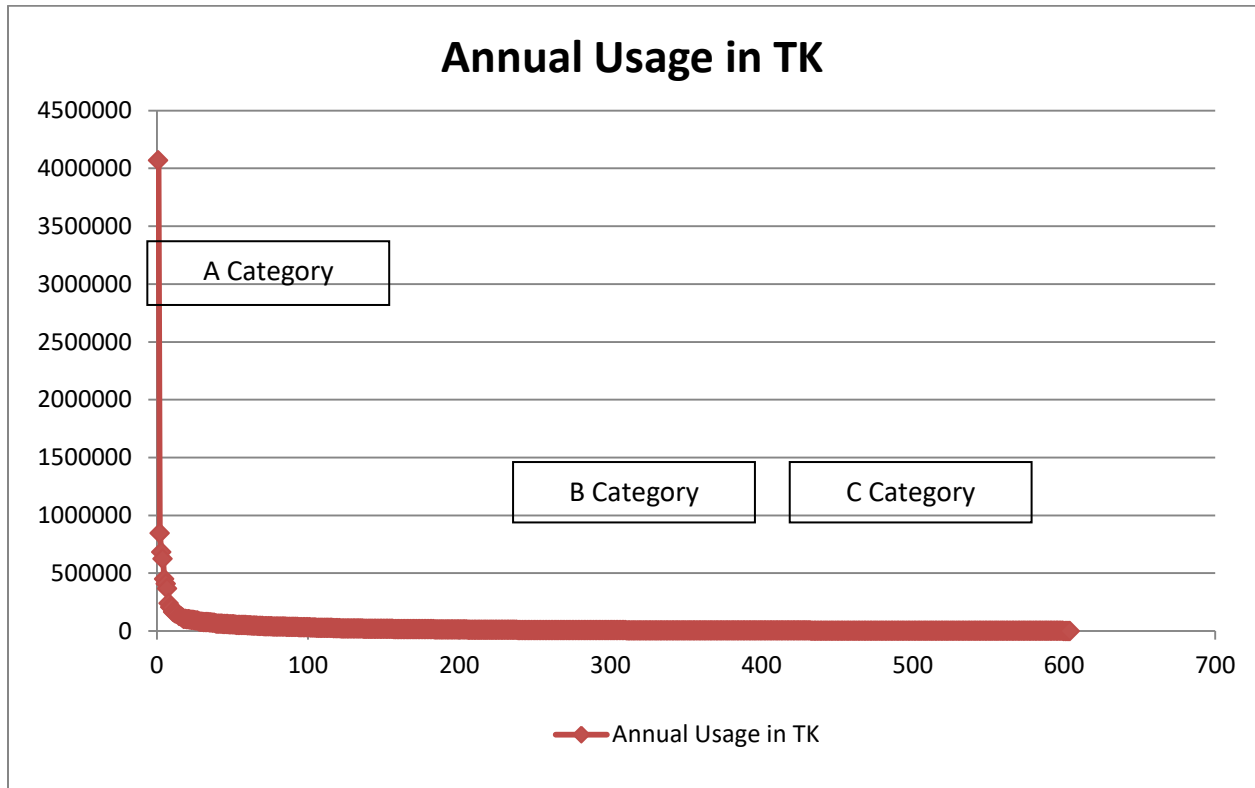
In the A category the SKU number is 103 which means as per the stock file and the calculation done for the ABC classification there are 103 products that falls in the A category and this are the most expensive products like the electronic items mostly and they are handled with extra supervision and holds the most amount of investment of the company and the amount of investment for this category is 79.682%.

The SKU number for the B category is 197 products among the total inventory file and this segment is mostly filled up with the fabric items and other accessories for men, women and children. There is a huge range of products in this segment but they mostly consists of this accessories items and the investment for this category is not as much as the A category but they holds less than average amount of investment for this category list. The investment percentage for this category is only 15.113%.

The SKU number for the C category is 304 products among the total inventory file and in this segment it is mostly filled up with the books and other very little products and low costly products. The range of products in this category is the most than the other 2 categories but as this are the least costly products therefore the investment in this category is the least and this is why the investment in this category is very low and the investment amount for this category is only 5.025% which is the minimum investment for the ABC classification.

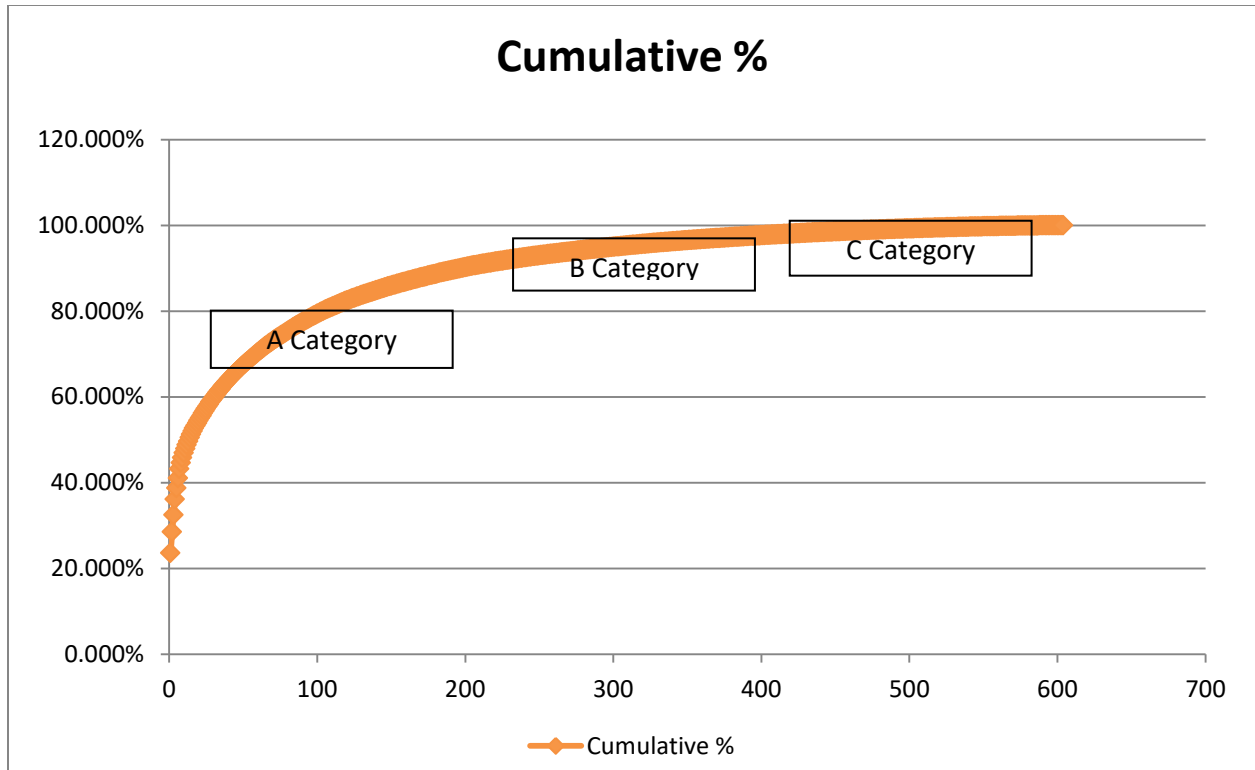
Through the SKU calculation we can understand how much investment is done by the company for specific which category and how many products fall in each category. With the SKU chart we get to know the specific percentage amount of investment for every category.

**In the below graph we can see the Annual Usage in TK and Cumulative % extracted from the data collected from the excel file from the Inventory file of the Shoplover LTD:**



As we can see, the Shoplover annual usage graph is highest for the A category, which represents their highest-value products, highest revenue generation for the business, and highest level of supervision requirements. This category also receives the greatest investment. Finally, there are the C category products, which are the lowest valued for the company and do not require supervision, and the B category products, which are the mid-range, medium valued, and medium selling products; however, the amount of investment in this segment is lower than average.

The X-axis is considered as the product quantity and the Y-axis is considered as the amount of total price for total quantity for each product. For the A category the price reached up to more than 4000000 TK and the B category is around 200000 to 300000 TK and the C category is within 100000 Tk.



Here we can see the graph for the Cumulative percentage for all 3 categories of Shoplover Ltd. And as per the percentage calculation up to 79% falls in the A category which holds the maximum investment and most expensive products that needs extra supervision done by the managers and from 80% to 94% falls into B category which holds the average investment and sale quantity is more than the A segment and from 95% to 100% falls in the C category which holds the least investment and the most selling products as the price is low.

### 3.2.1. A Category of the classification

The first segment is the A category. In this segment the most essential goods with the highest value, this segment product range can be less compared to the other categories but this segment brings the greatest number of benefits with maximum revenue for the company as the products are expensive so they hold the maximum investment. Here the items comprise 20% of the SKU and contribute to 70% of TK spend. Product quantity might be less but revenue is more, and the senior managers and professionals are involved in managing this inventory.

Here in the Shoplover Ltd the number of SKU for A category is 103 in which a maximum number of investments occupies in their A segment and the company maintains a high safety measures as this are their high valued items, their A segment mostly consists of electronic items which includes Smart phones, blenders, iron, rice cookers. Also, other gadgets are included in this segment like smart watch, ear pods, headphones, charger adapters and cables, kitchen staff like gas stove and utensils. Mostly electronic items fall in this category for the Shoplover as these items are their highest selling and high valued products. The senior managers oversee this product segment. They dispatch products as instructed, and only under their supervision after personally inspecting them and granting permission. Only then are the products dispatched with extra care, carefully wrapped in bubble rappers, and sent for delivery to prevent any product damage, given the high cost of these items. In case of any faulty for the products it can be send to the seller for replacement but if this category gets any damage while delivering it will be a complete loss for the company as they will not be replaced.

### 3.2.2. B Category of the classification

The second segment is the B category. In this segment the items have a moderate value inventory and only a moderate control is required. Here the items comprise 30% of the SKU and contribute to 25 % of the TK spend. Mid-level managers are assigned to manage this category of inventory. The Shoplover Ltd has 197 SKU number in the B category which has 15.113% investment from their total investment. In this segment they have medium range type of products which are not very high valued but has a good number of sales on daily basis.

In this segment they have t-shirts, pants for men and women, bags, computer items, different types of books and many more types of items that belongs to this B category cause the stock keeps being cleared after stock up is done as this type of products have a very good customer demand, so medium look after this products will be good enough for this category and the mid-level workers also can handle these products. The B category products are high selling products and have a good sale in daily basis and are regular basis order. The mid-level

managers handle this segment and not much but an average supervision is given for this category.

### 3.2.3. C Category of the classification

The third segment is the C category. In this segment the items have the lowest cost inventory and in this category, only minimum control is required. Junior employees typically oversee this category because managing the products in this category doesn't require much expertise. The minimum low valued products fall into this segment, the number of product list is larger in number because this products sale is much more than other categories and very frequently this are sold on daily basis. They have limited profit in this segment as this are low costly and affordable easily but the sales amount is high.

For this segment no supervision is needed and this segment is handled by the normal workers, mostly by the packaging team and no supervision is needed for this segment as this are the lowest valued products but a minor check is given before giving the products to the packing table and mostly the book products and also many small items like cheap watches fall in this segment. Though this product does not needs high supervision but a minimum check is given for the products whether the products are in good stage or not before they are dispatched for delivery to the customers. The SKU for this category is 5.025% as this category holds the minimum investment but has high sales.

CHAPTER 4: INTERN ACTIVITIES &  
LEARNING



## 4.1. Internship Experience

The experience I have gathered while this internship period is something not very difficult and neither easy. The process of the work is simple when you understand them but the work is bit complex. This is the main story of the logistics department how they works.

## 4.2. Lessons Learned from the Organization

It was a great pleasure for me to get the opportunity to work in the logistics department of Shoplover Ltd. It was a great journey which I feel was worth it, I have learned so many things from them that would help me in the future career and also in personal life. In the internship program many responsibilities were given to me which I gave my best efforts to fulfill them. My observation and my academic knowledge helped to gain a great experience to complete the internship program.

I also gathered few more learning's from this experience:

### 4.2.1. Communication Skill

Sometimes we fear of talking to someone new and communicating with seller on daily basis one after another was bit difficult but after joining Shoplover and constantly visiting the market my perception of confronting new people has totally changed.

### 4.2.2. Time Management

This was a challenging time for to maintain the office hours from 10AM to 6:30PM, but I was able to manage the time accurately and also being able to be present on time without a delay. I believe maintaining time for everything makes a great practice and this will create an impact in the job life.

### 4.2.3. Networking

During the intern period I have created a good network in the logistic goods delivery Hub and all my observations and experience came in front. Logistics means networking and this one of the most important components of it. Visiting

the market and connecting people relating to work had helped me a lot building a good network with them.

### 4.3. The Working Process of Shoplover

While working as an intern in the Shoplover Ltd Logistics department I have worked and participated in every task at the beginning, they have different internal departments in which different tasks are assigned to the departments for making the works more effective and reduce pressure and run the daily task smoothly. I have watched all the processes at the first stage when I entered as an intern.

The logistics department work of Shoplover Ltd. has been distributed as per their work schedule. The few parts of them are:

- Invoice Check
- Inventory Check
- Packaging
- Assign the riders within Dhaka
- Packaging for Courier
- Delivery Report

#### 4.3.1. Invoice Check

The first task of the day for the Logistic department to start working for is the check for the order invoice. Shoplover follows their own ERP software by which they check which placed orders need to be downloaded from the panel. Orders are tracked in the panel after they are placed, and they are downloaded and marked as picked up once the Customer Department (CS) confirms them. All the invoices are printed together which includes the location of both inside and outside the Dhaka. Then the invoices are forwarded to the inventory department.

#### 4.3.2. Inventory Check

The invoices are printed and then forwarded to the Inventory department. Then one by one the invoices are kept track in the Google doc sheet and individually the stock is checked whether the product is available or not. If the product is not

available those invoices are removed and kept separately and the invoices which products are available those products are brought out from the stock room and all the products and invoices are given to the packaging table.

### 4.3.3. Packaging

The packaging department receives the products along with the invoices, they check distribute the number of invoices equally along within them and starts picking up the products from the table as per invoice order. Every product is examined individually before being packaged; if any is discovered to be defective, a replacement is sent out right away. None of the parcel is packed without checking the product properly. After all the products are packed completely in boxes, they are stored into one place and left for the courier to come and receive the parcels.

### 4.3.4. Assign the Riders within Dhaka

Another department in the logistics is the rider department that checks whether there is any invoice within the Dhaka city. If any invoice is found they are forwarded to the riders. There are 3 riders and they are designated for specific zone. Their zone is Uttara, Dhanmondi, and Mirpur. Delivery of the packages within Dhaka city is handled by them if any area falls under their purview; otherwise, the parcels are delivered by courier.

The invoices are separated while taking track from the Inventory department; those invoices are sent to the packaging separately to the packers and later handed over to the riders to contact with the customers for confirmation whether they will be able to receive the parcel on that particular day or not. After confirmation the Executives keep record of the invoices released by the riders and update it in their panel along with the rider information that which rider is going out with how many orders and where are they going for deliveries. They keep in touch with the riders continuously staying updated about the deliveries of the riders.

### **4.3.5. Packaging for Courier**

The Shoplover Ltd. uses an external courier service for delivering the parcels which are outside the Dhaka. Almost a amount of 45% orders consists outside Dhaka location. Though out the day the same processes are repeated, we keep on receiving invoices and the Inventory department checks the stock and forwards to the packaging table.

The managers of the logistics department have given the courier instructions to pick up all of the packages between 5:30 and 6 PM on the last day of the workday. Within this time all the packaging gets completed and incase if the pressure is too much and packaging does not gets completed before the courier arrives then only those parcels are sent those are already packed and any unpacked parcel is kept for the next day.

The executives of the stock department maintain another track in the excel sheet to monitor the outgoing packages that the courier picks up. The courier then counts and the parcels and matches the number of quantities with the stock department, if it matches, they give a received chalan and takes the parcels for delivering them.

### **4.3.6. Delivery Report**

Upon completion of the task, an aggregate report detailing the number of packages packaged, the number of packages delivered by the riders, and the number of packages sent to the courier for delivery must be turned in to the appropriate authorities. After submitting the report, the office closes for the particular day and again the same process is followed in the next day.

This is the overall process that the Logistic department follows to do their ongoing task and deliveries. Working as an intern, I have kept a follow up in the entire department at the beginning and worked for the entire task to keep a proper knowledge of their task processes, procedures, rules and regulations.

Apart from the Logistics department there is a contribution of the CS (Customer Service) team who considers solving all the issues faced by the customers in case of product or any delivery issues. They ensure the customers of having their deliveries on time with the best quality. The other department works for marketing and promotion along with the CS team to expand the range of their reach to customers.

## 4.4. My work in the Organization

After a certain time when I was capable of understanding all the work process, I was assigned to the Inventory department permanently to work there and go in more depth of the logistics and procurement.

My main task was to be familiar with the products firstly to know which product belongs to which seller, though it was bit difficult at the beginning but the work is full of fun.

### **The process of my work:**

- **Step:1**  
I receive the order invoices and keep a track of those invoices and check if I have those products or not and separate the invoices.
- **Step:2**  
Make a list in a pivot chart before giving the products from the invoices I receive to keep a record.
- **Step:3**  
Inform the rider head executives about the inside Dhaka location for delivery by the riders.
- **Step:4**  
Give the products according to the pivot chart for packing to the packaging department along with the invoices.

- **Step:5**

Deduct the product from the Google doc sheet list to keep a track about how much inventory I have left that will be going for packing from the stock, and also add new products that will be coming from the seller.

- **Step:6**

Make a report at the end of the day and inform the authority how many packaging are done and how many invoices are released in the individual day.

CHAPTER 5: CONCLUSION &  
RECOMMENDATIONS



*shoplover*



## 5.1. Conclusion

Shoplover is an E-Commerce business in Bangladesh and it has their own unique features and offers for their customers. The company is working very hard to reach their goal, mission and vision. The company has several departments which work cross functionally to achieve the company's vision. The departments that also exists in the company are the Commercial, HR, IT, Marketing and Sales who works and gives the equal effort for the company to make them well establish.

I have worked as an intern in the Shoplover Ltd. in the Logistics department and so far, I have come to know about how a Logistics and Procurement actually works and what are their procedures. With my observation and my theoretical knowledge helped me gain a huge level of experience. The entire team of the logistics and the seniors who have guided me throughout my internship program and also the colleagues and the coworkers were very much supportive and helpful which made my journey with them smoother than expected.

## 5.2. Recommendations

I have gathered a lot of experience till now working as an intern in the Shoplover Ltd. with my academic knowledge when I implemented those theories in the practical work.

Few problems noticed by me are listed below:

- Shoplover Ltd. should improve firstly their server issues firstly which brings some time lacking and brings a delay in the work process.
- More promotion and marketing activities should be done and higher authorities must look after this for long term run.
- Quality of the products and customer service facilities should be more improved and bring experience peoples for this designated work.
- More facilities should be provided to the employees so that they get more motivation to work more for the organization.
- Delivery process of the company is very slow and also a lot of complain are received from the customers regarding the 3<sup>rd</sup> party delivery system. So the organization must put this issue in the red zone and solve soon.

- The Inventory department should be more monitored properly with high priorities.
- Increasing public access to company information will help the business maintain its good reputation. Almost no data is released by the company to the public. This is the reason why perhaps not many people are conscious of it. Publication of more information would help inform others about the novel, distinguishing features.
- To run their business more efficiently, the organization needs to hire more staff members. These days, just a handful of individuals work in this organization, so those who do have a lot of responsibility. which put them under a great deal of strain. Therefore, this business needs to hire more staff in order to relieve the staff it currently has.

### **5.2.1. Proposed Improvement Plan**

The variance between a company's actual service delivery and its service policy standards is known as a delivery gap. When a business doesn't uphold the standards of the goods and services it offers to clients, there is a service quality delivery gap. Inadequate industry production oversight, outdated technology, and a lack of communication can all contribute to this gap. There are several reasons why there is this gap in the industry. First of all, a growing supply gap results from a lack of cooperation in the delivery of services or goods. Second, the delivery gap widens as a result of staff members' inadequate product and service knowledge. Finally, this gap is widened by talent shortages. Inadequate communication, subpar technology, improper role ambiguity, and role conflicts can also result in gaps.

- Inadequate Technology or Employee Fit: An unfit system or individual for the position.
- Inadequate, excessive, or insufficient regulatory controls.

## Few Possible way of recommendation for the organization:

Weak areas of the organization	Solution for the problems	Ways of addressing the problem	Personnel Involved	Resource required (Manpower)	Expected Outcome
1.Slow Panel and website	Talk with the IT Head for instant solution by the authority	Update the website or create a new one	IT Department	Admin	Give a better shopping experience
2. ABC Classification should be monitored more frequently	Talk to authority for more supervision	Arrange more checkup for inventory	Top Management	Admin	Maintaining a checkup will result in quality ensure
3. Focus on more supervision for the A category products	Talk with higher authority for instant solution	Hire more experienced personnel for handling this category	Top Management	Admin	Good services and quality will result customer satisfaction

## Delivery gap

Since the company is still in its early stages, each team is overseen by an experienced category head, and they train new hires in a manner that takes some getting used to because there are a lot of duties to keep up with. Since the company values longevity, the intern will have time to become accustomed to the work environment, but there will be a gap in the delivery system until then. Shoplover occasionally experiences delivery issues as a result of misunderstandings; this occurs when a customer cancels an order at the last minute because third-party companies handle the majority of the delivery. However, there is a restriction on returns and refunds that applies to both our website and app and falls under the

category of poor technological fit. Since the business cannot return every product that a customer requests before it has been verified, there is an improper supervisory control throughout the entire return and refund process.

At our company, the IR (Issue Resolve) team is working on this issue; however, this team is understaffed and poorly organized. The team is brand-new, they lack expertise and experience, and they are learning from their mistakes. Since the entire process has been developed in the last few days, we are currently unable to fulfill our promise of a return and refund. Even when there aren't many gaps in internal communication, customer service may still be lacking. However, as a newcomer to the industry, our company makes sure to pick up knowledge quickly. Receiving positive feedback from customers is our top priority in order to address any problems or questions they may have. Although there are still some issues that the staff must deal with, we want to find a quick solution. Although the employees are not free to choose for themselves without the manager's approval, we greatly appreciate that they are free to work independently and complete the assigned tasks as soon as possible. Other problems we deal with on a daily basis include the possibility of employee discouragement when they are required by management to visit vendor locations and then return to the office. Because of poor teamwork and a lack of skilled members who are committed to the delivery system, employees frequently have to deliver internal procurement orders for teams that are not scheduled for delivery. When a team member has to finish a task for another team member, the process is delayed and takes longer overall. After looking into all of these problems, I can connect them to the Delivery gap in gap model 3.

Taking into account all of these problems ultimately results in service failure. These customers become extremely irate when they encounter such challenges and their issues take an excessive amount of time to resolve, failing to meet the deadline set by the company. Consumers are unable to purchase the correct product as promised, and if they do receive the promised product but it is defective and requires a lengthy exchange or refund process, this will negatively impact the company's reputation. When a customer is dissatisfied with a company's service, they will likely choose what its competitors are offering, which is a problem for the business. Service Error Service failure, put simply, is when a customer's expectations are not met. When there is a breakdown in service, customers usually want some sort of reimbursement, credits, discounts, or an apology for the

inconvenience. Customer satisfaction is the opposite of service failure. Service mishaps can include poor performance, inconsiderate conduct, and delayed deliveries. In each of these cases, the customer does not receive the service that was promised. Everybody occasionally experiences service failure; the main causes of service failure are personnel intuition, executive leadership abilities, and business strategy.

- **Business Strategy:** In order to minimize the possibility of a service outage, management must be able to plan and strategically organize the company's policies and operations.
- **Administrative Leadership:** To improve customer satisfaction and reduce service interruptions, managers utilize their leadership abilities to inspire, oversee, and adjust organizational procedures and activities. I have to be capable of it.
- **The innate instincts of the workforce:** A significant portion of customer service involves staff members serving and interacting with clients. The way that management and leadership treat their staff frequently conflicts with customer service goals. For them to work effectively and efficiently, employees must therefore possess the necessary training and qualifications. Since they are a startup, their business plan is still subject to change because there is much room for experimentation.

The goal of the business plan was to turn a profit of at least 50 thousand taka while concentrating only on daily customers. The company is currently working on a new project that involves internal procurement purchases by the whole US-Bangla group in addition to its current plans to profit at least 150tk. Our primary business operations are now slightly slowed down by this additional departmental responsibility, and the fact that higher profits mean lower discounts for customers also has a detrimental effect.

However, if the customer is dissatisfied with the length of the exchange or refund process, they cancel the order. For which the platform has not provided them with the promised service. The executive team members' limited freedom at work also acts as a barrier and demotivates workers, which makes the process ineffective. The customer's dissatisfaction is also caused by the leader's failure to lead in an understanding manner to the team members, and the manager's poor decisions

further demotivate the workforce. In the end, poor communication between customers and Shoplover staff results in a breakdown in service. One of the causes of a service failure is the inexperience and lack of training of the IR and logistics teams.

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