INTERNSHIP REPORT ON

"Supply Chain & Customer Services at Yellow Mart E-Commerce"

School of Business and Economics

United International University

Course Code: INT 4399

Course Name: Internship

Submitted To:

DR. Saad Hasan

Associate Professor

School of Business & Economics

Department of Supply Chain Management

Submitted By:

Upama Shajeney

111 182 123

Date of Submission: 16th December 2024

YELLOW MART

Letter of Transmittal

Date: 16.12.2024

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

Subject: **Submission of Internship Report on "Supply Chain & Customer Services at Yellow Mart E-Commerce"**

Dear Sir,

I'm pleased to submit the internship report referred to "Supply Chain & Customer Services at Yellow Mart E-Commerce." This is one of the requirements I had to meet to complete my Bachelor of Business Administration degree.

It's an honor for me to work for Bangladesh's top e-commerce platform and learn a lot about customer service and supply chain. I have done everything I could to gather as much information and important issues as I could for the study and have tried to follow supervisor's instructions. I did everything I could to make this report as useful as it could be.

I'm thankful that you helped me with this report and were always willing to work with me. Kindly take some time to read the report and rate my work. Thank you very much.

Sincerely yours
Upama Shajeney
ID: 111 182 123
School of Business and Economics
United International University

Declaration by the Student

This is Upama Shajeney ensuring that the internship report titled "Supply Chain & Customer Services at Yellow Mart E-Commerce" is based completely on the work and information I gathered while working as an intern at Yellow Mart E-Commerce, a well-known Bangladeshi e-commerce platform. Also, I promise that the report was written only to meet the standards for academic purpose and not for any other reason. This study is also my own work and has not been copied from anywhere else.

Upama Shajeney
111 182 123

Supervisor’s Certification

The report titled "Supply Chain & Customer Services at Yellow Mart E-Commerce" is submitted as part requirement for a Bachelor of Business Administration (BBA) degree at United International University. The quality and format of the report can be accepted.

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

Acknowledgement

First, I want to thank Allah, the Almighty, for giving me the courage and motivation to finish the internship and turn in my work on time, even though there were many problems. Many people guided me to write this report, and I'm grateful to them all.

I would like to thank my academic supervisor, Dr. Saad Hasan. His guidance, close monitoring, and suggestions helped me finish this report.

I want to thank everyone at Yellow Mart E-Commerce for offering me the internship and helping me finish the report.

I appreciate my coworkers' assistance during my internship. I also want to thank my coworkers Tanvir Ahmed, Associate, Farzana Srity, Sr. Associate in Customer Experience, Shanto Khan Tanim, senior product expert, and Dania Islam, Supply Chain Officer, for preparing me. These people taught me and offered their professional experiences. They taught me how to work as a team, understand office culture, and engage with customers and coworkers.

Executive Summary

As part of completion of BBA Degree, I had to complete an internship and prepare a report. This internship report is on Supply Chain Activities & Customer Services. This report is based on my experiences at Yellow Mart while doing my internship. I was assigned to the customer service and supply chain unit at the firm.

When customers request products on our Facebook page/WhatsApp or website, we help them place orders, check progress, and monitor shipments, providing delivery updates and product availability.

These taught me how an online E-commerce company works from the perspective of Supply Chain Management. E-Commerce companies' busiest and most crucial departments are Supply Chain and Customer Service. I was lucky to work in Supply Chain & Customer Service.

My team has taught me how to use business tools and communicate with different types of customers, which will be important in the future. Yellow Mart is a supportive and inviting workplace.

Interviewing coworkers and supervisors and reading relevant articles provided primary and secondary data. I learnt a lot during my internship, but tremendous work pressure and never-ending duties made writing this report difficult. This study concludes with suggestions.

Table of Contents

CHAPTER 1: Introduction

1.1 Introduction

As a Bachelor of Business Administration (BBA) student in the initial phase of finishing my undergraduate degree in doing internship, I was able to get into an internship program as part of my degree requirement. It helped me get practical knowledge, key skills, and hands-on experience to successfully complete my internship, which gives an introduction to the corporate world. Internships always give practical business knowledge outside of the classroom. I was given the honor to become an intern at Yellow Mart E-commerce, where I was fully involved in the operations of the company for three months.

I got the opportunity to learn about the internal operations of the company and get a direct experience with the work culture during this internship, especially in the areas of supply chain and customer service. This report shows my experience, highlighting the background of the organization, the range of products it provides, and my knowledge of the supply chain. I've acquired from my position. In addition, it offers suggestions and learnings from my experience.

1.2 Objectives

The main point of the report is to give an idea of the E-Commerce business, how it works, how to keep the supply and demand of products in check, and how to deal with customer questions and requests.

The overall objectives of this report are:

- To monitor social media and deliver customer support.
- To learn how to obtain more timely information and improve service.
- To find out who this company's key competitors are.
- To get actual work experience in the workplace and learn skills like time management, attitude, and ethics.

1.3 Limitations while writing the report

I ran into a lot of problems while making this report, and it was hard to get past them. But finally, I was able to handle things on my own.

The limitations are-

- Maintaining office hours.
- Completely new environment for me.
- Unwillingness to provide information during the survey.
- Communicating internally in uncommon surroundings.

I won't be able to properly detail the other obstacles I encountered while preparing my report here. With the help of my course professor, I was able to get past every challenge in the process of finishing my internship report.

CHAPTER 2: Organization Analysis

2.1 Introduction of Yellow Mart E-Commerce

Yellow Mart was created by a visionary industry expert in e-commerce background. By lowering costs by importing in bulk quantity and increasing the product availability in affordable price for different demographic customers.

Their website as well as Facebook and WhatsApp group has all the information of the products and customer service team are available 24/7. The goal of Yellow Mart is to help provide the best products at an affordable price in a very short time. Yellow Mart is a product-oriented platform. The company has collaboration with different logistics company that makes it easier to deliver the product at the shortest time possible to maintain efficiency.

2.2 History of the company

Yellow Mart, it's a new startup venture. In 2023, Yellow Mart begun its journey in the E-commerce sector. It is a website and Facebook-based product marketplace where customers can easily connect in need of different types of products. It is very easy and affordable for customers to use, and it has a Cash on Delivery option throughout the country.

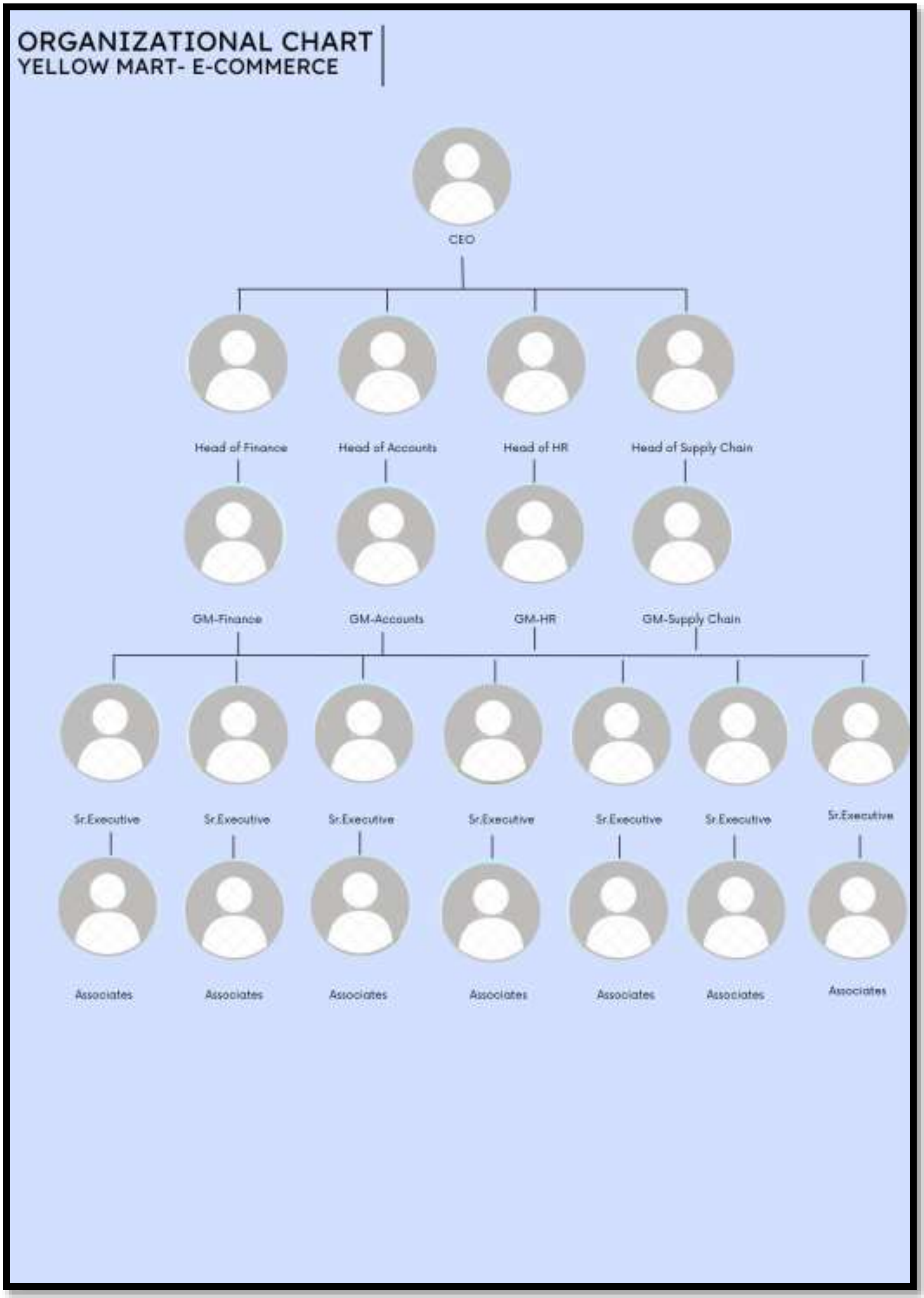
Company Name:	Yellow Mart
Year of Establishment:	2023
Address:	House 28, Road 11, Block H, Mirpur 2, Dhaka, Bangladesh
Company Website:	https://www.yellowmart24.com/
Founder & Managing Director:	Md. Rassel Ali

2.3 Vision & Mission

Vision: To become the most dependable and customer-focused e-commerce platform in Bangladesh, revolutionizing how people shop online.

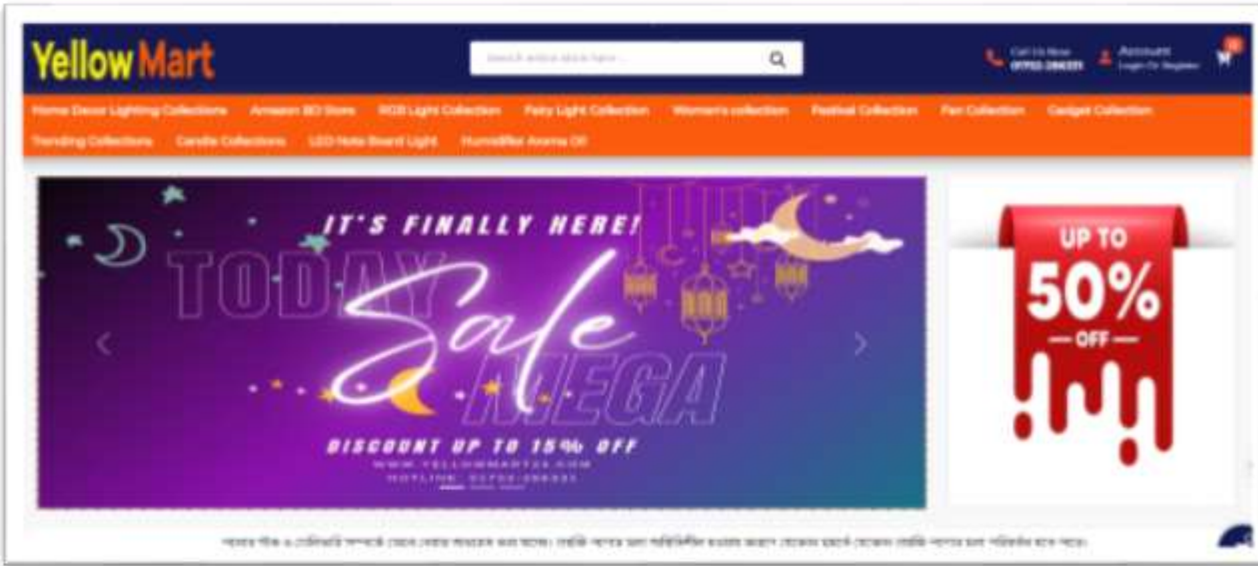
Mission: The goal of Yellow Mart is to provide consumers with an exceptional online shopping experience by providing high-quality products at an affordable price for everyone.

2.4 <u>Organizational chart at Yellow Mart</u>

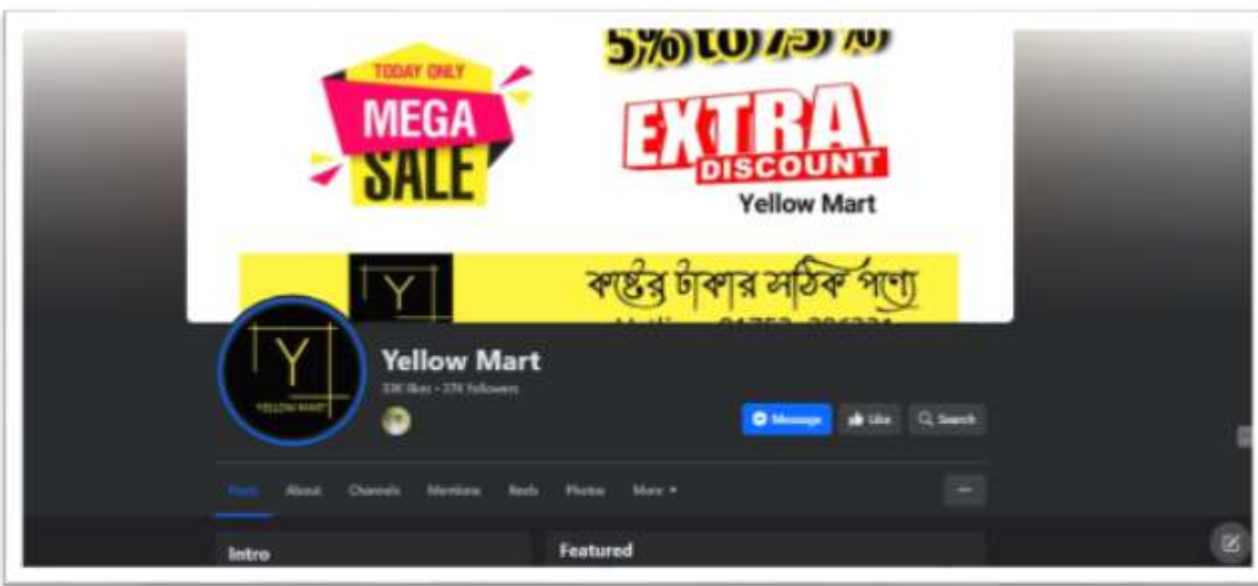


2.5 Company website and facebook page

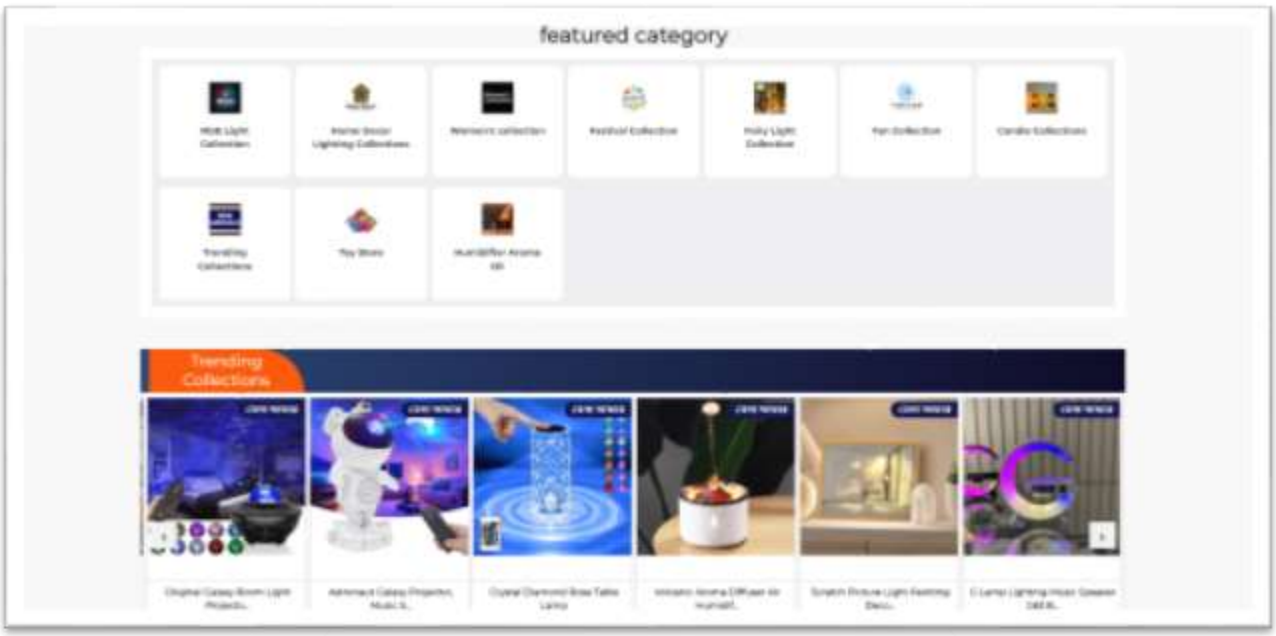
Yellow Mart Website



Yellow Mart Facebook Page



Different Category of products that Yellow Mart Provides



Chapter 3: Findings & Analysis of E-Commerce

YELLOW MART

3.1 What is E-commerce (Electronic Commerce)

Electronic commerce, commonly referred to as e-commerce, E-commerce refers to the online buying and selling of goods and services. Computers, tablets, cellphones, and various intelligent devices can all facilitate e-commerce. It is something that we all engage in on a regular basis, whether it is by paying bills online or buying something from an online vendor (Ex-Amazon, Flipkart, E-bay, Yellow Mart). E-commerce may include a variety of transactions and take many different forms.

3.1.2 History of E-commerce

The origins of e-commerce date back to the 1960s, when businesses used an electronic technology known as the Electronic Data Interchange (EDI) to streamline document transfers, such as purchase orders and invoices, electronically in a standardized format.

In 1979, the internet commerce system was created. Michael Aldrich, a British entrepreneur, pioneered online shopping by processing computers over an analog telephone line, and the first transaction happened in 1994 by two friends, and they used the internet retailer NetMarket to sell a CD to one another.

The beginning of the widespread acceptance of e-commerce was in 1995, when Amazon (initially an online bookstore) and eBay (an online auction site) were launched.

3.1.3 Types of E-commerce

There are various categories under which e-commerce falls.

- **Business to Consumer (B2C) -** Businesses use an online platform to sell goods or services directly to customers in business-to-consumer (B2C) e-commerce. They provide a wide range of goods and services with a priority on customized marketing, user-friendly interfaces, and product recommendations.
  Example: Amazon (online retail), Netflix (digital media streaming).

- **Business to Business (B2B) -** Businesses offer products or services to other businesses through B2B e-commerce. These transactions frequently include manufacturing materials, wholesale, or specialist services. They have more transactions, long-term agreements, and repeat customers.
  Example: Alibaba (business-to-business marketplace), DHL (logistics services).

- **Consumer to Consumer (C2C) -** Customers sell directly to other customers in C2C e-commerce. Transactions that occur through third-party platforms are commonly utilized for this. People are capable of acting as both buyers and sellers.
  It is not as structured as B2B or B2C, with different product quality, and is often used for second-hand goods.
  Example: eBay (online auction and marketplace), Facebook Marketplace (person-to-person selling).
- **Consumer to Business (C2B) -** Individuals offer goods or services to businesses through C2B e-commerce. This is generally seen in freelance marketplaces where people provide businesses with specific skills.
  Companies purchase goods or services that are produced by individuals. Pricing on an individual basis and adaptable work schedules.
  Example: Upwork (freelancer platform), Fiverr (freelance services).
- **Business to Government (B2G) -** Businesses that use an online platform to offer goods or services to public sector organizations or government agencies are participating in business-to-business (B2G) e-commerce. Here, formal paperwork and strict regulations are necessary.
- **Government to Business (G2B) -** Governmental organizations that offer goods, services, or information to companies are sometimes referred to as G2B e-commerce providers. It consists of activities including taxation, licensing, and regulatory filings. economical and time-saving for companies in terms of regulatory compliance.
  Example: Government websites for business registration; Government contract tendering platforms.
- **Government to Consumer (G2C) -** Governments can offer information or services directly to citizens online through G2C e-commerce. It is a direct communication between the people and the government.
  Example: Online portals for tax filing (TIN), passport issue, and renewal services.
- **Social Commerce -** Customers can buy goods straight from social networking sites thanks to social commerce, which mixes e-commerce with social media platforms. It provides a smooth shopping experience through social media.
  Example: Facebook Marketplace, Instagram Shopping.
- **Mobile Commerce (M-Commerce) -** This type of e-commerce is the buying and selling of goods and services through mobile devices, such as tablets and smartphones. It is best suitable for smartphones; it allows purchases while moving, and different payment methods such as Bkash and Nagad are integrated.
  Example: Foodpanda, Bkash, Ubereats.

3.2.1 <u>The advantage of using of E-Commerce for business</u>

There are a number of advantages of using E-Commerce like it allows the business to expand not just locally but internationally as well. It helps the business reach globally. It does not need a physical presence like a store, as sometimes running a physical store tends to be more expensive and operating an online store is less expensive. Unlike physical stores where the time limit is fixed for serving the customers, online business can be run out of the regular business hour, which increases the sales opportunity.

In E-Commerce, a business can easily be scaled up or down depending on customer demand and the market trend; this flexibility helps the business adapt to the changing market conditions and customer preferences. To keep up with the demand, an inventory must be maintained, but through this, it reduces the need for larger warehouses and minimizes the storage cost. A forecast can be done to understand the needs so there isn't an overstock or stockout.

E-commerce platforms provide businesses with a direct medium to communicate with customers via live chat, email, or social media that builds stronger relationships. It is also easy to market themselves through different digital marketing tools, such as SEO, email marketing, and social media advertising, that allow businesses to reach their targeted audience.

3.2.2 <u>The advantage of using of E-Commerce for consumers</u>

E-Commerce does not just give an advantage to the business but also to the customers as well. It allows customers to shop anytime from anywhere with the help of the internet and mobile device; it is convenient for people who have a hectic schedule. They have access to vast products and services that they want to avail of from multiple sellers online; it also provides products that are not readily available to their nearest local physical shops. Customers can easily compare prices across different platforms to find the best offers, ensuring transparency in the product category.

Some E-commerce platforms also offer discounts on different events that are exclusive and may not be offered in local physical stores, which gives an opportunity for cost savings. Even different payment gateways like Bkash offer cashback options that give the customer a flexible experience. In short, it offers several payment choices, convenience, access to a greater selection of products, and cost savings through price comparison and discounts.

3.3.1 The disadvantage of using of E-Commerce

Just as with E-Commerce and consumers, there are some drawbacks or disadvantages as well. The disadvantages are intense competition in the online industry in general. Customers may easily switch brands and compare costs, making it hard for businesses to stand out.

E-commerce loses the flexibility of a traditional physical store, where in-person interaction is allowed. This might make it more difficult to develop a personal relationship with the consumer and deliver a customized experience.

Other challenges are the logistics management for shipping and delivery, as they can be challenging, particularly for companies that handle a lot of orders or goods from overseas. When there is a high rate of product returns or refunds, the operational cost increases. Dealing with dissatisfied customers can also harm a business's reputation.

Because customers are unable to physically view or touch goods before buying them, there is less opportunity for interaction with other people, which may cause dissatisfaction. Unexpected shipping costs and delivery delays might occasionally occur, raising the total cost and leading to customer dissatisfaction. Another major concern the consumers have is for security purposes, as they have to share their personal information such as address and phone numbers during transactions.

E-commerce is a profitable and environmentally friendly model for the majority of companies, regardless of these drawbacks, many of which can be avoided with careful planning, digital investment, and improved customer service.

3.3.2 Customer acquisition process

In e-commerce, the customer acquisition process involves a number of activities aimed at attracting, interacting with, and turning potential customers into paying customers. For companies wanting to grow their customer base and improve sales, this procedure is crucial.

1. **Awareness:** Teaching the public about your brand or product is the first step. Search Engine Optimization (SEO), paid advertising (PPC), social media marketing, and content marketing are some of the tactics used to accomplish this.

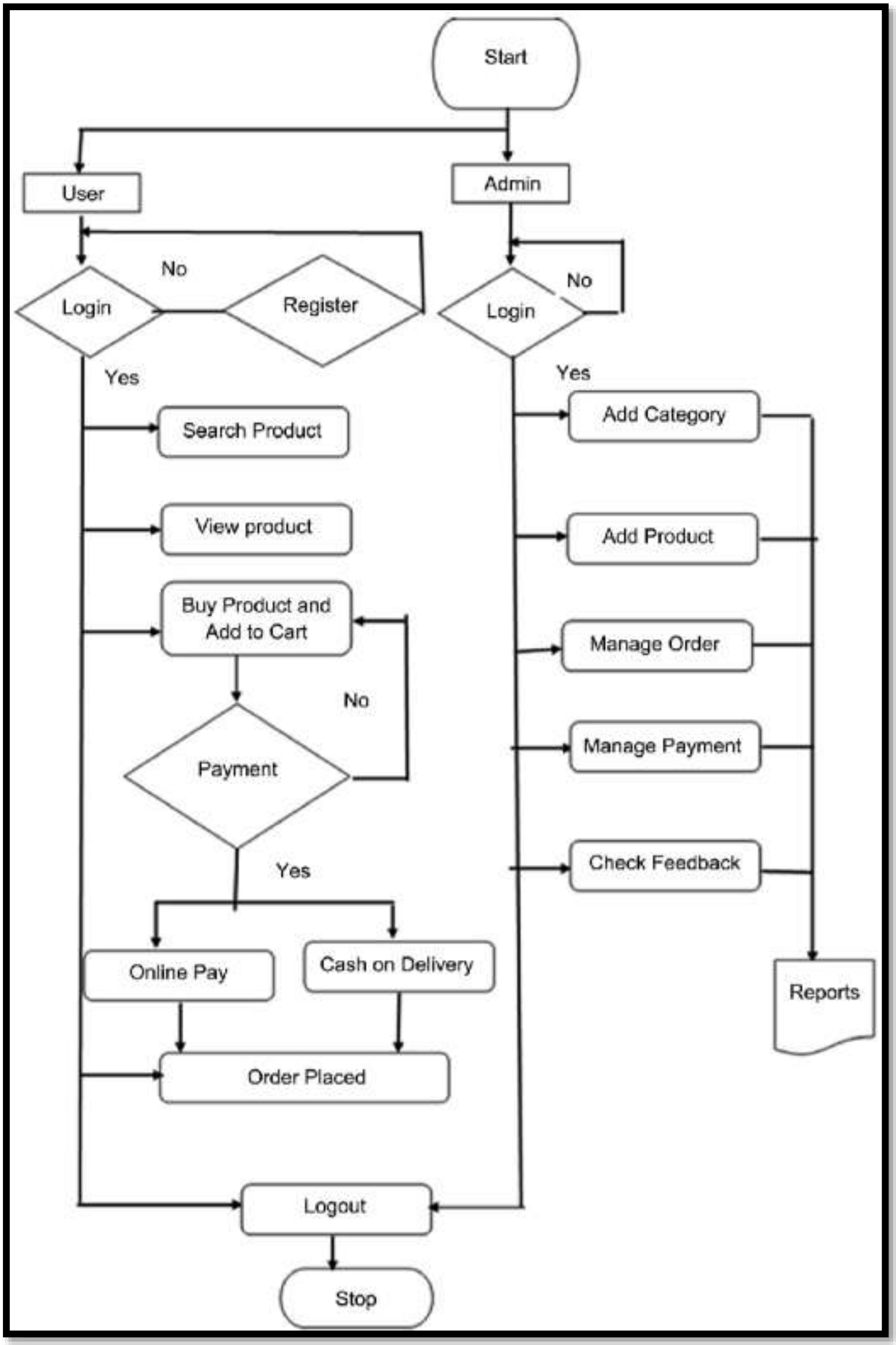
2. **Interest:** Businesses must generate interest in their products after raising awareness. Email marketing, interactive social media campaigns, and informative material are used to achieve this. Highlighting the benefits of your goods or services is crucial, as it motivates potential customers to browse your website.

3. **Consideration:** At this point, potential customers are considering their options. E-Commerce companies may influence this choice by offering discounts or promotions, user feedback, and product comparisons. Customers might be reminded about products they showed interest in through retargeting ads.

4. **Conversion:** The next step is to convert visitors into buyers. This can be achieved by streamlining the checkout process, offering multiple payment options, and sending abandoned cart emails to encourage customers to complete their purchase. Providing trust signals, like secure payment badges and guarantees, can also help.

5. **Retention:** Businesses use loyalty programs, post-buy emails, and customized promotions for retaining customers after the first purchase. Excellent customer support and providing easy returns are key to encouraging repeat business.

A Sample Flow Chart Online E-Commerce



3.3.3 SWOT analysis for Yellow Mart E-Commerce

Strength

- **Ensuring product quality:** Yellow Mart concentrates on maintaining product quality by establishing trusting relationships with suppliers and carrying out quality inspections on every item they send to customers.

- **Useful payment methods:** They provide a secure payment gateway like bank transactions, Bkash, Nagad, and Cash on Delivery (COD) through the country so that all demographic customers are satisfied with all kinds of transactions.

- **Diversified Product Category:** Yellow Mart has a wide range of product categories to choose from, such as fashion, electronics, home decorations, etc., to meet customer demands. They regularly analyze the market trends and customer demands to meet expectations.

- **Strong Customer Service:** Yellow Mart has a dedicated CRM department for all the queries from the customer. They respond quickly to inquiries and complaints and offer real-time support through chat, email, and phone calls.
- **Brand Loyalty Programs:** Yellow Mart has numerous offers for the customers throughout every festive season. So, the customers can come and purchase from them on a regular basis.

Weakness

- **Big Competitors:** There are more well-established E-Commerce like Daraz, ShopUp, Evaly and who are more structured and have better brand recognition.

- **Less Branding:** In a congested market, startups find it difficult to build trust and brand recognition.

- **Keeping suppliers is very difficult**: Small order numbers, a lack of trust, or better offers from more established rivals can make it challenging for small businesses to establish and maintain relationships with reliable vendors.

- **Customer trust issue:** Since Yellow Mart is a new startup and there are bigger competitors in the market, and currently with less brand recognition, customers are hesitant to trust a new online marketplace, especially for product quality, payment security, and delivery reliability.

Opportunities

- **Social Media Presence**: Yellow Mart may benefit from the expanding trend of social commerce by implementing social media (Facebook, Instagram, etc.) into its platform, allowing customers to make purchases straight from social media.

- **Partnerships and Collaborations:** Creating partnerships with local influencers, payment gateways, or brands could raise Yellow Mart's reputation and boost its client base.

Threats

- **New entrants into the business everyday:** The E-commerce business is booming in Bangladesh compared to last 5 years, and every day a new competitor is entering this sector, some as a startup and some with big investors. Alibaba, a Chinese E-Commerce Company, has also entered the Bangladesh E-Commerce sector.
- **Changes in government rules and regulations:** In Bangladesh, the rules and regulations from the government keep changing every quarter; recently, they have increased the import duty, including the TAX, from 3% to 5%.
- **Dollar rate changes:** The dollar rate has been fluctuating in the past year several times, so purchases from overseas and importing have taken a big toll on small businesses as there is a shortage in reserve in our banks, so making an LC has been cut by 78%.

Chapter 4: Responsibilities As A Yellow-Mart Intern

4.1 Working as an intern

It was March 16, 2024, when I started working at Yellow Mart. On my first day, I met the team and other workers. I learned more about Yellow Mart and what my job will be. My coworkers told me everything I needed to know and how to do it.

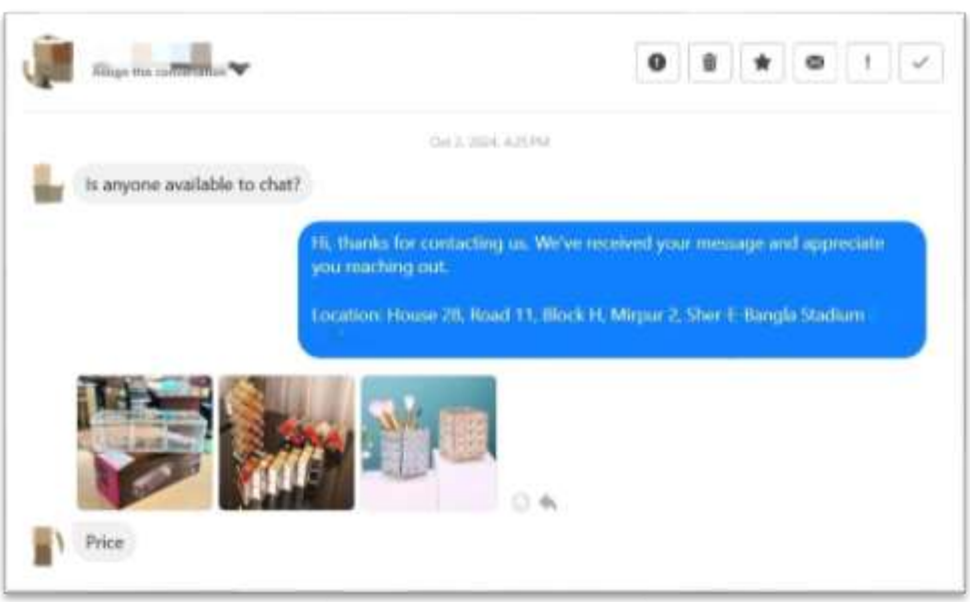
This internship gave me the chance to learn about the company's culture, rules, and how important it is to work with others while also getting useful work experience. The people that work there are all very nice and dedicated to their jobs. I met everyone at the start of my job, and they all told me about how their offices worked. They also told me what departments do what work and which ones I will be doing most of my work as an intern.

As a new intern, I was put in charge of the Supply Chain and Customer Service Department. It's my job to learn about the questions customers have about the different types of goods they sell. I talk to the accounts department and all the logistics companies that send our products to customers so that everything runs more smoothly. I did various duties during my job.

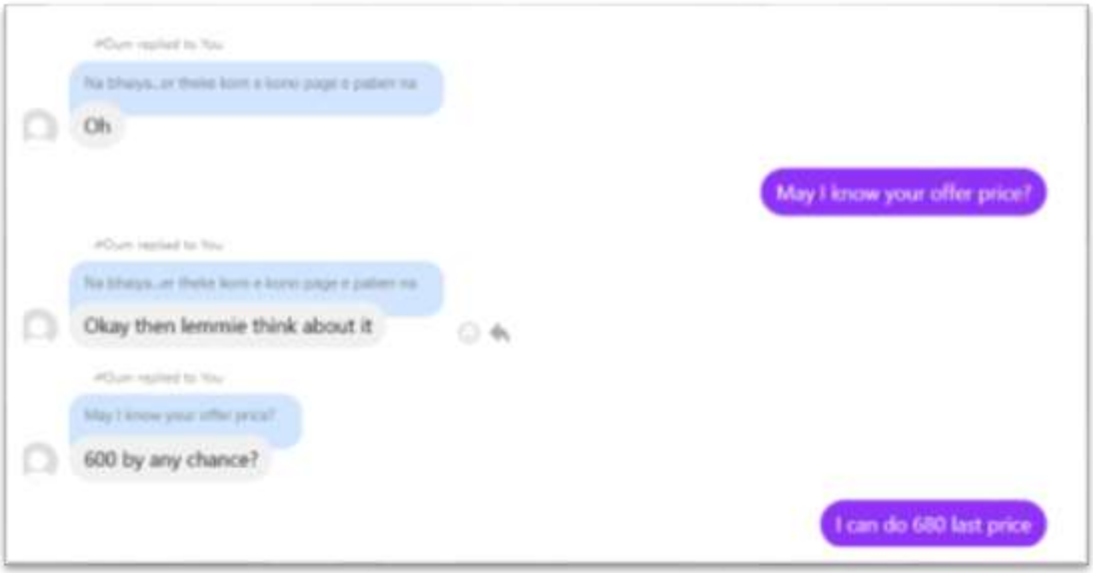
4.1.1 Customer queries

Since I'm responsible for communicating with the customer and solving their queries about the availability of products.

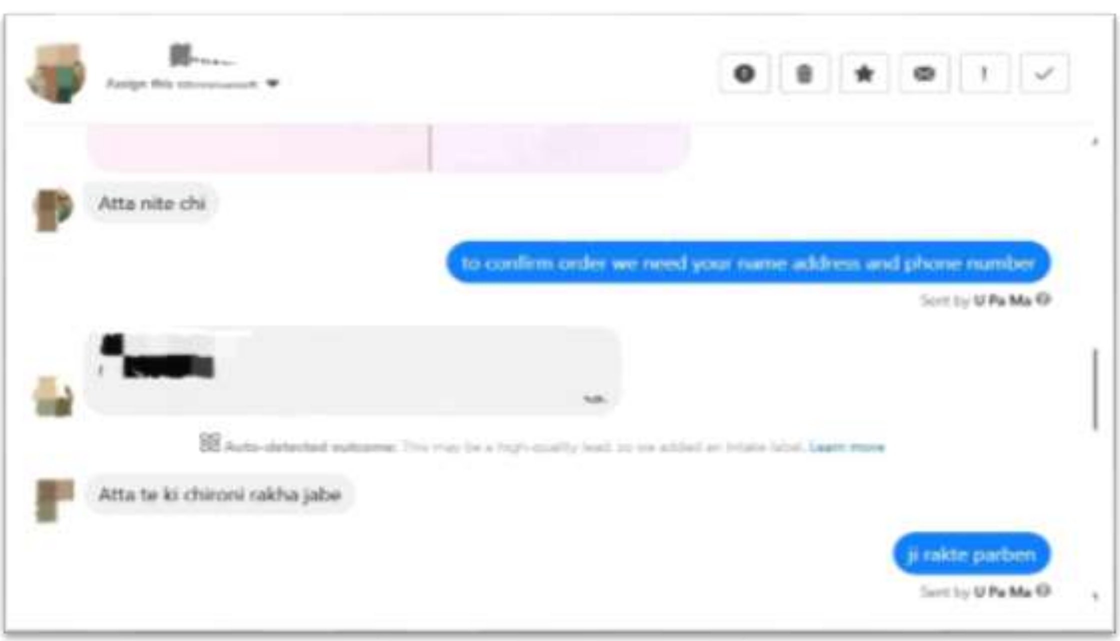
Here is an example of product queries from the valued customer.



My task is to communicate with the customer, understand their needs, and forward the query to the supply chain team to see if the product is available in the inventory or not.



Once the supply chain team gives me a clearance, then the sales team quotes me a price. I let the customer know about the pricing, and sometimes a negotiation happens as the customer wants it at a better price. Once the price is negotiated and both parties agree, the name, address and phone number are needed to confirm the order.



4.1.2 Order confirmation

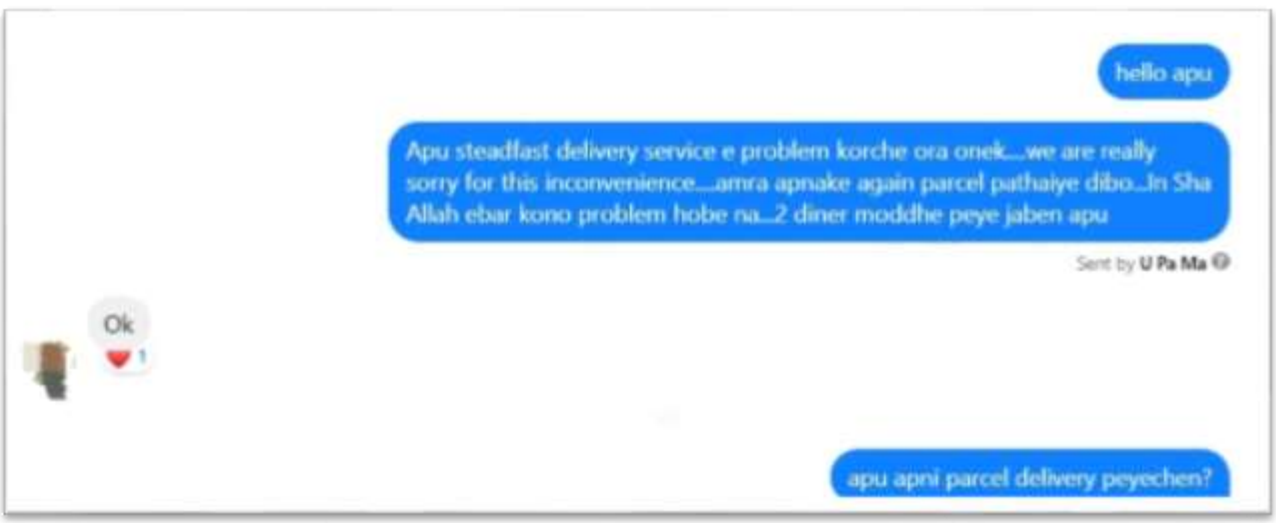
Once the order has been confirmed by the customer with their necessary details, we let them know the final amount and the time of delivery it is going to take.

4.1.3 Parcel booking and dispatchment

Once the order has been confirmed by the buyer, we then contact our logistics partners, Pathao courier, Steadfast etc., for delivering the product throughout the country. Here is an example of making parcel booking and dispatchment, filling up the necessary details and the amount to be collected from the customer.

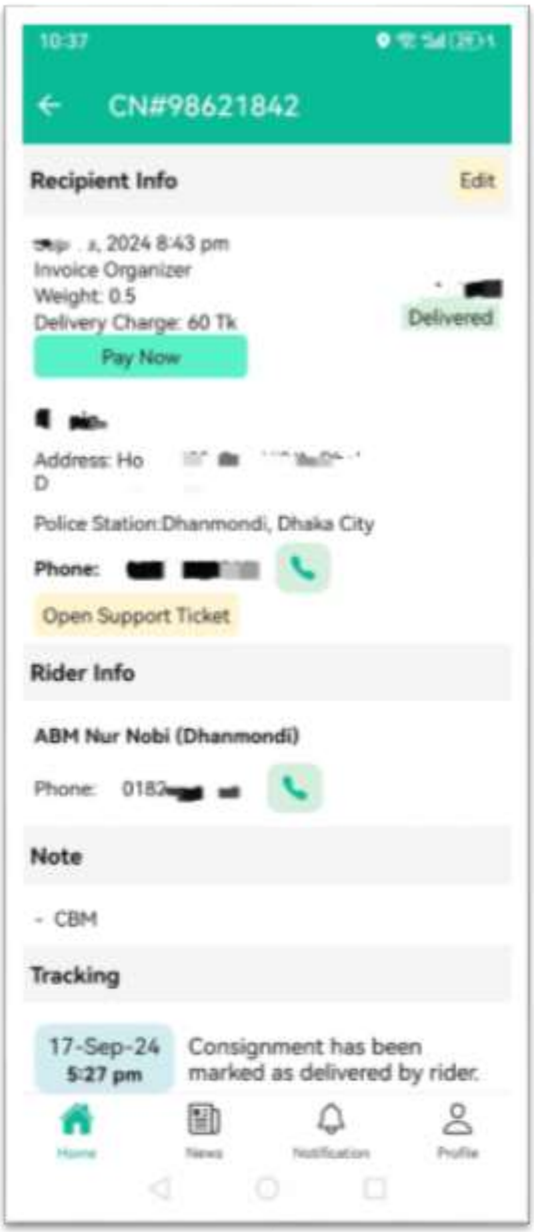
4.1.4 Product dispatchment issue resolve and monitoring

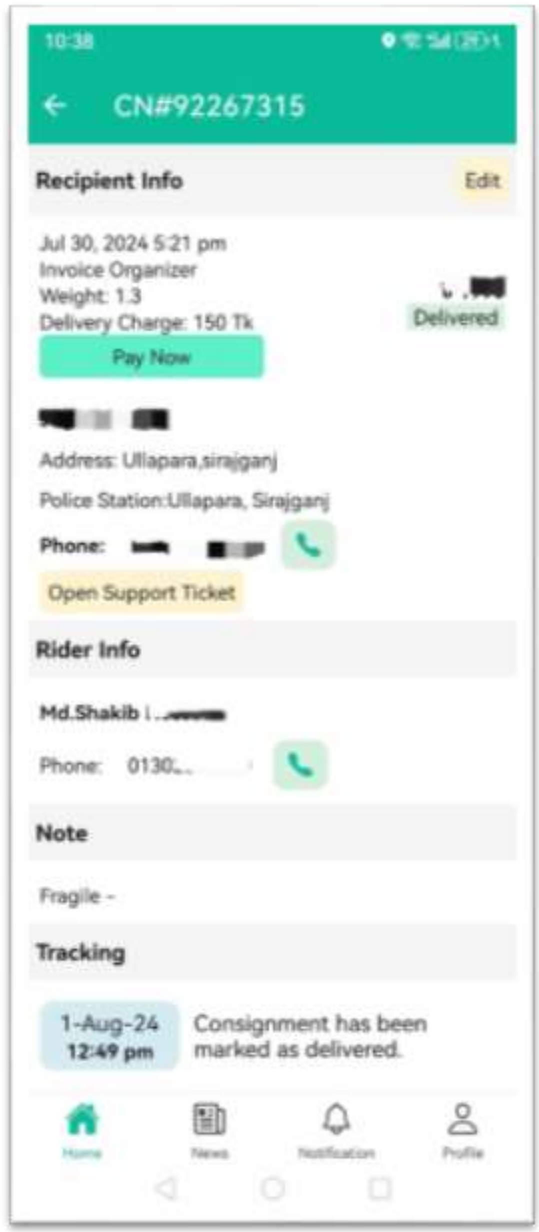
Sometimes a delay may occur in the operations due to a number of reasons, so we let the customers know that the product may be delayed due to unavoidable circumstances. In these situations, it's vital to inform customers in advance of any possible delays and give them an updated order schedule. Clear communication not only helps manage customer expectations but also shows transparency and responsibility, which are key to maintaining trust. By keeping the customer updated, it negates negative impressions and generates customer satisfaction.



4.1.5 Order delivery completion

After making a successful delivery, the logistic support team gives us a notification that the order has been successfully completed and the products have reached the targeted destination, as you can see below. We deliver inside Dhaka as well as the entire country.





4.1.6 <u>Customer feedback</u>

Consumer feedback is important to an E-
Commerce startup's success since it gives helpful data that improves goods, services, and the user experience overall.
Businesses can increase customer retention and brand loyalty by responding to feedback and building closer relationships with customers.

4.1.7 <u>Book keeping of deliveries</u>

I have to keep track of every delivery because there are so many orders that need to be delivered every day. The product details, amount shipped, price, delivery date, logistic vendor, product categories being transported, and product details, including name, phone number, address, and shipping date. Cash on delivery or any other online transaction is used for payment.


Yellow Mart

Bill of Quantity Status

	Date	Name	Phone	Address	Product	Qnty	Price	Courier

4.1.8 Inventory update

This is a Yellow Mart inventory excel sheet that has to be maintained by the supply chain team. This helps to manage inventory levels and update product availability. As you can see, a complete list of all the products in the particular product category, with the number of sold and available items together with the variance (product color choices), rate (the lowest price we are required to charge), and quantity (the total amount of stock available in the inventory) indicated. Since they don't currently have an ERP system for automation, we have to manually carry out the adjustments whenever a transaction occurs.


Yellow Mart

Inventory

Chapter 5: Challenges & Insight Gained from the Internship Program

5.1 Observation about the organization and challenges

As you move from an educational environment to a professional office, you will have to deal with new duties and the chance that even small mistakes could have a big impact on the company. As I worked as an intern, I ran into a lot of problems while offering services.

5.1.2 Working under pressure

While I was an intern at my office, I sometimes had to take on extra tasks on top of the ones I was supposed to do. We have a lot of different kinds of needs all the time, so I had to handle a lot of different tasks at once, which was hard for me. As a result, I was unable to achieve my goals because of this.

5.1.3 Lack of employees

As a startup, there is a very shortage of employees in the team, and everyone had to take on the responsibilities of other teams just to keep the operation running.

5.1.4 Working extra hours at home to meet task deadline & expectation

At Yellow Mart, you can find affordable home decor items and other types of goods. Because of this, customer service had to always be on alert to meet customer needs and provide logistics service at all times. To meet their needs, I had to work extra hours, even at home. Sometimes I'm given a task and a deadline for completing it, and it can be hard to meet those deadlines.

A lot of the time, I had to do work at home to get it done.

5.2 Valuable insight gained from the internship program

While I was an intern at Yellow Mart E-Commerce, I learned things that will help me in my future career. I was able to learn how to get along with others, how to use technology, and how to improve myself.

I learned about the different departments of the company, how it works, and who runs it.

5.2.1 Corporation culture

Even though Yellow Mart is a new company in the E-commerce field, it has a strong work culture. Here’s some information about how the company works.

- **Technical knowledge**: Because I used Microsoft Word, Excel, and PowerPoint a lot at work, I got better at them. My boss showed me each step of the way when I was learning how to do the job so that I could finally get good at it.
- **Time Management**: I've learned that as a worker, I need to be dedicated to the workplace and corporate culture by getting all of my daily chores done on time. Time management is very important at this company; it's written in their policy.
- **Communication**: Since I started working here, my talk to people skills have gotten a lot better. Once upon a time, I was afraid to talk on the phone with strangers, but now that I have to talk to different coworkers and clients every day, that fear is gone. I can now talk to people easily and solve any problem that comes up.

5.2.2 Professionalism

- Being on time for events and meetings shows that you value their time and work.
- Going to talks with a notebook and pen is the best way to show that you want to learn.
- Being humble and communicating well will help you earn the respect of your coworkers and other employees. In the workplace, it makes a good image.

Chapter 6: Conclusion

6.1 Conclusion

To sum up, I have gained more knowledge of the operational challenges of online businesses through my internship in the e-commerce supply chain and customer service. I now understand how important it is to keep the supply chain running smoothly and effectively, as this guarantees on-time delivery and inventory control, both of which have a direct impact on customer satisfaction. I also learned how important customer service is to keeping customers, building loyalty, and improving the user experience in general.

I've gained experience managing logistical difficulties, coordinating between teams, and quickly responding to consumer questions and concerns. The experience also made clear how important problem-solving and communication are in daily day-to-day tasks.

In addition to improving my technical skills, this internship strengthened my knowledge of consumer behavior, service strategies, and the relationship between a well-organized supply chain and customer service. I'll be better prepared to manage the demands of the E-Commerce industry that I acquired during this internship.

Business graduates should use this internship opportunity to grow and gather all the knowledge.

6.2 Proposed organizational improvement plan

As much as I enjoyed my time with Yellow Mart, there are a few things that need to change in my personal opinion. If they want to succeed as a startup, they have to recruit more employees because a lack of employees can disrupt the entire operation and productivity. It will eventually slow down the order fulfillment, which will bring dissatisfaction to the customers. A good marketing and branding are a must now because, like any other startup, there are hundreds of other new competitors on a daily basis, so good marketing and branding will increase exposure in this competitive market, which will help them to attract new customers. Finally, a well-organized workspace is very important for every organization because the work environment will always boost the morale of every employee. I believe if Yellow Mart can work on this, they have the potential to grow very big in the E-Commerce industry.

References & Appendix

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Experience Certificate of Yellow Mart

Yellow Mart

Experience Certificate

Date:
June 27, 2024

To Whom It May Concern:

This is to certify that Ms. Upama Shajeney of United International University (UIU) has successfully completed her internship at Yellow Mart E-commerce from March 16, 2024 to June 27, 2024. During this period, Upama demonstrated exceptional skills and dedication in managing our Social Media and Operations.

Upama's commitment to excellence, innovative mindset, and ability to work collaboratively with the suppliers and customers have significantly contributed to the success of our business. We have found Upama to be a quick learner, a creative thinker, and a reliable team member who consistently exceeded our expectations.

We wish Upama all the best in her future endeavors and are confident that she will excel in any role she undertakes.

Best Regards,

Md. Rassel Ali
Managing Director

01752286331

yellowmart224@gmail.com

House 28, Road 11, Mirpur 2, Dhaka