United International University

Internship Report on

Navigating the Digital Frontier: A Comprehensive Study of E-commerce and MIS Integration in ShopUp

Submitted To:

Mimnun Sultana

Assistant Professor

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Submitted By:

Atique Foysal

ID: 111 182 033

Date of Submission: 25th March 2024

Letter of Transmittal

Date: 25.03.2024

Mimnun Sultana

Assistant Professor,

School of Business & Economics

United International University

Subject: Internship Report on "Navigating the Digital Frontier: A Comprehensive Study of E-commerce and MIS Integration in ShopUp."

Dear Ma'am,

Please be aware that the information in this report was gathered using the topic you specified. All efforts have been made to get a comprehensive study of E-commerce and MIS Integration at ShopUp and accurately presented to you in this report. I have put enough effort into completing this internship report per your specifications.

The report may have inaccuracies, even though I did my best when writing it. Please consider this report and those mistakes seriously.

Sincerely yours,

Atique Foysal

ID 111 182 033

Bachelors of Business Administration

Major: Management Information System (MIS)

United International University

ShopUp

Declaration of the Student

I, the undersigned, certify that the project report mentioned above is an outcome of the work that I did in cooperation with Assistant Professor Mimnun Sultana, my internship supervisor, to partially fulfill the criteria of this course. As the study's author, I certify that all statements and information provided here are the outcomes of my independent research.

With the help of my academic advisor, I formulated the ideas and drafted the report, and I further attest that everything in it is my original work. Furthermore, I certify that I have not submitted this report to any other university to obtain a different degree, certificate, or diploma.

I certify that I have adhered to all university criteria in producing this report.

Atique Foysal

ID: 111 182 033

School of Business and Economics

United International University

Acknowledgment

First, I would like to express my sincere gratitude to Allah for giving me the strength and mental stability to complete the assignment within the designated time. Internships form a crucial part of the BBA program as they provide students with practical exposure by allowing them to observe and participate in the everyday operations of a company. ShopUp proved to be an exceptional organization for me to complete my internship.

I want to take this opportunity to express my gratitude towards Mimnun Sultana, my exceptional internship supervisor and Assistant Professor in the School of Business and Economics (SOBE) at United International University. Her invaluable guidance was the backbone of this work, and it would not have been possible to succeed without her support. I worked at ShopUp as an Onkur intern in the collection team, where my sole responsibility was to manage all the bank accounts of ShopUp and update them accordingly. I have reconciled the deposit amounts of the distributors and updated that on the online storage of ShopUp named CROUT. I used to keep all the records of daily transactions and updated them in the system for smoother business operations. I was responsible for approving all the deposits by matching them with the deposit slip and approving accordingly. During my internship, I worked to reduce the financial gap between the distributors and stakeholders. With the help of technology, I created innovative solutions that bridged the financial inclusion gap.

I express my gratitude to Tahmina Afroz Mitu, my supervisor at work, for mentoring me during my internship and teaching me how to perform tasks flawlessly. She also guided me on how to deal with pressure in the workplace, I couldn't have finished my internship as successfully without her assistance and encouragement.

Executive Summary

ShopUp plays a pivotal role in the digital transformation of SMEs in Bangladesh, contributing to economic development by fostering entrepreneurship, facilitating financial inclusion, and driving e-commerce growth. They provide easy access to B2B sourcing, logistics, digital credit, and business management solutions. ShopUp lets its users start an online business easily. The famous products of ShopUp are Mokam, REDX, and Onkur. Mokam is a B2B commerce platform that serves small neighborhood shops, providing access to a wide range of products. Whereas RedX is a logistic service and Onkur is a digital financing service provider.

The primary goal of this report is to discuss and understand how ShopUp is using the world of technology, computers, and the internet to successfully operate an E-commerce business in our country and how ShopUp is digitizing neighborhood stores in Bangladesh. Along with that, we will also discuss how automation and technology have made it easier to manage the business operations for ShopUp. Furthermore, we will get to know about the different business units of ShopUp and their operational activities.

The first chapter contains the report's introduction, methodology, and rationales. ShopUp is described in detail in this chapter. The Internship Activity is addressed in Chapter Three. Chapter four contains an Analysis of e-commerce and MIS integration and chapter five contains technology employment.

অঙ্কুর

No Objection Certificate

Date: 29th February, 2024

Dear Sir or Ma'am,

This certificate is presented to claim no objection to the internship report of MD. Atique Foysal, Intern of Collection Department, Onkur. We further clarify our stance through this certificate that the information he provided does not violate our company policy.

This specific no-objection certificate is being issued by the special request of MD. Atique Foysal, therefore, in case of any misrepresentation of facts or data by using any or all parts of this certificate will be considered null.

Onkur Bangladesh Limited

ShopUP HQ, SKS Tower (4th Floor) VIP Road, Mohakhali, Dhaka-1206

Phone: 09678771288

Email: hello@shopup.org

Al-Rahman 29/02/24

Signature

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Chapter 1
Introduction

1.1 Introduction

The three-credit internship program is intended to provide final-trimester students with real-world experience while applying their theoretical knowledge. Knowing business is not enough in this cutthroat environment; one also needs to know how to put that information to use. Fortunately, there are now more efficient ways to do this.

To complete my internship project, I joined ShopUp. Because ShopUp is a startup, it's an excellent opportunity to learn about business development, entrepreneurship, and the e-commerce sector. ShopUp boasts a delightful workplace culture and a welcoming atmosphere. My coworkers helped me out promptly.

ShopUp stands as the leading FinTech E-Commerce company in Bangladesh, empowering numerous micro-business owners. Initially focused on delivering tailored finance solutions to industry stakeholders, ShopUp has swiftly diversified its services. Beyond finance, it serves as a distribution channel and aims to extend its reach globally, catering not only to E-commerce merchants but also to customers worldwide. The ultimate goal is to establish a unified platform accessible across Bangladesh, providing consumers with convenient access to all necessary tools for their daily business operations.

ShopUp although a startup has seen huge growth recently and has been able to secure an investment worth 75 million dollars. ShopUp primarily has the vision to become a unicorn and aims to do that by serving retailers by providing them with products at wholesale cost. ShopUp also has a courier business with REDX and a Mobile financial service business with Paywell.

ShopUp is a technology company based in Bangladesh that provides a range of services to small businesses and entrepreneurs. ShopUp offers an end-to-end e-commerce solution, allowing small businesses to create and manage online stores. This includes website development, inventory management, and order processing. The company provides financial technology services, including digital lending, to support small businesses with their financial needs through their newly launched business unit Onkur. Mokam, ShopUp's commerce platform, has emerged as a transformative force for Bangladesh's small business sector. By collaborating with manufacturers, brands, and mills, Mokam simplifies the distribution of essential food and household items to small shops, revolutionizing the way business is conducted in the country.

In 2016, Shopfront Limited, a startup based in Bangladesh, embarked on a transformative journey by introducing ShopUp, a pioneering initiative aimed at bridging the information gap that often exists between online small businesses and microfinance institutions. This innovative system leverages data from a diverse array of 25 sources to meticulously appraise the credit eligibility of small businesses operating within the expansive realm of Facebook.

ShopUp operates as a dynamic platform that seamlessly integrates with Facebook Messenger, providing an efficient and user-friendly interface for sellers. One of its key functionalities is automating sales management, allowing businesses to effortlessly monitor their growth trajectory, inventory cycles, and customer retention rates. This integration with Facebook

Messenger not only enhances the overall user experience but also streamlines the operational aspects of online small businesses.

A distinctive feature of ShopUp is its comprehensive approach to empowering small businesses beyond just financial support. Recognizing the multifaceted challenges faced by entrepreneurs in the digital marketplace, ShopUp extends its services beyond credit appraisal. The platform offers a suite of training programs designed to equip entrepreneurs with the skills and knowledge necessary for navigating the intricacies of online commerce.

The training programs cover a spectrum of crucial areas, including initiating and managing an online shop, diversifying product offerings, community management, optimizing delivery processes, facilitating secure payment methods, implementing effective promotional strategies, curating compelling content, and efficient shop management. By addressing these diverse aspects, ShopUp is not just a financial facilitator but a holistic support system for small businesses striving to thrive in the competitive online landscape.

The heart of ShopUp's functionality lies in its ability to amalgamate data from 25 different sources to assess the creditworthiness of small businesses. This data-driven approach ensures a more accurate and nuanced evaluation, enabling microfinance institutions to make informed decisions when extending financial support to these enterprises. By leveraging a plethora of data points, ShopUp creates a comprehensive profile of each business, taking into account factors such as sales performance, market trends, and customer engagement metrics.

The integration with Facebook Messenger adds an extra layer of convenience for sellers. Through this platform, businesses can seamlessly manage their sales operations, providing real-time insights into their performance. This not only enhances operational efficiency but also allows businesses to make data-driven decisions to optimize their strategies for growth.

ShopUp's commitment to the development of small businesses goes beyond financial transactions. The training programs offered by the platform empower entrepreneurs with the knowledge and skills necessary to navigate the complexities of the online marketplace. From the inception of an online shop to the intricacies of community management and promotional activities, ShopUp aims to be a comprehensive resource for small businesses seeking not only financial support but also strategic guidance.

ShopUp stands as a testament to the innovative synergy between technology, finance, and education. By addressing the information gap and providing a multifaceted support system, ShopUp is not only facilitating the growth of online small businesses in Bangladesh but also contributing to the broader narrative of empowering entrepreneurs in the digital age.

1.2 Background of the Report

United International University mandates an Internship Program as an integral component for students pursuing a Bachelor of Business Administration degree upon successful completion of their undergraduate studies. The main aim of this program is to give students firsthand experience in the practical aspects of a professional work environment. Interns are primarily responsible for applying academic knowledge to real-world situations, offering a brief yet insightful exposure to the professional realm. The Internship Program is primarily focused on achieving the following goals:

- Acquiring information from the workplace
- Having the capacity to find quick solutions to problems
- To fulfill the eligibility requirements for the BBA program
- Acquire the necessary paperwork skills.

1.2.1 Origin of the Report

The purpose of this report is to research "ShopUp" to fulfill the criteria for United International University's business administration degree program. The research and writing process of the study was overseen by Ms. Mimnun Sultana, an assistant professor at United International University.

1.2.2 Significance

This report encapsulates details regarding the model, structure, and information about ShopUp, as observed during my three-month internship. Serving as a comprehensive tool, this document reflects my dedicated time spent closely observing and learning about the organization in its entirety. It stands as tangible evidence marking the initiation of my professional journey.

1.3 Broad Area

The broad objective of this report is to acquire knowledge about the general activities and services of ShopUp and how ShopUp integrated MIS and e-commerce to become e digital frontier.

1.4 Specific Area

The specific objective of this report is:

- How ShopUp is integrating e-commerce and MIS for better business operation
- To acquire a thorough understanding of the database management system, software, and internal communication system for various business teams to know about the company's rules, culture, and legal issues.
- To learn the main competitors of this company.
- To suggest a few potential fixes for ShopUp's current constraints.

1.5 Methodology

The research method that has been applied in this research is given below.

1.5.1 Data Collection Method

- **Primary Data:** In crafting this qualitative report, I conducted interviews with numerous individuals within ShopUp, ranging from department heads to office staff. The insights and perspectives shared by these personnel have significantly contributed to my comprehensive understanding of the organization and its people. Notably, my passion for the work and eagerness to delve deeper into various aspects propelled the development of this report. Additionally, my supervisor provided in-depth insights into my department and Management Information System (MIS), further enriching my knowledge and enhancing the quality of this report.
- **Secondary Data:** The primary source of my secondary knowledge data for this study is the official ShopUp Ltd. website. To enhance the depth of information and enrich this study, I have also utilized various media sources, news portals, and analysis papers. Furthermore, a substantial portion of my data is sourced from the "Crunchbase" database, a valuable website providing information on a wide array of companies and startups in the process of growth.

1.6 Learning Outcome

ShopUp emerges as an agency adept at leveraging knowledge to create diverse opportunities for individuals. While there are numerous applications of data within ShopUp, the process can be distilled into four key steps –

- Acquiring Data
- Processing Data
- Analyzing Data Results
- Data Incorporation or integration

1.7 Acquiring Data

The initial phase in ShopUp's comprehensive process involves gathering data from small businesses and resellers. ShopUp serves as a collaborative platform where small enterprises, micro-entrepreneurs, and even large corporations engage with the company. The question arises: why are various firms opting to align themselves with ShopUp?

Firstly, for small businesses and individual entrepreneurs, the company offers an excellent platform to conduct business efficiently and create avenues for profit. This unique platform, initially established through F-commerce, has become a symbol of hope for many.

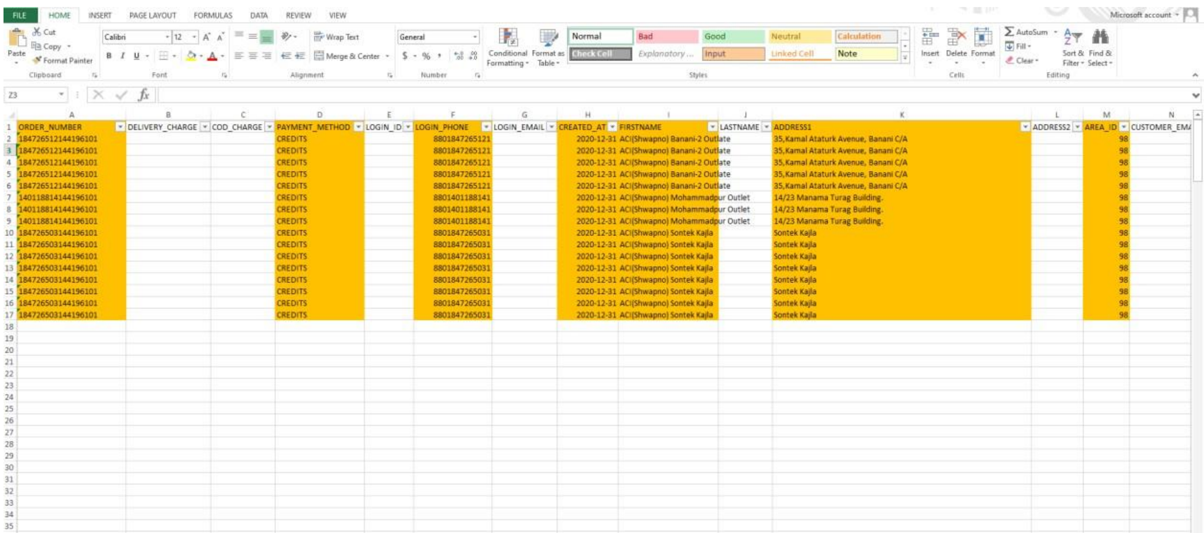
Secondly, the startup provides significant and invaluable value for all these entities. The critical question then arises: How does ShopUp manage these functions with such precision? The answer lies in proper data acquisition. Data acquisition involves the collection of diverse data, including digital numerical values, which are subsequently utilized in the software developed by the Chief Technology Officer (CTO) to forecast and gain better insights into strategic decisions and future actions.

1.8 Processing Data

This represents the second stage of information processing., involving accurate and error-free data. ShopUp has acquired data from various entities, including ShopUp itself, REDX, MOKAM, and Unicorn Distribution, each having distinct types of data and sources. While each employee specializes and oversees separate teams, a common thread is their proficiency in accurately analyzing results. Consequently, a crucial aspect of this e-business involves data mining. The organization employs both personnel and software or websites for data analysis.

1.9 Analyzing Data Results

As the data processing cycle nears completion, the focus shifts to analyzing and aligning the reported or forecasted data. This stage is pivotal, given the potential significant drawbacks if there are discrepancies in the dataset or during the processing phase. During my internship, one of my primary responsibilities was processing ShopUp's data and uploading it to their server. I encountered instances where discrepancies arose, emphasizing the importance of meticulous data checking. Failing to scrutinize the data adequately may lead to errors that are challenging to rectify compared to the initial processing phase.



ORDER_NUMBER	DELIVERY_CHARGE	COD_CHARGE	PAYMENT_METHOD	LOGIN_ID	LOGIN_PHONE	LOGIN_EMAIL	CREATED_AT	FIRSTNAME	LASTNAME	ADDRESS1	ADDRESS2	AREA_ID	CUSTOMER_EMA
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Figure 1 Format file of Data Processing

1.10 Data Incorporation or Integration

Updating the entire system post-data processing, ensuring the seamless integration of the entire system, stands out as another crucial task for this business. If not executed properly, it could result in significant chaos when integrating with other departments and wings. From my perspective, this step is the most paramount and requires meticulous handling to prevent any disruptions in the overall functioning of the system.

1.11 Limitation

A few restrictions were identified as this report was being completed. I was not able to undertake detailed work while I was an intern. Furthermore, my internship period was only for three months, and because of that, I couldn’t map the gap between the people, technology, and organization. Limitations that I faced while creating this report are:

- Access to the ShopUp’s Software was not given
- Didn’t get a chance to interview Product Managers & Tech Team of ShopUp
- Had to work in different departments throughout my internship

1.12 Research objective

To conduct a comprehensive analysis of ShopUp's e-commerce ecosystem, with a particular focus on the integration of Management Information Systems, aiming to understand the impact of technological advancements on business operations, user experience, and overall digital strategy. It will include an in-depth study of how MIS is employed to manage data, streamline processes, and support decision-making at various organizational levels also investigating the impact of technological advancements on ShopUp's business operations. This encompasses an analysis of how the integration of cutting-edge technologies within the e-commerce platform influences efficiency, innovation, and competitiveness in the rapidly evolving digital landscape. We will also examine how MIS integration influences and shapes ShopUp's day-to-day business operations.

Chapter 2
Company Overview

2.1 Background of ShopUp

ShopUp is a rapidly expanding start-up that is completely changing the e-commerce market in Bangladesh by giving e-commerce along with neighborhood stores unique access to a wide range of services and financing. E-commerce and online transactions are related notions. The corporate world is greatly impacted by the new technological era of communication. The rise of Bangladesh's e-commerce sector has expedited all its growth prospects. Bangladesh's overall investment economy is evolving as a result of this.

Bangladesh, home to almost 160 million people, is one of the world's most densely inhabited countries. The fast-paced urban environment and rising level of living have significantly changed how people purchase. In addition, ShopUp is a full-stack B2B commerce platform intended to serve small and medium-sized businesses. The company's platform uses technology that serves small neighborhood shops, providing access to a wide range of products, it also offers logistics services and financial credit, enabling clients to access offer products at an online platform and access logistics and credit line facilities as per business cycle requirements.

ShopUp connects mills and manufacturers to small shops, digitizing and modernizing Bangladesh's retail space. Their vision is to create a seamless network of small shops that can reach 80 million people with food and essentials.

Founded in Bangladesh's capital Dhaka in 2016 by Afeef Zubaer Zaman, Siffat Sarwar, and Ataur Rahim Chowdhury, ShopUp provides B2B services such as sourcing, logistics, and financial services to micro, small, and medium enterprises through its mobile-first digital platform and last-mile logistics service RedX.

Through collaborations with local banking institutions, its financial services product provides small businesses with digital financing access.

Mom-and-pop stores benefit from ShopUp's B2B commerce app, Mokam, which provides them with access to the biggest product selection in the country and 24-hour doorstep delivery through a single app.

2.2 Mission, Vision, Slogan &Values

2.2.1 Mission Statement

A mission statement is a brief explanation of the organization's principal objectives. A mission statement does not explain what a company conducts and how it does it. It tries to briefly describe the goals and reasons behind a company's existence. ShopUp's mission statement is:

- To occupy micro-entrepreneurs to be faster and better.
- To practice it is easy and simple for entrepreneurs to gain access to a wide range of services.
- To operate as the best distribution channel for big giant organizations.
- To make a bridge between big goliath organizations and micro-entrepreneurs.
- To generate a great positive impact on the economy through young empowerment and financing
- To bond individual teams and departments for execution of the general ones.

2.2.2 Vision Statement

ShopUp shares its internal vision with its employees in an attempt to strengthen their bond with the company. It has the unambiguous goal of being a "Unicorn," but it needs a publicly declared vision statement.

Although there has not yet been a "**Unicorn**" in Bangladesh, ShopUp is the first company to wish to be featured. ShopUp has already incorporated the next phase, such as e-commerce, making it easier for their sellers to live better lives.

2.2.3 Slogan

"Enabling Small Businesses via Technology."

2.3 ShopUp's Core Values

In ShopUp, there is higher management and all employees give greater importance to the organization's core values and those values are:

- Merchant First
- Think 10X
- Pace over perfection
- Own Your Number
- Disagree and Commit

2.4 Organizational Structure of ShopUp

The current organizational structure or chain of command at ShopUp is as follows:

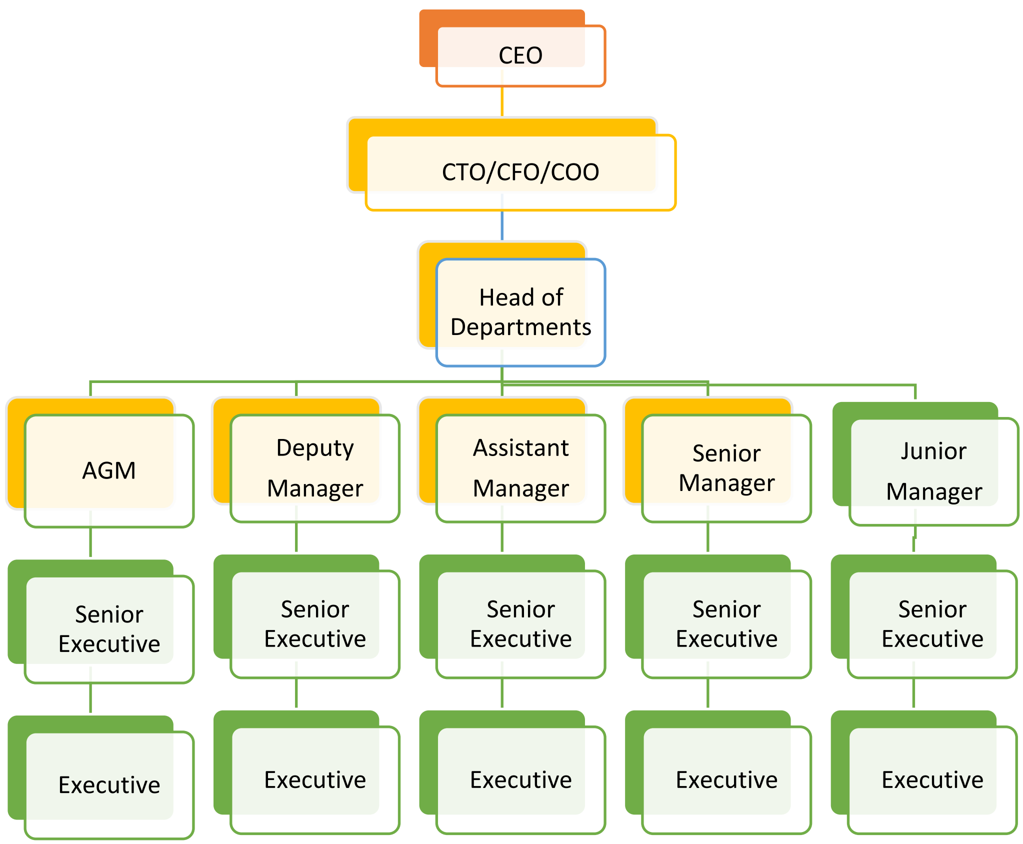

Figure 2: Organizational Structure of ShopUp

The above figure illustrates how the overall ShopUp Hierarchy but it could be different from the hierarchical functions of specific departments. At ShopUp, there are twelve departments and those are:

- Logistics

- Fulfillment
- Retail Distribution
- Commerce- Supply Offline
- Commerce- Demand Online
- Credit
- Finance and Accounts
- Tech, Product, and Data Science
- Human Resource

2.5 Achievements

ShopUp has been awarded "Best Startup Innovation" at the 4th edition of the Bangladesh Innovation Award, organized by Bangladesh Innovation Conclave. The prestigious award was presented by a2i - Aspire to Innovate.

In addition, ShopUp received the Investment Excellence Award from PM Hasina at Bangladesh Startup Summit 2023 and ShopUp has achieved the esteemed Best Sectorial e-commerce (B2B) award at the e-Commerce Movers Award (eCMA) 2023, organized by the e-Commerce Association of Bangladesh (e-CAB).

2.6 The objective of ShopUp

ShopUp works hard to empower small-scale enterprises using Innovation and Technologies.

ShopUp's key business objectives are:

- **Empowering SMBs:** ShopUp aims to empower small and medium-sized businesses by providing them with digital tools and services that enable them to thrive in the online marketplace. This involves offering a range of services to help these businesses set up and manage their online stores.
- **E-commerce Enablement:** The company likely focuses on e-commerce enablement, assisting businesses in creating and managing their online stores. This process involves providing a user-friendly platform, logistics support, payment solutions, and other tools to facilitate smooth online operations.
- **Financial Inclusion:** ShopUp has a goal of promoting financial inclusion by providing access to financial services for SMBs that might face challenges in traditional banking systems. This includes facilitating digital payments, loans, and other financial tools.
- **Technology Innovation:** ShopUp is focused on continuous technological innovation to enhance the features and capabilities of its platform. This could involve the development

of new tools, features, and services to stay competitive and meet the evolving needs of its users.

2.7 Departmental Activities of ShopUp

With its large size, ShopUp has numerous divisions within its organization. The customer service, marketing, sales, finance, IT, and HR departments are all included in this department.

2.7.1 Marketing Department

As we already know ShopUp has multiple business units Such as Mokam, RedX, and Onkur which is why each of the business units consists of individual business units have different marketing departments such as Mokam has its dedicated marketing team who are responsible for promoting marketing schemes, contents and develop campaigns.

2.7.2 Finance Department

The finance department of an organization plays a crucial role in managing the financial aspects of the business. ShopUp’s finance department is responsible for developing and implementing comprehensive financial plans and budgets in alignment with the organization's strategic goals. In addition, the financial department of ShopUp conducts financial analysis, forecasting, and modeling to provide insights into the company's financial performance.

2.7.3 IT Department

ShopUp’s IT department is responsible for designing, implementing, and maintaining the company's IT infrastructure, including networks, servers, and hardware. The IT department ensures the availability, reliability, and security of IT systems and infrastructure. Moreover, the IT department of ShopUp monitors and troubleshoots hardware and network issues to minimize downtime and disruptions.

2.7.4 Tech & Software Department

The main activity of ShopUp's tech and software department is to Develop, implement, and maintain software applications and systems that meet the organization's needs. ShopUp's Tech & Software department collaborates with other departments to understand their software requirements and deliver solutions. Also, this department is responsible for developing and managing security policies, protocols, and access controls. This department provides technical support to end-users, addressing hardware and software issues.

There are several departments with a sizable workforce within the corporation. There are nineteen departments in all, and each department has its sub-departments. It is difficult to include every department in detail; however, the initial departments are included in the list below:

- SECRETARIAT
- INTERNAL AUDIT
- COMMERCIAL
- MANAGEMENT TEAM
- HYGIENE DEPARTMENT
- PRODUCT DEPARTMENT
- PORTFOLIO DEPARTMENT
- DOCUMENTATION DEPARTMENT

2.8 SWOT Analysis of ShopUp

SWOT analysis is used to evaluate the position of the company by analyzing Internal Strengths and Weaknesses and also reviewing external conditions by considering Opportunities and Threats. (Kaplan & Norton, 2008)

2.8.1 Strengths

The staff members are highly skilled, driven, and enthusiastic, contributing to the company's robust financial standing, courtesy of substantial investments. ShopUp operates with a distinctive business model, facilitating rapid expansion. As the leading B2B e-commerce entity, ShopUp's Mokam holds a favorable reputation in the industry. Additionally, the company leverages cutting-edge technologies for data collection and analysis, enhancing visibility and competitiveness. With a well-established distribution network and a sizable customer base, ShopUp continues to thrive in the market.

2.8.2 Weaknesses

Due to the swift expansion of the company, some operational aspects are not as streamlined as they could be. The success of ShopUp, as an e-commerce enterprise, hinges largely on merchants adopting and favoring the app over conventional alternatives. To enhance trend analysis, more advanced tools are required. The effectiveness of cross-departmental collaboration is currently suboptimal.

2.8.3 Opportunities

ShopUp possesses the flexibility to extend its reach into any desired market, given the limited current competition. The company can sustain its growth by broadening its product range and expanding the array of categories it offers. Leveraging its strong brand image, ShopUp can establish fruitful partnerships with other businesses, thereby expanding its customer base—the distinctive business model of ShopUp positions it well for potential international expansion in the future.

2.8.4 Threats

The e-commerce industry is highly profitable, attracting potential new competitors that could pose challenges for ShopUp in these markets. The recent scandal involving Evaly has led to a general skepticism toward e-commerce companies among the public, which could have adverse effects on ShopUp.

Chapter 3

Internship Activity

ShopUp provided me with numerous opportunities for hands-on learning as an intern. The setting is finely designed, and the organization is very professional. ShopUp gave me lots of chances to learn by doing during my internship. The surroundings are attractively created, and the organization is cutting-edge. Under the Onkur's Collection department, I was employed as a Collection Excellence Intern.

3.1 Job Description

A job at a startup offered me many opportunities and skills. One of the primary departments within the company is the Collection Department, where I was an Intern for the Collection Department. As a result, I had to manage the bank statements and check the sales deposits with utmost caution as well as accountability.

It was a short internship program. However, throughout that period, I learned a few things like:

- Communicating with another employee
- Learned about the different types of payment methods
- Learned about various uses of Microsoft Excel
- Gained knowledge on how a bank settles amounts with another bank
- Learned about how to reconcile with the help of Excel.

3.2 The job Responsibilities at the Collection Department

The collection department of an organization plays a crucial role in managing and recovering outstanding debts from customers. The main responsibilities of a collection department typically include:

- Using financial software and tools to keep records up-to-date
- Work with customers to establish payment plans or negotiate settlements
- Initiate communication with customers who have overdue payments
- Documentation of agreements, payment plans, or settlements
- Ensuring that all collection activities adhere to local and national regulations
- Generating reports on the status of outstanding accounts, collection efforts
- Coordinating with finance, and sales teams to gather information and streamline the collection process.

Period of Employment: I started my internship on 5th October and will be finished on 31st January.

Working Hours: Saturday to Thursday: 09.00 am – 6.00 pm.

Workplace: ShopUp HQ, 4th floor, SKS Tower, Dhaka.

3.3 Tools Used While Working

Metabase	This is the central data warehouse where all data from sales, shipment, and inventory can befound by running different queries.
Excel / Google sheet- Spreadsheet software	A very useful tool to analyze data or organize data to make use of full reports.
Microsoft Word	The word processing tool used to make reports.
Microsoft PowerPoint	A useful tool for creating presentation slides.
CROUT Panel	Panel to reconcile the balance inflow & and outflow and bank statements.

Chapter 4

Analysis of the e-commerce industry & and the consequences of MIS integration

4.1 Contribution of ShopUp to the E-commerce Industry

Bangladesh's digital community has been rising significantly in recent years, and the country's e-commerce sector is growing. Since the start of the peregrination journey in 2016, the company has experienced steady growth. The management of ShopUp is still putting a lot of effort into consolidating this position in the e-commerce sector.

At their early stage of business, ShopUp was an e-commerce site that worked with Facebook sellers. At that time, ShopUp offered different services to their sellers such as delivery service, Facebook boost and promotion, Super Seller Sessions, Seller Grooming Sessions, and Shop Management System which is the platform where sellers easily upload their products to sell, manage their orders, send the delivery request to ShopUp for delivering their products. The seller could easily create invoices, and track the inventory, orders, and deliveries in the Shop Management System app.

To make the lives of online sellers easier, ShopUp provided all of these features in its shop management system for free. ShopUp provides its merchants with low-cost boost and delivery options. There is no difficulty in paying with a credit card for boosts; all sellers need to do is submit a boost request and pay with bkash. Their lowest rate of boosting is 85 takas.

Additionally, ShoUp hosted various fairs and sessions for its vendors aimed at enhancing their understanding of online selling. ShopUp also had a blog where they shared helpful advice on online marketing, page management, and customer engagement. These posts had a significant positive influence on people, who wish to start an online business.

From the very beginning, ShopUp tried to combine technology and business to make life easier for both the buyer and seller. ShopUp always focused on how they can use technology to make a traditional business accessible for all, who wish to do business and from then the scenario of the whole e-commerce industry of our country has changed.

4.2 E-commerce Growth Trends

According to Facts and Factors, the global business-to-business e-commerce was estimated to be around USD 7.35 Trillion in 2020 (GlobeNewswire, n.d.), the new projections show by the end of 2026 the revenue generated will be around USD 18.57 Trillion, with a Compound Annual Growth Rate of 18.70% between 2023 & 2026.

According to Grad View research (Grandview Research, n.d.) The global B2B e-commerce market is expected to climb up to USD 25.65 trillion by 2028 this means the growth rate will be around 18.7% from 2021 to 2028.

The global e-commerce market witnessed increasing sales recently due to the coronavirus (Bhatti). Due to restrictions placed by local authorities lots of businesses have started using online or digital means to sell their product and due to more people using smart devices than ever before consumer habits are changing and more and more people are now willingly adapting to buying goods through e-commerce sites.

A German firm recently predicted Bangladesh's e-commerce sales will more than double in the upcoming days as the youth of the country are tech-savvy and more people are using smart devices the revenue generated by e-commerce platforms will more than double

According to Statista, Bangladesh now ranks 46th in the global ranking when it comes to revenue generated by e-commerce and the total revenue generated by e-commerce has been said to be over 1 billion dollars.

4.3 Maturity of the E-commerce Industry

The e-commerce sector in Bangladesh has been growing rapidly, driven by increasing internet penetration, a rising middle class, and a growing youth population. Consumers have been increasingly embracing online shopping as a convenient and time-saving alternative. Also, the e-commerce landscape has seen the emergence of several startups offering a variety of products and services, including fashion, electronics, groceries, and more. These startups have played a crucial role in shaping the industry and expanding its reach.

Furthermore, the availability of secure and convenient online payment options was a key factor in the growth of e-commerce. Various payment gateways and digital wallets are becoming more widely accepted such as bkash, Nagad, and Bank's mobile app to easily transfer money.

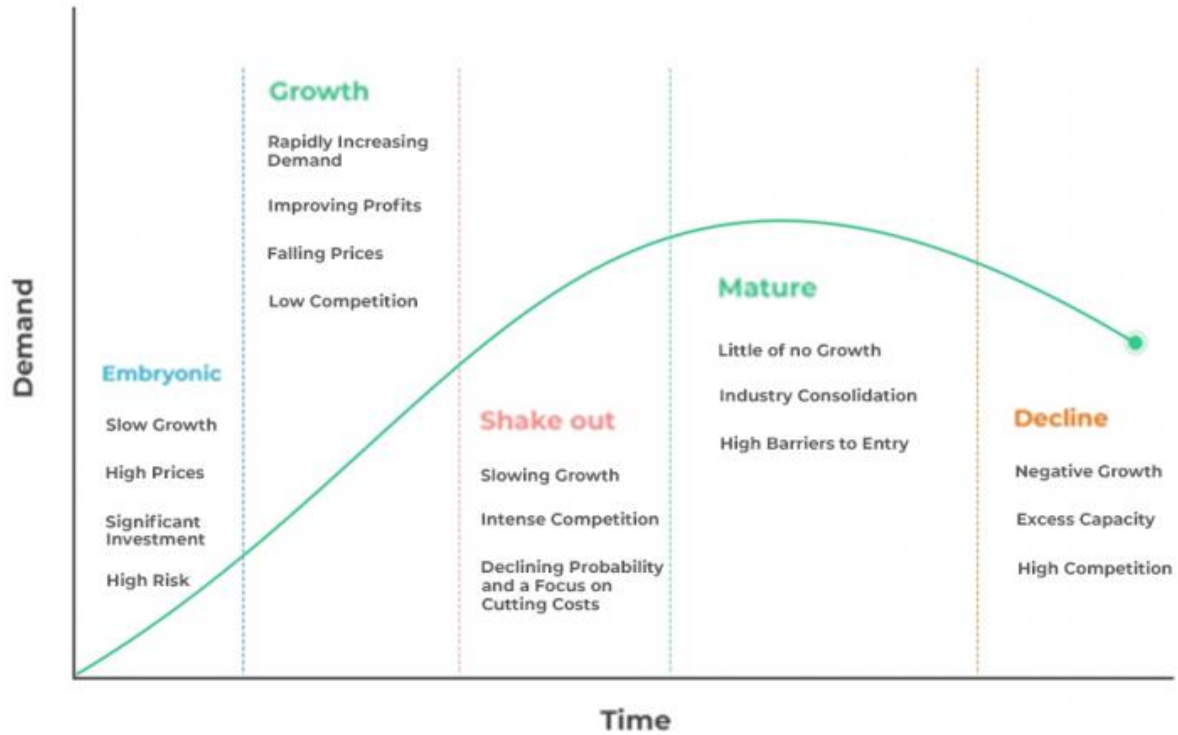

Figure 3: Industry Life Cycle

In Bangladesh, the e-commerce industry is still in the embryonic stage. The growth rate is modest and significant investment is needed to create the market for the market to be ready. The following is a table of top B2B e-commerce companies in Bangladesh according to The Financial Express

Table 1: Competitor Table

Serial No.	Company Name
1	ShopUp
2	Bikroy
3	Sindabad
4	Pickaboo

ShopUp has the largest portion of the emerging B2B e-commerce business in Bangladesh. In the future days, this sector will continue to expand as more and more companies use digital tools to source solutions. Since the B2B market is still in the early stages, ShopUp will gain advantages from being first to market.

4.4 Factors Affecting the E-commerce Industry

Factors that are affecting the scenario of the Bangladeshi e-commerce industry are as follows:

4.4.1 Technological Factors

Bangladesh has seen significant growth in mobile phone adoption. The availability of affordable smartphones has led to an increase in mobile internet usage, contributing to the rise of e-commerce and creating new opportunities for e-commerce businesses. This is where companies like ShopUp took advantage and successfully operated e-commerce businesses in our country.

Business organizations in our country are smoothly conducting business because of the development and adoption of e-commerce platforms, including user-friendly websites and mobile applications, which contribute to the overall growth of the industry. In addition, efficient logistics and supply chain management played a vital role in e-commerce success. Such as example, it provides real-time information about product shipping like where the real-time location of the product and how many days it will require to finally deliver the product.

Additionally, data sharing and last-minute order modifications are made possible by online trading, which could have a major adverse effect on the bottom line. For example, if for some reason there is a flaw in an engineering drawing and the business can review and change the order through digital communications it can save businesses from re-ordering the whole order and saving them huge sums of money and of course time.

In certain instances, suppliers are seen as crucial strategic partners, and information is exchanged to improve demand forecasting, delivery time estimations, and standard goods quality. As a result, the company can operate more efficiently than its rivals.

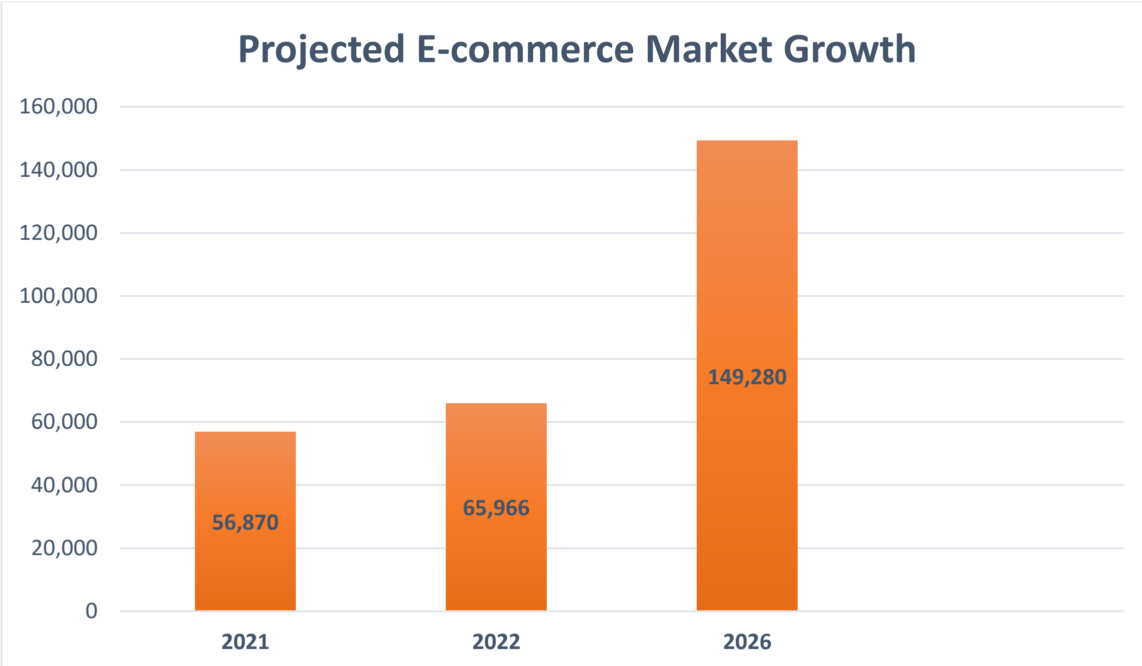

Figure 4: E-commerce Market Growth

4.4.2 Regulatory & Legal Factors

Bangladesh has been working on formulating a Digital Commerce Policy to provide a structured regulatory framework for the e-commerce sector. This policy aims to address various aspects, including data protection, consumer rights, and business operations in the digital marketplace. Bangladesh's current legal framework doesn't adequately address the e-commerce sector. Legislators and business leaders are already working to create a framework that will defend the rights of customers who purchase goods from these e-commerce platforms.

E-commerce sites may find it more challenging to conduct business if new legislation is passed. Bangladesh will always have prolonged wait periods due to the government agencies' extreme inefficiency. Implementation of regulations like these will negatively impact the business since startups need to grow, which makes them operate quickly.

4.4.3 Other Factors

The possibility of cyberattacks is rising. Cybercrime experts predict an increase in cyberattacks coming forward. Businesses will need to hire specialists who can help stop these kinds of attacks and make sure the system is properly protected. This is probably going to limit the industry's growth.

4.5 MIS Integration to ShopUp Business Units

There are different strategic business units at Shopup and these are:

1. Mokam
2. REDX
3. Onkur
4. Paywell

Figure 6: Mokam

Mokam can be defined as the heart of ShopUp. ShopUp's main ambition of trying to make retailer's life easy begins with Mokam. Mokam Currently is the biggest B2B e-commerce store. The business connects Wholesalers with retailers Mokam Supplies products at an affordable price to retailers by buying from the best wholesalers. Mokam is at its core a distribution. However what Mokam wants to do and how it plans on executing it is new. Due to its perspicuous strategic and tactical plan, Mokam was able to get this massive investment.

Through Mokam's mobile app, retail businesses can order over 10,000 products. There are branded and unbranded items available. Mokam aims to provide these products at a very reasonable price. Mokam's primary goal is to serve all its customers with a wide array of products. To accomplish this, Mokam has several business units that concentrate on gathering and onboarding the best suppliers and building a strong relationship with them, where suppliers can easily get onboarded through Mokam's mobile app. This means Mokam does business with the largest producers in Bangladesh.

Mokam's ambition to serve merchants across the country would be impossible without a substantial distribution network. Mokam already has a retail and dealership network in 50+ districts and is currently working to cover all of Bangladesh. Mokam right now already has the largest distribution network of any company and Currently, Mokam's gross sales exceed the sales of Unilever.

Given that Mokam serves a huge market with a vast organization. The following is an overview of Mokam's core strategic business units.

4.5.1 Mokam Commodity

- **Mokam Wholesale:** Mokam is attempting to support the wholesale industry through the Wholesale team. The Business unit is in charge of purchasing large quantities of goods at wholesale prices from manufacturers and reselling them to nearby wholesalers at a profit. Payment is typically paid when the wholesale team delivers the goods to the clients. The wholesale business has been growing. This company wants to begin operating in Bangladesh as a wholesaler.
- **Mokam Retail**: There are two additional operations within the retail division. MWS and pure retail. A traditional or pure retail operation functions similarly to any other type of retail operation that exists in Bangladesh. In other words, a salesperson receives orders from clients and delivers them the next day.
- **Mokam Fresh/Agro:** Mokam uses its "Fresh" business section to market fruits, vegetables, and other such products. Mokam Agro is a business section that sells poultry and other meat. These two business units operate in essentially the same way. Scouts look for the top wholesalers and source products from them before selling them to level 3 or level 4 wholesalers. Recently, Mokam Agro has grown and is bringing in an increasing number of products.
- **Mokam Lifestyle:** Mokam lifestyle focuses on accessories and clothing. Being a new operation, it is continuously being developed. The company wants to be able to locate and efficiently supply typical clothing products at a fair price. This business unit is anticipated to increase over the next several days and has a lot of growth opportunities.

Figure 7: REDX

4.5.2 REDX

REDX Delivery is one of ShopUp's logistics companies. Using digital tools to better serve consumers sets it apart from other courier businesses. Through digital channels, customers can navigate their products and make payments. Customers of REDX can manage their businesses more effectively and compete far more successfully than they could in the past. For example, companies can now more accurately predict when customers will get their orders, which boosts customer happiness.

REDX rapidly grew to become Bangladesh's top last-mile logistic service provider after achieving rapid growth. REDX is currently active in all 64 districts. REDX can now potentially service the entirety of Bangladesh. REDX prides itself on being able to meet the requirements of every single customer and hence provide immense value to its customers.

REDX implements a hybrid management system to oversee its activities. REDX delivers goods inside the city of Dhaka using both trucks and vans. REDX is the owner of these vehicles. REDX also uses rented vehicles for deliveries outside of cities. REDX Stands out from its competitors by having a coverage area that spans throughout the country as well as pricing that is competitive.

The business offers services in the following three categories: business to customer, business to business, and person to person. REDX began doing business in Bangladesh in 2020, and its clientele includes both small and large global corporations. REDX particularly made a name for itself in the market as the logistics provider for small and medium-sized businesses that run e-commerce websites and require mass package delivery. As REDX continues to grow the existing models will probably change as larger customers will pick REDX as the courier for their business.

REDX has successfully built a strong brand image through its impressive marketing initiatives. All REDX vans showcase the distinctive REDX symbol, prominently featuring the bold brand logo. Additionally, the uniforms worn by REDX staff are consistently red, adorned with the black inscription of the REDX name. These strategies have contributed significantly to the widespread popularity of the company. In addition to the physical branding, the REDX marketing team has executed effective social media campaigns, consistently sharing relevant content that actively engages specific customer segments.

Figure 8: Onkur

4.5.3 Onkur

Formerly recognized as 'Digital Credits' and now operating under the name Onkur, this subsidiary is part of the ShopUp conglomerate. Onkur functions as a distinctive financial institution, specializing in extending loans to both internal business units and external customers. Its primary role involves offering credit assistance to internal business entities within the company and maintaining comprehensive records of these transactions. Leveraging the data on overdue accounts from various business units, Onkur facilitates the generation of insightful reports that provide valuable business intelligence.

Onkur plays a significant role in evaluating and selecting the most lucrative business units for investment, ensuring optimal returns. Before loan disbursement, Onkur conducts a thorough analysis of the performance of various business units, assessing their ability to meet targets and gauging overall business success in terms of customer satisfaction. By scrutinizing these crucial metrics, Onkur assists in strategic planning and aids in making informed tactical decisions about where to invest resources.

Onkur takes proactive measures to minimize fund misappropriation and promptly identifies potential issues by raising alerts at the first signs of concern. The system vigilantly oversees overdue accounts, meticulously monitoring their status. Comprehensive reports are generated, detailing the reasons behind overdue accounts. In instances where the Onkur team suspects the presence of information indicating fund leakage or financial fraud, they can escalate the matter through designated channels. These stringent checks have effectively limited instances of financial misconduct to a minimal level.

In case a customer fails to meet the deadline, their contact information is promptly incorporated into the overdue list. Simultaneously, these details are integrated into the customer profile. This ensures that when making future business decisions involving these specific customers, the data provides valuable insights into the customer's behavior and history.

Onkur employs advanced software and cutting-edge technologies to effectively manage and monitor existing credit. The software is capable of instantly generating reports, providing valuable information such as the timing of customer payments. This enables executives to quickly identify any anomalies or issues. Additionally, the software facilitates real-time visibility for top management, allowing them to easily comprehend the business performance and its current status.

Figure 9: Paywell Logo

4.5.4 Paywell

Paywell, ShopUp's fourth subsidiary company, stands out from the others acquired by ShopUp. Unlike the previously established companies that were developed in-house by ShopUp, Paywell was acquired as it is anticipated to synergize effectively with the existing companies, contributing to a substantial reduction in the overall cost of business operations.

Paywell operates as a mobile financial service provider, akin to companies like Bkash and Rocket. Its primary objective is to facilitate digital monetary transactions from any location. Paywell's app also offers services such as mobile recharge and payment of utility bills.

Because of the specific nature and scale of Mokam's business, relying on traditional banking is inconvenient for both suppliers and dealers. Therefore, a mobile financial service is deemed necessary. Opting for a third-party service poses the risk of compromising company information. Recognizing these factors, ShopUp made the strategic decision to acquire Paywell.

Paywell is currently experiencing rapid growth in its operations. The company has hired new staff, expanded its operations into new territories, and is on track to provide coverage nationwide. Paywell is gaining recognition among various small retailers and is becoming increasingly popular among e-commerce site owners.

The company already offers a well-designed app with a comprehensive set of features that cater to customer demands in the mobile financial services sector. The user interface is user-friendly, making it accessible for new smart device users. Paywell is available in both the Bangla and

English languages. The app undergoes regular updates, introducing additional features to enhance customer appeal.

Paywell has already positioned itself as a formidable player in the mobile financial services sector, boasting a meticulously crafted app that encompasses a wide array of features tailored to meet the diverse demands of customers. The user interface has been thoughtfully designed to ensure accessibility, particularly for new users of smart devices.

Furthermore, the company is committed to continuous improvement and customer satisfaction. The app undergoes regular updates, each iteration introducing additional features aimed at not only meeting but also exceeding customer expectations. This dedication to enhancing functionality and user experience underscores Paywell's commitment to staying at the forefront of innovation in the dynamic landscape of mobile financial services. As the company continues to expand its operations and gain recognition from various stakeholders, it is poised for sustained growth and success in the ever-evolving market.

4.5.5 Services/Products Offered

Mobile Financial Service: The Paywell App, offered by ShopUp, offers a variety of services to its users, such as mobile recharge, utility bill payments, and wallet-to-wallet money transfers. It is anticipated that Paywell will see a growing prevalence as a preferred platform for conducting various payment transactions in the future.

Wholesale: ShopUp engages in selling to wholesalers by procuring products directly from producers. The product range spans from basic items like fruits and vegetables to more intricate offerings such as clothing and building materials.

Retail: ShopUp aspires to offer a wide array of over 10,000 products to retailers through its app, encompassing both branded and unbranded items. Essential commodities like rice, sugar, and oil, classified as non-branded products, will be provided at highly competitive prices. Additionally, the app will feature branded Fast-Moving Consumer Goods (FMCG) from various top companies.

Dealership: ShopUp secures partnerships with renowned FMCG companies, obtains dealerships, and utilizes its extensive distribution network to deliver products to retailers, ensuring optimal sales.

Courier: Through REDX, ShopUp provides courier service to businesses. Currently, REDX is the number one choice for medium and small enterprises. Large businesses are also picking REDX's service for their business.

Loans: ShopUp offers small loans to businesses, which proves advantageous for small enterprises operating with limited working capital, thereby facilitating smoother business operations. Additionally, the loan application process with ShopUp is streamlined and less cumbersome, making it a preferred choice for customers engaging in business activities.

Chapter 5

Technological Foundations of MIS

5.1 Fundamental Technologies

HTML, CSS, and JavaScript form the essential pillars of web development, collectively serving as the backbone for creating dynamic and interactive web applications.

These technologies work harmoniously to bring websites to life, shaping the user experience and functionality of virtually every element within the browser window. Whether you are browsing a simple static webpage or navigating a complex web application, HTML, CSS, and JavaScript are the indispensable tools that power the modern web.

5.2 HTML (Hypertext Mark-up Language)

HTML, or Hypertext Markup Language, is fundamental for structuring the content of web pages. It defines the elements and their arrangement, shaping the overall layout and organization.

In a Fintech company like ShopUp, the Tech Team frequently leverages these fundamental technologies to construct web pages. The HTML source code of a web page is crucial in search engine optimization, as search engines examine it to index and understand the content. This indexing process enables users to utilize search engines, such as "Google," to find specific information and navigate to relevant web pages.

By utilizing HTML along with other web technologies, the Tech Team of ShopUp ensures that web pages are not only visually appealing but also optimized. This strategic use of technology enhances a website's visibility. In essence, the incorporation of HTML and related technologies is integral to the overall company, contributing to the online discoverability and accessibility of businesses and their offerings.

5.3 CSS (Cascading Style Sheets)

This coding language is employed to define the elements that will be generated using HTML and subsequently displayed in the web browser window. CSS intricately details not only the position but also the size and color attributes of each element, accommodating various resolutions for optimal visual appeal. ShopUp’s Tech Team uses CSS to make the website look visually appealing to the users. Consequently, before the official publication, the company meticulously conducts a preliminary demonstration to assess the visual representation and ensure the element's alignment, size, and color harmonize seamlessly for a polished final presentation.

5.4 JavaScript

The incorporation of JavaScript is essential for the company in ensuring the seamless functioning of a web page, orchestrating diverse elements initially structured through HTML and stylized using CSS. This computer language introduces a layer of logic and actions to the various components of the page, orchestrating their behavior to operate on the user end, creating an immersive experience for the viewer. JavaScript serves as the behind-the-scenes maestro, enabling dynamic interactions, responsive features, and an engaging interface, all contributing to a sophisticated and user-friendly web page.

5.5 MIS Practices in ShopUp

ShopUp plays a pivotal role in orchestrating seamless and efficient operations. ShopUp, driven by innovation and agility, strategically employs MIS practices to harness the power of information technology for informed decision-making.

Database Management System

“Meta” is a robust database system of ShopUp that meticulously stores and organizes crucial business data. This encompasses a wide array of information, ranging from customer preferences and market trends to internal processes and financial metrics. The database acts as a centralized repository, facilitating real-time access to pertinent information and fostering a data-driven culture within the organization.

Metabase

Figure 10: Metabase Logo

ShopUp leverages cutting-edge analytics tools to extract meaningful insights from the amassed data. Through data visualization and analysis, the MIS team transforms raw information into actionable intelligence, providing key stakeholders with a comprehensive understanding of market dynamics and business performance. This analytical prowess empowers ShopUp to make strategic decisions with precision, enhancing its competitive edge in the market.

5.6 Communication System

Communication and collaboration are streamlined through an integrated service named Work Chat, ensuring seamless information flow across various departments. ShopUp employs collaborative platforms and communication tools that not only facilitate real-time interaction but also promote transparency and accountability within the organizational ecosystem.

Figure 11: Work Chat Logo

In a fast-paced startup like ShopUp, agility is key, and the MIS framework is designed to be adaptable. Scalable technologies and cloud-based solutions are embraced to accommodate the company's growth trajectory and dynamic business needs. This ensures that the MIS practices evolve in tandem with the company's expansion, fostering innovation and efficiency.

ShopUp's MIS practices serve as a technological backbone, empowering the organization to navigate complexities, make informed decisions, and cultivate a culture of continuous improvement.

5.7 Access & Security Management

Security and data integrity are the main concerns for ShopUp, and the MIS practices incorporate robust cybersecurity measures. This includes encryption protocols, access controls, and regular audits to safeguard sensitive information and maintain the trust of customers and partners.

ShopUp's IT Team holds the authority to provide access to certain software and mail accesses to the users.

5.8 Data Processing Framework

ShopUp optimizes the management of extensive datasets by leveraging state-of-the-art data processing frameworks. The organization strategically selects frameworks tailored to the specific needs of each project, whether it involves batch processing or real-time processing. This approach ensures that data is handled efficiently, meeting the unique demands of each undertaking with precision and effectiveness.

5.8.1 Personal Management System

ShopUP utilizes TalentX, a Project Management Information System (PMIS) software, to manage and update employee information. This encompasses various aspects, including employee transfers, postings, training programs, promotions, retirements, necessary allowances, benefits, and other essential details. Implementing digital ID cards for all employees ensures the secure preservation of this information within the TalentX system. This integrated approach streamlines HR processes, enhances data accuracy, and facilitates efficient management of employee-related information for ShopUp.

TalentX extends its functionality to safeguard and oversee fundamental employee details, encompassing background information, personal data, and educational status. Additionally, the software diligently monitors employee performance metrics and attendance ratios. A key component of TalentX is its robust security features, including an audit trail that meticulously records all activities undertaken within the system and tracks user access through login credentials.

Beyond its security measures, TalentX serves as a comprehensive platform offering guidance and disseminating essential information across all organizational levels within ShopUp. From top-level management to lower-tier sectors, the software provides a centralized hub for accessing pertinent guidance and necessary information, contributing to efficient and well-informed decision-making throughout the company.

Chapter 6

Findings, Recommendations & Conclusion

6.1 Recommendations

ShopUp has rapidly accomplished significant milestones within a short timeframe, evident in its impressive business growth and sales volume. However, certain vulnerabilities have surfaced that, if left unaddressed, could lead to customer loss and substantial financial setbacks for ShopUp. The following recommendations are suggested to enhance ShopUp's business management strategies.

- ShopUp needs to ensure that cross-departmental collaboration is better. They can do this by forming key cross-functional teams and making top-level management aligned so that objectives are met in a timelier manner. Several key tasks are vital for success when these objectives are not being met finger finger-pointing begins to minimize this and to hold someone accountable cross cross-functional team needs to be utilized more.
- It is imperative for ShopUp to guarantee the delivery of top-notch products to customers. If retailers become dissatisfied with the quality of the received goods, they may refrain from future dealings with ShopUp, leading to substantial losses. Currently, the existing checks and balances to ensure product quality are limited and insufficient to enhance the customer experience truly. To address this, additional measures should be implemented, such as establishing a dedicated quality team to assess and monitor the quality of goods across various zones.
- ShopUp should establish a team to assess customer satisfaction, thoroughly examining factors such as delivery, staff behavior, and product quality. This data can then be utilized to compare various zones, pinpoint areas lacking in these crucial metrics, and implement corrective measures.
- ShopUp should focus on enhancing the brand image of Mokam to ultimately capture a larger market share. Currently, REDX enjoys widespread recognition, but Mokam has yet to gain public awareness. The development of apps should be a collaborative effort across departments, rather than solely the responsibility of the IT team. As ShopUp will depend on its app for future orders, the app must undergo thorough testing to ensure it is flawless before being rolled out to customers.

Furthermore, a significant portion of users are encountering difficulties with the current desktop software. Given that a majority of users prefer smartphones and value the convenience, added features, ease of use, and accessibility that mobile applications offer, ShopUp should consider transitioning to a mobile platform alongside maintaining the existing desktop software. This approach would not only cater to new merchants without desktop or laptop access but also enhance the overall user experience for existing customers.

To address the needs of merchants selling through cash on delivery, ShopUp should implement a more frequent payment system, ensuring that merchants receive their funds promptly after making a sale. Additionally, ShopUp can enhance its platform by incorporating the following features to assist merchants in making informed business decisions:

a. Top buyers

b. Most sold products

c. Total number of purchases at any given time

d. Analysis of the frequency of buyers (increasing or decreasing)

e. Sales rate trends (increasing or decreasing)

To improve transparency and communication, ShopUp should introduce notifications and status updates for orders and deliveries directly to merchants. Recognizing merchant dissatisfaction with the store management feature, ShopUp should focus on refining this feature to align more closely with merchant requirements.

ShopUp could introduce a feature allowing users to view their profit and loss statistics, making it optional for those who may choose not to utilize this function. Additionally, to increase the number of loans provided by ShopUp, integrating a loan application feature within the application itself could be beneficial, catering to the preferences and needs of merchants seeking financial assistance.

6.2 Findings

6.2.1 Company Level

- Utilizing cutting-edge technology for data collection and management enables ShopUp to swiftly gather crucial market insights, facilitating informed decision-making. This advanced technology also contributes to enhanced productivity, allowing employees to generate higher outputs. For instance, the utilization of Google Sheets by ShopUp enables the instantaneous creation and sharing of reports, eliminating the need for email correspondence to transmit such documents.

- The company efficiently oversees its sales force through the utilization of software. This software enables real-time tracking of the sales team, providing managers with the ability to monitor the location and activities of each sales representative.
- The company places significant importance on its development initiatives. Being a startup, showcasing progress is crucial for attracting investments. The management at ShopUp recognizes the necessity to make swift decisions, which has played a pivotal role in the rapid development of the company.
- Cross-functional collaboration is currently lacking within the organization. Departments are not working cohesively as a team, leading to substantial communication gaps and sluggish, error-prone cross-departmental workflows.
- The app created by the team falls below the expected standard. The field team encounters numerous challenges when attempting to utilize the app, and its complexity hinders its intended use.

6.2.2 Market Level

- ShopUp has the potential to emerge as a market leader due to its business model, which enables the provision of products at a price point that local suppliers cannot rival. By overseeing the entire supply chain, starting from producers to transportation, ShopUp can swiftly establish dominance in the market.
- Given its substantial investment, ShopUp has the flexibility to engage in diverse business formats. If needed, ShopUp has the financial resources to offer goods on credit, which aligns well with the preference for credit-based transactions among many retailers in Bangladesh.

- The industry is still in its infancy and ShopUp is enjoying the first mover advantage ShopUp already has been able to gather a good reputation and build a huge customer base.
- With the rising prevalence of electronic devices, the e-commerce sector is expected to experience significant expansion, and currently, REDX stands as the preferred courier service for small and medium-sized business proprietors. Consequently, REDX will probably witness increasing profitability in the future.

6.2.3 Professional Level

- During this internship, I acquired insights into effective sales force management, a skill applicable across various industries. Given the ubiquitous use of salesforces in almost every sector, mastering the art of their management is crucial, considering the pivotal role sales play in any company.
- I learned the importance of ensuring adherence to Standard Operating Procedures (SOPs) and gained valuable knowledge in policy formulation to achieve specific goals. This expertise will prove beneficial if I choose to pursue a career in the operations department in the future.
- Directly overseeing a sales force provided me with leadership experience, a valuable asset for my professional journey.
- Engaging in frequent email correspondence and phone calls during my responsibilities enhanced my soft skills significantly.

6.3 Conclusion

During my internship, I collaborated with Onkur, the Collection Team, to contribute to ShopUp's business growth. This experience provided insights into the various business units within ShopUp and their operational strategies. The internship report outlines the recurring tasks I undertook, details operations management, and offers an overview of ShopUp's business units, emphasizing its core vision.

The internship proved to be a valuable learning experience, especially in understanding the dynamics of managing a startup like ShopUp. Engaging in tasks such as presentations, meetings, and email communication helped develop my soft skills. Witnessing seasoned professionals tirelessly work towards achieving objectives was insightful.

ShopUp boasts distinct advantages over its competitors, including substantial investment, a robust business model, and cutting-edge technology. Its unique approach has garnered significant investments, and with the increasing reliance on e-commerce due to the pandemic, there exists substantial growth potential. Projections align favorably with ShopUp, indicating significant sector growth.

Looking ahead, ShopUp needs to focus on improving cross-departmental collaboration and ensuring synergy among teams. As the marketplace becomes more competitive, maintaining a strong brand image will be crucial for ShopUp to remain the leading B2B organization.

In addition, this report assesses whether ShopUp should transition from its current desktop platform to a mobile-friendly solution or make modifications to the existing desktop system. The research indicates that ShopUp should adopt a mobile-friendly platform for both new and existing merchants to enhance user experience. Additionally, introducing new features such as business analytics (sales frequency, top buyers, product performance, profit, and loss calculations) would contribute to a more streamlined and user-friendly experience for merchants.

While most of ShopUp's services and features are effective, the store management feature requires reassessment to improve its usefulness for merchants. To conclude, this study suggests that ShopUp and Bangladesh are undergoing a significant technological shift towards smartphones. The increasing affordability and accessibility of smartphones are reducing the dependence on desktop/laptop computers. This shift not only provides portability and convenience but also enables the use of desktop-class software on mobile devices. Consequently, companies previously reliant on desktop computers are anticipated to redefine and optimize their products and services for mobile platforms in the coming years.

Furthermore, ShopUp, a rapidly expanding e-commerce enterprise situated in the vibrant market of Bangladesh, stands as a testament to its dynamic management team. Comprising a group of skilled, knowledgeable, and innovative leaders, the company has strategically positioned itself in the ever-evolving landscape of online commerce. With a commitment to excellence, ShopUp has established a hiring process that aligns with industry standards and boasts a robust human resources department at its core.

One of the standout features of ShopUp is its workforce – a highly engaged and customer-focused team that forms the backbone of the company's success. This engaged workforce not only propels the company forward but also fosters a strong and mutually beneficial relationship between ShopUp and its employees. In a sector driven by customer satisfaction and innovation, having a workforce that shares the company's vision is a considerable asset.

Recognizing the pivotal role of the human resources department in shaping the company culture and driving productivity, ShopUp has undertaken a recent initiative to reorganize its operations. The objective is to create a work environment that is not only more efficient but also conducive to employee satisfaction. This involves a strategic emphasis on open communication and collaboration among team members, laying the foundation for a workplace where ideas can flourish and creativity can thrive. Additionally, ensuring that employees have the necessary resources for optimal job performance is a key component of this reorganization effort.

Competency-based interviewing has become a cornerstone of ShopUp's approach to talent acquisition. By focusing on candidates' skills, knowledge, and job-related attributes, this method eliminates room for bias in the hiring process. ShopUp is committed to attracting top talent, and competency-based interviewing ensures that candidates are evaluated based on their ability to contribute to the company's goals and objectives. This approach aligns with ShopUp's ethos of meritocracy, where individuals are recognized and selected based on their capabilities and potential.

In a bid to further enhance the efficiency of its recruitment processes, particularly in the face of high-volume hiring requirements, ShopUp is delving into the realm of recruiting automation. While understanding that technology cannot replace the human touch in recruitment, the company aims to leverage automation to streamline and expedite certain aspects of the process. The goal is to allow human recruiters more time to engage meaningfully with potential employees, tapping into their interpersonal skills and intuition. This strategic move is particularly pertinent in competitive job markets, where efficiency and agility in the recruitment process can be differentiating factors.

Recruiting automation, if implemented thoughtfully, can lead to a more efficient and delightful experience for all parties involved in the hiring process. It can automate routine tasks, such as resume screening and initial assessments, enabling recruiters to focus on building relationships and identifying candidates who align with ShopUp's values and objectives. The human touch remains indispensable in understanding the nuances of a candidate's personality, cultural fit, and potential for growth within the organization.

ShopUp's foray into recruiting automation is a strategic evolution rather than a replacement of human recruiters. It aims to strike a balance between efficiency and personalized engagement. As the company continues to expand rapidly, this approach becomes a vital component in managing the influx of talent and ensuring that each candidate receives the attention and consideration they deserve.

In conclusion, ShopUp's success is intricately woven with the fabric of its engaged and customer-focused workforce. The strategic initiatives taken by the human resources department, including reorganizing operations and exploring recruiting automation, underscore the company's commitment to creating an environment where employees thrive and contribute meaningfully to the company's growth. As ShopUp navigates the competitive landscape of e-commerce in Bangladesh, its emphasis on talent, culture, and innovation positions it as a leader in the industry.

6.4 References

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