

Internship Report on Procurement Process of Pandamart

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

Internship Report on Procurement Process of Pandamart

Submitted To:

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Major: Supply Chain Management

Registration Semester: Spring 2024



**School of Business and Economics
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Letter of Transmittal

Date: 11th August 2025

Dr. Saad Hasan

Associate Professor

School of Business & Economics

United International University

United City, Madani Avenue, Badda, Dhaka 1212

Dear Sir,

Internship Report on “Procurement Process of Pandamart” a partial requirement for the Bachelor of Business Administration program at United International University. The report gives you an extract of the detailed study and on-the-job exposure that I have undergone during my internship at Pandamart.

This report aims to have an in-depth study of the procurement functions that are taking place at Pandamart, which will include strategic sourcing and supplier relation management also cost efficiency measures by us for compliance and sustainability initiatives. The internship also helped me to understand the dynamics and working patterns of procurement function in a top-tier retail organization in Bangladesh. It provides an end-to-end insight into how procurement is working at Pandamart, its challenges and where all can it improve. These results and advice could refine the academic discourse related to retail procurement practices because then do not hesitate to take some minutes perusing this article. Thanks for mentoring me and helping me in this internship. I wanted to issue a word of thanks for all the feedback and thoughts as it helped things along with this report. Please come up with all constructive feedback, or changes you think I should make in improving this document even further.

Thank you for the proposed approach of solution to my fulfilled task, I hope it meets the academic standard and provides a little exposure to their Procurement process of Pandamart.

Yours sincerely,

Hasibul Hasan

ID: 111 201 225

Bachelor of Business`Administration
United International University

Certification of Similarity Index

This is to certify that this internship report is a result of work carried out under my supervision. I confirm that the report adheres to the necessary quality and academic standards prescribed by United International University (UIU). Additionally, I verify that the report's similarity index, as per the plagiarism detection report, is within the permissible limit set by the university, ensuring the work is free from plagiarism.

Supervisor's Name: Dr. Saad Hasan

Signature:

Date:

Declaration of the Student

I, Hasibul Hasan, a student of the Bachelor of Business Administration program at United International University, hereby declare that this report is entirely my own work. I have not knowingly violated any copyright regulations, and to the best of my knowledge, this report is an original and authentic piece of work.

Furthermore, I confirm that this report has not been submitted, in whole or in part, for the purpose of obtaining any degree or certificate at any other institution.

I have strictly followed all academic rules and guidelines in the preparation of this report.

I followed all academic guidelines throughout the writing of this report.

Regards,

Hasibul Hasan

ID: 111 201 225

Bachelor of Business Administration (SoBE)

United International University

Corporate Evidence



May 13, 2025

Private and Confidential

Hasibul Hasan

Letter of Appointment: Intern, Dmart Commercial

Dear Mr. Hasibul Hasan

Hope you are doing well. As discussed, we would like to congratulate you on successfully securing the opportunity of Internship in our QCommerce Department at Foodpanda Bangladesh Limited! You will be based at Dhaka.

We hope you are as excited as we are about the opportunity to build and work for foodpanda. foodpanda is part of Delivery Hero group that has global footprints and is the largest food delivery company in the world.

foodpanda (in Asia) and foodora (in Europe, Canada, Australia) is a global online food delivery marketplace headquartered in Berlin, Germany. It is part of the DELIVERY HERO GROUP, which is headquartered in Berlin, Germany. The DELIVERY HERO GROUP listed in the Frankfurt Stock Exchange is the largest food delivery company in the world and operates in more than 50 countries and experiencing phenomenal growth. foodpanda Bangladesh is the leading online food delivery marketplace in Bangladesh.

Summary of the terms:

- Position : Intern, Dmart Commercial
- Department: QCommerce
- Start Date : May 19, 2025
- Duration : 06 Months
- Salary : 7,000 BDT (Monthly)

We strongly believe there are simply no other places where you can learn more, work with better people and have more fun.

We congratulate you on your appointment and wish you a long and successful career with us. We are confident that your contribution will take us further in our journey towards becoming world leaders. We assure you of our support for your professional development and growth.

We would be very happy if you can revert back to this email with your response.

Thanks & Regards,
Human Resources Team
foodpanda Bangladesh Limited

Acknowledgment

First, I would like to express my heartfelt gratitude to Allah for granting me the strength, patience, and determination to successfully complete my internship and the preparation of this report on time.

This internship at Pandamart has been an integral part of my Bachelor of Business Administration (BBA) program, offering a valuable opportunity to bridge theoretical knowledge with real-world business practices. The hands-on experience within a dynamic retail environment has been both enriching and enlightening.

I am sincerely thankful to my academic supervisor, Dr. Saad Hasan, Associate Professor at the School of Business and Economics (SOBE), United International University, for his constant guidance, encouragement, and insightful feedback throughout the internship period. His support played a vital role in shaping the direction and outcome of this report.

My deepest appreciation also goes to my workplace supervisor, Mr. Rofiqul Islam, Assistant Category Manager at Pandamart, for his invaluable mentorship, thoughtful guidance, and continuous support. I am equally grateful to the entire team at Pandamart for welcoming me warmly, sharing their knowledge, and providing an environment conducive to learning and professional growth.

It has been a privilege to be a part of such a motivated and collaborative team. The opportunity to contribute to and observe the company's operations firsthand has significantly enhanced my understanding of procurement and organizational functions, making this experience a defining moment in my academic and professional journey.

Executive Summary

This report elucidates in depth of the procurement in Pandamart, one of the biggest retail and service platforms in Bangladesh. It is a major player in the retail and food and beverage industries and known for the quality of its service and its innovation in business. This paper seeks to evaluate the procurement process in the organization, in light of the objectives, structure and strategies together with challenges which face the company in achieving its procurement and contributions towards possible improvements as well.

The report includes a description of the enterprise, including its background, mission and vision. Part of 7 Ventures, Foodpanda's Pandamart arm has rapidly grown to become a credited name in the retail industry, having been launched in 2013. The platform focuses on providing premium products and services, quick and convenient procurement to improve its market reputation.

The firm's purchasing activities also include sourcing identification, selection process, supplier relation management and execution of the order. The paper investigates the detail subtleties of these operations and long-term approaches to increase their efficiency and reliability.

This report also examines the main challenges suffered by this retail unit in the form of purchase process inefficiency, supply chain disruption, price volatility and the unreliability of suppliers. It suggests a number of strategic options such as the use of data analytics to improve forecasting, dynamic pricing tools and improved quality control measures.

In addition, the report highlights the company's commitment to sustainability, including incorporating environmental and social factors into purchasing. Consistent with its corporate responsibility focus, the company has made a concerted effort to gain ground with the creation of sustainable supply chains – its way of reinforcing its commitment to do business ethically and responsibly.

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Chapter: 1

Introduction

1.1 Introduction of the Report

The internship report is a comprehensive evaluation of operational purchasing; and the case analysed is Delivery Hero's Pandamart Bangladesh, mainly operating in the field of retail and quick-commerce in the country. The business has proven itself to be a category leader in both retail and food & beverage since Day 1. Working for this interesting company I had the opportunity to gain valuable experience in the field of procurement on a large scale.

The intent of this report is to present a detailed review of how the platform acquires, in order to give the reader a complete sense of what has been built (and what holes remain), and where future opportunities or disruptions can be had. This discovery dismantles the complexity of procurement into tangible pieces and gives a fine-grained view of how the retail unit surfs the complex sourcing and purchasing—what happens way before products arrive at the end-consumer through downstream.

This study aims to not confined to a superficial review, and to explore the setback the enterprise encountered in implementing its procurement practice. It describes key challenges that include supply chain disruption, price fluctuation, and excessive reliance on a narrow group of trustworthy suppliers. Such understanding sets the groundwork for actionable recommendation on how the organization could address such weaknesses.

The report also looks at how sustainability is being built into the business's approach to procurement. As we evaluate how environmental and social considerations are been incorporated into sourcing decisions, we spotlight how the operation can set, more deeply, the cloth of sustainable practices throughout its supply chain—bolstering its broader corporate promise to responsible, ethical business practice.

1.2 Objective of the Report

The primary aim of this report is to provide a complete understanding of how the procurement system works at Foodpanda's Pandamart business. It discusses company purchasing objectives, methodology, difficulties, and opportunities for performance enhancements. In particular, the report aims to assess the agency's procurement system, examine the action of supplier's selection and relation, and explore how procurement transaction is carried out. It also illustrates the problems and economics of the present method of buying branches. In addition, the analysis addresses how procurement activities can be improved in order to facilitate increased sustainability. And, lastly, the report offers specific and actionable ideas to help the platform improve the efficiency, resilience and sustainability of its procurement system.

This is to be a tool that stakeholders both inside the company and throughout the larger business community can utilize. It is used to inform strategic planning, to stimulate forward looking behaviour, and to make long-run decision-making more informed.

1.3 Background of the Report

This report draws on an arrangement between a leading retail service organization in Bangladesh (Foodpanda, hereafter, Pandamart) and a service provider for delivery services to study procurement processes. The company, which was founded in 2013, has rapidly expanded its presence in the food and beverage retail sector as part of the United Group's diversification thrust. About Pandamart: As part of the Foodpanda brand, Pandamart is the latest food and grocery delivery store that is based on a unique block trading model, aiming at bringing convenience to a new level through a superior shopping experience. The brand is famous for selecting the exclusive ranks of products and ensuring the service to customer satisfaction.

An internship working for the company gave me first hand exposure to the companies procurement process, theoretical as well as in practice the buying process from start to finish. This report provides a comprehensive account of the purchasing process of the company, starting from supplier identification and shortlist making to method of procurement where the transaction gets finalized.

The examination is extended to cover critical operational challenges such as, supply chain disturbances, price variation, and lack of adherence from suppliers. Further, the document reveals

how the platform has integrated sustainability into its purchasing processes, to help encourage more responsible and sustainable supply chains.

Performing with a vision of value creation in the long run, the organization keeps on adopting fierce strategic plans to position itself as a significant player within the highly competitive retail and service industry in Bangladesh.

1.4 Methodology

The purpose of developing such a report is to gather and critically examine the data of the mediate and present Pandamart followed during their procurement process we make sure that our research design interferes out unbiased and misinterpreted data in meeting our objectives or focuses. And for that we did the following -

i. Research Design

This was a cross-sectional study that combined both qualitative and quantitative research methods. The study was descriptive in nature and wanted to present a clear picture of how the purchasing process was designed and implemented at Pandamart. The goal was to emphasize the areas where we have strong operations, but also identify areas we may have gaps or opportunities for improvement that could contribute to issue preventing performance/capability across procurement.

Data Collection Methods:

Primary Data:

Key informants who were directly involved in the purchase system, including those who from procurement agencies, were interviewed at length using semi-structured interviews. These were the process managers, the supply chain officers and other stakeholders. The interviews revealed many useful inputs for daily management and decision-making, supplier relationships, and purchasing strategy.

Secondary Data:

Document analysis: I analyzed documents like corporate documents, procurement documents, provider agreements, and other related information. This helped me to identify best practices adhered to in procurement, the problems in the process and what's hot in the space – and apply the same in the industry in which Pandamart operated. Internal records were carefully scrutinised, such as procurement-related documents, vendor contracts, policy manuals, SOPs, government files, emails etc. This review served to place the organizations purchase model in the retail context of best practice and trends.

ii. Data Analysis

Data analysis for interpretation of the qualitative data collected by interviews and field observation a thematic analysis approach was used. Analysis in this way enabled the discovery of cross-cutting patterns themes and insights from across responses illuminating the procurement practices, difficulties and strategic approaches to procurement within the organisation. Field notes and interview transcripts were analyzed thematically to yield a better understanding of the organizational purchasing climate and patterns.

Quantitative analysis based on the purchasing documents' data—including KPIs like quantities procured, lead times, supplier delivery punctuality and cost variation—were statistically evaluated. This offers a better insight on performance trends, cost effectiveness, and efficiency of procurement cycle. Relevant statistical techniques were used to analyze key indicators for supplier performance and to find operation improving areas.

iii. Tools and Instruments

Interviews: Semi-structured interviews were conducted with an open but focused guide questions. This enabled a consistent coverage of key topics yet permitted attendees to fill in richer explanations based on their procurement experiences. **Observation Checklists:** Developed to monitor and record the purchase process. Check lists were designed in order to standardize and record procurement activities during in-field observations. These lists were instrumental in keeping step by step procedures, supplier communication, and operational compliance, consistent.

Data Analysis: Collected data were arranged and analyzed with Microsoft Excel for numeric evaluation and presentation. The company's ERP system was also used to extract and analyses

procurement transactional data, which aided in validation and triangulation of thorough analyses and reports. Slack was a key internal communication and collaboration medium for the procurement team and the other departments. This allowed for instant exchange of information, immediate response to questions and reduced amount of coordination needed. A specific Replenishment Tool was used to handle POs and SKUs. This mechanism automated forecasting of demand, tracking inventory and the placing orders, which aided in maintaining stock levels and minimising supply chain derailment. In addition, an Inventory Management Tool was utilised to perform frequent SKU checking and updating in terms of availability and status, thus aiming at optimal stock visibility and active inventory management.

iv. Validation and Triangulation

Results were tested to make sure they remained potent over the long term.

Verification: Information collected through interviews, field notes and document review was cross checked by triangulation to ensure the consistency and credibility of multiple sources of information.

Member Checking: The participants were provided with initial findings to confirm interpretations and conclusions and offer input about whether the results reflected their experiences.

v. Ethical Considerations

Informed Consent: Each test subject knew exactly what they were getting in to and volunteered eagerly.

Confidentiality: Identifier data disclosed at the local level in individual health departments and also in all such reports combined displayed in the table below over time.

The use of robust methodology enabled us to answer key strategic questions on the procurement process conducted by Pandamart and provide practical advice on efficiency improvement and sustainability promotion.

1.5 Scope of Research

In this report, I will do a review of the purchasing process at Pandamart – end-to-end buying journey. It examines the purchase structure, tactics, and their operations in order to identify any performance gaps and improvement areas. The following items are covered in this study:

1. **Supplier Identification and Evaluation:**

- Awareness of supplier selection criteria and validation processes.” Evaluating the real supplier selection projects
- Documentation through examples of how supplier onboarding and risk assessment happens in practice.

2. **Supplier Relationship Management:**

- The analysis of collusion: How companies sustain and improve their relations to Suppliers. Examining the impact of supplier interactions on procurement efficiency and supply chain coordination.
- Investigating the effect of suppliers’ interactions on the procurement efficiency and the supply chain coordination.

3. **Procurement Operation and Workflow:**

- in-depth tracking of the shopping process from PR to awarding.
- Discovering inefficiencies, slowdowns or potential bottlenecks in the procurement life cycle.

4. Challenges and Risk Mitigation Strategies:

- Looking into procurement challenges that are shared like supply interruptions and market price fluctuation and vendor reliability. Finding inefficiencies, time lag or places where the procurement lifecycle can be bottlenecked.
- Describing current mitigation activities and contingency plans planned by the the organization.

5. Sustainability Procurement Practices:

- This process measures the extent to which environmental and social responsibility is integrated into procurement policy.
- Assessing the extent to which sustainable practices can contribute to organizational performance and the alignment of sustainable practices with CSR.

6. Recommendations for Improvement:

- Recommending practical measures to improve procurement performance.
- Recommending methods on how to develop a stronger, more lean and sustainable procurement set-up for Pandamart.

1.6 Limitations of the Research

Although this study has offered important findings in relation to procuring practices in Pandamart, some limitations need to be recognised:

i) Limited Data Availability:

- Much critical procurement information and sensitive data was not available because internal data was proprietary. This limited the depth of analysis in some cases.
- In some cases, secondary, rather than primary data were to be used on the grounds that there would not have been time to collect all required data, meaning that findings might be less accurate or less detailed.

ii) Time Constraints:

- The internship period was not more than a couple of months and a few months were not enough to study the procurement in all its perspectives.
- The long-term trend of procurement, seasonal changes and strategic considerations were not able to be explored in detail within the internship period.

iii) Limited Generalizability:

- The research primarily concentrates on Pandamart, thus the results are dedicated to their operational and market context. Such observations may not directly translate to other institutions with different business models, procurement mechanisms, and cultural contexts. The results in the studies can be mitigated by industry customs or market conditions.
- Employee motivation, external economic pressures and work-life balance— although pertinent—were not exhaustively investigated on and could impact wider findings.

iv) Scope of Engagement:

- The focus of the analysis is mainly on the procurement department and lacks adequate consideration of learnings from key supporting functions like finance, warehousing or logistics.
- The comparative benchmarking against procurement practices of competitors or industry leaders was not considered in the analysis, which would have enriched the assessment.

Nevertheless, this study aims to offer a picture of the everyday operations of procurement at Foodpanda (Pandamart) which is grounded in reality and useful in practice. It is a preliminary step for recognition of improvement areas, which is realized that further research work is still needed for it beyond this internship.

Chapter 2

Company Overview of Foodpanda (Pandamart)

2.1 Company Overview of Foodpanda (Pandamart)

Foodpanda (Pandamart) is the number one online food and quick-commerce delivery platform under Foodpanda Bangladesh, a Delivery Hero company, the global leader in the food and grocery delivery industry. Pandamart at a glance: The launch of pandamart better meets the diversifying needs of urban consumers for a vast array of groceries, daily products and household items — hand-delivered in an incredibly short time.

Emerging as one of the very first dark store concepts in Bangladesh, Pandamart has spread across the most important cities of the country, bringing convenience, speed and diversity. Known for its strategically placed fulfillment centres, the service ensures that customers don't just get the product, but they get it on time. The success of Pandamart is attributable to its dedication to digital innovation, customer-first approach, and collaborations with local and global suppliers to provide a seamless shopping experience.

2.2 History of the Company

The launch of Pandamart was a tactical extension of Foodpanda's vision to expand their service beyond food delivery. Launched in Bangladesh in 2020, Pandamart is Foodpanda's debut into the world of quick-commerce retail, making use of the company's large logistics footprint and real-time inventory capabilities.

Internationally, Foodpanda was founded in 2012 before it was acquired by Delivery Hero, a Berlin-based company. Foodpanda has quickly become one of the leading digital delivery platforms in Bangladesh serving millions of consumers in food and non-food categories.

Pandamart is a significant component in this evolution, addressing the rising demand for speedy, reliable and on-demand grocery delivery. The company delivers to more than four million customers and the platform reinvests in infrastructure, technology and operational

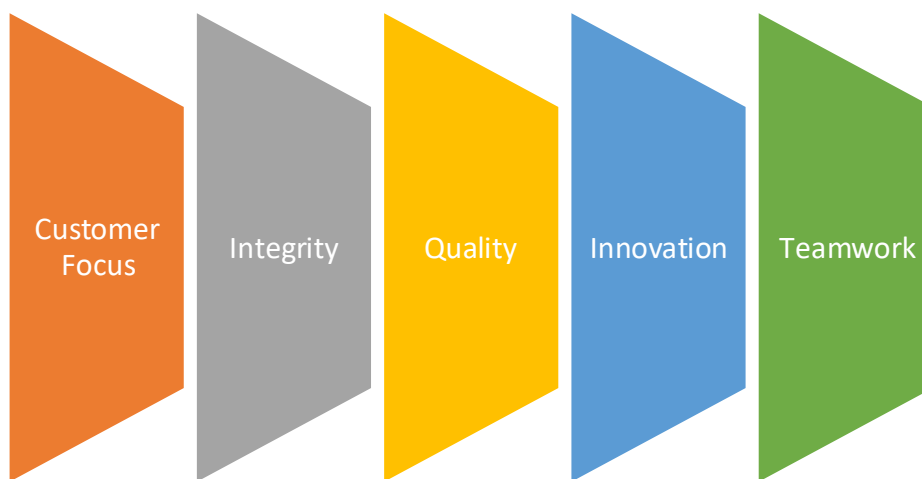
initiatives to be relevant in changing consumer behavior and service delivery standards.

2.3 Mission & Vision Statement

- **Mission:** To provide an unparalleled shopping experience by offering the best quality products, fresh, and on-time delivery, topped with amazing customer service.

Vision: To be the most trusted and innovative Q-Commerce brand in Bangladesh and one that is synonymous with quality, customer satisfaction and service excellence.

2.4 Core Value



Customer Focus: Focusing priority on client requirements and preferences to offer superior quality service. **Integrity:** Commitment to honesty, transparency and ethical conduct in all business dealings.

Excellence: Provides high-quality products and high service standards. **Creativity:** Welcoming new ideas and constantly looking to better products, services, and systems. **Collaboration:** Creating an atmosphere that promotes team work and working together toward common goals.

2.5 Key Business Segments:

Retail (Pandamart Quick-Commerce):

Pandamart acts as Foodpanda's virtual convenience store that prioritises speedy delivery of everyday items in minutes. Core retail categories include:

Grocery & Food Staples: Fruits, vegetables, pre-packaged foods, dairy, snacks, beverages, cooking ingredients.

Home Essential Items: Cleaning materials, kitchen supplies, small appliances, handy tools.

Personal Care & Health: Personal care – toiletries, cosmetics, skin care, hygiene products, wellness and the like.

Baby & Pet Care: Diapers, baby food, pet food, and related accessories grouped for the whole family.

Private Label Products (PLB) Any in-house-branded products developed by Foodpanda (Pandamart) to provide quality options at competitive prices.

Seasonal & Promotional Items: Deals of week, seasonal offer, product promotions and bundles created for customer's needs.

Logistics & Technology Enablement:

While Pandamart's customer-facing operations focus on retail, the backbone of the business is its robust fulfillment network and tech-driven operations:

Dark Store Model: Strategically located fulfillment centers (not customer facing) that enable swift picking, packing, and dispatching orders.

Last-Mile Delivery: Utilizing the fleet of Pandamart's riders for delivering on-time in urban areas.

Inventory & Demand Forecasting: Real time data systems to predict stocks, avoid wasting, and achieve availability.

Digital Platform Integration: Smooth app experience riding on Pandamart's cutting-edge technology infrastructure to enable users to browse, order, and track with ease.

This concept enables Pandamart to provide a fast and easy shopping experience and is an important part of Bangladesh's quick-commerce future.

Operational Model and Fulfillment Strategy of Pandamart:

Operating on a dark store model — a tech-powered fulfillment model designed to maximize speed, availability and last-mile delivery — Pandamart is the quick-commerce grocery arm of Foodpanda Bangladesh. Dark stores are customer-less warehouses that are not typical retail spaces and positioned in various metropolitan areas. These are the places that enable Pandamart to fulfill online orders fast - sometimes in under 30 minutes.

Key Features of the Pandamart Operational Model:

Hyperlocal Inventory Management:

Each Pandamart dark store is stocked according to community trends and daily in-store sales, to ensure a high shelf availability on popular products and core items.

Real-Time Order Processing:

Orders placed via the Foodpanda app are immediately transmitted to the closest dark store, where employees pick, pack and send out orders within minutes.

Integrated Rider Network:

Utilizing Foodpanda's delivery capability, Pandamart promises fast and fuss-free last-mile delivery through its team of dedicated delivery riders.

Category Management System:

Pandamart also comes with its own Buying & Category (B&C) team whose main focus is:

- Product assortment selection and curation
- Relationship management with suppliers
- Track product performance and pricing
- Leading promotional activity and seasonal promotion

Technology-Driven Efficiency:

Advanced forecasting tools, demand analytics and mobile picking solutions enable Pandamart to keep inventory accurate and reduces stockouts or overstocking.

2.6 Growth of Pandamart

Pandamart has witnessed strong traction since its introduction in Bangladesh and is now one of the key players in the quick-commerce segment. That growth has come through a mix of strategic geographic expansion, bringing on other categories of goods to its platform, and more technology to make their operations more efficient.

Pandamart has aggressively expanded its dark store network in key cities, resulting in reduced delivery time and enhanced product offering. Through data analytics and customer insights, it has achieved optimized inventory management, speedy order fulfillment and higher customer satisfaction.

Key factors contributing to Pandamart's growth include:

Hyperlocal Expansion:

Quickly deploying dark stores in densely populated areas has allowed Pandamart to continue serving customers in close proximity and deliver with 30 minutes.

Digital-First Strategy:

A completely app-based service, the new feature is taking advantage of the increase in e-commerce adoption and the increasing preference for on-demand services. With a mobile-first strategy, it's a smooth experience from browse to buy to delivery.

Data-Driven Operations:

The application of advanced analytics in aiding demand forecasting, dynamic pricing and inventory planning, SKU optimisation etc. supports in minimizing stockouts and operational expenses.

Customer-Centric Approach:

Placing convenience, speed and reliability as its priorities, Pandamart tailors its range, promotions and user experience to ensure that consumers enjoy convenient shopping with the brands they love.

Strategic Partnerships:

Pandamart can deliver stronger profitability and customer stickiness, by forming close relationships with suppliers, and through the introduction of private label products.

With these numbers, Pandamart continues to be a distinctive pioneer in the retail industry of Bangladesh by powering the future of grocery shopping with technology, convenience, and customer-centric service.

2.7 Organizational Structure and Team Dynamics at Pandamart

For their high-paced and technology-led ecosystem, Pandamart has established an agile organisational structure focusing on the development of cross-functional teams, innovation, and quicker implementation of decisions and ideas. The company is working with small, nimble teams focused on core aspects including:

- **Category Management:**

Drive product mix, pricing strategies, vendor assimilation, promotional planning. This team is responsible for having the right assortment in all dark stores.

- **Supply Chain & Fulfillment:**

Specializes in inventory planning and Replenishment logistics, warehousing, and delivery logistics. The team closely collaborates with the dark store operations teams to cut down on out-of-stock instances, and last-mile wait times.

- **Commercial & Vendor Management:**

Develops and maintains supplier relationships, negotiates terms and meets sourcing and quality requirements.

- **Operations & Performance Analytics:**

Utilises real-time data to track order accuracy, speed of delivery and overall service performance. Analytics-driven insights are leveraged to iterate and improve.

- **Tech & Product Teams (Shared with Foodpanda):**

In charge of App performance, User experience, backend system and automated procurement and replenishment.

The team-based dynamic of these departments enables Pandamart to process thousands of orders daily quickly, accurately and consistently – an essential differentiator in the fast-paced world of quick-commerce.

2.8 Private Label Branding of Pandamart

Pandamart plays The Private Label game to provide more value to customers and improve profits and control over the supply chain, Pandamart has cleverly ventured into the realm of Private Label. Instead of dealing only with third-party brands, Pandamart is now selling select, quality-checked products under its own brand labels, accessible through the Foodpanda app.

Primary Goals for Increasing Private Label:

- **Affordability:** Provide cost-competitive options to national brands
- **Consistency:** Make sure the quality and availability is up to spec in all areas
- **Customer Loyalty:** Freaky fast-ing your way into customers' hearts through quality branded in-house offerings widely trusted by them.
- **Differentiation:** Distinguish yourself from the crowded online grocery market

Current Focus Areas:

- **Sustainable and Ethical Sourcing Initiatives:**

Pandamart is dedicated to introducing products that are sustainably sourced, with a focus on reducing the environmental footprint and supporting ethical practices. These products range from organic produce to eco-friendly packaging, aimed at environmentally conscious consumers who value responsible consumption.

- **Premium Ready-to-Eat Meal Options:**

In response to the increasing demand for convenience, Foodpanda is rolling out a variety of premium ready-to-eat meals, ensuring that customers can enjoy nutritious and tasty meals at home or on-the-go. These meals are designed to cater to diverse dietary preferences, from plant-based options to high-protein snacks, offering both quality and convenience for busy urban dwellers.

These offerings reflect Pandamart's long-term strategy to create exclusive, high-quality essentials that resonate with value-conscious, urban consumers.

2.8 .1 Pandamart Monthly Bazar Campaign



The Monthly Bazar by Foodpanda (Pandamart) is aimed at assisting consumers with their essential grocery shopping needs - without compromising the convenience of ordering from their homes, and saving as they do. The ongoing sale gives up to 50% off on daily-use products such as cooking oils, personal care products, everyday essentials and packaged groceries.

The campaign aims to make bulk and monthly shopping more affordable and accessible on the quick-commerce platform

Key Features of the Monthly Bazar Campaign

Discounted Essentials:

Goods like edible oils, shampoos, soaps, baby products and fresh vegetables are available here at reduced prices — selected based on what customers would need for a household's monthly supplies.

Time-Limited Offers:

The offer will usually take place on certain days of the month and will encourage customers to buy in bulk within the specified period.

Curated Bundles:

Pandamart also supplies ready-to-order shopping baskets with a range of popular products available at discounted price points, to facilitate quick and convenient bulk purchases.

Mobile-First Accessibility:

All deals can be accessed only via the Foodpanda app or website, providing customers with a convenient end-to-end journey from browsing, ordering to delivery.

City-Wise Availability:

Local demand and local supply often influences the customized selections and prices for campaigns.

businesses in the area.

2.8.1.1 Product Accessibility

The Monthly Bazar promotion is a smart campaign which is aimed at stamping #GreatValue by bringing on value to a variety of customer with discounts on basic foodstuffs and groceries. With savings of up to 50% off on basics such as cooking oils, rice, lentils, soaps and cleaning materials, the campaign helps customers stretch their budget so that they meet all their shopping requirements even during difficult economic situations. The effort centers around bringing down financial barriers especially among cost-conscious families and individuals who want to be able to purchase high-quality products.

More than simply saving cost, the Monthly Bazar campaign offers convenience through cost-effective and convenient bulk purchasing. Customers can buy a range of critical products all in one visit so they can shop more efficiently and in one trip get what they need to run their household.

During inflationary or otherwise hard economic times, when prices are rising on all fronts, this is a measure to stabilize the household budget and bring some economic relief. With this programme in place Pandamart becomes a reliable partner when it comes to affordable shopping everyone can afford to get what they need without compromising quality and convenience, regardless of their income.

2.8.1.2 Household Relevance

The Monthly Bazar campaign thoughtfully handpicks a range of products that meet the daily requirements of a household, keeping the product range practical and ideally suited to the customers' daily needs. Products included in campaign selection are based on regular purchase behaviour and seasonal demand, catering to a variety of basic needs such as cooking essentials, personal hygiene, baby care, beverages and household cleaning. These essentials are staples on the regular shopping list in a majority of households, so the campaign is a perfect offer to replenish what one has been using.

The Monthly Bazar offers the convenience of buying all you need for the house in one order, by bringing all the essential goods together in one complete package. This enables customers to benefit from attractive discounts in different categories and better control their monthly household budget. This category-centric approach supports customers in making smarter buying choices and also reduces the number of visits to various stores or trips that need to be made. Furthermore, the presence of most wanted items at reduced prices that perfectly fit into the budgets helps families get closer to their daily requirements.

In summation, the Monthly Bazar initiative makes it both easier and cheaper for consumers to get everything they need for the month in just one stop without making numerous individual visits every week.

2.8.1.3 Product Description

The Monthly bazar campaign by Pandamart includes all the necessary grocery and household items for a month-long need of its client. The product lineup typically features:

Kitchen basics: Rice, dal, oil, two bags of flour, salt and masalas

Toiletries: Shampoo, soap, toothpaste, feminine hygiene products

Household items: Laundry detergent, dishwashing liquids, surface cleansers

Snacks and tinned food: Biscuits, Noodles, Tea, Juices

Produce: specified vegetables and fruits (where applicable)

2.8.1.4 Consumer Trust & Loyalty

Ensure only popular brands are on the monthly bazar promotion by pandamart, which gives customer confidence. When customers are assured that the discounted ones are authentic, new and safe to use, such trust will promote customer loyalty. Besides, no more ripped T-shirts or lost luggage for good delivery quality, in-app insight (live order tracking etc.) and responsive customer service ensure whole experience is dependable. This has created a loyal customer base for Pandamart that comes back consistently, not just for the specials, but for the reliable service.

2.8.2 Launch of Pandamart Monthly Bazar Campaign

The proposed spice category of Pandamart Daily Delight in Bangladesh will mostly be advertised to their loyal consumers. The market analysis also offered up a few take-away signals as far as the composition of the segment that is targeted by these spices.

- Health -target segments: Clients concerned of having their health and nutrition in mind, and, natural product with no added substances. And then of course, taste and feel the benefits of turmeric as an anti-inflammatory. Pandamart has an opportunity to appeal to this customer type by emphasizing the health advantages of its line of spices, and by becoming a trusted supplier of premium spices.
- Food Enthusiasts: Passionate about cooking and consider food a great place to learn and talk about other cultures. They likely want to go in the spice store and buy some real nice spices that will take their meals to the next level with rich and fully developed flavors. Pandamart can seize this group of consumers by offering their own brand of authentic spices and blends who encouraging these adventures foodies to experiment new recipes
- Convenience lovers: They want it easy and convenient in the kitchen. Easy to make and too spicy are the ones they love. Foodpanda (Pandamart) ready to use masala packets/ seasoning mixes kits can be a good target to attract this audience as it provides an easy way for tasty cooking!

- On the other hand, there is this opportunity which the online shopper (given in this day and age about reaching to wider audience via the platform) to reach for q-commerce platforms which are doing quite well & perhaps it doesn't leave that one segment which shops for their spices requirement online.

By focusing on these target segments, Foodpanda is therefore able to position their use of spices as a necessity for those who seek quality as well as convenience in their spicing purchases.

2.8.2.1 Campaign Objective

The biggest aim of 'Monthly Bazar' campaigns was to provide a practical, value-for-money proposition to customers on bulk and essential purchase. Unlike those short-lived sales events or flash deals, the Monthly Bazar is slated to coincide with the normal shopping cycle of a household that usually likes to stock up regularly (e.g., beginning or middle of the month). This timing in the year helps the campaign align with the natural buying behaviour of our customers, helping making buyers' lives that little bit easier by allowing them to pick up what they need all in one shop.

Key objectives of the campaign included:

Encouragement for bulk purchase: Providing considerable discount on necessities would drive AOV up saving them money on future purchases encouraging them to buy in volume.

- **Building Customer Loyalty:** In addition to acquiring new customers and the Monthly Bazar went the extra mile to help customers to do repeat purchase and establishing Pandamart as the go-to destination for weekly groceries.
- **Building Brand Credibility:** Positioning Pandamart as a reliable, safe space for delivering monthly household necessities, maintaining its leadership in the value-led shopping category.
- **Driving category growth,** the campaign looked to encourage sales of staple product categories (i.e. edible oils, rice, lentils, detergent etc.), in the process enabling growth for the heavily penetrated and most shopped categories, which form the base of family shopping.

On the whole the Monthly Bazar intended to provide a hassle-free and dependable shopping experience for customers, allowing them to themselves cater to their requirements without any sort of compromise on the cost or quality.

2.8.2.2 Product & Category Focus

The collection revolved around a hand-picked selection of products, all high-volume, high frequency usage based. These typically include:

Staple Other essentials: Rice, atta, pulses, oil, sugar, salt

Personal hygiene: Shampoo, toothpaste, soap, sanitary pads

Home cleaning: Dish soaps, laundry detergents, toilet cleaners

Baby care and packaged food: Diapers, snacks, easy-to-eat foods

Featuring name-brand national and regional brand equivalents with some private label SKUs included in the mix, customers can shop with confidence knowing that they are getting the best value for their money, by way of price and quality.

The inclusion of well-known national and regional brands alongside selected private label SKUs ensures both quality assurance and price competitiveness, making it easier for customers to make confident, value-based purchase decisions.

2.8.2.3 Promotional Strategy

The 'Monthly Bazar' was promoted through multi-channel approach, to ensure it was seen and made an impact where ever possible:

- In · In app banners promoting up to 50% off
- Users are alerted to limited-time savings via push notifications!
- E-Zine: There is e-Zine marketing with personalized product-recommendations.
- Social media creatives focused on “bulk savings” and “budget-friendly grocery.”
- Timing was key. The majority of campaigns were initiated at the beginning or centre of the month when monthly shopping load impulse would be stronger. Messaging was built around affordability, urgency and convenience — things like “Save More, Shop Smart” or “Your Monthly Essentials, Delivered.”

2.8.2.4 Operational Execution

The smooth execution of the Monthly Bazar campaign demanded a multi-team effort between the following teams:

Category Category Managers (list creators), who compiled product lists and negotiated on behalf of vendors (mini-channel members).

Supply Chain Teams: Supply Chain Teams who are responsible for stock availability in dark stores.

Commercial Team, which took care of suppliers and negotiated better margins.

For Tech & Product, updating the app UI/UX to feature the campaign.

Operations, to manage low margin volume spikes and get shit done on time.

Pre-planning to maximise inventory, product forecast against planned uplift in demand and balancing of delivery time slots.

Conflict and Surge planning: Developed tools and processes for conflict resolution, conflict resolution recommendations and surge capacity planning.

2.8.2.5 Customer Response and Sales Impact

The drive found favorable acceptance among the clients, especially in Dhaka, Chattogram and other divisional cities. Key outcomes included:

- A significant lift in AOV on campaign days
- Increase in purchase frequency for repurchased customers
- Uplift in some large categories such as edible oils, detergents and personal care.
- More customers are shopping in bulk (4+ items per order)
- Customers appreciated the convenience of monthly planning, especially for working families and price conscious shoppers.

2.8.2.6 Challenges and Learnings

Notwithstanding the success, the Monthly Bazar campaign was not free of challenges:

- Stockouts Stock out of best-selling lines at peak hours
- Stress on delivery teams due to volume spikes on operations
- Regional differences in supplier pricing and product availability

Key learnings from the campaign included:

- The Key aspects an accurate demand forecast is the need for precise demand forecast
- Dynamic Inventory Management tool synced on Campaign Lifecycles is need of the hour.
- The significance of hyperlocal assortment planning, tailored for every city / zone.
- Importance of right communication at right time for marketing, to create urgency.

The Monthly Bazar campaign launch is a testament to how Pandamart combines business strategy, supply chain efficacy and digital awareness to cater to the current times of changing consumer habits. Beyond that, it not only increases brand trust, but cemented Pandamart as the reliable quick-commerce platform for necessities. The campaign is expected to evolve from customer insights and operational improvement with the possibility of expansion across the region.

2.9 SWOT Analysis of Foodpanda (Pandamart)

The SWOT analysis provides a comprehensive evaluation of Foodpanda (Pandamart)'s strategic positioning in the Bangladeshi quick-commerce and online retail landscape. As a digital-first grocery solution operating through a network of dark stores and fast delivery systems, the company demonstrates strengths in innovation and consumer responsiveness, while navigating several challenges inherent in the retail sector.

Strengths:

- Strong Brand Equity and Customer Trust: Leverage from strong existing brand equity of Foodpanda and parent brand Delivery Hero, Pandamart has a strong brand recognition and is known for speed and reliability in urban markets.
- Wide Selection of Products - a broad choice of groceries, personal care, home, home cleaning, child care, baby care, home decoration, home textiles, crafts and some Local Brands from different marketing segments.
- Speed to Stock and Inventory Management: Employs a dark store model for fast supply (deliveries in less than 30 minutes), also ideal with efficient inventory via automated replenishment and predictive analytics.
- Urban Footprint: Presence in heavy traffic urban locations like Dhaka, Chattogram and Sylhet enabling proximity to the passengers and operational efficiency.
- Technology-Driver Operations: Utilizes deep analytics, in-app promotions, and digital inventory tools, enabling real-time product availability and customer experience scalability.

Weaknesses:

- Heavy operating costs: operating multiple dark stores, IT infrastructure, and delivery fleet management makes the fixed costs quite high.
- Limited rural coverage: Operations are currently focussed in urban markets with little presence in suburban and rural markets, where retail demand is increasing.
- Insufficient International Reach: Although its parent company has a worldwide footprint, this is not the case with Pandamart since it currently only serves local markets, and could be affected by regional economic conditions.
- Dependent on App Engagement: Customer acquisition and retention are highly dependent on app usage and frequent promotional offerings, both of which can erode long-term margins.

Opportunities:

- **Rapid uptake of E-commerce:** There has been a penetration in internet and exponential growth of smartphone users in Bangladesh where more of the population is turning towards online grocery thereby creating opportunity for Pandamart to operate in.
- **Tier-2 & Tier-3 Cities Expansion:** As delivery infrastructure and customer's maturity is increasing in regional cities there is a huge untapped market for business expansion.
- **Growing need for convenient shopping:** The need for doorstep solutions, the priority of modern urban consumers to save time in today's busy lifestyle, further justifies the growing relevance of Pandamart's fast delivery model.
- **Private Label Growth:** Opportunities to grow and merchandise private label (e.g., spices, eggs, household essentials) products that provide better margins and pricing flexibility.
- **Strategic Collaboration and Vendor Partnership:** By partnering with local suppliers and FMCG brands, as well as last-mile delivery partners, in the region you can achieve superior assortment, service, and operational efficiency.

Threats:

- **Emergence of hyperlocal in Q-Commerce:** The expansion of local (Chaldal, Daraz Mart etc) and global (fast delivery) players has increased price and service competition.
- **Logistics and Supply Chain Risks:** Potential delays, supplier inconsistencies, or transportation interruptions can affect product availability and customer service.
- **Regulatory and Compliance Hurdles:** Shifts in tax policy, regulation of digital payments, and food safety standards may place extra compliance and operational demands on businesses.
- **Leveraging its solid digital with its large digital retail business,** expanding own label range and focus on customer convenience, Foodpanda (Pandamart) is well placed to continue to be a prominent player in the developing grocery and essentials space. Adapting to cost structures and scaling regionally while mitigating supply and regulatory risk will be vital for long-term resilience and growth.

2.10 Company Hierarchy

The organizational structure of Pandamart, the quick-commerce grocery vertical of Foodpanda, is designed to ensure agile operations, efficient inventory flow, and fast fulfillment. It follows a functional hierarchy that supports strategic decision-making at the top, while ensuring day-to-day operations are executed smoothly through departmental coordination.

Top-Level Management

- **Chief Executive Officer (CEO):** Oversees the overall business strategy, growth initiatives, and performance of Pandamart operations within Bangladesh.



- **Director, Marketing:** Responsible for overall marketing strategy, brand management, promotions, and digital engagement.
- **Director, Commercial:** Handles business development, vendor management, commercial partnerships, and pricing strategy.
- **Director, Q-Commerce:** Leads the Pandamart quick-commerce business, ensuring fulfillment speed, inventory turnover, and dark store efficiency.

- **Director, Finance**
Manages financial planning, cost control, audits, and regulatory compliance across departments.
- **Head, People**
Oversees talent acquisition, employee engagement, organizational development, and HR operations.
- **Head, Logistics**
Ensures efficient delivery operations, rider fleet coordination, and real-time logistics management.

BD | Our Business Leaders



Prasun Jodan
Director, Marketing



Animesh Mukherjee
Director, Commercial



Tabrej Khan
Director, QCommerce



Jamal Yusuff Zuberi
Director, Finance



HM Saif
Head, People



Mukitpur Rahman Khan
Head, Logistics

Middle Management

- **Procurement Manager:** Leads product sourcing, vendor selection, pricing negotiation, and purchase order management.
- **Category Managers (e.g., Grocery, Personal Care, Baby Needs):** Oversees specific

product categories, determines assortment planning, monitors product performance, and manages supplier relationships.

- **Inventory & Replenishment Manager:** Ensures real-time inventory levels are maintained across dark stores using tech-enabled stock monitoring tools.
- **Logistics & Fulfillment Manager:** Coordinates delivery fleet, route optimization, packaging, and order accuracy.
- **Marketing & Campaign Manager:** Designs and executes sales campaigns such as Monthly Bazar promotions and private label launches.
- **Finance & Accounts Manager:** Handles vendor payments, invoice validation, financial analysis, and reporting aligned with internal controls.

Operational Teams

- **Dark Store Supervisors:** Responsible for the operational activities inside Pandamart's micro-fulfillment centers, ensuring proper stock arrangement and timely order dispatch.
- **Pickers & Packers:** Operatives who select ordered items from the shelves and prepare them for delivery with accuracy and efficiency.
- **Riders/Delivery Associates:** Execute the final leg of the delivery process, ensuring orders reach customers within the promised time window (usually under 30 minutes).
- **Customer Service Representatives:** Address consumer concerns, order issues, and refund processes, acting as the frontline support for app users.

Collaborative Support Functions

- **HR & Training Division:** Recruits talent, organizes onboarding and training (especially for seasonal hires), and ensures compliance with labor standards.
- **Compliance & Audit:** Monitors regulatory adherence, health & safety protocols in food handling, and data privacy measures within the app and operations.

This structure ensures a seamless flow from strategic planning to last-mile delivery, positioning Pandamart as a leading player in the quick-commerce retail ecosystem in Bangladesh.

Chapter 3

Industry Analysis for Pandamart

3.1 Industry Overview

The retail market in Bangladesh has witnessed a dramatic shift over the last ten years due to an increase of disposable income, rapid urban expansion and a growing middle-class consumer base. It includes different formats from traditional markets, convenience stores, supermarkets and hypermarkets to digital commerce.

Quick-commerce vertical of Foodpanda – Pandamart, has a fantastic place in the current modern retail and e-grocery space. It taps into both the ease of online shopping as well the efficiency of hyperlocal delivery, serving time-strapped urban consumers. Pandamart Our tech-enabled operations and curated selection of grocery, household products, personal care, and more are helping to transform the way consumers shop and how everyday essentials are delivered in large cities throughout Bangladesh.



The infographic features the Foodpanda logo at the top left, consisting of a pink square with a white panda face and the text "foodpanda as a business" in pink. To the right is a large, fluffy white panda with pink ears and eyes, wearing a pink shirt and holding a brown briefcase. On the left, a vertical list of seven business verticals is presented, each with a pink circular icon containing a white number and a grey rectangular background.

- 1 **Restaurant vertical** - connecting customers with thousands of restaurants on our online platform
- 2 **Q commerce** - enabling quick commerce
- 3 **Homechefs** - Allowing small entrepreneurs to earn additional income from their homes
- 4 **pandaAds** - Partnership Ads
- 5 **foodpanda for business** - corporate solution
- 6 **pandapro** - subscription service & Pick-up - self takeaway service
- 7 **panda kitchens** - cloud kitchens

3.2 Market Size and Growth

Presently, the Bangladesh retail market size is around USD 50 Billion and it is expected to grow at a CAGR of 8–10% over the next 5 years. Several main factors are propelling this increase:

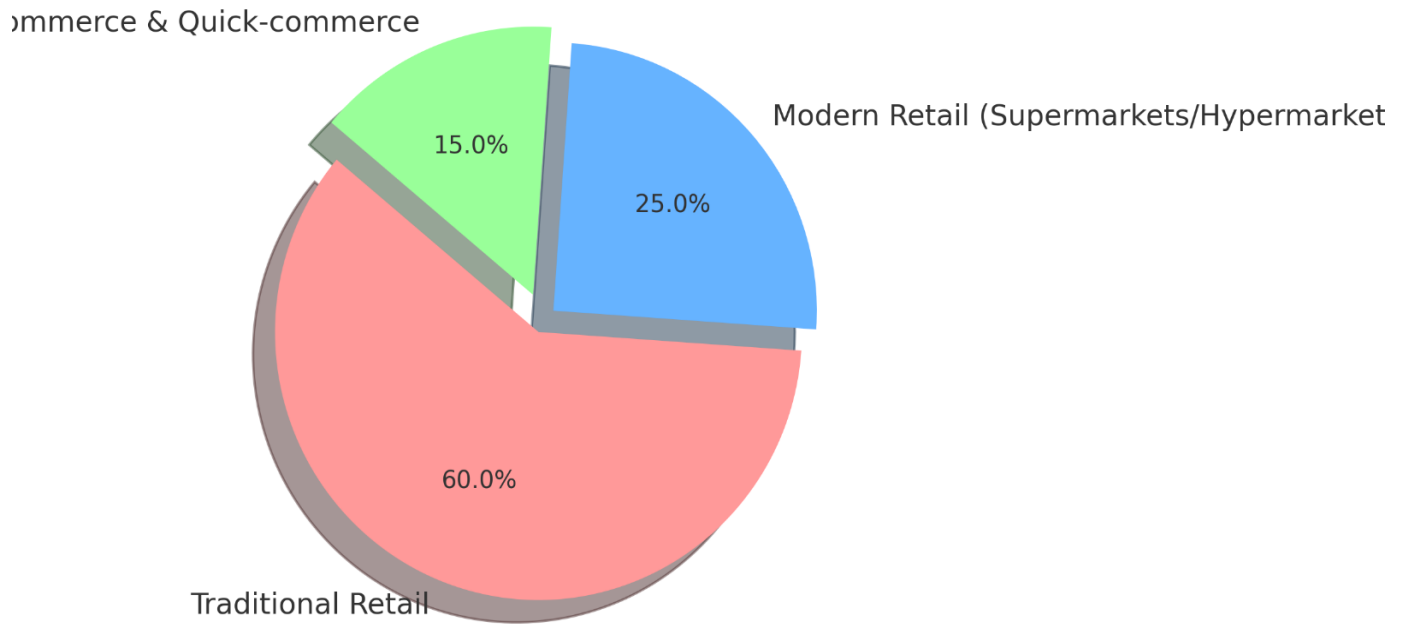
Rising disposable income, leading to more frequent and higher quality purchases.

Quick urbanisation and development of megacities such as Dhaka and Chattogram increased demand for rapid and convenient retail services.

Changes in consumer preferences from unorganized to organized retail due to convenience and quality, apart from superior shopping experience.

Fast-tracking of digital retail and e-commerce, as well as increasing use of mobile apps and online payment platforms.

Bangladesh Retail Market Share by Format (Estimated, 2025)



Here is a pie chart showing the estimated retail market share by format in Bangladesh (2025):

- **Traditional Retail:** 60%
- **Modern Retail (Supermarkets/Hypermarkets):** 25%
- **E-commerce & Quick-commerce (including Pandamart):** 15%

3.3 Leading Players and Competitive Analysis

Pandamart competes in the fast-growing and fiercely competitive modern retail and e-grocery market in Bangladesh. Although the trend for more convenient and faster transportation is on the rise, there are several top players that influence the market:

Shwapno

Shwapno being one of the largest and oldest supermarket chain in Bangladesh has a very good offline presence in the cities and suburban areas. Renowned for its focus on fresh and value, it is still one of the largest in-store modern retailers.

Meena Bazar

Market positioning itself as the first premium Supermarket brand, Meena Bazar's driving principle is customer service through product quality. Their approach is very appealing to SD, urban consumers that appreciate quality.

Agora

Agora One of the leading supermarkets for house hold & grocery product in Bangladesh. While its growth has plateaued, it continues to have a faithful client base in big cities.

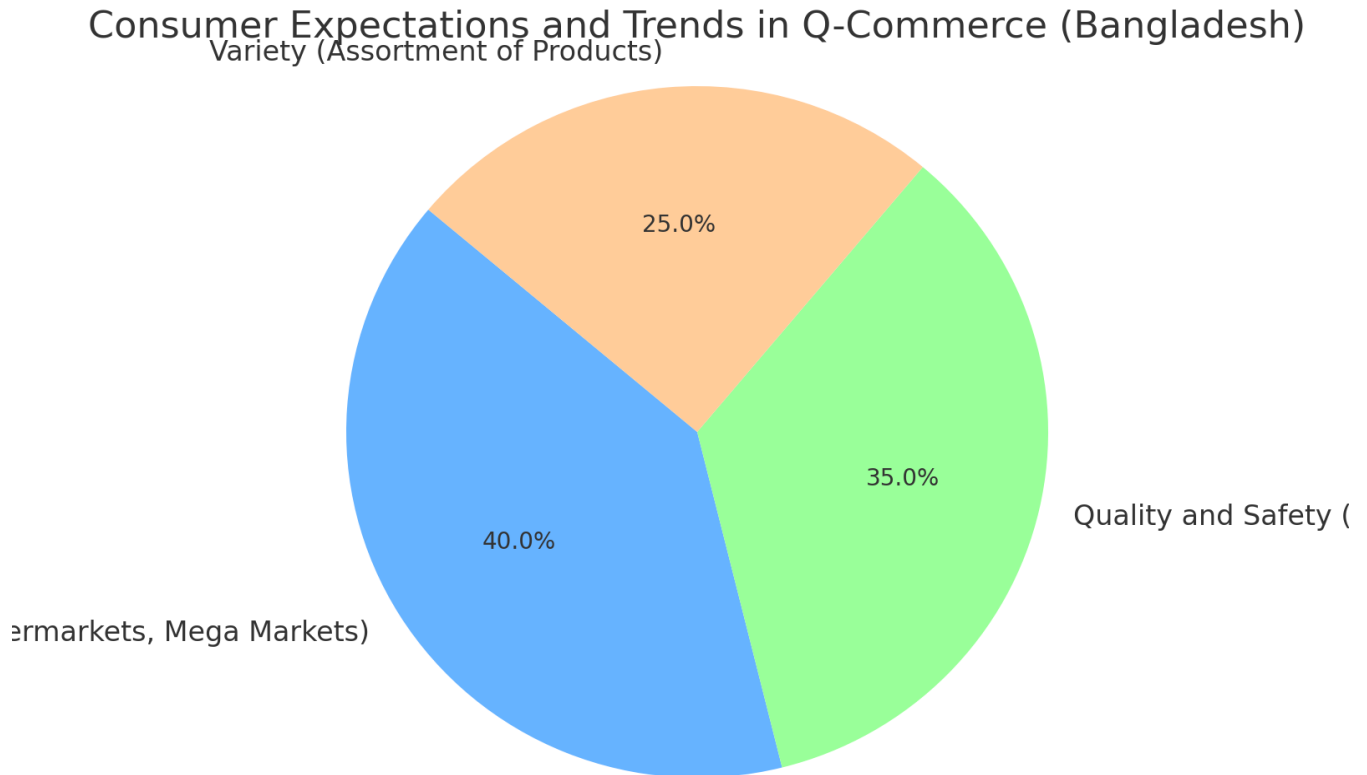
Chaldal

A fully online grocery platform, Chaldal has taken off in a big way with its e-commerce-first approach. That's so quick and easy, and combined with easy delivery slots, excellent use of app, and competitive pricing. Its business model is relatively well-aligned with how consumers today prefer to buy online.

Pandamart (Foodpanda): Pandamart is another on-demand delivery platform in Bangladesh.

Unlike conventional retailers, Pandamart specializes in on-demand delivery (usually in 30 minutes) for groceries and daily needs using its network of dark stores and hyperlocal logistics. With the support of Foodpanda's robust tech infrastructure and app integration, Pandamart provides a convenient, app-to-doorstep delivery experience for city consumers who expect speed, reliability, and convenience.

3.4 Consumer Expectations and Trends



In the past decade, Bangladeshi consumers—in urban areas in particular—have exhibited a strong new preference for modern and digital retail formats. And this shift is due to changing lifestyles, high internet penetration and increasing popularity of on-demand convenience. As one of the key quick-commerce players, Pandamart ticks these boxes:

Instant Convenience:

Urban consumers are more interested in platforms like Pandamart, which provides speedy app-based grocery delivery (usually in under 30 minutes) and doesn't require a visit to a physical store.

No doubt of Quality & Cleanliness:

Different from traditional markets, Pandamart upholds the commitment of quality by introducing end-to-end controlled cold-chain storage and hygienic packaging, a priority that has switched momentum from post- to pre-pandemic.

Range of Products to Choose from:

From groceries and snacks to baby and cleaning supplies, Pandamart offers a variety of products and everyday needs in one place for daily convenience.

Digital Promotions & Cashback Offers:

In-app offers, promo codes and digital wallet integrations appeal to consumers. Pandamart frequently also offers Monthly Bazar discounts and bundle value packs.

Saving time and flexibility:

Consumers have a fast pace and value flexibility and time-savings. It is also supported by quick commerce, which provides scheduled deliveries and real-time order tracking.

These trends demonstrate an ongoing shift toward tech-enabled grocery shopping—from convenient shopping, to reliable deliveries, and to whom users trust— which are areas where Pandamart excels.

3.5 Regulatory Environment

As players in the modern retail and quick-commerce space in Bangladesh, platforms such as Pandamart need to adhere to a wide range of regulations to ensure responsible business practices. These rules cover food safety, global trade, workers' rights and digital commerce.

1. Food Safety and Hygiene Standards

- Q-commerce players that deal in perishables, such as Pandamart, will have to follow the Bangladesh Food Safety Act 2013 and protocols under which the Bangladesh Food Safety

Authority (BFSA) operates.

- It is to be tracked in each step for product handling, expiry management, cold chain logistics and clean packaging.
- Periodic checks and audits, to ensure the safety and hygiene have been maintained in their supply chain.
- Import and Product Sourcing Regulations
- FMCG products, supplements, and quality products form a large part of the inventory of Pandamart.

2. Import and Product Sourcing Regulations

- Structure of Tariff and Schedule of Tariff.
- Clear identification of the product by means of marking or data plate
- National Board of Revenue (NBR) and Customs Department Ordinances / Orders
- Non-compliance can lead to product sales delays, fines, and, more severe, banned sales.

3. Labor Laws and Employee Welfare

- Organizations are subject to: Including Pandamart, a dynamic organization with warehouse attendants, delivery drivers and office staff Juicemobile / Juice Mobile / Reperion / Kiwi Medical Inc.
- The Bangladesh Labour Act 2006 can be accessed [here](#).
- Minimum wage, working hours, leave and occupational safety coverage.
- Companies also have internal policies in place to maintain ethical working conditions and treat gig workers and third-party staff fairly.

4. E-Commerce & Consumer Protection Laws

As an online service, Pandamart is:

- The Digital Commerce Guidelines 2021 of the Ministry of Commerce
- Rules on authenticity of products, transparent pricing, return policies and data privacy.
- Instead [platforms are] now responsible for consumer gripes, misleading ads and service lateness on the governments watch.
- Environmental and Waste Management

- Ecommerce companies under growing pressure to use sustainable packaging, reduce plastic use
- Compliance with DoE policies is mandatory, particularly with respect to stock storage and waste disposal at dark stores.

5. Environmental and Waste Management

- Adding pressure e-commerce Supermarket groups are under pressure to stop using unsustainable packaging and cut down on plastic.
- Adherence to the DoE rules and regulations is necessary and mandatory in terms of the inventory stored and also for waste management in dark stores.

3.6 Technological Advancements

The retail industry, in particular, quick commerce (Q-commerce), has experienced a major overhaul in light of continuous technological advancements. Services like Pandamart are at the leading edge of this innovation, using smart tools and technology to make the speed and service they provide even better for customers.

1. Q-Commerce Ecosystem Integration

- Pandamart is a purely online grocery retail store with end-to-end products catalogue, real-time inventory management, customer interface, and customized marketing integrated in its mobile and web applications.
- Customers can shop, pick, and grab goods in 30 minutes or less, due to backend systems that connect warehouse inventory to live app data siphoned in from the backend. The integration with delivery logistics, customer service, and AI-powered recommendations means that the experience is both effortless and smart.

2. Digital and Contactless Payments

- The Pandamart – dark stores and micro-fulfillment centers – with a strong focus on:
- Picking with a guiding light system to expedite and improve accuracy of processing orders.

3. Advanced Inventory & Warehouse Technologies

- Barcode/RFID scanning, automated dashboards and data analytics for efficient operations
- This level of automation ends stockouts, increases order accuracy, and decreases turnaround time

4. Data Analytics and Machine Learning

- Pandamart leverages the data from orders that reach to thousands every day to:
- Predict demand given location, time, and customer activity.
- Recognise top performing products and manage stock accordingly.
- Customize user experience with targeted promotions and search recommendations.
- Prediction model is a key factor in the pricing strategy, campaign and route delivery.

5. App-Based Operations & Real-Time Tracking

These are what the Pandamart app offers customers:

- Monitor orders in real time.
- Let riders or support know.
- Receive alerts on delivery status, delays, and available products.
- Internally, stores and delivery partners all use custom dashboards and internal tools to help manage and coordinate more effectively.
- Pandamart's operations are deeply intertwined with tech-driven efficiencies, enabling them to meet Pandamart is designed around tech-enabling efficiencies that allows the business to meet growing consumer expectations in a competitive, on-demand retail environment.”
These advancements not only improve productivity but also deliver an enriched customer experience, end-to-end.

3.7 Challenges and Opportunities

Challenges:

Disruptions to Supply Chain and Infrastructure Gaps:

Pandamart operates using time sensitive blue-sky logistics and dark store operations that can be heavily impacted by;

- Urban traffic congestion.
- Unpredictable vendor shipments
- Warehousing, cold chain logistics, last-mile delivery often run into infrastructure bottlenecks causing delays, stockouts, and operational inefficiencies.

Price Elasticity in a Competitive Market:

- As a large portion of the Bangladeshi market is price-sensitive, Pandamart would struggle to balance margins and aggressive pricing.
- Reliance on discounting can compromise profitability as one has to task between cost of quick delivery and maintaining quality.

Intense Market Competition:

- The Q-commerce space is getting crowded with local e-grocery startups, super apps and traditional retail giants venturing into the space.
- Players like Chaldal, Kablewala and the newer e-retailers are posing threats with varied pricing and fulfillment strategies.
- Retaining customer allegiance in such a dispersed environment is becoming more difficult.

Opportunities:

- The Q-commerce market is an increasingly packed space with local e-grocery startups, super apps and traditional retail giants entering the fray.

- Threatened by new e-retailers with different pricing and fulfillment strategies along the lines of Chaldal, Kablewala, etc.
- Keeping the customer pinning for loyalty in such diverse surroundings is getting harder and harder.

Though the path ahead is fraught with challenges in supply chain management, pricing, and competition, Pandamart can use unpenetrated markets, brand-owned products, and sustainability efforts to maintain its leadership in Bangladesh's Q-commerce revolution.

Chapter 4

Procurement Process

4.1 Objectives of Procurement Process

Strategic sourcing of the procurement process at Pandamart aims at not only getting the higher quality products at the right time but also at the right cost, managing supplier relationships, compliance and reducing operational risk. Pandamart committed to sustainable procurement as an agile Q-commerce platform, Pandamart follows a procurement model that reconciles speed, efficiency and sustainability.

1. Sourcing High-Quality Products:

- Pandamart gives curated procurement services, meaning that only premium offerings will be seen on its platform. Instead of viewing the buy as an "education process" which frequently focuses on the buying process as a transactional function the attitude is: Supplier due diligence, QC and in service products reviews.
Partnering with suppliers to support consistency, freshness and brand integrity
- Ensuring the product portfolio indicates consumer confidence and satisfaction, particularly of essential goods and those with a shorter shelf life.
- As part of this commitment to quality, Pandamart is recognised as a reliable grocery and essentials delivery platform.

2. Cost Efficiency and Value Optimization:

Pandamart adopts cost-effective procurement methods to provide customers with the most favorable price, without sacrificing product quality. This includes:

- Strategic sourcing, volume pricing & stable supplier relationships
- Demand forecasting, promo planning and lean inventory models to prevent overstock or obsolescence.
- Using insights to drive optimal price-to-value ratios in category

- The result is a shorter purchasing cycle, waste reduction and cost savings that become benefit to customers.

3. Supplier Relationship Management:

Pandamart nurtures and develops long-lasting and collaborative relationships with suppliers to ensure a stable and agile supply chain. This involves:

- Conversations are two-way, beyond inclusive, open, and planned together
- Alignment on the product's standards, the pricing strategy and delivery timeframes
- collaboration between brands on new skus or exclusive products for platform
- These strategic alliances also bolster speed to market, product assortment and synergy growth.

4. Compliance and Sustainability

Pandamart Pandamart embeds ethical sourcing in its central operations, operates in compliance with:

- Local food safety regulations, import restrictions and labor standards.
- Sustainable sourcing, including eco-conscious vendors and reduced single-use plastics.
- Responsible corporate frameworks, supporting transparency, traceability and social responsible business practices.
- It is testimony to the commitment to the brand of operating not only efficiently but responsibly and ethically.

5. Risk Management

Pandamart focuses not only on satisfying demand but also nipping risk in the bud in order to reduce the possibility of service disturbance through regular product availability, including:

- Contingency sourcing scenarios, multi sourcing models and buffer strategies in stock
- And real-time awareness of supply chain risks, including transportation delays, demand shocks, and import gridlock.
- Mechanism to maintain operations without losing client confidence.

- Reducing uncertainty, allows Pandamart to further build up its resupply resilience and customer satisfaction.

The procurement goals of Pandamart take holistic view across the operational & Q-Commerce dynamic. Emphasis on quality, cost effectiveness, sustainability and supplier partnership result in a scalable, sustainable, consumer-centric procurement solution.

Innovation and continuous Improvement: Innovation and continuous improvement, the company continues to be very proactive to market dynamics, technology evolutions and customer expectations. This ensured that procurement practices are underpinned with continuous (periodic) review and improvement. With digital sourcing platforms, real-time analytics and automated tracking of supplier performance, Pandamart has built a culture of incremental enhancement, keeping its procurement nimble and competitive.

Inventory Management: It is when procurement has direct impact on achieving right level of stocks in all the working locations. By accurately predicting demand, preserving lean inventory and employing just-in-time replenishment methods, Pandamart minimises surplus inventory and lowers storage costs. Not only do these practices increase system performance, they also help guarantee that the platform can respond to customer requirements immediately with no overstock or waste.

Alignment with Organizational Goals: Procurement is aligned strategically with Pandamart's wider business objectives, and its long-term growth strategy. Buying actions are in support of business priorities to open the market, operate efficiently at low-cost and serve the customer better. This involvement aligns procurement to not only being an operational function, but to being a strategic enabler that drives the company's future sustainability, scalability and competitive standing in the Q-commerce arena.

Customer Satisfaction: At the end of the day, Foodpanda (Pandamart)'s sourcing process is invalidating our commitment to always serve our loyal and potential customers with a higher quality of food at its standards possible. Pandamart ensure that their procurement exercises are a key driver of great levels of customer satisfaction & loyalty by focusing on Quality, Cost and Supply

chain certainty during product sourcing. This user-oriented approach is maintained by Pandamart with the purpose of preserving and developing its well-established reputation among customers.

4.2 Procurement Strategies

The Pandamart Procurement Process It all starts with the provision sourcing process of finding and selecting suppliers. As part of its vendor qualification and selection process, the company has implemented a multiple-stage methodology to accept only qualified and reputable vendors.

4.2.1 Supplier Selection and Evaluation:

Market Research: This is probably the cornerstone of supplier identification. Researching information: Pandamart is doing deep study all the time, it is for knowing market trend, new suppliers and product innovation. This entails keeping abreast of industry publications, accessing supplier databases, going to trade shows and getting close to the action of FMCG and retail supply.

Supplier Qualification: Supplier Qualification is the next level after selection of potential suppliers. Today, Pandamart reviews each potential supplier on a number of criteria from past financial performance, to production and delivery capacity, product quality, geographic reach and adherence to ethical sourcing operations. Consideration is also given to suppliers' commitment to sustainability — both environmental sensitivity and fair labor practices. **Performance Metrics:** Foodpanda (Pandamart) establishes KPIs which help in objectively evaluating supplier performance. There are many other leading time measures among them on-time delivery.

Supplier Relationship Management: SRM one of the key aspects of Pandamart procurement strategy. Instead of transactional deals, the company invests in long-term, strategic partnerships with vendors. Communication, transparency, and alignment around common goals are recommended to establish trust and help organizations to grow together. By means of real-time feedback, collaborative issue-solving as well as supplier-development projects, Pandamart drives innovation and standard quality enhancement throughout its supplier-base.

By using this robust supplier selection and evaluation system, Pandamart keeps its purchasing responsive, effective and in sync with the overarching strategies of the business. This make sure that the platform adds constant value to its customers and have a flexible and healthy supply chain

4.2.2 Negotiation and Contractual Management

Strategic Cost Optimization: Pandamart utilizes a centralised procurement model and large purchase volume to get better prices with suppliers. It offers users/buyers many tools & features to help them save on procurement, for example: bulk discount services; price-lock services; long-term supply contracts etc. - In the end users can save significant costs on purchasing thanks to quality and standardized product, at competitive rates.

Risk Mitigation through Proactive Contracting: In light of the volatility within the FMCG supply chain, Pandamart has in place an early head-start on potential risks, such as raw material shortages, price fluctuation, and logistic interruptions, through supplier contracts. These contracts contain continuity of supply, quality control and contingency (force majeure, price adjustment triggers) clauses to ensure the Pandamart is not exposed to operational stability risks.

Performance-Based Contractual Governance: The contracts of suppliers are tracked through KPIs and digital dashboards." Continuous monitoring of performance maintains conformity with the service-level expectations with ability to act in a timely manner when performance falls below par. This analytical method brings transparency and accountability in the supply chain.

Ongoing Contractual Development and Adaptability: Contracts are not made fixed forever, but Pandamart regularly reviews them to adjust the terms according to whether there are changes in market circumstances, consumer demand change trends or feedback from business operations. This capacity enables the purchasing team to renegotiate for enhanced value, improve supplier relationships and encourage continuous improvement throughout the supply chain.

4.2.3 Inventory Management:

Advanced Demand Forecasting: Advanced Demand Forecasting: Pandamart uses algorithmic-based forecasting models – analyzing historical sales trends, consumer purchase behavior in real time and predictive analysis – to predict with high accuracy the demand at the SKU level. This allows for more intelligent restocking decisions, reduced stockouts, and fewer overstock or out-of-date inventory.

Dynamic Safety Stock Management: Dynamic Safety Stock Adjustment: Safety stock levels are continuously adjusted based on considerations such as supplier lead times, demand variability and fill rate goals. This guarantees a balanced approach – striving for excellent product availability while nevertheless keeping holding costs in check, particularly where fast-moving or seasonal products are concerned.

Real-Time Inventory Visibility: Pandamart leverages integration with inventory management technology such as barcode scanning, digital stock updates and location-based inventory tracking. It gives greater visibility of what's happening in warehouses and dark stores, so inventories can be planned more proactively and reaction to inventory anomalies or spikes in demand can be faster.

Inventory Optimization for Rapid Fulfillment: Inventory Efficient for Rapid Fulfillment: Centered on express delivery, Pandamart organizes its inventory in localized hubs which provide the fastest delivery time for customers. Just-in-time (inventory) Inventory Turnover is a term used to ascertain freshness and to maximize savings and shelf space¹⁵ even for the necessary daily use items.

4.2.4 Quality Check and Assurance:

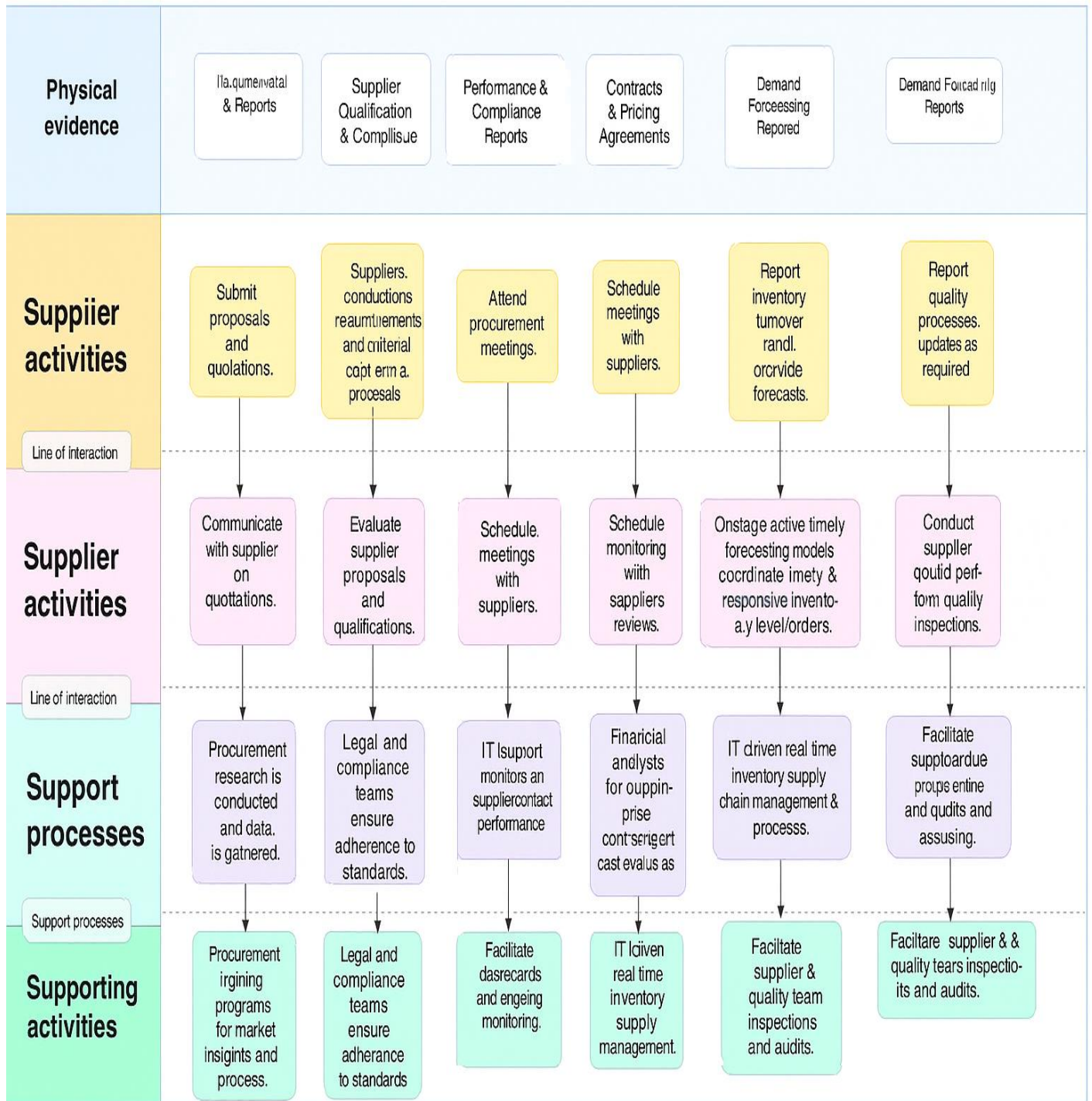
Supplier Compliance Audits: Pandamart conducts regular audits of supplier facilities to ensure adherence to product quality standards, regulatory requirements, and ethical sourcing practices. These audits may involve on-site inspections, documentation reviews, and compliance interviews, forming the foundation of a reliable and transparent supplier network.

Incoming Products Quality Inspections: Random quality inspections are conducted on all incoming goods - visual inspections, sampling, and specification confirmation, to ensure high quality standards are met in Pandamart's fulfillment centers. This is an important measure to ensure product and customer satisfaction in a high-volume retail store.

Corrective Action through Root Cause Analysis: In the event of quality issue, Pandamart starts their structured root cause analysis looking for the root causes. Working in conjunction with our suppliers, corrective and preventive actions are put in place to address the issue, and further preventive measures are kept in place to prevent re-occurrence – meaning consistent quality up and down the supply chain.

Integrated Quality Management Approach: Quality control is incorporated throughout Pandamart's procurement and distribution cycle. End-to-end, the emphasis is on delivering safe, compliant, high-quality products that meet brand standards and changing customer demands from source to last mile delivery.

4.3 Service Blueprint of Procurement Strategies:



4.4 FMEA Analysis of Procurement Strategies:

Failure Mode	Potential Causes	Impact	Occurrence	Severity	Detection	RPN	Rank	Recommended Action
Unreliable Supplier Selection	• Weak supplier vetting process • Limited market data or references	• Delays in delivery • Product rejections due to poor quality	3	4	3	36	2	Strengthening evaluation framework, conduct regular supplier reviews
Weak Contractual Safeguards	• Inadequate contract review • Poor risk mitigation clauses	• Financial penalties • Disruptions due to unclear terms	2	5	3	30	4	Introducing legal review checkpoints, improving contract drafting standards
Demand Forecasting Inaccuracies	• Over-reliance on historical data • Lack of real-time consumer trend tracking	• Overstock or stockouts • Lost sales and higher carrying costs	4	4	2	32	3	Implement AI-driven forecasting tools and integrate market-responsive data
Failure to Detect Product Quality Issues	• Infrequent inspections • Inadequate QC protocols at inbound stage	• Customer dissatisfaction • Returns and	3	5	4	60	1	Increase inspection frequency, enforce quality benchmarks at every

Failure Mode	Potential Causes	Impact	Occurrence	Severity	Detection	RPN	Rank	Recommended Action
		warranty claims						receiving point
Incomplete Supplier Audits	• Lack of audit consistency • Resource constraints	• Non-compliance with standards • Potential brand risk	3	4	3	36	2	Schedule regular audits, train audit teams for comprehensive compliance checks
Communication Gaps	• No defined escalation protocols • Lack of structured supplier communication	• Delays, misalignment in supply schedules • Product mismatches	4	3	3	36	2	Establish structured communication plans, periodic check-ins with vendors

Chapter 5

Challenges in Procurement Process

5.1 Challenges in Procurement Process

Opportunities though Pandamart's procurement structure is massive there exist a number of strategic and operational risks for the business to take actions and innovations to reduce those and align itself in the market.

5.1.1 Supply Chain Disruptions:

- **Natural Disasters and Environmental Risks:** Pandamart needs to develop decentralized emergency response plans by identifying disaster prone areas and have back-up distribution centers at a safe site inland. This keeps the last-mile operations running smoothly even during heavy floods or cyclones
- **Geopolitical Instability and Supplier Diversification:** To mitigate the risks of having suppliers in politically sensitive areas Pandamart should diversify the locations of its suppliers to geographically stable regions. Contracts should include contingent clauses regarding the risk of supply disruption (e.g. sanctions, civil unrest) which include pre-agreed mitigation actions.
- **Pandemic Preparedness and Health-Driven Disruptions:** Pandamart would have the capabilities to implement traceability and real-time inventory tracking beyond business continuity planning, using blockchain technology for example. Cooperation with health authorities and logistics partners creates a faster reaction to disruptions and ensures transparency throughout the supply chain.

5.1.2 Price Volatility:

Commodity Price Fluctuations: There is uncertainty around prices of major product categories worldwide. Pandamart can utilize predictive analytics and AI enabled models to predict pricing trends and make better purchasing decisions. Dynamic pricing schemes and flexible contracts can be employed to optimize the costs in the presence of fluctuating market conditions

Currency Exchange Risks: Pandamart can use financial hedging instruments and regional sourcing and nearshoring practices to manage the forex fluctuation. Digitalizing the buying process and driving procurement automation for supply chain operations drives greater responsiveness and shorter lead times in instances of volatile exchanges.

5.2 Supplier Reliability:

A reliable supplier base is critical for Pandamart to sustain consistent levels of service in line with the fast-moving and demanding retail world.

- **Proactive Risk Assessment and Supplier Development:** Pandamart can partner with industry consortia and trade associations for a joint supplier risk assessment. This method allows the early indication of warning signs related to distress of suppliers and supports the shared learning concept. Implementing supplier certification programs which are tied to performance measures, compliance, and improvement objectives, can foster accountability and long-term dependability.
- **Addressing Delays and Quality Issues:** Pandamart can use methods like Six Sigma or Root Cause Analysis (RCA) to methodically diagnose and eliminate the root causes of repetitive quality issues. Moreover, supplier training and development programmes, may raise the benchmark of performance, which will drive all suppliers to consistently meet the quality and Delivery norms.

5.3 Sustainability Practices:

Being a key quick-commerce player, Pandamart understands the necessity of integrating sustainability into its procurement strategy to create long-term value.

- **Environmental Responsibility:** Pandamart might be able to incorporate environmental indicators into the supplier review and scorecard. Preferred contracts or incentives can be offered to suppliers meeting sustainability targets. Partnerships with environmental NGOs or other research schools can also encourage pilot testing of green projects, such as green packaging or carbon neutral delivery programs.
- **Social Responsibility and Ethical Sourcing:** In addition to standard compliance audits, Pandamart has the ability to support community programs, like supplier workshops focusing on labor rights, diversity and inclusion, and ethical workplace practices. Programs such as Social Impact Assessments and Collaborative Supplier Engagement give stakeholders a voice and create alignment with responsible sourcing criteria. In addition, transparent ESG disclosure will serve as a trusted signal for the market place.

Internship Experience

Position

During my internship, I was a Procurement Intern in the Category Management Division in Pandamart.

Duties and Responsibilities

Procurement department intern at Pandamart I assisted cross-functional sourcing activities as an intern in the procurement department that is essential for Pandamart's retail business.

My key responsibilities included:

- Open Supplier Open Supplier is responsible for: Aiding in the selection and evaluation of suppliers;
- Researched vendors and compared invoices to possible suppliers.
- Contributed in vendor evaluation in terms of quality, cost saving and on time delivery.
- Participated in supplier meetings and assisted in negotiations to obtain advantageous purchasing terms.

Purchase Order (PO) Management:

- Aided in the generation and fulfillment of purchase orders.
- Confirmed that all POs were documented correctly, approved, and followed internal protocol.
- Tracked PO Status Vendors Indent and we follow the timely delivery of Material and Services

Inventory Management:

- Assisted in inventory management by (restocking to avoid stock out and overstock).
- Performed periodic inventory checks to facilitate loss control and compliance.
- Worked with warehouse Receiving in conjunction with order and cycle filling.

Data Analysis and Reporting:

- Scrutinized data on procurement to identify trends, price anomalies, and suppliers' failures.
- Contributed to reports for procurement, such as spends analysis and listing of supplier performances.
- Supported the designing of procurement KPIs / other performance monitoring tools.

Documentation and Compliance:

- Monitored all actions taken in the procurement process for compliance with company's policies and regulatory requirements.
- Kept complete and current records of all purchasing transactions.
- Helped in preparation of documentation necessary for internal audits as well as compliance check.

Cross-Functional Collaboration and Communication:

- Coordinated with cross functional teams like Buying & Category (B&C), finance, operations and logistics to ensure that purchasing activities met the business requirements.
- Addressed matters related to suppliers over orders, deliveries or payments in a capable and professional fashion.

Attended team meetings and contributed to suggestions for improvement in purchasing process and productivity.

Chapter 6

Conclusion

The e procurement function at Foodpanda (Pandamart) is an integral part of the company's operational structure, acting as the backbone of its success in delivering high-quality products and outstanding service to customers. By focusing on strategic sourcing, fostering strong supplier relationships, managing risks, and embracing digital transformation, Pandamart is not only strengthening its market position but is also setting the standard for procurement excellence across the retail and quick-commerce sectors.

The procurement team at Pandamart plays a pivotal role across three key dimensions: enhancing operational efficiency, generating strategic value, and contributing to the overall growth of Foodpanda's marketplace revenue. It serves as a fundamental enabler to ensure the seamless availability of products, the efficient flow of operations, and the highest standards of service—factors that are critical in a fast-moving, quality-sensitive market. Through diligent planning, effective supplier engagement, and proactive risk management, Pandamart is building a resilient and flexible procurement system capable of supporting its business model while serving as a point of reference for future retail innovation.

Looking back on my internship at Foodpanda (Pandamart), it has truly been an eye-opening journey. Over the course of two semesters, I had the unique opportunity to gain an in-depth, behind-the-scenes look at the procurement and supply chain operations. Understanding how strategic sourcing, inventory management, and supplier collaborations directly impact the business's bottom line was an experience that deepened my appreciation for the intricacies of the field and provided a solid foundation for my career aspirations.

One of the most rewarding aspects of working at Pandamart was being part of a corporate culture that is vibrant, forward-thinking, and grounded in values of innovation, integrity, and excellence. The company's approach to pushing the boundaries of sustainability and continuously enhancing its products and services reflects the leadership's progressive mindset, challenging traditional retail standards. This environment allowed me to grow both personally and professionally, fostering a deep respect for ethical, accountable, and effective supply chain practices that are essential in

today's business landscape.

The internship not only equipped me with practical skills but also instilled a strategic perspective that I am confident will be invaluable in my future endeavors. I now feel better prepared to bring value to any organization, understanding the nuances of modern supply chain management and the significance of strategic procurement in driving long-term business success.

As I look toward the future, I am filled with gratitude for the incredible mentorship and support I received from the entire Pandamart team. The opportunity to contribute to a company that is revolutionizing the quick commerce sector through cutting-edge technology and operational excellence has been a privilege, and I will always cherish the experience.

This internship represents the end of one chapter and the beginning of another. I am excited about the new opportunities ahead, knowing that the knowledge and skills gained at Foodpanda (Pandamart) will continue to shape my career in profound ways. With a renewed sense of confidence and purpose, I'm ready to embrace new challenges and apply the lessons learned to drive innovation and excellence wherever I go.

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