

# **Procurement Process of Daraz**

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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

# **Procurement Process of Daraz**

## **Submitted to:**

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Major: Supply Chain Management

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Registration Trimester: Spring 2025



**School of Business and Economics**  
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**Date of submission: July 12, 2025**

## Letter of Transmittal

To  
Mimnun Sultana  
Assistant Professor- School of Business and Economics  
United International University

**Subject: Submission of Internship report on “Procurement Process of Daraz: An Observational Study of Daraz Bangladesh Limited.”**

Dear Ma’am,

I have effectively compiled my internship report on Daraz Bangladesh Limited, a reputed E-Commerce platform. The title of my report is “Procurement Process of Daraz Bangladesh Limited: An Observational Study of Daraz Bangladesh Limited” This report enables me to evaluate the skills and techniques I have acquired throughout my three-month internship. Owing to my insufficient relevant job experience, I recognize that my report may include mistakes and require perfection. Although certain concepts I considered throughout my study for this report may seem superfluous today, they become essential when implemented. I really anticipate using the knowledge from this internship program.

During my time with Daraz Bangladesh Limited., I took advantage of the chance to collaborate with the Procurement Department at their headquarters at Asfia Tower, Banani 11, Dhaka. I am grateful for your support and encouragement, which inspired me to work hard diligently. Regarding the report, I would be more than pleased to answer any questions you may have.

Your obedient student,  
Abtahi Tazwar  
ID: 111 212 013  
School of Business and Economics  
United International University  
Date of submission: 12<sup>th</sup> July, 2025

## Certification of Similarity Index

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## Declaration of Student

I, Abtahi Tazwar, confirm that the internship report titled “Procurement Process of Daraz: An Observational Study of Daraz Bangladesh Limited.” is available. This report is unique and has not been archived or published anywhere. This report was prepared as part of my academic program in partial fulfilment of my Bachelor of Business Administration degree.

Signature: \_\_\_\_\_

Abtahi Tazwar

Student ID: 111 212 013

School of Business and Economics

United International University

## Corporate Evidence



Daraz Bangladesh Limited  
Asfia Tower, House-76, Road-11,  
Block-E, Banani, Dhaka-1213  
bd-office@daraz.com.bd

Reference: Daraz/BD/HQ/256893/67671

Daraz Confidential-B3

March 17, 2025

Private & Confidential

Abtahi Tazwar

Address: 489, Nasima Prasad, Block-H, Road-06, Bashundhara R/A, Dhaka.

Letter of Internship.

Dear Mr. Tazwar,

We are pleased to inform you that you are hereby offered the position as **Intern** in our **Procurement** Department. Other terms and conditions are stated below;

1. You will report to **Muhammad Jobairul Islam, Category Buyer-Procurement-IT & Cloud Services.**
2. Your monthly consolidated salary will be **BDT 10,000.**
3. Duration of will be from **March 17, 2025 to June 15, 2025.**
4. Working days & hours will be as per rules of the Company.
5. You may have to work besides your normal working hours or on holiday(s) should there be any reasonable necessity and for such extra time you will not be entitled to receive any remuneration.
6. You will be entitled to get only **3 days** leave during the stint of your Internship.
7. During Internship the Company its absolute discretion may terminate the Internship without assigning any reason.

If you accept this offer of internship, kindly sign on the duplicate copy of this letter and return the same to us immediately.

Sincerely,

Syed Abdullah Morshed  
Head of Human Resources.  
Daraz Bangladesh Ltd.

**Acknowledgement:**

I have carefully and thoroughly read the aforesaid terms & conditions of this letter of appointment, which I have fully understood and I hereby accept the same.

Candidate Signature & Date:

  
17/03/25

## Acknowledgement

I would like to thank the Almighty Allah and my parents for giving me the fortitude, endurance, and courage necessary to complete the Bachelor of Business Administration at United International University.

I greatly appreciate the data that was made available for this report. My internship supervisor, Mimnun Sultana, Assistant Professor - School of Business and Economics, United International University, deserves special recognition for her guidance and dedication in assisting me in preparing an internship report.

Afterward, I would like to thank Shafiq Ahmed – Manager, Procurement and Muhammad Jobairul Islam – Deputy Manager, Procurement, for their assistance. I am overwhelmed by my gratitude for all Daraz Bangladesh Limited staff. They provided a comprehensive explanation of all the information I requested and responded efficiently. I am grateful to the Human Resources Department of Daraz Bangladesh Limited for allowing me to complete my Internship at the firm. I thank my peers and classmates for their assistance when I could not comprehend a particular theory. We accomplish our duties whilst we collaborate and assist one another.

Finally, I thank the United International University administration for organizing this pupil initiative application. It empowers students to convert their theoretical knowledge into sensible enjoyment, preparing them to make a meaningful effect inside the business area.

## Executive Summary

Daraz Bangladesh Limited is the country's largest online shopping marketplace, founded in 2014 and acquired by Alibaba Group in 2018. Headquartered in Banani, Dhaka, Daraz operates under the Alibaba International Digital Commerce (AIDC) unit and employs around 5000 people. The company reported annual revenue of \$1.2 billion in 2024 and serves over 8 million active users monthly, making it a leader in Bangladesh's fast-growing e-commerce sector. Daraz offers a wide range of products, including electronics, fashion, groceries, and home appliances, and connects buyers and sellers across all 64 districts of Bangladesh through its digital platform and strong logistics network. The company is known for its innovative services, such as Daraz Mall and Digibox for automated parcel storage, and for supporting local businesses and entrepreneurs through training and advertising solutions. Daraz has also played a major role in community support, providing relief during national crises and promoting inclusive employment practices. With more than 4.8 million monthly website visits and a strong focus on customer service, fast delivery, and digital payment solutions, Daraz continues to drive the growth of e-commerce in Bangladesh and aims to make online shopping accessible, reliable, and convenient for everyone.

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## Lists of Abbreviation

|             |                                     |
|-------------|-------------------------------------|
| <b>UIU</b>  | United International University     |
| <b>BBA</b>  | Bachelor of Business Administration |
| <b>PO</b>   | Purchase Order                      |
| <b>POC</b>  | Point of Contact                    |
| <b>GRN</b>  | Goods Received Note                 |
| <b>RFQ</b>  | Request For Quotation               |
| <b>WRFQ</b> | Web Request For Quotation           |
| <b>PSR</b>  | Proof of Submission of Return       |
| <b>VAT</b>  | Value Added Tax                     |
| <b>BOQ</b>  | Bill of Quotation                   |
| <b>FTL</b>  | Full Truck Load                     |
| <b>CFT</b>  | Cubic Feet                          |
| <b>CS</b>   | Comparative Statement               |
| <b>QC</b>   | Quality Check                       |
| <b>BOQ</b>  | Bill of Quotation                   |
| <b>FTL</b>  | Full Truck Load                     |

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# **CHAPTER 1: INTRODUCTION**

## **1.1 Background of the study**

The growth of e-commerce has changed the way people buy and sell products in Bangladesh. With more people using the internet and smartphones, online shopping has become a regular part of daily life. Daraz Bangladesh Limited, as a leading e-commerce platform, has played a key role in this transformation by offering a wide range of products and making shopping easier for millions of customers.

Procurement is a critical part of any e-commerce business. It involves finding the right suppliers, negotiating prices, managing contracts, and ensuring that products are available when customers need them. A strong procurement process helps companies like Daraz keep costs low, maintain product quality, and deliver orders on time.

This study focuses on the procurement process at Daraz Bangladesh Limited. By observing and analyzing how the Procurement Team works, the study aims to understand the steps involved in sourcing products, the challenges faced, and the strategies used to improve efficiency. The findings from this study can help show how effective procurement supports the success of an e-commerce company and can offer ideas for further improvement in similar organizations.

## **1.2 Objectives of the report**

The main goal of this report is to observe and understand the procurement process at Daraz Bangladesh Limited. The report aims to highlight how the Procurement Team works, the steps they follow, and the challenges they face. By studying these areas, the report hopes to show how effective procurement helps Daraz serve its customers better.

### **Specific objectives:**

- To describe the full procurement workflow at Daraz Bangladesh Limited.
- To identify the roles and responsibilities within the Procurement Team.
- To examine the methods used for supplier selection, negotiation, and contract management.
- To point out challenges and issues faced during procurement activities.
- To suggest possible improvements for making the procurement process more efficient and reliable.

These objectives will guide the study and help provide clear insights into how procurement supports the overall success of Daraz as an e-commerce leader in Bangladesh.

### **1.2.1 Primary Objective**

The primary objective of this report is to observe and analyze the procurement process at Daraz Bangladesh Limited, focusing on how the Procurement Team manages sourcing, supplier selection, negotiations, and overall workflow to support the company's operations.

### **1.2.2 Secondary Objectives**

The secondary objectives of this report are:

- To describe each step of the procurement workflow at Daraz Bangladesh Limited.
- To identify the roles and responsibilities of team members involved in procurement.
- To examine the methods used for selecting suppliers, negotiating terms, and managing contracts.
- To highlight challenges and issues faced during procurement activities.
- To suggest ways to improve the efficiency and reliability of the procurement process.

## 1.3 Methodology of the Study

This study uses a combination of primary and secondary data to provide a well-rounded evaluation of the procurement process at Daraz Bangladesh Limited. The methodology is designed to capture both theoretical concepts and real-life practices within the company.

### Study Approach:

- **Observational Study:** Direct observation and participation in the Procurement Team's daily activities.
- **Descriptive Analysis:** Detailed documentation and analysis of procurement workflows, challenges, and outcomes.

### Data Collection Methods:

#### 1) Primary Data

Primary data was collected through:

- **Direct Observation:** Actively observing procurement activities and meetings during the internship.
- **Discussions and Interviews:** Informal conversations with Procurement Team members and supervisors to understand their roles, responsibilities, and challenges.
- **Participation in Tasks:** Hands-on involvement in supplier selection, negotiation, contract management, and order follow-up.
- **Internal Documents:** Reviewing non-confidential internal documents, reports, and procurement records provided during the internship.

#### 2) Secondary Data:

Secondary data was gathered from:

- **Company Reports:** Reviewing annual reports, policy documents, and official publications of Daraz Bangladesh Limited.
- **Academic Literature:** Studying books, journal articles, and research papers on procurement and supply chain management.

- **Online Resources:** Using credible websites and industry reports to understand e-commerce procurement trends and best practices.
- **University Guidelines:** Referring to the official internship report guidelines provided by United International University.

#### **Data Analysis:**

- **Qualitative Analysis:** Analyzing observations and interview notes to identify key themes, challenges, and best practices.
- **Comparative Analysis:** Comparing Daraz's procurement process with standard industry frameworks to highlight strengths and areas for improvement.

By combining these methods, the report aims to present a clear picture of how procurement works at Daraz Bangladesh Limited, showing both the theory behind the process and how it is applied in real situations.

#### **1.3.1 Study Design**

The study follows an observational and descriptive design to understand the procurement process at Daraz Bangladesh Limited. It is based on direct involvement with the Procurement Team during the internship, allowing for firsthand experience of daily operations and challenges.

#### **Key Features of the Study Design:**

- **Observational Approach:** The study is grounded in observing real-life procurement activities, meetings, and workflows within Daraz.
- **Descriptive Analysis:** It documents and explains each step of the procurement process, highlighting how tasks are carried out and decisions are made.
- **Participatory Involvement:** I participated in procurement tasks, such as supplier selection, negotiations, and order follow-up, to gain practical insights.
- **Qualitative Focus:** Emphasis is placed on understanding behaviors, interactions, and problem-solving methods within the team.
- **Comparative Element:** The study compares observed practices with standard procurement theories and industry best practices to identify strengths and areas for improvement.

This design ensures that the report reflects both the theoretical background of procurement and the actual practices followed at Daraz Bangladesh Limited.

### 1.3.2 Sources of Data

This study uses both primary and secondary data sources to provide a complete understanding of the procurement process at Daraz Bangladesh Limited.

#### Primary Data Sources:

- **Direct Observation:** Watching and noting procurement activities during the internship.
- **Interviews and Discussions:** Talking with Procurement Team members and supervisors to gather insights and opinions.
- **Participation in Tasks:** Actively taking part in supplier selection, negotiations, and order processing.
- **Internal Documents:** Reviewing non-confidential procurement records and reports shared during the internship.

#### Secondary Data Sources:

- **Company Reports:** Annual reports, policy documents, and official publications from Daraz Bangladesh Limited.
- **Academic Literature:** Books, journal articles, and research papers on procurement and supply chain management.
- **Online Resources:** Trusted websites and industry reports about e-commerce procurement trends.
- **University Guidelines:** Official internship report guidelines provided by United International University.

### 1.3.3 Analysis of Data

The data collected for this study was analyzed using a qualitative approach to understand the procurement process at Daraz Bangladesh Limited. The analysis focused on identifying key patterns, challenges, and best practices within the Procurement Team.

#### Steps in Data Analysis:

- **Organizing Information:** All notes from observations, interviews, and participation in procurement activities were organized by topic, such as supplier selection, negotiation, and order processing.
- **Identifying Themes:** Common themes and recurring issues were highlighted, including how the team manages supplier relationships, handles challenges, and makes decisions.
- **Comparing with Theory:** The observed practices were compared with standard procurement theories and industry best practices to see where Daraz aligns with or differs from common approaches.
- **Highlighting Strengths and Weaknesses:** The analysis pointed out areas where the procurement process is strong, such as the use of digital tools and teamwork, as well as areas that need improvement, like supplier reliability or process automation.
- **Drawing Conclusions:** Insights from the data were used to draw conclusions about the effectiveness of the procurement process and to suggest possible improvements.

By following these steps, the analysis provides a clear and practical understanding of how procurement works at Daraz Bangladesh Limited, reflecting both real-life experiences and established procurement concepts.

## 1.4 Internship Position, Duties and Responsibilities

I joined Daraz Bangladesh Limited as an Intern in the Procurement Team on 17th March, 2025, after applying through a LinkedIn job post. My role was focused on supporting the procurement operations and learning practical skills in sourcing, vendor management, and process coordination.

### 1.4.1 Position

- **Position:** Intern – Procurement
- **Department:** Procurement Team
- **Organization:** Daraz Bangladesh Limited
- **Internship Start Date:** 17th March, 2025

### 1.4.2 Duties and Responsibilities

During my internship, I was responsible for several key tasks that supported the smooth functioning of the procurement process:

- Conducting regular market visits to identify and engage new vendors, ensuring competitive pricing and healthy competition.
- Monitoring delivery timelines and checking the quality of products and services received.
- Processing monthly recurring bills related to procurement activities.
- Coordinating communication and negotiations with various stakeholders, both internal and external.
- Maintaining detailed records of all site acquisition activities, including contracts, permits, approvals, and stakeholder correspondence.
- Providing regular updates and reports to management on the progress of acquisition efforts, highlighting any issues or challenges.
- Creating Comparative Statements (CS): Preparing comparative statements of different vendors within the same category to compare prices, quality, and terms.

This process helped ensure cost optimization and maintain product quality by selecting the best vendor based on a fair and transparent evaluation.

- 

### **Additional Responsibilities:**

In addition to my core duties, I also handled several other important tasks:

- Acting as the Point of Contact for the Daraz Linehaul service project, managing execution through third-party logistics (3PL) partners on specific routes.
- Communicating with vendors to ensure correct Mushak 6.3 VAT Tax calculations and compliance.
- Entering sourcing requirements into the Daraz Procurement Portal to initiate procurement processes.
- Issuing legal tickets for various agreements, such as vendor enlistment, rent agreements, renewals, addendums, amendments, purchase agreements, and service agreements.
- Enlisting new vendors on the Daraz Procurement Portal by inputting their bank details, point of contact (POC) information, and other relevant data.

These responsibilities allowed me to develop practical skills in procurement operations, vendor evaluation, compliance, and communication, while contributing to the effectiveness and efficiency of Daraz's procurement process.

## **1.5 Professional Development of Skills**

During my internship at Daraz Bangladesh Limited in the Procurement Team, I developed several important professional skills that are valuable for my future career. These skills helped me become more effective in a corporate environment and prepared me for new challenges.

### **Corporate Communications**

- I learned how to communicate clearly and professionally with colleagues, vendors, and management.

- I prepared reports, sent emails, and participated in meetings, which improved my ability to share information and ideas.
- I practiced active listening and responded to feedback, making my communication more effective.

### **Stakeholder Management**

- I worked with different stakeholders, including vendors, logistics partners, and internal departments.
- I learned how to understand their needs, manage expectations, and maintain good working relationships.
- I handled negotiations and resolved issues, which taught me the importance of building trust and cooperation.

### **Vendor Management**

- I gained experience in identifying, evaluating, and onboarding new vendors.
- I compared vendor offers, checked quality, and ensured compliance with company policies.
- I managed ongoing relationships with vendors, helping to solve problems and improve service.

### **Data Analysis**

- I worked with procurement data, such as price comparisons and delivery records.
- I used spreadsheets and digital tools to analyze data and support decision-making.
- I learned how to spot trends, identify areas for savings, and present findings to my team.

### **Time Management**

- I balanced multiple tasks and deadlines, such as processing bills, preparing reports, and following up on deliveries.
- I set priorities and planned my work to ensure that everything was completed on time.
- I learned how to stay organized and manage my workload efficiently.

## Adaptability

- I adapted to new tasks and changes in work processes quickly.
- I learned to handle unexpected challenges, such as urgent requests or changes in vendor availability.
- I became comfortable working in a fast-paced environment where priorities can shift.

## Other Skills

- **Problem-Solving:** I developed solutions for issues related to procurement, delivery, and compliance.
- **Teamwork:** I worked closely with team members, sharing responsibilities and supporting each other.
- **Attention to Detail:** I paid close attention to contracts, records, and data to avoid mistakes.

These skills have made me more confident and capable in a professional setting. My internship experience has prepared me to take on greater responsibilities and contribute effectively to any organization in the future.

## 1.6 Limitations of the study

While this study provides valuable insights into the procurement process at Daraz Bangladesh Limited, there are some limitations to consider:

- **Limited Access to Confidential Data:** As an intern, I did not have access to all confidential or sensitive procurement documents, financial records, and detailed contract terms. This restricted the depth of analysis in some areas.
- **Focus on One Department:** The study is based mainly on observations within the Procurement Team. It does not cover procurement practices in other departments or functions outside the scope of my internship.
- **Time Constraints:** The internship period was limited to a few months, which means some long-term processes, seasonal trends, or major procurement projects may not have been fully observed.

- **Sample Size of Activities:** The study is based on the specific tasks, meetings, and projects I was involved in. Other procurement activities or exceptional cases may not be represented.
- **Reliance on Internal Perspectives:** Most information was gathered through internal discussions and observations. There may be external factors or stakeholder views that were not captured.
- **Changing Business Environment:** E-commerce and procurement practices are constantly evolving. Some findings may become outdated as Daraz updates its processes and technology.

These limitations should be considered when interpreting the results of the study. Despite these constraints, the report aims to provide an honest and practical view of procurement operations at Daraz Bangladesh Limited.

# **CHAPTER 2: ORGANIZATIONAL OVERVIEW**

## 2.1 Overview of Daraz Bangladesh Limited

Daraz Bangladesh Limited is the country's largest online shopping platform and a pioneer in the e-commerce industry. Founded in 2015 and headquartered in Banani, Dhaka, Daraz operates as part of the Alibaba Group since its acquisition in 2018. The company is a key player in the Alibaba International Digital Commerce (AIDC) unit, serving millions of customers and connecting thousands of sellers across all 64 districts of Bangladesh.

### Core Business and Operations:

- **Marketplace Model:** Daraz offers a wide range of products, including electronics, fashion, groceries, household items, and more. It connects buyers and sellers through its digital marketplace, providing a convenient and secure shopping experience.
- **Technology and Logistics:** The platform uses advanced technology for seamless transactions and has developed a strong logistics network, including Daraz Express (dEX), to ensure fast and reliable delivery nationwide.
- **Revenue and Workforce:** In 2024, Daraz reported annual revenue of \$1.2 billion and employs over 170 people in Bangladesh, with a larger regional presence across South-Asia

### Social Impact and Community:

- **Employment:** Daraz creates job opportunities for youth and supports small and medium enterprises (SMEs), with about 50% of its workforce under the age of 30.
- **Community Support:** The company has provided relief during national crises and promotes inclusive employment practices.

### Recent Developments:

- **Supply Chain Innovation:** In 2025, Daraz launched the "Choice" supply chain solution to enhance delivery speed, inventory management, and brand growth, benefiting both customers and partner brands.

- **Promotional Campaigns:** Daraz regularly hosts large-scale sales events, such as the “5.5”, “Lucky 7.7” campaign, “11.11” mega campaign offering major discounts and attracting high customer engagement.

Daraz Bangladesh Limited continues to lead the digital commerce revolution in Bangladesh, driving growth, innovation, and opportunities for both customers and businesses.

## **2.2 History of Daraz Bangladesh Limited**

Daraz Bangladesh Limited began its journey as part of Daraz Group, which was founded in 2012 by Rocket Internet, a German startup incubator. Initially, Daraz started as an online fashion retailer in Pakistan, and soon expanded its operations to other South Asian countries, including Bangladesh. Daraz officially launched its platform in Bangladesh in 2014, starting with a small team and a single website.

In its early years, Daraz Bangladesh focused on making online shopping accessible and convenient for local customers. The company quickly grew in popularity, becoming a trusted name for buying electronics, fashion, groceries, and household items online. By providing secure payment options and reliable delivery services, Daraz helped shape the e-commerce landscape in Bangladesh.

A major milestone in the company’s history came in May 2018, when the Alibaba Group, one of the world’s largest e-commerce companies, acquired Daraz Group. This acquisition brought new technology, resources, and expertise to Daraz, allowing it to scale up its operations and improve its platform. After joining the Alibaba International Digital Commerce (AIDC) unit, Daraz Bangladesh benefited from advanced digital tools, logistics solutions, and global best practices.

Since then, Daraz has continued to innovate and expand. The company introduced features like Daraz Mall for authentic brands, launched Daraz Express (dEX) for faster delivery, and supported thousands of local sellers through training and digital solutions. Daraz now serves millions of customers across all 64 districts of Bangladesh and employs a large workforce, making it the country’s largest online marketplace.

Over the years, Daraz Bangladesh has played a leading role in the growth of e-commerce in the country. Its journey from a small startup to a subsidiary of Alibaba Group highlights its commitment to bringing modern shopping experiences to Bangladeshi consumers and supporting local businesses in the digital age.

## **2.3 Mission, Vision, Slogan and Values**

### **Mission:**

Daraz Bangladesh Limited's mission is to make it easy for everyone to do business in the digital era by offering the widest variety of products at affordable prices, ensuring convenience, and delivering the best online shopping experience for customers and sellers. The company is committed to providing secure, fast, and reliable services while helping local businesses grow through technology and innovation.

### **Vision:**

The vision of Daraz Bangladesh Limited is to be the leading online marketplace in South Asia, empowering communities through the power of commerce and creating a digital ecosystem where everyone can access quality products and services easily. Daraz aims to uplift communities and support economic growth by connecting buyers and sellers across the country.

### **Slogan:**

Daraz Bangladesh Limited uses the slogan:

**“Eita, Oita, Jeita Lage, Shobee Kinun Daraz-e”**

**(Translation: “Whatever you need, buy everything on Daraz”)**

This slogan reflects Daraz's promise to offer a one-stop solution for all shopping needs, emphasizing variety, convenience, and reliability for every customer.

### **Core Values:**

Daraz Bangladesh Limited's core values guide its operations and company culture. These include:

- **Customer Focus:** Putting customers at the center of everything, ensuring satisfaction and trust.

- **Innovation:** Continuously improving technology, logistics, and services to enhance the shopping experience.
- **Integrity:** Acting honestly and ethically in all business dealings.
- **Teamwork:** Working together across teams and with partners to achieve shared goals.
- **Diversity and Inclusion:** Embracing diversity and providing equal opportunities for all employees.
- **Empowerment:** Supporting local businesses, entrepreneurs, and communities through training and digital solutions.
- **Sustainability:** Promoting responsible business practices and contributing to community development.

These mission, vision, slogan, and values reflect Daraz Bangladesh Limited's commitment to being a trusted, innovative, and inclusive leader in the e-commerce industry.

## 2.4 Products

Daraz Bangladesh Limited offers a vast selection of products, making it the largest online marketplace in the country. The platform connects millions of buyers and sellers, providing a one-stop shop for almost every need. Customers can find both local and international brands, with products ranging from daily essentials to luxury items.

### Main Product Categories:

Daraz organizes its products into several main categories to help customers easily find what they need. The key categories include:

- **Electronics Devices:** Smartphones, feature phones, tablets, laptops, desktops, cameras, and wearable devices.
- **Electronic Accessories:** Mobile accessories, computer accessories, storage devices, audio equipment, and gaming gear.
- **TV & Home Appliances:** Televisions, home audio systems, refrigerators, washing machines, air conditioners, kitchen appliances, and other household electronics.
- **Health & Beauty:** Skin care, hair care, makeup, fragrances, personal care items, and wellness products.
- **Men's & Boys' Fashion:** Clothing, shoes, watches, bags, and accessories.

- **Women's & Girls' Fashion:** Clothing, shoes, bags, jewelry, watches, and fashion accessories.
- **Mother & Baby:** Baby care, diapers, feeding products, toys, maternity care, and baby gear.
- **Groceries & Pets:** Fresh food, packaged groceries, beverages, household supplies, pet food, and pet accessories.
- **Home & Lifestyle:** Furniture, bedding, kitchenware, home décor, cleaning supplies, and gardening tools.
- **Sports & Outdoors:** Exercise equipment, outdoor recreation gear, sportswear, and team sports items.
- **Automotive & Motorbike:** Car and motorcycle accessories, parts, riding gear, and vehicle care products.
- **Books & Stationery:** Books, office supplies, school stationery, and craft materials.
- **Digital Goods:** Mobile top-ups, game cards, vouchers, and digital services.

#### **Special Features:**

- **Daraz Mall:** A section for 100% authentic products from official brands.
- **Global Collection:** Access to international products and brands.
- **Mart:** Dedicated grocery shopping with fast delivery.
- **Flash Sales & Mega Deals:** Regular promotions and discounts across all categories.
- **Daraz Express (dEX):** Fast and reliable delivery service covering all districts.

Daraz Bangladesh Limited continues to expand its product range, making online shopping easier and more convenient for everyone in Bangladesh.

## **2.5 Achievements of Daraz Bangladesh Limited**

Daraz Bangladesh Limited has established itself as the country's leading e-commerce platform through innovation, operational excellence, and industry recognition. The company's achievements reflect its impact on the digital economy, customer experience, and the broader business community.

## Major Awards and Recognitions:

- **Best E-Commerce Brand (Bangladesh Brand Forum):** Daraz has been recognized as the Best E-Commerce Brand in Bangladesh for four consecutive years (2021–2024) at the prestigious Best Brand Awards organized by Bangladesh Brand Forum. This recognition is based on consumer surveys and highlights Daraz’s influence on business value and everyday life. In 2023, Daraz was ranked the most-loved e-commerce brand and the 7th most-loved brand overall in Bangladesh, reflecting its strong market presence and customer trust.
- **C-Suite Awards: At the Bangladesh C-Suite Awards 2023:** Daraz’s Chief Corporate Affairs Officer, A H M Hasinul Quddus Rusho, was honored as the Best Chief Corporate Affairs Officer of the Year, and Chief Operating Officer, Khondoker Tasfin Alam, received the Best Chief Operating Officer of the Year award. These awards recognize outstanding leadership and contributions to the corporate sector.
- **Asia One Fastest Growing Brands and Leaders Award:** Daraz received the Asia One Fastest Growing Brands and Leaders International Award, recognizing its rapid growth and innovative business strategies in the e-commerce sector[8][9].
- **Digital Marketing Awards:** Daraz has earned recognition at the Bangladesh Digital Marketing Awards, securing a Bronze in the Best Digital Marketing in E-commerce category for its innovative campaigns. The company’s digital marketing efforts have set benchmarks in the industry for creativity and effectiveness.

## Operational Milestones:

- **Logistics and Delivery Innovation:** Daraz built the largest e-commerce logistics network in Bangladesh, reducing average delivery times from 7–9 days to just 2–3 days. The launch of Daraz Express (dEX) and Digibox (an

automated parcel collection system) has transformed the logistics experience for both customers and sellers

- **Order and User Growth:** The company witnessed a 1,300-fold increase in orders, from 13,000 in 2014 to over 25 million in 2022, and now serves more than 20 million verified users nationwide.
- **Seller Empowerment and Training:** Daraz established Daraz University, providing training and education in e-commerce, marketing, and sales to over 85,000 people since 2018, and supporting thousands of SMEs and entrepreneurs.
- **Flagship Sales Campaigns:** Daraz's annual 11.11 shopping festival has become the largest online sales event in Bangladesh, with sales reaching Tk 320 crore in 2022, engaging millions of customers and thousands of sellers. Daraz Bangladesh Limited's achievements underscore its role as a pioneer in the country's e-commerce sector, driving growth, innovation, and positive change for customers, sellers, and the wider community.

## 2.6 SWOT Analysis

### Strengths

- ❖ **Strong Brand and Market Leadership:** Daraz is the largest e-commerce platform in Bangladesh, with a strong brand presence and wide market reach.
- ❖ **Backed by Alibaba Group:** The partnership with Alibaba brings advanced technology, logistics support, and access to global best practices.
- ❖ **Wide Product Range:** Daraz offers a huge variety of products, including electronics, fashion, groceries, and more, catering to diverse customer needs.
- ❖ **Advanced Digital Platform:** The website and mobile app are user-friendly and regularly updated, making shopping easy and secure.
- ❖ **Fast Nationwide Delivery:** Daraz has developed its own logistics network, enabling quick delivery across all 64 districts.
- ❖ **Strong Seller Network:** Thousands of local and international sellers use the platform, increasing product variety and availability.

## Weaknesses

- ❖ **High Operational Costs:** Managing logistics, technology, and customer service results in high overhead costs.
- ❖ **Quality Control Issues:** Some customers report problems with product quality and after-sales service, affecting trust and satisfaction .
- ❖ **High Employee Turnover:** The company faces a high rate of staff turnover, which can impact service quality and consistency.
- ❖ **Limited Reach in Rural Areas:** Internet access and delivery services are still limited in some rural parts of Bangladesh.
- ❖ **Customer Service Challenges:** Delays in delivery, refunds, and returns can lead to negative customer experiences.

## Opportunities

- ❖ **Growing E-Commerce Market:** Online shopping is rapidly growing in Bangladesh, with more people gaining internet access every year.
- ❖ **Expanding to Rural Areas:** There is potential to reach new customers by improving internet access and delivery in rural regions.
- ❖ **New Product and Service Offerings:** Introducing services like urgent delivery, gift delivery, and more payment options can attract new users.
- ❖ **Supporting Local Businesses:** By empowering small and medium enterprises (SMEs), Daraz can expand its seller base and strengthen community ties.
- ❖ **Leveraging Data Analytics:** Using customer data to personalize marketing and improve the shopping experience can boost loyalty and sales.

## Threats

- ❖ **Intense Competition:** The e-commerce market is highly competitive, with both local and international players like Pickaboo, Cartup, Ajkerdeal, Othoba.com and the potential entry of Amazon.
- ❖ **Political and Economic Instability:** Changes in regulations, taxes, or political unrest can disrupt business operations.

- ❖ **Cybersecurity Risks:** As an online platform, Daraz faces risks related to data breaches and online fraud.
- ❖ **Logistics and Delivery Challenges:** Issues with third-party logistics partners or supply chain disruptions can impact order fulfillment.
- ❖ **Changing Consumer Preferences:** Rapid shifts in customer expectations require constant, innovation, and adaptation.

*Table 1: SWOT Analysis*

| Strength                                                                                                                                                             | Weakness                                                                                                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>• Market leader, strong brand</li> <li>• Advanced digital platform</li> <li>• Fast nationwide delivery</li> </ul>             | <ul style="list-style-type: none"> <li>• High operational costs</li> <li>• Quality control issues</li> <li>• Customer service challenges</li> </ul>       |
| <b>External</b>                                                                                                                                                      |                                                                                                                                                           |
| Threat                                                                                                                                                               | Opportunity                                                                                                                                               |
| <ul style="list-style-type: none"> <li>• Political/economic instability</li> <li>• Logistics/distribution issues</li> <li>• Changing consumer preferences</li> </ul> | <ul style="list-style-type: none"> <li>• Growing e-commerce market</li> <li>• Support for local businesses</li> <li>• Data-driven improvements</li> </ul> |

This SWOT analysis shows that Daraz Bangladesh Limited has strong advantages in brand, technology, and market reach, but must address operational and service challenges while taking advantage of new growth opportunities and staying alert to competitive and external threats.

## 2.12 Corporate Structure

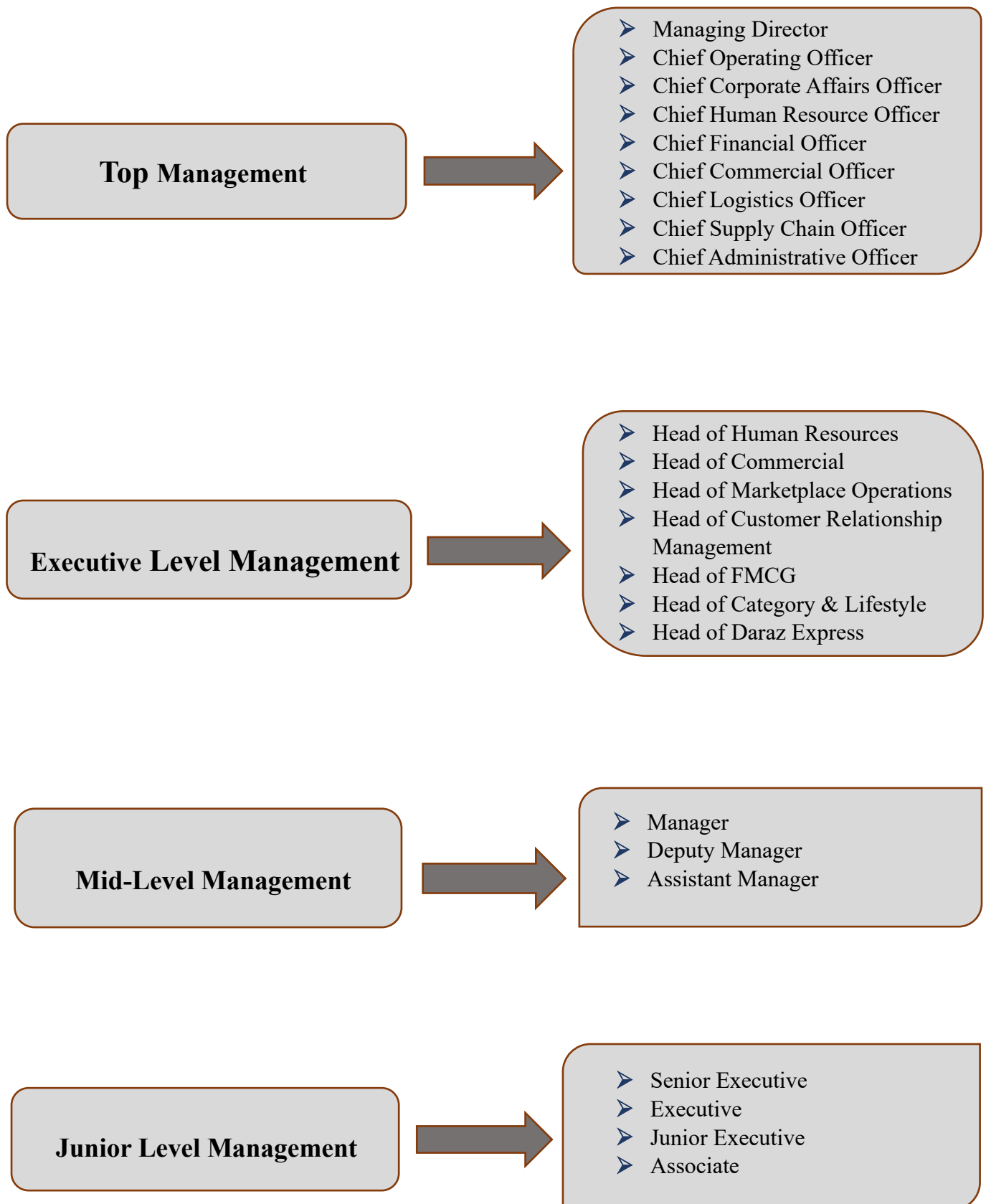


Figure 1: Functional Structure of Daraz Bangladesh Ltd.

## 2.13 Organizational hierarchy

After Daraz Bangladesh restructuring, the first position in the organizational structure of Daraz Bangladesh is held by the Managing Director (MD), and then the Chief of departments are placed under him. Moreover, the mother company AliBaba Group work closely with top management, and often, the MD seeks their advice before making critical decisions. It helps maintain proper communication and chain of authority. Each Head of Division, Department or Unit is responsible for ensuring that members of her/his team understand and comply with the hierarchy and reporting lines as well as the communications flow, as reflected in the matrix.

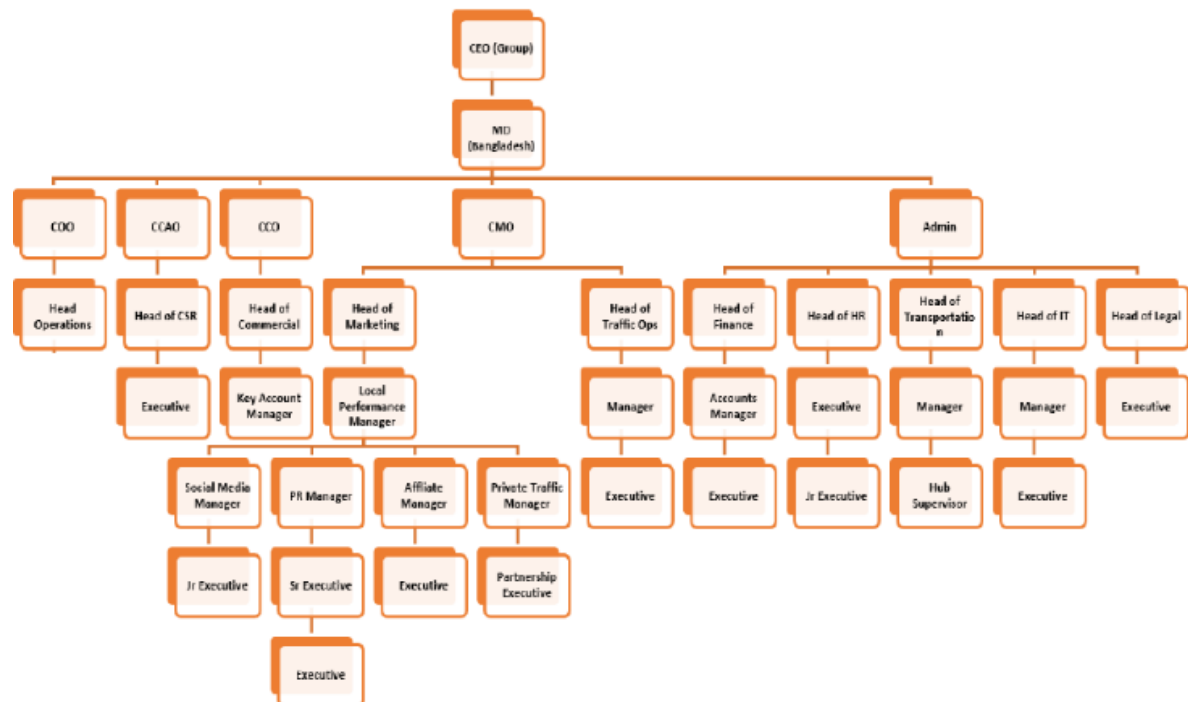


Figure 2: Organization Structure

## 2.14 Organizational Divisions of Daraz

Daraz Bangladesh Limited, as part of Alibaba International Digital Commerce (AIDC), operates with a modern, matrix-style organizational structure. This structure is designed to support its fast-paced e-commerce environment and aligns with global best practices from Alibaba Group. The company is organized into several functional teams or divisions, each responsible for specific business operations and strategic goals.

### Core Business Divisions:

*Table 2: Organizational Divisions*

| Division / Team          | Key Responsibilities                                                                 |
|--------------------------|--------------------------------------------------------------------------------------|
| Commercial Team          | Manages seller onboarding, partnerships, and commercial strategy.                    |
| Category Management      | Oversees product categories, assortment planning, and pricing strategies.            |
| Marketplace Operations   | Ensures smooth platform operations, order processing, and seller support.            |
| Logistics & Fulfillment  | Manages warehousing, Daraz Express (dEX), last-mile delivery, and inventory control. |
| Marketing & Brand        | Handles digital marketing, campaigns, branding, and customer acquisition.            |
| Customer Experience (CX) | Focuses on customer support, digital experience, and service quality.                |
| Technology & Product     | Develops and maintains the e-commerce platform, apps, and tech infrastructure.       |
| Finance & Accounts       | Controls budgeting, payments, audits, and financial compliance.                      |
| Human Resources (HR)     | Recruitment, training, payroll, and employee engagement.                             |
| Legal & Compliance       | Ensures regulatory compliance, contract management, and risk mitigation.             |

| Division / Team                      | Key Responsibilities                                                     |
|--------------------------------------|--------------------------------------------------------------------------|
| Business Intelligence (BI)           | Data analytics, reporting, and performance tracking for decision-making. |
| Public Relations & Corporate Affairs | Manages media relations, public image, and external communications.      |

### Specialized Teams and Initiatives:

- **DarazMall Team:** Focuses on branded product partnerships and premium seller management.
- **Cross-Border/E-Imports Team:** Manages international product sourcing and cross-border logistics.
- **Seller Performance & Training:** Runs Daraz University and supports seller upskilling.
- **Campaigns & Promotions:** Plans and executes large-scale sales events and marketing campaigns.
- **Onsite & Content Management:** Optimizes product listings, SEO, and onsite merchandising.
- **Issue Resolution Team:** Handles escalations, disputes, and operational problem-solving.
- **Business Development:** Identifies new growth opportunities, partnerships, and market expansion.

# **CHAPTER 3: INTERNSHIP EXPERIENCE**

### **3.1 Regular Market Visits to Explore New Vendors**

I regularly visited various markets to discover and evaluate new vendors. These visits were essential for identifying suppliers who could offer competitive pricing and maintain high-quality standards. Meeting vendors in person allowed me to assess their capabilities, negotiate terms, and gain insights into current market rates. Through these interactions, Daraz was able to foster healthy competition among suppliers, which is crucial for cost control and ensuring a reliable supply chain. These experiences also helped me develop negotiation skills and a deeper understanding of the supplier landscape.

### **3.2 Creating Comparative Statements for Vendor Analysis**

A significant part of my role involved preparing Comparative Statements to analyze multiple vendors offering similar products or services. This process required collecting quotations, comparing prices, delivery terms, and evaluating the quality and reliability of each vendor. I presented my findings in a clear format, which helped management make informed decisions about sourcing. By ensuring that the best vendor was chosen based on both price and value, I contributed to cost optimization and supported strategic sourcing. This approach also reduced the risk of over-reliance on a single supplier and enhanced Daraz's ability to negotiate favorable terms.

### **3.3 Follow-up on Delivery Timelines and Product/Service Quality**

After procurement orders were placed, I was responsible for tracking delivery schedules and verifying the quality of goods and services received. This involved frequent communication with vendors to confirm timelines and conducting inspections to ensure that all products met Daraz's standards. Whenever delays or quality issues arose, I worked closely with both the suppliers and internal teams to resolve them efficiently. This responsibility taught me the importance of attention to detail, proactive problem-solving, and maintaining strong supplier relationships to keep operations running smoothly.

### **3.4 Monthly Recurring Bill Processing**

Managing the monthly recurring bill process was another core responsibility. I collected and verified invoices from vendors, cross-checked them with delivery records, and ensured all necessary documentation was complete before submitting them for payment. This task required a high level of accuracy and organization to avoid errors and ensure timely payments, which is vital for maintaining positive relationships with suppliers. Through this work, I gained insights into the financial aspects of procurement and the importance of systematic record-keeping.

### **3.5 Coordinating Communication and Negotiations with Stakeholders**

Throughout my internship, I coordinated communication and negotiations with a range of stakeholders, including vendors, internal departments like finance and logistics, and third-party logistics partners. My role involved organizing meetings, sending emails, and following up on procurement activities to keep all parties aligned. I also participated in negotiations, discussing pricing, delivery terms, and contract details. These experiences sharpened my communication skills and taught me how to manage multiple conversations, resolve conflicts, and ensure that everyone involved was working towards shared goals.

### **3.6 Managing Linehaul Service Projects with 3PL Partners**

One of the more complex projects I handled was serving as the Point of Contact for the Daraz Linehaul service project. I coordinated the execution of linehaul logistics through third-party logistics partners on specific routes. My duties included sending Requests for Quotation to companies such as DSV, Pathao Courier, Shodagor Express Limited, Sundarban Courier Service, and TruckLagbe. I visited the offices of S.A Paribahan Courier Limited and Sundarban Courier Service to assess their operations and held meetings to discuss service terms and follow up on ongoing projects. I compared quotations based on various pricing models, such as per kilogram, per cubic feet, and per full truck load, to identify the most cost-effective and reliable partners. This project gave me practical experience in logistics management, vendor evaluation, and project coordination.

### **3.7 Maintaining Detailed Records and Documentation**

I was responsible for maintaining comprehensive records of all procurement activities, including contracts, permits, approvals, and correspondence with stakeholders. This documentation was crucial for ensuring transparency, supporting compliance, and providing a reliable reference for future audits or reviews. I also managed vendor onboarding records and compliance checks, ensuring that all necessary details were accurately captured in the procurement portal.

### **3.8 Supporting Strategic Sourcing Initiatives**

My involvement in vendor analysis and comparative statement preparation played a key role in Daraz's strategic sourcing initiatives. By identifying the best suppliers based on both cost and quality, I supported data-driven decision-making and helped develop long-term procurement strategies. This work enabled Daraz to adapt quickly to changing market conditions and supplier capabilities, ensuring a robust and flexible supply chain.

### **3.9 Problem-Solving and Issue Resolution**

Throughout the internship, I encountered and resolved various challenges, such as handling delivery delays, quality issues, and discrepancies in billing or documentation. I coordinated with multiple teams to address urgent procurement needs and worked proactively to find solutions. These experiences improved my ability to think critically, act decisively, and maintain composure under pressure.

### **3.10 Professional Skill Development**

Overall, my internship at Daraz Bangladesh Limited allowed me to develop valuable professional skills, including corporate communication, stakeholder management, vendor negotiation, data analysis, time management, and adaptability. Each responsibility provided practical experience and contributed to my growth as a future supply chain professional. The exposure to real-world procurement operations in a dynamic e-commerce environment has equipped me with the confidence and skills needed to take on greater responsibilities in my career.

# **CHAPTER 4: FINDINGS AND COMPARATIVE ANALYSIS**

During my internship in the Procurement Team at Daraz Bangladesh Limited, I observed and participated in various procurement activities. These experiences provided valuable insights into how the procurement process works in a leading e-commerce company. The main findings are summarized below:

### **1. Structured Procurement Workflow**

- Daraz follows a clear, step-by-step procurement process, starting from identifying needs to final payment.
- Each stage—supplier selection, quotation, negotiation, contract, order placement, delivery, inspection, and payment—is well-defined and documented.
- The use of digital procurement portals streamlines the workflow and reduces manual errors.

### **2. Use of Digital Tools and Technology**

- Procurement operations are largely managed through online platforms and the Daraz Procurement Portal.
- Comparative Statements (CS) are created digitally to compare vendors and ensure cost optimization.
- Data analytics tools are used to track spending, monitor delivery timelines, and evaluate supplier performance.

### **3. Vendor Management and Selection**

- Regular market visits are conducted to identify new vendors and maintain competitive pricing.
- Vendor onboarding is systematic, requiring documentation, compliance checks, and data entry into the procurement portal.
- The team maintains detailed records of all vendor interactions, contracts, and agreements.

### **4. Focus on Compliance and Documentation**

- There is strict adherence to compliance, especially regarding VAT (Mushak 6.3) and legal documentation.

- Legal tickets are issued for vendor enlistment, rent agreements, renewals, and amendments to ensure transparency and accountability.
- All procurement activities are recorded for future reference and audit purposes.

## **5. Stakeholder Communication and Coordination**

- The Procurement Team regularly communicates with internal departments, vendors, and third-party logistics partners.
- Coordination is essential for timely delivery, quality assurance, and resolving any issues that arise during procurement.
- Regular updates and progress reports are shared with management.

## **6. Cost Optimization and Quality Assurance**

- Comparative Statements are used to select vendors offering the best value without compromising on quality.
- There is a strong emphasis on balancing cost savings with maintaining product and service standards.
- Quality checks are performed on received goods, and any issues are addressed with vendors promptly.

## **7. Challenges Faced**

- Occasional delays in delivery and quality issues with some local vendors.
- High workload during peak seasons requires effective time management and adaptability.
- Limited access to certain confidential data restricted the depth of analysis in some cases.

## **8. Professional Skill Development**

- The internship provided hands-on experience in corporate communication, stakeholder management, data analysis, and vendor management.
- Exposure to real-life procurement challenges improved my problem-solving and adaptability skills.

## 9. Continuous Improvement

- The Procurement Team is open to feedback and regularly reviews its processes to find areas for improvement.
- There is ongoing training for team members and vendors to ensure compliance and efficiency.

These findings highlight the strengths of Daraz Bangladesh Limited's procurement process, such as digital integration, structured workflows, and a focus on compliance and quality. They also point out areas where further improvements can be made, especially in vendor reliability and process automation.

### 4.1 Comparative Analysis of Daraz and Cartup

Below is a comparative analysis of Daraz and Cartup, two prominent e-commerce platforms in Bangladesh, based on multiple key criteria.

*Table 3: Comparative Analysis*

| Criteria        | Daraz                                                                  | Cartup                                                     |
|-----------------|------------------------------------------------------------------------|------------------------------------------------------------|
| Year Founded    | 2012 (Bangladesh operations 2015)                                      | 2018                                                       |
| Parent Company  | Alibaba Group (since 2018)                                             | US Bangla Group                                            |
| Headquarters    | Banani, Dhaka, Bangladesh                                              | Tejgaon, Dhaka, Bangladesh                                 |
| Market Presence | Nationwide, leading market share in Bangladesh                         | Growing presence, mainly urban areas                       |
| Product Range   | Wide range: electronics, fashion, groceries, home appliances, and more | Focus on groceries, daily essentials, and some electronics |
| User Base       | 20 million+ verified users                                             | Hundreds of thousands of users                             |

| Criteria                               | Daraz                                                                    | Cartup                                                         |
|----------------------------------------|--------------------------------------------------------------------------|----------------------------------------------------------------|
| Logistics and Delivery                 | Own logistics network (Daraz Express), fast delivery across 64 districts | Partnership with local courier services, limited own logistics |
| Technology and Platform                | Advanced digital platform with mobile app and web portal                 | User-friendly website and mobile app, less advanced than Daraz |
| Payment Options                        | Multiple options including digital wallets, cards, cash on delivery      | Supports cards, mobile banking, cash on delivery               |
| Customer Service                       | 24/7 customer support, extensive help center                             | Customer support during business hours, smaller help center    |
| Marketing and Promotions               | Regular large-scale campaigns like 11.11, Lucky 7.7                      | Frequent discounts and promotions, smaller scale               |
| Seller Support                         | Training and support via Daraz University for 45,000+ sellers            | Basic seller support, onboarding assistance                    |
| Revenue Model                          | Commission-based, advertising, promotional partnerships                  | Commission-based with focus on grocery delivery                |
| Social Impact and Community Engagement | Supports local businesses, community relief efforts                      | Community-focused, supports local vendors                      |

# **CHAPTER 5: RECOMMENDATIONS AND CONCLUSION**

## 5.1 Recommendations

Based on my observations and experiences during the internship at Daraz Bangladesh Limited, I suggest the following steps to further improve the procurement process:

- **Expand the Vendor Base:** Increase the number of qualified vendors to encourage healthy competition and reduce dependency on a few suppliers. This can help secure better prices and more reliable service.
- **Enhance Vendor Training:** Offer regular training sessions for vendors on compliance, documentation, and quality standards. Well-informed vendors are more likely to meet company requirements and reduce errors.
- **Automate Routine Tasks:** Invest in further automation of procurement activities, such as bill processing, vendor onboarding, and compliance checks. This will save time, reduce manual errors, and allow the team to focus on strategic tasks.
- **Strengthen Quality Control:** Implement stricter quality checks and feedback mechanisms to ensure products and services consistently meet Daraz's standards. Promptly address any recurring issues with vendors.
- **Improve Internal Communication:** Foster better coordination between procurement, logistics, finance, and other departments. Regular meetings and updates can help resolve issues quickly and keep everyone aligned.
- **Leverage Data Analytics:** Use advanced data analysis to monitor procurement trends, identify cost-saving opportunities, and forecast demand more accurately. This can support better decision-making and inventory planning.
- **Develop a Vendor Performance Review System:** Introduce a structured system to regularly evaluate vendor performance based on delivery, quality, and compliance. Share feedback with vendors to encourage improvement.

## **5.2 Conclusion**

The internship at Daraz Bangladesh Limited provided valuable insights into the procurement process of a leading e-commerce company. I observed a well-structured workflow supported by digital tools, clear documentation, and a focus on compliance. The Procurement Team works hard to balance cost, quality, and timely delivery, while managing relationships with a wide range of vendors and stakeholders.

While the current process is effective, there are opportunities for further improvement, especially in vendor management, automation, and cross-departmental communication. By adopting the recommended steps, Daraz can strengthen its procurement operations, reduce risks, and continue to support the company's growth and reputation as a market leader.

Overall, this internship has helped me develop practical skills and a deeper understanding of real-world procurement, which will be valuable for my future career in supply chain management.

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