

The Marketing Practices in Bikroy.com Limited

Samiha Akter
111 162 149

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

The Marketing Practices in Bikroy.com Limited

Submitted to:

Dr. Khandoker Mahmudur Rahman

Professor, SoBE

Major: Marketing

Submitted by:

Samiha Akter

ID: 111162149

Major: Marketing



School of Business and Economics
United International University

Date of submission: July 7, 2026

Letter of Transmittal

7 July, 2026

Dr. Khandoker Mahmudur Rahman
Professor
School of Business and Economics
United International University

Subject: **Submission of the Internship Report**

Dear Sir:

I would like to submit my internship report titled “The Marketing Practices in Bikroy.com Limited”, which has been prepared as a requirement for the completion of the BBA Program of United International University.

Bikroy.com Limited was established in 2012 as a wing of the Saltsaide Technologies Group.

While working on the report, I have tried to follow each and every guideline that you have advised. It has been a very enlightening experience to work in this new venture and I have thoroughly enjoyed my internship period at Bikroy.com. The authority of Bikroy.com has also extended their cooperation whenever required.

Sincerely,

Samiha akter
ID No: 111162149

Certification of Similarity Index

This report has been in compliance with the requirements as declared by the policy of the United International University with regard to Similarity Index and satisfies the criteria as laid by the aforesaid authority. Should there be any detection of non-compliance, exceeding the accepted limit of similarity, or unlawful duplication of work without referring proper credits, the author will be liable to punitive measures as per the institutional policy in this regard. The report is hereby submitted which is subject to similarity evaluation according to the current policy at force, applicable and interpretable on a specific and relevant date and time when the similarity evaluation was done.

Declaration of the Student

As the author of the project report “The Marketing Practices in Bikroy.com Limited”, I’m Samiha Akter acknowledge my personal accountability. All of the data in this report was collected and analyzed prior to being used in the study. All of the study's facts are true and relevant. Every piece of information is included with the appropriate consent and authorization. Additionally, no content from another website is directly copied or shared without properly citing the original author.

Corporate Evidence



Acknowledgement

I would like to thank the internship Supervisor, Dr. Khandoker Mahmudur Rahman who helped me in every step of my internship. I am very much grateful to Rehenuma Islam (Head of HR) for giving me the opportunity to complete my internship at Bikroy.com Limited. I am sure that their dynamic managerial activities will give inspiration to anybody to build one's career properly.

I also want to thank Md. Arifin Hossain (Manager & Head of Marketing) and Sanjoy Biswas (Head of Corporate Sales) and all individual of the Bikroy.com Limited, for their support that I have been provided for preparing my report. I practically work with them, try to share their perception, feelings and on the basis of my realization, I prepared report from my own point of view. Then at last I shall be grateful to those people who read this report and who shall get benefit from this report at present and in future.

Executive Summary

The practicum report has been designed based on my theoretical understanding and practical experience. It has been structured to provide practical knowledge while at the same time going through theoretical understanding. The report is the outcome of a three-month internship program with Bikroy.com.

The study includes Introduction, Organizational Overview and Analysis on Marketing Practices in Bikroy.com Limited and Conclusion. In the introduction part, I have focused on the topic of the report, origin of the report and background of the report has been included.

In this report I have added history of Bikroy.com where it represents an overview of Bikroy.com including its profile, vision, mission, product portfolio, business model & future projection.

As well I've added 7p's marketing of Bikroy.com Limited, SWOT analysis, product life cycle and a financial analysis. Also consists of the work assignment which is based on all the knowledge or experiences that I have gathered through the internship program.

Table of Contents

Letter of Transmittal.....	iii
Certification of Similarity Index.....	iv
Declaration of the Student	v
Corporate Evidence	vi
Acknowledgement.....	vii
Executive Summary	viii
Table of Contents.....	ix
List of Figures	xii
CHAPTER 1: INTRODUCTION	1
1.1 Background of the Report	2
1.2 Objective of the Report	2
1.3 Topic of the Report	2
1.4 Origin of the Report	2
1.5 Scope of the Report.....	3
1.6 Methodology of the Report	3
1.6.1 Primary Sources	3
1.6.2 Secondary Sources	3
1.7 Limitations	3
CHAPTER 2: COMPANY & INDUSTRY PROFILE.....	4
2.1 Company Analysis	4
2.1.1 Overview & History.....	4
2.1.2 Vision.....	4
2.1.3 Mission.....	4
2.1.4 Principles.....	4
2.1.5 Founders & Governance	5
2.1.6 Top Management	5
2.1.7 Organizational Hierarchy	6
2.1.8 Company Operations & Activity	7
2.1.9 Product & Services	7

2.1.10	Future Projection.....	9
2.2	Industry Analysis.....	10
2.2.1	Specification of Bikroy	10
2.2.2	Product	10
2.2.3	Pricing Strategy.....	11
2.2.4	Placing Strategy	11
2.2.5	Promotion Strategy	11
2.2.6	People Management.....	12
2.2.7	Process of using Bikroy	13
2.2.8	Physical Evidence	14
2.3	Product Strategy of Bikroy.....	15
2.3.1	Cost Strategy.....	15
2.3.2	Differentiate Strategy.....	15
2.3.3	Focus Strategy.....	16
2.3.4	Quality Strategy	16
2.4	SWOT Analysis of Bikroy	16
2.4.1	Strengths	17
2.4.2	Weaknesses	17
2.4.3	Opportunities.....	18
2.4.4	Threats.....	18
2.5	Technological Factors of Bikroy.....	19
2.5.1	Advertising.....	19
2.5.2	Personal Selling	19
2.5.3	Sales Promotion	19
2.5.4	Publicity.....	20
2.6	Target Market.....	20
2.7	Rivalry Analysis of Bikroy	21
2.8	Product Management.....	21
2.9	Product Life Cycle	22
2.10	FINANCIAL ANALYSIS	23
2.10.1	ROA (Return on Assets)	23
2.10.2	ROE (Return on Equity)	24
2.10.3	Net Profit Margin (NPM).....	25

2.10.4	Earnings per share.....	26
2.10.5	Total Shareholders' Equity	27
2.11	External Economic Factors	28
2.11.1	Rivalry.....	28
2.11.2	Suppliers	29
2.11.3	Customers	29
2.11.4	Public	29
CHAPTER 3: INTERNSHIP EXPERIENCES		30
3.1	Position, Duties, and Responsibilities	30
3.2	Training and Development.....	31
3.3	Contribution to the Organization.....	31
3.4	Evaluation.....	32
3.5	Skills Applied.....	32
3.5.1	Marketing Skills.....	32
3.5.2	Technical Skills.....	33
3.5.3	Communication Skills.....	33
3.5.4	Personal and Professional Skills	33
CHAPTER 4: CONCLUSIONS & KEY FACTORS		34
4.1	Recommendations	34
4.1.1	Strengthen Digital Marketing Activities	34
4.1.2	Enhance Customer Trust and Security	34
4.1.3	Improve Customer Support Services	34
4.1.4	Increase Promotional Campaigns	34
4.1.5	Enhance the Website and Mobile Application.....	35
4.1.6	Expand Business Partnerships	35
4.1.7	Conduct Regular Market Research	35
4.1.8	Provide Continuous Employee Training.....	35
4.2	Key Understanding.....	36
4.3	Conclusion.....	36
References		37

List of Figures

Figure No.	Title	Page no.
Figure-1.1	Bikroy.com site	1
Figure-2.1	Bikroy.com Logo	5
Figure-2.4	Organizational Hierarchy	7
Figure-2.6	Business Model	8
Figure-3.1	7p's of Marketing	11
Figure-3.3	SWOT Analysis	17
Figure-4.1	Return on Asset (ROA) in Percentage	25
Figure-4.2	Return on Equity, ROE (%)	26
Figure-4.3	Net Profit Margin in Percentage	27
Figure-4.4	Earnings Per Share, EPS	28
Figure-4.5	Total Shareholders' Equity in BDT	29
Figure-4.6	Micro Environment chart	30

CHAPTER 1: INTRODUCTION

Bikroy.com was launched in 2012 and has sections dedicated to private and business advertisements for cars and vehicles, property, electronics, home appliances and personal items, sport and hobby items, and jobs, among others.

Bikroy.com is a site where you can trade nearly everything. The best arrangements are frequently finished with individuals who live in your own city or on your own road, so at Bikroy.com it's not difficult to trade locally. You should simply choose your district. It takes 1 minute to post an advertisement on Bikroy.com. Individuals can pursue a free record.

Classified advertisements are currently placed on Bikroy.com and remain on the site for a period of 60 days. Bikroy.com is available in English and Bengali.

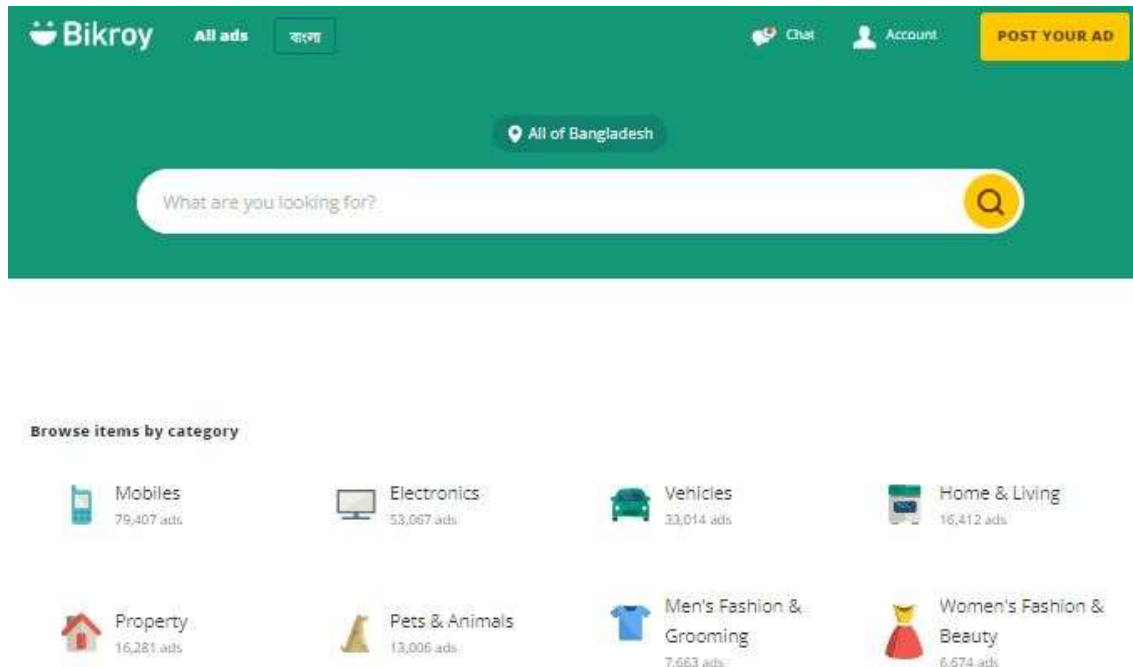


Figure-1.1: Bikroy.com site

1.1 Background of the Report

The internship program which is an essential part of the BBA program to complete the degree and exercise a significant importance as it enables a student to familiar with the practical business activities. The student work closely with the people of an organization and learn about the functions of that organization. This program enables a student to develop his analytical skill and scholastic attitude. For the completion of this internship program, I have been placed in the “Bikroy.com” Mohakhali as an internee for 3 months. This report would be base on- Marketing & Sales activities of Bikroy.com.

1.2 Objective of the Report

The essential target of this report is to complete this review as a graduation prerequisite. Subsequent to finishing my 3 months of temporary position I need to present an exploration report in view of my commonsense information which I have acquired by chipping away at an association. Essentially, I need to utilize the hypothetical idea acquired in study hall circumstances with genuine situations. Along these lines, the goal is fundamentally met by staying appended to a presumed association and by acquiring some genuine encounters. With everything taken into account, combining these two distinct pieces of information makes a powerful expert profession.

1.3 Topic of the Report

A topic has to be selected for the report. A well-defined topic reveals what is going to be discussed throughout the report. The topic has been assigned “The Marketing Practices in Bikroy.com”

1.4 Origin of the Report

In today’s world academic education is not enough to enable student compete with confidence and reach his/her goal without having experience of the outside world. The report which has given the opportunity to learn

about how a particular company sets its Marketing Strategy to launch its product in the market place to satisfy the organizational goal.

1.5 Scope of the Report

Bikroy.com is the no.1 marketplace in Bangladesh. The scope of this study is to know about Bikroy.com through a broad perspective. This report is only done to find out the challenges associated with the activities concerned with ad banner advertising & marketing, membership and voucher offering to the customers. Over there, in this study, I tried to cover the organization's background, overview, structure, basic functions & performance of Bikroy.com.

1.6 Methodology of the Report

For smooth and accurate study everyone has to follow some rules and regulations. The study inputs were collected from two sources:

1.6.1 Primary Sources

- Online marketing activities
- Discussion with the department heads
- Conversation with the clients
- Observations
-

1.6.2 Secondary Sources

- Report of Bikroy.com
- Website of Bikroy.com

1.7 Limitations

In preparing this report certain limitations were faced:

- The representatives of the Bikroy.com are regularly so occupied to give data or information.
- Lack of sufficient sources prevented verification of information.
- The analysis presented here may vary with opinions of experts in this field.

CHAPTER 2: COMPANY & INDUSTRY PROFILE

2.1 Company Analysis

2.1.1 Overview & History

Saltside Technologies is a multinational technology company that owns Bikroy. As of January 2015, Saltside Technologies, a last-stage venture-funded business situated in Sweden, has raised US\$65 million. In addition to Bikroy.com in Bangladesh, Saltside Technologies now operates classified websites Tonaton.com in Ghana and Ikman.id in Sri Lanka.

2.1.2 Vision

To build the leading online marketplace in underserved markets creating sustainable value for the community.

2.1.3 Mission

Bikroy.com's mission is to add value to their clients and to the company. To develop a learning culture that increases innovation. By contributing to the welfare and economic prosperity, of the people and the community. Also, to develop a sustainable working environment that will help employees' growth.



Figure-2.1: Bikroy.com Logo

2.1.4 Principles

Bikroy.com believes in 5 guiding principles strictly.

- Know your KPIs
- You make the call

- Do fewer things better
- Result speaks the loudest
- It is okay to make mistakes

2.1.5 Founders & Governance

Corporate governance is known as a few arrangements of strategies and systems which influences the way an organization is being managed. It ordinarily covers the partners of the organization, the organization, and the vital vision of the organization. Corporate Administration shows that the organization follows on straightforwardness, adequate exposures, and outright recognition with the regulations, decency, incredible skill, obligation and ultimately the focus of amplifying investors' esteem as well as care for the interests of the leaders, representatives. The climate and the public are expansive.



Eshta Shamin
Chief Executive Officer
Biny.com Limited



Rehana Islam
Assistant Director
HR & Culture



Md. Masrur Rahim Babel
Assistant Director
Finance & Administration



Md. Atzal Hussain Sarkar
Head of Vehicles



Sanjoy Biswas
Head of Corporate Sales



Md Arifin Hossain
Manager
Head of Marketing



Adnan Atique Chowdhury
Head of Design

2.1.7 Organizational Hierarchy

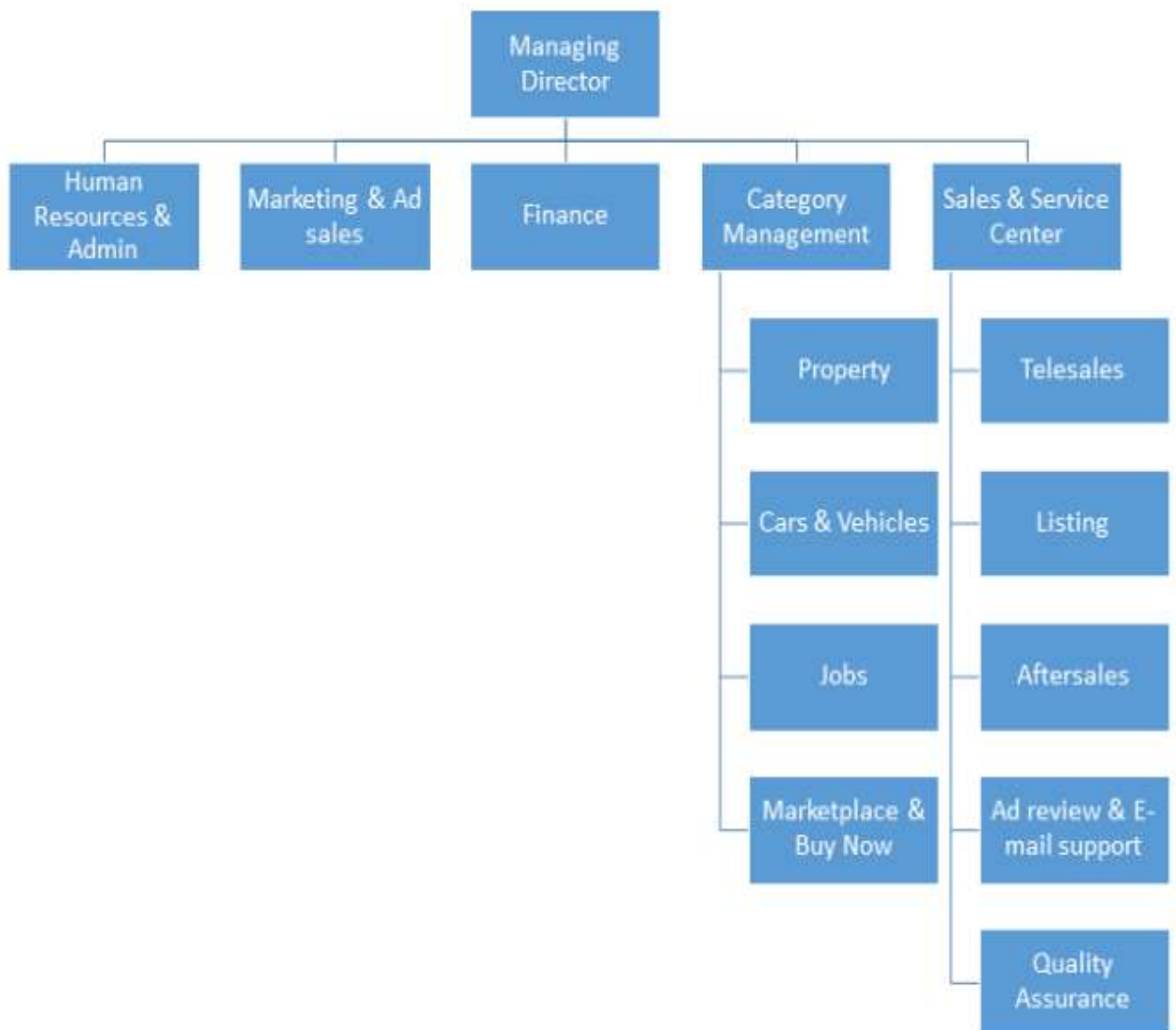
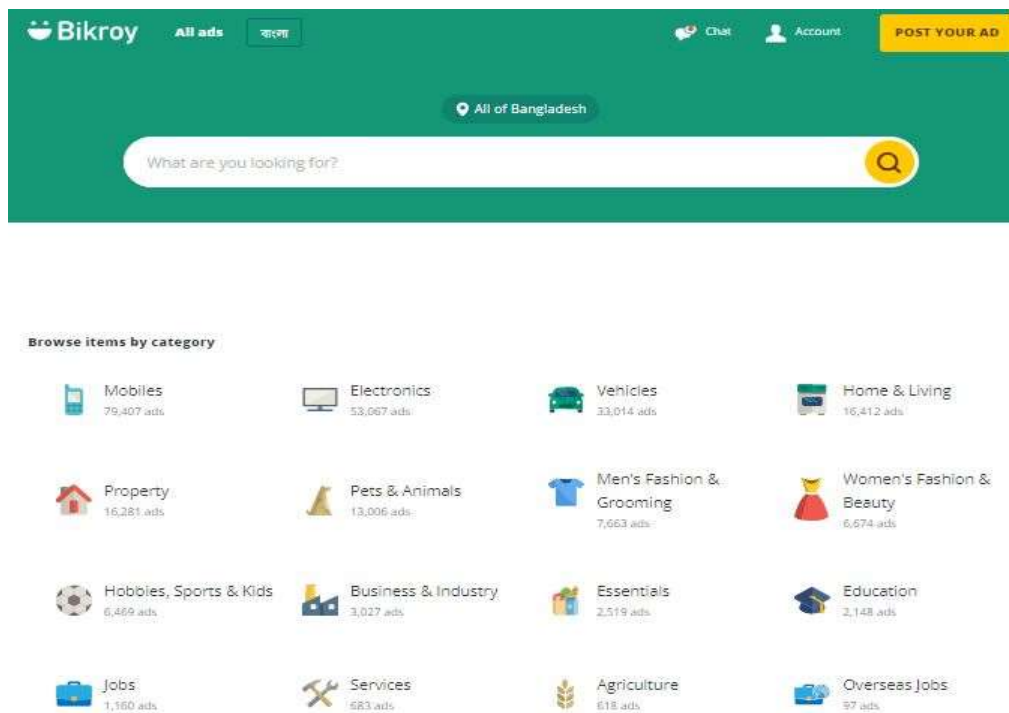


Figure-2.4: Organizational Hierarchy

2.1.8 Company Operations & Activity



Bikroy.com has 16 different categories as a marketplace. Here anyone can buy and sell their product or service as they wish. As it is a marketplace so there's no boundary of products. Hundreds of products are being sold every day through the Bikroy.com platform.

2.1.9 Product & Services

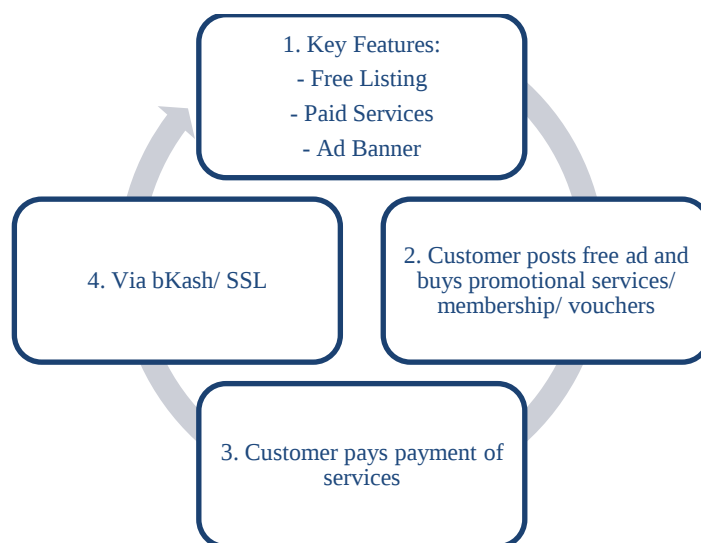


Figure-2.6: Business Model

- Free Listings:
 - Sellers can post ads for free, which allows users to reach a wide audience.
 - The platform ensures ease of use by making ad posting a quick process.
- Paid Services:
 - Membership Packages: Sellers can purchase membership plans for enhanced visibility and credibility.
 - Ad Promotions: Features like Top Ads and Bump up are available for sellers to boost their product reach and gain more visibility.
 - Voucher Offerings: Special promotions or discounts offered to encourage purchases.
- Ad Banner: Corporate clients benefit from advertising services and promotional tools that enhance their presence on the platform.
- Revenue Streams:
 - Membership fees from plus & premium buyers.
 - Income from promoted ads and banner advertisements.
- Customer Focus:
 - Offers both brand new and second-hand products, catering to diverse customer needs.
 - Emphasizes secure and user-friendly transactions, aiming to build customer trust and satisfaction.
- Localized Transaction:
 - Encourages local transactions by allowing users to filter by region, ensuring convenience for buyers and sellers.

This hybrid approach of free accessibility and paid features makes Bikroy.com sustainable, user-friendly and a go-to platform for both individual users and businesses.

2.1.10 Future Projection

A classified selling website like Bikroy.com's future projections may include a variety of methods and trends to react to changing market demands and preserve a competitive advantage. The following are crucial aspects to look on when projecting its growth.

- **Technological Advancements:** Implementing AI for personalized user experiences, predictive analytics, and automated customer service.
- **Enhanced User Experience:** Enhancing the checkout experience with multiple payment options, including digital wallets and cryptocurrencies.
- **Sustainability:** Promoting eco-friendly products and encouraging sellers to follow sustainable practices.
- **Launch programs:** Using insights to launch targeted promotions, loyalty programs, and discounts.
- **Collaboration and Partnerships:** Collaborating with local businesses for cross-promotions and bundled offerings.

2.2 Industry Analysis

2.2.1 Specification of Bikroy

The product strategies of Bikroy.com focus on 7Ps of marketing to enhancing user experience, ensuring platform reliability, and meeting the diverse needs of buyers and sellers. Here's an in-depth look at Bikroy.com's product strategies:



Figure-3.1: 7P's of Marketing

2.2.2 Product

- **Core Offering:** An online platform for buying, selling, and renting products and services, including electronics, vehicles, property, and jobs such as they've offered electronics category to premium customers of Cars category who can use both category and take benefits of Bikroy app.
- **Key Features:** User-friendly interface, diverse categories, mobile app, and secure communication between buyers and sellers, where users can buy other categories and use secure app without any hassles.

- **Value Additions:** Verified seller badges, Sell fast, Auto Bump up, premium listings, and analytics for sellers benefits for members. When a user buys membership, he will get these additional benefits for more views and sellers.

2.2.3 Pricing Strategy

Free basic listings for individuals. Tiered pricing for premium services like "Top Ads" or "Spotlight Ads."

- **Discounts and Offers:** Seasonal discounts on premium listings for sellers or businesses. On two Eids or New Year they usually launch offer packages for both members and non-members.
- **Revenue Streams:** Ad placement, subscription packages for businesses, and featured ad services. Some business people can also buy banner placement in offer pricing which highlights their business and products in their website and app both.

2.2.4 Placing Strategy

- **Platform:** Accessible via website and mobile app (android & IOS). User with iOS and android user can use website from everywhere with same price.
- **Market Reach:** Nationwide in Bangladesh such as Chittagong, Sylhet, Rangpur, Barisal & rural users can use all kind of categories with free limits and free payments. Also Bikroy.com salesperson has reached to all markets in Dhaka and outside Dhaka and bringing them in Bikroy website for new product sale.
- **Accessibility:** Optimized for both low and high-bandwidth internet connections to reach diverse user demographics to overcome all kind downfall and revenue loss.

2.2.5 Promotion Strategy

- **Advertising Channels:** Digital marketing through Google Ads, Facebook, Instagram, and YouTube. Also Offline campaigns in

collaboration with local businesses or community events. These advertising events are for both members and non-member for a quick reminder if there are any offers or changes in Bikroy app. Sometimes these offers make significant changes in their revenue.

- **Engagement:** Social media contests, educational blogs, and user testimonials to engage with users to use Bikroy app and website. These engagements can bring a huge difference in Bikroy revenue.
- **Partnerships:** Collaborations with e-commerce platforms or logistics providers for enhanced service offerings as Bikroy is collaborated with Bkash, SSL, Nagad & some other financial company for a smooth payment gateway. Also they are partnered with Minister Company who are arranging “Birat Haat” event in every year.

2.2.6 People Management

- **Internal Team:** HR team, Customer support team, Product development Team, Finance team and marketing teams to ensure smooth operations and user satisfaction. These support teams are working very hard to eliminate any type of barriers.
- **HR Policy:** A guideline for managing remote employees, ensuring compliance, and fostering a positive work environment. New employees receive training on company tools, policies, and culture. Employees should use secure company-provided devices or adhere to cybersecurity policies when using personal devices. Employees should not share confidential or misleading company information online.
- **Customer support team:** This team is working 24/7 to support customer for a smooth operation. They guide customers how to use website & app. Also they sale and keeping revenue high with their efforts.
- **Product Development team:** This team is significantly identifying all the website errors and solve in a quick time. Their efforts also effected on Bikroy revenue.
- **Sales Persons:** Management team is providing training, tips, for selling membership packages, promotional packages and guidelines to ensure secure and successful transactions.

- **Finance Team:** Monthly revenue gap and taking care the VAT TAX issue which also falls under an important issues.
- **Community Building:** Encouraging user interaction through forums or success story features such as some membership buyers got benefited from Bikroy by selling their products.



Attachment: Members Testimony

2.2.7 Process of using Bikroy

- **Listing Process:** Simple steps for users to post ads, with guided instructions. Such as user can use Bikroy by paying the listing fee for all categories.
- **Transaction Process:** User can use all kind of payment process such as SSL, Bkash, Nagad, Banking card, Mobile banking. All these transaction processes are safe for users to put their personal numbers.
- **Support System:** Efficient dispute resolution, fraud prevention mechanisms to identify fraud activities. Product development team has the backend engineers who can identify the frauds and they can blacklisted all the fraud activities.
- **Business Accounts:** Dedicated features for businesses, such as bulk ad posting and brand promotion options. Bikroy has introduced premium members a business accounts for premium customers as well.
- **E-commerce Integration:** Partner with local businesses to create a hybrid marketplace model where users can directly purchase new items.

2.2.8 Physical Evidence

- **Brand Visibility:** Bikroy's has eye catchy logo, website design, app interface, and consistent branding in all marketing materials to catch customer's attention and brand value.



Attachment: Attractive logo with day wise.

- **Customer Assurance:** Trust badges for verified users, clear policies for safe transactions, and visible reviews/testimonials for all members and premium members to ensure views.



Attachment: Customer's review

- **Offline Presence:** Bikroy is participation in fairs, events, sponsorships to reinforce brand trust and holding a huge value in the marketplace.



Attachment: Bikroy in Property Fair 2024

2.3 Product Strategy of Bikroy

2.3.1 Cost Strategy

Bikroy changes their prices of their some exceptional products such as listing prices and promotional prices. So that people can afford the services according their choices.

2.3.2 Differentiate Strategy

Bikroy.com focuses on establishing a unique position in the Bangladeshi online marketplace by leveraging its platform's features, services, and localized approach such as seasonal campaigns, such as promotions during Eid or Pohela Boishakh, align with local traditions and consumer behavior and educational resources on topics like safe buying, selling tips, and market insights help users navigate the platform effectively.

2.3.3 Focus Strategy

Bikroy has a large amount of customer and they have personalized prices which makes brand loyalty and customer driven.

2.3.4 Quality Strategy

Bikroy has over 35M visitors and 10k members all over across the country. To maintain such quality, quality assurance team is monitoring and product team is working to provide best service by releasing new products and finding bugs in the app.

2.4 SWOT Analysis of Bikroy

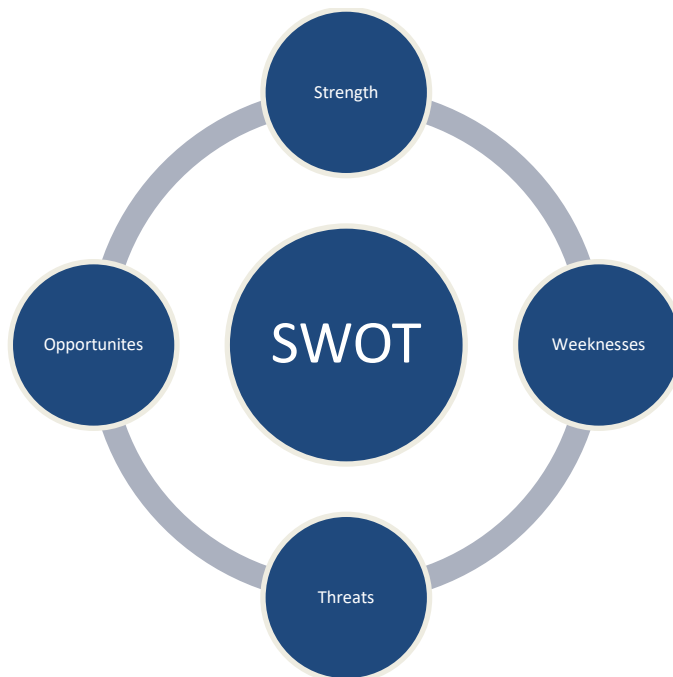


Figure- 3.3: SWOT Analysis

The SWOT analysis has determined the company's internal strengths and weaknesses in addition to its exterior opportunities and threats. To put it another way, SWOT analysis is the comprehensive assessment of a business's opportunities, threats, weaknesses, and strengths. To achieve this shift, new corporate or company strategies might be created. The following is a SWOT analysis of Bikroy.com:

2.4.1 Strengths

- **Classified website:** Bikroy has obtained the classified batch on 2012 and first online marketplace in Bangladesh.
- **Dedicated employees:** Company has intelligent employees those are working with an outstanding efforts even on weekends.
- **Access from all over Bangladesh:** The Bikroy site has no limitations of uses. People from all over Bangladesh can access site and can take its benefits.
- **Intelligent Management:** Management teams called “Key Ops” are handling all sorts of tactical situations. They can take decision about company and any departmental issues.
- **Accessible from all devices:** Bikroy has both iOS and android version where different type device users can use Bikroy app. User have to download Bikroy application from playstore.
- **Strong engineers:** Engineers are working 24/7 to detect the app issues and fixing the bug in a minute. Their effort effected on revenue.
- **Brand name:** People from all over Bangladesh know about Bikroy and its Brand value.
- **Good monitoring system:** A team is monitoring the office system such as server, desktop, calling server, internet server to reduce downfall.
- **World-class office equipment:** Company has used world class equipment in their office for employee comforts and best service.

2.4.2 Weaknesses

- **Lack of good marketing:** Bikroy has less focus on marketing but they're active on their social media account and trying their best to grab user's attentions by frequent ads.
- **Lack of update website:** Bikroy website hasn't changed their theme or website design. Which may boring sometimes to users.
- **Fraudulent Activities:** Some dishonest users signed up in Bikroy and doing fraud activity with general customers.

- **Easily reportable:** Users or non-users both can report any ads and violent any content easily.

Overcome: Bikroy.com can overcome their weaknesses by developing their marketing skills such as accepting new trend of promote brands, playing TVC, collaborating with new advertising app like Instagram/ Tiktok. As well they can update their app with new version or can add new option to post which can eye catchy to young people. They can blacklist frauds, which will be unable to sign up in Bikroy. Report option should be for only users.

2.4.3 Opportunities

- First online selling market: Bikroy had taken the opportunity to establish their website in Bangladesh where there wasn't any online selling marketplace.
- Extend to new branches: They've launched only for Dhaka but after some success they have launched in Sylhet, Chitagong, Barishal, Rangpur & Khulna.
- Discount offer on occasion: They grabbed the opportunity of Bangladeshi occasion and launched offers for customers on occasionally.
- Extend membership cost: Bikroy had launched their membership opportunity on 2014 and extended in various categories which led them a huge success.

2.4.4 Threats

- New Competitors: There are new competitors are coming in market which may lead Bikroy a huge competition.
- Economy fall: Bikroy may face some downfall if there will be any political situation or natural disaster.
- Network issue due to bad weather

Overcome: Bikroy.com can overcome these threats by taking a strong step on time.

2.5 Technological Factors of Bikroy

The promotional mix of Bikroy.com typically involves strategies across multiple channels to engage its target audience, drive traffic, and boost sales. Here's a likely breakdown of Bikroy.com's promotional mix based on general e-commerce and marketplace strategies:

2.5.1 Advertising

- **Online Advertising:** Google Ads, Facebook Ads, and other paid search or social media campaigns to promote specific categories, offers, or new features.
- **Display Ads:** Banners on popular websites to increase visibility.
- **Retargeting Ads:** Targeting visitors who didn't convert using display ads or social media ads.

2.5.2 Personal Selling

- Bikroy sales persons are engaging with premium sellers or businesses directly to onboard them onto the platform.
- Company is offering personalized solutions for larger businesses to use Bikroy.com as a marketplace where sellers want to buy with wasting time and any hassle.

2.5.3 Sales Promotion

- **Discounts and Offers:** Seasonal discounts, promotional offers for sellers or buyers, or free listing days to attract users.
- **Referral Programs:** Incentives for users or FNF to refer friends and family for some users who have 3 to 4 members in a family and can use an account with collaboration.
- **Flash Sales:** Limited-time promotions on specific items or categories to increase communication with customers.
- **Coupons:** Launch coupons for only listing fee buyers who can pay listing fee with these coupon and avail the offers.

2.5.4 Publicity

- **Press Releases:** Bikroy announces about new features, milestones, or partnerships by TVC or Facebook Verified page.



Attachment: Introduce to new feature

- **Media Coverage:** Collaborating with local media outlets to highlight success stories, events, or initiatives.
- **CSR Campaigns:** Initiatives to contribute to the community, building a positive brand image.
- **SEO (Search Engine Optimization):** Ensuring high visibility for searches related to buying, selling, or specific product categories in Google.
- **Content Marketing:** Blogs, videos, and guides on buying and selling tips, trends, or product reviews to connect with Bikroy users.
- **Social Media:** Regular posts on platforms like Facebook, Instagram, and LinkedIn to engage the community. \\\

2.6 Target Market

Bikroy.com's targeted groups are businessman who is real estate, car dealer, electronics shop owners & single user who wants to sell old products of their homes without any hassles.

2.7 Rivalry Analysis of Bikroy

Bikroy.com operates in the competitive Bangladeshi online marketplace sector. Its competitors can be categorized based on the services they offer and their market focus. Here's a breakdown of Bikroy.com's key competitors:

- **SellBikroy.com:** Smaller or regional platforms that mimic Bikroy's classified model, often with less reach but catering to niche audiences.
- **Adhunika.com:** Offers a classified platform for buying and selling goods, similar to Bikroy.
- **Daraz Bangladesh:** A leading e-commerce platform offering new products, discounts, and delivery services. Daraz competes in categories like electronics, fashion, and home goods but focuses on new products rather than second-hand goods.
- **Pickaboo:** Specializes in electronics and gadgets, with a focus on high-quality products and customer service.
- **Bproperty:** A dedicated platform for real estate buying, selling, and renting. It offers more comprehensive property-related services than Bikroy's general classifieds approach.
- **Bdjobs:** Bangladesh's leading job portal, specializing in professional job listings and recruitment services. While Bikroy has a "Jobs" section, Bdjobs caters specifically to employment, offering advanced search and filtering.

2.8 Product Management

The manager of the marketing and product department is in charge of a group of highly skilled workers and executives that were chosen from among the well-known, youthful, and active individuals. The smooth functioning of the website is always guaranteed by a team of skilled workers, and the research team is always working to enhance the new quality via development and research. Deliver a quality service to the market while maintaining users.

- **New Product plan:** Bikroy has planning for a new product line such as free promotion for all free ad user, this plan will effect on revenue as free users will use Bikroy more and post ad more.

- **Product stock out:** Company will eliminate listing fee for free users to increase the inventory.
- **Product stock in:** Company is planning to increase their promotion options to increase the attachment with customers.

2.9 Product Life Cycle

The phases that a product goes through from launch to final withdrawal are referred to as the "product life cycle." It is a commercial and marketing strategy that is used to control the performance and profitability of a product over time. Usually, the cycle has four major stages:

- **Introduction Stage:** Bikroy.com entered the Bangladeshi market as an online classified platform on 2012-2013. Created awareness about the platform as a convenient marketplace for buying and selling goods. Faced many challenges and overcome by building trust, educating users about online transactions, and attracting early adopters. Invested in advertising and promotions to establish its presence.
- **Growth Stage:** Rapid adapting capabilities by increasing user base as internet and smartphone penetration grew in Bangladesh. Monetized through premium ads, featured listings, and business packages. As well expanded to new categories and scaling digital campaigns.
- **Maturity Stage:** On 2019 established as a leading classified platform in Bangladesh. They retained market share through differentiation, improving trust with verified ads, and targeting niche segments. And enhanced user experience with app features, faster listing approvals, and secure transactions.
- **Decline Stage:** Currently Bikroy is serving as 2nd favorite online marketplace but factors like market saturation, user preference for specialized platforms, or disruptive new technologies could push Bikroy into decline unless it innovates.

2.10 FINANCIAL ANALYSIS

2.10.1 ROA (Return on Assets)

Return on assets (ROA) is an indicator of how profitable a company is relative to its total assets. ROA gives a manager, investor, or analyst an idea as to how efficient a company's management is at using its assets to generate earnings.

$$\text{Formula of ROA} = \frac{(\text{Net Income})}{(\text{Total Assets})} \times 100$$

Table 4.1: ROA (Year 2019 to 2023)

Year	2019	2020	2021	2022	2023
ROA	0.64%	0.61%	0.57%	0.56%	0.53%

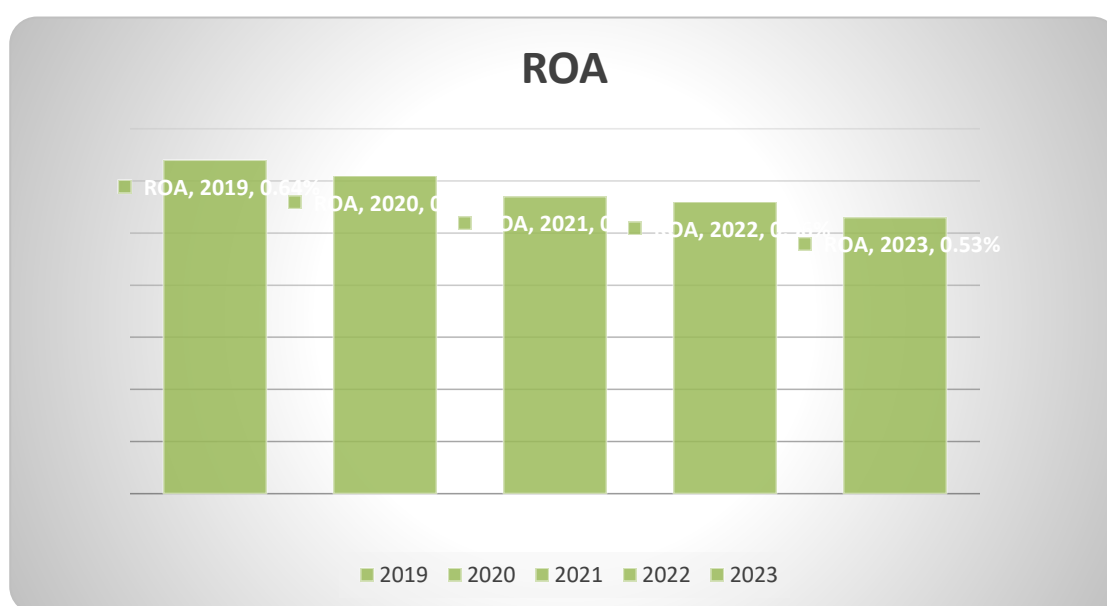


Figure- 4.1: Return on Asset (ROA) in Percentage

Interpretation

From this graph, we can see that the ROA of Bikroy has continuously changed over the years and in 2019 ROA is 0.64% and after that, it has decreased gradually in the following years (2019- 2023). In 2020, it was

0.61% than in 2021, it decreased by 0.57% and in 2022 it has decreased by 0.56% and in 2023 it has decreased by 0.53%.

2.10.2 ROE (Return on Equity)

Return on equity (ROE) measures the rate of return on the ownership interest (shareholder's equity) of the common stock owners. It measures efficiency at generating profits from investing every unit of shareholders' equity.

$$\text{Formula of ROE} = \left(\frac{\text{Net Income}}{\text{Total Equity}} \right) \times 100$$

Table 4.2: ROE (the year 2020 to 2023)

Year	2019	2020	2021	2022	2023
ROE	10.05%	10.10%	10.0%	9.49%	10.12%

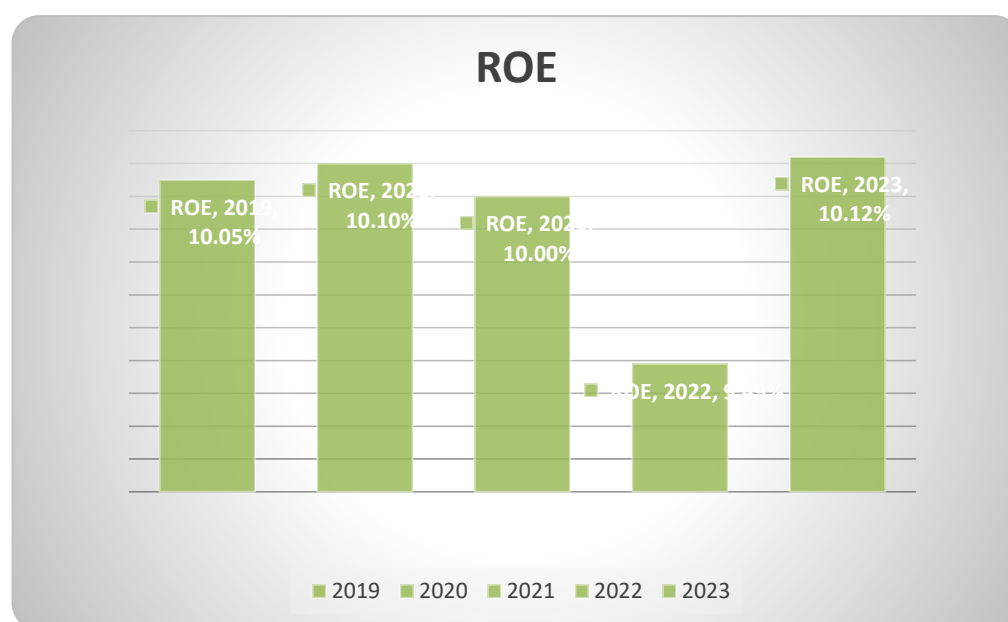


Figure-4.2: Return on Equity, ROE (%)

Interpretation: In this graph, we can see that in 2019, ROE was 10.05% and after that, it has decreased gradually in the following years (2019-2023) to 10.05%; 10.10% and 10.0% respectively but in 2023 increased by 10.12%.

2.10.3 Net Profit Margin (NPM)

The net profit margin is equal to how much net income or profit is generated as a percentage of revenue. Net profit margin is the ratio of net profits to revenues for a company or business segment. The net profit margin illustrates how much of each dollar in revenue collected by a company translates into profit.

Formula: Net Profit Margin = $\frac{\text{Net profit after Tax}}{\text{Net Investment Income} + \text{Net Non Investment Income}} \times 100$

Table 4.3: Net Profit Margin (The year 2019 to 2023)

Year	2019	2020	2021	2022	2023
NPM	3.73%	3.45%	3.40%	3.41%	3.42%

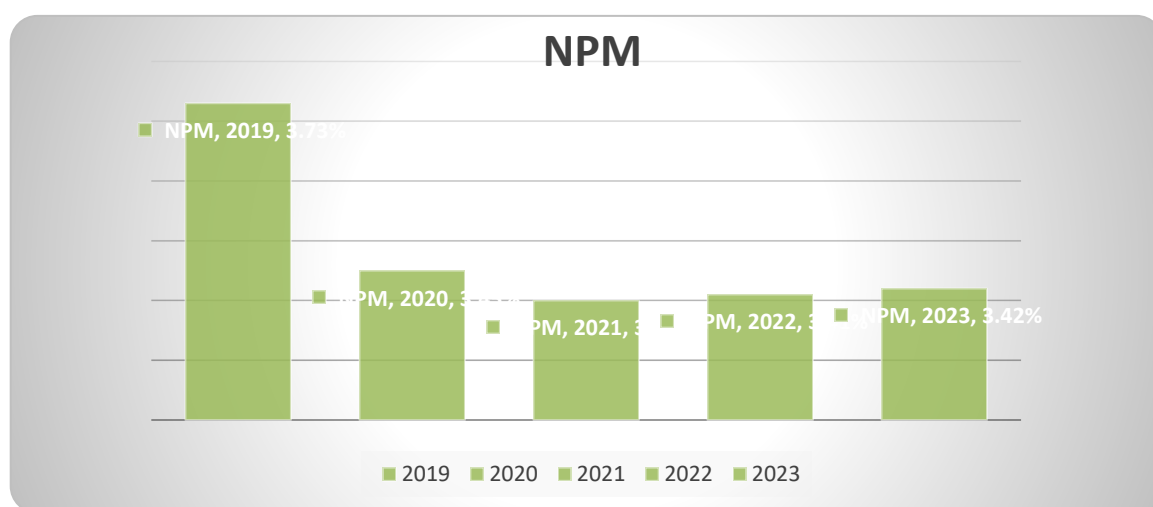


Figure- 4.3: Net Profit Margin in Percentage.

Interpretation

This figure shows that in the year 2019, the Net Interest Margin of Bikroy was 3.73%; after that, it decreased in 2020 and 2021 by 3.45%; 3.40%. But it has slightly increased by 3.41% in 2022 and in 2023 net profit margin is 3.42%.

2.10.4 Earnings per share

The earnings per share (EPS) ratio measures how many dollars of net income have been earned by each share of common stock during a certain period. It is computed by dividing net income less preferred dividends by the number of shares of common stock outstanding during the period.

Formula: Earnings Per share = $\frac{\text{Net income} - \text{Preferred Dividends}}{\text{Common equity shares outstanding}}$

Table 4.4: EPS (Year 2019 to 2023)

YEAR	2019	2020	2021	2022	2023
EPS	3.07	3.15	2.35	2.28	2.41

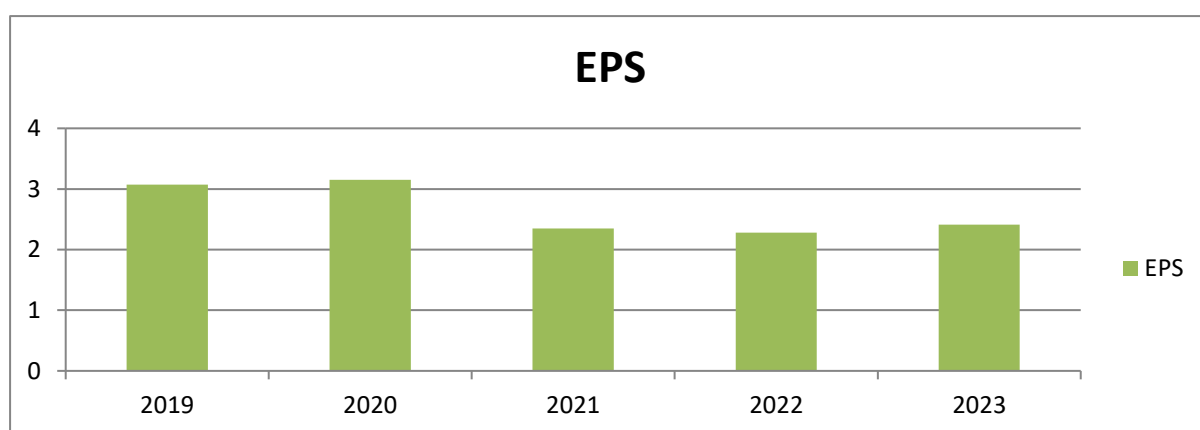


Figure- 4.4: Earning Per Share, EPS

Interpretation

Earnings per share serve as an indicator of a company's profitability. Bikroy's earnings per share increased in 2019 but in 2020 and 2021 decreased highly by 2.35 and 2.28 and 2023 again increased a little bit by 2.41. Therefore, that is not a satisfactory result for Bikroy.

2.10.5 Total Shareholders' Equity

For corporations, shareholder equity (SE) also referred to as shareholders' equity and stockholders' equity is the corporation's owners' residual claim on assets after debts have been paid. Equity is equal to a firm's total assets minus its total liabilities

Formula: Total Shareholder's Equity = Total Assets – Total Liabilities.

Table 4.5: Total Shareholder's Equity (The year 2019 to 2023)

YEAR	2019	2020	2021	2022	2023
Total Shareholder's Equity	21,337.48	22,520.68	23,483.22	24,148.24	25,455.85

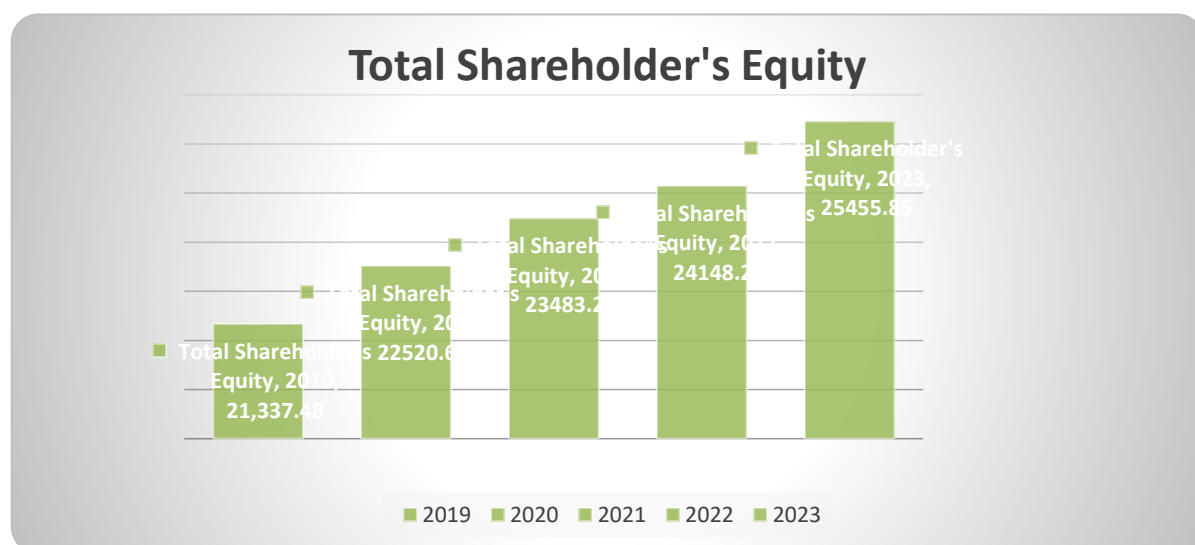


Figure- 4.5: Total Shareholders' Equity in BDT

Interpretation

Following the balance sheet of Bikroy in 2019, the total shareholder's equity was 21337.48 then it was increased gradually in the following years (2019-2023) to 22520.68; 23483.22; 24148.24 & finally 2555.85 respectively.

[Source: Annual Report of Bikroy.com, 2023]

2.11 External Economic Factors

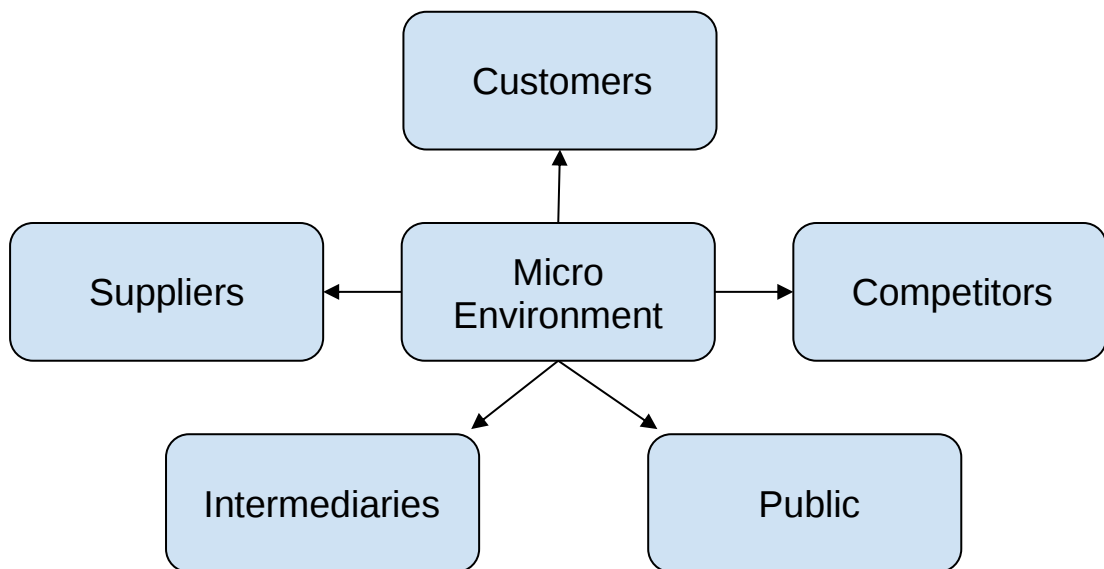


Figure- 4.6: Micro Environment chart

2.11.1 Rivalry

Competitors are important for a business. At the point when there are numerous organizations selling comparable items and administrations in an equivalent market, causes rivalry. It is vital to get by in the market and keep the dangers from contenders. For this situation, Bikroy has risk on the grounds that the chances of new entry are high. So the dangers of contenders are high for Bikroy.

2.11.2 Suppliers

It refers to the suppliers of data sources like unrefined components, types of gear and once in a while administration to an association. It is a significant component of the microenvironment. The providers for Bikroy are their natural substance and compound provider and their representatives.

2.11.3 Customers

Customers are those individuals who will purchase and assess the items, so essentially, they are the significant ones for an association since they purchase items and administrations that business gives. No organization can persevere without having shoppers. The point of Bikroy is to make new Furthermore, hold the old clients, and they involve the focal situation in the showcasing. Bikroy is mindful of buyer tastes, inclinations and their purchasing propensity. Bikroy brings new items and administrations for the clients.

2.11.4 Public

Publics are a significant power in the miniature climate and associations need to painstakingly study their perspective, values, convictions and mentalities with the goal that an association can plan an item as per their necessities and to make a legitimate showcasing procedure. Bikroy has a solid supervisory crew who continuously care for their clients. They bring new items as indicated by open necessities.

CHAPTER 3: INTERNSHIP EXPERIENCES

3.1 Position, Duties, and Responsibilities

As a part of the Bachelor of Business Administration (BBA) program at United International University, I successfully completed a three-month internship at **Bikroy.com Limited**, one of the leading online marketplaces in Bangladesh. During my internship, I was assigned to the **Marketing Department**, where I had the opportunity to work under the direct supervision of experienced professionals. This internship provided me with practical exposure to the marketing functions of a digital business organization and enabled me to understand how theoretical marketing concepts are implemented in real business situations.

My primary responsibility was to assist the marketing team in their daily operational activities. I was involved in communicating with customers regarding various premium services offered by Bikroy.com, including membership packages, promotional advertisements, voucher campaigns, and banner advertising. I also assisted the sales team in promoting these services to both individual and corporate clients.

Another important responsibility was collecting customer feedback and market information to identify customer preferences and evaluate the effectiveness of different marketing campaigns. I regularly observed competitors' promotional strategies and reported relevant market information to my supervisors. Furthermore, I participated in preparing daily and weekly marketing reports, maintaining customer records, and coordinating with different departments to ensure smooth execution of marketing activities.

Throughout the internship period, I maintained professionalism, followed organizational policies, and completed all assigned tasks within the specified deadlines.

3.2 Training and Development

At the beginning of my internship, Bikroy.com Limited arranged an orientation program to familiarize me with the company's organizational structure, business operations, products and services, corporate culture, and workplace policies. This initial training helped me understand the overall business model of the organization and the role of each department.

During the internship, I received continuous guidance and practical training from my supervisor and senior colleagues. The training covered various aspects of digital marketing, customer relationship management, sales techniques, online promotional strategies, and professional communication. I also learned about Bikroy.com's premium services, advertising solutions, membership packages, and customer support procedures.

Besides technical knowledge, the internship enhanced my professional competencies, including time management, teamwork, workplace ethics, problem-solving, and effective communication. Working in a professional environment enabled me to improve my confidence, adaptability, and decision-making abilities while dealing with practical business situations.

3.3 Contribution to the Organization

Although my position was that of an intern, I actively participated in several marketing activities that supported the organization's daily operations. I assisted the marketing and sales teams by communicating with customers regarding promotional offers, membership packages, and advertising services. I also helped prepare marketing reports by organizing customer information and sales-related data.

Additionally, I supported promotional campaigns during different seasonal events by providing customer assistance and maintaining updated records of customer inquiries. My observations regarding customer behavior and market trends were shared with my supervisors to assist in understanding customer preferences and improving marketing strategies.

I also collaborated with different departments, including Customer Support and Sales, to ensure efficient communication and smooth workflow. Through these activities, I gained practical experience while making meaningful contributions to the organization's marketing operations.

3.4 Evaluation

The internship at Bikroy.com Limited was an invaluable learning experience that allowed me to bridge the gap between academic knowledge and practical application. It provided me with first-hand experience of how marketing strategies are developed and implemented in a competitive digital marketplace.

Working in a professional environment helped me understand organizational culture, teamwork, customer relationship management, and business ethics. The internship also improved my ability to communicate professionally, solve problems, and work efficiently under pressure. I learned the importance of maintaining customer satisfaction while achieving organizational objectives.

Overall, the internship significantly enhanced my analytical ability, confidence, and professional skills. The practical knowledge and experience gained during this period have prepared me to face future professional challenges with greater competence and responsibility.

3.5 Skills Applied

The internship provided an excellent opportunity to apply the theoretical knowledge acquired during my academic studies. Throughout the internship, I utilized various marketing concepts, communication techniques, and analytical skills that I had learned in my undergraduate courses.

The major skills applied and developed during the internship include:

3.5.1 Marketing Skills

- Customer Relationship Management (CRM)
- Digital Marketing Fundamentals

- Sales Promotion Techniques
- Market Observation and Competitor Analysis
- Customer Service Management

3.5.2 Technical Skills

- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- Report Preparation and Documentation
- Data Collection and Analysis

3.5.3 Communication Skills

- Professional Business Communication
- Customer Handling and Negotiation
- Telephone and Email Communication
- Interpersonal Communication

3.5.4 Personal and Professional Skills

- Teamwork and Collaboration
- Time Management
- Critical Thinking
- Problem-Solving
- Adaptability
- Professional Ethics
- Responsibility and Accountability

The internship experience strengthened both my technical knowledge and soft skills, enabling me to develop a comprehensive understanding of marketing operations in a digital business environment. It has contributed significantly to my personal and professional development and has prepared me for a successful career in the field of marketing.

CHAPTER 4: CONCLUSIONS & KEY FACTORS

4.1 Recommendations

Based on my internship experience and the analysis conducted during the preparation of this report, the following recommendations are proposed to further improve the marketing performance and overall business operations of Bikroy.com Limited:

4.1.1 Strengthen Digital Marketing Activities

Bikroy.com should increase its investment in digital marketing campaigns through social media platforms, search engine optimization (SEO), and influencer marketing to attract a larger number of potential buyers and sellers. More engaging and interactive online content can further enhance brand awareness and customer engagement. Neuromarketing research could be a future possibility to infer customer insights as well.

4.1.2 Enhance Customer Trust and Security

Although Bikroy.com has implemented several safety measures, fraudulent activities still exist on the platform. The company should introduce more advanced verification systems, artificial intelligence (AI)-based fraud detection, and stricter monitoring of advertisements to ensure a safer marketplace for users.

4.1.3 Improve Customer Support Services

Providing faster responses to customer inquiries and resolving complaints more efficiently would significantly improve customer satisfaction. Expanding customer support channels, such as live chat and AI-powered chatbots, could also enhance the overall customer experience.

4.1.4 Increase Promotional Campaigns

Bikroy.com should organize more seasonal promotional campaigns, loyalty programs, and discount offers to encourage users to purchase premium memberships and promotional services. Regular promotional activities can increase customer engagement and boost revenue.

4.1.5 Enhance the Website and Mobile Application

Continuous improvement of the website and mobile application is essential to maintain user satisfaction. Introducing a more modern interface, personalized recommendations, and advanced search features would improve usability and provide a better customer experience.

4.1.6 Expand Business Partnerships

The Company should establish strategic partnerships with financial institutions, logistics providers, and e-commerce businesses to offer integrated services and create additional value for customers.

4.1.7 Conduct Regular Market Research

Continuous market research should be conducted to identify changing customer preferences, emerging market trends, and competitors' strategies. This will enable the company to develop more effective marketing strategies and maintain its competitive advantage.

4.1.8 Provide Continuous Employee Training

Regular training and professional development programs should be arranged for employees to improve their knowledge of digital marketing, customer relationship management, communication skills, and technological advancements.

By implementing these recommendations, Bikroy.com Limited can further strengthen its market position, improve customer satisfaction, enhance operational efficiency, and achieve sustainable business growth in Bangladesh's competitive online marketplace industry.

4.2 Key Understanding

The internship at Bikroy.com Limited provided me with valuable practical knowledge of how a leading online marketplace operates in a competitive business environment. Through this experience, I gained a better understanding of digital marketing strategies, customer relationship management, sales promotion, and the importance of teamwork in achieving organizational goals. I also learned how theoretical marketing concepts such as the marketing mix, SWOT analysis, and customer value creation are applied in real business operations. Furthermore, the internship enhanced my communication, analytical, problem-solving, and professional skills, preparing me to face future career challenges with greater confidence and competence.

4.3 Conclusion

The internship program at **Bikroy.com Limited** has been one of the most valuable learning experiences of my academic journey. It provided me with an excellent opportunity to bridge the gap between theoretical knowledge acquired through classroom learning and its practical application in a professional business environment. Working in the Marketing Department enabled me to gain a comprehensive understanding of the marketing strategies, customer relationship management practices, and operational activities of one of Bangladesh's leading online marketplaces.

Throughout the internship period, I observed how Bikroy.com utilizes digital marketing, promotional campaigns, customer engagement, and innovative business strategies to maintain its competitive position in the rapidly growing online marketplace industry. The practical exposure helped me understand the significance of teamwork, effective communication, professional ethics, problem-solving, and time management in achieving organizational objectives. It also allowed me to apply various marketing concepts such as the marketing mix, SWOT analysis, customer value creation, and relationship marketing in real-life business situations.

References

- Ahmmed, K., Islam, S., Noor, N. A. M., Rahman, K. M., & Ahmed, F. (2019). Toward a theoretical framework of relationship marketing in the business context. *Trziste=Market*, 31(2), 209-226.
- Çal, B., & Adams, R. (2014, November 18). The effect of hedonistic and utilitarian consumer behavior on brand equity: Turkey – UK
- Ishtiaque, F., Mashrur, F. R., Miya, M. T. I., Rahman, K. M., Vaidyanathan, R., Anwar, S. F., Sarker, F., & Mamun, K. A. (2022). BCI-based consumers' preference prediction using single channel commercial EEG device. In *2022 25th International Conference on Computer and Information Technology (ICCIT)* (pp. 43–48). IEEE.
- Hasan, K., & Kotler, P. (2009). *Marketing practices in developing economy: Cases from South Asia*. PHI Learning Pvt. Ltd.
- Lin, H.-F. (2007). the impact of website quality dimensions on customer satisfaction in the B2C e-commerce context. *Total Quality Management & Business Excellence*, 18(4), 363–378 <https://doi.org/10.1080/14783360701231302>
- Mashrur, F. R., Miya, M. T. I., Rawnaque, F. S., Rahman, K. M., Vaidyanathan, R., Anwar, S. F., ... & Mamun, K. A. (2021, November). MarketBrain: An EEG based intelligent consumer preference prediction system. In *2021 43rd Annual International Conference of the IEEE Engineering in Medicine & Biology Society (EMBC)* (pp. 808-811). IEEE.
- Nisa, N. R. (2020). (rep.). The Strategic Marketing Activities of Property Sector of BIKROY.COM. Retrieved from <http://103.109.52.4/handle/52243/1942>
- Pavlou, P. A., & Gefen, D. (2004). Building effective online marketplaces with institution-based trust. *Information Systems Research*, 15(1), 37–59. <https://doi.org/10.1287/isre.1040.0015>
- Rahman, K. M., & Haque, M. (2011). Exploring price sensitivity of a green brand: a consumers' perspective. *World Review of Business Research*, 1(2), 84-97.
- Rahman, K. M. (2016). Strategic Planning and Marketing Models.
- Raman, K. (2017, October 22). The Impact of E-Banking on Customer Satisfaction: Evidence from Banking Sector of Pakistan. Academia.edu. Retrieved April 17, 2022, from https://www.academia.edu/34920999/Happy_toor
- Rahman, K. M. (n.d.). *Bi-dimensional behavior modeling for quality enhancement of employee performance*. National Sun Yat-sen University.
- Samaddar, N. (2019). (Rep.). Property Field Sales & After Sales Operation Management System Bikroy.com. Retrieved April 17, 2022, from <http://hdl.handle.net/10361/14031>
- Shohrab, A. H. (2017). (rep.). Advertising Theories in Practice of Bikroy.com. Retrieved April 17, 2022, from <http://dspace.bracu.ac.bd/xmlui/handle/10361/7787>.