

Internship Report
On
Quality Control, First -Mile and last-Mile Coordination
of Pathao Courier

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

Internship Report

On

Quality Control, First -Mile and last-Mile Coordination of Pathao Courier

Submitted to:

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Registration Trimester: Fall 2024



School of Business and Economics
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pathao
HERE WITH YOU

Letter of Transmittal

Date: 26 July 2025

Dr. Saad Hasan Associate Professor

School of Business and Economics United International University

Subject: Submission of Internship Report

Dear Sir,

I feel honored to present my internship report, which is the closing step of my three-month internship experience at the Courier Operations department at Pathao Limited. This report details in a thorough way what I have experienced, learned and understood throughout my tenure at the organization.

During my internship, I have engaged in actively seeking to make contributions that will play a valuable role towards the attainment of the aims of the department at the same time enjoying an experience to grow and learn in an environment that is dynamic. Thank you very much and I heartily congratulate myself on having this privilege of being a member of the Pathao team and so much guidance and assistance offered by you and the whole department. I owe the success of my internship under you to your mentorship, and gained a lot in professional growth under you.

It might happen that you have any questions, need a clarification, or you want to speak about some section of the report, so do not even hesitate to send me a message. I deeply enjoyed this educational experience and hope that there may be a future cooperation.

With best regards,

Halima Akter Mousumi

ID- 111 201 153

Certification of Similarity Index

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

Supervisor's Name: Dr. Saad Hasan

Signature:

Date:

Declaration of the Student

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

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

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

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

Regards,

Halima Akter Mousumi

ID- 111 201 153

Acknowledgment

Alhamdulillah (all praise is due to the Almighty Allah) for giving me strength, guidance and the opportunity to come far to finish my internship program and write this report timely. Although there were some challenges in the road, I managed to get out of them thanks to the unreserved support of my parents. Personally, I want to thank all the people who helped me directly or indirectly in this journey.

I would like to thank initially Dr. Saad Hasan an Associate Professor at the School of Business and Economics kindly gave me guidelines as well as his input which greatly assisted in the timely accomplishment of this report. I also am really thankful to Asif Ahmed, General Manager of Inside Dhaka Operations at Pathao Limited, who accepted my responsibilities and told me a lot of information and knowledge he obtained. His piece of advice and mentorship was very helpful to overcome my performance during the internship.

It was a wonderful experience to work with the Operations team. I would like to extend my deepest gratitude to the entire team members for their cooperation and support as it is this very cooperation and support that helped me to make this internship meaningful and richer to my professional growth.

Executive Summary

The entire internship experience acquired in the Courier Department of Pathao Limited has been recorded in this report. It is prepared in four major parts that play a major role in the general worth of the report. In the first part, an analysis of the organization in which the internship was performed is carried out. Its primary objective is to establish more in-depth knowledge of the operations of the company such as its core functions and its organizational setup. The first section of the paper examines Pathao's services, organizational structure, and place in the e-commerce and logistics industry. I learnt how Pathao uses technology to satisfy the increasing demands of urban distribution while also increasing its influence and reach locally and in markets such as Nepal. The second segment examines the company in the industry it operates in, so that it gives vital information about the wider business environment as well as other elements determining the industry environment. The internship placed a lot of emphasis on streamlining courier operations, particularly how to improve efficiency and customer satisfaction by streamlining the first-mile (pickup) and last-mile (delivery) processes. I handled return packages, assisted the quality control team, oversaw the hiring and retention of agents, and produced daily operational reports, among other practical duties. Pathao's internal and external issues, including infrastructure constraints, high agent turnover, and gaps in technology adoption, are also highlighted in the research. I have made recommendations based on these insights, which include investing in more robust communication systems for field coordination, using cutting-edge route optimization techniques, boosting worker training, and improving user experience through improved app design. The third section provides an insightful outlook of the ISD (Inside Dhaka Operation) optimization of Pathao Courier, the manner in which the business company controls and works out its working processes. The last passage is a reflection of the tasks and duties that were taken on during the internship, how such experiences assisted the acquisition of practical skills as well as personal growth, which should be useful in the future career activities.

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Chapter 1 Introduction

As an intern in the Courier Operations Department in Pathao Limited, I was offered with a lot of knowledge and I learnt the necessary skills to succeed in my career. This report assesses critically the tasks I successfully accomplished, the experiences I have and the learning processes acquired satisfactorily. Courier Operations Department is one of the critical components of the Pathao logistics system since it runs critical functions like the process of taking orders and streamlining the transport network. With this dynamic nature of work, I was able to get involved with several tasks that involved the operations. Although the major portion of my time was spent on the departmental tasks, I have joined cross-functional tasks as well as this allowed me to understand the bigger picture of how the organization operates.

Pathao upholds a team culture whereby the interns are invited to go down their comfort zones. Under the instructions of my manager and other employees in my group, I could present new ideas to them and master new values with those who are a higher hierarchy in the company. Such contacts helped me comprehend the sphere of logistics better and become more effective in terms of communication and problem-solving. Generally, such an internship did not only give me practical experience but also helped me to develop as a personality. It helped me to learn more about the courier business and improved my qualities as an employee in the logistics industry, which I will later apply in my future profession.

1.1 Purpose of the Report

This report is composed of the internship program about the proposed topic, which is Quality Control, First -Mile and last-Mile Coordination of Pathao Courier.

1.2 Objectives of the Report

The general objective of the current research work is to assess the comprehensive effect of the first-mile pickup optimization approach of Pathao Limited as a courier service

provider in Bangladesh. The aim of the given analysis is to figure out how the work style of Pathao would impact the overall courier industry in the country. The report provides a deep analysis of the operational model, positioning, and competitive strategies of Pathao associated with first-mile optimization based on data-driven research and somewhat empirical analysis

a) Broad Objective

This report is aimed at describing the overall goal evaluating the first-mile pickup optimization strategy in the courier services of Pathao Limited in the country of Bangladesh.

(b) Specific Objectives

Specific objectives aimed at in this report would be the following:

To test the success of the first-mile pickup optimization strategy of Pathao Limited.

To acquire knowledge of the work flow in courier pick up procedure.

- To analyze how Pathao gets its logistics and distribution of resources when it comes to first-mile delivery.
- In order to have an insight into the overall operation activities of the firm.

1.3 Methodology

In order to achieve the purpose of the study, both the primary and secondary data was taken use of.

Primary Data Sources

The observations of the operating processes contributed importantly to the interpretation of the working process and interaction between the department and the hubs. This was an understanding on the interrelation of processes involved in the courier business of Pathao. I had experience in managing the logistics of a warehouse in terms of inventory management, processing of orders and sending off packages, and this provided the practice in performing work. Moreover, the ability to closely cooperate with different groups such as Key Account Management (KAM), Quality Control (QC), Sales, Returns

& Pickup, and Acquisition allowed me to comprehend their roles and the role that they play in the process of the first-mile delivery.

Secondary Data Sources

Analysis of the periodic reports (weekly, monthly, and annual reports) was part of secondary research that aimed at defining one of the central implications regarding the first-mile pitfalls, the rate of retention of agents, and quality control indicators. Moreover, the churn report presented information on how their onboarding of agents was going and their retention rate. Finally, scholarly articles dealing with courier firms and first-mile strategic deployments were also read to present the research with theory and parallel research.

Case Studies

Case studies of real life were analyzed to bring out typical problems experienced by the local courier services in Bangladesh. Such case studies gave an adequate background to appreciate the challenges prevailing in the industry and the manner in which firms such as Pathao react to these challenges.

1.4 Limitations of the Study

Although I tried my level best to come up with a balanced and very inclusive report, a number of limitations were realized in carrying out this study. Among the key limitations one might point out is the uneasy access to data which would not allow carrying out profound analysis of the existing optimization approaches. Moreover, the correlation of the report is biased towards the individual view of one person, and it can deface the objectivity and the generalization of some of the results

Chapter 2 Company Profile

Pathao Limited is one of the leaders in the sphere of transportation in Bangladesh, which provides viable and convenient methods of resolving everyday problems of urban dwellers. Established in 2015 by Fahim Saleh, Hussain Elius, and Shifat Adnan, Pathao gained popularity in no time as the brand of choice: safe, ease of access and community enrichment. Pathao is also named after the Bengali language meaning to send since initially, the company was working on the delivery business in the country.

In the long term, Pathao has grown to represent a multi-pronged digital service beyond transportation, such as ride-sharing, food delivery, courier delivery and e-commerce logistic services. Remarkably, it is the first ride-sharing company in Bangladesh to gain a license by the government. Since then, it has developed operations in other major cities like Dhaka, Chittagong and Sylhet, and also in one particular country, Nepal, internationally.

Pathao operates merchant- and e-commerce-specific mobile applications that can enable individuals to provide services with their own vehicles, motorcycles or cars. Another way in which the company delivers advanced logistic services is through a network of trained couriers with most of them being bicycles to be able to deliver services fast, eco-friendly and cost-effectively. Pathao offers a diverse set of services all across the country by applying the latest technology and verifying couriers, thus realizing the vision of making digital logistics safe and dependable in the region.

Operating both the business-to-consumer (B2C) and the consumer-to-consumer (C2C), Pathao specializes in fast and efficient deliveries of small packages. Upon a realization of the fact that the e-commerce business in Bangladesh has been growing at a frenzied rate, the company has positioned itself in such a manner that it is likely to have a role to play in the growth of the e-commerce industry. In urban congested cities like Dhaka, Pathao has used two wheelers as the best mode of transport to be able to survive the congestion and deliver goods in time. To date, Pathao still provides on-demand

motorcycle transportation in the capital, and the company is still receiving accolades as a versatile, cutting-edge, innovative, and progressive supplier.

2.1 Vision

The increase in numbers of e-commerce in Bangladesh has brought a big demand for more dependable, adaptable and safe parcel delivery services. Although there is a lot of competition in this field with a lot of companies venturing into the market, not much has attained high levels of safety and dependability. It is worth noting that Pathao Limited has managed to meet not only the market demands but also helped in generating employment in the country by addressing these gaps therefore introducing innovative solutions in the delivery business.

Being a technology-powered company, similar to international service providers such as Uber, Go-Jek, and others, Pathao is one of the most successful startup initiatives in Bangladesh. It offers an online and app delivery system that is individual-friendly as well as business-friendly in the sense that they need the type of shipping service quite regularly and safely. Pathao has a strong reliable interface with the practical ease of use, and real-time GPS tracking is provided, together with a flexible selection of possibilities and reliability of delivery via its platform. The aspect enables the customers to know the real-time locations of their packages, which gives them a sense of relief and a comfortable experience.

In its essence, the vision of Pathao is to reinvent transportation and logistics in urban places through prioritization of trustfulness, efficiency and user-friendly style. The company aims at making life more livable every day by making cities smarter, more connected by driving sustainable, scalable, and reliable mobility solutions.

2.2 Mission

Pathao Limited is one of the entities that has been ahead of its time and ready to transform the transportation and logistics sector in Bangladesh as part of the ICT startup community. Pathao, in the form of an intelligent company, will provide smart and effective solutions of

mobility and delivery of parcels in order to address the existing problem of traffic congestion in urban areas. Its vision is to enable people and companies to enjoy simplified commutes and logistical burdens on a daily basis and deliver an easier lifestyle, improve efficiency, and opportunities within the general community.

2.3 Core Objectives

Pathao was established in 2015, and ever since the beginning, it has taken advantage of the speed and traffic-resistant vehicles, such as motorcycles, to deliver passengers or the parcels. This notion is supported by the fact that the company has been experiencing a fast pace of growth and still has a long line of strategic goals to be achieved which will help it to become one of the leading digital platforms in Bangladesh in the future.

Another major objective of Pathao is market expansion, and the company tries to enter the new markets in other cities and regions where it is unexploited yet. The firm, at the same time, is determined to extend its service menu, providing more services than its transportation services, to include food delivery services, parcel logistics solutions and digital payment systems. Pathao has been keen on acquiring and retaining a customer by specializing in marketing campaigns, referrals, and collaborations in order to increase user activities and loyalty.

Innovation in technology has been a staple of the aims of Pathao. The company also strives to invest into superior technologies to increase the user experience and make the processes more streamlined. This is coupled with the commitments made by Pathao on safety and security measures where both the customers and service providers are secured in all regions of operation.

In its undertakings, Pathao embraces the concept of sustainability and social impact in practicing social responsibility by investigating the use of electric vehicles, helping local communities, and encouraging inclusiveness in its service delivery. Strategic partnerships are also among the priorities of the company to expand the market and enhance the quality of overall services.

Pathao also believes in long-term sustainability, and thus the financial performance is its prime concern because an increase in revenue, serving more profit, and reducing operational costs is of interest to them. Meanwhile, the company retains high regulatory standards as it also smacks of all the legal, licensing and industry standards.

Lastly, Pathao appreciates its internal employees and is devoted to employee development and participation by building an ethos of innovation and inclusiveness and professional fulfillment, so that all its workers stay inspired, competent, and directed toward the overall vision of the company.

2.4 Organizational Structure

Pathao Limited has a flexible and agile organization framework that is geared toward providing vertical communication and quick decision-making at each level in the company. It fosters a culture of inclusion and teamwork within the workplace, whereby no one feels prohibited to express themselves and to have direct interactions with the management. The participation method improves responsiveness and inter-functional teamwork.

The corporation involves a number of different and specialized departments, each of which deals with one of the core business functions. These comprise the Courier Operations unit that deals with parcel management, delivery service; Pathao Rides that deals with motorcycle and four-wheeled ride-sharing operation; Pathao Food, ride in ride-sharing food delivery, Pathao Cars, the four-wheeled ride-sharing unit, and Pathao Pay that deals with digital payments that facilitate smooth financial transactions on the platform. The various departments operate semi-autonomously but are highly integrated to create a harmonized service experience towards the clients and partners.



2.5 Mobile Applications of Pathao

Being a tech-based organization, Pathao majorly counts on its mobile application to link its users, service providers, and internal teams within its operations. The apps are the backbone of company operation so the coordination is done in real-time and service can be handed out smoothly. The Pathao App is the most predominant consumer-facing app that offers multiple services in the same platform. The app allows the user to ride-share and order food and even groceries besides parcel services, without the downloading of various applications. Its design is very user-friendly, as it links several services into one convenient and easy to use interface. Pathao Agent App is developed to serve the delivery staff and affiliates of the company. It makes the pickup and drops off process easier with real time tracking, shipment management and updating tasks. The app keeps the couriers on track of their delivery cycle that promotes their business improvement in terms of efficiency, reliability, and customer satisfaction. Besides the consumer and the delivery applications, Pathao also comes with specialized mobile applications to fulfill the

requirements of different actors in its ecosystem. Pathao Drive app is a service provider-oriented app, which allows its users to earn money on a flexible on-demand basis as a rider, driver, or courier. Gig workers are offered a feeling of autonomy and accessibility as they can choose their hours of work, handle requests to provide ridership services or deliver packages, and monitor their earnings on the same platform. Pathao Resto is another important implementation designed to cater to the restaurant partners and was launched in early 2022. The given app will enable restaurants to receive food orders in time and be able to observe real-time tracking and use detailed analytics. It offers such useful reports as the bestselling products, delivery success, average order delays, and sales, allowing partners to enhance their work and serve customers more efficiently.

2.6 Services of Pathao Limited

Pathao Limited is a multifaceted and tech-based platform with a spectrum of an on-demand service portfolio that means the service providers and service receivers. As an online medium, Pathao has facilitated riders, drivers, couriers, restaurants, and retailers with consumers throughout Bangladesh which has eased the transport and logistics of the cities.

2.7 The service provision of the company entails

Pathao Bike: This is by far the most popular of the services under the Pathao environment where people get a fast, cheap, and convenient ride-sharing service that runs on motorbikes. Particularly, it can be used to avoid traffic jams in busy cities such as Dhaka.

Pathao Car

Claiming direct rivalry with other services like Uber, it is a four-wheeled ride-sharing service. Amid tough competition in the market, Pathao Car remains a credible and affordable solution to most urban commuters.

Pathao Food

A renowned food delivery app that gives customers access to diverse restaurants. Since ruling the food delivery platform in the 2018-19 period, Pathao Food is still catching up with the market share and it is a major part of the service model of the company.

Pathao Tong

An online grocery store delivery service, where one can order daily commodities from convenience stores and super markets located nearby. The orders are shipped to the doorsteps of customers and this is convenient and saves the busy household's time.

Beyond its core offerings, Pathao has expanded into several other verticals to create a comprehensive digital ecosystem that addresses various urban needs. These services enhance Pathao's position as a multi-service technology platform, catering to both individuals and businesses.

Pathao Shop is a B2B marketplace that collaborates with local vendors to offer a wide array of products, including electronics, fashion, personal care, and household goods. It functions similarly to established e-commerce platforms like Daraz, providing users with convenient access to everyday items through a trusted digital interface.

Pathao Parcel is an on-demand, short-distance parcel delivery service, ideal for sending small items such as documents, wallets, or chargers within city limits. It is designed for speed and convenience, targeting customers who need immediate deliveries within a few hours.

Pathao Courier handles both C2C (consumer-to-consumer) and B2C (business-to-consumer) logistics. The service supports real-time tracking via consignment IDs or phone numbers, offering transparency and peace of mind to both senders and recipients. This feature is particularly valuable for e-commerce merchants managing bulk shipments and delivery timelines.

Pathao Pharma enables the delivery of both prescription and over-the-counter medications from verified pharmacies. By partnering with licensed providers, Pathao

ensures compliance and safety in medical deliveries, with a focus on timely fulfillment and user convenience.

Pathao Health, launched in collaboration with Project Maya, is a telehealth service that allows users to consult doctors remotely—often free of charge. For more comprehensive support, users can subscribe to the premium Maya Plus plan, which includes extended services and faster response times.

Additionally, Pathao provides Top-Up Services, allowing users to recharge mobile phone credit directly through the app. With the upcoming launch of Pathao Pay, these services will be integrated into a full digital wallet ecosystem, enabling seamless financial transactions, bill payments, and in-app purchases.

Another notable service in Pathao's expanding portfolio is Pathao Rental, which enables customers to rent motorbikes, cars, or trucks directly through the app. Users can easily select the vehicle type, specify rental durations, and choose convenient pickup and drop-off locations. This service offers flexible vehicle access for personal or business needs, complementing Pathao's comprehensive mobility solutions.

Chapter 3 Company Analysis

3.1 Pathao's International Activities

Pathao Limited is an international company. It runs in Nepal as well. Nepal is a sizable market for Pathao, especially when it comes to food delivery and ride-sharing. In Bangladesh, Pathao faces substantial obstacles while trying to compete with Uber, the world leader in the market. The good news is that Nepal has no rivals in the market. Unauthorized ride-sharing, which is the practice of contract-based transportation without the use of a ride-sharing platform and is prohibited, has no effect on them, provided there is a sufficient number of available riders. As a result, their prices are cheaper than those of Pathao in Bangladesh. In Nepal, the vast majority of rides are short distances. The quantity of rides at that place is therefore significant. Over four times as many bike excursions take place in Nepal each week as there are in Dhaka, Chittagong, and Sylhet combined. In Nepal, the distribution of food is growing quickly. The weekly delivery of food outnumbers all deliveries in Chittagong. At the moment, Pathao is planning how to expand its activities to other prospective small countries.

3.2 Pathao Limited PESTEL Analysis

Acquiring a thorough grasp of the setting and surroundings in which a corporation will function is an extremely difficult task. A thorough and uniform pestle study can help the company understand its possible benefits and hazards. Finally, it will support the examination of the SWOT analysis of the business.

3.3 Political Aspects

Environmental regulations, international trade laws and regulations, trade restrictions, political instability, and the upholding of law and order are all examples of political factors. In Bangladesh, Pathao is credited as being the first company to offer ride-sharing services. Because the government at the time did not have any clear laws governing ride-sharing companies, they were largely illegal. Back then, BRTC would take action against Pathao and its ride-sharing company. The legalization of Pathao's services followed their successful development of a good relationship with the regulatory authority. Legislators

eventually stepped in and passed ride-sharing-related rules. People are now forbidden from using ride-sharing services other than those that have been authorized by the government due to existing laws. On a different occasion, Pathao's entire efforts were unsuccessful. Following a recent large-scale protest calling for a secure highway, this incident occurred. Politics at the state level have affected Pathao's main proposal.

3.4 Economic elements

The operations of the company and its profitability are greatly impacted by these elements. Many components of the economy are interrelated. Consider the effects of a country's economic growth on variables like inflation, interest rates, market prices, income rates, and a host of other variables. Pathao faced difficulties in their early stages of operation before Go-Jek provided them with a sizable investment. The strategy used by Pathao's organization may be greatly impacted by economic variables like inflation, interest rates, and rates of economic growth.

3.5 Social Factors

To put it another way, social characteristics make up sociocultural factors. In the end, cultural elements including common beliefs, customs, and values, as well as demographic, health, and population growth, affect how a particular nation or group handles significant crises. In a nation like Bangladesh, it is admirable that a company like Pathao Limited is actively working to grow its contingent of female customers.

For their everyday transportation needs, working women now often use Pathao's ride-sharing service. Women will use our services in greater numbers than we anticipated if we can ensure their safety and promote their involvement.

3.6 Technological Aspects

These include how technology affects marketing plans, including how goods and services are sold, as well as how new and creative ways to interact with target consumers and create products are developed. Instead of actively looking for chances outside, a sizable portion of people prefer to work for themselves online. Because Pathao's software services necessitate technology and internet access, they might take advantage of these trends. But addressing technical issues is essential. To draw in and keep clients, the

business needs to enhance its software interface, address Google Maps issues, and repair server crashes.

3.7 Environmental Factors

These issues have become more pervasive over the previous fifteen years. The importance of marketers has increased due to a number of challenges they confront, including pollution, resource shortages, and ethical and ecological norms. Customers are increasingly favoring goods and services that come from sustainable and, if possible, ethical sources. Consumer satisfaction and environmental sustainability should be Pathao's top priorities when running their business.

3.8 Legal Aspects

Legal is a part of the system of rules, laws, and standards. Legal considerations include laws and rules that control corporate activities and safeguard the rights of consumers. Recent laws have been passed to outlaw the practice of "Khep," which is when people share rides without using any government-approved ridesharing platforms. Pathao strictly complies with these legal requirements and actively works to prevent the dissemination of any travelogues that are considered unlawful. Pathao ought to be acknowledged as a part of Bangladesh because the government is considering taxing online businesses and companies that sell items or render services.

3.9 SWOT Analysis of Pathao Limited

A SWOT analysis is a systematic technique utilized in strategic planning to identify and evaluate the intrinsic strengths, weaknesses, opportunities for growth, and potential threats facing corporation or entity. The SWOT analysis of Pathao Limited is presented below:

Strength

- Provides a multifaceted application with many solutions.
- Facilitates convenient and cost-effective ride requests.

- Enables online transactions with a favorable balance.
- Provides a cost-efficient and dependable service in comparison to competitors.
- Facilitates the distribution of discount certificates among users.
- Launches Pathao Tong for emergency ration distribution.
- Novel functionality, Pathao Pay Later.

Weakness

- A vast network results in operational challenges.
- Insufficient availability of drivers during peak hours and poor service providers.
- Eleven verticals within a single application result in diminished speed.
- Inaccuracies in distance measurement.
- Challenges with accurate geolocation systems.
- Enhanced accessibility to Pathao vehicles in emergencies.

Opportunities

- Launches Pay Later function, significantly transforming the ride-sharing and food delivery sectors.
- Preeminent entity in Nepal's ride-sharing market.
- Potential for development into unexplored territories.

The relaunch of Pathao Pay offers numerous advantages.

Threat

- Pathao encounters a substantial challenge from "Khep," an unauthorized ride-sharing service.
- Competitors such as Uber are making considerable investments to capture Pathao's devoted user base.

Pathao's business viability may be compromised by its expansion into other sectors.

Chapter 4 Industry Analysis

Pathao, originally established as an innovative IT firm in Bangladesh, has evolved into a multifaceted enterprise offering a range of technology-driven services. Despite the prominence of Pathao's ride-sharing and meal delivery services, the underlying foundation of its. The organization strategically employs technology to satisfy various consumer needs. Pathao transformed the transportation business in Bangladesh by employing advanced technology to facilitate bike ride-sharing services. Pathao transformed urban transport by seamlessly linking drivers with passengers via its intuitive application and sophisticated algorithms. Pathao has leveraged its technical expertise to enter the meal delivery sector, providing consumers with convenient access to a wide array of dining options through its platform, alongside its ride-sharing services. This

expansion highlights Pathao's ability to adapt its technological infrastructure to evolving consumer demands. Moreover, Pathao has diversified its activities into the courier service industry, leveraging its information technology proficiency to improve logistical efficiency and streamline delivery processes. Pathao Courier Service offers speedy and reliable home delivery solutions in Bangladesh, employing an innovative approach to last-mile delivery. Pathao's success as an IT company is due to its proficiency in obtaining investment, acquiring top-tier talent, and effectively managing public relations. Pathao continues to thrive despite facing challenges such as fierce competition and stringent oversight by regulatory bodies. The organization achieves this by continually pioneering technological breakthroughs and delivering exceptional service to its customers. Pathao is committed to leveraging information technology (IT) to enhance the lives of individuals in Bangladesh and beyond, while simultaneously broadening its technological footprint and pursuing new avenues for expansion.

4.1 Company Size and Expansion

Pathao, an IT company, has significantly influenced Bangladesh's technology sector, particularly in transportation and logistics. Pathao's ride-sharing and courier services exemplify its technological proficiency, while its core identity is anchored in the innovative utilization of technology to address societal needs. The ridesharing business is undergoing substantial transformation globally, with a projected Compound Annual Growth Rate (CAGR) of 17.32% from 2021 to 2026. The market is forecast to increase substantially, increasing from USD 21.42 billion in 2020 to an anticipated USD 61.24 billion by 2026. This expansion is mostly driven by the increasing need for transport solutions that are both efficient and economical. Pathao, as a technology-centric enterprise, has been at the forefront of this transition by employing advanced algorithms, real-time data analytics, and intuitive interfaces to revolutionize travel and logistical services. Pathao has emerged as a significant contender in the ridesharing sector in Bangladesh, valued at Tk2,200 crore. They provide about 7.5 million rides each month. Pathao's rapid growth underscores its adept use of technology to effectively address local transportation needs. Moreover, Pathao's foray into the courier business illustrates its adaptability and progressive mindset. Pathao 19 Courier, the preeminent entity in

Bangladesh's courier industry, exemplifies the firm's adeptness in leveraging IT technologies to enhance traditional sectors, optimize operations, and augment customer happiness. Pathao, an IT firm, is poised for substantial growth as ridesharing enterprises, collectively valued around \$300 million across several sectors, persist in flourishing. Forecasts suggest that this evaluation might escalate to \$1 billion during the next 5 to 7 years, highlighting Pathao's remarkable technological competencies and financial prospects. Pathao has always emphasized the use of technology to foster social progress and drive economic growth. Pathao reinforces its position as an innovative leader in Bangladesh's IT sector, impacting transportation and logistics through the continual introduction of novel concepts and the enhancement of its technological footprint.

4.2 Projected Revenue and Valuation

- Pathao's projected yearly revenue is \$300.8 million.
- The anticipated revenue per employee at Pathao is \$251,027.

4.3 Employee Data

- Pathao presently employs around 9,000 workers, encompassing delivery and pickup agents.
- Pathao witnessed a 46% increase in its workforce last year.

4.3 Industry Maturity

The progression of transportation in Dhaka via motorcycle-based ridesharing services by Pathao, an innovative IT firm, is intriguing. In contrast to Western nations where automobile-focused transportation dominates, Pathao has used the unique challenges and opportunities offered by Dhaka's metropolitan landscape. Pathao provides an economical substitute for auto rickshaws and taxis, enhancing passenger efficiency and facilitating faster transit by circumventing traffic congestion. The substantial growth in the motorbike sector, with an astounding year-on-year increase over 40%, clearly signifies the extensive popularity and success of Pathao's services. Furthermore, Pathao has

transformed individual commuting practices and created several employment opportunities, significantly contributing to the local economy. This is demonstrated by the existence of a registered driver base exceeding 200,000 for Pathao. The government's backing, which encompasses initiatives such as the establishment of a 9-kilometer bike lane by the Dhaka North City Corporation, underscores the recognition of Pathao's role in addressing Dhaka's transportation challenges. This collaboration between private firms and government entities aims to enhance urban transit and alleviate traffic congestion. The success of Pathao in Dhaka exemplifies how technology-driven solutions can effectively address complex urban challenges. By strategically employing technology, Pathao has improved the quality of life for Dhaka's residents and set a benchmark for innovative transport solutions in developing countries.

4.4 External Economic Influences and their Impact on the Industry

Pathao, a pioneering IT company specializing in motorcycle-based ridesharing services, offers efficient transportation solutions while fostering economic growth, particularly in regions like Dhaka. Pathao's network has created employment opportunities for several freelancers, serving as a vital source of income for individuals facing unemployment. This has significantly influenced economic growth and stability.

Maintaining an optimal equilibrium between the quantity of drivers and passengers is essential for Pathao's sustained sustainability. This equilibrium ensures a steady income for drivers while efficiently meeting the transportation needs of passengers. However, challenges arise, especially during lockdowns, when there is an increase in job losses and a worsening of traffic congestion. Despite these challenges, Pathao remains essential in addressing urban mobility issues. Recent concerns, analysts predict a promising future for Pathao and other ridesharing services globally. Forecasts suggest a swift and sustained growth, with the industry anticipated to reach a valuation of \$218 billion by 2025 and an annual value of \$285 billion by 2030. The increasing growth trend underscores the escalating demand for accessible and adaptive mobility options, facilitated by innovative IT companies like Pathao. As Pathao expands its services, it is anticipated that millions of persons worldwide would utilise its platform in the next years.

The widespread adoption of ridesharing as a preferred mode of transportation illustrates the growing preference for this method, thereby positioning Pathao as a significant entity in the global transportation sector.

4.5 Legal Obligations of the Industry

The discussion over the regulation of ridesharing startups has intricate and nuanced elements, particularly for firms such as Pathao that function at the intersection of technology and transportation. While some industry professionals advocate for delaying regulatory actions to enhance value creation, innovation, and employment opportunities, it is crucial to address unresolved issues such as disintermediation and regulatory compliance. This underscores the imperative of implementing a balanced regulatory strategy. Disintermediation is a significant challenge for ridesharing services like Pathao, as transactions occurring outside the application may lead to financial losses and safety concerns for both customers and the platform.

Despite the government's efforts to address disintermediation through legislation, enforcement remains a significant concern. Pathao has instituted proactive measures to tackle this issue, including the launch of commercials such as "Don't be a masud, don't khep, use the Pathao app." Nonetheless, some riders have contested these measures, highlighting the intricacies of compliance with legislation and the realities of the industry. To effectively address regulatory challenges, it is imperative for stakeholders, regulators, and ridesharing platforms like Pathao to work moving forward. Clearly articulated laws and efficient enforcement mechanisms are essential to ensure fair competition, protect consumer interests, and maintain safety standards in the ridesharing industry. Policymakers can create an atmosphere that fosters sustainable growth and safeguards the interests of all stakeholders, including companies such as Pathao, by adeptly managing innovation and regulatory compliance.

4.6 Competitive Landscape

Pathao has emerged as a significant player in the motorcycle-based ridesharing sector, leveraging its reputable brand and initial successes to establish a substantial market presence. Despite the initial popularity of Uber Bike and Shohoz Ride, Pathao's strategic initiatives and effective customer acquisition and retention efforts, sometimes through discount coupons, swiftly established it as the preeminent competitor. The success of Pathao may be attributed not only to its brand recognition but also to its commitment to leveraging technology and providing comprehensive driver training programs. Pathao differentiates itself by a robust focus on technological innovation and operational proficiency, ensuring a seamless and reliable service for both riders and drivers. Moreover, Pathao's expansion into several vertical services, including a courier business, exemplifies its adaptability and commitment to meeting diverse client needs. Pathao has persistently garnered significant investment, despite competition and challenges. In 2018, the company obtained a significant \$10 million funding round, led by Gojek, a notable regional ridesharing firm. This investment not only reflects a robust confidence in Pathao's business approach but also provides the necessary resources for further expansion and innovation. Nonetheless, the motorcycle-based ridesharing sector is perpetually evolving, necessitating that organizations must adapt to maintain competitiveness. While pursuing vertical services presents opportunities for expansion, it also involves risks, including the potential rapid exhaustion of investor cash. Pathao's ability to surmount these challenges and maintain its position as a market leader illustrates its resilience and strategic insight in the evolving technology and transportation industry.

4.7 Modifications in the competitive landscape Ecology

Pathao encounters a substantial challenge in sustaining customer loyalty, as consumers often transition between service providers to secure the most advantageous deals. The organization functions within a framework reliant on third-party drivers to efficiently manage expenses. Nonetheless, this specific strategy has rendered Pathao susceptible to risks, as evidenced by the regulatory obstacles encountered by Uber in London. The global decrease in stock prices necessitates that Pathao reevaluate its long-term

sustainability strategy. Pathao, a Bangladeshi company valued at \$100 million, had significant challenges when its investors withdrew their support. As a result, the company encountered operational challenges and was necessitated to implement significant labor reductions. Pathao has used diversification strategies, expanding into new service sectors like food delivery and integrating CNG auto rickshaws into its fleet. Pathao encounters challenges in the courier sector. To address the challenges within the courier sector, Pathao must use innovative strategies and enhance the overall customer experience. Leveraging technological expertise to improve safety standards and driver interactions will be crucial in distinguishing Pathao Courier from competitors and solidifying its market position.

Chapter 5 Analysis of the Activities

Delivery in Bangladesh is an essential component of the logistics chain, encompassing the transportation of goods from distribution centers to consumers in urban and suburban regions. The nation confronts difficulties, including significant traffic congestion in prominent urban centers such as Dhaka. Chittagong, insufficient infrastructure, increased urbanization, and the emergence of e-commerce. The demand for efficient last-mile delivery services is rising due to the increasing need for expedited delivery times and convenient alternatives. Novel solutions, such as bicycle couriers and informal delivery networks, are arising to tackle the constraints posed by conventional delivery techniques. The deployment of technology, including route optimization software and GPS tracking systems, is employed to address these difficulties. Environmental issues, including air pollution and road congestion, are increasingly attracting attention in sustainable delivery

options. Government regulations and policies significantly influence the last-mile delivery scenario. Streamlining regulations and enhancing infrastructure can promote more seamless and efficient delivery operations. In conclusion, last-mile distribution in Bangladesh is a complex and dynamic sector with both obstacles and potential.

5.1. Context of Redx, Pathao, Steadfast

REdx, a logistics and e-commerce platform in Bangladesh, provides last-mile delivery services to clients in urban and suburban regions. The organization has distinguished itself by utilizing technology to optimize routes and improve client experience. It has increased its network of delivery partners and distribution centers by collaborating with local enterprises and e-commerce platforms.

Pathao, a ride-hailing service, has broadened its operations to encompass last-mile delivery services in Bangladesh. It has expanded its offerings beyond conventional delivery by implementing instant delivery and peer-to-peer courier services. Pathao incorporates advanced technologies into its delivery operations, including GPS monitoring, mobile app-based ordering, and AI-driven route optimization. Pathao has established itself as a prominent contender in the last-mile delivery sector in Bangladesh, capitalizing on its robust brand recognition, wide network, and emphasis on customer happiness. Steadfast, a logistics firm focused on last-mile delivery and supply chain management solutions, serves both B2B and B2C clients. It provides tailored last-mile delivery solutions, encompassing express delivery, bulk distribution, and reverse logistics.

Steadfast emphasizes efficiency and reliability in its delivery operations by investing in the training of its workers and optimizing its logistics network to reduce delays and errors. It engages with multiple parties, including e-commerce platforms, retailers, and manufacturers, to optimize the last-mile delivery process.

5.2 The First-Mile Hub Process

The pick-up hub, often called the first-mile hub, is where the delivery journey begins. The first-mile hub is where packages are first processed after being picked up from different stores or places. At this point, the Inbound Team is quite important. They have to check each package by comparing the tracking numbers on the tags. This step helps find any duplicate entries, items with missing tags, or parcels that weren't logged at all during pickup. After the parcels have been checked and organized, they are given to the Van Duty Agent (VDA). The VDA's job is to move these packages from the first-mile hub to several last-mile hubs around the country, where they will be delivered to clients. This step makes sure that all packages are properly accounted for before they move on in the delivery process. This cuts down on mistakes and makes the business run more smoothly.

5.3 Importance of Last Mile Delivery Optimization in Bangladesh

Optimizing last-mile delivery is essential in Bangladesh owing to urban congestion, high population density, inadequate road infrastructure, environmental sustainability, consumer demands, cost-effectiveness, customer happiness, the growth of e-commerce, and rural accessibility. Last-mile delivery optimization enhances efficiency and decreases delivery costs by minimizing transportation time from distribution centers to final destinations and reducing vehicle waiting periods.

Bangladesh's elevated population density renders it one of the most densely populated nations globally. Effective last-mile delivery optimization is the strategic development of routes to efficiently serve densely populated regions, maximizing deliveries per route while minimizing fuel consumption and vehicular emissions. The rise in e-commerce has heightened the need for last-mile delivery services, necessitating efficient routing and scheduling to manage escalating orders, guarantee timely deliveries, and enhance customer satisfaction.

Bangladesh faces infrastructure issues such as poorly maintained roadways, absence of standardized addressing systems, and limited transportation alternatives. Employing

technologies such as route optimization software and GPS monitoring devices helps mitigate these challenges and guarantee reliable and timely deliveries.

The environmental implications of optimizing last-mile delivery through measures such as electric vehicles, bicycle couriers, and route optimizations algorithms can alleviate ecological repercussions by reducing fuel use and emissions.

Customer demands for timeliness, reliability, and convenience in delivery have intensified. Last-mile delivery optimization can fulfil these expectations by offering faster delivery options, real-time tracking, and flexible delivery schedules.

Establishing an effective last-mile delivery system can significantly reduce organizational expenses by minimizing fuel consumption, vehicle maintenance, and labor costs linked to extended delivery routes. Customer satisfaction is significantly enhanced by providing items or services promptly and reliably. This is crucial for consumer retention and cultivating brand loyalty. Optimization ensures the rapid delivery of parcels to clients, hence improving their overall experience. The proliferation of e-commerce in Bangladesh requires the optimizations of last-mile delivery to manage the increasing volume of online purchases. Enhancing the delivery procedure can catalyze further growth in the e-commerce sector.

Improving last-mile delivery involves both urban and rural regions, hence increasing the accessibility of goods and services for residents in remote areas. This promotes economic development and alleviates disparities between urban and rural areas.

5.4 Obstacles Encountered in Last Mile Delivery Optimization Context of Pathao Limited

The logistics business in Bangladesh is nascent and experiences a deficiency of trained workers, adequate resources, and a conducive climate. There is a deficiency of training programs tailored to the special needs of the logistics sector. Consequently, Pathao encountered difficulty in locating and maintaining competent staff, appropriate resources, and the right atmosphere which resulted in inefficiencies in their operations and service provision.

Ensuring timely and seamless delivery to fulfil client expectations is a critical aspect of the logistics industry. Companies like Pathao in Bangladesh have significant challenges in achieving this goal.

Bangladesh's varied geographical landscape poses distinct hurdles for logistic service providers, such as Pathao, in establishing infrastructure across different locations for their services.

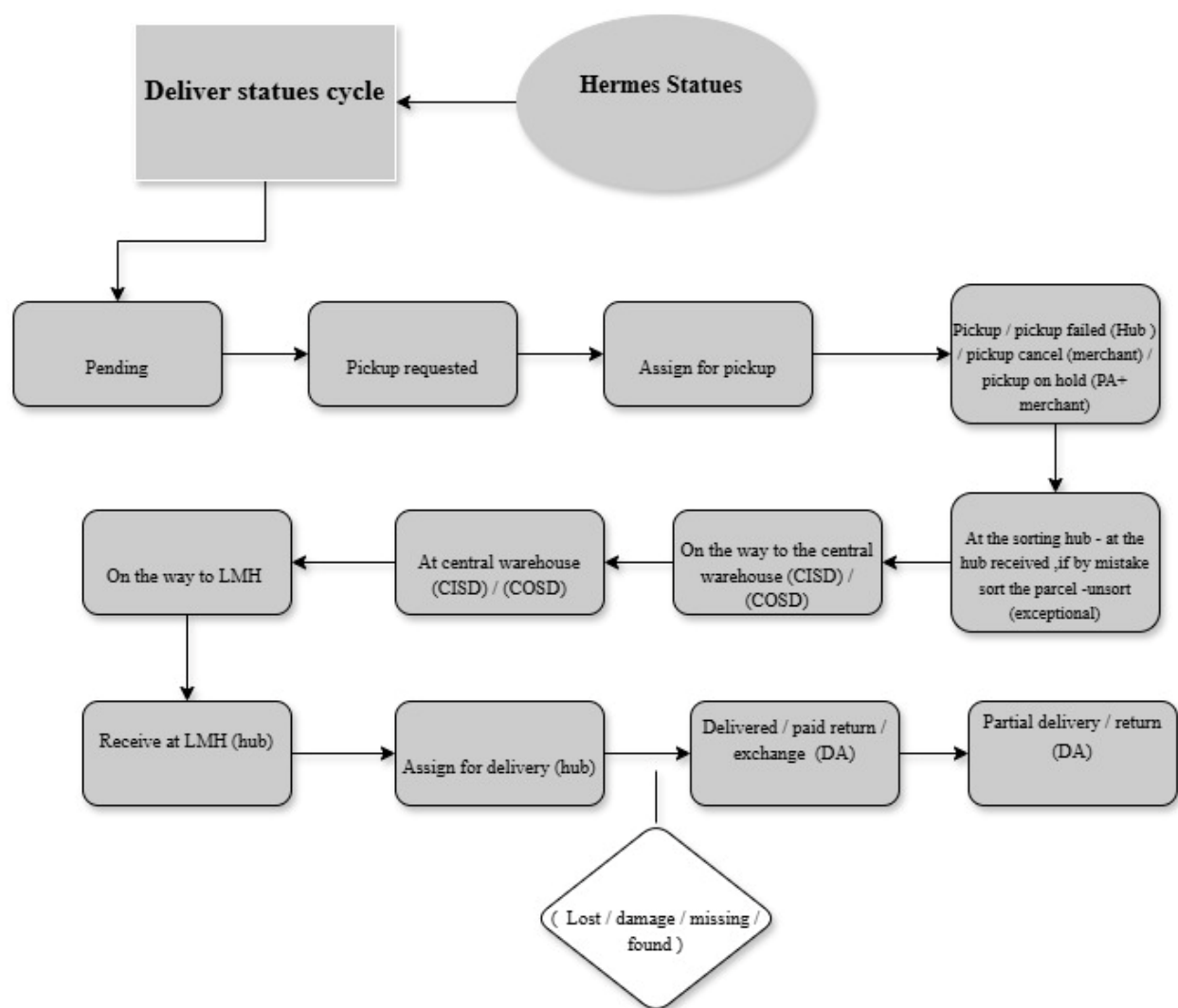
Bangladesh's technological infrastructure, characterized by restricted access to high-speed internet, frequent power outages, and antiquated IT systems, may impede the integration of automation technology within the logistics sector. Pathao's experience exemplifies these hurdles, particularly in the development of software solutions for their business processes, underscoring the necessity for enhanced technology adoption.

The warehousing infrastructure in Bangladesh may be deficient or antiquated, presenting challenges in the establishment of modern and efficient warehouses. Pathao faced challenges in identifying suitable warehouse facilities that provide adequate space, an optimal layout, and necessary features to support effective operations.

Pathao, akin to other logistics firms, encounters hazards associated with the conveyance of cash across hubs, banks, and other destinations. Moreover, discrepancies between delivery personnel (agents) and warehouse facilities (hubs) may lead to financial losses and operational inefficiencies for Pathao. Addressing issues related to payments, inventories, or other financial activity is essential for maintaining trust and integrity in Pathao's operations. The infrastructure of Bangladesh, encompassing roads and transportation networks, presents significant challenges to timely delivery. Pathao, akin to other logistics firms, must surmount these obstacles to guarantee effective and dependable delivery services. The logistics business in Bangladesh is marked by fierce rivalry, as new companies often enter the market. To thrive in a competitive landscape, logistics firms must develop distinctive characteristics and execute sustainable plans. Pathao exerted considerable effort to differentiate itself by offering unique services or value propositions that set it apart from its competitors. Potential enhancements may include accelerated delivery times, enhanced customer service, tailored management of certain items (such as perishables), or innovative technical breakthroughs. The regulatory

environment presents complexities for courier companies in Bangladesh, encompassing customs rules, licensing requirements, and taxation policies. Adherence to laws increases operational expense and may affect service flexibility and scalability.

Recruiting and retaining qualified workers, such as delivery agents, warehouse staff, and customer support representatives, poses significant challenges in Bangladesh's competitive labor market. Pathao's investment in training and professional development is crucial for sustaining a proficient workforce.



Chapter 6: Internship Experience

6.1 Position

Title: Operational Intern

Department: Courier Operations (Inside Dhaka)

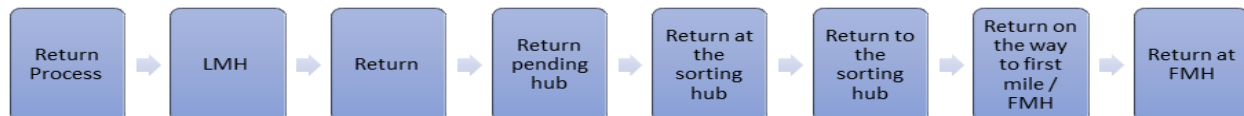
Location: Pathao Head Office, Dhaka

Duration: 3 Months

6.2 Responsibilities and Liabilities

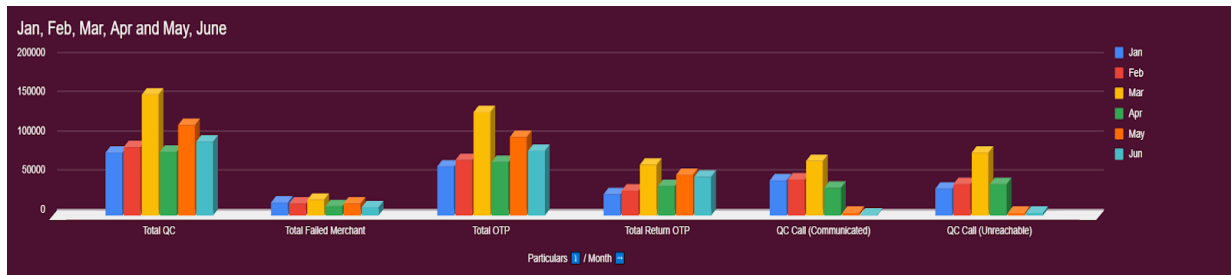
Administration of Reverse Parcel

Returned packages from customers were scanned and acknowledged. Real-time parcel status updates are implemented in the system to ensure traceability and transparency. Return backlog reports were generated and maintained to identify delays and the reasons for missed returns.



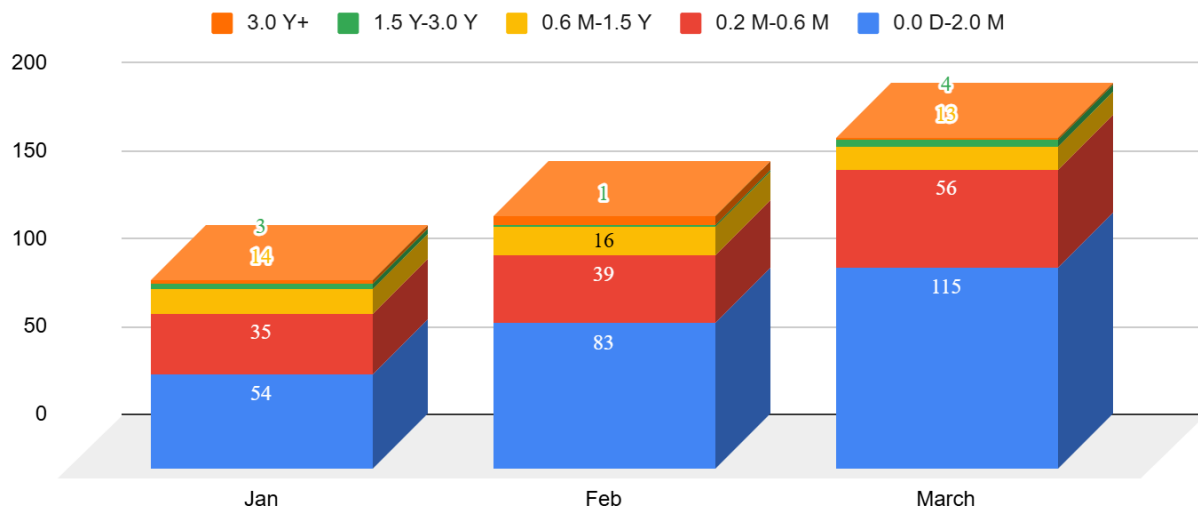
Quality Team monitoring

Quality Control Monitoring and One-Time Password Verification. Authenticated merchant OTPs to assist the QC team in managing unsuccessful deliveries. Flagged erroneous agent claims prompted contact with hubs for clarification and supporting proof. Maintained the "Incorrect Info" tracker and informed hubs of issues and punishments.



Recruitment and Retention of Agents

Assessed the rates of agent departures and recruitments across 21 hubs in Dhaka. Communicated with agents and hub managers by telephone to ascertain the reasons for the dropouts. Generated reports for retention assessments and instructed hubs to contact identified agents who were inactive.



Inactive (Head Count) DA

Oversight of Daily Reports and DOD Quality Control teams produced DOD (Day of Delivery) reports that monitored OTP issuance. Daily follow-ups emphasized performance indicators and hub-specific issues.

Engagement and Organization

Monitored email and WhatsApp channels for updates regarding difficulties, returns, and pickups. Informed the hub and quality control teams of escalations and ensured their swift resolution.

First Mile

Oversight of First-Mile Processes participated in the revision of the first-mile pickup document. Ensured that the C2C and area change documents were accurately revised to include the parcel pickup instructions.

DOD Assign Tasks

Compiling reports and inputting data facilitated daily reporting activities via Google Sheets and Excel. Assisted in the development of anti-theft checklists, van tracking sheets, WoW assessments, and hub performance reports. Capabilities Technically proficient in backlog monitoring, Google Sheets, OTP reporting, and advanced Excel.

Identifying issues, examining patterns, and interpreting data. Communication encompasses collaboration, vocational engagement, and central coordination. Identifying the causes of return delays and proposing solutions is referred to as problem-solving. Leadership entails proactively delegating responsibilities and monitoring concerns. Outcomes of Learning have a solid understanding of reverse logistics and courier services. Acquired practical expertise in agent engagement, quality control escalation, and field coordination. Enhanced operational discernment and reporting capabilities. Improved ability for multitasking in a high-pressure logistics environment.

Chapter 7 Recommendations

Completing my internship at Pathao Limited, I acquired substantial knowledge regarding the operations of the Courier ISD Department. While I observed numerous excellent elements, I also identified specific areas where last-mile delivery services could be optimized for greater efficiency. Here are few significant recommendations:

Pathao has to consider enhancing their application experience to elevate customer satisfaction and mitigate friction in the distribution procedure. A more user-friendly and intuitive design enables users to place and track orders more efficiently. Enhanced user engagement and increased retention are likely to stem from the implementation of personalized features and the streamlining of the entire delivery process, from order placement to fulfilment.

Pathao must focus on integrating innovative features and advanced technology to be competitive in the swiftly evolving last-mile delivery sector. Advanced algorithms for route optimizations, real-time tracking, and seamless digital payment systems can significantly enhance customer convenience and operational efficiency. Pathao might distinguish itself and attract additional clients by persisting in innovation within these domains.

Despite Pathao's investments in recruitment, structured training programs remain essential for cultivating a more informed and productive team. Putting money into staff development will assure that workers are prepared to tackle hurdles, deliver exceptional customer service, and promote long-term corporate expansion.

In remote or hybrid work environments, the coordination of last-mile delivery activities relies significantly on efficient communication. Current tools may insufficiently promote the level of interdepartmental collaboration necessary. Implementing advanced communication technologies that provide task delegation, real-time updates, and clear information exchange may benefit Pathao. Enhanced communication systems would ensure more efficient operations, minimize errors, and optimize resources.

Upon concluding my internship at Pathao Limited, I acquired practical expertise with the operational workflows, particularly in the Courier Operations Department. Although I saw numerous strengths within the organisation, I also recognised specific areas for improvement to optimise the efficiency of last-mile and first-mile deliveries, especially regarding package return management and agent coordination.

Pathao should persist in enhancing its app interface to diminish distractions and optimize user interactions, making it more intuitive and responsive. Real-time status updates, customized notifications, and streamlined package tracking can enhance the whole experience. In my experience with return parcel processes, I saw that enhancing in-app merchant communication, particularly during OTP confirmations, helped mitigate delays and elevate satisfaction for both senders and recipients.

To keep ahead in the competitive delivery industry, Pathao needs to include smart routing algorithms, live truck tracking, and automated return processing solutions. In my role managing return parcel backlog and reporting, I observed that delays frequently arise from miscommunication or sluggish status updates. Automated merchant OTP alerts or reminders may alleviate such problems. Furthermore, using digital confirmation from merchants might enhance the return process.

Pathao makes substantial investments in recruitment; yet, enduring success relies on a proficient and steady team. My participation in agent retention and joining reports across 21 Dhaka hubs underscored the necessity to comprehend the reasons behind agent attrition and to enhance assistance for them. Consistent training sessions, performance incentives, and departure interviews can enhance talent retention and improve efficiency.

Effective collaboration among field agents, hub personnel, and the quality control team is crucial, particularly in managing first-mile pickups and return verification. Throughout my internship, I regularly engaged with hubs concerning agent feedback, issue tracking, and revisions to the quality control sheet. Investing in enhanced real-time communication tools (integrated dashboards or mobile task checklists) could significantly diminish errors and optimize overall workflow.

Chapter 7 Conclusion

My internship with Pathao Limited, specifically in the Courier Operations Department, was a profound educational experience. During the four-month period, I became extensively engaged in critical logistics domains, encompassing first-mile operations, quality control verifications, and return parcel management.

I had the opportunity to address genuine operational difficulties, like the reverse parcel process, where I monitored return delays, kept backlog reports, and ensured precise modifications were implemented. I collaborated closely with the agent retention team, overseeing recruitment reports, analyzing the reasons for agent departures, and engaging with both agents and hub supervisors to derive actionable insights. These experiences helped me strengthen my problem-solving, communication, and Excel skills dramatically. Furthermore, my assistance to the QC team—particularly in OTP verification, DOD reports, and the examination of erroneous agent-reported information—illustrated the paramount need of accountability and clarity in field operations. The QC working sheet instructed me on identifying irregularities and relaying them to hubs, guaranteeing that agents are justly penalized only following thorough inquiry.

This internship enabled me to connect academic knowledge with practical applications, especially in logistics, delivery, and coordination. I was motivated by Pathao's objective to "Move Bangladesh," and I take pride in having made a contribution—albeit modest—to this overarching vision. The supportive environment facilitated my growth, and I now possess greater confidence as I enter the professional realm, armed with new abilities and an enhanced comprehension of courier operations and team communication.

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