



Internship Report

On

Daraz.com.bd



Topic:

**“Seller Acquisition Process of Daraz
Bangladesh.”**





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Letter of Transmittal

24th February 2020

Dr. Seyama Sultana

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Subject: Submission of Internship Report

Dear Madam,

With due respect & admiration, I am delighted to state that, I am submitting my internship report on “**Seller Acquisition Process of Daraz Bangladesh.**” I have effectively completed my three months internship in an online retail platform-based company named Daraz Bangladesh, under the supervision of Md. Sahid Alam, Acquisition Manager of Commercial Department.

In my whole internship period, I was responsible for vendor acquisition under commercial department, which is a process of acquiring new seller and maintaining update of Daraz merchants. Moreover, I gave the opportunity to introduce with different corporate persons who are responsible for marketing and branding sector of a particular company or store. During formulating this report, I always make sure that this report must be informative and resourceful.

I would like to take this opportunity to thank you for all the support and guidelines that you have provided, which I hope to continue getting in the future.

Sincerely yours,

Nusrat Zahan

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Letter of Endorsements by the Supervisor

The Internship Report titled "Seller Acquisition Process of Daraz Bangladesh" has been submitted by Nusrat Zahan, ID: 111141227, School of Business & Economics (SOBE), United International University, for partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA).

I would like to express my support for this report and my conviction that this report will be worthwhile. The report has been prepared under my guidance and is a record of the bona fide work carried out successfully.

I hereby, endorse Nusrat Zahan for completing this report.

.....

Faculty Supervisor

Dr. Seyama Sultana

Assistant Professor,

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Declaration of Student

I hereby declare that the Internship Report titled, "Seller Acquisition Process of Daraz Bangladesh" submitted as a partial requirement for completion of the degree of Bachelor of Business Administration (BBA), has been prepared by myself solely.

The report was conducted under the guidance of, Dr. Seyama Sultana, Assistant Professor, School of Business & Economics (SOBE), United International University.

I have tried to provide relevant information from different credible sources to make the study more relevant and stronger. This report has been prepared completely based on my internship experience at Daraz Bangladesh.

.....

Nusrat Zahan

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Acknowledgement

I have incurred many debts of gratitude over the 3 months while preparing this report. The successful accomplishment of this project work is the consequence of the contribution of number of people who gave their valuable time from their busy schedule to guide me in doing my internship report. Here, I would like to extend my heartiest gratitude to all those who have given the time and effort to share their thoughts and suggestions to prepare the report and help me directly or indirectly contributed to the completion of the report.

In the first place, I would like to thank Almighty Allah for all strength and with the help of Almighty Allah and my parents' blessings finally I have successfully done my three months long internship at Daraz Bangladesh.

Secondly, I would like to reimburse my profound respect to my academic supervisor Dr. Seyama Sultana, Assistant Professor, School of Business & Economics (SOBE), United International University, due to her generous and gracious guidance. I am also grateful to her for helping me to understand some miniature issues as well as those issues, which I have failed to understand during the preparation of the report.

At the same time, I also pay my heartily gratitude to Mr. Mafijur Rahman Khan, Project Manager, Daraz Bangladesh Limited, who has appointed me with such important topic and extended his helping hands by showing the right and effected path to me. A very special gratitude goes to my organization supervisor Md. Sahid Alam, Acquisition Manager, Daraz Bangladesh Limited, who helped me during my work tenure and made my experience an unforgettable one. He helped me to gain more practical knowledge which made my Internship journey more fruitful.

Furthermore, I would like to thank all the acquisition executives for assisting me and giving me the guideline and suggestions for the last three months.

Finally, I want to thank all other interns from different distribution points for sharing their experiences and give my special thanks to Daraz Bangladesh Limited, who has given me a fastidious prospect to do internship in this organization to fulfill my internship.

Executive Summary

Daraz Bangladesh is the leader of web-based business enterprise which has presented another pattern of online retail stage in Bangladesh and altered the purchasing pattern of Bangladeshi people within a very short period of time. Daraz Bangladesh is creating a new forum for the entirely young generation who enjoy to purchase anything from online.

Daraz Bangladesh has introduced its operation on February 2015 in Bangladesh formally and it grabs people attraction and popularity gradually. The world greatest internet incubator “Rocket Internet” is one of the initiatives of Daraz Bangladesh. It was fully bought by Alibaba company on May 2018 after realizing its feasibility in the market.

As I finished my internship under the department of acquisition as a Merchant Acquisition Executive at Daraz Bangladesh during the preparation of the report. I have attempted to collect conceivable data with respect to related department and their activities.

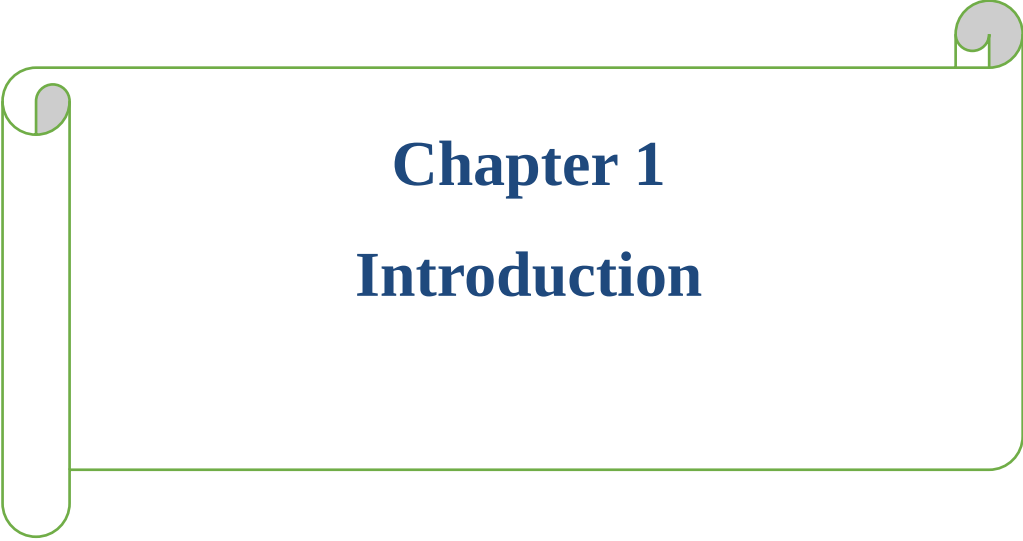
To begin with of all, I presented my study with the introduction. After that I have given the Background of Daraz Bangladesh. Later on, I have talked about Daraz operational system also some competitor’s information and tried to give a comparison with those competitors. Then I enclosed its mission and vision for the future along with product and service that is offered by Daraz Bangladesh. After that I discussed about my goals and how I accomplished my focus on destinations, furthermore the restrictions what I have looked during my investigation period.

In like manner, I listed about my roles and responsibilities which I did whole my entry level position where I mentioned the functions of acquisition department and how the acquisition members will procure new seller. I additionally discussed about the recently launched admin portal with its features and what kind of changes are taking place in the seller center. Then I have mentioned the new structure of commission and the new Alilang management software. At last, I would like to finish by listing the advantages and disadvantages of the newly launched seller center and prescribe any approach for solving issues and also provide conclusion.

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Chapter 1

Introduction

1.1 Introduction:

1.1.1 Current Situation of E-commerce in Bangladesh:

The term e-commerce means to people exchange of action that transfers important business news over online network. Presently this is the major side which is booming among the web-based sector. People of our country will be glad to know that it is emerging and capturing the whole market very soon in Bangladesh.

Few years ago, online business came in Bangladesh and it supposed to be one of the major sectors near to 2013. They introduced themselves as an online shop in the market. Both domestic and foreign company are working here. As it is the suitable atmosphere to conduct e-commerce business in Bangladesh because of heavy traffic jam and even government is taking necessary steps to enhance online business. The customer who is purchasing products through website is approximately 2 crore which are 12.5% of total population in Bangladesh. There is a huge online business development because this potential market is rapidly growing. People want to purchase foods, daily necessary goods, devices of electronics, fashionable products from online, while there is huge difference in purchasing products among male and female. In our country tendency of online shopping rate is high because people don't want to waste their valuable time in the traffic jam. Web based shopping is the system whereby the advanced mechanical gadgets such as web, cell phone, mixed card, installment, Bkash etc purchase and sell goods from different vendors. Mainly it is a type of business that uses an internet browser to help buyers purchase products or services directly from a vendor over the web. This e-commerce is also familiar by some other names like e-shop, e-web-store, internet shop, e-store, web-shop, online store, virtual store, web store, online marketplace, web-based shopping, online storefront etc. (Ahmed, 2016)

Major retailers are now opening their own websites which is breaking their traditional bricks and mortar outlets. Most of the businessman are doing their own business through the internet, especially in F-commerce (Facebook commerce). Online retailers often offer discounts on products and services which customer cannot get in traditional outlets. A customer can buy anything through online which is very convenient. Consumers just make their purchase through just some click at sitting their own homes and have their desired products delivered to their doors. In the near future the boundaries between "conventional" and "electronic" commerce will decreased as more and more businesses move their operation in to internet. (Mohiuddin, 2014)

Online shopping has become a growing alternative option of offline shopping for delivering products and its effectiveness has a great impact which helps people to expand technological infrastructure and online marketing in this sector. E-commerce is being considered as a separate, profitable field business and intermediary players are updating their B2B business models, while embracing aspects of social media. Whether a company can move forward or not, e-commerce is the right tool for determining competitive advantage now-a-days in Bangladesh. (Ahmed, 2016)

As online business makes their money through purchasing and selling products with the assistance of internet, that's why internet growth is increasing now-a-days. There is diversified e-commerce platform like B2B, B2C and C2C. But B2C model is getting the best endeavor from all types of customers in Bangladesh. Online shopping has become popular mostly in urban areas as well as rural areas. Now a day's people can purchase products from different pages in Facebook. Moreover, they also buy products from renowned websites like Amazon.com, ebay.co.uk and Alibaba.com. There are approximately 800 ecommerce sites and 9000 ecommerce pages on Facebook that earns the 10billion taka transactions within a year, which has been estimated by Ecommerce association of Bangladesh. Still, people are not habituated to purchase products from online because some people are not aware about internet.

As Bangladesh is a developing country that's why its economy is growing very fast. Bangladesh has low labor wage rate, easy communication facilities and circulation to different countries in the world through port facility, rail and road; its miles a heaven to put money into. With the flow of improvement and economic process, Bangladesh is also emerging rapidly. Now a day's communication has emerged as remarkable growth due to the huge availability of internet, for that enterprise is getting extra competitive advantage for it. The whole contemporary commercial enterprise zone is being benefited by means of it. And because of the big development and scope that the internet gives a brand-new region has emerged, "e-commerce". Though E-commerce or electronic commerce is a new concept however it's been around for over a decade. Now it has grown up and with the assist of globalization and large internet access it has entered into Bangladesh as well.

In the recent era we can see that there have been quite few E-commerce websites available in our country. Among them Daraz Bangladesh is one of the leading online platform. Visibly we get to see a tremendous improvement of the company. Daraz is an online shopping market

place where an individual can shop different things online such as electronics, fashion, home appliances, kid's items and many more. There are basically twelve categories under each category the company has included sub categories. So basically, it's a wide range of products and services as the consumer does not need to go for so many websites to get their desired products. They can both order and get their desired products by sitting at home without taking any hassle. Daraz Bangladesh provide various kind of facilities to their consumer beside the product/service itself such as free product return policy, welcome coupon, discount code, voucher and various payment options including cash on delivery, bKash, bank transaction, EMI facility. It allows customer to enjoy an awesome shopping experience getting the products/service directly to the doorstep.

1.1.2 Parent Company:

About Rocket Internet: Rocket Internet GMBH is world's one of the fastest growing startup venture capitalist company in the world, where their slogan is "We build companies". In 2007 this internet company was established in Berlin by three brothers: Marc, Oliver and Alexander Samwer. At the very beginning Rocket Internet introduced Daraz Bangladesh into this country and referred as a parent company of this online website. The business model of this company is they create small to medium enterprise companies and want a percentage of share from those start-up companies. Rocket Internet is known as a venture capitalist company which primary role is to introduce and capitalize new business. It intends to work outside the US and China. It has more than 30,000 employees over the world and comprises of more than 100 entities in 110 nations. The organization's fairly estimated worth billion euros was roughly on 8th April in 2015. It has some most popular ventures like Group on, eBay, Facebook, LinkedIn, Zynga and so forth. Rocket has divided its activities in three different groups such as- APICIG (Asia Pacific Internet Group), AIG (African Internet Group), Middle East Internet Group. Among this three-business zone Rocket's most favorable and popular business zone is Africa. (Ahmed, 2016)

Asia Pacific Internet Group has tried hard and soul to make Daraz and it started its operation step by step in three nations such as- Bangladesh, Pakistan & Myanmar. First of all, Daraz started its journey in Pakistan and become very popular online platform within a very short period of time. After that they want to expand their windows in Nepal and Sri Lanka. Rocket has a multinational social in 120 nations with more than 25000 representatives. (Ahmed, 2016)

Bangladesh is one of the quickest developing business sector of Rocket. In most recent 2 years Rocket propelled 6 venture including Daraz Bangladesh.

There are a lot of ventures of Rocket Internet in Bangladesh which has been given below-

- ☐ Kaymu- Online Shop
- ☐ Foodpanda- Online Food Store
- ☐ Carmudi- Online Car Store
- ☐ Lamudi- Online Real State
- ☐ Jovago- Online Hotel Booking
- ☐ Everjobs- Online Job Site

About Alibaba Company: On the month of May 2018 Daraz Bangladesh has been fully acquired by Alibaba Group. Alibaba Group was founded in 1999 by 18 people led by Jack Ma who was a former English teacher from Hangzhou, China. The founders started the company to champion small business, in the belief that the Internet would level the playing field by enabling small enterprises to take advantage of new innovation and technology to grow and compete more effectively in the domestic and global economics.

Daraz has been operating its business in 5 countries of Asia subcontinent which are- Pakistan, Nepal, Sri Lanka and Myanmar. The operations will continue under the “Daraz” brand name. Daraz will be able to exceed Alibaba’s leadership and experience in technology, online commerce, mobile payment and logistics to drive further growth in the South Asian markets that have a combined population of over 460 million. (Hossain Ovi, 2018)

About Daraz: In 2013 Daraz Bangladesh has started operations in Bangladesh. It is rapidly growing and strengthening number one position in all the markets. Daraz Bangladesh is excited to bring innovative internet concepts to the fast-developing Bangladeshi market. Now Daraz is expanding its activities in Bangladesh.

As Bangladesh has emerged slowly in this sector with lots of dazzling vision to make the country digital so there is a high chance that Ecommerce sector will grow up easily and capture the whole office market. This place is appropriate to use available resources in a proper way. The world is making headway in any case; Bangladesh is also acknowledging this situation based on what they are doing. The correspondence of today has ended extremely fast because of the enormous change in the internet, which makes the company

more competitive. In addition, “online business” has developed in the light of the limitless expansion that has been offered by the web to another portion. Online business is extremely well known for over 10 years; it is not an exceptionally new fragment worldwide. It was just the start of e-commerce in the past and it has now spread all over the world. Nevertheless, it has now been created and it has also reach into our nation with the help of globalization. Daraz is an online shopping center where people can shop the electronic things, men-women and kid’s fashion, home & lifestyle products, several appliances, computer products, beauty & health, sports and fitness and many more in Bangladesh and have them delivered directly to their house and office whenever the time is right. Daraz offers free returns and various repayment plans including down payment. Daraz offers its customers an opportunity to motivate an amazing shopping experience to its customers which has been sent on their request to their doorstep with a competitive cost. They are persistently stretching out their range of items continually extending their item range that temporize the latest gadgets, fashion and styles. (Imtiaz, 2016; Ahmed, 2016)

Bangladesh consolidates a huge person who drag in an awfully ton of supporters for supplying their staffs. People of our country want modern workplaces in lightweight of non-attendance of progression that offered by this creative world. A gigantic portion of the Bangladeshi individuals does not have the haziest idea about using the net, which is improving into a check for the web promoters. Government of Asian countries are trying to offer net for the duration of the country, which is able to have interaction the advancement of web business trade of Asian country. From the earliest start line, web business zone is blasting on a daily basis and it expands its wings bit by bit.

In late September 2013, Daraz was moved and its revamping into the Asian nation’s first web outlet. Here, in Asian country, individuals basically considered the scheme of action by Amazon arrange of action where buyers can meet vendors and can make a give-take relationship. Daraz revealed operation system of Amazon in Asian nation. Daraz makes an attempt through Rocket Internet GMBH in Asian nation. They try to replicate their technique for making market and require some persuasive net meanders for developing the organization. Daraz Bangladesh Limited is totally focusing on B2C model that no other online business will not be able to hypnotize in Bangladesh. It began a fresh out of the box new period in the e-commerce industry of Asian country. This site could be a marketplace wherever consumers and sellers meet. This site provides larger choice of product to its customers. Everything is offered on Daraz website from Fashion to General merchandising.

Clients can pick their preferred items without any bother and the products will be shipped both inside and outside Dhaka within a couple of days. Daraz has divided their product lines under two primary sections such as- Fashion and General Merchandising (GM). (Ahmed, 2016) Customers will realize fascinating products underneath the subsequent categories: 1. Electronic Devices 2. Electronic Accessories 3. TV & Home Appliances 4. Health & Beauty 5. Babies & toys 6. Groceries & Pets 7. Home & Lifestyle 8. Women's Fashion 9. Men's Fashion 10. Watches & Accessories 11. Sports & Outdoor 12. Automotive & Motorbikes.

Daraz is consistently changing its product offerings and services as per client necessity. Daraz offers COD system, Bkash payment, debit or credit card payment to the customers and recently they are providing installment facility to customer so that customers can purchase more and more products from Daraz. They also provide cashback both Bkash and card payment. Daraz also provide 7days return policy to customers where they can return product and get back money based on some conditions. (Ahmed, 2016)

Though Daraz introduced its operation in Bangladesh back in August 2014 but officially started in February 2015. Currently it is the number one online website shopping facility provider for Bangladeshi customers. At past people are not habituated about online shopping in Bangladesh. As they have very less knowledge about online shopping, they do not feel comfortable while purchasing products through online. Daraz Bangladesh and other online websites is now analyzing one thing which is- consumer buying behavior. They get to understand however simple and suitable online searching will become. In that situation it can be said that Daraz has shown us how actually an online business can work. Currently no other e-commerce company in Bangladesh is not working on both B2C and B2B model which is only done by Daraz Bangladesh.

This report has been prepared as a part of the BBA Internship program curriculum of Nusrat Zahan, Commercial Department Intern, Daraz Bangladesh. After conducting 4years bachelor degree the three-month internship period helps us the most to wrap up everything that we have learned across these four years. In this report I have mainly focused on the acquisition sector of Daraz Bangladesh. This report has been made under the instruction of Dr. Seyama Sultana, Assistant Professor at United International University, my supervisor Md. Sahid Alam, Acquisition Manager and Md. Mafijur Rahman Khan, Senior Project Manager of Daraz Bangladesh Ltd.

1.2 Background of the Study:

Electronic commerce has grown rapidly in recent years. Most of the online customers are not satisfied with their online purchase experiences which is indicating through survey. It will be better to conduct more research which helps to identify possible factors what affects customer buying behavior for their online purchase.

People of our country never imagine that they can purchase something going to the market or without watching the product directly. People ordered products simply depended on some image and data, that thing is delivered to our home by another person and afterward they are getting that item and paying, which is out of box thinking. Few days ago, “online shop” or “online market” this type of things were not familiar in Bangladesh. The conditions were drastically changed in the modern times. This was happened because of the advancement of technological innovation beside the unused thought, web-based business. Internet business was presented 50years prior and continues to develop every year with new advancements, inventions and a large number of companies joining the online market. Since its birthplace in the 1970’s, the convenience, security and customer experience of online business has improved exponentially. (Ahmed, 2016)

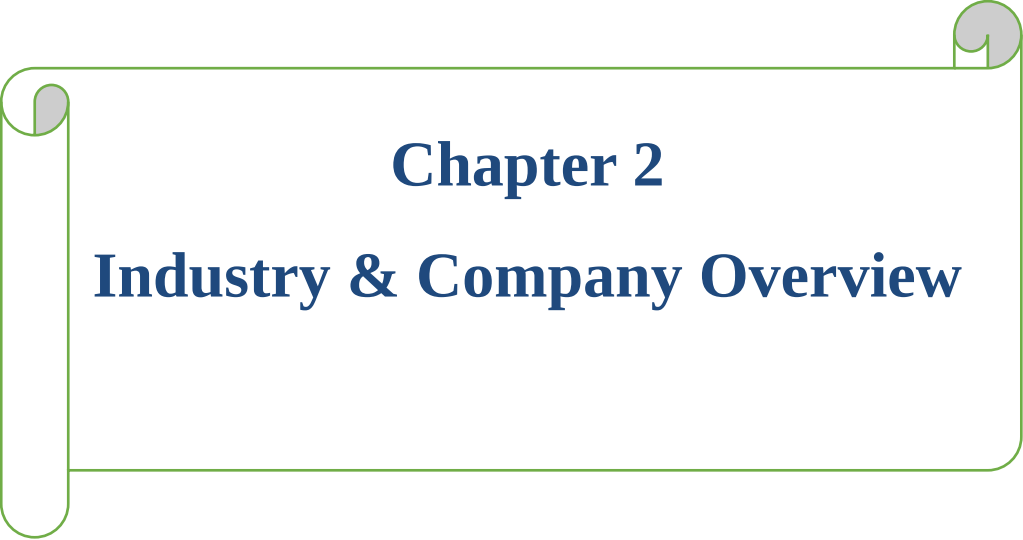
The main difference between online shopping and other forms of shopping is easement of getting products which is the main characteristic of online shopping. Merchant and customer can deal the business very smoothly without bearing any type of time and transportation cost. Though there will be always a scratch in the mind of the consumers regarding product quality as he is unable to touch and feel the product. The characteristic of successful website has not to focus only its good looking but also have to focus on different technical features. For establishing in the market, it should build a strong relationship with customers so that it can make money. Businesses must manage proper time and cash for planning, organizing, leading and controlling the making of website to extend online purchases. It is very tough to gain a customer rather than to lose one. Even a "top-rated" website will not succeed if the organization fails to practice common etiquette such as responding to messages on timely, notifying customer’s problems, being honest, and being good stewards of the customers' data. Most of the website designers do research on consumer perceptions that’s why it is very important to rectify fault and attract more internet buyers. As online shopping gains momentum, buyers are looking for online marketers so that they can provide them with more customized products according to their need. Marketers can also customize the products for

those target customers through understanding their purchasing behavior which helps them to increase sales and also achieve their target. As a result, Daraz Bangladesh being the number one online shopping platform in the country and other shopping website are trying to compete with Daraz for taking its position. They are unable to retain their consumers due to the lack of adaptability and acceptance of online shopping at present. However, they are trying their level best to educate and convince their shoppers that Daraz is the approach of the long run.

1.3 Importance of the Study:

The importance of an internship program is to find out similarity between practical knowledge and theoretical knowledge. It is impossible to run the whole process of Daraz Bangladesh without the contribution of vendors or merchants which is the prime role of a vendor acquisition. If merchants are not interested to do business in Daraz then there will be no products exhibited in the website. As a result, customers will not be able to purchase any kind of products at home from Daraz. So, acquiring healthy merchants allows a company to create a competitive advantage over its competitors.

- To know the effectiveness of vendor acquisition in this competitive area
- To know the importance of acquisition for potential brands
- To analyze the approach of convincing new merchants
- To study different criteria for creating new seller account
- To know the available product and service offer for customer
- To observe the whole acquisition process
- To understand the chain of command of different department



Chapter 2

Industry & Company Overview

2.1 Industry Overview:

A company need to determine what type of assets are accessible to utilize for estimating its productivity. Competitive analysis is done required to compare with most of the market's future rivals in this era of competition. This recognizes opportunities and threats comparative with their own items for discovering the rivals and makes a difference to discover out their techniques. Because Bangladesh could be a creating nation and web-based business is completely a modern field right now, this is why a few people think that segment is for this nation "The Future" or "The next big thing" for this country. But, Daraz isn't the as it were only one in this market, in reality there are numerous stores in online to contend with in order to remain significant. (Imtiaz, 2016)

Daraz sellers introduce their various items to clients, as it is a web-based shopping site where they can visible their products easily and create more traffic to increase sales. Daraz can be appeared differently in compare to physical business place but the difference is, in a physical commercial center, customers will be able to go multiple store for different items located on different floors yet in Daraz site, they will be able to visit numerous online stores for purchasing different items by ticking the mouse. Daraz contains a couple of contenders who are finding the opportunity for settle down in this growing sector by taking a conventional endeavor. The direct competitors of Daraz Bangladesh are Ajker Deal, Bagdoom and Pickaboo. Contrariwise, Daraz Bangladesh's indirect competitors are Ekhanai, Rokomari, ClickBD, Akhoni, Bikroy and other predominant websites which are also becoming remarkable. Some of the major competitors of Daraz Bangladesh are-

- **Kaymu:** Daraz's biggest rival was considered Kaymu. They are both auxiliary of Rocket Internet but have been in a soundless fight when they started their journey. But that's just one big competitor. In spite of the fact, Daraz and Kaymu have combined jointly as of late beneath under Daraz branch, they kept their commerce different from one another and no adjustment in their plan of actions or in their sites. So Kaymu was as yet a contender of Daraz until further notice. (Imtiaz, 2016)
- **E-valy:** E-valy is an e-commerce site which will be capable of providing every kind of goods and services from every sector to every consumer located in Bangladesh. The world's market place will be only finger-tips away for any customer in possession of a smartphone/computer and an internet connection. They will be able to purchase everything; from a safety-pin to an apartment building from our website. We have

gathered the brightest minds of Bangladesh and given them the platform to perform their fullest extent.

- **Bagdoo.com:** Akhoni.com was one of the primary online movers to the web-based business division and has revamped itself as Bagdoo.com. Bagdoo is one of the leading online based organization in Bangladesh. They are both prompt rivals of Daraz Bangladesh. In terms of order they almost get a comparative number of demands per day. They have recently launched different campaign and sourced various sorts of items to offer Daraz Bangladesh. (Ahmed, 2016)
- **Pickaboo.com:** Pickaboo is a classified online foreign national who has been working in Bangladesh since mid-2015. This website can be used with web and flexible applications. Pickaboo has emerged within this sector recently and is battling a great deal of reach towards its potential client base. It enables its customers to share review of their products which also increase their validity as well. This stage is generally focusing on equipment brands of Bangladesh. (Ahmed, 2016)
- **Ekhanei.com:** Ekhanei.com is a free online advertising website. It is another activity by Grameenphone Limited that provides its clients with a compact based web buying. They also generate income by sparking advertising. (Ahmed, 2016)
- **Bikroy.com:** Bikroy.com is another online store that also provides a stage for individuals in Bangladesh to buy and sell used pieces for a great deal. which is likewise giving a stage to the Bangladeshi individuals to purchase and offer second hand items for a good deal. Their clients get the opportunity for putting their deals at free of cost which routinely provides them a tremendous clients information base. (Ahmed, 2016)
- **ClickBD:** ClickBD is the primary online business webpage of Bangladesh which started its experience in 2005. It is mainly familiar as the platform selling second hand item. Presently this website has in excess of 25 online stores nearby its organized to deliver its customers a broad assortment of choosing product. (Ahmed, 2016)
- **AjkerDeal:** AjkerDeal is one of the champion online shop in Bangladesh. It focuses a step by step deal at the best price, bearing in mind the ultimate objective is to search the exact shopping decisions. This an arrangement and rebate site, here buyer will be able to find some attractive offers, phenomenal course of action of the country in one spot. This place is a general sense starts their journey to bargain with particular course of actions. (Ahmed, 2016)

2.1.1 Comparison with the Competitors:

When we differentiate Daraz and other online websites, it can be said that specific websites take place after the more prominent portion of Rocket Internet. In spite of the fact that HungryNaki was the first online food ordering and delivery service but they began to attract the total sector when foodpanda started its operation. Daraz has a lot of arrangements for advancing and dissemination. They have the parent's organization overall capacity and cash related fortification worldwide. The foremost grounded part of Daraz Bangladesh has their specific naval force, covering more than half of their scattering demand. If you endeavor to consider among Daraz and rest of the online business website, as an issue begin with priority, you will find that, while Daraz is a business place the greater part of the prominent web-based business site is really characterized. Basically, Daraz gives assurance to its clients for delivering best items at a minimum cost. It never exchanges off with the character of the thing. Daraz only offers brand new and completely modern things. Also, the endless larger part of the other websites will not be successful to ensure anything like selling marked pieces and recycled items are also available on these pages. All these accumulated elements give Daraz a competitive advantage over other competitors in Bangladesh and create a distinctive image in the mind of both consumers and merchants. Moreover, in various sites, merchants can't manage their application from different destinations where one stop course of action has been provided by Daraz. But, Daraz vendors will be able to identify each of their orders and offers on a single arrange from one record. Daraz is striving to satisfy its customers through the most attractive item contributions. People frequently search their desire product in Daraz keep in mind that they hold the most expanded item contributions. (Ahmed, 2016)

2.2 Company Overview:

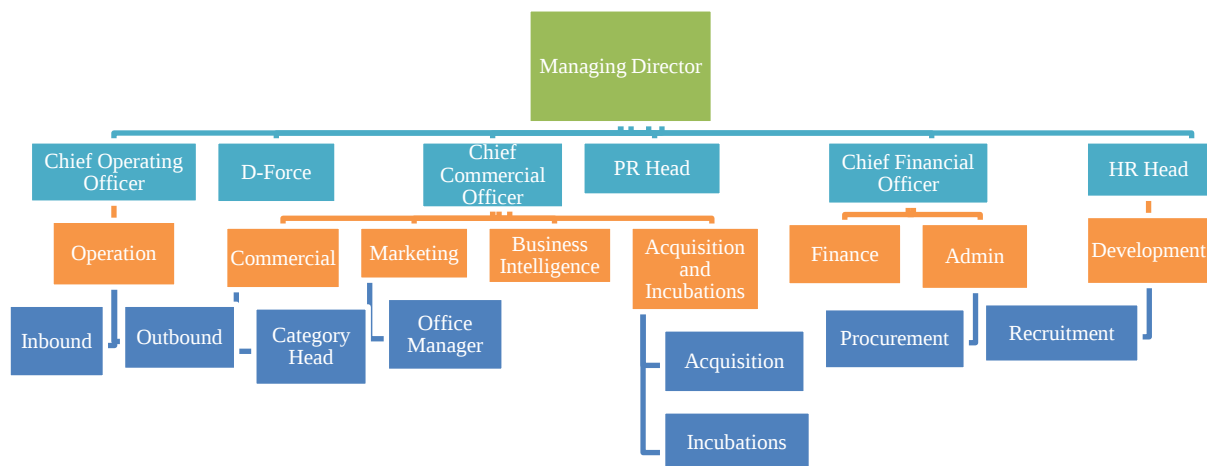
Daraz Bangladesh is one of the famous e-commerce website that has been founded in 2012 by the German venture association, Rocket Internet and operates its business in 2013 in Bangladesh. The Daraz group basically starts its online base commercial center in Pakistan, Nepal, Srilanka, Myanmar and Bangladesh. Now the leading online conglomerate Alibaba group fully takeover the Daraz group. Alibaba was established in 1999 and started their operation in the form of C2C, B2C but basically concentrated on B2B sector (Alibaba.com). Daraz Bangladesh is a youthful, energetic and imaginative team that fetches advancement and different technological ideas for creating and growing up computerized Bangladesh. In addition, Daraz Bangladesh also carries various campaigns and flash sales that Bangladeshi individuals never think about such offering.

2.2.1 Daraz Bangladesh Product & Service Offerings:

Daraz is the online retail platform which continuously updates its product range together with their item offering to meet its important clients. This is the commercial center where distinctive peoples and brand offer their items under various categories like, Phones & tablets, Home & living, Baby kids & toys, Women's fashion, Men's fashion, Computing & gaming, Appliances, Beauty & health, Musical instruments, Sports & travels, TVs audios & cameras, Books & stationary etc. Moreover, Daraz provides various methods of payment for its clients which are- cash on delivery (COD), facility of card payment or Bkash. It also begins to sell digital goods like coupons, vouchers, e-books, different software etc. that are giving Daraz a distinctive measurement.

2.2.2 Daraz Operational Network Organogram:

Alibaba group completely obtained Daraz group and formally took the all responsibility of operation. Daniel Zhang, CEO of Alibaba group, said Alibaba was excited for Daraz to turn into a portion of biological system become a part of its ecosystem and better serve the customer together.



2.2.3 Mission of Daraz Bangladesh:

Daraz Bangladesh has some few statements of mission. I have a discussion with Md. Mahfijur Rahman Khan, Senior project manager of Daraz Bangladesh with respect to mission and vision of this online commercial center.

According to Md. Mahfijur Rahman Khan,

- To uplift the experience of online shopping in a diverse shape and give the customer with an entertaining as well as trustworthy shopping realization.
- To serve different value-added services for controlling and supporting the seller and give assurance of 100% gratification to seller.
- To ensure the long-term growth, grab the whole e-commerce sector and also create job vacancy for developing the online market in Bangladesh.
- To become world's largest e-commerce platform outside Bangladesh, the company identifies new business models, untapped markets and entrepreneurs which need to be established.

2.2.4 Vision of Daraz Bangladesh:

“To be the most solid commercial center and offering the best administration to our clients, customer and also the vendor or importer”. (Ahmed, 2016)

Their vision is to deliver products within 1hour inside Dhaka and outside Dhaka it will take 3hours.

2.2.5 Goal of Daraz Bangladesh:

Their goal is to offer the excellent products at a reasonable cost. They too need to bring upcoming fashionable items for the clients.

2.2.6 Marketing Mix of Daraz Bangladesh:

Product: Daraz is a B2C platform. It has twelve diverse item categories for the buyers and every category has some sub-categories which help the consumers to search for their desired products and services. (Ashraf, 2020)

The categories are-

1. Electronic Devices
2. Electronic Accessories
3. TV & Home Appliances
4. Health & Beauty
5. Babies & Toys
6. Groceries & Pets
7. Home & Lifestyle
8. Women's Fashion
9. Men's Fashion
10. Watches & Accessories
11. Sports & Outdoor
12. Automotive & Motorbike

Place: Since Daraz is a virtual shop, the buy takes place via the site. So, right now the spot of the deal is the website/ virtual marketplace. (Ashraf, 2020) Link: <https://www.daraz.com.bd/>

Price: Daraz have 80million of goods for its customers from different category. So, the price range varies. Daraz attempts to carry its customers the highest amount of deals, as the online market is very much growing and competitive. Sellers have the full access to set the price of the product. Daraz created their income by getting commission from each sale. When sales

will be occurred in the system, Daraz will get its commission. The commission is 2-15% which varies according to products. (Ashraf, 2020)

Promotion: Daraz does its advancement some of the time offline but for the most part through online which is their Facebook page, Instagram or Email marketing. They do a lot of activities to connect with customers and build a strong relationship with them. There are different articles about them in newspapers on frequent basis. They additionally have an individual selling strategy, where specialists will collect commissions for the measure of request, which they put through their account for the benefit of clients. However, in recent days their Facebook page promotional activities have increased in significant number. (Ashraf, 2020)



People: The number of employees which are working in Daraz are more than two thousand. They are expanding their manpower in every year. They distribute products in Dhaka through their own delivery system DEX (Daraz Express) but outside Dhaka they use some other logistic support. There are eleven third party delivery company which are continuously working with them such as- Sundarban poribahan, Pathao, Biddyut, eCourier etc. They have also established 5 regional hubs outside Dhaka which are- Chittagong, Mymensingh, Sylhet, Khulna, Rajshahi. (Ashraf, 2020)

Physical Evidence: They do have a virtual shop from where customers can purchase anything what they want. (Ashraf, 2020) Recently Daraz has launched their very own new brand named as “Yume”. But there are some other brands existing in the website-

- Bata
- Yellow
- Apex
- Samsung
- Huawei
- Miyako
- Xiaomi

Process: Though online purchase process is different from offline purchase process but it is very much convenient and take less time. To maintain the process, they use different types of software such as- seller center, CRM, warehouse module, delivery module which I am stating below (Ashraf, 2020)-

- Seller Center: This software assists the vendors to maintain both price and stock of the product through communicating with the contact individual from Daraz. It also provides necessary information to the department of business development and sales in Daraz for facilitating the deals, keep track of inventory and stock management. (Ashraf, 2020)
- CRM: This software helps customer service department to track inbound and outbound call effectively. Also, other software is including such as Xspace, Zendesk, LMS, ZOHO for internal and agent to customer communication. (Ashraf, 2020)
- Warehouse Module: There is a warehouse and order management system to make it easier for picking up of products, stocks and delivery process. (Ashraf, 2020)
- Delivery Module: It helps the third party for tracking the delivery products to the company what they are delivering and also provide delivery status of the product. (Ashraf, 2020)

2.2.7 Major Department of Daraz Bangladesh:

Every organization needs some kind of hierarchical structure depending on the size to run the operation properly. Without having the proper managerial structure, it becomes so tough for the organization to implement operational strategies and achieve the target. Daraz is a multinational organization and to run its operation easily they have some committed division with the correct sort of individuals. (Ahmed, 2016) The real bureaus of Daraz Bangladesh are given below-

Management

Finance

Human Resources

Commercial

Operations

Administration

Customer Services

Marketing

Business Development

Legal

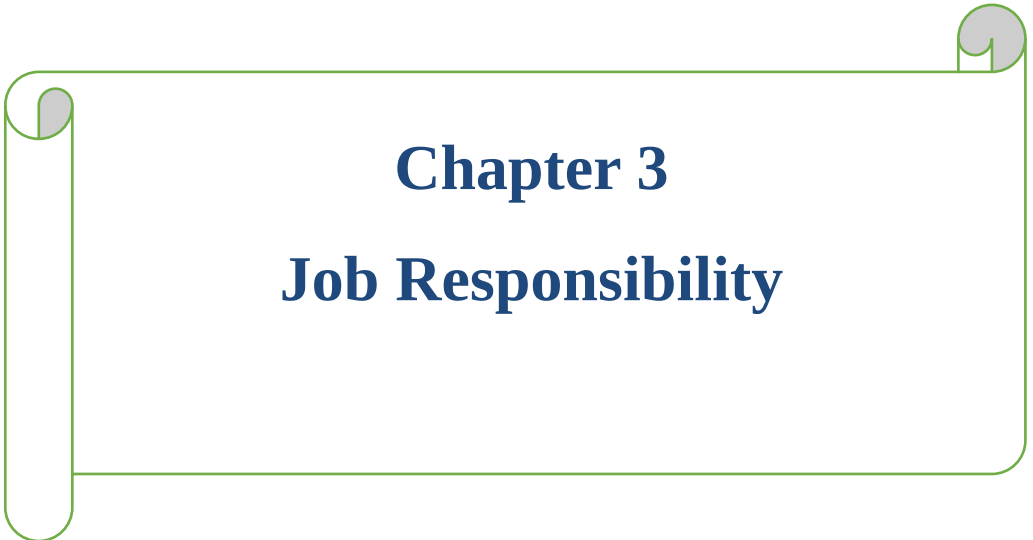
Offline Sales

Technology

Cross Border

Traffic Ops

CSR & Sustainable Development



Chapter 3

Job Responsibility

3.1 Description of the Job and Responsibility:

Like, commercial department of Daraz Bangladesh the main work of commercial department is to acquire the new seller as well as the importer along with dealers. They provide both basic and advance training to seller and give them the briefing about Daraz selling process and its seller center. Moreover, commercial department divided into two different groups- Acquisition and Key Account Manager (KAM). Acquisition group acquire different seller under different category and control their seller center. Likewise, key account manager handles those sellers for further nursing.

Among two of those group I am in the Acquisition department and my responsibility is to handle the seller, approach different seller or shop manager or market manager and offer them to do business in our marketplace. Furthermore, I have assigned to train up the seller and manage their seller center. As it is the core department and therefore the task, I had to do was very much important and had to maintain with great care. The job description of my internship consisted of the following details-

3.2 Different Aspect of the Job and Observation:

Commercial department mainly manage all Daraz seller and its vendors to meet their ultimate sales target and meet their annual target. There are two groups which are Acquisition and Key account manager manage the entire responsible job and different issues jointly. Those are written below-

- Acquisition of new seller
- Open account of new seller
- Verify process of seller account
- Maintain of seller account
- Join seller in upcoming campaign
- Resolve seller problem

I have no target in the 1st month as I have joined in 10th October 2018. The 1st month was my training period to know how a new seller can be acquired by me. In the following month my supervisor has set up a target which I have always tried to fulfil.

Acquisition of new seller: My 1st job is to acquire new seller in every month based on my target. I have to visit different market and have to collect different merchants contact information who are willing to do business through online. The main procedure starts after seller acquisition.

Open account of new seller: I need some prerequisite information for creating an account which have to input in the system panel. There are two types for creating account such as – 1. Individual 2. Corporate

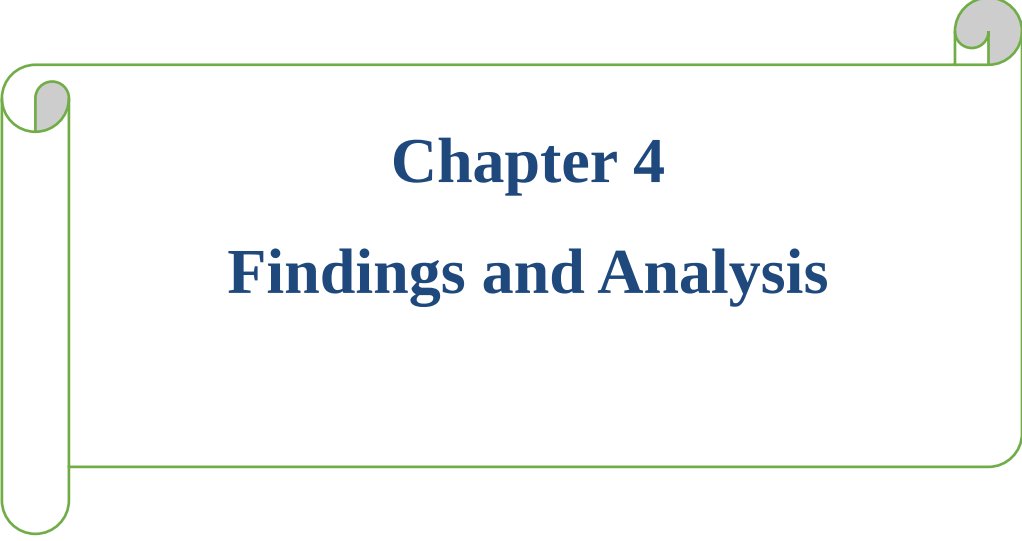
- If the seller provides me his/her personal national identity card, bank cheque book leaf image (same as nid name), one email address, phone number and warehouse address then it is possible to create account in Individual type. But if the seller provides me trade license, bank cheque book leaf image (same as trade license name), one email address phone number and warehouse address then it is possible to create account in Corporate type.
- I have to open two account one is merchant account and another one is customer account. For both account information (email address and phone number) must be same.

Verify process of seller account: After creating account there is a department called seller support unit (SSU), whose responsibility is to check all the provided documents. Then they call the merchant. If there is a mistake then they told the merchant to rectify it. If there is no problem then they told them for ordering packaging material through their customer account. When the packaging material has been shipped then I knock that particular department in our official communication apps (dingtalk) for verifying the account.

Maintain of seller account: After that I upload some products in the seller account and knock another department called as Quality Control department. They check all the uploaded product and make them visible in our website. Then I provide a training to the merchant so that he/she can control the account fully. I teach them how they can upload new product with detailed information including price and stock and how they can update stock or price of the product.

Join seller in upcoming campaign: In every month we will launch new campaign so that merchant can sold a lot of products. Every campaign there are some requirements such as- merchant have to keep minimum 20stocks of each product or have to provide some discount in their best products. My job here is to inform all of my merchants about the upcoming campaign and prepare themselves so that they can join their best products in the minimum price. I have to make sure that each seller has to keep maximum stock of products because as they are joining in the campaign, there will be a lot of orders in the campaign time.

Resolve seller problem: Sometimes merchants face some problems during the run of the business mostly with return issue of the product. On that case I have to solve that particular problem. Daraz has a policy regarding return of the product which is- After receiving a particular product a customer can return the product within 7days. When customer will return the product, we will knock seller to receive the product. Sellers have to receive the product at any cost. If he/she finds that product has been damaged then he can claim in the seller center and we will refund him the money through analyzing the situation. So, I have to consult with different department such as- Operation & Claim department regarding this issue.



Chapter 4

Findings and Analysis

4.1 Findings and Analysis:

Daraz has been consisted with various sorts of division and various divisions have diversified responsibility and activities. As I have completed my internship under the department of commercial in order to get significant data and accomplish my target prerequisite that's why I have talked with distinctive people to know all the process and based on that findings I have prepared my report.

4.1.1 Internal Process of Vendor Acquisition:

The procurement of vendors is the primary requirement for running the business procedure in Daraz commercial center and usually the principal technique for commencing trade with Daraz. Normally we contact with the sourcing sellers and importers, take an appointment for meeting and give them a snap idea about Daraz and how they can get advantage. Be that as it may, an immense change occurs with entire procurement process as Alibaba group completely acquired the Daraz.

We convinced some of probable vendors to do business with Daraz in the old process. When they gave consent to us that they wanted to join with us after that we opened the seller center in our admin portal, took their bank cheque book, write down the percentage of commission and administrated the business activity. In conclusion, we keep up the best possible relationship with them and give each update and also gather recommendation.

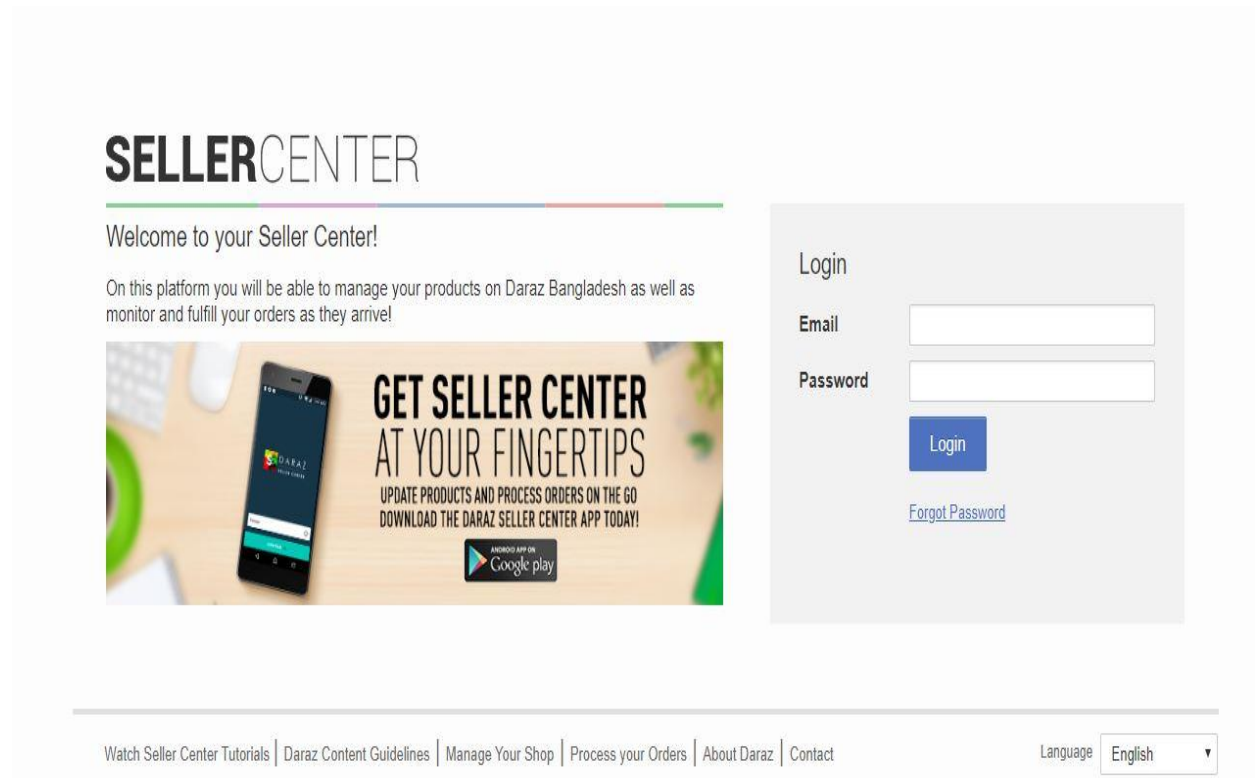
Whereas this new procedure becomes more structured and safer when Alibaba completely procured Daraz Bangladesh. Right now, we send a formal letter of business proposal and fixed a conference with the specific organization or brand. Then, we prepare a deed of agreement between Daraz Bangladesh and the other party if they give mutual consent to do business with us. After that making that we take necessary information from them and put it on our admin panel for creating seller center account.

4.1.2 Daraz Bangladesh Admin Seller Center:

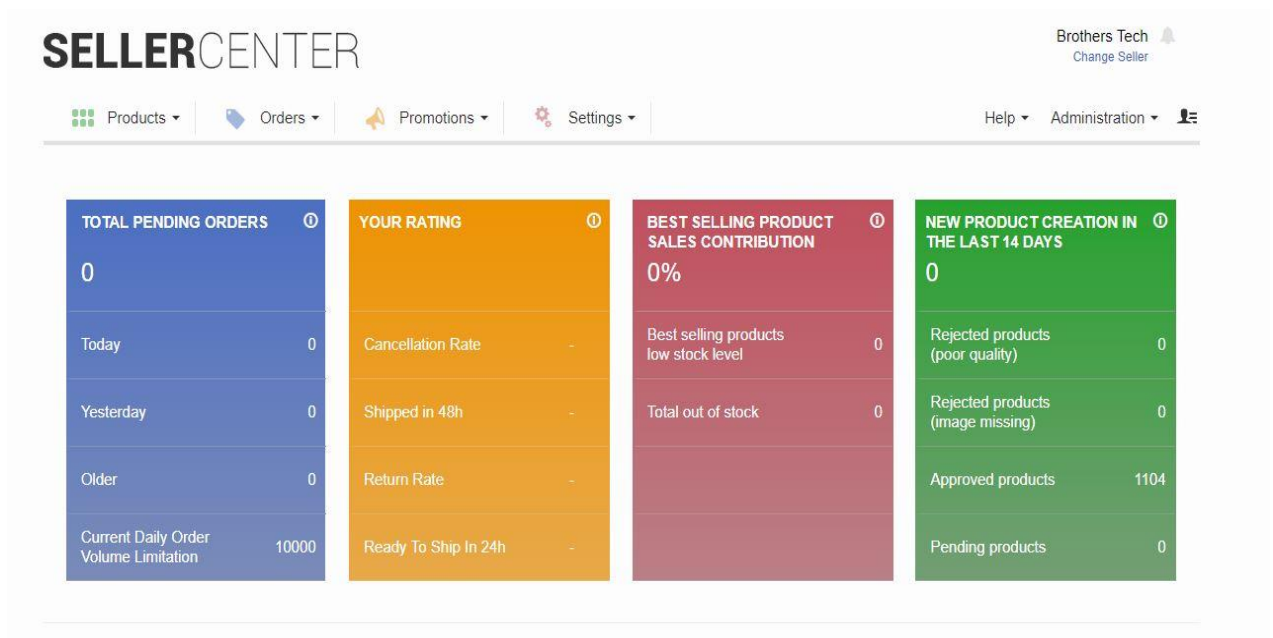
The main operation portal is admin seller center which is used by Daraz seller as well as the Daraz employees. Vendor can easily identify about their live products along with QC pending products, get idea about the order status of the product whether it has been delivered to the customer or not, know about their paid balance also not paid amount, upcoming campaign news and many more through this center.

Daraz begun their activities in 2012 and launched their 1st admin portal in 2014 and they have used this portal till 2018 (April) but when Alibaba fully acquired Daraz, the admin portal has been completely changed and they have launched the “5th Generation Seller Center Portal” which is very much systematic and no one utilized that much specialized seller center till now.

- **Review of Old Seller Center:**



This is the front view of old admin portal of Daraz, where we need to input the login id which is seller’s email address and password for entering into the account. Every vendor and employees ought to be allowed to enter in the seller center for monitoring all the stuffs.



This is the inner dashboard of the individual merchant that signifies different seller situation, ratings as well as the vendor's status.

SELLERCENTER Brothers Tech Change Seller

Products Orders Promotions Settings Help Administration

Manage Products Manage Images

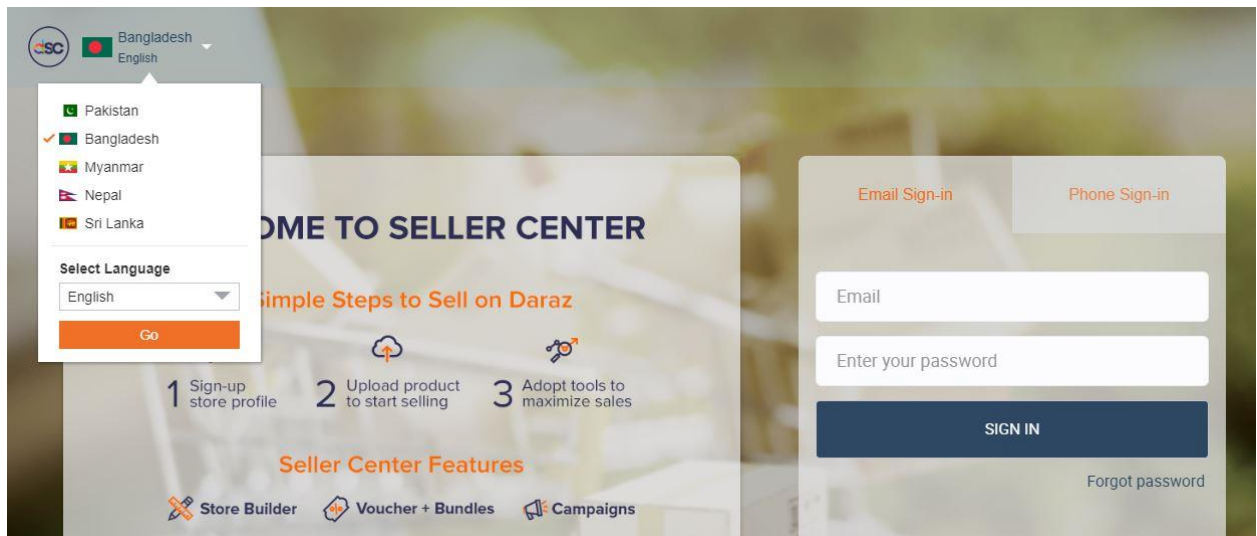
Product Overview

Name	SKU	Created	Price	Sale Price	Recommended Price	Available	Visible	Active	Actions
Best Note 3 Pro 32GB Screen Protector - Transparent	Best3Pro	25 Aug 2018	480.00	180.00		87	✓	On	✕
Carbis of 2018 Ultra Micro 32GB Screen 10 Menus Card and 32GB Micro Bluetooth Earbuds	21_Sensib_T5	20 Aug 2018	2,000.00	1,340.00		98	✓	On	✕
Carbis of 2018 Ultra Micro 32GB Screen 10 Menus Card and 32GB Micro Bluetooth Earbuds	3_Brothers Tech_T5	20 Aug 2018	1,500.00	1,090.00		98	✓	On	✕

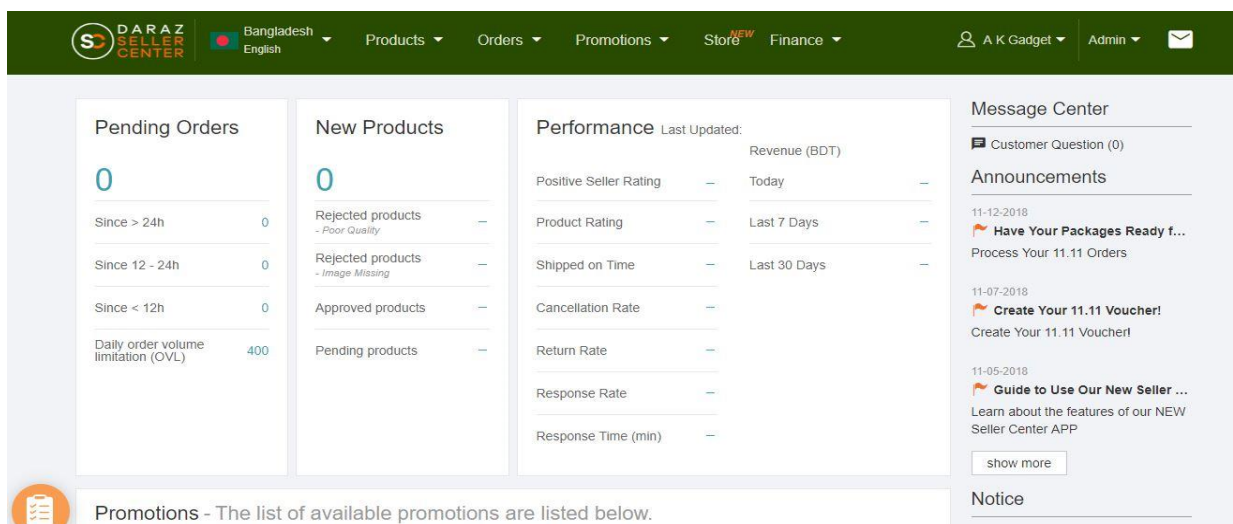
It is the product tab of seller center where merchant can identify which product has been already live in the website along with price and stock. The order tab helps to identify the status of the product of the seller.

- **Review of New Seller Center:**

This seller center is the 5th generation software system that has not been used until now by any other e-commerce website. This portal automatically understands different system error because it is more sophisticated rather than the ancient version.



It is the frontage view of updated admin portal of Daraz Bangladesh. This is an integrated portal that is used in five countries by Daraz group over Asia which are- Pakistan, Bangladesh, Myanmar, Nepal and Srilanka.



This is the individual seller's inner dashboard center from which they can find about position of various merchant, reviews as well as merchant status. The main difference between the old internal dashboard and new internal dashboard is helps to identify the cancellation rate, quality return rate of every seller and also give idea about how first sellers drop their products

to Daraz. It also presents a graphical presentation of last 30days revenue, upcoming available campaign, customer messages and instant chat option.

Name ↓↑	SKU ↓↑	Created ↓↑	Retail Price ↓↑	Sale Price ↓↑	Lowest Price ↓↑	Available	Visible	Active ↓↑	Actions
Rubber Back Cover For Oppo F3 Plus - Black	NSS_BC_33_JFD	2018-07-23	483	-	-	0	×	☐	Actions +
Galaxy J2 Back Cover - Blue	3062017_Galaxy J2_AH_44	2018-07-23	230	-	-	0	×	☐	Actions +
Back Cover For 4X - Pink	4X_AH_6	2018-07-23	340	-	-	0	×	☒	Actions +
G7 Plus Flip Cover - Crimson	3062017_G7 Plus_AH_67	2018-07-23	360	-	-	0	×	☐	Actions +

It is the inner board of the admin portal where they can see the details of product and order also what sort of advancement will be run in future. Vendor can easily post their contents, update stock or price of these products, create their own promotion by using different promotional tools and join in any kind of promotion.

4.1.3 Main Changes of Seller Center:

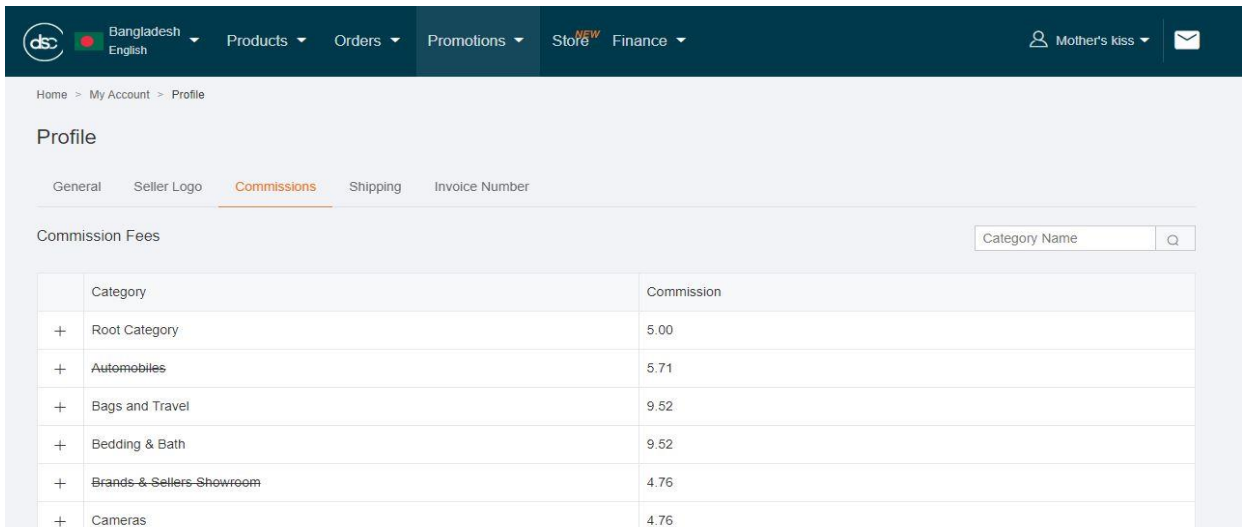
The main changes of seller center which are given below-

- Option of switching seller
- New tab of promotion (Seller picks, Free shipping, Create voucher & bundle)
- New option of chat (Instant messaging)
- Option of weekly and monthly new campaign
- Option for building the store
- New tab of finance

4.1.4 Daraz Commission Structure:

Daraz Bangladesh give an extraordinary stage and commercial center for the seller for improving their sales and gaining profit from them. Beside they supply free packaging materials to their merchants and boost seller's product without free of cost. Daraz gives money after 15days of delivery of the product and charge a fixed commission which differs from item to item. It was possible to set the commission rate manually and it was variable

within the period of Rocket Internet. As Alibaba group fully acquired Daraz Bangladesh, they established the new mechanized commission system, which cannot set manually and settled in the seller center framework.



Home > My Account > Profile

Profile

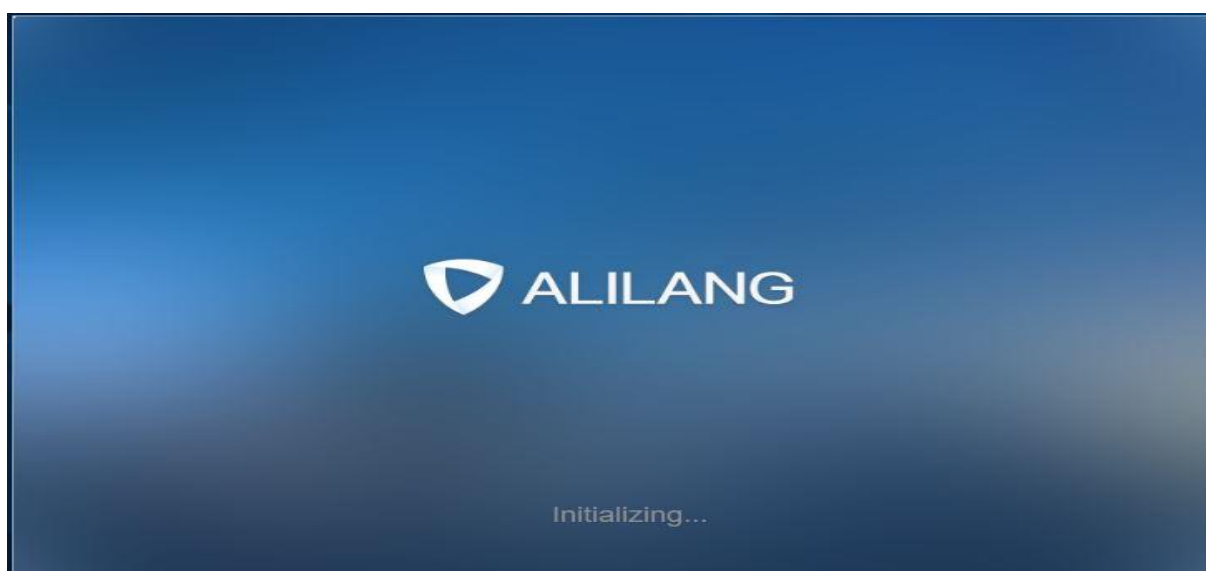
General Seller Logo **Commissions** Shipping Invoice Number

Commission Fees

Category	Commission
+ Root Category	5.00
+ Automobiles	5.71
+ Bags and Travel	9.52
+ Bedding & Bath	9.52
+ Brands & Sellers Showroom	4.76
+ Cameras	4.76

4.1.5 About Alilang Software:

This is the foreground of the Alilang program. This is a program which is utilized by the entire Alibaba group and the center modern presented stage which is utilized by Daraz Bangladesh. In addition, we have associated with Alibaba's intranet and got permission to enter into the administration of Daraz Bangladesh.



4.1.6 Advantages and Disadvantages of New Seller Center:

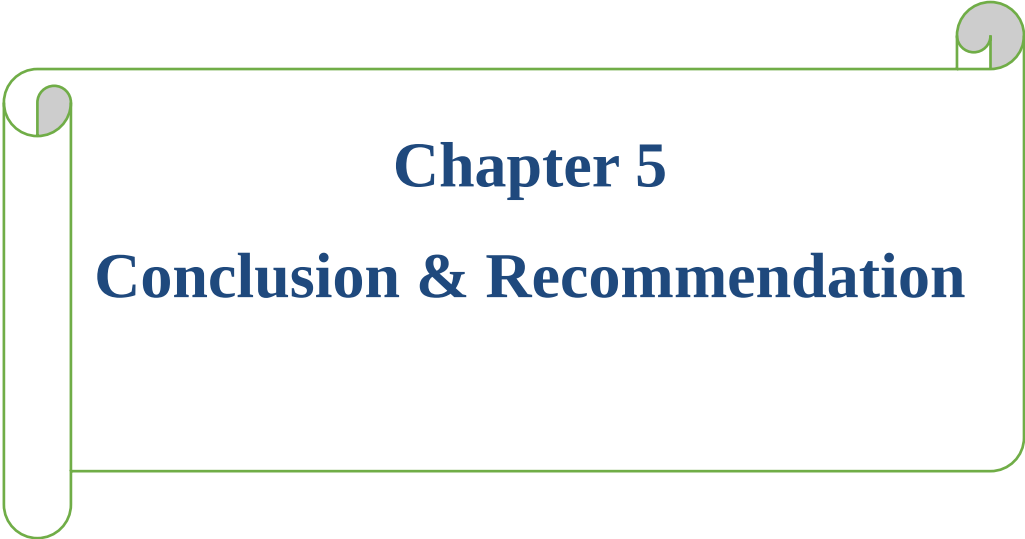
There are both some advantage and disadvantage of Daraz new seller center when Alibaba fully acquired Daraz Bangladesh. Some of them are given below-

Advantages:

- New promotion tab brings some new instruments such as seller can control and create their own deals, bundles and vouchers.
- New campaign dashboard is able to visible the upcoming promotions and campaigns which appears in the seller center deliberately.
- Finance tab gives a clear picture of how many amounts have been paid already and how many amounts will be paid in future
- New chat option helps seller to build a relationship with customers providing all their inquiries
- The new store builder option give access to seller by which they can decorate their shop using their logo and banner that will be exhibited in the site.

Disadvantages:

- The admin panel of new seller center will not give the access of switching another seller account. All administrators can easily switch the account of seller in the former seller center however they want authorization to login into the account when new admin portal arrived.
- Alibaba has altered the whole procedure of product uploading. It's a bulk uploading method in the old system that we can upload the image via CSV, but presently we need to post this gradually by giving all the details.

A decorative frame resembling a scroll, with a light green border and rounded corners. It features three grey scroll-like details: one at the top right corner, one at the top left corner, and one at the bottom left corner.

Chapter 5

Conclusion & Recommendation

5.1 Conclusion:

Daraz Bangladesh have observed distinctive progress in the online sector of Bangladeshi. It contains a gigantic opportunity has a huge opportunity to extend and cover the most extreme part of the online market in Bangladesh. They will search for the modern opportunities in the untapped market and expand their activities in tapped market. This is the exact time to enter into the market and become a leading player in the market. Now Daraz is preparing itself to expand its business outside Dhaka as well as they are also focusing on inside Dhaka city. There are 28 drop stations and 6 commercial hubs inside Dhaka so that seller can drop their product according to their convenient place till now. At present Daraz has 33 regional hubs in different district outside Dhaka. Their mission is they want to establish regional hubs in 64 districts to capture whole Bangladesh in 2020. That will help to improve the rural thinking about marketing and technology. As well as people in rural area will understand the idea about online shopping which will actually enhance their skills regarding online browsing and digital marketing. Daraz Bangladesh is one of the best trade stage and commercial center which gives an opportunity for all online clients those who love to do shopping through online. As the potential customer of online market is increasing day by day, Daraz have to provide the best quality service to its client so that when a better alternative will knock at customer's door, they won't be able to switch customer from Daraz. So, the opportunity has already come and gone for them to upgrade the administration contributions and make a dependable client base. The greatest deal day 11.11 was propelled by Daraz Bangladesh and accomplished colossal victory from this market and gave individuals modern offers and items. It is a blasting area in Bangladesh and I personally believe that Daraz Bangladesh will hit at the summit of online business pinnacle very soon.

5.2 Recommendation:

It is very crucial for companies to exceed other companies and also set a benchmark, which is not easily affected by any other ventures in this competitive market. Daraz is an extraordinary web-based business site and it can turn out to be much greater and better. Though there are some obstacles which has been faced by Daraz but they need to change a few of their strategies to overcome those obstacles. A portion of the obstructions which hampers the development and supportability of Daraz and the suggested arrangements are given below-

- Above all they have to guarantee their quality of the product that they are giving to their clients. Though they have minor percentage of vendors but if they maintain the quality of the product at that point, customer will order products from them continuously and won't be able to change to other online business locals at their own will. So, the item offerings and deals have to have good quality which will be matched with their company goal.
- As the company is growing day by day so the opportunity has already come and gone for them to establish a dynamic logistical support and excellent personal delivery team for confirming delivery on time. The main reason clients buy anything through online to get rid from the traffic jam. If that object is not served completely, it gets useless for customer to purchase anything from Daraz.
- If customers will get instant solution after prosecuting and giving back wrong items and the faults will be solved effectively then there may be a strong possibility that they will purchase from them again. In particular they will contemplate that company concerns a lot about their problems and gives value to satisfy their demand. But most of the cases customers do not get any prompt solution after claiming any issue which is hampering company's reputation.
- Another thing they have to remember is the price of the product which must be competitive enough to attract customers for buying items from them. In case the price of the product is huge, there must be a substantial reason of it such as- high quality item or unique product can charge maximum rate than other profitable web-based business.
- Sometimes it is very much tough to understand how to convince new merchant. To solve this problem, they should conduct a training program so that new employee can understand all the things easily. They need to maintain an ordinary system and focus more advancement on this segment.

- Daraz needs to motivate their employees for reducing turnover rate as scope of promotion is very much low.
- They must invest additional cash in the sector of publicity and advertising so that people can get a way for connecting with them. At the moment they focus exclusively on internet advertising because their maximum customers are online based. But they should go beyond it for getting maximum exposure.
- As Alibaba company fully acquired Daraz that's why Daraz Bangladesh is a sister concern of Alibaba group. That is why the month to month or yearly objective is fixed by abroad organization which frequently makes issue as they do not have the best possible market information of online market. To avoid this problem the target should be set by domestic administration.

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