

Internship Report
on
Overall Marketing Strategies of Daraz Bangladesh Ltd.

Submitted By:

Mynul Hoque

ID: BBA1703012051

Program: Bachelor of Business Administration

Major: Marketing

Submitted to:

Department of Business Administration

Sonargaon University (SU)

Submitted for the partial fulfilment of the degree of
Bachelor of Business Administration



Sonargaon University (SU)

Dhaka- 1215

Date of Submission: September 22, 2021

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Sharmila Sikder

Lecturer

Department of Business Administration

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Date of Submission: September 22, 2021

Letter of Transmittal

September 22, 2021

Sharmila Sikder

Lecturer

Department of Business Administration

Sonargaon University (SU)

Subject: Submission of Internship report.

Dear Madam,

With humble honor and respect, I am submitting my internship report on “Overall Marketing Strategy of Daraz Bangladesh Ltd”. As per partial accomplishment of the requirements for the BBA degree, I have completed an internship from Daraz Bangladesh Ltd. As per partial accomplishment of the requirements for the BBA degree, this report has been carried out under the supervision of you.

This report is an integral part of our academic courses in completion of the BBA program which has given me the opportunity to have an insight into the marketing sector. I hope this report reflects on the contemporary issues on the distribution of marketing that are being Practiced by organizations in our country.

In completing the report, I tried my best to blend all my knowledge and imparted every available detail and also attempted to avoid unnecessary amplification of the report.

I humbly request you to accept this report for your kind evaluation.

Sincerely,

Mynul Hoque

ID: BBA1703012051

Department of Business Administration

Sonargaon University (SU)

Certificate of Supervisor

This is to certify that the internship report “Overall Marketing Strategies of Daraz Bangladesh Ltd.” has been prepared as a part of completion of the BBA program from Department of Business Administration, Sonargaon University (SU), carried out by Mynul Hoque, bearing ID: 1703012051 under my supervision. The report or the information will not be used for any other purposes.

.....

Sharmila Sikder

Lecturer

Department of Business Administration

Sonargaon University (SU)

Student's Declaration

I, Mynul Hoque, hereby declare that the presented report of “Overall Marketing Strategies of Daraz Bangladesh Ltd.” is uniquely prepared by me after the completion of three months’ work at Daraz Bangladesh Ltd.

I also confirm that the report is only prepared for my academic requirement, not for any other purpose. It might not be used with the interest of the opposite party of the corporation.

.....

Mynul Hoque

ID: BBA1703012051

Department of Business Administration

Sonargaon University (SU)

Letter of Authorization

This Internship report titled Overall Marketing Strategies of Daraz Bangladesh Ltd. is the Bonafede work of Mynul Hoque, who carried out the research under my supervision. Certified further that to the best of my knowledge the work reported herein does not form part of any other project report or dissertation on the basis of which a degree or award was conferred on an earlier occasion on this or any other candidate.

.....

Sharmila Sikder

Lecturer

Department of Business Administration

Sonargaon University (SU)

Acknowledgement

In the name of Allah, the sustainer of the whole universe. Peace be upon the Holy Prophet Muhammad (SAW), the most perfect of all the human beings ever born.

I feel it as an honor to submit this report for the completion of my BBA Degree (Marketing). I express my sincerest and heartfelt gratitude to my supervisor Mrs. Sharmila Sikder for her well-directed and skilled guidance.

I sincerely express my thanks to Mr. Omar Bin Alam for his help to complete my report.

Last but not least I offer my humble heartfelt gratitude and deepest affections to my great mother, respected father and My Sister who inspired me for higher ideals of life, supported morally and financially throughout my studies, and always prayed for success in the pursuits of my life.

Executive Summary

E-commerce has opened a new era of shopping for the consumers of Bangladesh. It has created a new trend of online shopping in the country within a very short period of time. In this entire report I have tried to come up with the marketing strategies that Daraz Bangladesh Ltd. who is in the top position in the ecommerce sector in Bangladesh uses. In chapter 01, I gave a brief introduction of the company where the organizational chart of the company, mission and vision etc could be found. Then, in chapter 02 I gave the introduction of this report. After that, in chapter 03 I gave my job description where my tenure of employment, remuneration & work station details could be found. Then, in Chapter 04 I gave the methodology of data collection where I gave brief details about how I have collected the required data for this report. After that, I gave results and discussion in Chapter 05, where the motive of the report can be found. Then, in Chapter 06 I gave the major findings of this report, where I have described the results of my report. After that, I gave some recommendations that could be helpful for the company in future in Chapter 07. Moreover, Chapter 08 I gave the conclusion of this report. Furthermore, in chapter 09, I gave the appendix part where the interview questionnaire is available. Finally, in Chapter 10, I gave the references part. Ecommerce has opened a new era of shopping for the consumers of Bangladesh. It has created a new trend of online shopping in the country within a very short period of time. In this entire report I have tried to come up with the marketing strategies that Daraz Bangladesh Ltd. who is in the top position in the ecommerce sector in Bangladesh uses. In chapter 01, I gave a brief introduction of the company where the organizational chart of the company, mission and vision etc. could be found. Then, in chapter 02 I gave the introduction of this report. After that, in chapter 03 I gave my job description where my tenure of employment, remuneration & work station details could be found. Then, in Chapter 04 I gave the methodology of data collection where I gave brief details about how I have collected the required data for this report. After that, I gave results and discussion in Chapter 05, where the motive of the report cab be found. Then, in Chapter 06 I gave the major findings of this report, where I have described the results of my report. After that, I gave some recommendations that could be helpful for the company in future in Chapter 07. Moreover, Chapter 08 I gave the conclusion of this report. Furthermore, in chapter 09, I gave the appendix part where the interview questionnaire is available. Finally, in Chapter 10, I gave the references part.

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Chapter-1

[Introduction]

1.1 Background of the Study:

Sonargaon University is one of the well-known private universities in Bangladesh. It provides many programs. Bachelor of Business Administration (BBA) is one of the important programs of this university. The internship program is compulsory for BBA students under the faculty of Business Administration. The duration of the program is twelve weeks. However, I have chosen Daraz Bangladesh BD Ltd. to complete the program, during this period I worked in this company. After completing the practical work, I have prepared the report.

1.2 Methodology:

Every article or report is prepared by following a concrete methodology. The success of the report depends on the following methodology in major portions. Without following a clear methodology, the report fails to serve the purpose accurately.

For accessibility and availability of information I have chosen to work on the Marketing strategies of Daraz Bangladesh Ltd. As the company operates in the market with a huge number of products in different industries, I have decided to focus on one of their successful strategies on providing data. Most of the information used in this report is from secondary sources. The main source of information was the Daraz Bangladesh Ltd website. In addition, information will be collected through face to face interviews from the employees of Customer Care, HRD, and Marketing department.

- **Primary Sources:**

Face to face conversation with the Daraz Bangladesh Ltd employees.

- **Secondary Sources:**

- Annual Reports of Daraz Bangladesh Ltd
- Various types of websites
- Different research report
- Different Newspapers, articles, journals and publications.

1.3 Objectives of the Study:

1.3.1 Broad objective:

The main objective of this report is to serve my academic purpose as part of the BBA course and that is based on my internship experience. After completing the report, a student can complete

his/her BBA program. My main focus in the report is the Marketing Distribution of Daraz Bangladesh Ltd.

1.3.2 Specific objective:

- i. To find out the advertisement and promotion strategy of Daraz Bangladesh Ltd.
- ii. Analyze the strengths, weakness, opportunity & threats (SWOT) of Daraz Bangladesh Ltd.
- iii. To find out the target production of Daraz Bangladesh Ltd.
- iv. To find out the actual production Daraz Bangladesh Ltd.
- v. To find out the production and Office Staff of Daraz Bangladesh Ltd.
- x. To find out the internal & external factors that influence production of Daraz Bangladesh Ltd.

1.4 Limitations of the Study:

- i. Due to time constraints I wasn't able to collect sufficient data.
- ii. Daraz Bangladesh Ltd is not a public company. It does not publish its operational information to the public.
- iii. Data are not easily available on websites or in other published papers.
- iv. I did not get sufficient information about the technology the company is using.
- v. They have provided an approximate figure.
- vi. Most of the data are from primary sources since secondary sources of data are not available as much to serve my purpose

Chapter-2

[Literature Review]

2.1 Literature Review

A literature review is a description of the literature relevant to a particular field or topic. It gives an overview of what has been said, who the key writers are, what are the prevailing theories and hypotheses, what questions are being asked and what method and methodologies are suited.

Philip T. Kotler (1997) “the selection of target markets, the marketing mix and the marketing expenditure levels” “The marketing strategy is the way in which the marketing function organizes its activities to achieve a profitable growth in sales at a marketing mix level” “A marketing strategy may be defined as a plan (usually long term) to achieve the organization’s objectives as follows...”

- a) By specifying what resources should be allocated to marketing.
- b) By specifying how these resources should be used to take advantage of opportunities which are expected to arise in the future.

“a marketing strategy would consist of the following:

- a. Identifying markets and customers’ needs in those markets.
- b. Planning products which will satisfy the needs of these markets.
- c. Organizing marketing resources, so as to match products with customers in the most efficient and effective way possible, i.e., so as to maximize customer satisfaction and the organizations profits or sales revenue. (or whatever its objectives are!) at the same time”.

Drucker (1973) “Strategic marketing as seen as a process consisting of: analyzing environmental, market competitive and business factors affecting the corporation and its business units, identifying market opportunities and threats and forecasting future trends in business areas of interest for the enterprise, and participating in setting objectives and formulating corporate and business unit strategies. Selecting market target strategies for the product-markets in each business unit, establishing marketing objectives as well as developing.

In recent time, increasing competition in the business world has forced firms to become more aware of price and costs, which has resulted in a shift in the promotion mix to a greater use of promotion tools that are cost effective in reaching the customer. (Boyd et. al. 1998). According to Rowly (1998), promotion is used by organizations to communicate with customers regarding their product offerings, and also to ensure that customers are aware of the available products. Boyd et. al.(1998), describe the promotion strategy as a controlled & integrated programme of

communication methods and materials designed to present the organization and its products to customers, and to contribute to long run profit.

Grankvist, Kollberg & Person (2004) state that with the growing importance of the financial sector, pressures are escalating for more effective marketing management of the financial services. Median (1996) argues that despite the recent recession, the financial services sector is continuing to grow in terms of turnover and profits and thus, has a supreme impact on the other sectors of the economy. Consequently there is currently growing interest in applying marketing techniques and tools in financial services.

The role of promotion has been redefined by Dawes & Brown (2000) into managing long term relationship with carefully selected customers, including construction of a learning relationship where the marketer maintains a dialogue with an individual customer. Due to this fact, the personnel are one of the most important resources of a bank. Their competence will determine the quality of the bank and how well it operates (Marquardt, 1994).

Shahid, Banerjee & Mamun (2004) state that the economy of Bangladesh has been growing gradually, and as such it needs the support of a financial structure, which is responsive to the needs of development. In the process of development of Bangladesh, banks will have to shoulder more responsibilities than before for meeting the financial needs of customers of different sectors of the economy. In this aspect the need of promotion for financial products in banking industry of Bangladesh has become an emerging issue in this country.

Brassington & Pettitt (2000) state that promotional mixes often have to be adjusted to suit the local environment and reflect the target markets preferences. Recently a research has been done on the issue by Ikhtiar Alam & Zahid (2004). They showed that the private commercial banks, operating in Bangladesh, constantly focus on understanding & anticipating customer needs. The PCBs in Bangladesh are now feeling the greater importance of marketing because of increase competition, technological innovations and government regulations. They are trying to create a vision of marketing with a large number of promising issues. We need a long way from time when the banks were deposit taking and money-lending institutions. The old concepts, attitudes and methods in banking have undergone a marked change all over the world. Modern banking is an outcome development driven by changing.

Chapter-3

[Organizational Profile]

3.1 History of the organization

Daraz was originally founded as an online fashion retailer in Pakistan in 2012 by Muneeb Maayr and Farees Shah. Daraz's initial funding came from Rocket Internet and focused on the fashion sector, but was changed to a general e-commerce marketplace in 2015.

Daraz Group was formed in 2015 as the parent company of Daraz's operations in Pakistan, Bangladesh and Myanmar. In July 2016, Daraz acquired Kaymu, a consumer-to-consumer online marketplace in South Asia. With this acquisition, it began operations in Nepal and Sri Lanka.

In September 2015, Daraz secured €50 million in its Series B funding to support the expansion of operations across its markets. CDC Group, a state-owned Development Finance Institution (DFI) in the UK, invested €20 million alongside a €30 million investment from Daraz's existing majority shareholder, Asia Internet Holdings.

In May 2018, Daraz announced it was acquired as a wholly owned subsidiary of Alibaba Group for an undisclosed amount, as part of Alibaba's expansion into South Asia. Following the acquisition, Daraz Express (DEX), Daraz's in-house digitalized logistics arm was launched in September 2018 to support its growth into key markets. Today, DEX delivers over 60 per cent of all Daraz orders.

In 2021, Daraz expanded into the food delivery and hyper-local grocery sector through the acquisition of Bangladeshi startup HungryNaki .

Daraz Bangladesh Ltd. is basically owned by CDC Group. CDC Group is basically, the UK Government's Development Finance Institution (DFI). It focuses on developing and supporting businesses in Africa and South Asia – as well as the Asia Pacific Internet Group (APACIG). The organization is currently Asia's fastest growing online marketplace. It is operating in five countries in Asia like Bangladesh, Pakistan, Nepal, Sri Lanka and Myanmar. A wide assortment of consumer electronics, fashion and beauty products are hosted by Daraz Bangladesh Ltd. And also, a rapidly growing miscellany of general merchandise. The personalization and security of the shoppers' experience above all else gets privileged by Daraz Bangladesh Ltd. Moreover, Daraz Bangladesh Ltd. Promises large assortment of original products, excellent value-for money, easy returns and fast delivery to their customers. It not only offers a retail solution of optimal convenience, but also effecting disruptive change in the digitization of the region. (Who we are) Daraz has various categories in their website from fashion to general merchandising. Customers can easily choose their products from all these categories mentioned below: -

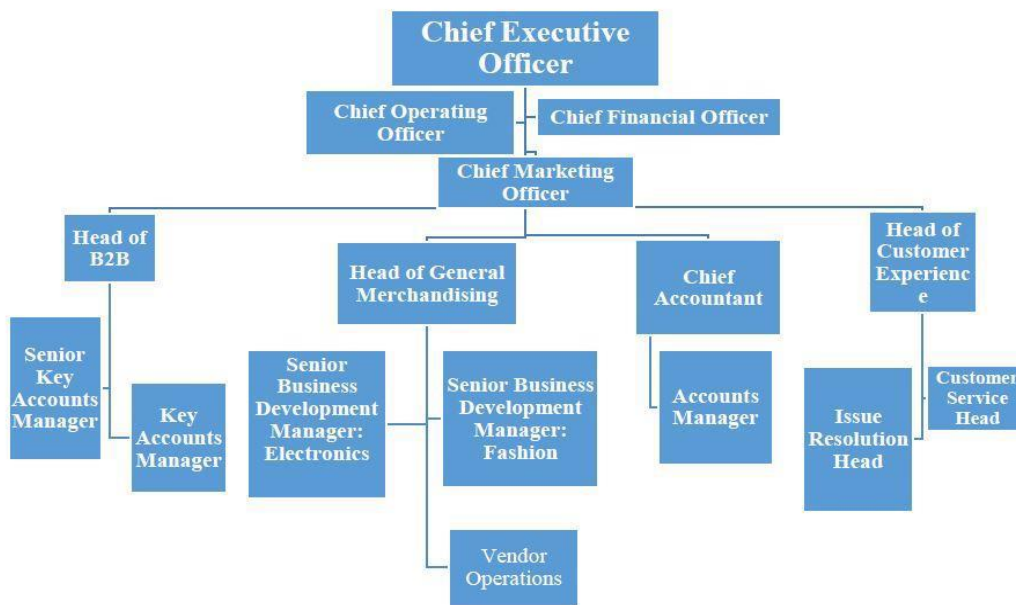
- i) Men's Fashion
- ii) Women's Fashion
- iii) Phones & Tablets
- iv)TVs, Audio & Cameras
- v) Computing & Gaming
- vi) Appliances
- vii) Home & Living
- viii) Sports & Travel
- ix) Beauty & Health

- x) Baby, Kids & Toys
- xi) Grocer's shop
- xii) Other Categories

The categories mentioned above get modified continuously because of the growing customer demands. Daraz Bangladesh Ltd. maintains a cash on delivery system. The customers of Daraz Bangladesh Ltd. can also pay the money by cards. The riders of daraz will have a card swiping machine with them in the time of the product delivery.

3.2 Organizational Chart of Daraz Bangladesh Ltd

After starting its journey in 2014 Daraz Bangladesh Ltd grew rapidly. Today in this country, Daraz Bangladesh Ltd. is leading the online marketplace. Already Daraz Bangladesh Ltd. Has a lot of sellers and a lot more are waiting to become their sellers. To run the organization Daraz Bangladesh Ltd. has different departments.



3.3 Mission

Our mission is to become the world’s largest internet platform outside the United States. The company identifies and builds proven internet business model transfer them to new, underserved and untapped markets where they seek to scale them into market leading online companies.

3.4 Vision

At Daraz, they believe the internet is growing further and faster into daily life than anyone imagined. Our goal is to capture the largest possible share of consumer online spending in us markets.

3.5 Goal

Daraz Bangladesh Ltd. wants to provide the best quality products at the most competitive price. Daraz Bangladesh Ltd. believes to introduce the latest (Uddin).

Chapter-4

[Job Description]

In “Daraz Bangladesh Limited” I was appointed as the “Trainee Site Operation” in the “Business Development Team”. I had to focus on the responsibilities of the department. This department was the most important department in the organization and therefore, I had to do a lot of important tasks which the department head used to assign me. The following details are consisted of the job description of my internship:

4.1 Tenure of Employment

I was appointed as an Acquisition Executive Intern in Daraz Bangladesh Limited for three months.

Working Hours:

Sunday to Thursday: 09:30AM-06:30PM

4.2 Workstation

Daraz Bangladesh Ltd., Green Grandeur, 8th Floor, 58/e, Kemal Attaturk Avenue, Banani, Dhaka-1213, Bangladesh

Chapter-5
[Marketing Strategies of Daraz
Bangladesh LTD.]

Marketing Mix of Daraz Bangladesh Ltd.:

It comprises of 4 important factors of a company with what any company can analyze them competitive advantage in the market. The factors are known as the 4ps

- i) Product.
- ii) Price.
- iii) Place.
- iv) Promotion.

5.1 Product:

Daraz Bangladesh Ltd. basically does not generate any product. It is an online marketplace where different types of sellers sell their product. Customers can purchase their desired products from daraz. They can find it in various categories like Men's Fashion, Women's Fashion, Phones & Tablets, TVs, Audio & Cameras, Computing & Gaming, Appliances, Home & Living, Sports & Travel, Beauty & Health, Baby, Kids & Toys, Grocer's shop, Other Categories. Customers will find all these categories mentioned above in a column in the website. They can search their desired products in a search box in the website. Daraz Bangladesh Ltd. sells all these products of different sellers by charging different commission rate to the sellers.

5.2 Price:

Daraz Bangladesh Ltd. does not set any kind of price. It gives prices based on the prices given by the sellers. The prices of the same products in Daraz get different sometimes, because of the price set by different sellers. The sellers sometimes give discounts on the prices of their products.

5.3 Place:

The place of Daraz Bangladesh Ltd. is completely virtual or internet based. Daraz sell all the products through its website. Daraz does not sell any product in any regular type shops. The web address of Daraz, which is “www.daraz.com.bd” can be considered as the place of Daraz Bangladesh Ltd.

5.4 Promotion:

Daraz Bangladesh Ltd. does various types of activities for promotion purposes. They mainly focus online for their promotion. They are regularly active on the social media sites like Facebook and Twitter by showing its advertisements there. They also give a lot of TVC's on YouTube. Daraz also preserved its personal email database. So that they can reach millions of customers by sending emails to them. They also maintain a phonebook database of the customers. They send SMS to the customers to reach them and do their promotion. There is various promotion that are given below:

5.4.1 Fatafati Friday

Daraz Bangladesh Ltd. launches the Black Friday campaign as the “Fatafati Friday” in Bangladesh. Some of the key features of this campaign has been given below:

Daraz Bangladesh Ltd. launches this campaign in the month of November every year. The duration of this campaign is from November 17 to November 27.

They sell all sorts of products during this campaign.

They give discounts in this campaign.

They give up to 80% discounts during this campaign.

They launch this campaign in different brand shops in collaboration with them.

Daraz Bangladesh Ltd. is the company who has introduced this type of campaign in Bangladesh. Currently they are the only ones who are practicing this in our country. They have changed the name from Black Friday into “Fatafati Friday” to give it a touch of Bangladesh.

The sale of Daraz Bangladesh Ltd. tripled during the “Fatafati Friday” campaign.

The other ecommerce sites in our country have not reached to the satisfactory level in their business. Therefore, the competitors of Daraz Bangladesh Ltd. did not launch this campaign of Black Friday.

5.4.2 BMY

The campaign called BMY is basically the Pohela Boishakh campaign. It is a part of the marketing strategies that Daraz Bangladesh Ltd. does. Some of the key features of this campaign have been given below:

Daraz Bangladesh Ltd. launches this campaign during the Bengali New Year

It lasts for nearly a month.

Daraz Bangladesh Ltd. basically sell all types of products to their website.

They give discounts during this campaign.

Daraz Bangladesh Ltd. is the only ecommerce company in Bangladesh who are giving campaigns on Pohela Boishakh. Currently they are the only one who is practicing this in our country. They have given this kind of name to attract people.

The other ecommerce sites in our country have not reached to the satisfactory level in their business. Therefore, the competitors of Daraz Bangladesh Ltd. did not launch this campaign of BMY for PohelaBoishakh.

5.4.3 Grocery Flat Sale

The campaign called grocery flat sale is another marketing campaign of Daraz. On this campaign the organization sells all kinds of grocery items at a discounted price. Some of the key features of this campaign have been given below:

All kinds of grocery items get sold

All the items are sold with a discount.

The campaign starts at the end of July.

It lasts for nearly half of the month.

In the past no ecommerce site in Bangladesh ever launched any campaign on grocery items. Daraz Bangladesh Ltd. has introduced this in Bangladesh. Because of launching this campaign the sale of Daraz Bangladesh Ltd. gets increased a lot. Other e-commerce sites still did not start selling grocery items in a huge scale like Daraz Bangladesh Ltd. They are the only one in the country who is successful in selling the grocery items online. The competitors of Daraz Bangladesh Ltd. have failed to cross them.

5.4.4 Eid Fashion Week

The “Eid Fashion Week” is another successful marketing campaign of Daraz Bangladesh Ltd. The company launches it successfully every year. Some of the key features of this campaign has been given below:

Daraz Bangladesh Ltd. launches it every year before Eid

They sell fashion products on this campaign.

They give a huge discount during this campaign.

Most of the fashion brands products are available during this campaign.

Daraz Bangladesh Ltd. launches this every year successfully. No other ecommerce sites in Bangladesh has become successful like Daraz Bangladesh Ltd. on their Eid campaign.

Daraz Bangladesh Ltd. sells a huge number of products during this campaign. Other ecommerce sites also launch Eid fashion campaigns on their sites. But no one has become successful like Daraz Bangladesh Ltd. Daraz Bangladesh Ltd. is much ahead of them on this.

5.4.5 Autumn Sale

The “Autumn Sale” is another successful marketing campaign of Daraz Bangladesh Ltd. The company launches it successfully every year. Some of the key features of this campaign have been given below:

- Daraz Bangladesh Ltd. launches this event every year during the autumn.
- They sell the fashion products suitable for autumn season in this campaign.
- They give a lot of discount in this campaign.
- This campaign lasts for a long period.
- Daraz Bangladesh Ltd. is unique in launching its marketing campaigns. Because of launching
- This campaign is boosting their sales. Daraz Bangladesh Ltd. is launching this
- successfully every year.
- No other ecommerce sites have been successful so far in launching any kind of seasonal
- campaign. The competitors of Daraz Bangladesh Ltd. have failed to defeat them in the
- seasonal campaigns. Daraz Bangladesh Ltd. is much ahead of its competitors in launching the
- seasonal campaigns.

5.4.6 Mobile Week

Another successful marketing campaign of Daraz Bangladesh Ltd. is the campaign called Mobile Week. The company launches it successfully every year. Some of the key features of this campaign has been given below:

- Mobile phones of all Brands are being sold in this campaign.
- All the mobiles are sold with a discount.
- The campaign starts on the month of May.
- It lasts for nearly half of the month.
- Daraz Bangladesh Ltd. is successfully launching this campaign every year. They have made
- It is easier for their consumers to buy a mobile. They are very unique in launching this campaign in Bangladesh.
- The competitors of Daraz Bangladesh Ltd. are does not launch any campaign that specially
- focuses only on the mobiles. They sell mobile, but they have never launched any marketing
- campaign on mobile phone. Daraz Bangladesh Ltd. is now made their position very strong in
- the market that no one will be able to cross them.

5.4.7 Ten10 Campaign

The campaign called “Ten10” is another marketing campaign of Daraz. On this campaign The organization sells all kinds of products at a discounted price. Some of the key features of this campaign has been given below:

- Daraz Bangladesh Ltd. launches this campaign in the month of October every year.
- The campaign lasts only on the 10th of October.
- They sell all sorts of products during this campaign.
- They give up to 85% discount during this campaign Daraz Bangladesh Ltd. has again proved itself unique in launching marketing campaigns. They have chosen a random day of October the 10th and made this day a marketing campaign of them. They sell a huge number of products during this campaign. The competitors of Daraz Bangladesh Limited has not yet come up with this kind of idea whereby they will make any random day of the calendar a special one by making it a marketing campaign of them. They will have to go a long way to cross Daraz Bangladesh Ltd.

5.4.8 Cyber Monday

The campaign called “Cyber Monday” is another marketing campaign of Daraz. On this campaign the organization sell all kinds of computer and electronics products in a discounted price. Some of the key features of this campaign have been given below:

- Daraz Bangladesh Ltd. launches this campaign in the month of November every
- year. The campaign lasts only on November 27. They sell all sorts of computer and electronics products during this campaign.
- They give up to 85% discount during this campaign.
- The Cyber Monday is an international marketing campaign, which is followed by the most of
- the countries of the world. Cyber Monday is observed on November 27 every year.
- Daraz Bangladesh Ltd. introduced this international marketing campaign in Bangladesh for
- the first time. No one has introduced this in Bangladesh before them. The other ecommerce sites in Bangladesh sell computer and electronics products on them sites. But, no one has become successful with the Cyber Monday Campaign. No one will be able to cross Daraz Bangladesh Ltd. as Daraz Bangladesh Ltd. has made their position very strong in the market.

5.4.9 Back to School Campaign

The most unique and upcoming marketing Campaign of Daraz Bangladesh Ltd. is its “Back to School” campaign. On this campaign the organization will sell all kinds of school products. Some of the key features of this campaign have been given below:

- Daraz Bangladesh Ltd. will run this campaign all over the year.
- They will sell the uniforms of all the top listed schools of the country.
- They will sell all kinds of stationery products in the campaign
- They will sell all the books that are necessary for the education purpose of the
- students except for the books issued by the education board of the government
- This is an upcoming and most unique campaign of Daraz Bangladesh Ltd. They are planning
- for boosting up their sales by this campaign. They are trying to make it easier for them consumers to buy the school essentials. They are very unique in launching this campaign in Bangladesh. The competitors of Daraz Bangladesh Ltd. still did not come up with this type of marketing campaign where the students will get all their needed products by sitting at their homes. If Daraz Bangladesh Ltd. launches it successfully then it will become very hard for its
- competitors to cross Daraz Bangladesh Ltd. as Daraz Bangladesh Ltd. will make them
- position very strong in the market.

5.4.10 Online Marketing of Daraz Bangladesh Ltd.

Daraz Bangladesh Ltd. is mainly an ecommerce site. As a result, they focus mainly on the online marketing to boost up their sales. Some of the mediums that they use for online marketing is discussed below:

- Daraz Bangladesh Ltd. uses the social media websites for their online marketing.
- They run a Facebook page where they give regular updates on their products and upcoming campaigns.
- Daraz Bangladesh Ltd. uses Twitter for their online marketing.
- They Gave advertisements on YouTube.
- Daraz Bangladesh Ltd. gives advertisements on different websites all the time.

Chapter-6

[Findings]

6.1 Major Findings:

- Through my report, I have learned a lot about leading E-Commerce Daraz Bangladesh Limited. in Bangladesh, especially how they organize their missions, visions and promotional campaigns and create an unprecedented stir among customers.
- I also know who their competitors are How the operation is running in every district of Bangladesh. From their I have also learned shot analysis to future plans of the organization.
- From their I have also learned shot analysis to future plans of the organization.
- Their Marketing Strategies are very eye-catching.
- The names of their various promotional activities are very interesting.
- They fulfill their customer need and satisfaction very easily.

Chapter-7

[Conclusion & Recommendations]

7.1 Recommendations:

In a very short period like 3 months, it is very hard to find out any problems in Daraz Bangladesh Ltd. on which I will give recommendations. Daraz Bangladesh Ltd. is successful e-commerce site in Bangladesh. But after doing my study in this report I have tried to come up with some recommendations. The recommendations are given below:

- The duration of some of the campaigns are very low.
- They need to increase the number of products for their Fatafati Friday campaign.
- They need to give advertisements on the daily newspapers of the country on a regular basis.
- They need to show TVCs on the television channels on a regular basis.
- They will have to become more active on social media sites.
- They need to introduce more international campaigns in Bangladesh.
- These are some of the recommendations that I have found so far for Daraz Bangladesh Ltd.

If they follow this, they might become more successful in the near future.

7.2 Conclusion:

The emergence of E-commerce marks the era of digitalization in Bangladesh. Digital Marketing is one of the few sectors which have seen rapid growth in recent times. Digital platforms like Facebook, YouTube, Instagram, Quora, PayPal etc. has introduced people with the newly defined technology of online transaction. The potential of online marketing is huge as Bangladesh already has 65 million Internet Users which is about 40 percent of the total population. ICT Minister Quoted,” I am happy to say that from today we will speak about digital marketing as being an essential part of Digital Bangladesh.” More people are now willing to use the internet and order their desired product hassle free as people in the city are busier with their work. Daraz with their current marketing strategy has immense possibility to capture the market and grow their business further. Within a very short period of time they have become the leader of the ecommerce sector in Bangladesh. It happened only because of the right marketing strategies that they have taken. Threats from competitors like Bikroy.com, Chaldal.com, Ali express, Pickaboo, etc. are there. But they can use economies of scale to their advantage and beat their competitors in the coming days. Moreover, a good relationship with the customer and after sales service is also important to capture more market share.

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