



Internship Report On Brand Development Activities of Pathao Limited.



Prepared by:

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Submitted to:

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Letter of submission

Ms. Farhana Noor

Assistant Professor

Department of Business Administration

Faculty of Business & Economics

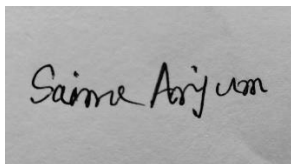
Daffodil International University

Subject: Brand Development Activities of Pathao Limited.

Dear Ma'am,

To, fulfill the requirements of the Department of Business Administration's BBA program, I am sending you the report on "Brand Development Activities of Pathao Ltd" for your consideration. My report was finished on schedule, and I achieved every suggested goal. I hope that you will find the report up to your standards and that my effort was worthwhile. It is important to note that I could not have finished my report without your guidance and help. Any questions you may have about this report, I would be happy to address them.

Yours Sincerely,

A rectangular box containing a handwritten signature in black ink that reads "Saima Anjum".

Saima Anjum Kona

ID: 201-11-6466, BBA (Marketing)

Department of Business Administration

Faculty of Business & Entrepreneurship

Approval Certificate

This is to certify that Saima Anjum Kona, ID NO: 201-11-6466. Major in Marketing, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University (DIU) has completed her internship program under my supervision.

Her assigned internship topic is “Brand Development Activities of Pathao”. I think that the report is worthy of fulfilling the partial requirements of the BBA program. I also declare that the study has been prepared for academic purposes only and this paper may not be used in actual market scenarios.

I have gone through the report and found it a well-written report. She has completed the report by herself. I wish her every success in life.



Ms. Farhana Noor

Assistant Professor

Department of Business Administration

Faculty of Business & Economics

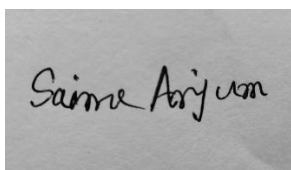
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Declaration

I am Saima Anjum Kona, a student of Bachelor of Business Administration, bearing ID:201-11-6466, Major in Marketing from Daffodil International University (DIU). I do hereby solemnly declare that the internship report on is “Brand Development Activities of Pathao Limited” has been authentically prepared by me. While preparing this internship report, I didn’t breach any copyright act intentionally.

I am further declaring that I did not submit this report anywhere for awarding any degree, diploma or certificate.

Yours Sincerely,

A rectangular box containing a handwritten signature in black ink that reads "Saima Anjum".

Saima Anjum Kona

ID: 201-11-6466, BBA (Marketing)

Department of Business Administration

Faculty of Business & Entrepreneurship

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I am deeply indebted to my Internship Supervisor Farhana Noor, Assistant Professor Department of Marketing Daffodil International University of Bangladesh for her whole-hearted supervision during the Internship period. Her valuable suggestions and guidance helped me a lot to prepare the report in a well-organized manner.

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I must also thank Mr. Arifuzzaman, the Marketing Officer, and other officers and my heartfelt gratitude goes to Sanjid Ahmed Tanim Deputy Manager of the Sales & Marketing Department and the whole Sales & Marketing department for their keenness in giving me valuable information, which was very helpful in completing my internship report. I should get a chance to stretch out my appreciation to my colleagues at Mangrove Hotel & Resort Ltd who have upheld me in my work and have given me an extraordinary experience. I thank you all from the core of my heart.

Executive Summary

Being the fastest-growing tech firm in Bangladesh, Pathao offers services in the ride-sharing, food delivery, parcel, and courier verticals. A group of young entrepreneurs launched the business in 2015, and it soon gained national recognition and cult status. Gojek, an Indonesian motorbike ride-sharing company, has provided funding to the business. The company launched as a parcel delivery service, utilizing an application for Android for service delivery. Uber South Asia, which was recently purchased by Grab, a company located in Singapore, quickly lost market share to the company when it shifted to the previously mentioned verticals in the car ride-sharing industry. Today, the company leads the motorbike ride-sharing industry. The next few months will see intense competition. With the technology reaching millions at the end of 2016, Pathao was able to change the game and is now a part of everyone's life, whether they are ordering takeout from home or commuting to work.

As a brand intern and well-versed in marketing theories, I have seen how Pathao has effectively established its brand identity via its marketing materials, which effectively link its achievements and key messages.

With Facebook marketing their businesses have introduced themselves to the public and shared their services and business models before they are even formally launched. In addition, I have emphasized all of the integrated marketing and content-related work I have completed. The report centres on the various pieces of writing and work I completed, along with a description of how the page interacted with its large following between September 1 and December 1, 2023. Furthermore, the way the business operates in each of its three verticals—Pathao Rides, Pathao Food, and Pathao Parcel—is also given a lot of attention.

Lastly, I've provided some suggestions on how Pathao, as a brand, can brand itself more effectively by streamlining its service through maintaining a considerate, compassionate, and kind tone in all of its conversations.

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Chapter -1
Introduction of the
Study

1. Introduction

1.1 Introductory background of the study

Pathao is Bangladesh's fastest-growing technology startup, supported by a number of international investors. It has created app-based, primarily practical solutions to address the country's most pressing infrastructure concerns. While developing itself as the country's premier e-commerce delivery company, it moved into ride-hailing and food delivery services. Using an ever-changing fleet of bikes and cars, the company delivers answers by harnessing technology's ability to transform the country's landscape. Hussain M. Elius established Pathao, a company that utilizes bicycles and cars to transport products and people, to avoid traffic and give cost-effective business solutions. Since its introduction in 2015, it has generated thousands of visits and orders every day, making it the Go-Jek of Bangladesh. It is expanding rapidly. In addition, Go-Jek contributed \$2 million to the company's series A capital round.

This document aims to offer an overview of Pathao's social media operations in Bangladesh. Using what I've learned from my three months on the content and communications team, I aimed to highlight how Pathao stands out from its competitors in the field of social media marketing.

1.2. Scope of Study

In my temporary job program, the extent of the work was as huge as we were relegated to work in each bureau of the company Pathao Ltd. I have attempted to watch and comprehend the all-keeping money exercises particularly green managing and account exercises and other everyday capacities performed in the headquarters.

1.3. Objectives of the study

- Broad Objective:

This broad objective of the study is to analyse the Brand Development Activities of Pathao Limited.

- Specific Objectives:

The secondary objectives are mentioned below:

- To assess the Branding strategies of Pathao Ltd
- To evaluate the functions of the brand Department.
- To find out some problems regarding the branding of Pathao Limited
- To give some recommendations of the mentioned problems.

1.4. Methodology:

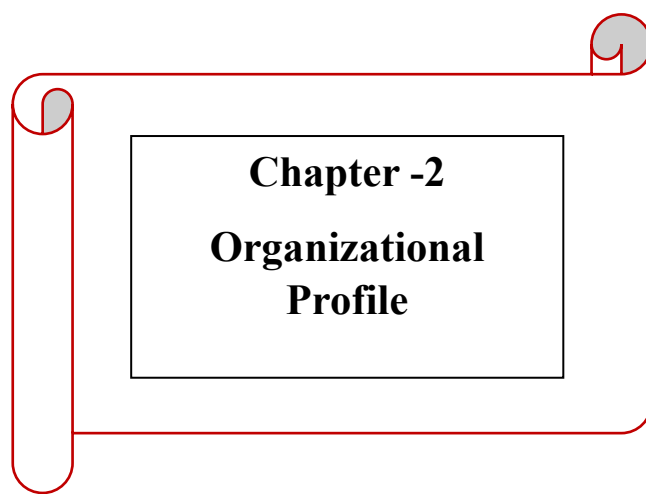
The data required to compile this study was gathered from both primary and secondary sources.

- ❖ Primary data sources include unstructured personal interviews and conversations with Brand executives. Direct observation and communication with Pathao Ltd, as well as a field visit.
- ❖ Secondary Data Source: Data was gathered from Pathao Ltd.'s official website and other relevant sources for the report topic.

1.5. Limitation of the study

I had various challenges during the internship program. These are given below—

- An internship report is an example of exploratory work. Exploration work demands a lot of time and effort. However, the time allotted to us is insufficient to complete the report. My training was on-the-job rather than an internship.
- Additionally, as part of Pathao Ltd's Brand and Communication Department, I was prohibited from disclosing some information. This impacts the report's quality.



2. Background of the company

2.1 Company Profile



Pathao Parcel (also known as Fulfillment) is Pathao's flagship service, while Pathao Rides and Pathao Food are its supplementary delivery options including persons and food. By putting the online stores and their consumers in touch, the organization helps its clients with supply. This business category provides cash-on-delivery, and mobile financial service transactions. Consumers gain from the increased convenience of having their purchases delivered to their homes, and companies earn from not having to pay exorbitant delivery costs and being able to provide consumers with other services. This mobile app employs a user-friendly design that makes it easier to use and apply.



Pathao offers a transportation service called *Pathao Rides*, which functions more like a motorbike and vehicle taxi than anything like Uber and Grab. It functions via the Pathao app, which is compatible with iOS and Android devices. To find a ride, one only has to open the app, choose their preferred location for pickup and drop-off, and then log in. The app will display a map with the pick-up and destination locations, the anticipated arrival time, and the estimated fee. The ease with which the user may choose the precise location adds another advantage for the customer. Pathao's bike service is the most popular option, as it is the fastest and cheapest way to get around the city. Riders can hail a bike using the Pathao app, which will connect them with a nearby driver. The fare is calculated based on the distance traveled and the time of day.



Pathao Food is the latest addition. The firm soon added 3000+ eateries throughout the delivery of the capital-associated guarantee fastest food delivery. The company primarily uses its network of independent contractors to distribute meal orders among consumers who are waiting for their meals to be delivered to their homes. Wherever the local and foreign food

delivery business is highly crowded with competitors like Foodpanda, Hungrynaki, and others, Pathao Food is poised to seize market share. Nonetheless, the meal service is more expensive and has faster delivery times than its competitors because to a large fleet of independent contractors and a reliable infrastructure.

2.2 Vision & Mission Statement of Pathao Limited

The Pathao mission is "Here with you." The firm is accelerating and decreasing the cost of commutes by providing door-to-door deliveries, using its reputation as the most reliable community-driven transportation provider in Bangladesh, which includes food delivery, ride-sharing, and parcel delivery. The organization is making a significant systemic change in the way Bangladeshi logistics services are conceptualized.

Pathao's mission is to employ technology to change traffic congestion and logistics. The company is very close to fulfilling its long-term goals and plans to operate on a national global platform based on significant cities such as Bangladesh's Dhaka, Chittagong, and Sylhet.

‘Pathao's current objective is to have one app that provides all solutions. The firm is presently working hard to ensure that all of the services are offered under one smartphone application that is available from the Google Play and App store.

By guaranteeing the most effective form of transportation on Bangladeshi roadways, the firm hopes to become the industry leader in the area by utilizing a highly skilled, decentralized fleet of vehicles and motorcycles. Pathao offers excellent service at extremely low costs by utilizing unique technologies. In Bangladesh, the ride-sharing model based on apps has already revolutionized the way people commute. Pathao has been the most preferred option among tech-savvy consumers in Bangladesh because to its amazing cost and on-demand ride convenience.

2.3 Values of Pathao Ltd

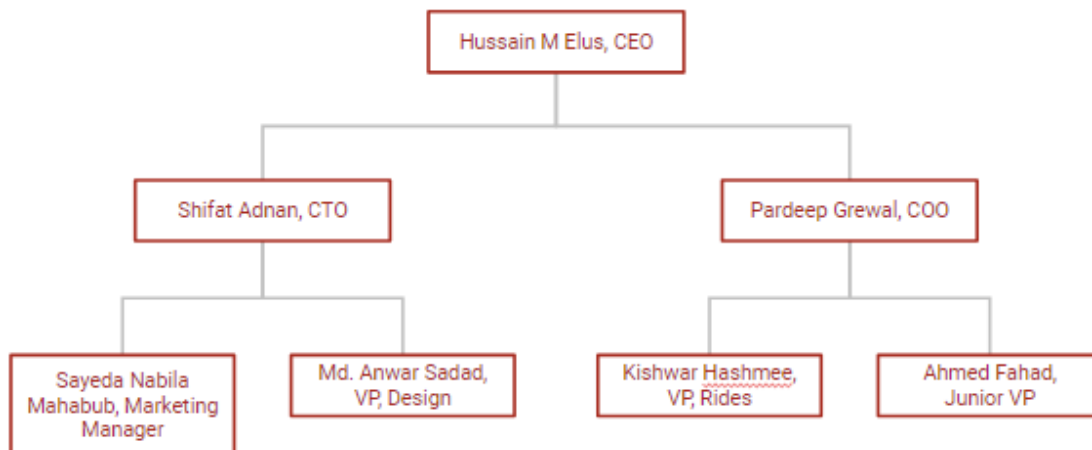
At Pathao, users and riders come first in everything. All of the company's regular partners are treated with the utmost care and significance. With roots in entrepreneurship, this innovative mentality fosters cooperation, creativity, and most importantly, openness across all of its platforms. The following principles listed below can be used to oppose the Pathao spirit.:

- Walk the talk.
- Everyone matters despite of racism.

- Keep moving and growing.
- Empathy and kindness.
- Leaders are completely formed, not created.

2.4 Company Divisions and Departments

Originally, Pathao was backed by three powerful businessmen: Fahim Saleh, Hussain M. Elius, and Shifat Adnan. Pathao named Fahim Ahmed, its chief financial officer, as the platform's managing director and chief executive officer on November 1, 2021. The people depicted in the figure below comprise the team Titans, who hold the highest position at Pathao.



2.5 Work Environment

Pathao offers a cutting-edge work environment with an open office layout akin to that of any global software business. All of its functional offices have the same layout: large tables are set up around the office floor, and team members work around them with laptops, desktop PCs, and other mobile devices. The workplace has been created to encourage collaboration, with an open floor plan that encourages communication among team members as well as cross-functional interactions among members of different teams. Since I worked at Pathao HQ, the office has four levels of workspace, with the Marketing team on level-7, the most interesting location and the sole dedicated area for Marketing experts in the business. Any worker is free to go to the higher floors and work together with other members of the team. All tasks are

assigned via email, and additional correspondence is handled using Pathao Talk, an internal digital communication tool.

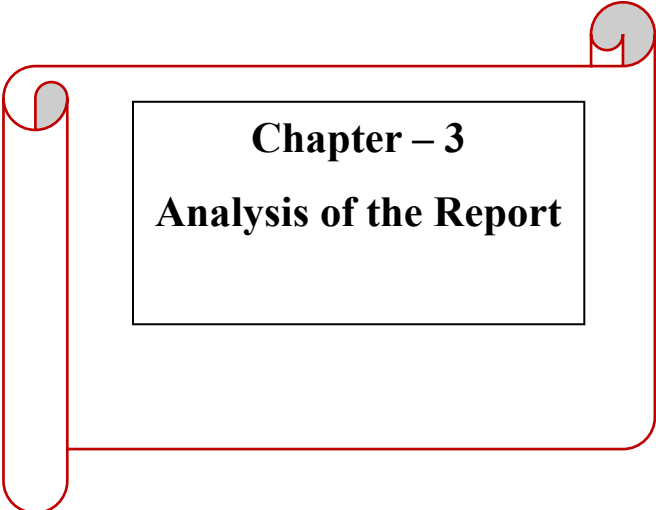
2.6 Top Competitors

As the Information technology Industry is a fast-growing industry there are lists of local & multi-national companies that Pathao has to compete in every stage of their business which are given below:

- Foodpanda
- Uber
- Indrive
- Munchies

2.8 Company Contact Address

Address: *House# 72, Road# 21, Banani, Dhaka-1213.*



Chapter – 3

Analysis of the Report

3.1 Brand Activities of Pathao Limited

In Bangladesh, there are more or less 100 companies working. I had done my Internship in Pathao Limited's "Brand and Communication Department". All the employees of "The Brand and Communication Department" helped me a lot to understand Many Kinds Branding strategy and planning. Now I am giving a broad description of all the Branding activities and how to execute in use all kinds of platforms.

3:1.1 Making Advertisement & Promotional Content for Different Channels.

The first and foremost activity of Pathao's "Brand and Communication Department" is to Prepare the advertisement and Marketing Promotional program which will be given to the

- Daily newspapers.
- FM Magazine
- Radio
- Poster, Banner, Leaflet

They posts ads regularly in the newspapers (at least one ad is published each week). Main advertisements from Pathao are mostly shown on "The Daily Prothom-Alo" and "The Daily Bangladesh Protidin." Pathao furthermore offers classified advertisements in many daily publications. The primary advertisements feature current and planned products as well as any ongoing promotions. It is PATHAO's Promotion Manager of Brand & Communication's responsibility to prepare the advertisements. Preparing and creating advertisements to draw in customers is his responsibility. Once the advertising are ready, he presents them to the PATHAO administration, who then approves the specific ad. Afterward, the ads are delivered to the daily newspaper on the prearranged date.

3:1.2 Making Contents for Social Channel Campaigns of Pathao

I was assigned to make contents for upcoming campaigns of Pathao. Some of those campaigns are-

Pathao Car- Adda Shooting Script

Car Adda is a flagship entertainment program of Pathao where celebrities come over to promote their upcoming projects while having a fun conversation using a comfortable Pathao ride.



Pathao posted a video to playlist **Pathao Car Adda** — with **Lifebuoy**.
Paid partnership · Dec 22, 2020 · 🌐

জনপ্রিয় অভিনেত্রী, শমী কায়সারকে দেখুন 'Pathao C আড্ডা', Protected by **Lifebuoy**-এর আগা... See more



20K 708 comments • 584 shares • 888K views



1.4K 49 comments • 49 shares • 130K v

Weekly Content

I was assigned to write content for the weekly campaign of Sunday- Funday Free Delivery.



FREE DELIVERY EVERY SUNDAY
MIN. ORDER: 400 TAKA
*T&C APPLY

pathao food



EVERY SUNDAY FREE DELIVERY
MIN ORDER: 400 TAKA

OCTOBER

10. TWENTY THIRTYTHREE

FREE DELIVERY

pathao food

Seasonal Campaigns of Pathao

Pathao runs many seasonal and special day marketing. I made graphic contents for those unique campaigns.



3:1.3 Market Survey

One of Pathao's "Brand & Communication Department's" key initiatives is the market survey. The "Marketing and Sales Department" representative for Marketing completes these questionnaires. Surveys are created based on branding challenges by departments of communication and branding. These surveys are conducted in order to learn more about the various developer initiatives in those market segments that already have established enterprises.

3:1.4. Product Packaging Development

Next, I was involved in the development of product packages. The quality of the cartoon boxes produced by the firm is significantly worse than that of the products of other companies. Compared to competitors, the product boxes of the firm were significantly thinner. I was therefore tasked with highlighting the causes of subpar product packaging standards. I looked through each box and found the answers after that. I have now learned that the product packing, including the boxes and bags, was subpar, which led to product damage. Moreover, the

company's cartoon boxes were tiny, which made it difficult to fit more items in a single box and resulted in lower sales volume. I thus handed my senior manager all the points, and as of late, he has solved the problem.

3:1.5. Target Market Analysis:

From the following information. I find that our targeted customers are grounded on two orders these are

- 1) client's location: Dhaka, Chattogram, Sylhet
- 2) client's occupation: Students, Working professionals, Business persons.

3:1.6. Making Product Contents for the Company Website

As Pathao wants to improve their company website I was assigned to make the content “how to” which will be uploaded on the company website. So, I collected all the information about the company products from my colleagues and I started researching on other competitor company's websites as well. Then I made the contents of all the products of my company which will be given to the company websites.

3:1.7 Winter Promotional Offer

Dawat Paan Na Campaign

It is another flagship campaign based on wedding season particularly in December, where we offer free kacchi from sultans dine to the first 300 orders. I was assigned to onboard the influencers to promote the campaign.



3:1.8 BTL Advertisements of Pathao:

In order for the new Pathao logo to become more well-known, the company will need to distribute its products. Retailers and passersby will notice that a sticker with the new logo is affixed to the van or bus body. This will introduce the brand to all of its customers, encouraging them to purchase the product. This is what branding is all about. Additionally, the new logo will be promoted with large posters and pamphlets at strategic downtown sites..

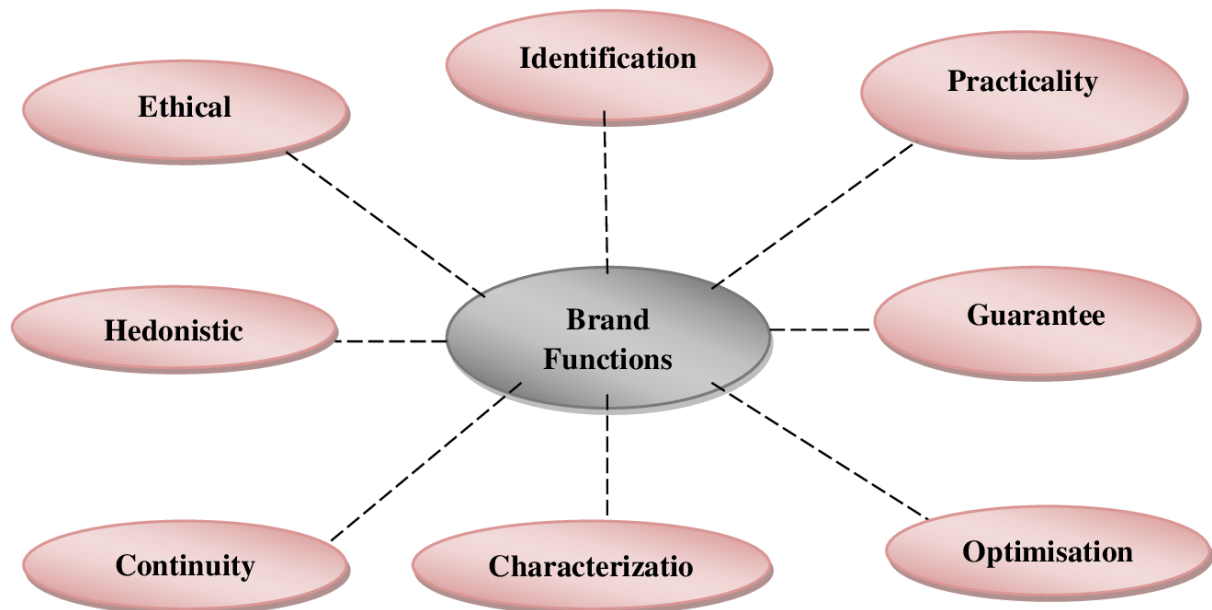
3:1.9 Weight marketing

Recently our department has proposed to the KAM team for branding of “Pathao food” we will make a team of 6 members and we will individually go to the stores & restaurants and will do branding of Pathao Foods. All the team members will be wearing “Pathao, Here with you” written t-shirts while they will be talking with the customers, in this way the product will get identified to the customers and it will be branded in the market.

3.2 Brand Functions of Pathao

Pathao has effectively influenced and established a strong name in the industry in addition to the four primary branding functions of distinctiveness, authenticity, value establishing, and unity. An increasing number of businesses are becoming well-known in their sectors every day. In this specific industry, it's reasonable to state that product and service innovation is

progressing much too quickly for companies to rely just on out-innovating their rivals in order to achieve traction and market share.

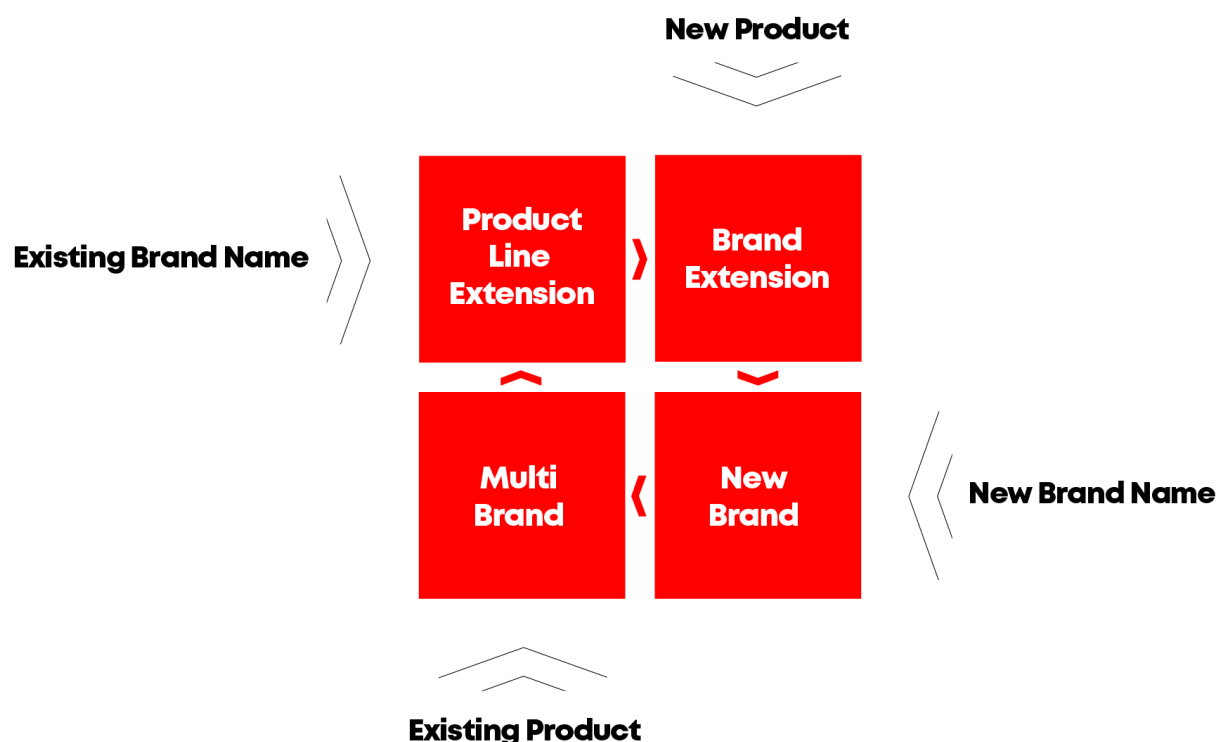


Pathao's unique branding campaigns and creative advertisements are making it possible for people be more attracted to and associated with their given services. Customers are informed about a product or service's value proposition by Pathao as a brand. It outlines the features, benefits, and assurances of the service. When it comes to making decisions, trust is crucial. Brands that consistently fulfill their commitments and uphold a favorable image win the trust of their intended market. Customer loyalty is a result of a successful brand's establishment of reliability and consistency. Long-term success depends on customer loyalty since happy, devoted customers often bring in new business and favorable word-of-mouth referrals. Because of their unwavering commitment to delivering on their promises and providing excellent customer support, they have amassed a sizable client base, making them one of Bangladesh's most popular applications. Customers are more inclined to select a well-known brand because they have greater faith in the anticipated performance of the good or service. Positive views, client loyalty, and market differentiation are all ways that a well-managed brand, such as Pathao, may make a big difference in a company's success.

3.3 Brand Strategies Endorsed by Pathao

3.3:1 Product Development Strategy

Pathao's success was largely attributed to its dedication to product development and innovation. They began by offering delivery services based on motorcycles, and then they released the Pathao app, which completely changed the way riders and passengers could connect for rides. Pathao added food delivery, parcel delivery, and four-wheeler services as client needs to be changed. Pathao stayed adaptable to the shifting needs of its clientele by consistently enhancing and broadening its products. Innovation and adaptation are essential for both survival and expansion. Pathao has proven its flexibility and willingness to innovate by branching out from delivery services to ride-sharing and then launching Pathao Cars, Pathao Parcels, and Pathao Food. To adapt to shifting market demands and be ahead of the competition, startups must be prepared to change course and improve their products.



3:3.2 Customer-Centric Brand Establishment

Customers' satisfaction and experience are Pathao's top priorities. To attract new customers and retain current ones, they are providing loyalty programs, discounts, and promotions. Ask clients for input and take aggressive measures to solve their problems to develop brand trust. Through social media interactions, polls, and in-app features like rider ratings and reviews, Pathao

actively collects user input. They can better grasp the demands, preferences, and pain areas of their customers thanks to this data.

3:3.3 Innovation and Expansion

Food delivery, grocery shopping, ambulance services, and many more services are just a few of the new ground Pathao has successfully penetrated with its services. The business was not limited to the ride-sharing and delivery industry, but it continued to be at the forefront of technological advancements in these fields. Additionally, they are investing in cutting-edge technology for convenience, effectiveness, and security to improve the customer experience. One such feature they want to introduce is the digital wallet "Pathao Pay." However, since Pathao Pay, a dynamic digital wallet that strives to make life easier, was introduced, its influence has gone beyond mere transportation. Through the Pathao app, one can easily add money to a wallet and send it to friends and family right away. No more fumbling for your bank account information or stray coins.

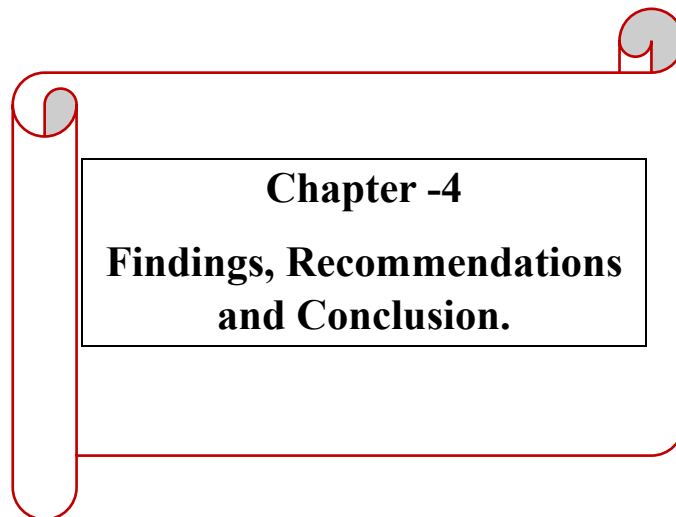
3:3.4 Local Community Engagement

Building enduring relationships with the neighborhood via collaborations, sponsorships, or humanitarian projects Pathao has solidified its standing among the nation's leading brands. Notable partnerships include those with companies like Sailor, Bkash, and Grameenphone. To reach a larger audience, they are working with influencers or celebrities to promote the brand through digital marketing, social media, and other channels. Pathao established strategic agreements and collaborations to broaden its reach and improve its offerings. Through partnerships with hotels and restaurants, Pathao was able to expand its customer base and reach new markets by launching Pathao meal, a meal delivery service. These alliances were essential to Pathao's expansion and helped to bolster its market position.

3:3.5 Rebranding Strategy

Pathao has been "Moving Bangladesh" with its loyal users since its founding, and it has been an amazing adventure. The spirit of smooth interactions and steadfast friendship is embodied in Pathao's new brand identity. The updated logo represents the range of its offerings, which include banking access, parcel and courier services, food and basic delivery, secure payments, and bike and auto ride-sharing. It represents the promise made by Pathao to make users' lives easier and to be their constant travel buddy.





4. Findings and Recommendations

4.1. Findings of the Study

During working in the marketing team, there are several challenges I faced. The statements are given below:

- Pathao's brand initiatives mostly target youth.
- Pathao does not effectively implement novel marketing methods.
- Pathao's new logo does not appeal to some audience members.
- Pathao's promotions and commercials lack clarity.
- Pathao's promotions and discounts are not well-known among customers.
- Pathao's product quality is poor, and the courier service's packaging is inadequate.
- Pathao often ignores comments on social media.
- Pathao's branding lacks notable celebrity endorsements.
- Pathao's social media content is low-quality.
- Pathao lacks insufficient community involvement initiatives.

4.2 Recommendations

There are a few observations I made that I believe would have been beneficial to the staff if they had been present. These are addressed below:

- Pathao ought to provide additional brand content for all categories of customers. More relatable media content ought to be introduced with brand extensions of various criteria.
- Pathao's advertising resemble those of its competitors, suggesting that innovative ideologies should be allowed.
- A segment of the audience found Pathao's rebranding plan offensive, and the only way to satisfy them is to provide extra-ordinary services.
- In BTL initiatives, the Pathao needs to be more visible.
- The discounts and offers of Pathao should be more highlighted to attract the customers.
- Parcel packaging of Pathao needs to be improved.
- The coordinators of Pathao must respond to social media responses.
- Popular personalities who are adored by the public ought to represent Pathao.

- Quality of the content like improved graphic designs and sound quality should be added by Pathao.
- Pathao should look for entities that can bring expertise, resources, or a unique perspective to enhance their community.

4.3 Conclusion

Every young entrepreneur's aspiration is Pathao, and the group is truly breaking ground by preserving and strengthening their poignant Bangladeshi proverb. The association is above and above expectations and has been recognized as an amazing place to work. As I am still employed by this esteemed organization, I would look for opportunities outside of the marketing team, leave the comfort zone, and provide creative ideas that might improve the way Pathao's services are provided. I aspire to follow this amazing organization and be the change agent of the future by adhering to the tangible #OnePathao goal. The future of coordination in Bangladesh is already here, and it will be defined by self-governing cars that employ people in the city of Dhaka and rampant innovation.

References:

1. <https://web.facebook.com/search/top?q=pathao>
2. <https://web.facebook.com/PathaoCareers>
3. <https://pathao.com/bn/>