



**Daffodil**  
*International*  
**University**

## **Internship Report**

**On**

**“An Evaluation of Business Operations of Redx Logistics Limited”**

### **Submitted To**

**Mohammad Shibli Shahriar**

Associate Professor

Faculty of Business and Entrepreneurship

Daffodil International University

### **Submitted By**

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Major: Finance

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Daffodil International University

**Date of Submission: 20/08/2023**

## Letter of Transmittal

**Date:** 15-08-2023

**Mohammad Shibli Shahriar**

Associate Professor

Faculty of Business and Entrepreneurship

Daffodil International University

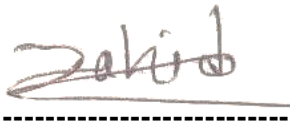
**Subject:** Submission of internship report.

Dear Sir,

I am really happy to discuss my internship report on “An Evaluation of Business Operations of Redx Logistics Limited” in order to comprehend their total operation -based activities. I successfully completed my tenure as a senior officer in the operation division of the SKS Tower at Mohakhali, Dhaka 1212.

I made an outstanding effort to make the information extra vital, relatable and reasonable for you so that you could have a clear idea of the association activity area. In putting up the report, I have presented the knowledge, skills and experience. I have gathered over my brief internship. I have investigated a variety of operationally oriented activities that are more distinctively myself in all of my work. That greatly aided me in deepening my understanding of how they provide the delivery service. For me, it was a completely new universe where I could expand my practices and contemplations and address my weaknesses. I hope you will accept my report. Your opinion on the report in whatever capacity is extremely important. I am always available if you need any clarification or information on the report.

Sincerely yours,



Md Zahidur Hasan

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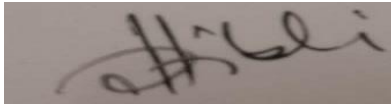
Faculty of Business & Entrepreneurship

## Letter of Approval

This is a certification that Md. Zahidur Hasan, ID No. 212-14-3362, prepared the internship report titled "An evaluation of business operation of Redx Logistics Limited" as required by the Master of Business Administration (MBA) major in Finance offered by the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The filing of the report is advised.

I wish her every success in life.



.....  
Mohammad Shibli Shahriar

Associate Professor

Faculty of Business and Entrepreneurship

Daffodil International University

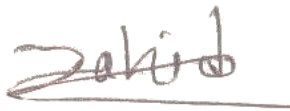
## Acknowledgement

I would like to begin by expressing my sincere gratitude to the All-Powerful Allah for granting me the capacity and stamina to complete the assignment successfully and on time.

This report, titled "An Evaluation of Business Operation of Redx Logistics Limited," was created to satisfy the MBA degree requirement. I consider myself quite lucky to have had true direction, oversight and cooperation from numerous people.

I want to extend my sincere gratitude to my supervisor, Mohammad Shibli Shahriar, Associate Professor, Faculty of Management & Entrepreneurship, Daffodil International University for his unwavering support, encouragement and patience as well as for providing me with the opportunity to complete this task. The ability to write a well-organized report was made possible by his insightful recommendations and firm direction.

Finally, I would want to express my sincere appreciation and affection to my parents for their unending love and support.



.....  
Md Zahidur Hasan

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## **Executive Summary**

One of Bangladesh's fastest growing logistics companies is Redx Logistics a Shopup subsidiary. It started its voyage in 2020 and its customers ranged from startups to the biggest corporations in Bangladesh. Redx seeks to transform Bangladeshi enterprises through cutting-edge logistical solutions. Redx offers three different services: inside Dhaka outside the suburbs of Dhaka and outside the city. It employs a hybrid management approach to oversee its fleet of delivery trucks. Redx uses its own vans and delivery trucks for deliveries within of Dhaka City while also hires transportation for deliveries outside of Dhaka City and in the suburbs. It employs a hybrid management approach to oversee its fleet of delivery trucks. Redx uses its own vans and delivery trucks for deliveries within of Dhaka City, while also hires transportation for deliveries outside of Dhaka City and in the suburbs. Shundarban, Paperfly, and Pathao are Redx's main rivals. Several businesses have digitalized their logistical processes. Redx divided the market into two categories, such as small and medium-sized firms and major corporations. E-commerce websites that ship a lot of packages are its major targets. It has already established a position with the intended clients. Redx helps its clients by offering product dispatching services, which are intangible services. In order to compete with their rivals, Redx concentrated on this approach as well and decided to emphasize Neutral pricing. Redx's cost is essentially the delivery fee for sending a goods. Because it provides logistical services, it has hubs in 64 districts and numerous hubs in certain districts. first company that springs to mind whenever an online store is seeking for a delivery partner. You may learn about the company overview in the first chapter. The very next chapter of this study, which mixes market, weakness, opportunity, and threats, has a detailed discussion of market strategy. I talked about how Redx Logistics Ltd operation. The next chapter will discuss my responsibilities as a senior officer in this organization, as well as my learnings. Finally, I offer a conclusion and a recommendation to wrap up my report.

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# **Chapter: 01**

## **Introduction**

## **1.1 Introduction**

Every student enrolled in the MBA program is required to complete the internship program. It offers a unique chance for a student to apply their theoretical knowledge in a practical setting. Near the MBA Program, it is both highly beneficial and necessary. It aids in comprehending the swift experience of the business within the world. The student will get the chance to use a variety of analytical methods to solve the problem during the Report period while also becoming aware of current business situations. The systematic report program is used to gather, record, and analyze data regarding the subject that students are exposed to through the program. The supervisor, Mohammad Shibli Shahriar, Associate Professor, Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University, approved the completion of the MBA program in the form of the report titled "A evaluation of business operation of Redx Logistics Limited."

## **1.2 Background of the Study**

The organizational expansion in the future is also shown through the operational system. As a result, it is crucial for establishments to have a way of measuring economic performance. The purpose of this research, which is being developed as a requirement for the MBA program at Daffodil International University of business administration is primarily to "A evaluation of business operation of Redx Logistics Limited." In addition several operational suggestions for Redx Logistics Limited are included in this study then provide a broad overview of the organization.

## **1.3 Origin of the Report**

As a Students from Daffodil International University are required to submit internship reports as part of their participation in the MBA program of the Department of Business Administration in order to partially meet the MBA degree requirements. I was given the recommendation to write this report for an internship program by our esteemed professor Mohammad Shibli Shahriar, Associate Professor, Department of Business Administration, Faculty of Business and



Entrepreneurship, Daffodil International University. As per his instruction that a report on A evaluation of business operation of Redx Logistics Limited."

## **1.4 Objective of the Report**

- ❖ To identify business operations of Redx Logistics Limited.
- ❖ To evaluate those operations of Redx Logistics Limited.
- ❖ To find out some problems of Redx Logistics Limited.
- ❖ To make some suggestions to overcome the problems of Redx Logistics Limited.

## **1.5 Methodology**

### **1.5.1 Sources of Data:**

The study needs a variety of data, including previous and present Redx Logistics Limited policies, procedures, and methods of policies. Several kinds of information and knowledge are required to put this on paper as a report. Both primary and secondary sources have been utilized to cite the source. The strategy has been implemented for collecting secondary data and has been used for primary data collection.

### **1.5.2 Secondary Sources**

- Customer Rating.
- General information of Redx Logistics Limited.
- Internet.

## **1.6 Limitations of the Studies**

I set out to make this report realistic and properly regarded from the very beginning. In order to prepare this report, I have to deal with challenges. Due to the company's refusal to disclose certain information on its safety issue, the information provided in this report is not entirely accurate. Only a select few people are given access to that information. Though I do my best to fill out the report with accurate information, I can only hope that it will be accepted. The report takes into account certain restrictions-

- Inadequate analytical skills for producing such a Report
- The bank has some safety concerns for withholding some essential data; there is a lack of in-depth expertise and experience to assess data.
- Not enough books, papers, journals etc.

**CHAPER 2**

**OVERVIEW OF REDX LOGISTTICS  
LIMITED**

## 2.1 Overview of Redx Logistics Limited

Redx Logistics Limited is the logistics company in Bangladesh that is expanding the quickest. Redx Logistics Ltd, which first catered to small business owners, today provides services to the bulk of Bangladesh's well-known companies.



**Figure 2.1:** Front Overview of Redx Head office

It is situated in SKS Tower, Mohakhali, Dhaka-1216. It is a division of ShopUp. In 2020, Redx faced numerous obstacles as it began its journey. The business is expanding so quickly that it has already launched a number of services. Redx employs its own delivery vans and trucks for deliveries within the city of Dhaka, but rents out transportation for trips outside the capital.

Redx's immediate rivals include a few. Shundarban, Paperfly, and Pathao are Redx's primary rivals. In this sector, Redx was the first business to introduce a digital credit system. The products are picked up at the doorstep by redx, who also makes sure they are delivered there. In accordance

with labor law, Redx offers services to both its clients and its staff. The Redx team as a whole worked very hard to provide delivery service for the resellers group.

In March, a sudden Covid-19 outbreak hit our country. This lockdown caused the entire nation to face one of the greatest challenges in history. Redx also went through it. Redx had a chance to think creatively, though. It offered small business owners a chance to run their companies and gave the resellers a psychological lift. The first company in this industry to implement a digital credit system was Redx. Redx was able to save a lot of businesses that were facing sustainability issues during the lockout. Redx made sure the item was delivered to the doorstep and then picked it up there.

## **2.2 Mission & Vission of Redx Logistics Limited**

Redx wants to use cutting-edge technological logistics solutions to transform Bangladeshi enterprises. equally skilled in providing for both SMEs and large businesses..

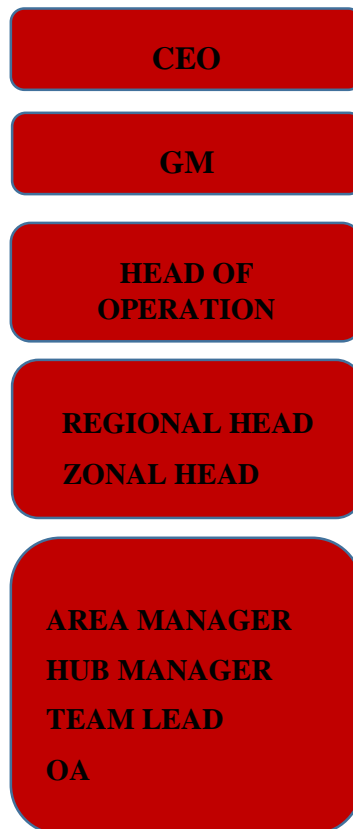
Redx's industry-leading technologies and nationwide coverage are meant to help every business succeed.

## 2.3 Team of Redx Logistics Limited

There are Five Team of Redx logistics Limited –

- a. Finance Team.
- b. Human Resource Team.
- c. IT Team.
- d. Operation Team.
- e. Business Development Management Team.

## 2.5. Operation Team of Redx Logistics Limited



## 2.6 Work Environment of Redx Logistics Limited

- a. **Flexibility:** Redx offers every employee the chance to make a choice.
- b. **Reward Culture:** Organization gives a reward for their good performance.



Figure 2.5. b : Redx rewards its top-performing employees

**C. Cultural Activity** : The company arranges some cultural programs and all the employees to participate in the program such as Bangla New year celebration, Falgun celebration etc.



**Figure 2.5. c** : Falgun Banner of Redx



# **CHAPTER 03**

## **Market Strategy of Redx Logistics Limited**

### 3.1 Marketing Strategy of Redx logistics limited:

Redx Logistics limited follow the 4ps –



Figure : Marketing Strategy

**Product:** Redx offers consumers a product dispatching service, therefore in a way, they are receiving intangible services from them. Below are the services offered by Redx:

- Product Delivery: Redx uses a vehicle or a bicycle to safely deliver the parcel to the customer..
- Line Haul Redx offers both FTL and LTL alternatives for total freight transportation. Partial truckload is referred to as LTL, whilst full truckload is referred to as FTL.
- Truck Rental: Redx Logistics is only allowed to use covered vans and open tracks in Bangladesh.

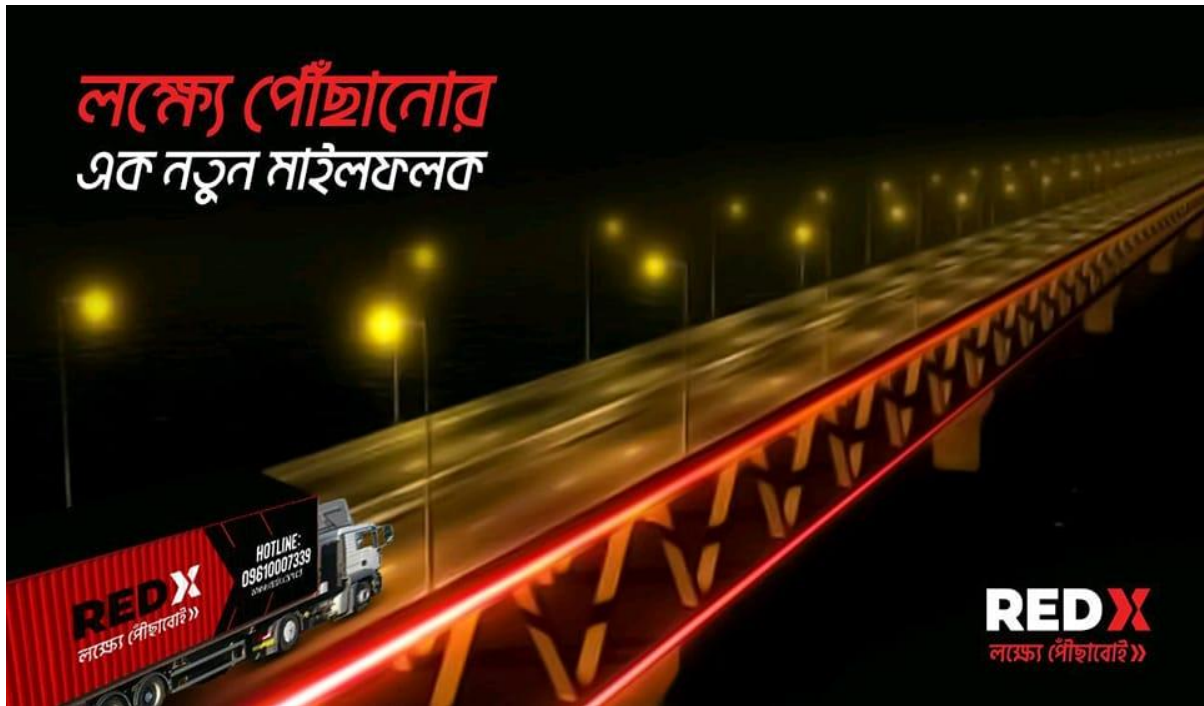


Figure: Redx Cargo

**Price :** The sum of money provided or established as payment in exchange for the sale of a particular item. Redx offers three different service categories, including inside-city, outside-city, and suburban.

**Costs for only product deliveries:**

Area	Up to 1Kg	Additional Upto 1kg	Agreement
Inside City	60 TK	+ 20 TK	24 Hour
Suburban	100 TK + 1% COD Charge	+15 TK+ 1% COD Charge	24 Hour
Outside City	150 TK + 1% COD Charge	+30 Tk + 1% COD Charge	48 Hour

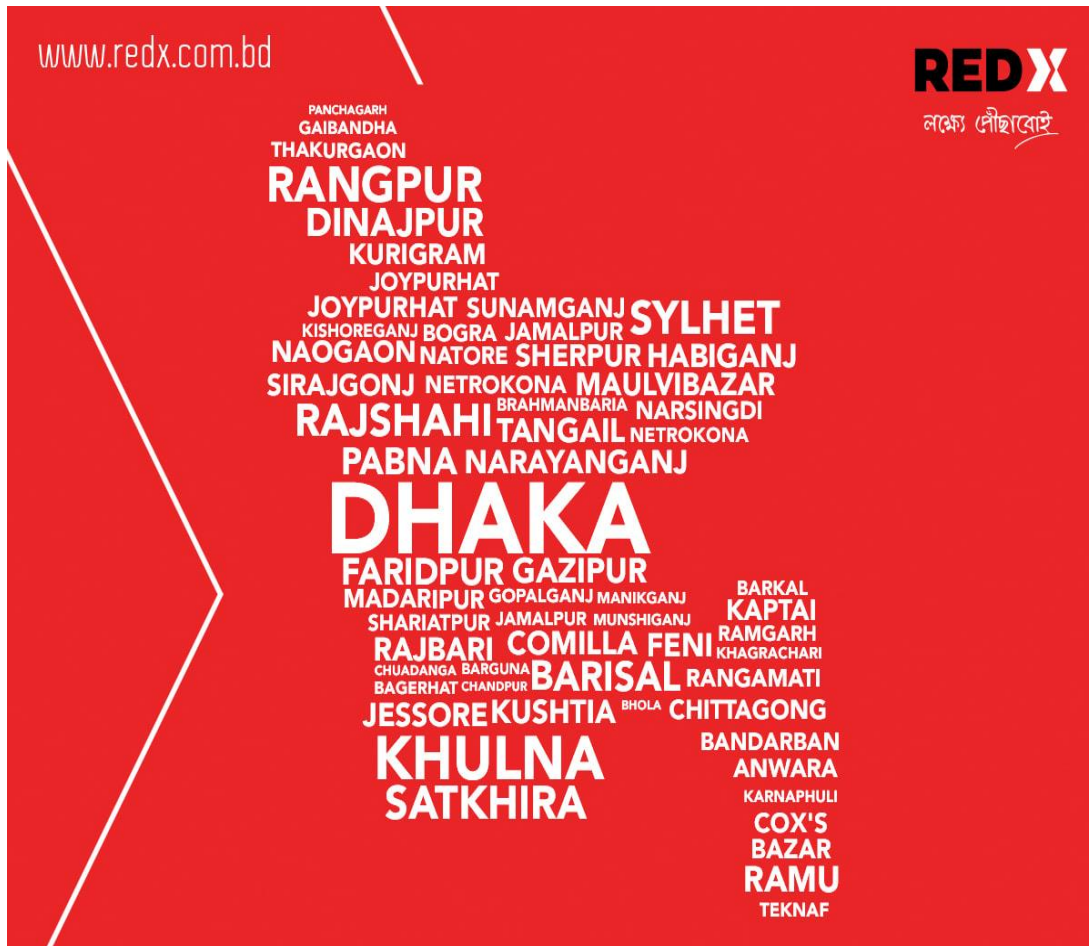
**Corporate Sales Delivery Fees (Documents):**

Area	Charges*
Inside City	10
Suburban	10
Outside City	10

\*The amount and secret materials may change this..

**Place :** Redx which offers logistics services has hubs in 64 districts as well as some specific areas. Orders placed before to 3 p.m. Redx can pick up the item from the vendor on the same day and bring it to the customer the following morning in Dhaka. If the order is being sent to a suburb the customer will receive the item in 2 days and if the order is being delivered outside of Dhaka. Redx will deliver it in 4–5 days.

This method is now feasible for both the applications and their numerous centers located throughout the country.



**Promotion :** The promotion of a firm is crucial. It boosts both the company's reputation and sales. Redx Follow a few promotion-related factors-

- Television advertisement
- Social Media. Like, Facebook, Instagram, Youtube.
- Posters.
- Web site.



**Figure :** Redx Poster

### 3.2 SWOT Analysis of Redx Logistics Limited

**a.Strengths** Redx delivers to 64 districts and 487 upazilas out of 492 total. Redx Logistics Ltd guarantees door-to-door delivery in 24 hours inside Dhaka and 48 hours outside of Dhaka. Assure that the parcel is paid within 24 hours. If the parcel is lost or damaged, the company will be paid compensation.

**b.Weaknesses:** Redx is a beginning company with fewer funds than established companies that have been in business for more than 15 years. Beginning of the beginning of 2020, the Mother Company ShopUp has received a \$300 million investment from foreign founders. Nevertheless, Shopup has a number of other difficulties. But perhaps the fund is insufficient to expand the company. Redx has a large market share for a fledgling company. But, in comparison to the increase of its market, it was unable to manage a large warehouse. Redx has a staffing issue since they desire a perfect fit for recruitment, which takes a long time. This company does not offer fragile goods packing. It can take some time for this organization to find new personnel. A big number of employees have resigned as a result of a lack of communication.

**c.Opportunities :** The rate of resignation may be readily reduced if the business or top management communicates effectively with the employees both inside and outside the firm. This firm may have a competitive edge if they expand its distribution network to outlying places. This business won't have a staffing shortage if it quickly hires new employees.

**d.Threats:** Being one of the fastest-growing businesses, Redx may be in danger if they are unable to please customers and retain staff. Home delivery services have been launched by companies like Paperfly and Delivery Tiger, which might pose a challenge to Redx. Therefore I conducted this SWOT analysis on Redx Logistics Ltd based on my expertise.

**Chapter 04**  
**Operation Analysis of Redx Logistics**  
**Limited**



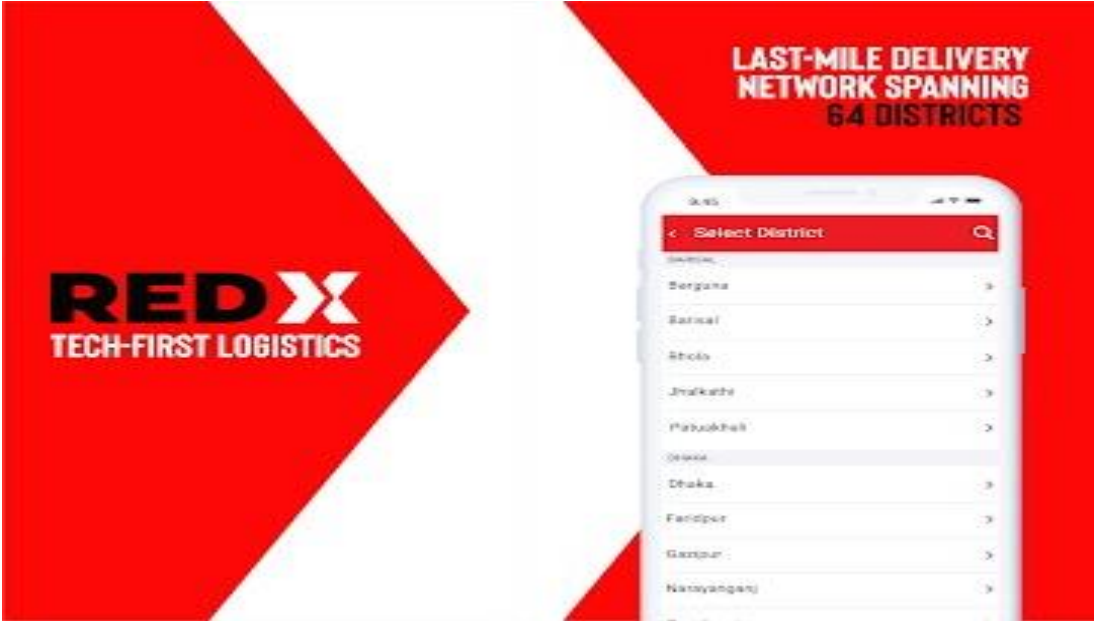
**Operation Process:** Operation is the performance of a practical task or of a task involving the application of concepts or procedures in the real world.



In order to reduce the amount of time and transportation required, couriers usually pick up a range of things and deliver them to a certain area or place. By planning deliveries for certain regions, courier delivery firms may make multiple deliveries in a day without making unnecessary trips.

The Operation Process of Redx are Given below-

- a. **Pickup Order at Retailer:** Redx is introducing applications for Retailer. Apps are used by the merchant to build their account. Via apps, the merchant sent a request for pick-up of his or her package. next the merchant enters the customer's name, address, phone number, and COD amount.



**Figure :** Redx Delivery Apps of Redx Logistics Limited

**b. Pickup agent Pickedup Parcel :** The Pickup Agent collects the Package from the Merchant After the Pickup Request.



Figure : Pickup agent Pickedup Parcel

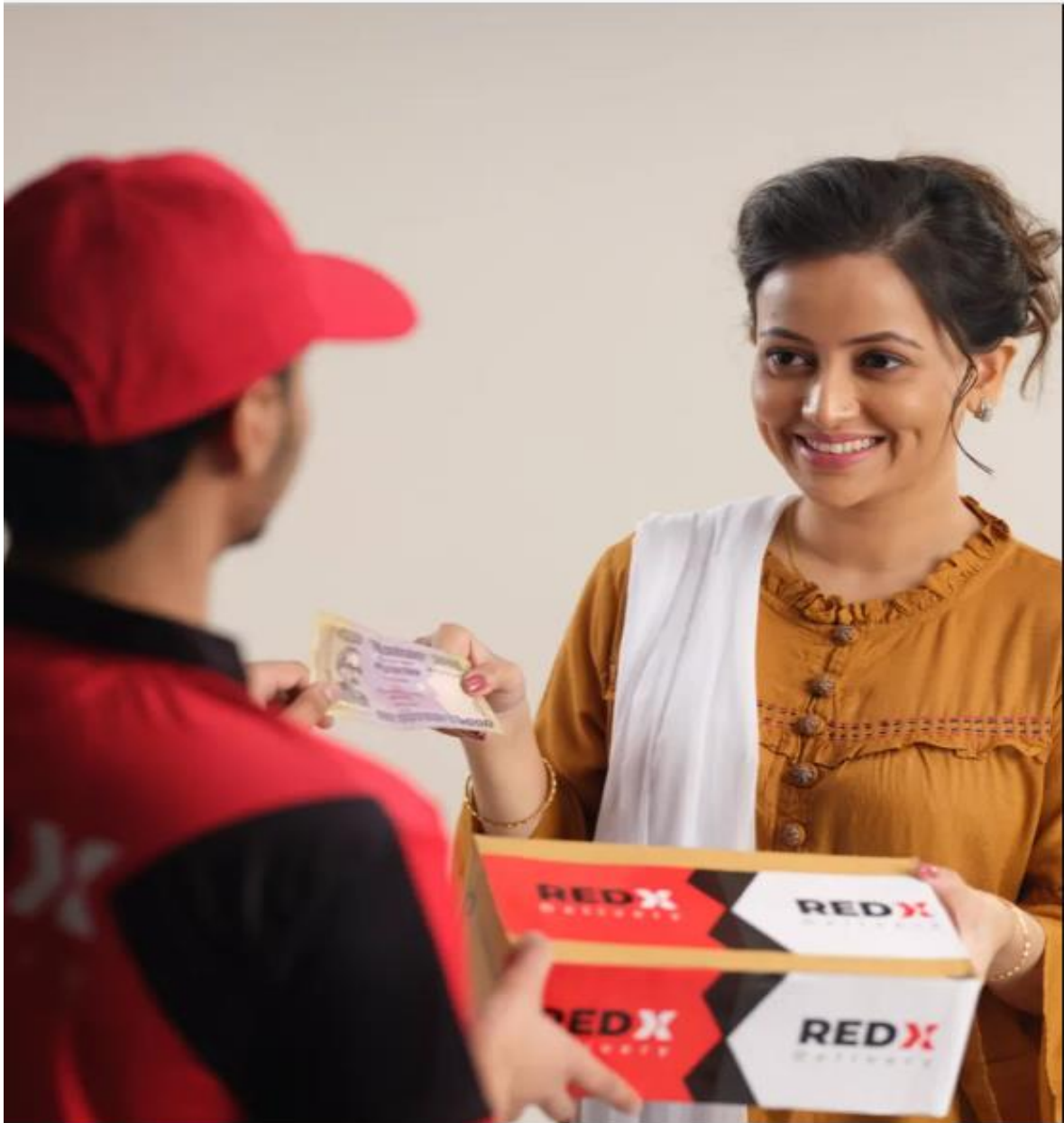
**C. Distribution Center for the Specified Area:** The package was purchased at the warehouse and delivered to the destination hub location.



**Figure :** Redx warehouse & sent to Destination Hub



- d. **Hand the parcel off to the customer:** Destination hub receive the all parcel then distribute all the rider. Rider goes to Customer Location & Delivered this parcel .



**Figure :** Deliver the Parcel to customer

# **Chapter 5**

## **Job Responsibility of Redx Logistics Limited**

Redx Logistics Ltd has a few divisions, and each department follows a particular set of rules. The operation division oversees Redx Logistics Limited's operational system.

I am employed with Operation Team as a senior officer. Where I work at Kaliakoir (Redx Hub).

My job Responsibility

- Execute Daily Dispatch of all parcel. Daily Ensure the Pickup the parcel and ensure the delivery to the customer.
- Ensuring Regular Contact with merchant: Every Communicate with Merchant .
- Receive parcel and complete data entries on software: Ensure the Complete the data entries and cash collection from rider.
- Maintain all hub employee: Ensure the maintain of the hub operation manner.
- Regular return closing: Collect the all return parcel from rider and back to the merchant.
- Cash closing: Cash closing with in same day..

# **Chapter 6**

## **Recommendation & Conclusion**



## **Recommendation**

In this cutthroat industry, it takes a lot of work for a company to outperform competitors and establish a standard that isn't easily changed by competitors. Redx has the potential to develop into a terrific specialized co-op that is much stronger and better. Redx must alter a couple of their techniques in order to get over certain obstacles, though, so they can continue on their journey. The issues with Redx delivery are listed below-The majority of hubs are experiencing a rider scarcity. As previously mentioned, delays typically stem from customs complications, and unhappy customers are a result of late deliveries. The effective operation of courier delivery services depends on transparency and visibility. The delivery costs from Redx Logistic Limited are significant. The following list includes some of the limitations preventing the development and supportability of Redx as well as the proposals made for remedies. This company bases its delivery prices on the weight of the goods. The costs will increase if the cost of the items per kilogram does. For instance, Pathao, Sheba, and eCourier do not impose the same shipping costs as Redx. In order to safeguard the long-term stability of their business, they as a result altered their price. Redx comprises 64 districts and a variety of centers. To swiftly distribute goods in the sub-district region, they must focus on developing more sub-district hubs. Redx is unable to offer quick delivery. For Example, if a customer buys a product, they will receive it the next day. They must thus focus on this particular component if they want to deliver on an expressway. where the goods will be delivered to the customer on the day they ordered it. They ought to increase the number of vehicles they possess instead of renting new ones, like trucks. They own a small number of their own vehicles. They should increase the number of cars in their fleet as their business succeeds and more clients trust them.

## **Conclusion**

One of the companies in Bangladesh that is expanding the quickest is redx. The company's management team is made up of knowledgeable seasoned professionals who have helped with the company's ongoing hiring process. Hence, both vendors and customers must choose a delivery service that will maintain health, security, and cleanliness. Every seller or merchant may without a doubt use any of the online product courier services to ensure that their goods are delivered to customers securely because they are all assured to adhere to this restriction while providing excellent assistance. Redx has a strong commitment to the web-based business sector, particularly the F-trade sector. Redx sends its customers brand-new products every other day in an effort to make a difference in their lives and provide a platform on which they can definitely do business. They go after both sellers and buyers. They started dispersing goods and documents both within and outside of Dhaka. Redx Delivery provides a proficient delivery team that will arrive, pick up the goods, and deliver them to the intended recipient. They started off by offering door-to-door assistance. Redx logistic limited must periodically update the status of packages, concentrate on merchant and customer happiness, and develop its human resources division.

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[benefits/#:~:text=Either%20a%20company%20provides%20its,reduce%20overall%20transport%20and%20time.](https://www.allegrologistics.co.uk/courier-delivery-service-how-does-it-work-and-what-are-its-benefits/#:~:text=Either%20a%20company%20provides%20its,reduce%20overall%20transport%20and%20time.)

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<https://www.coursehero.com/file/127782439/REDEX-Sadman-Final-Report-2021->