



Internship Report On

An Evaluation of E-commerce Marketing Operation at La-Zenish

Submitted To

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Letter of Transmittal

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Professor Dr. Mohammad Shibli Shahriar

Director of MBA

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Subject: Submission of "**An Evaluation of E-commerce Marketing Operation at La-Zenish**".

Dear Sir,

I am grateful to present my internship report, "**An Evaluation of E-commerce Marketing Operation at La-Zenish**" for your thorough review and evaluation. Throughout my internship, I analyzed the startup's e-commerce marketing strategies and contributed to the business growth. This report thoroughly describes my own experience and contribution along with my lessons learned by the MBA program at Daffodil International University.

This report is shaped by the guidance of my honorary supervisor's experience in formal report writing. His judicious analysis and instructions made the report writing more comfortable. With his help, I was able to complete the report to the best of my ability. I am submitting this report with great appreciation.

Sincerely,

Zerin Akter

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Letter of Approval

This is to certify that Zerin Akter, ID: 241-14-056, a student of the MBA program in the Department of Business and Entrepreneurship at Daffodil International University, has completed her internship report successfully, titled “**An Evaluation of E-commerce Marketing Operation at La-Zenish**” under my supervision. During the internship at La-Zenish, Zerin Akter showed extreme dedication and sincerity in her profession. She has proven her enthusiasm in running the operations of the startup and has portrayed an insightful report based on her experience.

It was a pleasure to guide her in the process, and I wish her a very successful career in life.



.....

Professor Dr. Mohammad Shibli Shahriar

Director of MBA

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Declaration

"I am Zerín Akter ID: 241-14-056, a marketing major in the Department of Business and Entrepreneurship at Daffodil International University. This internship report, **“An Evaluation of E-commerce Marketing Operation at La-Zenish”**, is the result of my hard work and experience at the startup. The report thoroughly reflects my observations and insights that I gained at the company.

I solemnly swear, this work has not been submitted anywhere else for any purpose and it does not bear any plagiarism or AI content. I have made sure that it abides by all copyright rules. "



.....

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Acknowledgement

First and foremost, I am thankful to almighty Allah for providing me with the opportunity and strength to complete this work. My deepest appreciation goes to my respected supervisor, Professor Dr. Mohammad Shibli Shahriar, Director of the MBA program at the Department of Business and Entrepreneurship, whose delightful support and unwavering guidance helped me throughout the journey. His invaluable insights are the mainstay of this work.

Additionally, I am in eternal gratitude for the entire team at La-Zenish, whose continuous cooperation, guidance, and generosity made my internship journey incredibly educational and easy. Lastly, I would like to extend my heartfelt gratitude to all my family, friends, and colleagues for their encouragement and intriguing suggestions, and support.

Abstract

This report succinctly describes my experience and skills growth at ‘La-Zenish’, an online women's traditional attire store that started its journey in 2024. It represents a crucial part of my 2 years MBA program for which an internship completion is mandatory. The key focus of this paper is to experience the real life application of online marketing strategy for an online small business, La-Zenish. This paper deeply describes my real life experience, the challenges, and the invented solution to overcome them.

In addition, this paper also lays bare my knowledge and hands on experience which I have gained during the time. It highlights my MBA theoretical knowledge practical experiment, and sheds light on the utilization of tools and technologies. This report covers my whole journey, from the first marketing strategy application struggle to all the marketing strategies that were utilized at La-Zenish. Furthermore, through this I explore the valuable difference between theoretical knowledge and the hands on application of marketing terms for a real world business.

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Chapter one

1.1 Introduction

Over the past few years, social commerce or S-commerce has skyrocketed, and revolutionized the business, among small and also medium range levels in Bangladesh. Among all other platforms, Facebook has been able to dominate buying and selling more than others, and even in some cases, it also beats a well-established E-Commerce platform. One such example is La-Zenish, a locally-owned firm established as a cornerstone of new opportunities, that depicts how a personally operated, with little capital can bring change and above all, shows the potentiality to become an entrepreneur that anyone can afford. La-Zenish is a Facebook based online garment store that primarily serves women by offering products like Sarees, Three- Pieces- a traditional dress for Bangladeshi women, and various range of trendy attire with fusion of modern touch. These dresses hold significant and valuable cultural values, and add extra merit in fashion sense. Not only it brings fashion dynamics with a spectrum of colorfulness and new eye captivating design, but also it can be able to keep the price under affordable level while maintaining stark qualities.

Like many growing numbers of micro-entrepreneurs utilizing Facebook, La- Zenish is also not just focused on selling, but also, they employ themselves building brand identity. Moreover, on contrary to those formal e-commerce platforms, La-Zenish has been working for creating the buying and selling thing a more amiable, comforting, and has been operated on a more personalized driven level. It heavily depends on direct massaging, organic research, based on needed circumstances, and community trust for effective sales. It employs all the visual cues, highly inductive Marketing strategy, given the necessity of online purchasing.

However, despite its online presence, promising future, and loyal customers, it has never been evaluated to understand and explored from an academic perspective. Therefore, this study aims to unfold its secret recipe, to further understanding. The evaluation of this study also makes us understand how to cater customers and what types of marketing strategies actually work in the real world. This study will be based on qualitative analysis by analyzing the platform's data. And surely, this will shed light on how small-scale s-commerce initiatives survive in the realm of competitive digital marketing, the possibilities in future, and also will unravel the understanding of digital entrepreneurship. Therefore, the importance of this research will definitely help to comprehend and will spread micro level s-commerce to grow more in Bangladesh, especially among women led businesses.

1.2 Background of the Context

Over the years, Bangladesh has stepped into a new era that has shifted and evolved into digitalization. Like in all other fields, the rise of digital commerce in Bangladesh, on both e-commerce, and s-commerce have come to a position that are challenging physical commerce. People tend to buy products more on digital platforms, and since, especially, the young generation starts to spend more time on social media, it becomes an opportunity hub for sellers, and micro financiers, or the entrepreneurs who want to utilize the broad community. According to statistics of statista, Bangladesh has around 59.9 million active users on Facebook (statistia, 2025), that reflects how much a seller could cater using the full-fledged marketplace. Therefore, it allows thousands of individuals and small businesses to reach their respected consumers directly without expending and investing on developing websites, infrastructure, or getting the headache of a place.

The term social commerce, referring to internet-based media that both allows social interactions, and permits the interactors to buy, sell, compare, and share information about the products and services. Social commerce emerged back in the late 1990s.

That time, pioneering companies, like Amazon and eBay started to inaugurate the idea where consumers can provide their reviews, and comments, about the seller performance, and thus, the term “social commerce” coined by yahoo in the year of 2005 to elucidate collaborative shopping features on its platform. This feature gradually allowed consumers to create, share, and comment on products. However, in the year of 2007 the term academically recognized, and is used for the first, but practically, the term formally launched in 2009 when flowers.com started their first journey on Facebook (Busalim, 2016)

Gradually, from 2010 onwards, the idea of social commerce acquired wide-spread recognition, and the surge also barraged into Bangladeshi young consumers with the help of Facebook. This popularity has gained due to several factors, including the failure of e-commerce sites-unaccountable towards customers, and uninterested toward customers need, uncompromising prices, unfriendly and complicated user manual, absence of direct communications, and so on-directly contributed the doom of e commerce, also simultaneously the growing of social media usage plays a vital role because, social media had evolved too much features that could hold the audience attentions, and that opportunities were been utilized by the young entrepreneurs in Bangladesh, forced them to operate their business in social media platforms. Another reason is that unlike conventional shopping that lacked social interaction, social media platforms offered unlimited interactions that eventually gathered trust. And with Facebook, thousands of pages, entrepreneurs and consumers both find a plethora of possibilities, and choices (Rahman, Kim, Noh, & Lee, 2020).

Barring COVID-19 pandemic, it might not be possible to gain rapid popularity in Bangladesh addressing shortcomings, and confront other infrastructural problems, though facebook and other social media have created a new arena, and gathered a lot of people, but the other problems like, courier services, home delivery options could not have been fine-tuned without the pandemic stroke. Amid the quarantine period in 2020, the shift in consumer behavior and business model due to safety issues, people tend to buy more form online and that initiates new ideas among the business minded entrepreneurs, and adopting this behavioral change, and increased situation of dependency towards technology they cashed on more investments, and innovative ideas, that actually helps s-commerce to grow more (Alam & Rahman, 2022).

The emergence of social media-based women entrepreneurs, empowers women to participate in the growing economy through these social media, for instance Facebook utilizing low costs and other hassles. According to the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP, 2021) in their study highlights that social media based online business provides unprecedented opportunities for women, and many a woman finds her way of living by onboarding into online business into social medias, likewise, according to their study, there are 300,000 online Facebook store operated by women, although, despite, facing some logistic problems, supply chain inefficiencies, online harassments, unfriendly support from family, and around 81 percent of these operating without trade licenses, and institutional loans, it is still promising to empower, and utilize half of its population.

Likewise, La-Zenish utilizes this ecosystem to reach its targeted audience, especially fashion-conscious women aged between 17-40, mainly urban, and semi-urban consumers. It is usually extrapolating, and introspecting basic principles of s-commerce, for instance, page promotions, engaging posts, visual cues, word of mouth, building trust-based interactions, better delivery service and seizing the opportunity established as a successful business. Responding fast and always meeting the inquiries about products via messenger, and comments, managed to confirm order. Although, a few logistic supports, payment gateways shortage, emphasizing personal engagement, product authenticity, and relatable branding, it thrives.

However, for these kinds of online markets, it is necessary to investigate further more on effective marketing strategy. Therefore, as La-Zenish have gained the success and proved to be profitable business, it is inevitable to get the introspection of La-Zenish, and only an academic evaluation could provide us better view on this s-commerce marketing activities that can help us to comprehend current strengths and weaknesses, and furthermore, can identify the customer's expectations, and can assist on more actionable and durable strategies to boost performance.

Additionally, this research will shed light on prevailing mechanisms of marketing strategies, surviving techniques to be on the competition, and more digital entrepreneurship, women-led small business, and not but the least, more notions on how to digitize the economy. By studying, and assessing grassroot-level cases like La-Zenish, it will unfold how S-commerce is shaping the future in Bangladesh.

1.3 Objectives of the Study

General objective

The primary aim of the study is to evaluate the strategies La-Zenish used effectively to overcome digital marketing hindrance. How La-Zenish as a S-commerce business in Bangladesh focused on its engagement techniques, sales influence, branding, customer range with little resources is also the primary objective of this report paper with extensive academic inspection.

Specific Objective

1. To analyze the current marketing strategies used by La-Zenish on its facebook platform, and this includes different types of tactics and their outcomes, post types, content frequencies, promotional strategies, and of course, customer interactions.
2. To understand what types of activities has been used by La-Zenish to get the ideas of customer perceptions and engagements, and how it takes into account how customers respond to the brand content, product presentation, and communication tone.
3. To expound how La-Zenish utilizes segments, targets, and positions within the women's garment market.
4. To provide notions on the strengths and limitations of La-Zenish's present marketing strategies by conducting SWOT analysis, and customer feedback in order to what needs to improve.
5. To suggest La-Zenish's improvement by recommending effective and practical marketing strategies based on findings for further planning and growth.

1.4 Methodology of the study

The study will conduct a qualitative, exploratory research design in order to evaluate s-commerce marketing strategies of La-Zenish, a Facebook based brand selling women's garments and accessories. The study will involve marketing tactics, consumer's perceptions, content analysis and platform insights to get the overall idea. To get greater idea theoretical and analytical framework will be interpreted with the help of collected data by relevant concepts like, neuromarketing, viral marketing and UGC, CRO, paid promotion and boosting, social listening, gamification, moreover, special STP analysis will be conducted to understand whether La-Zenish be able to identify the right audience, make use of right marketing efforts or not.

Research Design

This research is designed in explanatory and qualitative nature for understanding how La-Zenish engages customers with its marketing, content, and how effective are those strategies through established theories, interviews, inspections of the insights.

Data Collection Method

Data will be collected both primarily and secondarily. For Primary data, it involves:

- Interviews with Page moderators, and administrative to comprehend their marketing planning, audience targeting, boosting techniques, and efforts.
- To understand the consumers perceptions and preferences, customer reviews, their opinion from Facebook posts, and comment, and messages will be conducted.

And for secondary data, the study will entail:

- For secondary data Facebook page insights for instance, likes, comments, reach, impression, results of boosted posts will be explored to evaluate marketing performance.
- Relevant articles, academic papers will also be observed to get a comparative idea on how good La-Zenish has been performed.

Data Analysis

Data will be analyzed using its coded and organized layered and divided themes. The key principles and techniques it will include:

- **Thematic Analysis:** It will add interviews, customer opinion, reviews to assess the scenario.
- **Descriptive Analysis:** Using established concepts, ideas, and theories will provide more comprehensive incentives of strategies.
- **Visual Audit:** Using Facebook's insights, post-performance, visual product presentation, and engagement content will exhibit its overall notion to come to conclusion.

1.5 Limitations of the Study

The study will surely provide valuable insights on marketing strategies, especially in Facebook platform, and will help to understand the demand and women centric business strategies, customer interactions, however this study has some limitations also. The primary limitation is the

study solely based on a single Facebook based s-commerce. Therefore, the findings may not reflect the whole scenario. Again, the research investigates s-commerce, and it might be in lack of comprehensive data required for in depth research, and for that reason, the research only primarily focuses on observable metrics, still remaining data, and interaction patterns. Another problem with this research is that it relies heavily on qualitative research strategies, that could be insufficient for excluding personal biasness, and selective experiences. Besides, with time limitations, not engaging in other platforms, solely focused on Facebook, the study is not sufficient to grasp the overall s-commerce and consumer behavior, as there are a lot of other social media platforms that remain unexplored.

Chapter Two

2.1 Overview of La-Zenish Profile (An S-Commerce Venture)

La-Zenish is a women-led online business that operates its business in Facebook that falls under the category of social commerce. It was founded by Zerin Aketer, and ventured its journey on 28 August, 2024. Within a short period of time, it gained popularity and reached among the fashion-conscious women because La-Zenish deals with deeply rooted culturally fusional products like, sarees, three-pieces, and salwar kameez and other items belonging to women.

With over around 18,000 followers, La-Zenish have been able to manage their commerce via direct messaging, personalized communication and with its authentic products have been able to cater mutual trust, and reputation. La-Zenish with its modern and stylized motto as it accentuates- “Just wear and glow”- usher women to feel confident and radiant through fashion.



2.2 La-Zenish's Vision Statement

La-Zenish always from the beginning carries its vision to provide top notch and contemporary fashion attire to women for affordable price, making shopping digitalized, and online shopping trustworthy.

2.3 Mission Statement

One of the primary goals of La-Zenish is in the near future by utilizing social media involving women to boost the economy of the country for creating new remote job opportunities for women. It gradually strives to ascend the thrones of social commerce maintaining the quality, trust, affordability, and customer satisfaction to create a footpath for other entrepreneurs.

2.4 Milestones

Milestones that La-Zenish wants to touch in the near future are to:

1. Become one of the leading s-commerce sites in future, with appreciated products that can only La-Zenish would provide.
2. Achieve more than 50,000+ reach on Facebook by mid-2026.
3. Establish and launch La-Zenish into other social media, for instance Instagram business profile.
4. Collaborate with social media influencer for catering more audience and followers
5. Implement more effective business strategies to increase sales.
6. Plan to reward loyal customers with more rewards and fan-based gifts.

2.5 Principles and Values

- **Trust and Transparency:** La-Zenish always ensures the trust among the customers by providing authentic and reliable products, and smooth, hassle-free delivery.

- **Affordability and Quality:** La-Zenish always focuses on quality, maintaining the price reasonably, balancing the style and fashion.
- **Ethical Conduct:** La-Zenish always prioritize respect towards customers while interaction, and fair pricing, other dealings.
- **Customer-Centricity:** La-Zenish's paramount focus is on its customer servicing, and personalized attention towards each and every one.

2.6 The Objectives

- To provide quality and trendy products that are relevant to women's apparel, with appealing satisfaction.
- To create a strong and trust oriented relationship with customers where each buyer can express, share one's personal queries and needs.
- To continue and flourish as a brand through consistent and promising marketing.
- To broaden the products maintaining the cultural fusion, with festive and seasonal trends.
- To keep up and maintain sustainability with the help of persistent and preserving authenticity.

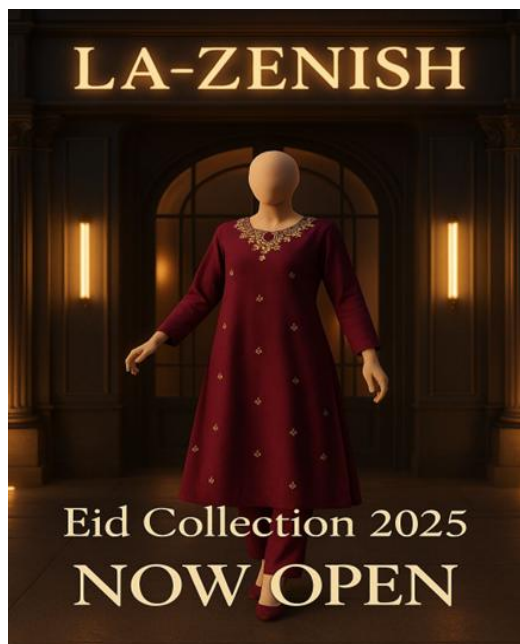
Chapter Three: Theoretical and Conceptual Analysis Used by La-Zenish

It is important to navigate the theoretical foundation used by La-Zenish to understand and evaluate the marketing strategies by which it can manage to attract customers. This chapter delves into the theories and concepts that will explain how La-Zenish reaches its consumers, builds trusts and influences. As a result, this will provide an analytical framework to get a clearer understanding with convincing ideas.

3.1 Neuromarketing

Fisher, Chin, and Klitzman (2010) define neuromarketing as a field of marketing that associates with neuroscience aiming to utilize consumer behavior with brain science. Hence, it integrates marketing strategies with neuroscience that stimulates the human brain via visual and emotional cues. In Facebook or other social media, consumers act instinctively based on colors, faces, emotional expressions and other characteristics that shoot stimuli whether to buy or not. La-Zenish uses these techniques with appealing product images, saturated with natural light, and ambiance.

By combining tempting visual cues, it tries to keep the audience with captivating captions or share stories that sparks the emotion, ultimately giving the thrives to the subconscious mind to purchase products. Here is the proof created with the help AI below showcasing the captivating neuromarketing strategy to induce customer:



3.2 Viral Marketing

Viral marketing influences people to spread contents organically using the trendy or hot topic as a tool. Cruz, D., & Fill, C. (2008) manifests it as “network-enhanced word-of-mouth” and encourages prompt sharing of marketing cues for exponential growth. Thereby, using this strategy La-Zenish prioritized the spreading, contagious events through personal, peer-to-peer sharing content in Facebook.

This viral marketing is also known as buzz marketing or word of mouth, which all reflects the endeavors to make use of the moment, when everyone can be persuaded by the blow of trend. Likewise, La-Zenish, keeping in mind waits for the right moment, and cashes in the trend to make the topic more viral in order to get the attraction from the audience, which ultimately force them to make a bond with La-Zenish, often it ends with gaining trust and buying products from La-Zenish. For example:

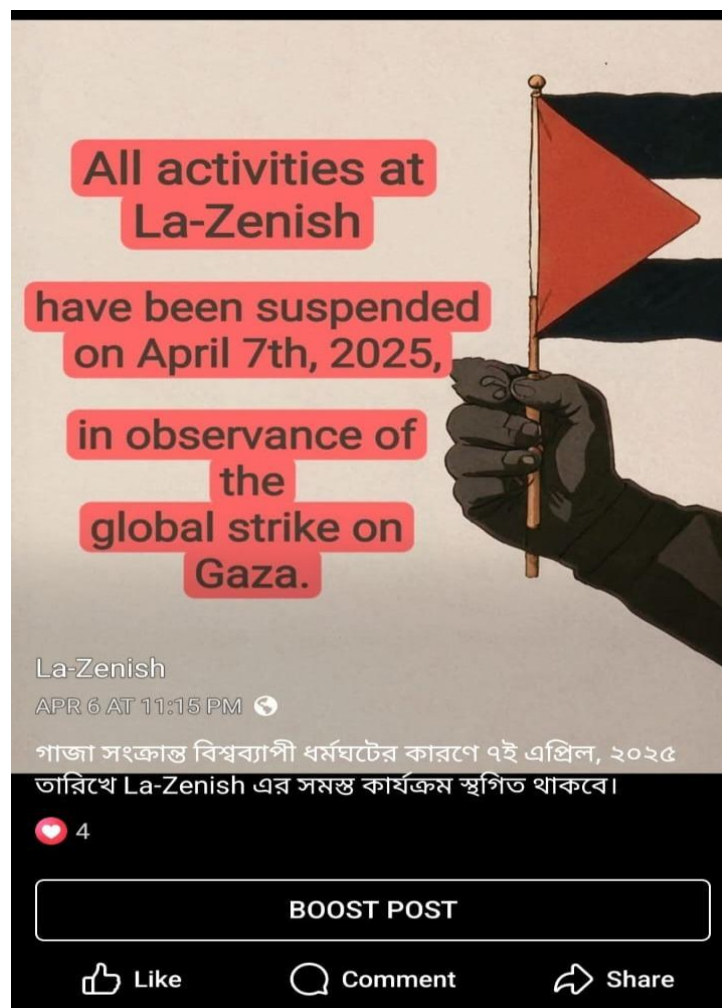


This advertising template from La-Zenish shows their marketing promotion using the trendy topic, the SANDA offer, that went viral earlier this year, and employing this viral topic, they capitalize on their offers.

3.3 Emotional Marketing

According to bin (2023), suggests emotional marketing as an in-cash strategy aiming to induce emotional resonance within the consumers mind to win the mind of the consumers, and that really can connect consumers to their specific brand stimulating their desire to buy.

Similarly, in the snapshot below provides evidence of La-Zenish's compassion and agreeing with audience related to the genocide in Gaza, provides sympathy and attraction for towards La-Zenish by commemorating, commiserating with the consumers, and from consumers' point of view, seeing the post from their respected page can relate and involve emotionally with the content provided by La-Zenish, that not only gives push to share this post but also, it creates emotional bond with La-Zenish.



3.4 Meme Marketing

Another, and also an important tool La-Zenish tries to instigate is meme marketing, and it's a way of creating humor, relativity, and easily a way of catching the attention of the audience.

Recently, the meme culture among young adults rapidly gained popularity, and for this, in meme marketing, the marketing campaigner taps into internet trends, and cultural references to make funny and relatable memes, to get attention. And it delivers and becomes a blessing for digital marketing, as thereby, similarly La-Zenish also utilizes the meme marketing with witty and funny sense. The proof given below:



shows how La-Zenish with an incidental viral meme picture, persuades the followers to order more. La-Zenish, here, uses the reminder troop in an envelope of memes to encourage the urgency of placing order before closing the courier.

3. 5 Gamification Tactics and Interactive Engagement

Gamification is also a strategy that has been used widely and specially, among the digital media, these types of tactics are very popular and effective. Usually, gamification involves elements like contest, competition, quiz, points that lead to winning prizes or gifts.

La-Zenish also tries to engage its customers through giveaway contests, comment and win campaigns, flash sales, and festive related games. Here, one of Facebook posts from La-Zenish depicts gamification.



In the post, La-Zenish announces a contest informing that whoever shares their experience with La-Zenish would win a gift by lottery, and this exhibits the gamification strategy to attract customers to buy.

3.6 Dynamic Pricing & Personalization

In order to get the growth in sales and customer satisfaction, dynamic pricing and personalization, these two are intertwined into one basic idea that refers to the practice of adjusting the price and product based on demand, customer type, festive, and other variables. So, personalization beforehand takes account of customer's preferences that involves tailoring the products according to customer demand. La-Zenish utilizes the recommendations, what products are trendy, what the customer wants, and observing the fashion-personalized their products for their customers.

For pricing La-Zenish adopts a manual version of strategy not relying on algorithm-based dynamic pricing. For, example, during the festive seasons it tries to employ different types of offers on its personalized products. Sometimes, bundle offer, dropping the prices of demanded products are their first priority. However, keeping the expenditure check, and balancing the cost and profit, they always reflect on human driven personalization, expounding the adaptive market.

And more, bearing in mind the loyal and repetitive customer, they prioritize extra attention and offer extra personalized efforts, such as personalized discounts or priority offers. Therefore, this projects La-Zenish's flexibility, adaptability, and expertise on dynamic pricing and personalization considering the culture, economy, and fashion.

Chapter Four: Analysis of Data Presentations and Factual Analysis from Facebook

This chapter will discuss an analysis of the qualitative data collected from interviews, customers shared experiences, and analytics of Facebook pages to get a more comprehensive evaluation. This observation and assessment will aim to delve more on the effectiveness of La-Zenish used for catering customers and how they have accomplished them. Therefore, in this particular chapter, key marketing concepts like, social listening, community engagement, boosting, and retargeting will be going to be measured to get the idea of La-Zenish's operations.

4.1 Insights and Interpretations from Moderator Interviews

La-Zenish's business policy and how it runs its business would not be possible to guess properly without internal insights. To get the internal strategies, and to understand its goal two in-depth interviews were conducted with the moderators of the s-commerce venture. Ms. Ishrat Jahan as a Marketing Assistant, and Ms. Nure Alam, a content strategist shared their valuable introspect regarding La-Zenish's overall marketing strategies, such as how they plan, develop contents, how they manage the engagements, and how they implement the tools for marketing.

Content Planning Strategy

Ms. Nure Alam as a content strategist shared her experience with significant information, since she has her own expertise, as always blends with creative thought, and also results of teamwork. Keeping in mind the traditional aspects, trendy wave, and festival time, she always comes up with visual output. As she states:

“We always want to create something that attracts, resonates with the consumer's taste. So, we as a team try to bring the visual that reflects the natural vibe. Our concept is simple, and that is to win the heart over the consumer, and only, it will be possible if we give what the customers want to see. For this, we post products, pictures, or videos with natural lights, real settings with the real people. Moreover, our caption and details of the posts are being tricked into a friendly, humorous, and light hearted tone.”

This shows the combination of neuromarketing, and emotional marketing, and psychological tricks to influence customers with the visuals and contents, and that's a proven way of driving customers to own the brand by themselves.

Promotional Strategies and Boosting

Since Ms. Ishrat Jahan is associated with marketing, her experience unfolds how La-Zenish actually uses its promotional strategies, and boosting to get the better engagements from consumers. According to her:

“We usually implement promotions amalgamating customers’ psychological behavior to get responses. We try to boost posts that already get viewership, and that particularly gives the idea and the demand, and so as we always try to boost organically reached posts, it as always pays the endeavor. We thereby, target what actual consumers want, and always keep our range between 17-40 aged women from mostly city areas like, Dhaka, Chattogram, Sylhet, Rajshahi, and also downtown nearby those cities.”

This depicts moderators by observing, analyzing, both places, and consumer behaviors go on to boost organic performances from that page. Thus, it also proves their strategies are also data driven, and it works most of the time.

Reposting and Retargeting

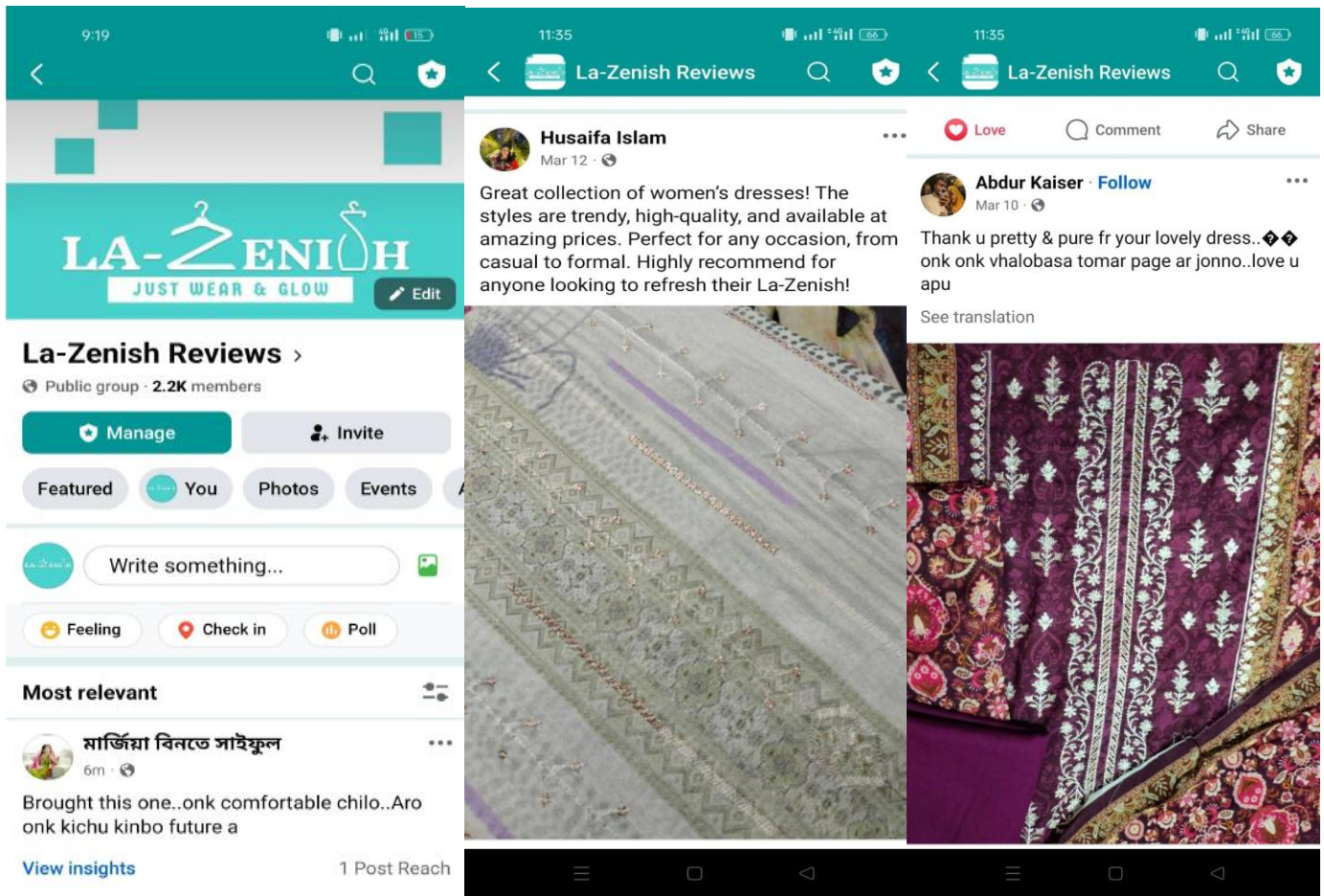
Moderators also shared their thoughts on retargeting:

“We also pay attention to customers on which products they showed interest in, but did not place orders. Utilizing this, we retraced them with captivating offers, or sent them special messages as a reminder.”

Consequently, in doing so, customers sometimes fell for it, and this indicates retargeting has potentiality.

4.2 Analysis of Customer Engagement: Social Reviews and Feedback

For understanding the sentiments of customers, and how they are reacting toward any brand or any product, reviews and feedback is a significant tool. La-Zenish have managed to earn a fan base, creating a review group, clearly stating a dedicated and loyal customer base. Moreover, it showcases La-Zenish’s attempt to be fair and honest. This group of La-Zenish’s not only serves a space for customers to be open up but also it projects the stage of freedom of speech. This caters not only to consumers’ trust but also keeps the communication flowing. Here is the snapshots of the group, along with some valuable emotionally expressive appreciations:



These examples reflect positive social proof and manifestation that buyers are emotionally and occupied with La-Zenish, and above all they all are satisfied with the products and services. This also corroborates that La-Zenish really congregates in a community with trusts.

4.3 Facebook Insights Analysis

Facebook analytics always provides actual facts with real consequences. Following La-Zenish's Facebook insights, it proves the significant growth both in visibilities and user engagements. From the analytics it insinuates the page at its prime time it exceeds 4471% viewership increase, and growth in interactions. With attached snapshots conveying proof given below, suggests a successful illustration of engagements and growth.

< Insights

Your Facebook views increased by **4471%** in the selected time period



Top content by views

[See all](#)



Page Performance Overview

Paradigm	Values	Growth Rate
Views	38.4K	4.5K%
Content Interactions	471	2.0K%
Messaging Contacts	39	100%
Page Follows	23	188%

These numbers provide a picture of La-Zenish's growth to a wider spectrum. This is only possible because of its proper planning, unconventional implementation of ideas, and well researched boosting. Another snapshot provided by La-Zenish depicts their consistency throughout one-month earlier February to March this year. The dashboard's number of 90 days activity shows around 75K views and 1.4K interactions. And this only can be possible with both maintaining organic reach, boosting and consistency, and thereby this, shows how persistent they are regarding their campaign, growing their business.

Content Interactions and Messaging Activity

Surely, content interactions, including likes, comments, shares, and clicks provide evidence of La-Zenish's ability to keep it relevant among consumers. This may seem usual but the upward trend indicates effective improvement in user engagement behavior, and this only can be possible by creating relevant contents, and appealing posts.

Another, improving and reflection of growth conversion is messaging growth. This easily depicts the interest, and communication bridge. Slowly but gradually La-Zenish creates a convenient position. Facebook massaging showcases a significant stance as in Facebook most of the purchase is finalized through messaging, La-Zenish in messaging also, focus and prioritize by keeping active, and fast interactions.

Follower Growth

With the mention worthy 23 new followers shows the page continuously gets its new customers, also represents audience retention and loyalty. It might be small in numbers, but the bright picture is the new visitors are showing the notions of reliability and trustworthiness, and this somehow, valuable enough to stay connected. Moreover, the follower growth also suggests the right track as it always illustrates long term brand sustainability and business.

4.4 Delivery System Assessment

Delivery plays a significant role as social commerce ventures do not have physical storefront. So, La-Zenish also gives the delivery system its utmost priority so as to keep on the business, ensuring entrust, reliability, and repeat business. For that reason, this section will study and inspect the delivery mechanism based on moderator interviews and customer's feedback.

Use of Courier Services

To ensure smooth product delivery and nation-wide coverage, La-Zenish employs two nation's most reputed and established delivery services in Bangladesh-Patho and Steadfast Courier. Taking into account customer convenience and to ensure the brand's commitment displays an act of sensibility. Therefore, this partnership provides La-Zenish's professionalism. One of the moderators from La-Zenish, informed that these partnerships engage themselves into fast delivery service. Pathao being a Dhaka oriented delivery agency, offers same day or next day service, while Steadfast enables them to circulate outside the Dhaka region, and which help them to cater customers across the country.

“We picked Pathao and Steadfast because of their fast, reliable delivery. And more, these services offer tracking and tracing the customer's delivery. They can also complain and from our side can sort any type of trouble without any hassle.”, said one insider from La-Zenish.

Hence, getting integrated with a country's large leading courier services give extra advantage to a small-scale, growing social commerce business like La-Zenish. This facility in Bangladesh not just only La-Zenish, but also gives the leverage to any kind of entrepreneurs to come forward and take bigger risks, and thus, La-Zenish also utilizes this opportunity to make profit and grow.

Customer Feedback on Delivery Service

The analytics from Facebook, well from the customer's experience sharing, is clear evidence that the service they get, along with the delivery, indicates a positive view on La-Zenish's Delivery service. From the account of some customers opinion about their orders and overall condition of the packaging are:

- "It's so great to have my dress before it is promised to be delivered. I love La-Zenish's commitment.
- "It felt premium. I didn't expect the packaging to be so nice. Thank you."
- "I can't believe it! During this festive Eid, I got the delivery before Eid. Although it's a bit late, I am happy as they informed me and delivered it before Eid. Thank you, La-Zenish."

So, these comments present customer's welcoming appreciation. This shows an achievement from La-Zenish, as they illustrate the commitment to be precise and communicative. They not only felt their responsibility to be completed by handing over the products to the delivery services, but only they kept track of them, and always informed the customer about the status. This manifests the utmost attention to social listening and customer care, helping them to flourish.

Chapter 5: STP and SWOT Analysis

To measure La-Zenish's strategic positioning and effectiveness on its social commerce operation, this chapter delves into two frameworks-STP analysis and SWOT analysis. With these analytical tools we will come to understand La-Zenish's strategy behind deciding and identifying its market, developing the brand, and differentiating tactics from other competitors in the realm of online retail space.

5.1 STP Analysis of La-Zenish

Segmentation

Segmentation simply means creating a division on the basis of few features, for instance demographics, geography, behavior, and psychographics in order to understand customer differences, to allot efficient resources, to improve product's fitting into the market, to enhance the marketing effectiveness, to gain advantage on competitions, and also to get help in targeting and positioning. Therefore, segmentation plays an important role to rule out the broad area into a niche area examining the geography, demography and psychography. For, online marketing segmentation is an inevitable part to make the marketing more efficient.

Similarly, La-Zenish sensing the importance of STP analysis, endeavors segmentation to utilize its potential on marketing. La-Zenish, it appears to prioritize gender, age, location, and cultural preference when segmenting. The product of it-Sarees, three-pieces, salwar kameez, and other products are aimed to captivate the women who are at their age of 17-40, mainly concerned for fashion, and culture. So, on demographic segmentation La-Zenish, mainly focus on youth, in other words the age, and gender.

Geographically, the brand narrows and mostly taps on to the location which are urban and semi urban centric in Bangladesh. Thereby, according to Facebook insights, and moderators' interviews, the most selling, engagements, and interaction occurs in the cities of Dhaka, Chattogram, Sylhet, and Rajshahi.

On psychographic inspection, La-Zenish keeps the deal on the table by valuing the consumer's appeals. Hence, harboring affordability, tradition, personalized, and attention it maintains the psychographic segmentation.

Targeting

After finishing segmentation, a business mind always has to decide on which they should focus, and this step is called targeting. Targeting is conducted on the purpose of getting higher returns, effective use of resources, and better customer contentment. Targeting is very important to implement the plan.

In order to select a specific segment to serve, La-Zenish effectively targets the urban, young, and middle-class female demographic, who are digitally active, and have fashion sense. So, this shows military precision on employing its segmentation.

Moreover, paying attention to other segments, it targets the festive seasons like Eid, Puja and wedding seasons. Considering the psychographic segmentation, it values the emotions, and cash in with friendly captions, amiable approach towards customers, real time message response, emotional, and humorous cues in marketing.

Positioning

After dealing with segmentation and targeting those segments, positioning is a strategy implemented to how the product or brand should be perceived by those targeting the audience considering the competitions. Positioning is done because to create a differentiation, motivate the buying decisions, and build brand loyalty. Therefore, positioning is a more creative tactic to boost up efficiency.

La-Zenish distinguishes its position by separating them from men's fashion, solely heeding to women centrality. So, establishing it as a women centric fashion brand, it creates difference by building authenticity, providing high-quality products in the market compared to others, and maintaining cultural values. Moreover, its slogan, “*Just wear and glow*” depicts the assurance of confidence, beauty, and bold statement of independence.

Compared to others, La-Zenish maintains the difference by valuing unique choice with personal touch, ethical communication, preserving friendliness, authentic promotion with real displays of products, and fast-response culture. Through community involvement, and strategic content planning, and additional touch of emotional and visual marketing, La-Zenish establishes itself as a distinctive venture in the social marketing arena.

5.2 SWOT Analysis of La-Zenish

Based on Thematic analysis and theoretical framework, SWOT analysis illustrates La-Zenish's real picture.

Strength

- **Comparatively Strong Visuals and Effective Content Strategies:** La-Zenish always focuses on visually captivating contents that are manifestations of real-life reflections, and with neuromarketing strategies, brings out the utmost attention and attractions.
- **Trust Oriented Community:** Focusing on building the trust with authentic products, fast delivery, and instant messaging reply, it wins over the customers, and to make those

customers loyal-repetitive in their business, they focus on creating on consumer community where, they can express, share and keep connected with it.

- **Effective Implementation of Paid Promotion and Retargeting:** La-Zenish's effective boosting on high performance campaigns, manual retargeting of interested customers showcases fruitful and successful approach.
- **Successful Delivery Mechanism:** La-Zenish, always paying attention to delivery , maintains the backbone of digital marketing unharmed, partnering with Pathao, and steadfast. That reflects reliability, and maintains nationwide reach.
- **Flexible Pricing and Customer-Centric Demonstration:** Maintaining the balance on pricing, and providing the products on according to the consumers is often hard to continue. But, La-Zenish with its dynamic pricing and personalization successfully balances the profitability, affordability, and customers' contentment.

Weakness

- **Only Available in Facebook:** La-Zenish is only limited to Facebook audiences, restraining its limit and reach. Therefore, without utilizing other social platforms, and e-commerce websites, La-Zenish's is limited, hence misses the opportunity to a broader audience.
- **Manual Operations and Limited Automation:** La-Zenish has to rely upon manual operations, and for this it could limit the scalability and speed of operation on high-demand periods.
- **Absence of CRM Tool:** It becomes difficult auditing, or keep tracking without data analytical software, and therefore, La-Zenish misses the opportunity to structure customer relationship management, or track behavior of buyers' preferences.
- **Relying on Third-Party Couriers:** Due to micro entrepreneur La-Zenish has no in house logistics. For this reason, it has to rely on third-party courier companies. Dealing with multitudes of services third-party couriers can cause errors, or delay of delivery.

Chapter Six: Conclusion on Findings and Recommendations

6.1 Conclusion

This study conducted on the purpose of evaluating marketing strategies of La-Zenish, which is a growing Facebook-Based Social commerce business in Bangladesh proves to be a successful business venture by following tactical and thoughtful decisions. By following its tactics through the lenses of theoretical frameworks, qualitative research analysis this paper manages to come to a conclusion, and which is compelling.

The analysis as expected showcased the success as an endeavor of proper planning and combined outputs. They have created emotionally engaging visual contents, captivating posts, and trust-based interactions prioritizing personalization, as if the consumer owns the brand. Even more, the effective implementation of low cost and keeping the quality is actually of its triumph and make this study a significant one. Also, it demonstrates quite hard to handle strategies like, marketing organic contents, user generated posts, and manual retargeting provides new spectrum on the field of digital marketing.

La-Zenish's ability to intuitively understand customer behavior, and running the delivery service smoothly and swiftly ensures the trust and operational efficiency, and this informs how to earn trust, and utilize customers to be trustworthy. Despite a few odds, if and buts, La-Zenish is a promise of profit, and could be a role model to those who want to be entrepreneurs in social commerce following the steps of La-Zenish.

6.2 Recommendations

Although La-Zenish have made a statement and made-up profit, the sustainability of it remains unsettling. From SWOT analysis it is apparent that the brand, although having managed a strong hold in engagement and branding, its growth is limited because of some hurdles, hence its challenges to sustainability.

To enhance the marketing strategies more effective, to make the business more sustaining, the following recommendations are proposed from the studies findings:

1. Stretch the Market by Expanding Business to Other Social Media

La-Zenish should consider to expanding to other media in order to cater more audience and eliminating the limitation, and that includes:

- **Instagram:** It is the second largest hub of social media in Bangladesh, and most importantly it is ideal for visuals, and an opportunity to reach young customers.

- **WhatsApp Business:** WhatsApp is used for only communication, especially for messaging, but with its new feature, La-Zenish could utilize it for sending updates, building loyalty through broadcast lists.
- **Creating E-Commerce Website:** Creating a basic website will give La-Zenish extra advantages as the website enables the browsing, viewing, and order placement easier.

2. Implementing More Tool:

Implementing new helpful tools, even light automation tools to support customer service, and garner analytics would be more hassle free. For example:

- **Messenger Chatbots:** Message chatbots is quite a handy tool for handling FAQs, automation greetings, and collecting order details.
- **Facebook Pixel:** Including this piece of code, La-Zenish can add their websites to track user actions and measure the effectiveness of its campaigns.
- **Basic CRM Spreadsheet or Apps:** This will be really helpful to track returning customers and send follow ups.

3. Strengthening the Continuous Boosting Tactics:

Due to success of its high successive rates of boosting they should focus more:

- On analyzing the timing, product types, and caption to get the best output.
- On festive seasons, and allocate more money from the budget to tap more customers.
- On running A/B testing on ads to optimize the visuals and captions.

4. Starting Referral Programs and Holding Loyal Customer:

To spread and encourage more customers to spread word of mouth marketing, La-Zenish can:

- Introduce voucher system where customers can refer or bring new customers to win the voucher.
- Offer more frequent discounts to the repetitive customers to hold the customer base.

5.Improve More Meme Marketing and UGC Strategies:

- La-Zenish should have continued user generated contents and promoted them to share, and spread.
- Utilizing the trend, La-Zenish should have incorporated more humorous, funny and relatable memes that are compelling and sharable.

6. Improve Delivery Mechanism:

Although, with the delivery options La-Zenish have not faced any problems yet, but to standardize the post-order process:

- To stay informed both from the customer, and the courier services
- It also gives a thought to separate another section to deal with any inconvenience ASAP.

- Offer courier tracking links, and continuously update via messenger app.
- Include the care instructions and thank you or gratitude notes inside the parcel to enhance customer experience.

7. Engage with Micro-Influencers for Promoting:

To grow and spread collaboration with influencers is also a proven and effective method. For La-Zenish, it could be thought of collaborating with local micro-influencers or fashion bloggers so as to enhance credibility and more exposure. This inclusion might bring more audience that traditional boosting might have failed to induce.

8. Seasonal Launch Planning

La-Zenish needs to be more precise on according to the seasons and festival to create more hype and urgency, and for this:

- Create more planning, and especially pre-announcement collections of upcoming seasons or festivals.
- Apply more innovative tactics like countdowns, teaser posts, and limited-times offers to get the engagement more effectively.

6.3 Final Thoughts

La-Zenish represents an exquisite and compelling social commerce women-led venture in Bangladesh in the realm of evolving digital marketing. Women's direct participation in the business field is surely a step forward, and employing the digital landscape into a business hub for women definitely transcends a new era. Through this research, it comes to be evident that with limited resources, one can materialize the idea into reality with creative ideas and proper planning.

For a time being, La-Zenish appears to be a commendable in terms of marketing practices, but within time, future growth of it depends on more innovation, as a matter of fact in digital world everything keeps changing, and for this, La-Zenish, also must have to learn and adopt, and incorporate new ideas, tools, and diversifications. With these proper support, tools and acceptability, La-Zenish has the potential to be a leading e-commerce market.

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