



Daffodil International University

An Internship Report
On

“An Evaluation of Marketing Activities of AjkerDeal.com”

Submitted To

Mohammad Shibli Shahriar

Associate Professor

Department of Business Administration

Faculty of business & Entrepreneurship

Daffodil International University (DIU)

Submitted By

Abid Mahmud Sourav

BBA Program, 30th Batch

ID: 113-11-2280

Major in Marketing

Department of Business Administration

Faculty of Business & Economics

Daffodil International University (DIU)

Date of Submission:

Letter of Transmittal

Date:

Mohammad Shibli Shahriar
Associate Professor
Department of Business Administration
Faculty of business & Entrepreneurship
Daffodil International University (DIU)

Subject: Submission of “Internship Report on the Evaluation of Marketing Strategies of AjkerDeal.com”.

Dear Sir

I have got an opportunity to work with AjkerDeal.com as an Intern. With the gathered knowledge I have prepared my internship report on the topic “Analysis of Business Process and Marketing Strategies of AjkerDeal.com.LTD” under your supervision as a requirement of completing the degree of BBA program. I have given my best effort to prepare the report following your guidance to set the optimal standard under your valuable direction.

I have scrutinized every important area and remain sincere in every stage to come out with the most effective output of this report. I remain sincere to follow your advice so that it will meet the standard of your judgment.

Thanking you for your guidance and support.

Sincerely yours

GR-03.03.19

Abid Mahmud
ID: 113-11-2280
Department of Business Administration
Daffodil International University (DIU)

Student Declaration

I hereby declare, the report entitled Analysis of Business Process and Marketing Strategies of AjkerDeal.com” is submitted in partial fulfillment of requirements for the degree of BBA Program of Daffodil International University.

My original work is submitted to Daffodil International University, Dhaka, no part of the report has been submitted for any other degree, or fellowship and the work has not been published in any journal or magazine.

Sincerely yours

AM 03.03.19

Abid Mahmud Sourav

ID: 113-11-2280

Department of Business Administration

Faculty of Business & Economics

Daffodil International University (DIU)

Certificate of Supervisor

This is to certify that Abid Mahmud Sourav, ID no. 113-11-2280, student of BBA Program, Daffodil International University, has completed the internship report under my supervision. He has worked with Ajkerdeal.com Limited as an intern and completed the report entitled Analysis of Business Process and Marketing Strategies of AjkerDeal.com as a partial requirement for obtaining BBA Degree. He has completed the report by himself. He has been permitted to submit the report.

Abid Mahmud Sourav bears a strong moral character and a very pleasing responsibility. It has indeed been a great pleasure working with him. I wish his all success in life.

A handwritten signature in black ink, appearing to read 'MS' with a flourish, and the date '04.03.15' written below it.

Mohammad Shibli Shahriar
Associate Professor
Department of Business Administration
Faculty of business & Entrepreneurship
Daffodil International University (DIU)

Acknowledgement

It was a challenging and exciting task to prepare Internship report on the Marketing Strategies of AjkerDeal.com which enlightened my knowledge to a great extent. I believe the lesson I have learned surely would be needed in my upcoming corporate life. I would like to convey my gratitude to my honorable Supervisor, Associate Professor Mohammad Shibli Shahriar, BBA Program, Faculty of Business and Entrepreneurship, Daffodil International University, for allowing me to prepare my internship report. I would like to express my sincere appreciation for his guidance and advice. While working under him, I found him so friendly and supportive. My sincere gratitude goes to all the employees of AjkerDeal.com for their cordial and kind attitude by bringing out their helping hand to guide me in all situations during my internship journey. My special thanks go to Syed Shourav Kabir who is the Head of the Business Development Department, Mamun Khan - Assistant Manager, Hossain Al Shahid - Assistant Manager, Ashik Ul Haque Biswas – Executive, my colleagues who have guided me like an elder brother. I also like to show my heartiest love and gratitude to my close friends Jennifer Abedin and Khadiza khatun Brishty who gave special attention and suggestions to me from the beginning to end.

I owed to each person who provides their cooperation inside of Ajker Deal.com LTD in carrying out this report.

Table of Contents

Part-One Prefatory Part

Particular	Page No.
Title Page	i
Student Declaration	ii
Certificate of Supervisor	iii
Letter of Transmittal	iv
Acknowledgement	v
Table of Contents	vi-vii
Executive Summary	viii

Part-Two Report Body

	Organization Overview or Profile of the Organization	Page No.
Chapter One	1.0 Introduction:	02
	1.1 Organizational Chart of AjkerDeal.com. Ltd	03
	1.2 Mission	03
	1.3 Vision	03
	1.4 Core Values	04
	1.5 Marketing Mix of AjkerDeal.com	5-8
	Chapter Two	Origin of the report
2.0 E-commerce Sectors		10
2.1 Statics of E-commerce and Business Scenario in Bangladesh		10-12
Chapter Three	Objectives Of the Report	
	3.0 Broad Objective	14
	3.1 Specific Objectives	14
	3.2 Scope of the Report	14
	3.3 Methodology Of the Report	14
	3.4 Limitations of the Report	15
Chapter Four	Job description	
	4.0 Designation Of my Role	17
	4.1 Specific Responsibilities	17
Chapter Five	Business Process and Marketing Analysis	
	5.0 Business Process Analysis	19
	5.1 Departments of AjkerDeal.com	19
	5.2 Sales and Marketing Department	19
	5.3 Fullfillment Department	19
	5.4 Logistic Department	20

	5.5 Descriptions of AjkerDeal workflow	20
	5.5.1 Business Model	20
	5.5.2 B2B (Business 2 Business)	21
	5.5.3 B2C (Business 2 Customer)	22
	5.6 Customer Ordering Process	24
	5.7 The Selling Process	25
	5.8 Marketing Analysis	26
	5.8.1 Marketing Strategies	26
	5.8.2 Analysis Customer Perspective	27-36
	5.8.3. Target Market Strategies Analysis	37-42
	5.8.4 Competitors Analysis	43-44
Chapter Six	Key Findings And Recommendations	
	6.0 Key Findings	46
	6.1 Recommendations	47
Chapter Seven	Conclusion	
	7.0 Conclusion	49

Executive Summary

Technology is upgrading in an increasing rate day by day and E-commerce is appreciably adopted in Bangladesh. In this paper, I have put my overview of Bangladeshi e-commerce industry, AjkerDeal.com; its Business process, its marketing strategies, model, comparison with the current market players and its mission and vision to provide the most diversified online marketplace in Bangladesh through quality product and services.

Ajkerdeal.com is the largest online shopping mall and a sister concern of bdjobs.com. This complete e-commerce website in Bangladesh has been established in September, 2011. AjkerDeal.com follows the EBay and Amazon business model of buying and selling on a single platform where the sellers sell their products on AjkerDeal's website in exchange of commission percentage on each and every sale. AjkerDeal is an online Shopping place where Shoppers find varies ranges of products with expected quality and designs and thus transactions take place satisfying shopper's need. AjkerDeal uses for the sellers and customers the free advertisements of their products through social media, newsletter and Google Search Engine Optimization (SEO).

In chapter one I have covered the Organization Overview or profile of the organization where company's mission, vision, cores values 4 Ps has been described. In chapter two the area covered is origin of the report where Statistics of E-commerce in Bangladesh is described. Chapter three specifies my overall and specific objectives of the report. Chapter four is all about my Job description given at AjkerDeal.com. My specific responsibilities are given as well. Chapter five is the main analysis area where business process and Marketing Strategy of AjkerDeal.com has been discussed. Finally chapter six is the end of the report comprising recommendation and conclusion.

Chapter-one

Organization Overview or Profile of the Organization

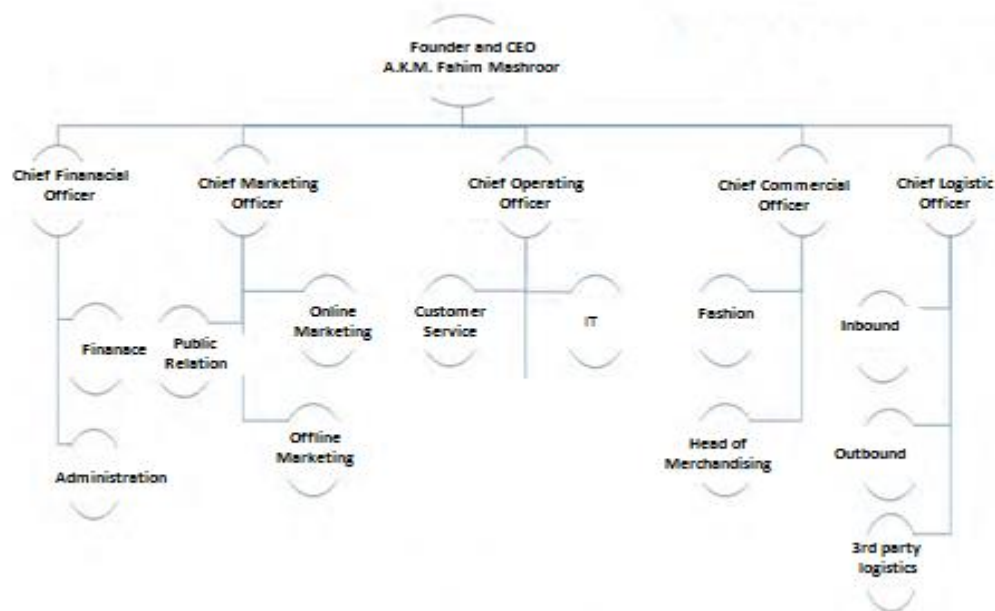
1.0 - Introduction:

Where products or services are bought and sold through internet is widely known as E-commerce. E-commerce qualifies and adds speed to increase the efficiency and effectiveness of business. Online transactions can be used effectively to save time and money. This is one of the main reasons for shopper to purchase through e-commerce system and escape to visit the shopping mall. In Bangladesh most people are not much aware about online shopping or marketing etc., so the reason they still cannot be the large market worldwide. Earlier, people would use computers for completing educational assignments or to submit online application of any kind of form to apply in universities or other purpose only. In 2014, all the record of previous is beaten and e-commerce in Bangladesh has sparked out too loud .And Now a days, the E-commerce as online transaction is playing at its pick, consumers number has been increased and transaction rate of selling and buying has risen up higher than earlier.

Ajkerdeal.com is the largest online shopping mall and a sister concern of bdjobs.com. This complete e-commerce website in Bangladesh has been established in September, 2011 by A K M Fahim Mashroor, the founder and CEO of bdjobs.com & beshto.

A wide assortment of consumer electronics, fashion and beauty-products is hosted by AjkerDeal.com. And also a rapidly growing miscellany of general merchandise. The personalization and security of the shoppers' experience above all else gets privileged by AjkerDeal.com. Moreover, AjkerDeal.com promises large assortment of quality products, excellent value-for-money, easy returns and fast delivery to their customers. It not only offers a retail solution of optimal convenience, but also effecting disruptive change in the digitization of the region. AjkerDeal.com has various categories in their website from fashion to general merchandising.

1.1 - Organizational Chart of AjkerDeal.com.Ltd:



1.2 – Mission:

To become the largest Online Market of consumer needs in Bangladesh. AjkerDeal accounts that the internet is growing faster and faster into daily life beyond imagination. Their target is to pick the largest possible share of consumer online spending in our markets by providing best services and ensuring quality products. Scenario would be win-win for both seller and consumer by any means.

Competitive offers and price with latest trendy products is the key concern of AjkerDeal.com.Ltd.

1.3 – Vision:

Vision is simple and only one which accumulates and accelerates everything that is Empowering small and medium enterprise (SME) to reach out the customers they otherwise would not be able to reach .Through this they are also trying to give an Impact to our economy and encourage the entrepreneurs of our society which is now a burning need. Planning to make sellers or enlist merchandiser in each and every part of the country.



1.4 - Core values:

- To Earn Customers Satisfaction by all kind of services is the First priority
- Ensuring the quality product and services at all levels (before and after sales)
- Hassle Free online service towards customer to encourage them to be regular on online shopping.
- To run an Ethical Business towards sellers, consumers and employees of the Company. Valuing the worth of time in-house company for the employees and ensure a value for money service for the customers as well.

1.5 - Marketing Mix of AjkerDeal.com Ltd.

The marketing mix is the set of controllable tactical marketing tools: Product, Price, Place and Promotion; that the organization blends to produce the response it wants in the market. The marketing mix is consisting of everything the organization can do to influence the demand for its product or services.

- Product
- Price
- Place
- Promotion



Product:


Core product of AjkerDeal is service. AjkerDeal is a bridge between seller and customer. AjkerDeal.com Ltd. basically does not manufacture or purchase any product rather it is a platform or online marketplace to trade commodities, lifestyle goods, fashionable accessories, etc. Products are segregated in type wise categories where customers can easily find their desired products. Categories is given below:-

- Men's Fashion
- Women's Fashion
- Phones & Tablets
- TVs, Audio & Cameras
- Computing & Gaming
- Appliances
- Home & Living
- Sports & Travel
- Beauty & Health
- Baby, Kids & Toys
- Grocer's shop
- Others

Categories:



















































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The categories mentioned above get updated continuously with latest design and technology or on trend demand items to keep pace with the changing needs of the consumers and buyers. Customers will find all these categories mentioned above in a column in the website. They can search their desired products in a search box in the website. The site is filled with more than 2,00,000 products. Every day, they are adding more than 2,000 products including existing and signing up with new merchants. For viewers and visitors convenient transactions, they have divided the products into 50 main categories. There are also around 1000 sub-categories and around 18000 sub-sub categories that showcase the products in a way that helps you find your desired products at ease. Buy all types of your needs online from our vast collection.

AjkerDeal.com.Ltd sells all these products of different sellers by charging specific commission. Commission rate depends on product and price. Original branded electronic device (Without gadgets) and which product's price is more than 10000 taka, commission rate is 5% to 10%

(Depends on bargaining). Polo shirt and T-Shirt's commission is 15%, and all other product's commission is 10% on offered price on AjkerDeal.com.

Price:

AjkerDeal.com gives prices based on the prices given by the sellers. The prices of the same products in AjkerDeal get different sometimes, because of the price is set by different sellers. Though AjkerDeal doesn't have control over pricing still they come up with some occasional or festival based Offers with reducing price or any bundle or packages to attract the potential customer's .The sellers also sometimes give discounts on the prices of their products.

They have the daily needs of customers at an affordable rate. There are 99 offers where you can buy products ranging from tk. 99 to tk.1999. We care for all ages of people and so our Site enriches with wide assortment of products at fingertips. Celebrate Eid, Puja, Falgun, Boishakh, Christmas and all other festivals with Ajkerdeal.com. Browse our site for all the new and exclusive collection for upcoming festivals. Explore the wide collection of apparels, shoes and sandals, watches, sunglasses, bag and backpacks under the single umbrella of AjkerDeal.com .There is also a wide range of cosmetics, jewelry, perfume & body sprays available at Ajkerdeal.com. Enjoy a hassle-free online shopping experience with great deals & discounts.

To get the payment from customer, AjkerDeal.com maintains the following:

- Cash on delivery system.
- Bkash, Dutch Bangla Banking.
- VISA, MasterCard, AMEX and ipay

Place:

According to the scenario of AjkerDeal, the process of moving products from the seller to the Buyer or consumer is formulized as place. This movement consists of a combination of Itself AjkerDeal and a distributor. Buyer or Consumer finds their Products at AjkerDeal's website while selling process is carried out through website and tailor –made Apps. AjkerDeal does not have any physical retail shop.



Distribution Process

Promotion:

Promotional activities are the key game player now a day. As the context of Bangladesh to attract the customer, promotional marketing works far better than other method. Focusing on that AjkerDeal.com Ltd. does various types of activities for promotional purposes. The main focus is on online based promotion. They are regularly active on the social media sites like Facebook and Twitter by showing its advertisements there. They have their own Facebook Page where they are regularly attracting customers through Facebook Live and promotional Offers. They have given a few Interviews about their services and product on YouTube. E-mail marketing is on point using the preserved personal email database so that they can reach millions of customers by sending emails to them. Using the phonebook database, AjkerDeal send SMS to the customers to reach them as part of their promotions.

Chapter-Two
Origin of the Report

2.0 - E-commerce Sectors:

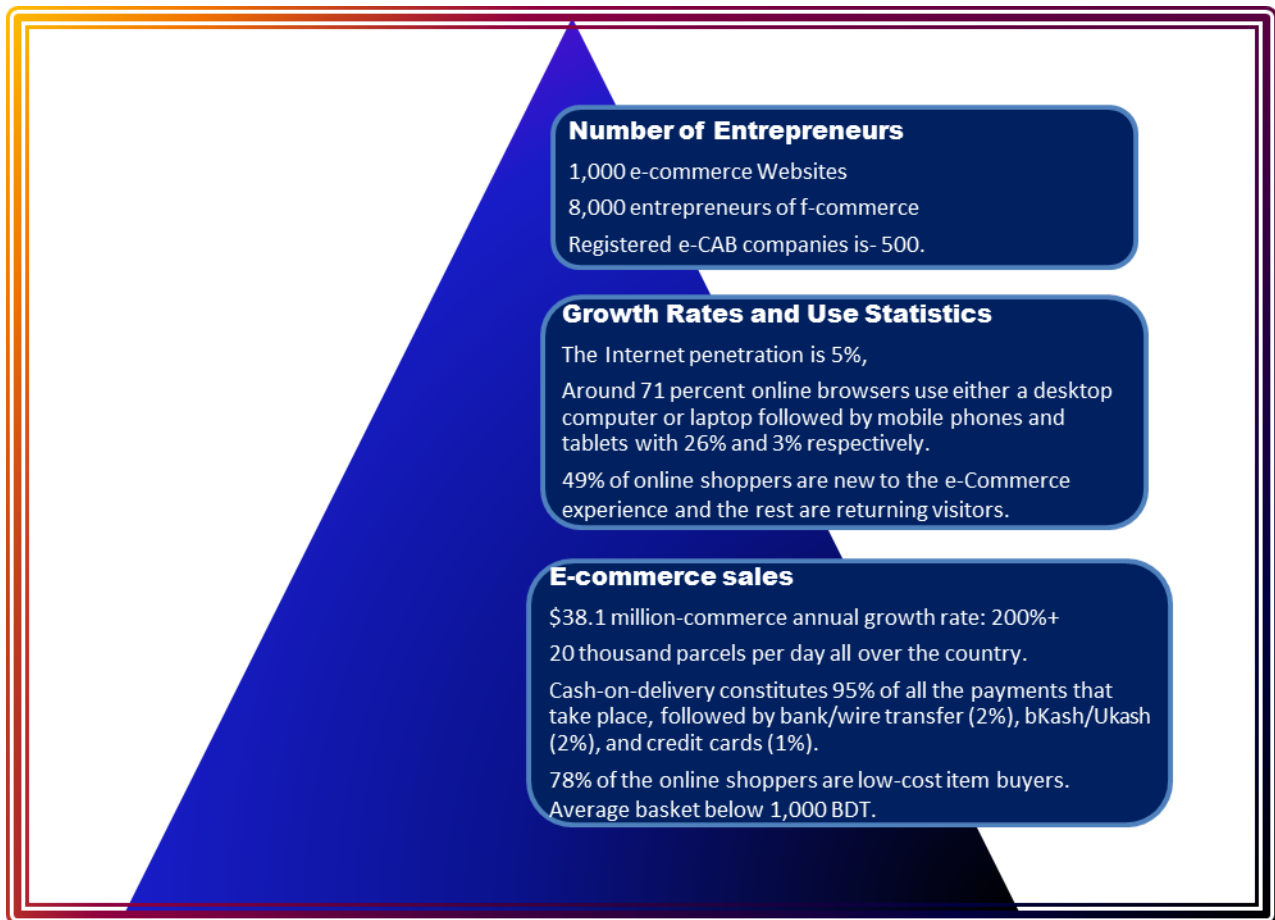
There are different types of E-commerce sectors. These are:

- Digital Wallet
- Instant Messaging
- Social Networking
- Electronic Tickets
- Teleconferencing
- Shopping Cart Software
- Supply Chain and Logistics
- Print and Demand
- Payment Systems
- Automated Online Assistant
- Online Shopping
- Online Banking
- Online Office Suites

In Bangladesh, E-commerce gained its popularity near 2013 after it was introduced few years back. 10 to 15 years back nobody had ever imagined that E-commerce will be popular like now. Today E-commerce is very popular in Bangladesh. It happened only because of the marketing strategies that the E-commerce based organizations have been following. This is the reason which attracts me to prepare report on marketing strategies on E-commerce as it also accompanied my Internship Journey at an E-commerce based place.

2.1 - Statistics of E-commerce and business scenario in Bangladesh:

E-commerce is one of the biggest growing industries in Bangladesh. According to (e-commerce association of Bangladesh.) e-cab, there are more than 1,000 e-commerce websites that sell their products on their website or Face book page. Bangladesh will record 72 percent growth a year in e-commerce transactions in the coming days. According to a study, based on the ongoing trend, it is not hard to anticipate that consumers of Bangladesh are going to do online shopping just like the consumers in Western countries and the Asia Pacific. Bangladesh has become a potential market for global e-commerce giants thanks to its large young population and high rate of internet penetration. The study has been conducted based on 10 percent exponential growth in e-commerce transactions for each passing quarter over the past couple of years.



The current population of Bangladesh is about 165 million, and it is 2.19 percent of the total population of the world. Also, Bangladesh is eighth in the list of highest-population countries. Around 39.54% according to BTRC per cent of the population uses the internet. According to Prothom-Alo, about 2 million users shop online every year and growth rate is 20 per cent. Dhaka reportedly ranks among most active Facebook users, and the social network's penetration rate is at 12.7 per cent. According to the report, 22 million users in Dhaka are on social media. This means Bangladesh is a good market for any type of business wanting to sell online.

Along with the growth of domestic market, countries like Bangladesh will also benefit from cross-border shipments, and leading logistics providers like DHL is investing in the sector to seize opportunities in the B2C (business to consumers) global e-commerce market. The sustained growth of cross-border e-commerce, to a great extent, is dependent on the retailers' ability to meet the consumers' expectations of seamless service, delivery and return. The primary driver of future e-commerce would be a sound logistics framework: better transportation, improved delivery experience, order management, inventory visibility and returns management. The emerging markets will need to focus on these areas to ensure seamless service to its growing population of online shoppers. About the imminent boost in the sector and how cross-border e-

commerce can benefit Bangladesh, Nooruddin Chowdhury, country manager of DHL Global Forwarding Bangladesh, said the e-commerce industry has immense potential to grow.

“Many companies, local and global, are eyeing the country's emerging e-commerce market. This industry will need efficient shipment and warehouse management to cope with the growing demand of its customers soon,” he added. Bangladesh and other emerging markets are going to fuel the estimated annual global e-commerce growth rate of 28 percent, followed by Western Europe and North American countries. At present, the total online retail revenues in five markets -- China, India, Japan, Australia and South Korea -- in Asia Pacific surpass the combined figure for online retail in the US and all of Western Europe. Total online retail revenue from the growing Asia Pacific market will nearly double from \$733 billion in 2015 to \$1.4 trillion in 2020, as predicted by research and advisory firm Forrester.

Chapter: Three

Objectives of the Report

3.0 - Broad Objective:

The broad objective of the study is to evaluate the marketing activities of AjkerDeal.com which is currently the largest E-Commerce site in Bangladesh.

3.1 - Specific Objectives:

The specific objectives of the study are as follows:

1. To identify the marketing mix of AjkerDeal.com.
2. To analyze the marketing activities of AjkerDeal.com.
3. To find out some problems of those activities of AjkerDeal.com.
4. To make some suggestion to overcome the problems.

3.2 - Scope of the Report:

After completing 123 credits in Daffodil International University, as a part of BBA to fulfill my Internship, I got an opportunity to get appointment in one of the largest E-Commerce Platform AjkerDeal.com where I got to explore a vast scope for the study. The purpose of this report is to give a reflection of my gained practical Knowledge in my internship experience and understand the working environment of Sales and Marketing of AjkerDeal.com.Ltd. In this report, I have tried to explore and show the marketing Strategies of AjkerDeal.com.Ltd. Since, providing good quality product is very important, I have given full concern to make it a worthy one and to find out some solutions in this aspect.

3.3 - Methodology of the Study:

To prepare the report I have to collect data or information from different sources. The sources of the data divided into two parts - One is primary sources and another one is secondary sources

Primary Research: Primary research is the information gathered specifically for the current market research and deals in, with 'hands-on' and original data collected from actual sources. Such as, customers, dealers, producers etc.

Secondary Research: Secondary research is any piece of information used for market research, which was previously collected and is not specifically meant for the current purpose. It includes: newspaper articles, internet, government reports etc. (Rajendra Nargundkar, 2003)

To prepare the report both primary and secondary data has been used.

3.4 - Limitations of the Report:

The report has been prepared with an aim to show and scrutinize the Business process and marketing strategy of AjkerDeal.com .I have tried to give my best and fullest efforts to make the report successful and try to avail the maximum output from it with the uses of my primary and secondary sources of Information. There were some limitations which hindrance my scope of the study and analysis.

- Time duration of my Internship period was not adequate enough to scrutinize the whole.
- The information needed for the report was not adequate enough to fulfill the demand of the report.
- Resources I have been used and gets are limited.
- Appointment with CEO of AjkerDeal.com was difficult to manage and it was very short interview session with him.
- There are so many confidential Information of the company which I am prohibited to use.
- Lack of specific data as some of them is restricted by the company to use.

Chapter: Four

Job Description

4.0 - Designation of my Role:

In “AjkerDeal.com.Limited” I was appointed as the ‘Business Development Intern’ in the Department ‘Sales and Marketing’. This department is one of the most important departments in the organization; as a result I had to do significantly important tasks which are assigned to me by my line manager who is also the departmental head. Though initially I was hired as a Business Development intern but later I was introduced as ‘Business Development Executive’ to all the departments and had the opportunity to work with departments as well as Sales team.

4.1 - Specific Responsibilities:

As an intern, I was assign in business development department of ‘Ajkerdeal.com’. According to my administrator, my assigned task was to,

- Responsible for achieving monthly sales target in acquiring vendor and drive sale in ajkerdeal.com.
- Responsible to build relationship approach to the prospective Vendors.
- Collect, forecast and analyses the market data for operating plan.
- Visit the targeted vendors and ensure Vendor satisfaction.
- Develop and implement strategic sales plans to accommodate goals and achieve sales target.
- Presenting company products and services to the vendors.
- Devising and presenting ideas and strategies.
- Finding the potential online sellers from Facebook and/or other online sites,
- Call them and give short details about our company and try to set up a meetings and present them our business proposal,
- Giving a presentation on Company overview and showing them the process how our business or deal run with them (client) after sign-up.

The sellers can get a better idea about the business process through this. Finally, if they felt interested, they accept our deal and signed-up with AjkerDeal.com.

I had to report to the Head of Business Development. Also I had to report to him every week about the lead generation of the new sellers. One of the responsibilities was to planning strategies of new lead sourcing with the Department Head.

CHAPTER: Five

Business Process and Marketing Analysis

Business Process Analysis

5.1 - Departments of AjkerDeal.com:

AjkerDeal is a well-organized company with total employee of people. There are five department working together dedicatedly towards the goal of the company that is satisfying customers need and the wealth maximization of the company. How Departments are working describes below:

5.2 - Sales and Marketing Department:

Our marketing department makes important contribution to our strategy development. CMOs bring an understanding of markets and customers that help our top management team make decisions about which markets or segments to enter, which products to offer and which companies to approach as partners. This insight is important for making complex decisions about competitive Ecommerce market where change occurs quickly. Marketing department makes better understanding of the contribution of marketing to revenue and profit. In the past, the prevailing view of marketing was that it cost money rather than made it. They measure the results of marketing programs in terms of increased market share, revenue growth and improved profitability. When marketing is accountable for bottom line responsibility, other members of the top management team recognize its importance and allocate resources to ensure its success.

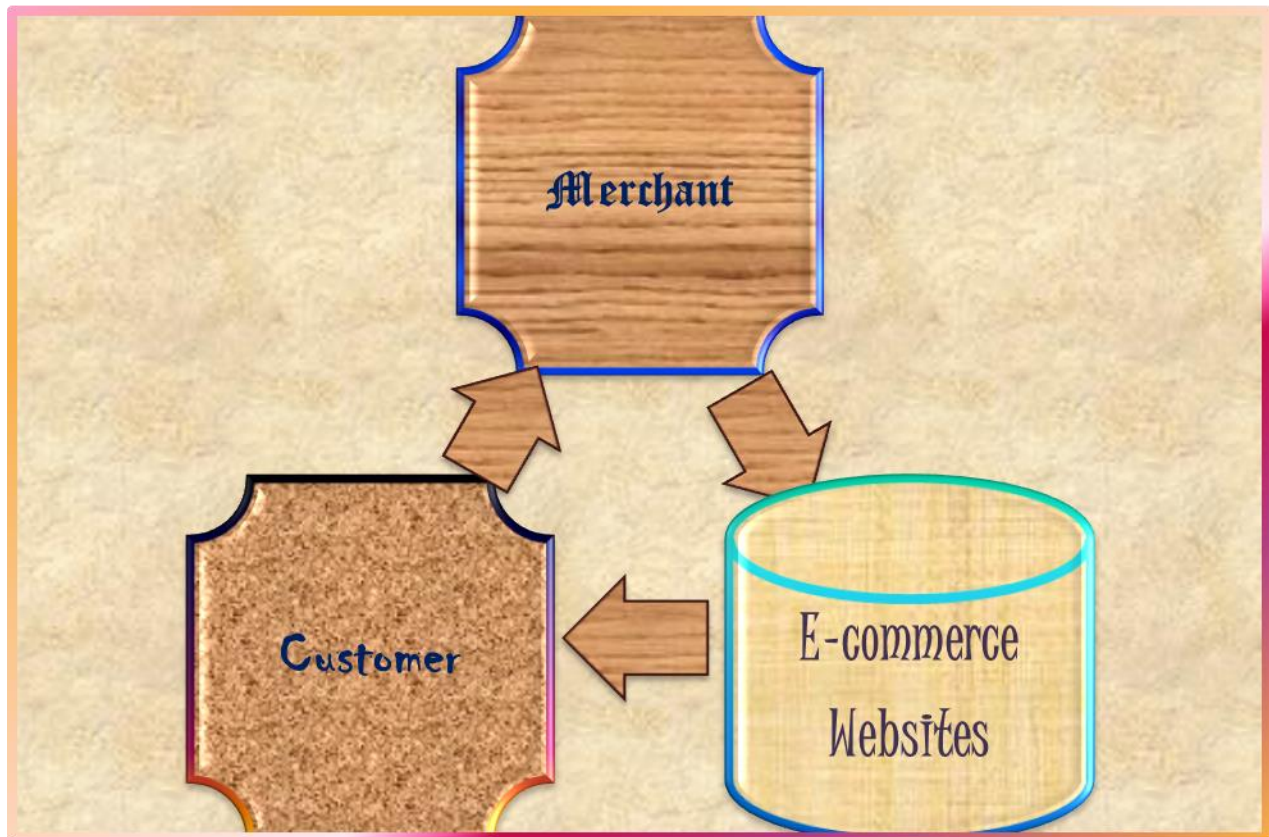
5.3 - Fulfill department:

Customers can call or order online in AjkerDeal. If the customer orders online then CRM department will verify the order by calling the customer if the customer does not pick up the call the order will be canceled. After verification an order booking code will be set for the product and finally fulfill department will call the merchant for delivery if the all the order cannot be confirmed at a time then the customers will be on follow up. Then they will make a list the delivery location, amount of different product orders.

5.4 - Logistic Department:

Ajkerdeal basically depends on outbound logistic. It makes customer segment on the basis of order list then they communicate with the courier service and ask them which segment is convenient for them and finally ajkerdeal selects the fastest possible service for that segment. After getting the delivery notification ajkerdeal will make payment to the courier service but the merchant will still not get the payment they will be paid after 2 days of delivery if there is no complain from the customer side.

5.5 - Description of AjkerDeal's Workflow:



5.5.1 - Business Model:

Model I:

Customers call Ajkerdeal and the story of b2c starts here. Ajkerdeal confirm from merchant for stock availability and ensure the stock to the customer. Ajkerdeal gives the sell lead to the merchant with customer information- name, address, phone number. Merchant call the customer before sending the product. Merchant send the product to customer destination via courier services. Customer receive the product from courier service by paying the product price and

delivery cost. Merchant gets the product price from courier service after receiving the product by customer. Ajkerdeal call customer for getting customer feedback.

Model II:

A different can also be seen sometimes, after getting a call from customer Ajkerdeal confirm from merchant for stock availability. Ajkerdeal ensure the stock to the customer. Ajkerdeal gives the sell lead to the merchant. Collector of ajkerdeal collects the product from merchant from their business point. Ajkerdeal send the product to the customer by courier service. Customer receive the product from courier service by paying the product price and delivery cost. Ajkerdeal gets the product price from courier service after receiving the product by customer. Ajkerdeal call the customer after receiving the product for taking feedback. Ajkerdeal pays the product price to the merchant.

[If the customer is dissatisfied with the product customer can return the product without any cost and Ajkerdeal solves the problem by communicating with the merchant to replace the product. If replacing is not possible by merchant/ajkerdeal than Ajkerdeal propose customer to order some other product with the same price, if customer is unwilling to purchase other product than merchant/Ajkerdeal return the product price to the customer.]

5.5.2 - B2B: Business to Business:

In a developing country like Bangladesh, online transaction is increasing as a result; continuously new seller is producing every day. The Sales activity of AjkerDeal starts with lead generating of the new potential sellers of different products.

STEP 1: SKU Count & Merchant Count

Normal Target:

Each business development executives is given a target of 30 merchants and the business development executive must fulfill 80% target. For becoming a merchant, one needs to offer minimum 10 SKU at least. Total product needs to be 800 within one month. Order panel does not have control over deciding the target they just give some suggestions.

Target of Unique Merchant:

Unique products are those products that Ajkerdeal is not currently offering or have excessive brand value or Ajkerdeal have a very small stock of this product or the product have seasonal demand. In different occasions Ajkerdeal agents are given target of 50% unique merchant of total target. For instance on Pahela-boishakh, 21st February the target for unique merchants will be higher than normal time.

Sources:

Ajkerdeal business agents search for small entrepreneurs on face book. They observe the f-commerce page very carefully to understand customer's review on the product then after

analyzing properly they send inbox message to the online business entrepreneur. It is attractive for small entrepreneurs because they can promote the product through Ajkerdeal in a freeway. Ajkerdeal finds their merchants through Google AdSense also. When we get a relevant promotion from Google AdSense, we contact with the communicate person. Sometimes on e-commerce websites merchant company's name is provided with the product for promotion. Ajkerdeal business agent searches the company on google or face book and give direct proposal to them.



STEP 2: Dealing With Merchants

Merchant refusal means after an customer order from website, while contacting the merchant for the respective product but merchant reply that the product is not available. Ajker deal's target is zero merchant refusals But honestly situations are not always in our favor. So merchant refusals are happening time to time. Ajkerdeal follows three steps:

To prevent merchant refusal:

Ajkerdeal observes the merchant for at least few months after agreement if the merchant is responsive enough to pick up the call and gives notification when there is no stock. When the merchant is not enough responsive, Ajkerdeal will not promote their product massively. This way they prevent merchant refusal.

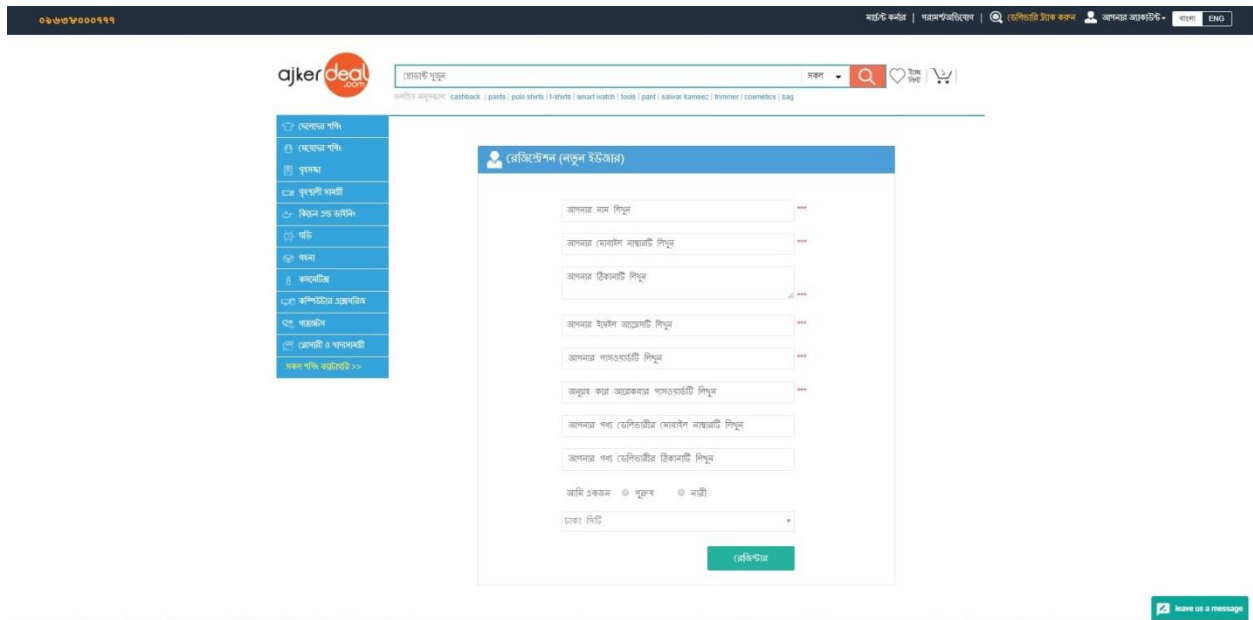
Deal with the situation after merchant refusal:

If the merchant is in agreement for a longtime with Ajkerdeal and actually trustworthy then Ajkerdeal will put the customer in follow up and wait for the merchant to respond. If the merchant does not have enough stock and promises to manage the product within time boundary then again Ajkerdeal again put the customer in follow up here sometimes to gain customer's trust Ajkerdeal makes an arrangement so that the customer may directly talk to the merchant.

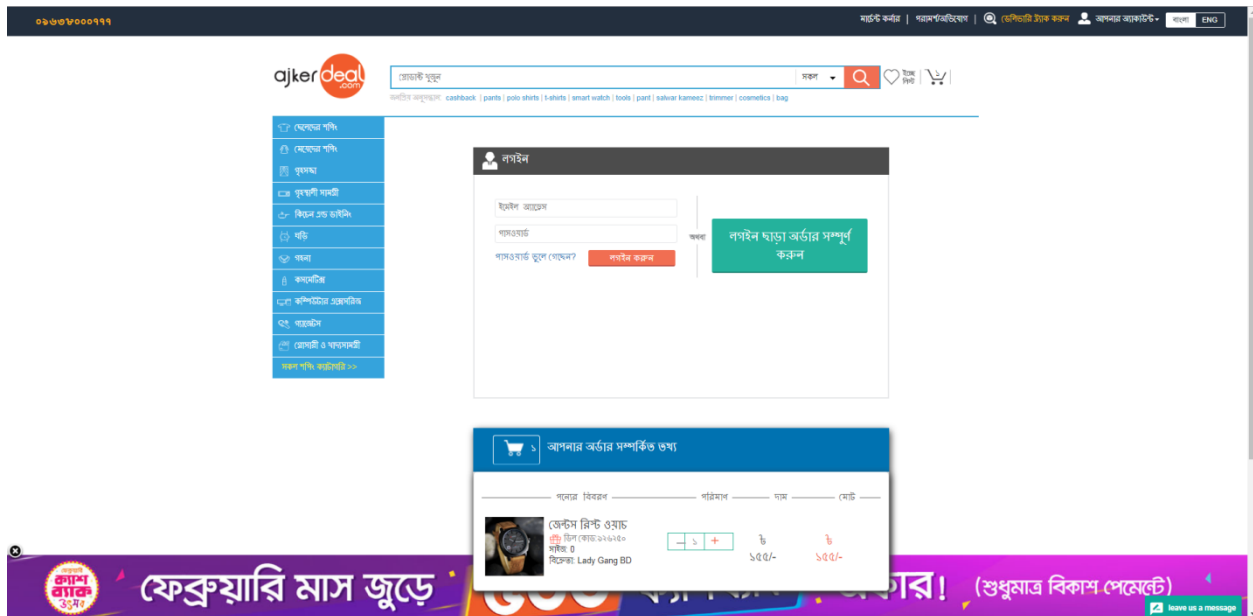
But if the merchant denies delivering the product or not responsive over the phone within certain time boundary the order will be replaced to another merchant and Ajkerdeal will give highest effort to avoid merchant refusal and disappoint customers.

5.5.3 - B2C (Business to Customer):

To purchase something, one must have to create an account in AjkerDeal at its website. One simply needs to register by providing some basic information (name, address, birth date, phone number etc.). With that account they can place orders on AjkerDeal. Once a buyer likes something, he/she places an order online by clicking on 'buy now'.



But now days a new option has been added where one can buy without creating an account just only giving a delivery address and phone number. But AjkerDeal appreciate customers to create and account and do shopping through that.



After this, a text message/email is sent with a deal code to confirm the order been placed. After that CRM (Customer Relationship Management) department calls the buyer to confirm the order verbally. If the buyer validates it, CRM pass the order towards confirmed order sales panel and also pass through the respective Merchant .The buyer can see it when they login to their account. There are two different processes applicable depending on payments terms. If the order is an advance payment order then AjkerDeal solely deal the transaction and delivered the goods to the

customer. If the Order is placed on cash on delivery terms, then the respective merchant is responsible for calling up the buyer, confirming the order, answering to any necessary queries, and delivers the product.

This process generally takes about 2-5 working days if the delivery destination is inside Dhaka. Process would take 4-7 days if it is outside of Dhaka. Buyer usually gets the products within the given time period if there is not any problem related to the stock and logistic support. Sometimes customer has to pay first if the product is very expensive and if the product is under warranty support like TV, refrigerator, mobile phone etc. Almost every seller provides cash on delivery service regardless of delivery destination Dhaka or outside Dhaka.

In case of advance payment customer can pay via online banking or mobile banking like bKash, Rocket, Ucash, ipay etc. Most of time customers get promotional facilities if they use mobile banking like; If a customer pays via bKash in advance he/she will get cash back offer.

5.6 - Customer ordering process:

Customer can order products through two different platforms. At first website is introduced while business was formed, later on to keep pace with the current demand and trend AjkerDeal.com has come up with a user friendly android app with a very unique feature. And user can search his/her desire products by Bangla voice search. This is the first time Bangla voice search option has been added in any android app.

a. Website ordering process

- 1) Visit to www.ajkerdeal.com
- 2) Can type the name of the product on search bar/ select the main category.
- 3) Choose the sub category.
- 4) Click on the product that he/she wants to buy by giving appropriate size and quantity.
- 5) Click on add to cart options while buying multiple products.
- 6) The customer needs sign up as a customer with valid cell number and e-mail account or they can buy without personal account but with only valid cell number and delivery address.
- 7) Choose payment method.
- 8) Place order and confirmed via e-mail and call from AjkerDeal.com

b. Android app

- 1) Download the app from Google play store
- 2) Sign up/Login.
- 3) Type on the search bar/ voice search option/ scroll to choose from given category
- 4) Choose payment system.
- 5) Place order and confirmed via e-mail and call from AjkerDeal.com

When AjkerDeal verified the order, seller gets an e-mail and notification in seller app. Along with that fulfillment department makes a call to the seller. After completion of the order process customer will get delivery of the product.

5.7 - The Selling Process:

For a registered seller of AjkerDeal, one needs to possess a verified seller account. After receiving the order seller can see the order in his account on dash board and also can see in his seller app. Seller also gets an e-mail and phone call from AjkerDeal. If the order is placed on single product and payment method is cash on delivery only then seller can see the customer's detail and can call customer to send the product by any courier service and the delivery cost must be within 30 taka for Dhaka and 55 taka for outside of Dhaka. In this situation seller will get his payment from courier service after delivering the product. But when the order is placed with multiple items in single order and payment method is cash on delivery or in advance, AjkerDeal will collect the products from the sellers then send it to customer by courier services. In this situation seller will get his/her payment after AjkerDeal getting the payment from courier service. Process would be same if customer orders single product by advance payment. Usually sellers get their payment every 7th and 15th of the month if his payment is cleared from courier service company. For a successful sell seller has to pay commission at the end of month on total sells. Since AjkerDeal doesn't stock any products from seller, sellers get the benefit of keeping the products and sell anywhere anytime. Sellers just give the updates of the stock of the products on the e-store.

To join with AjkerDeal as a seller, the person needs to sign in a contract in where the terms and conditions of AjkerDeal is written and signed from Ajkerdeal. After the agreement the person has to upload minimum ten products with proper image and details in his seller account to activate the seller account or e-store.

5.8 - Marketing Analysis

5.8.1 - Marketing Strategies

To form a successful Business, marketing strategy plays as a key game player which set a position of the company to the market. If you want to make a huge difference on revolutionary profit margin, at least a smart marketing strategy with 30 percent investment (Expense) is a must.

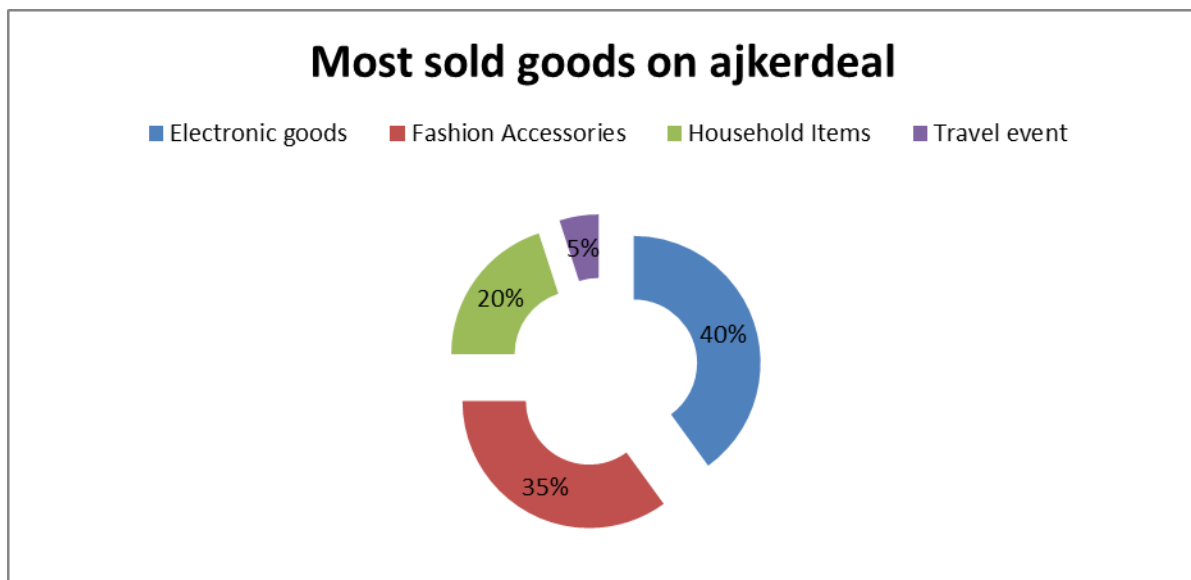
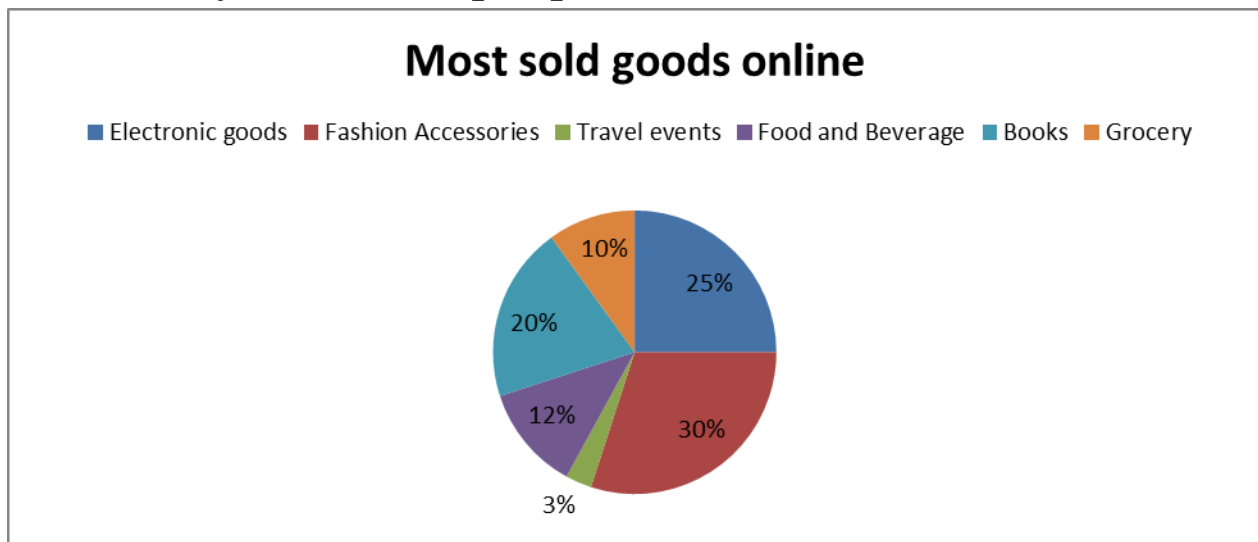
Bangladesh is now at its emerging trends, where the largest population is headed towards smartphones and online transactions. The e-commerce industry in Bangladesh is experiencing New Harmony of success every now and then.

AjkerDeal gives special attention about its marketing strategy. AjkerDeal knows to increase the sell, marketing need to be that much smart and intelligent to make both merchant and customers satisfied. Following are the way that AjkerDeal Applied to reach out the market:

- **Blogs/Write-ups E-newspaper:** AjkerDeal has taken a step to cover social media time to time by posting blogs on its own website. While sometimes E-newspapers also cover articles on AjkerDeal as a promotion or publicity on special occasion so that people can also read about it.
- **Targeting Celebrities:** AjkerDeal signed an agreement with Bangladesh Famous Singer and Composer Tahsan Rahman Khan .As per the deal, Tahsan will be the Brand ambassador of AjkerDeal.com. The agreement was signed at AjkerDeal's Head office at karwan Bazar. AjkerDeal's founder and CEO Mr. AKM Fahim Mashroor were present at the signing ceremony along with his management and team.
- **Facebook Promotion:** AjkerDeal has an official Facebook page with more than 95 thousands likes. Time to time giving posts about new products in Facebook Page makes and thus making the visitors happy to love the service. A team goes on Facebook Live to promote and sell products on varieties with discounts and special offers. Facebook Live is a popular and well accepted form of promotion and selling at their page.
- **Targeting on different occasions:** To attract customers, Ajkerdeal brings some promotional offers and package targeting different festival, like New Year celebrations, falgun special, Valentine's Day, Pahela Baishakh, and 21St February and so on. Last year on pahela Baishakh AjkerDeal gave discount offers of 15percent on all products. This year they brought an offer at Valentine's Day special offer of 14 percent.
- **Use of YouTube:** There are some interviews from internal employees from AjkerDeal, some interviews with customers on you tube as part of publicity.
- **Google Adsense:** Ajkerdeal uses Google Adsense whenever somebody clicks one of the links appearing in the Google Adsense AjkerDeal havs to pay some money to Google. This amount is not fixed; it depends on how much traffic advertiser wants for a certain

period. AdSense itself provide ads for AjkerDeal. AdSense Spider crawl visitor's activities and tries to understand visitor's likings and shows ads based on visitors likings wherever he/she visits; like Facebook, YouTube and other popular sites. Ads related to your site helps in the engaging audience. Google AdSense provides the customer's insight of performance of your site. It provides us all the metrics like how many people view ads, how many people click on ads, who mostly like the ads and many others, all these helps to see where right tweaks can increase profit. AjkerDeal checks what is working for them what is not, from a complete stat providing by AdSense.

5.8.2 - Analysis customer perspective:



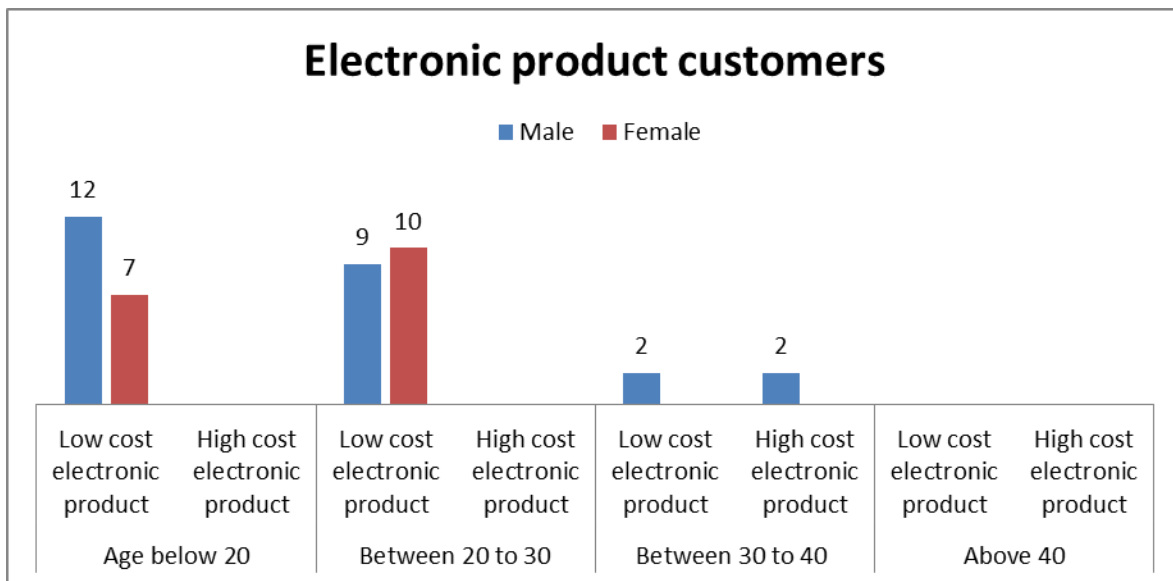
Traditionally electronic goods, fashion accessories, food and beverages, are mostly sold items but recently grocery, books, travel event items are also added. Currently most sold products in

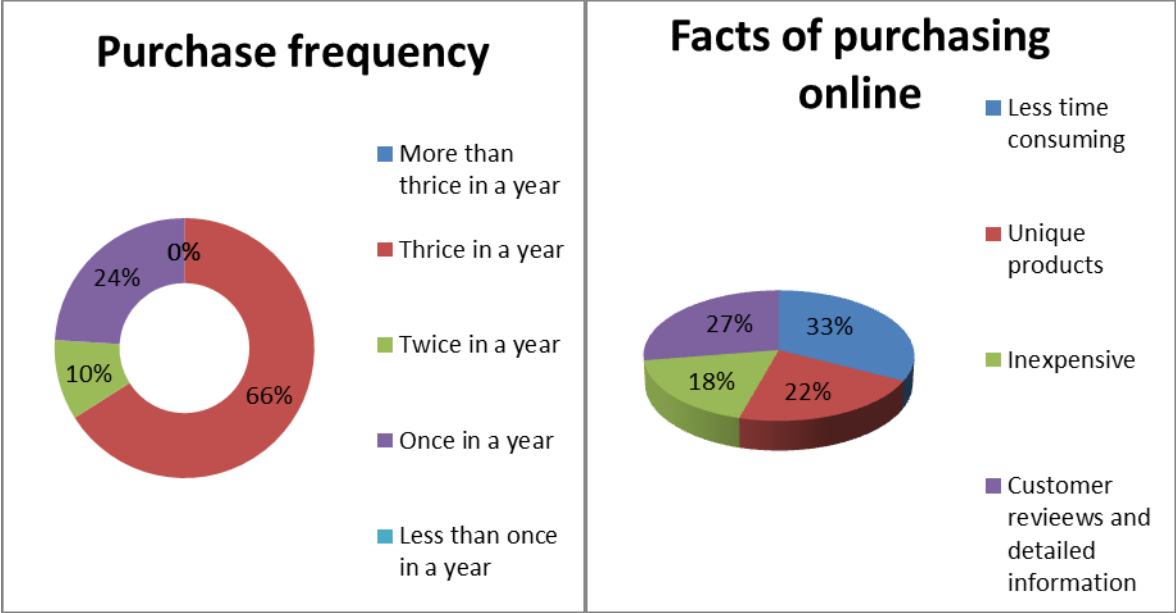
ajkerdeal are clothing and fashion accessories. Online shopping websites are now creating good reputation in selling grocery and electronic goods ajkerdeal is trying to use this fact as opportunity. Travel and event tickets are not getting too much respond from customers. Though online consumers are showing great interest in food and beverage also ajkerdeal is a bit backward in this area from their competitors. Detailed discussion analysis is provided below

Electronic gadgets:



Figure 1- Ajker deal.com sales record (Electronic Goods)



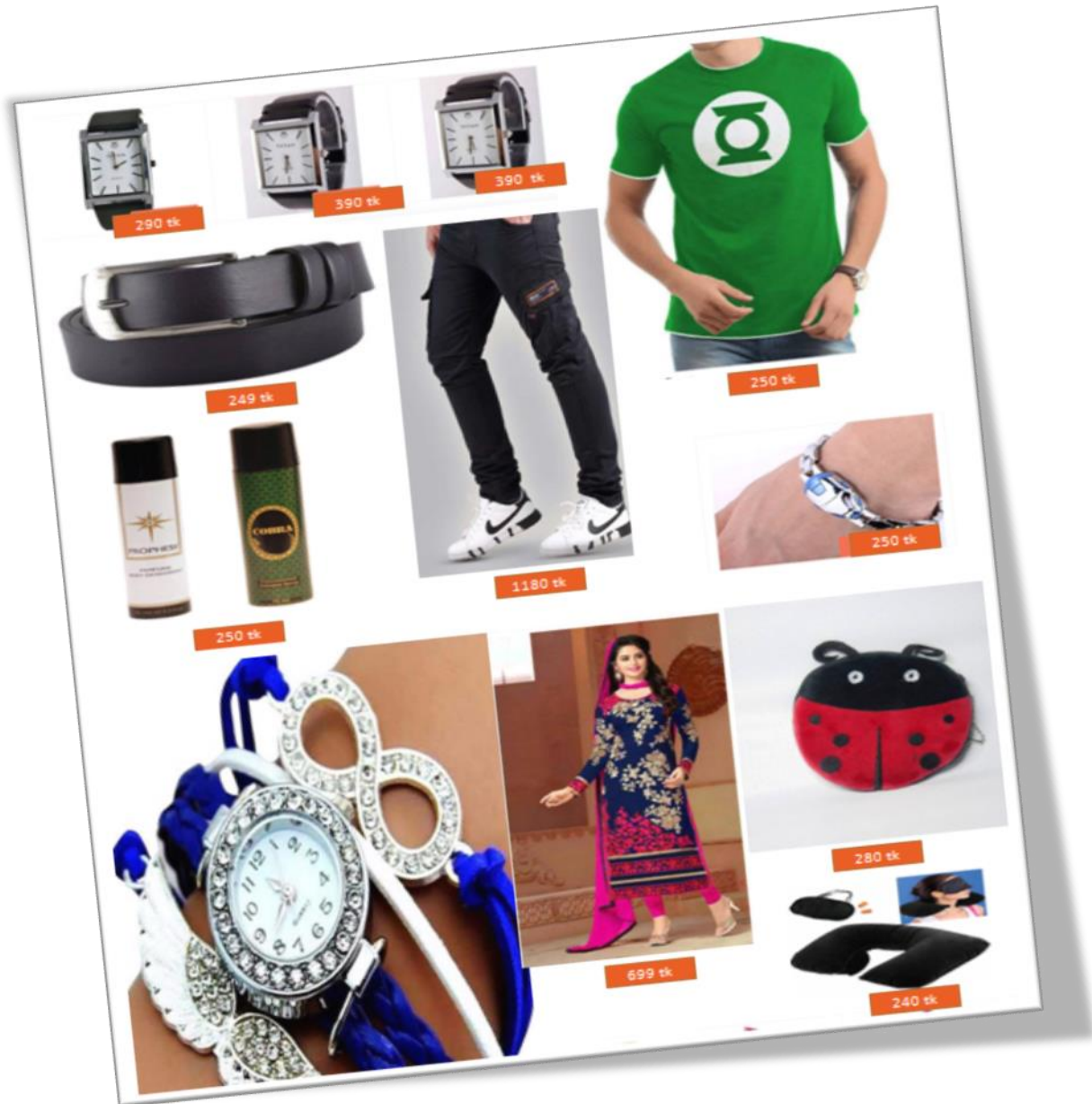


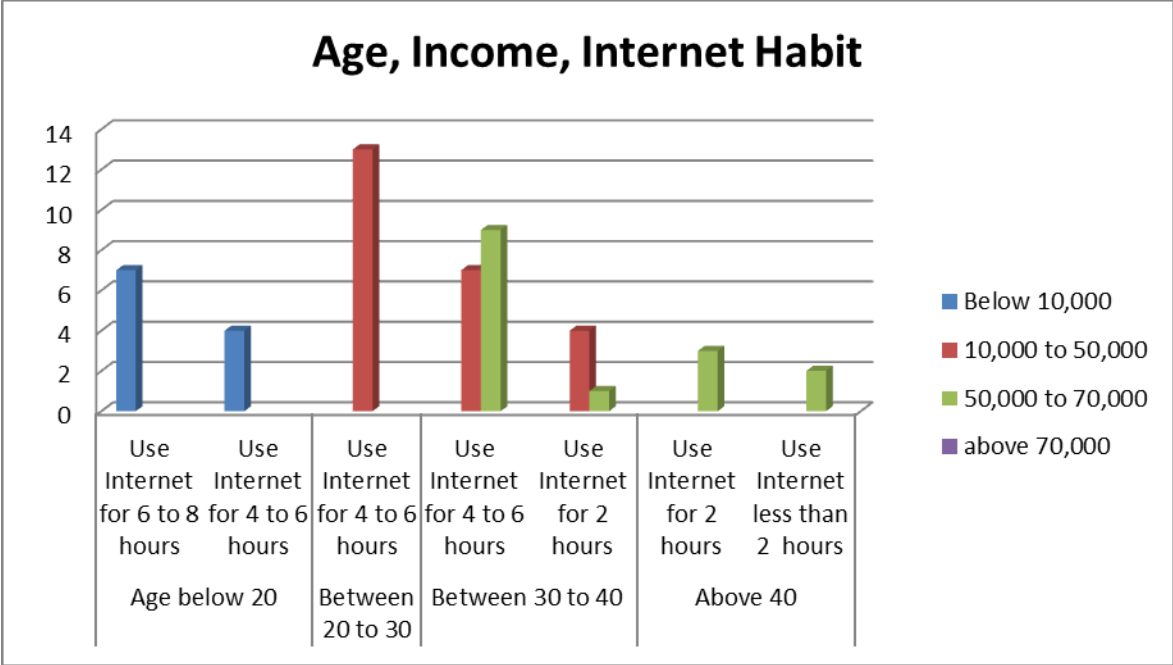
As per sales record of ajkerdeal.com some people bought electronics products at least once in a year majority of people purchases 3 times in a year, it can be easily analyzed from sample of data that majority of the people bought goods thrice in a year means they are addicted to online shopping.

If we focus on the frequently sold product list we will find that accessories related with computer, music and entertainment purpose which are quite popular among young generation. So age range from 18 to 25 people are the main buyers of ajker deal’s electronic product and that is why price range from below 100 up to 5000 products are sold more again. These buyers are actually students who are may be now graduating as a result they get reference from their friends and social cycle mostly.

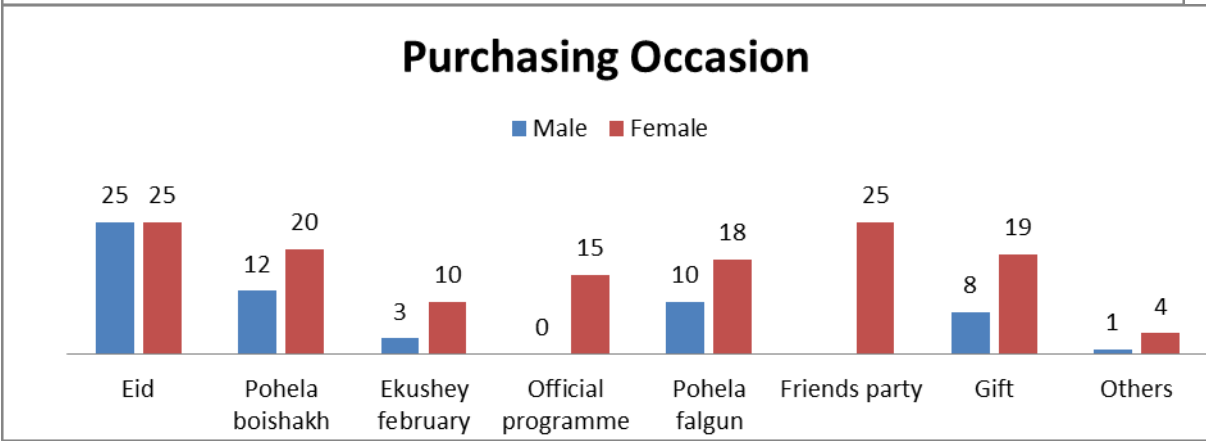
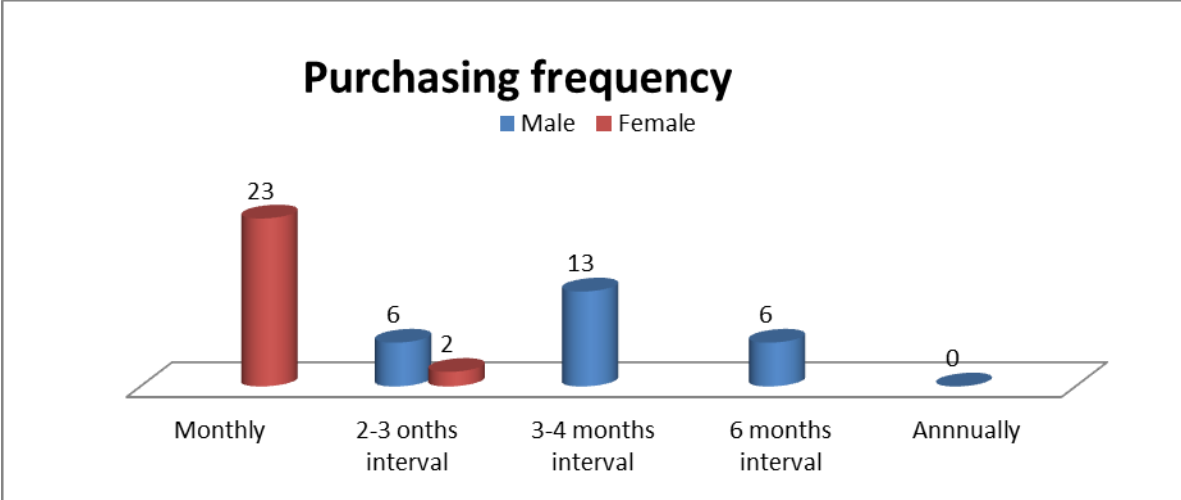
As customers maximum are students and they consider price as one of the most important factor behind choosing a high end product from online. Convenience and time saving also influences these young people to shop online. Sometimes some particular products are not available in local (Physical) stores that increase the dependency on online store. Finally available product reviews and price comparisons makes the product purchasing safer.

Fashion

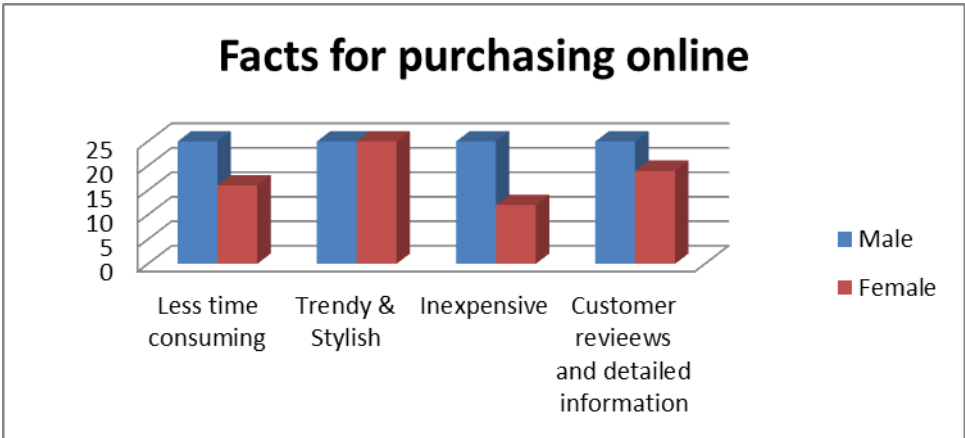




Customers for fashion and accessories are aged between 25-30 years and have the income between 10,000 & 50,000 are the highest range to spend for fashion products from online shopping in Ajkerdeal.com. They highly spend time on internet casually for 3-4 hours and Facebook is one of the reasons for the highest frequency fashion products are a positive idea. But post purchase dissonance is also a fact for female; they score. Ladies save a lot of time by shopping the products of fashion on the Internet because it is tough for working people to go to the market and spend a lot of time on comparing and selecting product but it is easy to choose and make comparison with other products while shopping fashion products online and they are getting customer reviews available also. Using Internet to purchase the online are concerned that the products of fashion would not provide the level of benefits advertised in the Web I would be concerned that I really would not get my moneys 'worth from the fashion products.

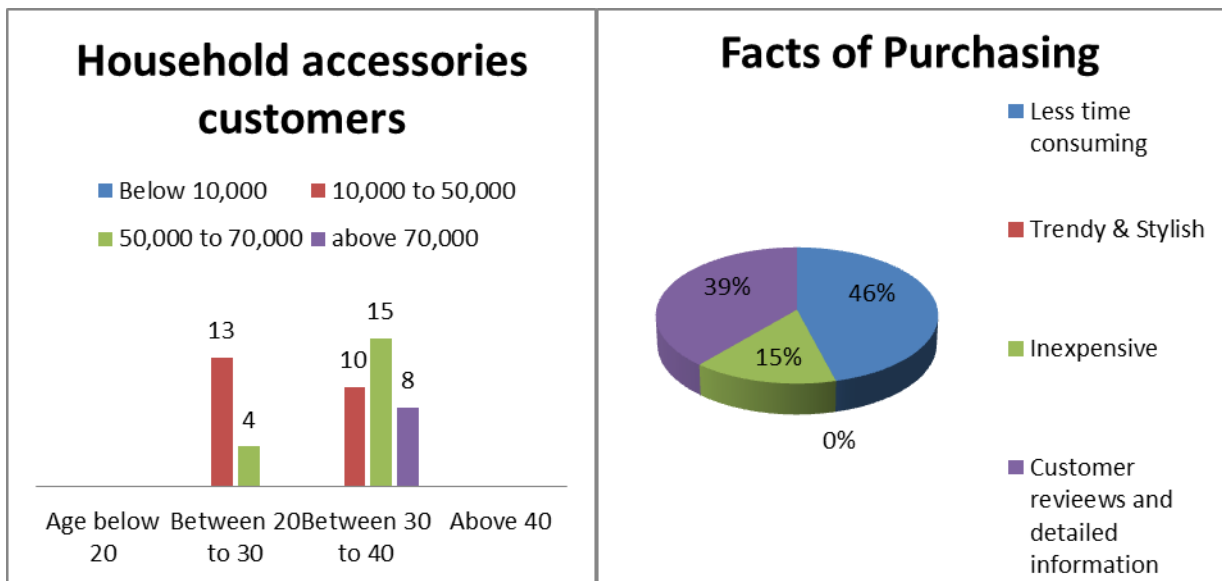
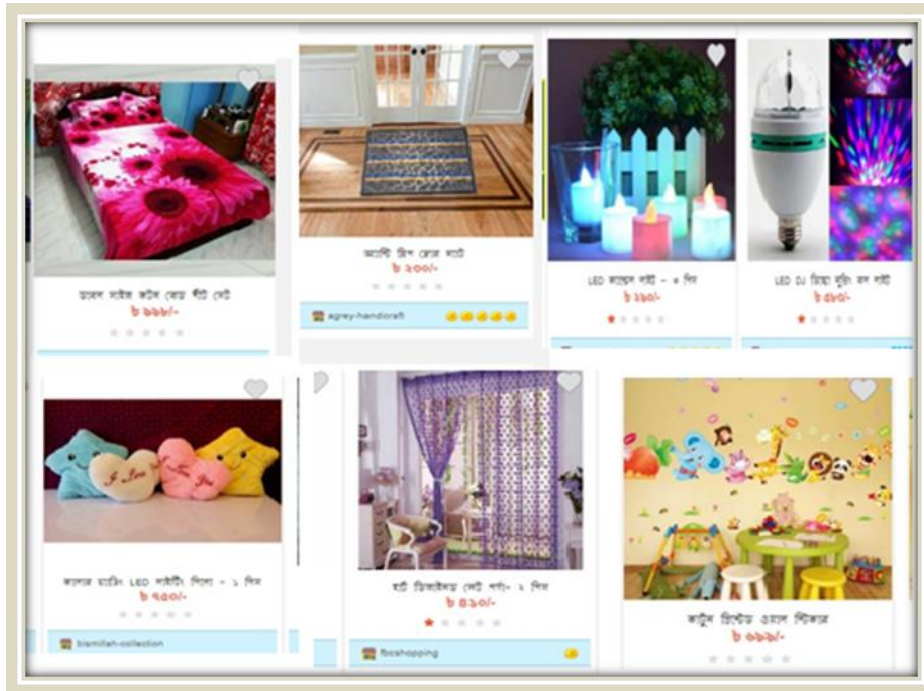


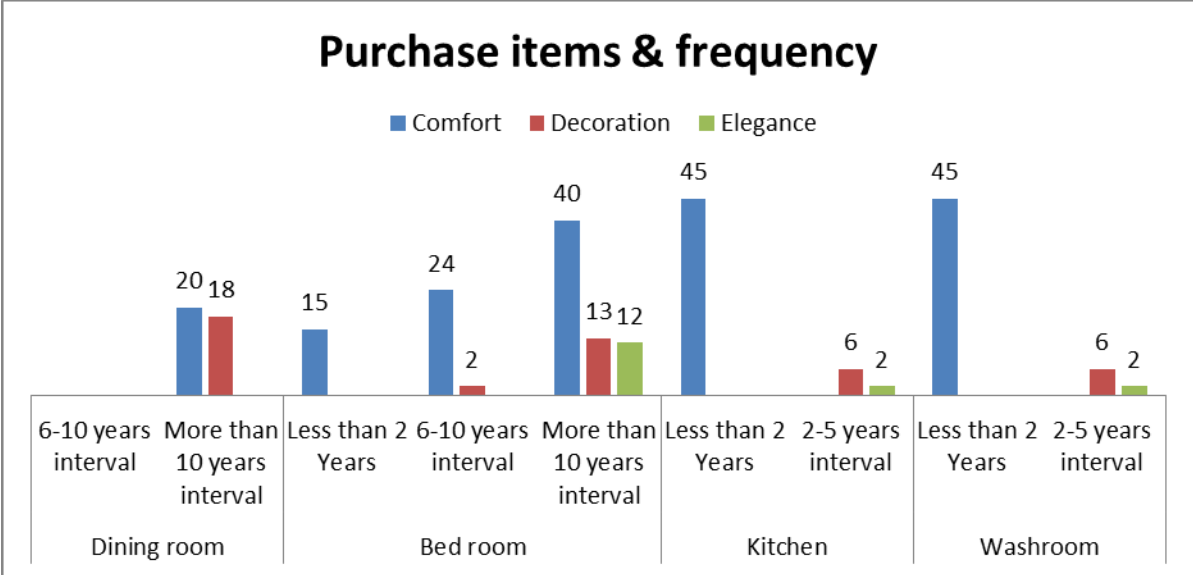
Working ladies are the highest ranges who like to spend the money from online shopping for fashion products. It is also found females tend to shop fashion accessories monthly when male people prefer it at 4 to 6 month interval. According to purchase frequency rate, consumers are occasionally like to purchase fashion products form online shopping. On occasions like pohelaboishakh, pohelafalgun, Ekushey February, AjkerDeal have highest sales of fashion accessories and jewelries both male and female show interest in purchasing fashion accessories in these occasions. Females also show there interest in fashion accessories for parties and official programs when males are not that much responsive in these cases. Some people also shown there interest in purchasing fashion accessories as gift item.



Clothing is one of the most occasionally purchased fashion products among shoes and accessories from online shopping. At the same time, majority of the customers also reveals that available jewelries are inexpensive, fashionable and trendy, good design and elegant look fascinate them much. The readiness and willingness for such fashionable jewelry is comparatively high than those made of gold or some other precious metals. The respondents are also happy and ready to shop online gems and stones embedded jewelry. Along with males working females consider it a better option because they purchase fashion accessories frequently but may not get too much time for going physical stores. But still some females find it shopping in the physical stores more enjoyable because they feel through bargaining they can purchase same thing with less price and they want to feel the actual quality of the product. Again males consider online shopping safe because of customer review and detailed information but now a day's female are also gaining trust in online shopping.

Household

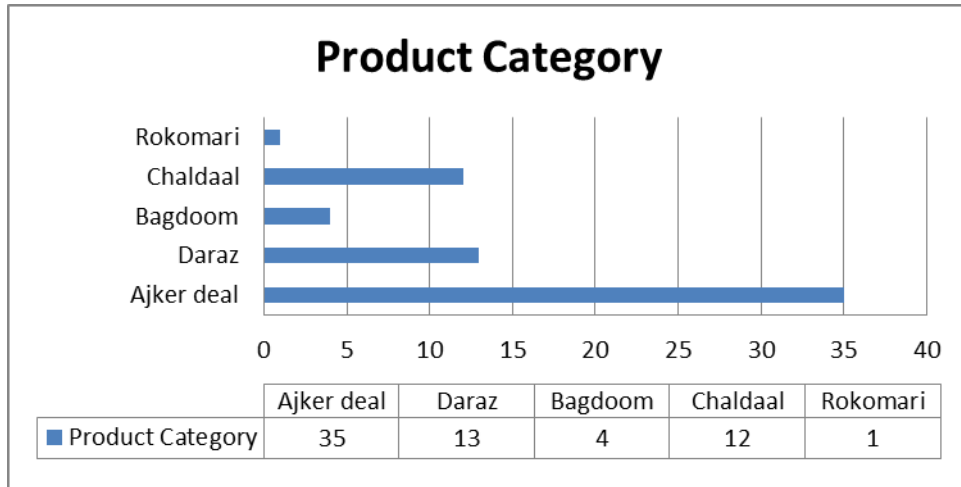




Both male and females age range of 25 to 40 are involved in purchasing household accessories from AjkerDeal.com. Customers of home accessories have income level of minimum 30,000 up to 70,000 and above. Customers prefer shopping household accessories from online because of less time cost and trustworthiness because of customer reviews. Furniture's are the product of family people AjkerDeal focuses on the emotional nature of owning furniture that reflects one's personality. Maximum house decorating and household accessories are sold for living room, bed room, dining room. Living room is important because, people spend a lot of time in their together it is where friends and family gather to relax and enjoy one another's company while sharing snacks on favorite TV shows. For living room people prioritizes decoration and elegance more and furniture are purchased maximum 6 to 10 years or above 10 years interval. In bed rooms' people searches for comfortable, homely and private feelings some people also look for decoration and elegance some accessories in bed room are bought in less than 2 years interval when some furniture take more than 10 years interval for purchasing. In dining space furniture are bought in the interval of 6 to 10 years and here decoration and elegance are minor fact for many people. Kitchen and washroom accessories are purchased very frequently in less than 2 year intervals. Now a day's some creative people are focusing on decoration accessories in kitchen a washroom. So we see interest in home furniture's reflects the customer's personality, it is not a decision that is made with great frequency. For example, they replace their furniture every few years. This high level of importance because it involves the whole family that consumers will move through the stages of the consumer decision process with careful consideration. AjkerDeal put a great emphasis on product quality and ensuring positive customer review for these products.

5.8.3 - Target Market strategy analysis:

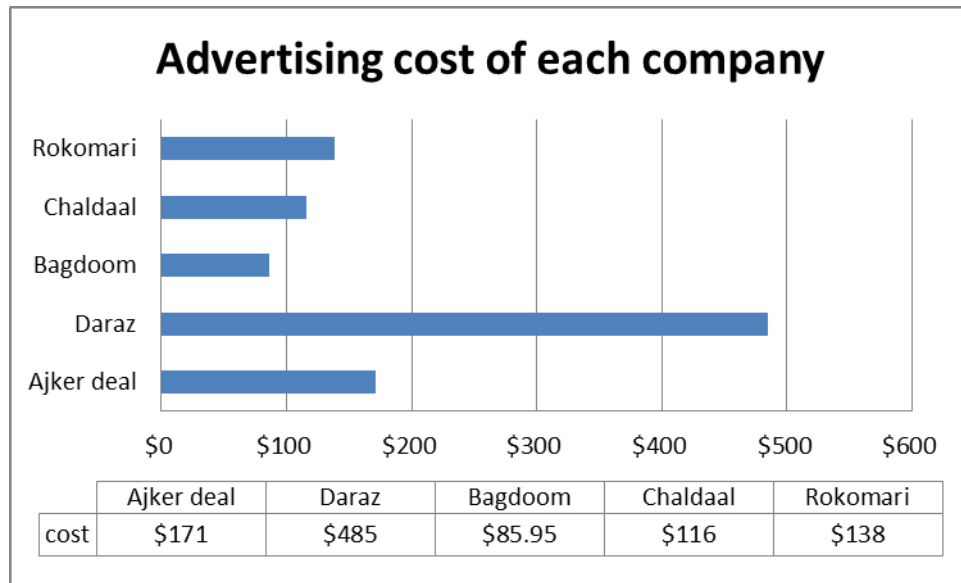
Product category and ranges comparing with the competitors:



Among the online businesses AjkerDeal has the highest number of product category of 50. Bagdoom sells fashion accessories and it has four main categories, chaldaal sells grocery items on which it created 12 types of varieties which I brilliant, rokomari sales book with no category variation and finally the most popular site Daraz have only 12 categories.

AjkerDeal has over 5,00,000 products now and that’s why we have ultimate advantages- Ability to target a larger number of total prospects with a marketing campaign and we can rely on the size of our target market to benefit you in future product and service offerings. Naturally, a larger target market increases your revenue and cash flow potential. Strong revenue and cash flow also enables more investment. Plus, when we sell more goods, you can buy in larger volumes from suppliers, often leading to discounts. A larger target market also increases the safety for our company if it misses the market on a product launch. We can still expect to sell through a sizable amount of products with an established brand and market. A niche business (rokomari, bagdoom, chaldal) may go under if it invests in a specialized product line that flops.

Advertising cost & strategy analysis with competitors:



AjkerDeal spends \$171 each on advertising which is average in online business industry. We cut our cost through Facebook promotion. We also use advertising campaigns, messages from brand ambassador, and use Google add sense.

AjkerDeal’s Facebook advertisements efforts are less expensive.



While normal retail stores spending a lot on promoting discount offers on daily newspapers we are cutting our cost here. As a result we can offer discount very frequently than physical stores. On the other hand in case of newspaper advertisements it's almost impossible to understand if our target customers are watching our promotion efforts or not but Facebook gives us insights about customer perception about our product. So we do not have to give much effort on surveys to understand market condition.



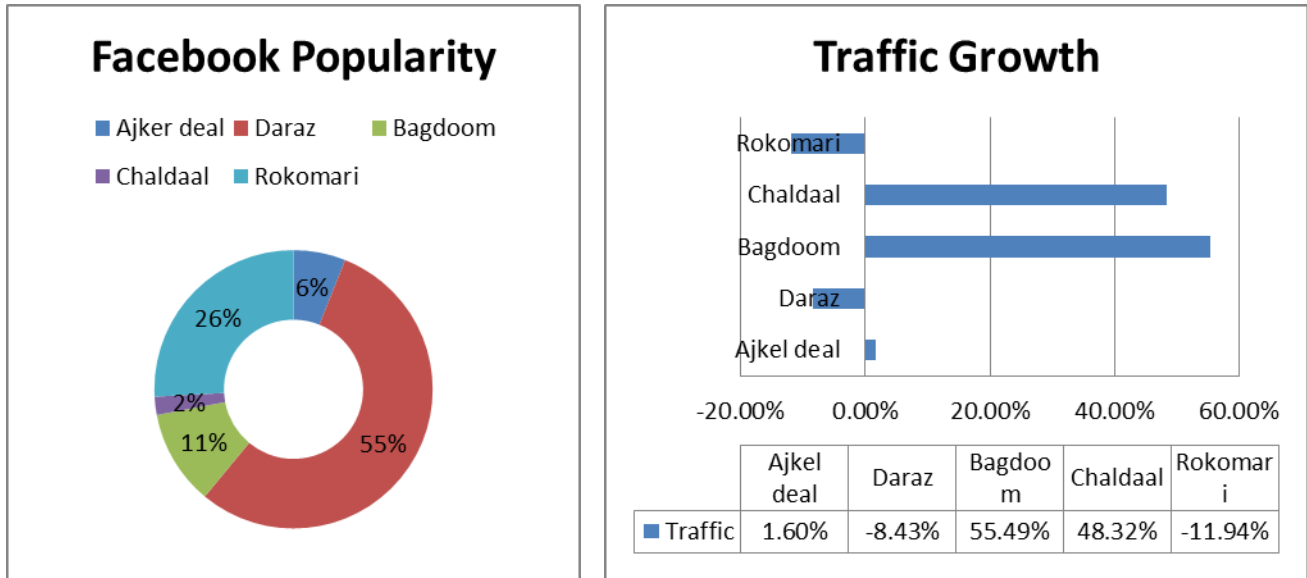
The videos feature one employee in a simple showroom setup, speaking frankly and humorously about what she makes and how AjkerDeal products can be used. We also teach creative ways to use the product. Without Facebook we might do these programs on TV channels which would be costly. Even new product launching is cost free for us rather than regular brands. We can see customer reviews very often which is not possible in TV channel advertisement usually. Again we are reaching the target market outside Dhaka without even going outside Dhaka through Facebook promotion and fortunately AjkerDeal has the highest number of

customers outside Dhaka.



Customers can post after-sales questions on your Facebook wall, and our staff answers them there. This is often more efficient than staff answering phone calls, and allows other customers to read common questions and answers without having to approach you individually, even extra employees need not be appointed for customer service section.

Current Condition



Although we can see Daraz and Rokomari has the highest popularity with 4,146,387 and 1,950,667 facebook likes but currently scenario is changing and we can see the difference in market condition in the second chart where Daraz and Rokomari is getting negative traffic growth because of higher competition when AjkerDeal, Bagdoom and Chaldaal is getting positive growth. Although AjkerDeal is growing very slowly but still it is good for us in the competitive market.

Our Brand Ambassador

Before choosing a brand ambassador ajkerdeal analyzes some of the facts because Brand Ambassadors not only make people eager to try new products, but they also build an image of our brand in micro-or-macro. We have basically male customers from young generation and on the basis of that we have chosen Tahsan as brand ambassador. Tahsan Rahman Khan is commonly known as Tahsan is a one of the popular Bangladeshi TV and Film actor, Model,

singer, composer, Songwriter. Tahsan is a man of multi-talented. He is very cute, hot, Smart, brilliant and stylish. Young people idolize him in our country. He has 6 743, 942 Facebook followers, 7465 YouTube subscribers, 539592 instagram followers all over Bangladesh. In term of choosing Tahsan ajkerdeal also emphasized on customer credibility. Tahsan is more highly educated in the media world than other artists in Bangladesh who took education from IBA and University of Minnesota. Besides media career Tahsan is also Faculty member of BRAC University. Of course he is maintaining a clean and sophisticated celebrity image

What Others are doing

Daraz's Brand Amabassador	Bagdoom's Brand Amabassador	Chal Dal's Brand Amabassador	Rokomari's Brand Amabassador
Mushfiqur Rahim	No ambassador	No ambassador	No ambassador

Among other Online businesses daraz is also relying on young stars to build their brand image as youthful and lively brand. But chaldal and Rokomari are dealing with specified product and customer as result they are not emphasizing that much on hiring a brand ambassador.

5.8.4 - Competitors Analysis:

Direct Competitors		
 		   
Indirect Competitors		
	 <i>bringing freshness to your life</i>	 <i>Dress Your Dreams</i> 
 Enjoy the country's fastest E-commerce Grocery search engine 	 	
<p>Daraz is one of Asia’s leading online shops for shoes and fashion. They offer a shopping</p>	<p>Fiction, technology, translations of international books, plays, satires, beauty or</p>	<p>PriyoShop.com is the ultimate online shopping destination for Bangladesh offering</p>

<p>experience that is unparalleled in Bangladesh, Myanmar, Sri Lanka and Pakistan by providing a service that has unmatched levels of personalization and security. The shopping platform showcases a wide range of products from a range of brands that includes established foreign names to local retail entities.</p>	<p>programming--name a book genre and you will find it on Rokomari.com. Rokomari.com, a Bangladeshi online shopping portal, is an e-commerce venture of Onnorokom Web Services Ltd, a sister concern of Onnorokom Group. It is an e-bookstore that sells mostly books, music albums, movies and TV series. As a nation we have low enthusiasm in reading. Besides, it is difficult to find different genres of books all in one place, except during the Omor Ekushey Boimela. So rokomari.com is a heaven for bookworms.</p>	<p>completely hassle-free shopping experience through secure and trusted gateways. PriyoShop.com has been launched in February 2013. It is an initiative of the leading IT firm Splendor IT. Priyo Shop showcases products from all categories such as clothing, footwear, jewelry, accessories, electronics, appliance, books, restaurants, health & beauty, and still counting! Their collection combines the latest in fashion trends as well as the all-time favorites.</p>
<p>Bagdoom presents you all. Daily lives, occasions, needs and necessities, celebrations, desires and wish lists – Bagdoom checks it all off. Their prime focus is the youth, referred colloquially as the “Bagdoom generation” and we are here to be a part of their lives, not just by selling the brands which rest under their hood but also by writing a part of their daily life stories. The rebranded face of Akhoni.com, the first e-commerce platform to enter the Bangladesh market back in 2010 took form of Bagdoom, with promises of the grandest of online shopping experiences across the country.</p>	<p>Chaldal.com is an online shop in Dhaka, Bangladesh. They believe time is valuable Dhaka residents, and that they should not have to waste hours in traffic, brave harsh weather and wait in line just to buy necessities like eggs! This is why they deliver every day needs to customers’ door-steps across Dhaka. Chaldal is a work in progress.</p>	<p>Now the population of that city can enjoy their delivery service just making a few clicks. Foodpanda, combined with Hellofood which is a food delivery site targeted at non-Asian markets, is serving over 10,000 restaurants. Foodpanda alone is cooperating nowadays with around 5,000 restaurants online. Customers can order food online and pay cash on delivery.</p>
<p>Physical stores like- super-shops, local general stores, shopping malls, showrooms of electronic products are the indirect competitors of AjkerDeal.com</p>		

Chapter: Six
Key Findings
And Recommendation

6.0 - Key Findings:

E-commerce platform has brought the shopping place to customers just in hand .Shopping is as easy and simple like playing games in online or mobile phone. Traffic of Bangladesh kills a lot of time to reach shopping mall this is one of a reason why online shopping is getting popular and accepted. AjkerDeal just being a friend of customer and merchants and by giving the outstanding service it's making profit and creating fame as well. Throughout my report and intern experience at Ajkerdeal.com.LTD I have seen and experienced so many things in real time and got the realization that there are some scopes which need to be looked over again to get further benefits and outburst with big positive impact to the business. According to the analysis and evaluations in the previous chapters, some key findings of the reports are given below:

- There are less training arrangements for the employee at AjkerDeal.com thus the potentiality of the existing employee is not been utilizing to the fullest.
- Only a little number of Female employees is working at AjkerDeal comparing to the ratio of male Employee.
- While collecting merchant (seller), a few times quality of the product of those particular seller gone undermine. Percentage is very low like 2 percent.
- Promotional Offers that releases to attract customers often releases too late, sometimes customer remain unaware about the offers lack of enough publicity as well.
- While using social sites for marketing tools like Facebook, YouTube etc. a proper planning is missing sometimes.

6.1 – Recommendation:

As an intern of AjkerDeal.com it was exciting and challenging both to experience a real e-commerce business. While working my internship with their sales and marketing team, I tried to learn the whole working process of the team, scrutinize every little detail of the process and came up with some recommendation which I would like to include here:

- Training arrangement on different important topic for the employee of AjkerDeal.com for the better performance if the Employee.
- Employee motivation is very low here which is affecting their performance. Some activities should be taken to motivate them, such as arrangement of picnics, awarding employee of the month based on performance, celebrating birthdays etc.
- AjkerDeal is expanding each day, so the number of employee should be increased to fulfill the necessity of the business. I feel Sales and Marketing department should recruit more employee to cover up the demand.
- Number of female worker is very low. I think as a part of conscious business team a responsibility towards women empowerment ,more female employee should get chance to work here in E-commerce Industry by being a part of AjkerDeal.
- Promotional Offers should be included with proper plan and time duration more to encourage customers to shop more from AjkerDeal.com as I feel duration time of the promotions are too low sometimes.
- They need to become more active on social media sites specially you tube and they need to bring out some TVC's on television as a part of publicity.
- Newspaper advertise should be increased and it should go on regular basis.
- Quality of product of the merchant should be given on top most priority while registering merchant at AjkerDeal. 100 percent quality product should be ensured.
- A proper planning should be maintained while doing publicity at social sites. The planning would contain timing affects, seasonal demand and trend. This will also create a value of money outcome from the investment in marketing.

Chapter: Seven

Conclusion

7.0 – Conclusion:

AjkerDeal.com.Ltd is one of the largest online market place in Bangladesh. I feel myself privileged enough by getting an opportunity to work under a well-organized and dynamic team and company as well. The day is not so far when AjkerDeal.com.Ltd would be number one most selling e-commerce site of Bangladesh because AjkerDeal focuses on customer satisfaction above everything and never compromise its quality for anything. This is the ultimate way to stand out in market for a trend now days. The lessons I learned have enriched my knowledge both practically and theoretically. I am surely going to be affected positively in my career path through this knowledge I have earned here.
