



Daffodil
International
University

Report on
Expansion of Pathao Rides
&
Introduction of Pathao Food

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Dr. Masudur Rahman
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Subject: Submission of the internship report on ‘Expansion of Pathao Ride and Introduction of Pathao Food.’

Dear Sir,

I am very pleased to submit you the report on ‘**Expansion of Pathao Ride and Introduction of Pathao Food.**’.

The report presents a complete idea of Pathao and its expansion plan for the future. This report includes expansion plan of Pathao ride sharing service in Chittagong. I have given detailed discussion about service, process, pricing, promotion. The report also includes a brief description on the Pathao’s new service named Pathao Food.

I also tried to show the advantages of the Pathao food delivery service for better understand of our target market and competitors.

Lastly, I would like to thank you for authorizing this report to me. I hope you would find the report satisfactory.

Sincerely yours,

Md. Nur Islam
ID:171-14-2299

Certificate of Supervisor

This to clarify that **Md. Nur Islam** is a student of MBA , ID No 171-14-2299, successfully completed his “Internship Program” entitled “**Expansion of Pathao Ride and Introduction of Pathao Food.**” Under my supervision as the partial fulfillment of the MBA degree.

I wish his success and prosperity.

Dr. Masudur Rahman

Internship Supervisor
Professor

Department of Business Administration
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Acknowledgement

The accomplishment of the report of “**Expansion of Pathao Ride and Introduction of Pathao Food.**” requires lots of guidance and assistance. It was really a critical task for me to prepare this particular report. First, I would like to thank the Almighty Allah who has provided me the brilliant opportunity to build and complete this project successfully with good health & sound mind and blessed me with patience and strength to complete this report.

My course instructor **Dr. Masudur Rahman** Professor Department of Business Administration, Daffodil International University. Helped me all the way through. She gave me proper guidelines & directions about this report. I really want to express my gratitude to her for giving valuable advice and time, which helped immensely in preparing this report.

I also like to thank my supervisor for giving me his valuable time and guidance to prepare the report.

I am also grateful to my colleagues at Pathao Inc. to help me gather valuable information to prepare the report.

Executive Summary

Ride sharing service is a new emerging sector of Bangladesh economy. It was first introduced in Bangladesh almost 2 years ago by foreign company named Uber. Uber started with cars. After that, Pathao started its own ride sharing service with motorbikes. Till then it has created a significant impact on the communication sector of Bangladesh. People has accepted this new medium of as a convenient way of transportation.

This report includes Pathao's plan for expanding its popular ride sharing service in a new city of Bangladesh and introduction of the newly launched service named Pathao Food.

Pathao has recently launched their ride sharing service in Sylhet. There were a lot of thoughts and plans, and hard work went behind the launch. One of the reasons behind the launch in a new city was that there is no other ride sharing service provider currently in Sylhet which created a big market for Pathao. Another reason is that Sylhet is a famous tourist place which would also help them to create a big customer base.

Pathao food is a new food delivery service of Pathao. This service shows Pathao's attitude towards diversification. People can have their desired food delivered at their doorsteps with the same Pathao app which is a very convenient service for the users.

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Introduction

Origin of the report

This report, which is entitled ‘Expansion of Pathao Ride and Introduction of Pathao Food’ has been assigned in the course BUS499 (Internship) by honorable course instructor Mashruha Zabeen, senior lecturer, Bachelor of Business Administration, East West University. This report has been prepared based on our learnings from this course and other courses as well.

Internship (BUS499) is an important part of the Bachelor of Business Administration (BBA) program. In this course, students are assigned on a particular topic by his/her supervisor. In an Internship, students get a real-life experience of the contemporary business world and apply their theoretical knowledge into the work. This internship enables a student for apply their knowledge in the field developing their skills and give practical knowledge about the environment of the organizations.

Objective of the report

Broad objective

The broad objective of preparing this report is to prepare a plan for the Pathao ride expansion and to have a clear conception about all of the essential parts of this project.

Specific objectives

The specific objectives of this report are –

- To present an overview of Pathao Inc.
- To show current condition of ride sharing services
- To identify the problems
- To show overview of Pathao food delivery services

Limitations

To make this report widely acceptable and worthwhile, I have faced some limitations which are given below:

- Some information was withheld to retain the confidentiality
- The time span was not sufficient enough to perceive all the activities properly
- Lack of co-operation from the data source and limitation of data

Company overview

Introduction

I am very much happy to get an opportunity to do my intern in Pathao Ltd. Pathao Ltd is the new fast-growing “Go-Jek” of Bangladesh. Dhaka, Bangladesh’s capital is an insanely densely populated city. Growing up here, one thing is always on your mind which is “The traffic” and the horrible jam. How you have to sometimes wait for hours before you can even get on a bus to go home. Pathao had started its journey not with the online transportation bike service rather than it started its journey with delivery service all over the country. The idea of online bike service came from the delivery service where they already had some biker who used to deliver the products through the bike service. Pathao Ltd. has done amazing job in a short period of time in terms of idea, service and execution.

Pathao is the most technologically advanced logistics provider in Dhaka. Our highly trained, decentralized, fleet of bicycle-based couriers can ensure the most efficient order fulfilment. By leveraging proprietary technology, we provide top-notch service at rock-bottom prices.

The administration, accessible by means of an application, guarantees same day conveyance of your bundles inside the Dhaka city and furthermore offers following choice and guarantees confirmed conveyance individuals for security. Sending things are troublesome in Dhaka. In addition, there is a developing base of online business organizations that additionally require conveyance benefit. There are existing administrations and few of these administrations are quite great yet there are extensions to play in this space. Uncommonly, on the off chance that you are promising same day conveyance which is troublesome in Dhaka given the movement condition and money down method of web-based business organizations. In any case, it appears Pathao is

going for a B2C advertise in this space and searching for conveying all the little things like blossoms and all as opposed to going for internet business conveyance.

They recognized the booming e-commerce industry and decided that is something that needs our service so that was their first target. After that, they moved on to transportation. Given the agonizing hours spent on cars and CNGs we knew two-wheelers to be the most viable option in a crowded but compact city like Dhaka. They are demo testing on demand motorcycle ride in Dhaka city now.

Pathao is right now hoping to extend its group with industry driving experts. Moved down by worldwide funding, they are a standout amongst the most quickly developing groups in Dhaka and need to remain consistent with the start-up roots. In this manner, culture is imperative to us. They are searching for high achievers who will go well beyond their sets of expectations to satisfy our long-haul vision.

Mission

Very few start-ups in Bangladesh are working to solving two major problems. Pathao, Bangladesh's one of the fastest growing technology start-up is working to create solution in logistic sector as well as in the transportation sector.

Pathao is developing tangible solutions to battle the country's biggest infrastructural problems.

After establishing e-commerce Delivery Company in Bangladesh, they are now expanding into the ride-hailing transportation space. Using a dynamic fleet of motorbikes, Pathao's solutions are harnessing the power of technology to change the face of Bangladesh.

Vision

Flexible and secure package delivery has become a big demand in Bangladesh market. With the uprising e-commerce shopping it was obvious that delivery services will definitely be a great hit. However, in terms of secure delivery with quality assurance it was not going well for many of the companies.

Pathao.com has not only brought solution for the package delivery but also has created jobs for many in Bangladesh. A mobile app-based business similar to Uber or go-jet has done fabulous so far in terms of service.

In the event that you are a web-based business merchant or consistently need to dispatch or accumulate many archives or bundles, Pathao.com gives adaptable and secure bundle conveyance with live following. The GPS following programming enables the clients to track precisely where their bundles are anytime.

Objective

Pathao, the start-up runs, transports merchandise and individuals on two wheels – to beat movement. It's fundamentally the “Go-Jek” of Bangladesh, and its developing quick, making a huge number of outings a day in the wake of propelling in 2015. Ferrying individuals on cruiser taxis wasn't the arrangement from the begin. Pathao was conceived in 2015 as a conveyance benefit. Its armada of bike drivers and bicycle flag-bearers acquire packages to customers Dhaka and past. The administration blossoms with the back of the developing interest for dependable

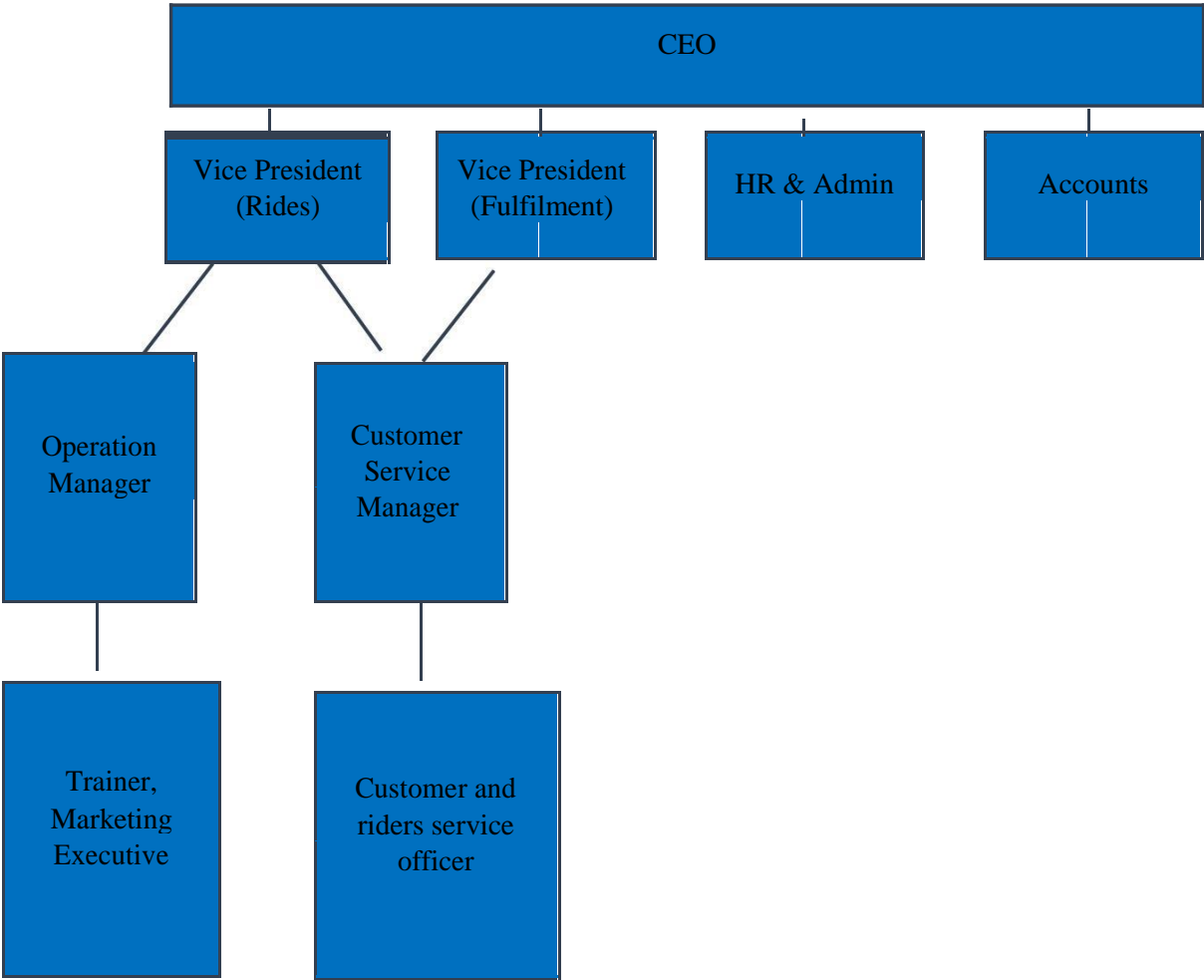
web-based business conveyances in Bangladesh. Pathao works with Rocket Internet's Daraz, Bikroy.com, English American Tobacco and among others. In mid-2016, Pathao chose to present on-request cruiser rides. The Pathao framework works truly straight forward. Anybody needs to send a bundle from indicate A point to B. Download the application from Google play store. Book a ride and set a pickup direct, sit tight for somebody toward acknowledge ask. There are riders around the city. The rider will reach inside 20 minutes get your bundle and get it convey to the goal.

It's just like the service we're already familiar with from Go-Jek, Grab, or Uber. You launch a request on the app, hop on the back seat of a two-wheeler, and get dropped at your destination for a fixed price. It's faster and more convenient than the experience of riding in one of Dhaka's auto-rickshaws or manual rickshaws. Some basic objectives of Pathao have been given below.

- Building a strong customer focus and relationship based on integrity, superior service.
- To creating an honest, open and enabling environment.
- To value and respect people and make decisions based on merit.
- To strive for profit & sound growth.
- Creation of employment opportunities across Bangladesh.
- To work as a team to serve the best interest.
- To relentless in pursuit of business innovation and improvement.
- To base recognition and reward on performance.
- To responsible, trustworthy and law-abiding in all that we do.
- Get rid of the traffic problem of Dhaka city.
- Cash on delivery service with the satisfaction of merchant and customers.

Corporate Division/Department

A normal corporate structure consists of various departments that contribute to the company's overall mission and goals. Common departments include Marketing, Finance, Accounting, Human Resource, and IT. There are also company vice presidents and CEO.



Rather than those departments, Pathao also has sales team, logistic team, Finance team, Public relation Team and riders' acquisition team.

Human Resource: Human resource is the most important asset in the business. The heart of an organization lies on its people. The HR department of Pathao use Bdjobs.com and some Facebook pages to recruit and find the right candidate for the vacant post.

Marketing/ Promotion: Promotional activities and advertising are the best ways to communicate with the target customers. Effective marketing and promotional activities will drive long-term success, profitability and growth in market shares. Pathao's marketing team makes some promotional offer to its customer.

Customer Service Support: Customer support service department is responsible for interacting with customers regarding inquiries, complaints and orders. It is very important for a business to maintain and create relationship with their customers. Pathao has some few customers' service officers. I also worked under this section. Pathao also makes outbound calls to the driver and customers. Customer service officers of Pathao also reply to messages comes from the Facebook page and website. The suspension of the drivers and warn them is a part of customer service support.

Accounting and Finance: In charge of bookkeeping, reviewing, arranging and sorting out the organization's funds. Pathao's Accounts and back office create the organization's budgetary explanations. Income is the soul of any business and which keeps up by the fund branch of Pathao.

Distribution: The distribution department is responsible for the receiving orders and delivering orders to the customer at the right place and at the right time. Since we do not have any products but we work as middlemen of our merchants. So we have so many hubs in every area. The distribution department collects the goods from the merchant and short-list them in the hub. In the next day, they deliver the goods to the customers.

Research and Development: Innovation is the key to every business' future. Through innovation, it will open new competitive advantage for the company. Our idea is very unique and new in the market. However, our service is based on app, so it is very important for the development team to develop the app always. To fix the bugs and glitches and upgrading the app all the time is the major responsibility of this department.

Administrative/ Management: The managerial and administration is the foundation of the business. The authoritative and administration's capacity is to deal with the business, arranging, basic leadership, and furthermore money related survey. This office joins with different offices to guarantee the smooth stream of data and operations. The organization branch of Pathao keeps the record of each representative. The coordination's bolster is additionally keep up by this division.

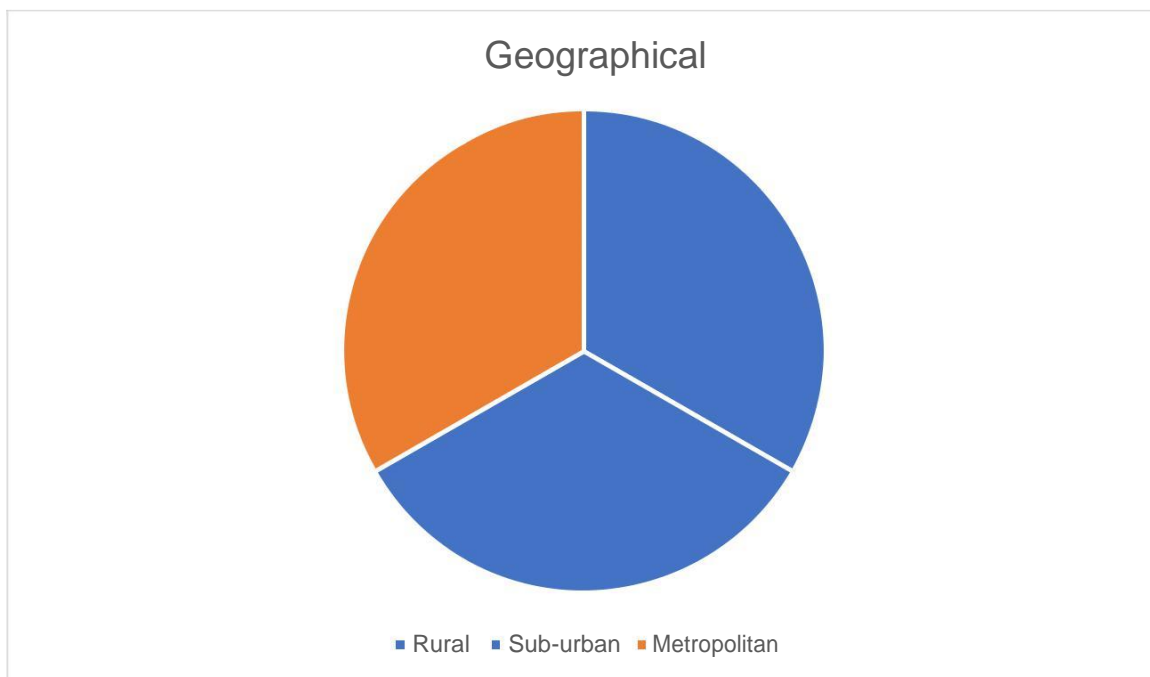
Portable PCs, mouse, work area, web association, and dialer credit, SMS credit, gripes/proposals of the representatives.

Expansion of Pathao Ride

Segmentation and targeting

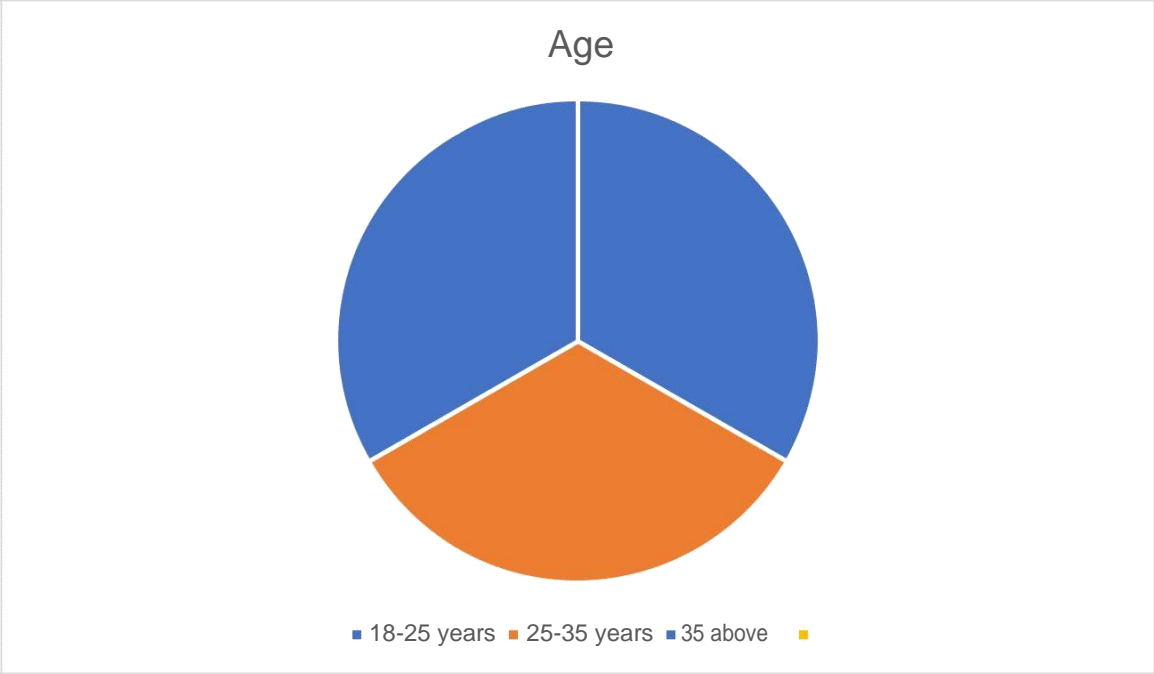
Geographical segmentation

Sylhet is one of the most important cities of Bangladesh. Its location has a significant geographical importance. Geographically, Sylhet can be divided into three categories which are Sylhet metropolitan area, sub-urban areas and the rural areas. For our expansion of Pathao Rides, we are choosing the Sylhet metropolitan area only because the metropolitan area has the highest number of population, which would easier Pathao Rides to start their operation there.



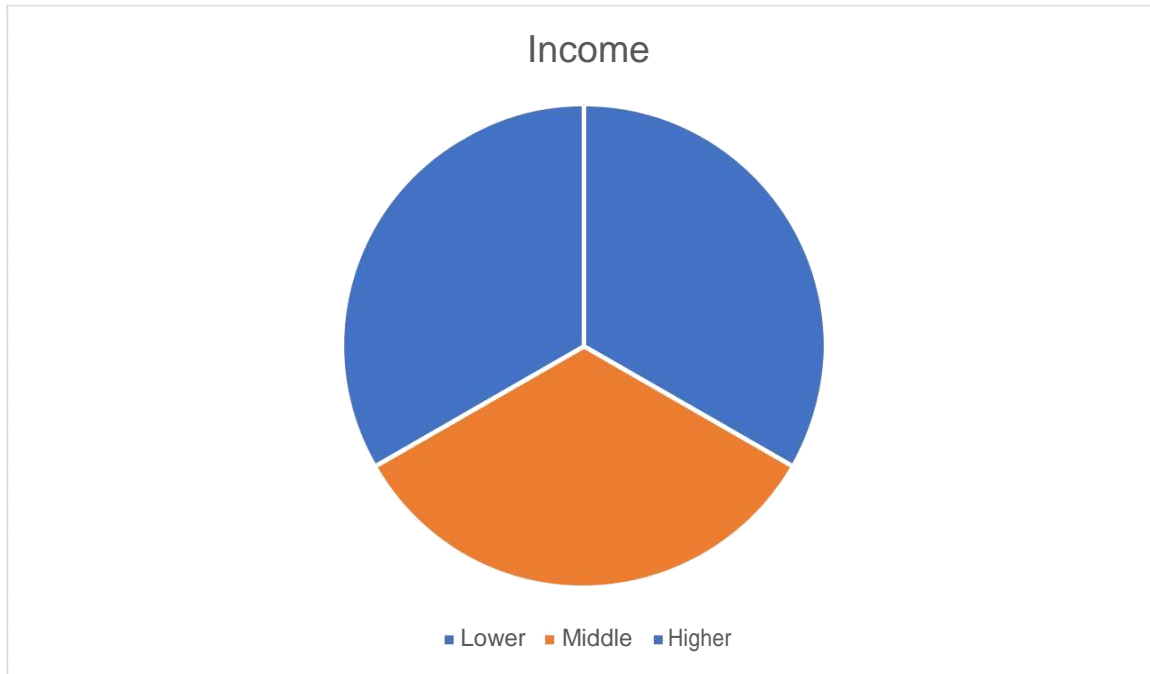
Age segmentation

We have segmented our target customers and riders into three age groups. The three groups are from age 18 to 25, from 25-35 and 35 and above. We have targeted all of these three groups but highly focusing on the age group of 25 to 35 years as most of the customers and riders belong to this segment. Most of the bike owners and bike riders are from this age group and therefore, focusing on this segment will give us the highest number of riders and Pathao users.



Income segmentation

Sylhet is the most important city after Dhaka and Chittagong because of its impact on the economy of the country. It is the highest remittance earning district of the country as many of its people are living abroad. Therefore, citizens of Sylhet have relatively higher income than that of other districts. The customers and riders can be segmented into three income groups which are high earning, middle earning and lower earning group. For the customers our focus will be on the middle earning group as most people in this segment do not have their own transportation but prefers to have a relatively good transportation medium like Pathao. On the other hand, for riders we have chosen the lower earning group because Pathao can provide them with an extra source of income, which will attract them to share ride with others.



Positioning and differentiation

Availability

The main differentiation point for Pathao rides in Sylhet will be its availability. Pathao will ensure that a ride will be available very close to the user whenever he/she wants during the service time and to ensure the rides are available for the users. Pathao will enlist as many riders as possible through promotions in digital media and campaign activities. When enough riders are available users will be able find rides within a very short time which will create a positive impression in user's mind that they can go to their destination whenever they want.

Pricing

The price that customers have to pay for the Pathao ride is very affordable. As the target users of Pathao are middle-income group, the price it charges per ride is designed in way that they can easily afford the price. The base price for any Pathao ride is only TK 25 and per kilometer fare for the ride is only TK 12.

Fast and Comfortable

Pathao rides are comparatively faster than any other medium of transportation within a city. Motor bikes can move and turn faster and easier than other transports like a taxi or CNG auto rickshaw and can cut through traffic very easily. It is also very comfortable to ride in cities with very hot and humid temperature.

Easy Access Through Pathao App

Pathao app is available for free to all its users. Users can easily get access to any of the Pathao service via the app. The app is very easy to use anyone asking for a ride can easily call for a ride with three simple steps. First, he/she will set the destination then look for the nearest rider available and finally see the fare and confirm the ride. Users can also cancel the ride through the app.

An app is also available for the riders known as Pathao drive. The app is for those who join or wants to join Pathao as riders.

Only ride sharing service

When Pathao starts its service in Sylhet it will be the only ride sharing service available there. There are other ride-sharing services like Uber and Amar Ride but they have not started their operations yet. Therefore, as the only ride-sharing service providers, Pathao can be thought as the customer friendly and they are responding to customer wants fast.

Promotion

Launching Event

Pathao is going to arrange launching event in Sylhet for starting its operation there. The launching ceremony will be held in several stages.

- Inauguration of Pathao rides service in Sylhet

- A brief introduction of Pathao rides and other service to the audience
- Future plan for expansion of Pathao rides will be discussed
- A cultural program will be held promoting local culture of Sylhet

Launching discount

A launching discount of 50% will be offered to all the Pathao users. The main reason behind this discount is to aware the local citizens about the availability of Pathao rides.

Weekly discount

Weekly discount of 30% will be offered to the users who have used Pathao rides frequently throughout the week. This offer will be available all the time to increase the use of Pathao rides by the users.

Promo code

Regular promo code will be available for selected inactive users so that they use Pathao rides more often.

Seasonal discount

Seasonal discount of 30% will be offered to all Pathao users.

Promotional events

Bike Fest

Pathao will organize a motorbike festival in Sylhet to attract riders. The bike fest will include live concert, DJ show, stunt show, training session and free helmet for the riders. Anyone with Pathao drive app can enter the bike fest. This festival will be held targeting the bike riders to let them know that Pathao is now available in Sylhet and bring them under the platform. Training session will make them familiar with the Pathao and how it works.

Training program

Pathao will arrange training program for its riders on safe driving of motor cycles. This training will ensure safe riding for both the user and the rider. This training will also contain matters like traffic rules and other ethical matters that riders must follow to make the ride safe and free from any type of harassment.

People (Riders)

The riders will be the main interaction point between Pathao and its users. To make the service familiar and user friendly to the users, the riders will play the ultimate role of ensuring that. Therefore, the riders will be chosen based on some criteria and they will be trained in an identical process so that all the users have a very similar experience. To become a Pathao rider one has to fulfill the following criteria:

- Rider must have an Android smartphone and a motorbike
- Document of registration of the motorbike
- Driving license and national ID card
- The motorbike must be registered after 2006

Digital marketing

The main promotional campaign will be conducted through digital marketing activities. There are different social media which will be used to interact with the users and communicate users about different offers and discounts.

Facebook

Facebook is main medium of digital marketing for Pathao. Pathao updates all their offers through Facebook. Pathao posts all the updates about latest events and news on their Facebook timeline, they also communicate with their customers regarding any complains and solves them.

Websites

Pathao websites contains different services of they provide and it has options for signing up users and riders. It contains brief overview of Pathao as well.

YouTube

Pathao displays different life changing stories that occurred because of Pathao on their YouTube channel. It will also show the benefits for both the riders and users.

Pathao rides process (User)

App download

In order to use Pathao rides services a user has to download the 'Pathao' app from the 'Google Playstore'. The app is available for free in the Playstore.

Creating Pathao Account

After downloading the Pathao app, user have to create an account by registering his name and phone number. User must have an active internet connection to create the account. After that, user will receive a confirmation SMS regarding successful registration.

Using the app

When a user wishes to use Pathao rides he has to open the Pathao app first with an active internet connection.

Then, the app will detect user's location by using the phone's GPS and will show the available riders near him.

Then, the user has to enter the destination location on the app and after that Pathao app will show him the estimated fare.

Then, the app will ask user to confirm the ride and after confirmation the app will send request to the nearest rider available to pick up the user.

After picking up the user the ride will start. When they reach the destination, the rider will stop the ride and the rider app will calculate the fare.

User will receive a digital receipt of the fare will pay the rider. Both the user and the rider can rate ride either as good or bad.

Promo code

User can enter different promo codes provided by Pathao to avail different discount on rides.

Reasons to expand Pathao rides in Sylhet

Economic importance

Sylhet is economically very important to Bangladesh. The city is currently known for its business boom-being one of the richest cities in Bangladesh with new investments of hotels, shopping malls and luxury housing estates. This also means improvement of communication system which creates scope for a better transportation system. Pathao can take the scope of a better transportation system in Sylhet with no other similar service providers available right now. With the improvement of economic condition in this city will result in need for more transportation medium. Pathao can become this medium without providing any new vehicles in the city just by starting its ride sharing service.

Tourist Spots

The Sylhet region is the most popular tourist spot in Bangladesh's huge number of people both from home and abroad come to visit Sylhet region every year. Among them, most of the people visit the shrine of great saint Hazrat Shahjalal (Rm) and the shrine of Hazrat Shahporan (Rm) and numerous tea gardens which are very close to Sylhet city. But there is no suitable transport for the tourists other than rickshaw and CNG autos. Pathao can work here to fulfill the lack of transportation for the tourists. Bike rides can also be very pleasing for the tourist under the open sky.

Population

The population of Sylhet within the city corporation was approximately 4,27,265 as of 2007 and estimated 4,63,198 in 2008 (dens city population is 17,479 per square km). Together with the metropolitan area, it has a population of 26,75,346 as of 2011. For this huge densely populated city there is not much public transportation available. Pathao can fulfill this gap of transportation for the general people. Pathao rides are fast and available everywhere and users can easily get a ride within a very short time. It has already become popular in Dhaka and Chittagong and with right approach it may also gain popularity among the citizens of Sylhet.

Pathao Food

Pathao Food

Pathao Food is a platform where people can order their favorite food from any restaurant within their zone. Pathao Food courier will place the orders for the app users and deliver the food to their doors. Through this platform, Pathao is not only meeting the cravings of its food-loving people but also creating new ways for their riders to earn more from Pathao's platform at the same time.

Order Process

Users will just have to select their preferred local restaurants and hotels within 3.5km of their location and choose food items from the detailed menu on the App.

They can search, locate and place orders from restaurants near them with the tap of a button on the app, and the nearest Pathao Food Courier will place the order for the app users and deliver the food to their door.

Food promotion

Promo Code

Pathao is offering promo code "FOODFREE" to their customers so that they can get the 60 TK delivery Charge Discount for each order they make.

Corporate customer

Pathao app users can also order food right from their office and can get on the spot delivery. Pathao partner offices can get the food delivered through Pathao app and can get up to TK 250 discount on their orders. This program will allow corporate users to order and get the food they want conveniently. This program will also create a scope for Pathao to increase their demand for Pathao foods in the corporate offices and also allow them to promote their other services in those offices.

Current Condition and Future Plan

Pathao Food Delivery Team: Pathao has its own In-House Bikers and cyclists team who are only dedicated for Food Delivery. Besides Pathao has 500 verified freelancers (both cyclists and bikers) who are also available for food delivery.

At the primary stage Pathao is not having any portion of the delivery charge from the freelancers. For each delivery a freelancer has 72 TK delivery charge and the whole amount is given to him/her. Besides they are also being rewarded with quest. The quest system is for min 2-3 orders completed at the same day the freelancer will be given 75 TK bonus, for completing 4 orders TK 150 and for 7 orders TK 300 will be the bonus amount for a freelancer.

Pathao Food Service is now primarily available at Gulshan, Banani, Baridhara, Mohakhali in the city. After a month it will be available all across Dhaka. Initially 300+ restaurants in Gulshan, Banani, Baridhara, Mohakhali have been synced with the app.

Pathao have not yet signed up with any single restaurant. So, when developing the app, the first stage was to collect the menus from restaurants and make entries of all the data in the menus of these restaurants. After 2-3 months Pathao will go for signing up with the restaurants on their app.

Pathao food has been tested for one month before launching for the general consumers. In this testing, the whole delivery system has been monitored thoroughly so that delivery process remains impeccable. The freelance cyclist and riders were also trained to make them familiar with the whole system.

Advantages

As Pathao is receiving good reviews from its users so far, it has some really good strengths. It has been able to build a loyal customer segment, which will help Pathao when the start a new business unit. So same thing goes for Pathao food.

The advantage of Pathao food and the main differentiation point is Pathao food app provides the opportunity of ordering food from local favorites such as start kabab, CP Five star and Salam's kitchen with a minimum value TK 50 to max TK 2000.

There are other food delivery services in Dhaka including leading food panda and Hungrynaki. Though they are leading competitors and nowadays they get around a thousand delivery orders, Pathao food already gets 200 delivery orders. Pathao has another leverage that being in both ride sharing and fulfillment business.

Pathao has both logistics and ride sharing business. So, for Pathao food, Pathao is building a bridge between its riders and its logistic business. Pathao food is using its logistics delivery agents for food delivery.

Pathao has a relatively wide-spread adaptation among tech savvy young people who are potential customers of food delivery business.

Pathao Food and other food delivery services such as HungryNaki and Foodpanda operate in a consumer market where differentiation is quite difficult. In such a market, consumers often don't use multiple products and tend to stick to the same service or product they are using currently if something significantly different does not take place in the market i.e. a clearly superior product. Because comparing price and switching often simply does not make sense for a user.

Now as a user you already have a Pathao app on your phone which you use for taking rides and all. And say, you also have Foodpanda app on your phone that you use for ordering food. Now when you are using Pathao app for the ride, suddenly you can use it for ordering food as well the job that Foodpanda app does.

Now you don't need to accommodate two separate apps for the same reason. Essentially, you will keep the Pathao app because you need it for more than one reasons and get rid of Foodpanda.

My Contributions

- At the beginning I was a part of Business Development Department. I worked there in Pathao mart service. At that time, I was involved in doing some promotional campaign for Pathao mart. One of the campaigns I organized was FIFA 17 Campaign where we used to select 5 lucky winners who got an exclusive chance to win FIFA 18 for PS4 everyday which was delivered at customers doorsteps one day before the release.
- Then I worked there for On-Demand service which is delivery within 3 hours. Initially we had no app for this service so we had to proceed manually. So, my task was to handle the whole process starting from getting request mail from the customers with details to assign and manage our riders to complete the delivery within 3 hours.
- My one of the major contribution is in Pathao Food. I had a great experience to work as a member of food team. I contributed there in Walk-in Support which is signing up and verifying the riders who are willing to deliver food. I also worked as a trainer for the delivery agents of Pathao food. Training the riders has really improved my presentation and communication skills. My main role in Pathao food was managing the in-house fleet team. I had to assign every delivery agent to their assigned zone and manage them the whole time so that our every order is delivered without making any error in the whole process.

Internship outcome

While doing my internship in Pathao, I faced some issues which include the problems; challenges faced and manage with the new culture.

Problems/ Challenges faced/identified in the workplace:

Pathao ltd is a new thing in Bangladesh. Providing the fastest service through bike and using an app is the new thing in Bangladesh. I got an opportunity to do my intern in Pathao ltd. I am fortunate enough that I got such a prominent company though I face some difficulties as because came into practical place rather than theoretical. Some problem listing below,

- Problem regarding educating the market about the whole new concept online.
- As I am very new in the practical place it took time to assimilate myself with the work environment.

Problems that I identified in the workplace

There are some things which seems to me problem,

- Maintaining proper hierarchy system.
- Adjusting with the colleagues.
- Lack of using proper software and maintenances.
- The app glitch.

Differences between my expectations and what I experienced

Working in a Pathao is a very great experience over all my expectation was not much high. I was mentally ready for every challenge that I faced. I was prepared for the hard work and pressure.

But experience wise it was totally different. Pathao has a flat hierarchy and friendly work environment. Team mates are not always working, they also have fun in the office. They have other recreational activities inside the office. For example: Playing games in ps4 and yoga sessions. These refreshing activities motivate the employees to work hard under pressure. Pathao made me feel working is not only your job it is fun!

Influence in my career plan:

Pathao has shown me a great deal. I have picked up such a significant number of functional learning from this association. Since Pathao is a new business I could work for different things for instance creating dashboard, managing Fleet, participating and organizing different events, learned how Pathao Food started. Likewise, my chief used to commit other work also. In this way, I could investigate and it helped me to choose my profession design.

Conclusion and Implication

As a part of academic requirement of school of business program, I have been assigned to complete my internship report on Pathao Ltd and under the supervision of Masruha Zabeen, Senior Lecturer, Department of Business Administration, East West University it was a great pleasure to work in a fastest growing company of Bangladesh.

To conclude this report, I would like to thank the dedicated executives and staffs to whom I learned so many things which are going to be assets of mine for my future career. I tried my best to make the report successful. In this report, I also mentioned enrollment and work duties of a marketing executive.

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