



Daffodil
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An Analysis of The Marketing Activities of Ajkerdeal.com Ltd.

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Date: 20th February, 2020

Letter of Transmittal

Date

Professor Dr. Mohammed Masum Iqbal

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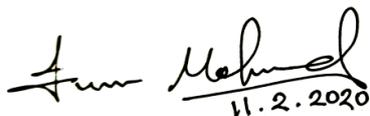
Subject: Submission of Internship Report entitled An Analysis of The Marketing Activities of Ajkerdeal.com Ltd.

Honorable Sir,

It has been a great pleasure to me by submitting an elaborate internship report after a three months internship at Ajkerdeal.com Ltd. This report contains ***“An Analysis of The Marketing Activities of Ajkerdeal.com Ltd.”***

I made sincere efforts to study related materials, documents, observed operations performed in Ajkerdeal.com Ltd. and examine relevant records for preparation of the report. Within a short time, I had to make this report as comprehensive as possible. But there may be some incompleteness due to various restrictions. For this reason, I beg your kind consideration in this regard.

Sincerely



11.2.2020

Imran Mahmood

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Letter of Acceptance

The undersigned certifies that the work presented here entitled “*An Analysis of The Marketing Activities of Ajkerdeal.com Ltd.*” was prepared by Imran Mahmood, BBA in Marketing, ID: 142-11-3928, Faculty of Business & Entrepreneurship, Daffodil International University as a part of the requirement of BBA program.

He is permitted to submit the report.



Professor Dr. Mohammed Masum Iqbal

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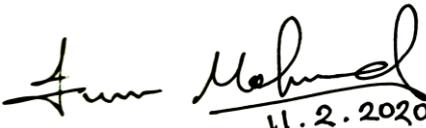
Faculty of Business & Entrepreneurship

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Student's Declaration

I do hereby truly state that the work presented in this internship report has been carried out by me and has not been previously submitted to any other institution or organization for an academic certificate degree.

The work I have presented does not break any existing copyright and no portions of this report copied from any work done earlier for a degree or otherwise.


11.2.2020

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Acknowledgment

First of all, I am grateful to the Almighty who blessed me the willpower and ability to complete this report successfully within a short period.

I am indebted to a whole lot of people for their kind help, recommendation, submission, co-operation, and collaboration.

I would like to thank the Chief Executive Officer (CEO) of Ajkerdeal.com Ltd. Mr. Fahim Mashroor for giving me the opportunity to accomplish my internship in their company. The authority of Ajkerdeal.com Ltd. for rendering me their expertise, knowledge and giving me the opportunity of having a practical experience through this internship program.

I am also grateful to Mr. Hamidur Rahman Bappa the SEO Consultant of Ajkerdeal.com Ltd. for having me in his team and to guide me through my internship program.

With profound regard, I gratefully acknowledge my honorable supervisor **Professor Dr. Mohammed Masum Iqbal** sir for his generous help and day to day suggestion in the process of my internship report.

I am also grateful to Mr. Mohammed Imtiaz, Executive, Content Development Department of Ajkerdeal.com Ltd. who helped me with information, documents, valuable suggestions with his long working experience and intellectual effort to prepare this report.

Abstract

E-commerce is a growing and a potential industry in Bangladesh and Ajkerdeal.com is at the second position among all the e-commerce companies in Bangladesh. In this report on “*An Analysis of The Marketing Activities of Ajkerdeal.com Ltd.*” The objective is to identify the marketing strategy, explaining the marketing mix, identify the problems related to these activities and to make recommendations to solve the problems. With the help of both primary and secondary data sources this conclusive research was done.

After the analysis of the marketing strategy of Ajkerdeal.com Ltd. the three major strategy, segmenting, targeting and positioning has been popped out in this report. The report shows that how the company does the segmentation and targeting easily with the help of an AI technology. Besides, the seven Ps of service marketing or the service marketing mix of the company has also been explained in depth in the report. In this report all kinds of promotional activities, pricing techniques, ordering process, hubs of the company are explained in details.

In the concluding part, the report has covered the important findings of problems about the marketing activities of Ajkerdeal.com Ltd. Such as the limited number of hubs, slow response by the support center and more. Some possible suggestion are also given briefly from own point of view. Finally, the total report will help to describe the marketing activities done by Ajkerdeal.com Ltd.

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Chapter 1

Introduction

1.1. Introduction:

From 2011, Ajkerdeal.com Ltd. has been known as one of the leading B2C online marketplace in Bangladesh. The founder and CEO of the company Mr. Fahim Mashroor has always focused on customer satisfaction. Throughout their journey of 8 years, they not only earned the trust of 8 million customers but also earned the love of the sellers. The company currently has more than 0.6 million products from more than 9000 sellers. Among them, some well-known brands are there such as Apex, Walton, La Reave, etc.

The company basically works as an intermediary. When a customer places an order through the website or the mobile application, automatically the seller gets a notification and the company gets one too. The seller then packs the product and notifies the logistic department of the company and a receiving person receives the product from the seller and brings it to the logistic department. Then the department packs the products once again with Ajkerdeal.com's packaging. The product then handed over to the delivery person and he delivers the product to the ordered address. The whole process takes two to three working days.

There are two payment methods that a customer can use the online payment and cash on delivery. The online payment includes mobile banking such as bKash and Rocket or credit or debit cards. Customers are also allowed to use Visa or Master card. In the cash on delivery method, the customer pays the money after getting the product in the hand of the delivery person. Cash on delivery method is the most popular and most used by the customers.

For my internship report, I am doing An Analysis of The Marketing Activities of Ajkerdeal.com Ltd. In this report, I will be doing a full analysis of the marketing activities including the marketing strategy, marketing mix, and problems of the marketing activities. And finally, I will be making some recommendations to overcome the problems.

1.2. Background of the Study:

Bachelor of Business Administration (BBA) is a four years specialized program in which all the business-related basic and advanced theory, as well as practical works, are offered to the students. And one of the mandatory practical work is a three months internship. And I was privileged to get an opportunity to do my internship at one of the leading e-commerce company

in Bangladesh, Ajkerdeal.com Ltd. In this report, the overall marketing activities of Ajkerdeal.com Ltd. will be analyzed. The analysis will be a qualitative research.

1.3. Scope of the Study:

The scope of the study is the Marketing Activities of Ajkerdeal.com Ltd. and the report covers all the marketing activities including Social Media Marketing (SMM), Content Marketing, Digital Marketing, Marketing Strategies, Search Engine Optimization (SEO) and the activities of the related departments. However, the focus is on the total marketing activities and its problem.

1.4. Objectives of the Study:

The objectives of the study are as follows:

- i. To identify the marketing strategies of Ajkerdeal.com Ltd;
- ii. To explain the marketing mix of Ajkerdeal.com Ltd;
- iii. To identify the problems related to the marketing activities of Ajkerdeal.com Ltd;
- iv. To make recommendations to solve the problems;

1.5. Methodology of the Study:

As the objective of the study is to analyze and find out some solutions that can help solving the problems Ajkerdeal.com Ltd. is having in their marketing activities. So, the method of the research is Conclusive Research. To complete the research, both Primary Data and Secondary Data were used. The primary data was collected from randomly chosen 50 customers of the company. The sources are mentioned properly below.

1.5.1. Primary Data:

The primary data was collected from randomly selected 50 customers who placed at least one order. The data was collected by observation method. By observing the age range and the money they are spending. The data was collected before and after of a promotional boost on digital platforms.

1.5.2. Secondary Data:

The secondary data was collected from various daily and weekly task report of the following Departments.

- Content Development Department;
- Search Engine Optimization (SEO) Department;
- Information and Technology (IT) Department;
- Social Media Management Department; and
- Fulfillment Department.

1.6. Limitation of the Study:

There was surely some limitation which made the study lengthy and hard also. The limitations are listed below.

- The lack of experience and practical knowledge was the major limitation in the research;
- The secondary data sources were not allowed to provide too much information about the activities because of the confidentiality of the company.
- The time was limited.
- The administration was not authorized to share any kind of strategy in depth.

Chapter 2

Marketing Strategy of

Ajkerdeal.com Ltd.

2.1. Marketing Strategies of Ajkerdeal.com Ltd:

The marketing strategy means the overall plan for marketing and developing the business. Good marketing strategy can turn a potential customer into a loyal customer. This study has covered the major three parts of marketing strategy Segmenting, Targeting, and Positioning. The report has covered these three parts in details.

2.2. Segmentation of Ajkerdeal.com:

Segmentation is a process or practice by which the business divides its target audience in some smaller group to operate more effectively. This segmentation can be done based on four major factors Geography, Demography, Psycography, and Behavior. Just like the other e-commerce companies of Bangladesh, Ajkerdeal.com also used to follow the conventional segmentation process.

The conventional segmentation process is done based on the user accounts of the website or mobile app. To place an order on Ajkerdeal.com or Daraz.com or any other e-commerce website, the customer must open a user account. The account can be opened in three ways. The first way is to open an account directly with the website. To do this, the customers must fill up some general and personal information about themselves such as location, name, gender, email, phone number, etc. The second and the third one are similar. In the second way, the customers can order using their Facebook account and in the third way their Google account. If the customers do login using their Google or Facebook account then the personal and general information mentioned above is automatically recorded by the website. These personal and general information then used to segment the users based on their geographic location, age, sex, interest. This process is mainly followed by most of the e-commerce companies of Bangladesh. In this process, the data is precise but small. The process can only collect and track the customers who have a user account.

But most of the international e-commerce such as Aliexpress, Flipcart or Amazon uses Artificial Intelligence (AI) technology to track the customers. After working for two years the IT team of Ajkerdeal.com has developed a similar AI technology. With the help of this technology, the company tracks each and every customer who visits the website or the mobile app. The technology records the device, the IP address and each click of the visitor. With this

information it automatically creates some segments and based on the browsing history of the customer it puts the customer in a suitable group and creates an AI personal profile for the customer to push relevant products in front of the customer. For example, if a customer browses the website or app from his smartphone with his home WiFi network then the AI creates a profile with the combination of the device and its network IP. Now if the customer clicks on and watches some clothing items, the AI records it and when he browse from the same device the AI automatically shows clothing items and some relevant products to him.

In this process, the amount of data is very large as the AI tracks and records every click of every customer. The initial problem was the storage of data. The AI started working in 2016 but it took almost two years to figure out the process of storing the data. This process was fully functional from late 2018 and it is the main tool of segmentation for Ajkerdeal.com.

2.3. Target of Ajkerdeal.com Ltd:

Target marketing is the process of identifying the potential audience within a larger audience and targeting them with various promotional tools. Promoting the target market helps to get more value for the advertising investment. With the help of this process companies can minimize the advertising cost, as well as they, can reach potential customers thus increase the sale. There are some steps that Ajkerdeal.com follows to target the right audience. the steps are,

2.3.1. Identification of the target market:

Identification of the target market is the first and most important step. It is really important to have a clear profile of the target customers. To identify the target market the company uses three types of questions. Demographic question, Psychographic question, and Behavioural question. The questions and the answers are,

- **Demographic Question:** Who are the customers? What is their gender, age, and profession? The answer to these question are, they are the people who have access to internet, smartphone or computer and has a decent knowledge about these technologies. The company can not spend its money to reach such a person who does not have access to these technologies or who has access but can not use them except from browsing social network. The age, gender or profession is determined in two ways. One in the conventional way which means by the user accounts of the customers and another way

is by the AI technology mentioned previously. The data are automatically divided into some age groups and genders.

- **Psychographic Question:** How do they think? What are their likes, dislikes or interests? The answer to these questions are fully provided by the AI technology. The technology tracks the browsing history of each visitor of the website and mobile app regardless of the customer has a user account or not. By doing that the AI creates a profile for every individual based on their interests, likes, and dislikes. Nexttime when the customer visits the website or the app automatically products based on his interest appear in front of him. Not only that, the data also helps the Social Media Marketing team to promote relevant products to the same group of customers based on their interest and most frequent visit.
- **Behavioral Question:** What is their behavior towards e-commerce? How much time daily do they spent online and offline? What are the most visited websites? The behavior of the customers towards e-commerce is mixed. There are people who do not trust at all and there are people who have mixed opinions. As the main target market of the company is people who have an internet connection and people spend around 8 to 10 hours per day online. A study shows the list of popular websites Bangladeshi people spend time on among them Facebook, YouTube, online news portals, job sites are worth mentioning.

2.3.2. Reaching the target market:

The best way of reaching the target market is by promotion. Ajkerdeal.com Ltd. has only plans for online and digital media promotion. Ajkerdeal.com has both general advertising and customized advertising. The general advertising is for all kinds of internet users. These advertising are regularly promoted on the popular websites of Bangladesh including Facebook, YouTube, BDJobs.com and some online news portals. Among these websites, only Facebook and YouTube allow Online Video Commercials and other websites only allow digital posters or banners.

On the other hand, the customized advertising is different from the general advertising. The customized advertising can only be shown to the visitors who have at least visited the website or the mobile app once. The AI records their visit and creates a personal profile for each

customer and then it shows related products as pop up advertise on YouTube and Facebook. The customized advertise are currently visible only on these two websites.

2.4. Positioning of Ajkerdeal.com Ltd:

Positioning is a process by which a brand or product creates a certain image of itself among the target customers. Positioning is an ongoing process and it involves strong awareness and promotion. There are some steps followed by Ajkerdeal.com for positioning and the steps are discussed below.

2.4.1. Identification of the Competitors:

The first and the most important step considered by Ajkerdeal.com Ltd. is this step. According to the analysis Daraz.com, Priyoshop.com, and Bagdoom.com are the three primary competitors of Ajkerdeal.com Ltd. These three e-commerce companies are also in the same industry and all four of these companies including Ajkerdeal.com Ltd. provides the same service and after the same goal. The daily average website visitor of Daraz.com, Ajkerdeal.com, Bagdoom.com, and Priyoshop.com are respectively 4,935,000; 596,441; 538,836; and 380,779. From the numbers, it is clear that Daraz is way ahead of the other top e-commerce companies in Bangladesh and it is because Daraz operates in Pakistan, Nepal, Sri Lanka, and Myanmar as well which help them to get almost ten to twelve times more traffic than other websites.

Result	Domain	Visitors	Pages per visit	Bounce rate	Research
1	daraz.com.bd	4,935,009	7.09	71.06%	Research
2	ajkerdeal.com	596,441	7.01	40.16%	Research
3	bagdoom.com	538,836	3.14	78.08%	Research
4	priyoshop.com	380,779	5.68	69.23%	Research

Figure 1: Competitive online traffic of top e-commerce

According to the daily traffic, Ajkerdeal.com is in the second position with a daily traffic of 596,441 which is considered as a decent traffic. Bagdoom.com has the closest website visitor to Ajkerdeal.com with only 57,605 less than Ajkerdeal.com. The last one in the list

is Priyoshop.com. Though Priyoshop.com is well behind Ajkerdeal.com they have gained this traffic within a short time and the count is rising every day.

One of the major competitions in the e-commerce industry is the ranking on Google's search page. The higher the ranking is the better the traffic is. Google ranks pages based on some factors. The factors can be controlled by the company and the process called Search Engine Optimization or SEO in short. By doing this optimization Daraz.com, Ajkerdeal.com, Bagdoom.com and Priyoshop.com, and other e-commerce websites are competing.

2.4.2. Target Audience of Ajkerdeal.com:

According to a study, there are 90.05 million internet users in Bangladesh among which up to approximately 25-30 million people use Facebook. The target audience of Ajkerdeal.com is these 90.05 million and the company has given priority to the 25-30 million Facebook users. Ajkerdeal.com is doing heavy promotion in the crowded areas of the internet to reach the maximum targeted audience.

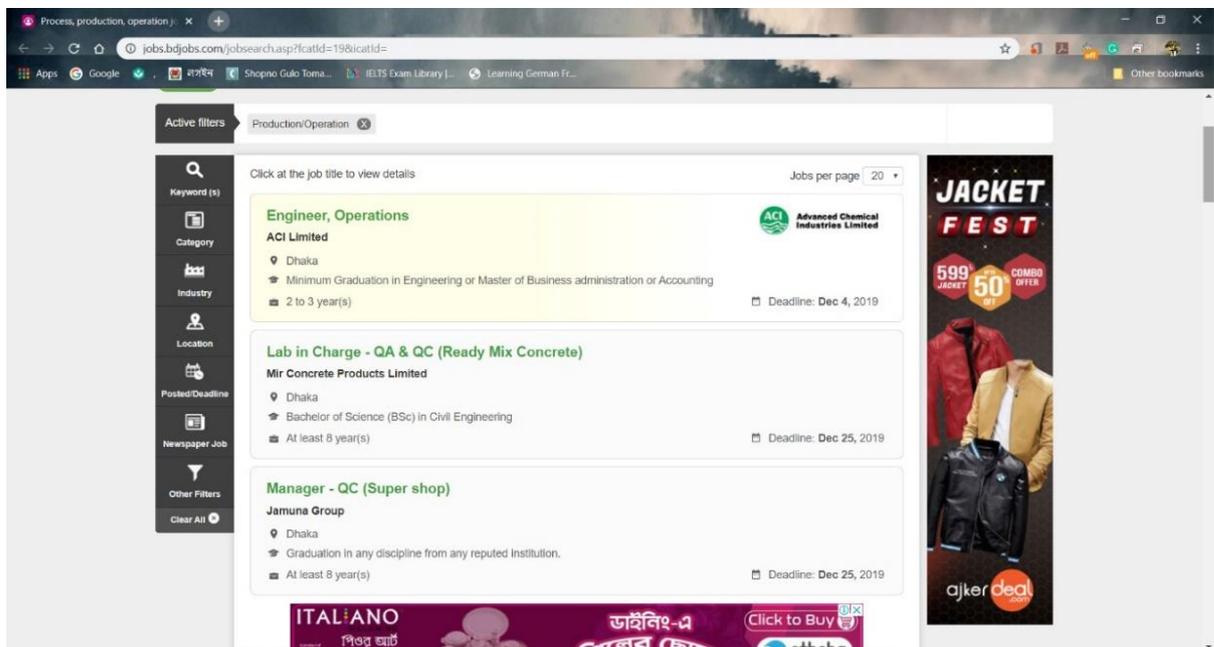


Figure 2: Scrolling advertisement.

Ajkerdeal.com is doing various pop-up promotion in various large websites. As well as social media.



Figure 3: Social media advertisement.

Ajkerdeal.com has targeted only the people inside the geographic area of Bangladesh as they only do the business in Bangladesh. There are products for both male and female, for people of all ages so targeting based on sex and age is not applicable in this case.

2.5. Uniqueness of Ajkerdeal.com:

After analyzing all the other e-commerce companies, the unique feature of Ajkerdeal.com Ltd. is the low shipping cost. Whenever the customers place an order, one of the major things that they take into consideration is the shipping cost. The cost is not included in the product price, so the consumers must pay it separately. The shipping cost of Daraz.com is ৳45 to ৳60. The shipping cost of Bagdoom.com is ৳50. And the delivery charge of Priyoshop.com is ৳50. But Ajkerdeal.com is offering a flat shipping charge of 25 taka all around Bangladesh. Ajkerdeal.com has its own delivery facility called 'Delivery Tiger' and with the help of this facility, they are being able to ship products all around Bangladesh at such a low cost. Delivery Tiger also works as a third-party Delivery facility and is currently working with Rokomari.com, Nubile, Apsharah.com, and some other e-commerce. This facility can be described as a unique feature of Ajkerdeal.com.

Another uniqueness is, Ajkerdeal.com has a collaboration with bKash. For some selected products, whenever a customer completes an online payment through the new bKash Mobile

App s/he can enjoy up to 70% discount. Considering this, Ajkerdeal.com is ahead of its competitors.



Figure 4: bKash app offer.

Ajkerdeal.com has a pretty good position in the market. They know and are working constantly on the major three factors of positioning. They know and track the activities of their competitors regularly. Ajkerdeal.com knows its target group and they are in well reach of this group and pushing the name of themselves on a regular basis. And most importantly they know in what they are good at and they have already emphasized on their strength. Almost all of the competitors along with Ajkerdeal.com is doing the same business, selling the same service and dealing with more or less the same products. But Ajkerdeal is a little ahead of the competitors because of their low shipping cost.

Chapter 3

Marketing Mix of

Ajkerdeal.com Ltd.

Marketing Mix of Ajkerdeal.com Ltd.

Ajkerdeal.com is a service providing company. Though it seems that the company sells products, but the company actually provides service. The function of the company is to collect the product from the merchant, pack it and ship it to the consumer. Service is very different from the product. To explain the marketing activities the marketing concepts have to be revised. The marketing mix is such an activity.

Marketing mix is not just one activity but it is a set of actions or tactics that a company uses to promote or to make the customer buy their products or services. There are a total of seven such actions in service marketing. They are Product, Price, Place, Promotion, People, Process and Physical evidence in short these tactics are called the 7Ps of Service. Ajkerdeal.com Ltd. uses all these seven techniques to promote their service. The detailed explanation is as follows.

3.1. Product:

Product is the core offering of a company. It is the core component that will satisfy the need of a customer. So, it is really important for a company to make sure that the product is not faulty or else everything else will fail. In the case of Ajkerdeal.com Ltd., it is not any physical product. It is the service that the company is providing to its customers. The main service that Ajkerdeal.com is providing is Delivery Service. But the delivery service of Ajkerdeal.com is not the same as other conventional courier delivery service. The conventional courier services work as a mailing service. They only deliver a parcel from one individual to another individual but Ajkerdeal.com Ltd. does more than just delivering a parcel. The company works as an agent for the customer and buys the selected product from the merchant, then the product is packed and delivered to the buyer. The customer is paying the same amount for a product regardless of whether he bought it from a physical store or from an online store. The best way to describe the service of Ajkerdeal.com is, it is an online super shop. Where the customers will find a variety of brands and products. Besides, there are some other services that the company is offering. The complete portfolio is as follows,

Service Name	Service Detail	Price (Taka)
Ajkerdeal Website	Provides information about the products such as price, color, reviews, details, warranty policy, etc.	Free
Ajkerdeal Mobile App	Provides information about product price, color, details, review, etc. on a smartphone.	Free
Agent Service	Deals on behalf of the consumers.	25
Delivery Tiger	Courier delivery service.	25
Ajkerdeal Classified	C2C business platform.	Free

Figure 5: List of services.

3.1.1. Ajkerdeal Website:

Ajkerdeal website is the first-ever service provided by the company. Anyone with an internet connection can visit the website. The website is designed in a very user-friendly fashion so that the consumer feels no problem while browsing the website.

3.1.2. Ajkerdeal Mobile App:

Considering the increased use of smartphones, Ajkerdeal.com has made the shopping more easy by introducing Ajkerdeal.com mobile app. This app is free and available on Google Playstore and Apple Store. This app is a substitution for the website and it is much more organized and easy to use. Currently, there are more than 500,000 users of this application.

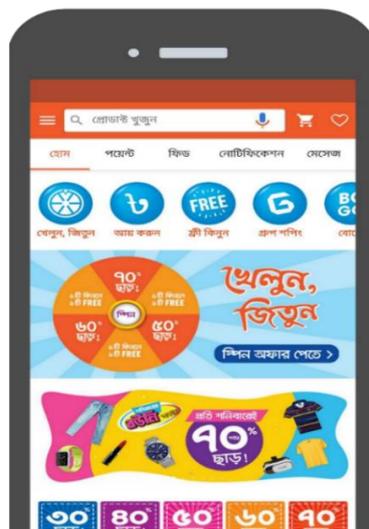


Figure 6: Ajkerdeal.com mobile app.

3.1.3. Agent Service:

The company acts as an agent for its customers. A customer place order through the company. When a customer places an order the company evaluates the product, make the transaction, pack it and deliver it to the customer. And this is the main or core offering of the company. The company charges Tk. 25 for this service.

3.1.4. Delivery Tiger:

Delivery Tiger is a delivery or courier service owned by Ajkerdeal.com. It works as a third party delivery service and mostly used by other small or medium e-commerce business who does not have their own delivery facility. Delivery Tiger provides delivery service all around Bangladesh is Tk. 25 only if the parcel is within 0.5 kilograms.



Figure 7: Delivery tiger.

3.1.5. Ajkerdeal Classified:

‘Ajkerdeal classified’ is a new C2C platform introduced by Ajkerdeal.com. on this platform, generally used products are sold. The seller posts an advertisement on the classified section and it is free of cost. And a buyer can directly contact the seller through the platform. Ajkerdeal Classified is gaining popularity very rapidly because it is free and has good traffic as well.

3.2. Price:

The satisfaction of a service buyer is effected greatly by the price. As service is intangible, the price becomes an important issue for the customers. In the case of Ajkerdeal.com Ltd., the price is not the product price that is displayed on the website but the extra charge that the customers are paying except the product price. In this case, Ajkerdeal.com calls it the Delivery charge. But it includes the agent charge, packing charge, and delivery charge. This charge is flat most of the time for all e-commerce companies. Among all these companies Ajkerdeal.com Ltd. offers the lowest price. Ajkerdeal.com is offering a flat 25 taka charge for any product within 500 grams all around Bangladesh. On the other hand, other e-commerce companies are charging a higher charge though the services are more or less the same. In the issue of pricing, Ajkerdeal.com is ahead of its competitors.

3.3. Place:

Place is where the customer has to go for the service. In this case, Ajkerdeal.com gives home delivery to the customer. The delivery is given anywhere inside the geographic area of Bangladesh. But it can take some time to deliver the product from the head office. That is why the company has multiple hubs. Hub is a local warehouse facility of the company and most of the large e-commerce companies such as Daraz.com, Bagdoom.com, Ali Express or Amazon has the hub facility. Inside Dhaka, the company has two Hubs one in Mirpur and the other one is in Karwan Bazar. Whenever a customer places an order, based on his location the merchant sends the product to the nearest Hub. Each hub has its own delivery person who then delivers the product to the customer. Ajkerdeal.com Ltd. is planning to open a new hub in Chattagram city. The use of hubs has made the service more easier for the customers to get. There are brands such as Apex, Walton or Le Reve who has multiple outlets around Bangladesh, they can send the product from the nearest outlet to the nearest hub based on the customer's location.

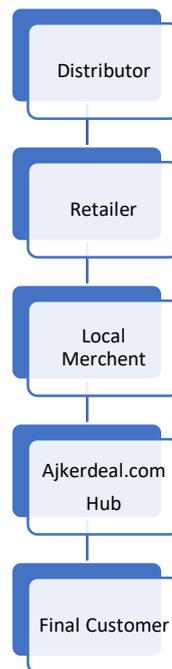


Figure 8: Distribution flowchart.

3.4. Promotion:

Promotion and positioning are directly connected. By positioning the company establishes an image of itself into the mind of its targeted audience and by promoting the company pushes the customer to buy the product or service. Promotion is a continuous process. Ajkerdeal.com Ltd. has a strong promotion. The company has two-way promotional activities. One is with the merchants so that they sell their products through Ajkerdeal.com and the other one is with the general customers so that they buy products from Ajkerdeal.com. The detailed analysis is described below.

3.4.1. Promotion to the Merchants: Ajkerdeal.com uses three major promotional tools for merchants. With these three tools, the company constantly keeps contacting the merchants and convince them to sell the products through Ajkerdeal.com.

(I) **Sells Promotion:** Sells promotion is one of the most effective direct marketing tools.

The company has some salespersons who visit the sellers or brands on a regular basis and try to convince them to sell their products through Ajkerdeal.com in exchange for a handsome commission rate. The rate of the commission is fixed on the basis of the seller's brand value. The salesperson visits a seller and hears what he needs, asks

questions, and tells them the benefits they will get if they sell their products through Ajkerdeal.com. It has turned out to be the most effective promotional tool for the merchants.

- (II) **E-mail Promotion:** E-mail promotion is the promotion that is done over E-mail rather than visiting the customer in person. The Digital Marketing team of Ajkerdeal.com does this job. They write E-mail to sellers. They send E-mail to both the sellers who have been visited by a salesperson or have not been approached yet.
- (III) **Telemarketing:** Telemarketing is promotion over the telephone or cellphone. Ajkerdeal.com does telemarketing as well. It is done by the salespersons. The telemarketing is done only to those sellers who have already been visited by a salesperson. The salesperson who visited a particular seller does the telemarketing to that seller.
- (IV) **Digital Promotion:** Another important promotion tool is digital promotion. Ajkerdeal.com has two different mobile apps. One for the customer and the other one is for the sellers. The app for the seller is called ‘Ajkerdeal.com Seller’. In this app, the sellers get a lot of detailed information and offers. The sellers also use this app to update their products, product details, photos and more.



Figure 9: Ajkerdeal.com mobile app for sellers.

3.4.2. Promotion to the Consumers: The business of Ajkerdeal.com is totally based on digital media, specifically online. Ajkerdeal.com has major six tools to promote the brand and the

services to end consumers and five of these tools are through digital media and only one conventional promotional tool. Analysis of these tools are,

(I) **Search Engine Optimization (SEO):** Search engine optimization or SEO, in short, is the strongest tool of Ajkerdeal.com Ltd. SEO is the practice of increasing the quality and quantity of website traffic through organic search engine results. Organic search is the search result that are ranked on a search engine on the basis of relevancy. And the target of SEO team is to gain the first position in the ranking. Ajkerdeal.com is doing its SEO on Google.com only as it is the most commonly used search engine in Bangladesh as well as the whole world. To gain the higher ranking Ajkerdeal.com has to write articles on relevant topics such as one detailed descriptive article for each product category, subcategory, sub-sub category, brand, and even for each and every individual product. Ajkerdeal.com has a total 41 Category, 567 Subcategory, 1362 Sub-Sub category, 532 brands, and more than 17000 individual products. The job of the SEO team is to write relevant articles. There are some requirement given by Google for an article which is strictly followed. The requirements are,

- (a) The length of the article should be at least 1000 words;
- (b) Must have to be unique;
- (c) Relevant keywords can be used;
- (d) Keywords can be backlinked;
- (e) Number of keywords should not be more than 5% of the whole article;
- (f) Graphics (Image/ Video/ GIF etc.) are allowed.

The SEO team writes an article by keeping the rules in mind. Before writing an article one thing is really important which is ‘Keyword Research’. Keyword is the words that a customer uses when s/he search using any search engine. For example, if a customer is looking for an iPhone 8 then he will search by typing “iphone 8 price in bd” or “buy iphone 8 in bangladesh”. In this search ‘iphone 8’ is the primary keyword because it is the main topic and ‘price’, ‘bd’ and ‘bangladesh’ are secondary keywords. By doing the keyword research the writer knows which keywords are used mostly. After the article is written, it then has to be backlinked. Backlinking is putting hidden website links inside a keyword.

By doing this, the keywords are highlighted and when clicked on the keywords it will take the customer to the relevant web page.

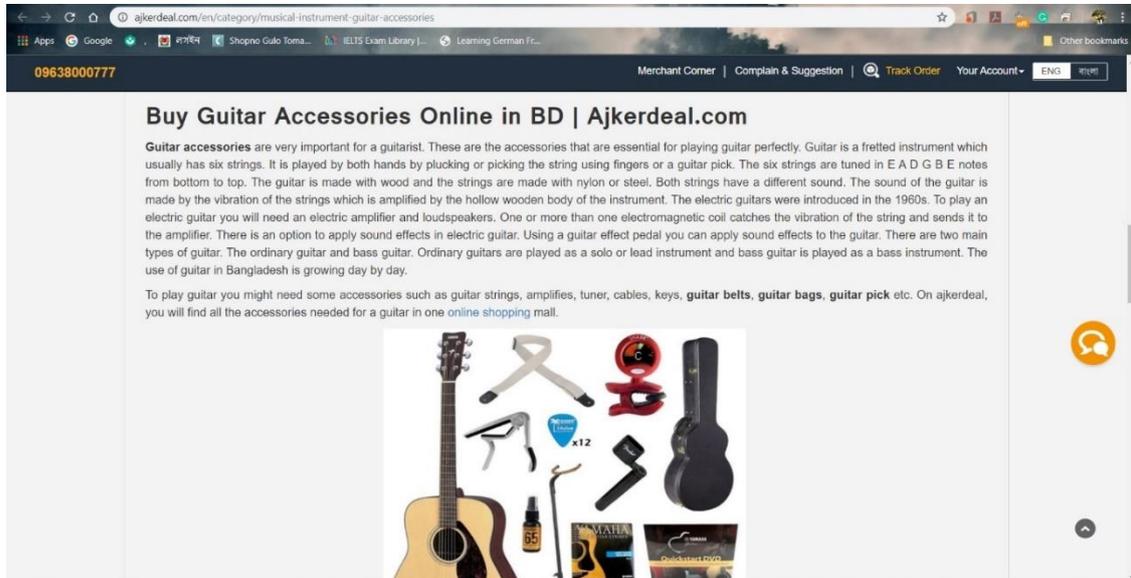


Figure 10: SEO content

Search engine optimization is a free tool. It does not require any financial transaction with the search engine, in this case with Google. Google uses the articles as its resource and in exchange, it ranks the websites according to the relevancy.

(II) **Social Media Marketing (SMM):** Social media marketing is a process where a brand uses social media websites or platforms to promote its products or services. Previously it was considered as a part of digital marketing but now Social Media Marketing has become very vast and effective. That is the reason all the companies have a separate Social Media Management Team. Ajkerdeal.com Ltd. also has a Social Media Management team. With the collaboration with Content Development Team, the Social Media works to promote the service of Ajkerdeal.com. Ajkerdeal.com does promotion only on Facebook. The reason behind this is, the company thinks it is the most used social media in Bangladesh and it can help the company to reach out to maximum numbers of customers through this platform. The company uses three types of Facebook marketing tools. They are.

(a) **Page Boosting:** The company has an official Facebook page which has a follower of 116,730 people. The company uses the Page Boosting Technique for seven days every

three months. The company has to pay \$100 per day for seven days which means approximately 8,500 taka per day and for seven days the company pays around 59,500 taka. This tool promotes the official Facebook page to the target customers and brings Social Media Traffic to the page.

- (b) **Post Boosting:** With this tool, the company boosts a certain Facebook post on the official page to the customers. This tool is mostly taken for offers, festivals or promotional campaign. For example, throughout the winter there is ‘Winter Shopping Fest’ going on and the company boosts all the posts regarding this festival. The company has to pay at least \$20.51 per day for each post. The duration of this boosting depends on the duration of the offer.
- (c) **Hash Tagging:** Hashtagging is putting hash (#) in front of certain keywords on social media. If a post has certain keywords hashtagged then when a social media user search something similar to the topic on the website, the hashtagged post comes front. It is similar to Search Engine Optimization that is why it is also known as Social Media Optimization (SMO).

(III) **Pop-up and Side Scroll:** Pop-up ads are another really effective online ad. When a person is browsing any webpage or any android application and suddenly an ad comes in front of him which he has to watch for a certain time. On the other hand, side scroll is a poster ad that appears on the left or right side of a webpage. Ajkerdeal.com has popup and side scroll ads on YouTube, BDJobs.com, and some popular android games.

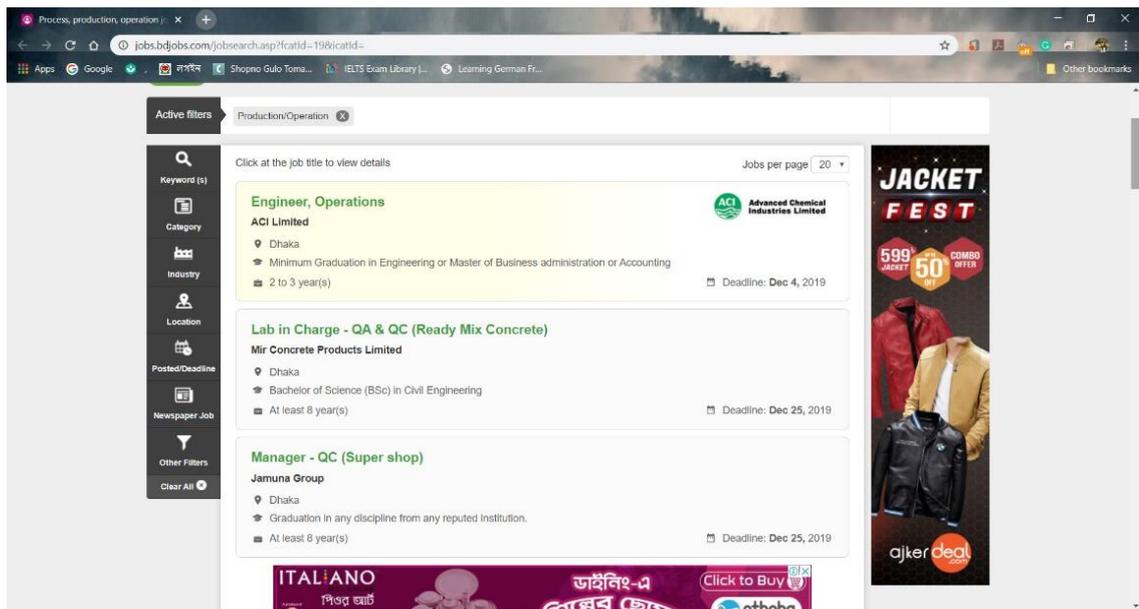


Figure 11: Side scroll on a popular website.

(IV) **Online Video Commercial (OVC):** Online video commercials are more effective than the television commercials because people spend more time online rather than in front of a TV set. Ajkerdeal.com has a few OVC and these are broadcasted on Facebook and are also used as a pop-up video commercial for YouTube. Ajkerdeal.com has two brand ambassadors and these two ambassadors are also models in these video commercials. Bangladesh one day international captain Mr. Mashrafi Mortaza and renowned musician, actor and model Mr. Tahsan Khan are the two ambassadors of Ajkerdeal.com.

(V) **Campaign & Festival:** Campaign and festivals often taking place based on any occasion or special time of the year. The heavy promotional campaign and shopping fest are held by Ajkerdeal.com Ltd. During big festivals such as Eid, Puja, International Mother Language Day, Bengali new year the company promotes itself with attractive offers and special shopping and fashion items according to these festivals. Besides, the company also offers discounts and special collections at some specific time of the year such as Summer Offer, Winter Shopping Fest or 12.12 offer.

(VI) **Packaging & Merchandise:** Packaging is an effective way of promotion. The company has three layers of packing system. The product that the customer has ordered comes with a packing from the factory. Even after that, the company wraps the product with a bubble

wrap and put the product into a cardboard box containing the logo of Ajkerdeal.com. the box then packed with a plastic bag and delivered to the customer.

3.5. People:

People are one of the most important part of any kind of service. It is the person that provides the service to the end consumers. The people that provide service to the customers of Ajkerdeal.com Ltd. can be divided into two categories Direct and Indirect. The indirect service providers are the collectors. Collectors are the employees that collect the products from the merchants or the sellers. After the product is collected it is packaged, arranged on the basis of area and finally handed over to delivery persons. The delivery persons are the direct service providers. That is why they are trained by the company to be polite, well behaved and maintain time. A large part of a service providing company is dependent on its people. Considering the fact Ajkerdeal.com Ltd. always evaluate the performance of these people who are directly or indirectly working to provide the final service. The company also collects feedback about the quality directly from the customers that have purchased service from Ajkerdeal.com Ltd. Besides, there are some other teams that work from behind and make all these happen. The departments are as follows,

3.5.1. Business Development Department:

About 26 peoples work in this department. This department is responsible for innovating new ideas to develop the business. A part of the major promotional decisions come from this department.

3.5.2. Sales Department:

Sales department is consist of 21 persons. The major responsibility of this department is to visit new merchants and set up a deal with them to work with the company. The salespersons visit the local showrooms as well as the brands and keep in touch with them and convince them to sell their products through Ajkerdeal.com.

3.5.3. Content Development Department:

This department creates content for the company. There are mainly three types of content for the company. Written, graphical and video. The department creates content for promotion, SEO, webpage, and where ever it is necessary. There are 7 people in this team.

3.5.4. SEO Team:

SEO team has 9 members. This team is responsible for the company's search engine optimization. SEO team does all the SEO related tasks and maintains the track report of the company's organic traffic on Google.

3.5.5. Customer Support Department:

The customer support department provides service directly to the customers along with the delivery persons. There are two teams in this department. Complain Management Team and Customer Relationship Management or CRM in short. The complaint management team provides support to the merchants. If the seller is facing any problem he has to contact a Complain Management executive. On another hand, the CRM team supports the consumers. Confirming order, confirming address, attending any complaint is the core responsibility of this department.

3.5.6. Packaging & Fulfillment Department:

There are a total of 87 persons in this department. The responsibility of this department is to maintain the inventory, checking if there are any faulty products in the bulk and to finally package them.

3.5.7. Other Departments:

Besides the above-mentioned departments, there are IT department, Human Resources Department, Accounts Department, Finance Department, and Social Media Department. IT department is responsible for all the IT related things of the company. The HR department controls evaluates and maintains all the employees. Accounts Department manages all the accounts of the company. The finance department makes financial decisions.

3.6. Process:

Service is intangible that is why the process is important. Process determines how the service is being provided and it helps the companies to maintain the standard of the service. For

Ajkerdeal.com the process starts when the customer starts browsing the website of Ajkerdeal.com. In order to make the service easier, the company has built a user-friendly website and a mobile application. The order placing process is also simple. After a customer has placed an order, the collector of the company makes sure that the product that is provided by the seller has no defects. Then the collector brings the product to the nearest hub and the fulfillment department makes sure that the product is well packed and most importantly it is done within the time. Finally, the delivery person delivers the product to the front door of the customer. The estimated time of this whole process is three to four business days. And it is mentioned in the confirmation notification that the customer gets right after the order placement.

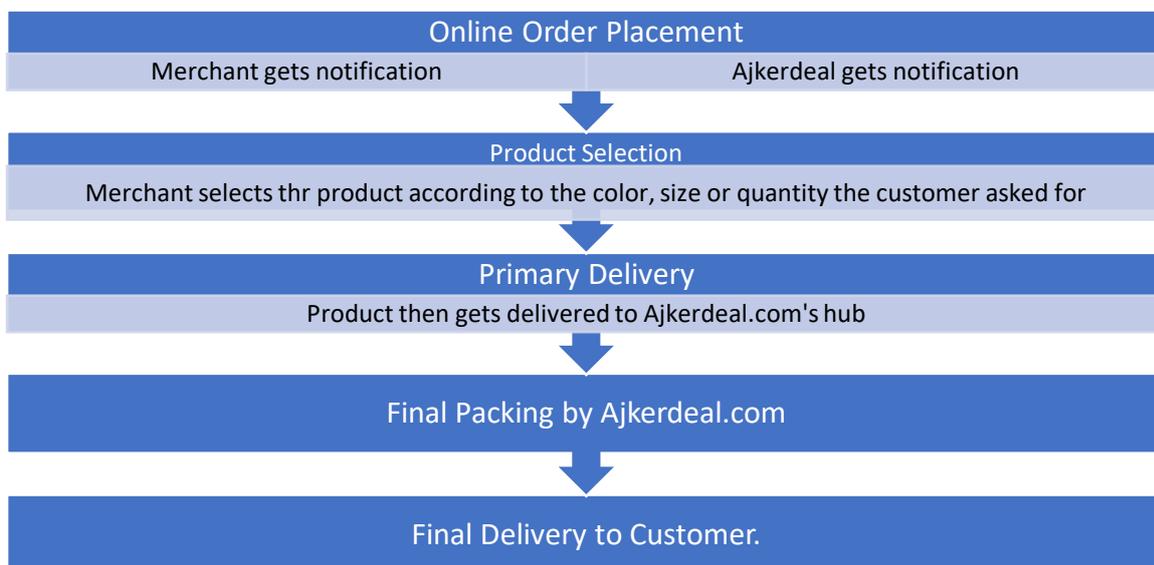


Figure 12: Process flowchart.

3.7. Physical Evidence:

Physical evidence is another important aspect of service. It affects the customer satisfaction. As service is intangible the customer often look for other cues to judge the service. In the case of Ajkerdeal.com, the customers are getting the service from their home that is why physical evidence does not have that much of an impact on the customers. But still, the company pays attention to it. The company makes sure that the packaging of the product is fresh and looks good to the customer. Other than that there is nothing much to offer by the company.



Figure 13: The infrastructure of Ajkerdeal.com Ltd.

Chapter 4

Problems &

Recommendation

4.1. Problems Identified:

The marketing activities of Ajkerdeal.com Ltd. are considered as one of the best sets of marketing activities in the current Bangladeshi e-commerce industry. There are some problems in their marketing activities and if the company can solve these problems it can grow even faster. The problems are described in detail below.

1. Ajkerdeal.com Ltd. does not have enough inventory hubs. The company only has two hubs. One in Mirpur and another in Karwan Bazar but because of this reason the delivery often takes more time than the estimated delivery time which is indeed a bad thing and has a bad impact on the consumers.
2. The company does not have enough budget for promotional activities. The budget that the company has for promotion does not cover the whole promotional activities. Because of the lack of budget, the company is only sticking to online promotion.
3. More than 50% of the pages have not been optimized for the search engine yet. These pages will need content but it is a lengthy process and it will take some time. But the company has spent too much time already and to complete the rest of the 50% will take much longer time at this speed.
4. Has a weak social media marketing management. The social media response rate is not up to the mark. The customers often complain on social media but the executives often fail to respond accordingly.
5. Customers sometimes have trust issue. It is one of the major and common problems of all e-commerce companies in Bangladesh. because of the trust issue, a lot of potential customers do not take a step forward.
6. The customer support system is slow. The internal data server of the company is slow and sometimes it crashes because of over traffic. This slow customer support causes a lot of dissatisfaction among the customers.

4.2. Recommendations:

As mentioned in the previous section, Ajkerdeal.com Ltd. has some problems regarding to its marketing strategy. With some proper solution, the company can easily overcome all these problems. Some recommendations in light of the findings are as follows,

1. The company should develop more hubs inside Dhaka city as well as in the major cities of the country. By creating more hubs the company can do business with the local merchants and sellers and will be able to deliver products to the customer more quickly within the estimated time frame.
2. By increasing the budget for promotional activities can improve the company's number of potential customers. The company should promote and boost itself on the internet more intensely.
3. It is highly recommended that the company fulfill requirements for all the webpage. The work is time-consuming work but still, the company should mark it as one of the high priority tasks and do it as fast as possible.
4. the company should focus on developing the social media management. By regular posting, boosting the post regularly and dealing with customers on Facebook should be more intense and effective.
5. The company must gain more trust in its customers by ensuring the product, service, and after-sales service quality.
6. the company has to increase the number of Customer Care Representatives and should make the internal support server better and faster to ensure better support.

Chapter 5

Conclusion

Conclusion:

The e-commerce industry of Bangladesh is a new industry compared to other industries. But the industry is growing very fast as people are getting more and more busy and do not have the time to buy a product from a physical shop. Besides the large e-commerce companies, there are a lot of small and medium companies who are doing really good and growing faster. So, without a proper target and effective marketing strategy, it is hard to make more than average profit.

As mentioned earlier, it is a rapidly growing industry. And it is not limited to some specific class or group of people. Anyone who has access to the internet are having the service of e-commerce companies more or less. So, the competition is going higher and higher. So, it is important for companies to promote and increase various new offers to capture the mass potential group of customers.

There are some problems in all the e-commerce companies in Bangladesh. But these problems can be solved by gaining the trust of the customers. the more trust a company can gain, the more customer will come to the company as Trust plays an important role in this industry. The ICT Ministry of Peoples Republic of Bangladesh is also providing enough support to this industry to make the country 'Digital Bangladesh'

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