



**“An Analysis of Digital Marketing Activities of  
Daraz Ltd”**

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## **Letter of Acceptance**

I am very pleased to declare that Jannatul Ferdous ID: 152-11-4657, BBA 41<sup>th</sup> Batch Daffodil International University has successfully completed her Thesis Paper entitled “An analysis of Digital Marketing Activities of Daraz Ltd” under my direct and active supervision.

The report is recommended for submission.

.....

Dr. S M Sohel Rana

Associate Professor

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## Acknowledgement

Bismillahir rahmanir rahim, all praise to the almighty and the supreme governor of the universe for giving me the strength to successfully complete the Thesis Paper. Achieving any goal requires many help and support from various way rather than sources. I am very lucky to get the help and support.

I pay my heartiest gratitude to my honorable supervisor Associate Professor **Dr. S M Sohel Rana**, Department of Business Administration who helped me to make this Paper.

## **Declaration**

I am Jannatul Ferdous hereby provide the complete affirmation that the report entitled “An analysis of Digital Marketing Activities of Daraz Ltd” is prepared by after completion of Thesis Paper in “Daraz Ltd.” Under the excellent supervision of **Dr. S M Sohel Rana**, Associate Professor, Department of Business Administration, Daffodil international University. I also ascertain that the report is completely substantive and reliable from all of the propagation. It is prepared for academic requirement BBA program not for other motives.

I hope that honorable faculty will consider my mistakes with graceful perspective.

.....

Jannatul Ferdous

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Major in Marketing

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## **Executive Summery**

“Daraz” is the leading online marketplace in South Asia connecting thousands of sellers with millions of customers in Pakistan, Bangladesh, Sri Lanka, Nepal and Myanmar. Daraz.com.bd is best online shopping store in Bangladesh that features 10+ million products at affordable prices. As bangladesh's online shopping landscape is expanding every year, online shopping in dhaka, chittagong, khulna, sylhet and other big cities are also gaining momentum. Daraz is among best websites for online shopping in bangladesh that promises fast, reliable and convenient delivery of products to your doorstep. Daraz being the trusted online shop in Bangladesh aims to provide a trouble-free shopping experience for the people of Bangladesh but is also providing ample opportunity for international online shopping from Bangladesh. Daraz aims to make online shopping accessible to all parts of the country. This is a report on “Digital Marketing Activities of Daraz Ltd”. The main purpose to make the report is to identify the marketing activities of “Daraz Ltd.” and their digital marketing campaigns and also their way of doing those digital marketing campaigns. After identifying those things and analyzing those digital marketing activities must be identified the problems and give solutions for solving those problems. Daraz Ltd does their digital marketing activities very sincerely. In this report has been covered 6 chapters like- Introduction, company overview, theoretical prospect, Analysis of the digital marketing campaigns and the last chapter is problems, recommendation & conclusion. The first chapter, describe introduction of Daraz Ltd., Origin of the Study, Objectives of the Study, Methodology of the Study, Scope of the Study, Limitations of the Study. The second chapter, compose, overall scenario of Daraz means how they set their mission, vision, goal for growth and improvement of all aspect of its operation. The third chapter, Theoretical prospect of marketing, this chapter is containing about what is market, marketing, traditional, digital marketing Market, Digital Marketing Tools, Digital Marketing Platforms, Digital Marketing Campaign, Media Buying, GDN. The fourth Chapter, describe Products of Daraz, Competitors Portfolio, Some Recent Digital Marketing Campaigns of YouTube, GDN (Google Display Network), Consumer Promotion (CP) Campaign. Finally, the last chapter, disclose several problems have been identified during the Thesis and also put some recommendations to solve this problem. I have realized from the working background that Digital marketing campaigns is actually an effective way to sustain in the competitive market now a days.

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# Chapter -1 Intro duction

## 1.1) Introduction:

“Daraz” is the leading online marketplace in South Asia connecting thousands of sellers with millions of customers in Pakistan, Bangladesh, Sri Lanka, Nepal and Myanmar. Daraz.com.bd is best online shopping store in Bangladesh that features 10+ million products at affordable prices. As Bangladesh's online shopping landscape is expanding every year, online shopping in Dhaka, Chittagong, Khulna, Sylhet and other big cities are also gaining momentum. Daraz is among best websites for online shopping in Bangladesh that promises fast, reliable and convenient delivery of products to your doorstep. Daraz being the trusted online shop in Bangladesh aims to provide a trouble-free shopping experience for the people of Bangladesh but is also providing ample opportunity for international online shopping from Bangladesh. Daraz aims to make online shopping accessible to all parts of the country.

## 1.2) Origin of the Study:

Daraz is the well-equipped and country leading international manufacturers of solution oriented in FMCG sector. In the arena of globalization and free trade, it is very tough to compete in this consumer product and the competition style of this sector changing day by day. The Daraz is continuously upgrading itself with this changing environment of competition. My study or research initially shows the digital marketing activities of Daraz, and its Digital marketing analysis. After the company illustrative part, analysis segment is consolidated. Opening with Competitive analysis of Daraz, SWOT analysis, Daraz principles and Branding strategies. Different National and MNCs institutions are now on the field to fulfill the



comprehensive demand. Daraz necessary expert Marketing which is curiously different from the manufacturing and other service sector companies. Because all companies of this industry need to advance them consistently to stay in the competition. Every day the customers' Demands and taste are turning and the competitors are also offering modified products, which is the description of this industry. So, the success in this industry depends largely on the continuous upgrade of marketing activities, Daraz has strong presence of Digital marketing. I have gathered conceptual knowledge as well as practical knowledge.

### 1.3) Objectives of the Study:

- To analyze the digital marketing Activities of Daraz.
- To provide suggestions to improve their digital marketing activities.

### 1.4) Methodology of the Study:

Methodology is a way to systematically solve problems of a study or any research. The information and data comparison are based on company's internal report and some other document and data study has done for the information comparison and is was a part of my report. Daraz gives a huge amount of knowledge and scope and also experience by taking part in the digital marketing mechanism of Daraz. Most of the information compiled in this report is from online sources.

### Scope of the Study:

The main purpose or intention of this report is to analyze the digital marketing campaigns of "Daraz Ltd." here I can manage to gather the knowledge about how an organization conduct their digital marketing campaigns effectively and the practical experience about that. After working with them I can understand that digital marketing is a must for any business growth. Now I know how and why digital marketing plays an important role in any business or in marketing. The study is very helpful for me to find out the drawback and faults in digital marketing in the business. Daraz give me a vast knowledge about digital marketing campaigns by talking with the employees. Here I manage to gather knowledge about how an organization work and identify their digital marketing campaigns and process and complete them effectively.

## 1.5) Limitations of the Study:

I have tried my level best to include all important information about “Daraz limited” and information related to this report and also necessary information about the digital marketing campaigns provided by executives, and managers of the digital marketing team, But due to some privacy issue various important information about this company cannot be included in this report. For finishing the report, I had faced some problems, those problems are:

- **Lack of knowledge:** As a student, in the research field, I have no past experience of data collection, data processing, data analyzing, integrating and presenting. So, it is a limiting factor for obtain accurate information.
- **Time Limitation:** There was time limitation for this research project. That made difficult to get all information.
- **Company Policy:** Getting some relevant papers and documents were strictly prohibited by the policy of the company.
- **Data Collection Process:** sometime data collection process for this report have cause some limitation in this study because it is very time consuming and hard to collect.
- **Busy Environment of DARAZ:** The busy environment of the office sometime had been a problem for data collection.

# **Chapter-2**

## **Organizational**

### **Profile of Daraz Ltd.**

## 2.1) Introduction

“Daraz” is the leading online marketplace in South Asia connecting thousands of sellers with millions of customers in Pakistan, Bangladesh, Sri Lanka, Nepal and Myanmar. Daraz.com.bd is best online shopping store in Bangladesh that features 10+ million products at affordable prices. As Bangladesh's online shopping landscape is expanding every year, online shopping in Dhaka, Chittagong, Khulna, Sylhet and other big cities are also gaining momentum. Daraz is among best websites for online shopping in Bangladesh that promises fast, reliable and convenient delivery of products to your doorstep. Daraz being the trusted online shop in Bangladesh aims to provide a trouble-free shopping experience for the people of Bangladesh but is also providing ample opportunity for international online shopping from Bangladesh. Daraz aims to make online shopping accessible to all parts of the country.

## 2.2) Business Philosophy:

This is a report on “Digital Marketing Activities of Daraz Ltd”. The main purpose to make the report is to identify the marketing activities of “Daraz Ltd.” and their digital marketing campaigns and also their way of doing those digital marketing campaigns. After identifying those things and analyzing those digital marketing activities must be identified the problems and give solutions for solving those problems.

Daraz Ltd does their digital marketing activities very sincerely. They are very responsible for their work. They conduct their campaigns under strict supervision but some time their target market or way of doing digital campaigns won't work properly so after analyzing the digital marketing campaigns we can understand that they also have some problems and they should solve that and also give more focus on their target customer and customer benefits.

Daraz has sales and marketing department. The task of this administration are very broad and effective. Main task done by this departments are,

- Product development
- Branding Department
- Raw material sourcing
- Find out or create market for its product
- Price set up
- Packaging development
- Developing communication strategy
- Preparing sales forecast
- Maintain sales management in the field
- Keeping record of sales and stock
- Collection & analysis of competitors information

Beside all of these Daraz perform day to day business activities. Under marketing & sales department, a Brand team performs the key role of real marketing.

### 2.3) Vision:

To be the leading brands excelling in product quality, social, technical & marketing Creativity and service to our customers through the skills and cordial commitment of our employees.

### 2.4) Mission:

To be the market leader in quality sector discovering & satisfying the desire & need of the community working in harmony with our customers, employees and business partners.

### 2.5) Goal:

To achieve market leadership, profitability, good corporate citizenship and a sustainable growth.

### 2.6) Objective:

The main objective of the company is to increase the market share in related diversified products in Bangladesh and to assure the potential customers of the quality and durability of the products.

- Believing in quality and excellence in service.
- Believing open communication, personal responsibility, integrity and active participation.
- Supporting the creative diversity and share of ideas.
- Building culture of learning based on leadership, teamwork, accountability and cooperation.

# Chapter: 3

## Theoretical Aspects

### 3.1) Market:

Market is an intermediary that allows buyers and sellers of exact goods or services to connect in order to facilitate a casting. The types of market may either be a substantial marketplace where people come together to transfer goods and services in person or implicit market where in buyers and sellers do not reach out with each other.

### 3.2) Marketing:

**According to Dr. Philip Kotler** – Marketing is the process by which companies create value for customer relationship in order to capture value from customers in return.

**According to American Marketing Association** – Marketing is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large (AMA,2008).

### 3.3) Traditional Marketing:

Traditional marketing is a rather broad category that includes many forms of broadcasting and marketing. It's the most detectable types of marketing, encompassing the advertisements that we see and hear every day. Most traditional marketing strategies fall under one of four categories: print, broadcast, direct mail, and telephone.

### 3.4) Digital Marketing:

Digital marketing is a form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile.

### 3.5) Digital marketing Tools:

- Google Trends
- Google Keyword Planner
- Ahrefs
- AppAnnie
- Serpstat
- SimilarWeb
- Buzzsumo
- Facebook Audience Insights
- Facebook Ads
- Google Adwords
- Bing Ads
- Appstore Search Ads
- Manychat
- Pushengage



- Leanplum
- Google Analytics
- Facebook Analytics ➤ Yandex Metrica
- Google Data Studio ➤ Webris SEO Report Tool

### 3.6) Digital Marketing Platforms

- Facebook
- LinkedIn
- YouTube
- Google AdWords
- Google Display Network

### 3.7) Digital Marketing Campaign:

A digital marketing campaign is an online marketing system put forward by a company to drive engagement, conversions, traffic, or revenue. The campaign ties in with the overarching goals of the organization and includes one or more digital channels in the efforts.

### 3.8) Media Buying:

Media Buying is the process where commercial ads or newspaper ads taken for the promotion and reach or viewed by the target audience or TG.

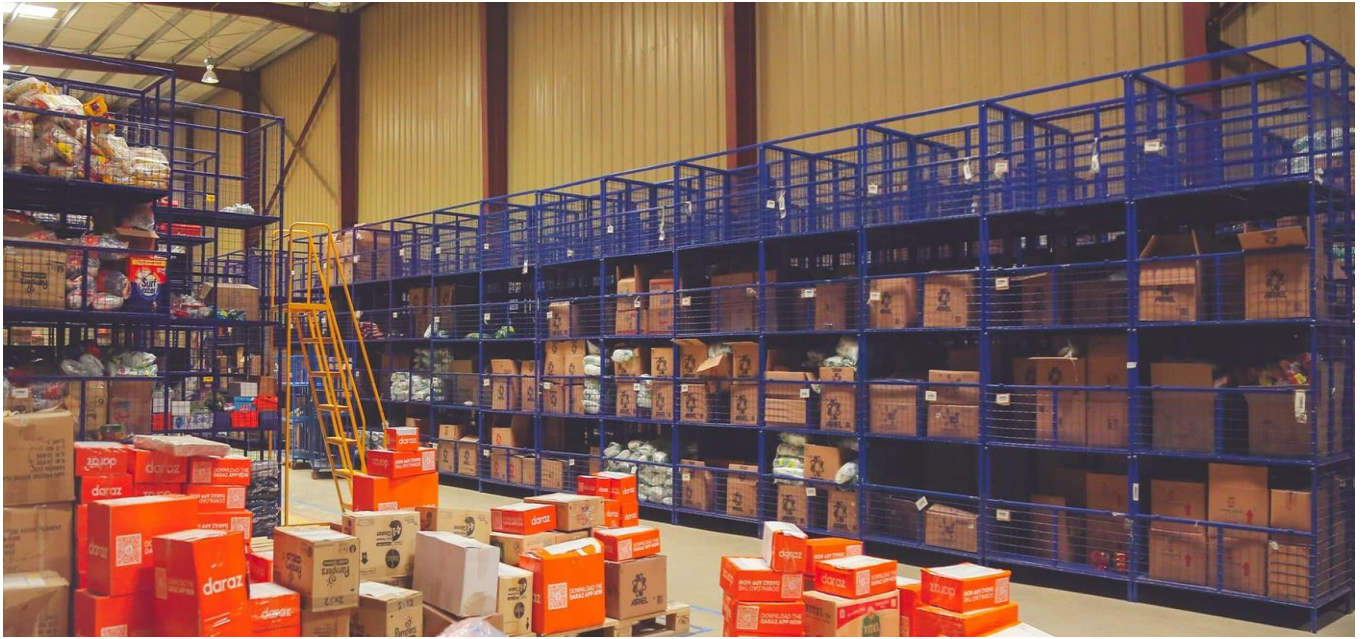
### 3.9) GDN:

Its a network of websites which run Google ads. The ability to choose the right keywords and topics/Google partner sites with an effective creative strategy will define success.

Google Display Network Advertising can be a very effective strategic marketing tool to improve your Adwords/Pay-per-Click (PPC) ROI.

# **Chapter 4:**

## **Analysis of the Digital Marketing and Campaigns**



## **4.1 Experience Personalized Online Shopping in Bangladesh with Daraz.com.bd**

Online Shopping BD has never been easier. Daraz.com.bd is best online shopping store in Bangladesh that features 10+ million products at affordable prices. As Bangladesh's online shopping landscape is expanding every year, online shopping in Dhaka, Chittagong, Khulna, Sylhet and other big cities are also gaining momentum. Daraz is among best websites for online shopping in Bangladesh that promises fast, reliable and convenient delivery of products to your doorstep. Daraz being the trusted online shop in Bangladesh aims to provide a trouble-free shopping experience for the people of Bangladesh but is also providing ample opportunity for international online shopping from Bangladesh. Daraz aims to make online shopping accessible to all parts of the country.

Everyone is encouraged to shop with confidence at Daraz.com.bd as our strict buyer's protection policies ensure no risks while shopping online.

Among tons of online stores in Bangladesh, Daraz aims to strictly adhere to international quality standards ensuring trust and reliability in customer service and originality in product delivery. Realizing the surge in e-commerce platform in Bangladesh, Daraz aims to redefine online shopping experience with home delivery, cash on delivery and installment facility for shoppers across country. Our assortment includes 100% original products from leading electronics, fashion, beauty, and lifestyle brands. Especially for shoppers who do not have debit cards or credit cards, Daraz provides a facility of online shopping with cash on delivery to your home. To enhance your online shopping experience, we encourage you to download Daraz app for Android & IOS and have a taste of personalized shopping experience based on your interest and shopping needs.

Daraz is a global online marketplace with e-commerce stores in Pakistan, Bangladesh, Nepal, Sri Lanka and Myanmar.

## **Affiliate Agreement**

These Affiliate Terms and Conditions (the “**Agreement**”) shall constitute an Agreement between you (“**You**” or “**Affiliate**”) and Daraz Bangladesh Limited (hereinafter referred to as (the “**Company**”) for the registration and appointment of the Affiliate to provide the Company with Promotion of the Channels. The Affiliate and the Company shall collectively be referred to as the “**Parties**” and individually as the “**Party**”.

The Affiliate must read, agree to, and accept all of the terms and provisions contained in this Agreement, by clicking “I Accept” button, and the Parties hereby agree, acknowledge and accept that clicking such button shall instantly form a valid, effective and legally binding agreement for good consideration between the Parties.

This Agreement constitutes the complete and exclusive statement of the agreement of both the Parties with respect to the subject matter of this Agreement, and supersedes all prior oral and written commitments, understandings, and communications between the Parties regarding such matter. The Company may, at its sole discretion, amend the Agreement, from time to time, by providing the revised version(s) of the same to the Affiliate in writing, at the sole discretion of

the Company, without being required to give any prior notice to the Affiliate. Any continued performance of its obligations under this Agreement, by the Affiliate after the revised Agreement has come into effect shall be deemed as the Affiliate's consent to such revised Agreement.

**WHEREAS**, the Company is a leading e-commerce organization of Bangladesh which for the purpose of this Agreement is engaged in the provision of advertising services and Affiliate is willing and able to provide promotional services and content of the Channels to Customers, for the Company, for the purpose of increasing the user traffic on those Channels. The Company now engages the Affiliate, and the Affiliate accepts such engagement, to perform the Promotion of the Channels in the Territory on the terms and conditions specified herein.

## **1. DEFINITIONS**

1.1 **Advertising Material** shall mean any advertising materials provided by the Company to the Affiliate, to be published by the Affiliate on the Affiliate's Accounts solely for the purposes of conducting the Promotion of the Channels, in accordance with the terms and conditions herein.

1.2 **"Affiliate"** or **"You"** shall have the meaning given to the term in the Preamble above (i.e. the first Party named above, who shall be engaged for the purpose of, and authorized by the Company to promote the Channels on the terms and conditions of this Agreement).

**"Affiliate's Account"** shall mean all advertising and/or promotion-capable medias utilized by the Affiliate, including without limitation websites, applications, social media accounts, emails, audiovisual media channels (whether digital or traditional), newsletters, Affiliate networks' sub affiliates, their owned and brokered medias, to publish the Advertising Materials for the Promotional of the Channels, in accordance with the terms hereunder.

1.4 **"Agreement"** shall have the meaning given to the term in the Preamble above (i.e. these Affiliate Terms and Conditions).

1.5 **"Channels"** shall mean the online marketplace operating under the style and name of 'Daraz', through collectively through the (1) mobile application of the same name and (2) the web portals located at [www.daraz.com.bdo](http://www.daraz.com.bdo) wned and operated by the Company.

1.6 **"Chargeback"** shall mean a charge that is returned to a Customer's payment card (whether a debit, credit, or charge card as the case may be) after the Customer successfully disputes an item on their card's account statement or transactions report with that Customer's bank.

1.7 **"Click"** shall mean a Customer's click on a Hyperlink provided by the Affiliate, which routes that Customer directly to the Channel(s).

1.8 **"Commission"** shall have the meaning given to the term in Clause 3.1 hereunder.

1.9 **"Commission Exemptions"** shall have the meaning given to the term in Clause 3.2 hereunder.

1.10 “Company” shall mean Daraz Bangladesh Limited, a company established under the Companies Act 1994, having its registered office at Asfia Tower, House 76, Block E, Road 11, Banani, Dhaka -1213, Bangladesh.

1.11 “Confidential Information” shall have the meaning given to the term in Clause 6.1.

1.12 “Customer” shall have the meaning given to the term in Clause 2.1 hereunder.

1.13 “Hyperlink” shall mean a link provided to the Affiliate by the Company, to the Channel (or a specific Product listing on the Channel) in the form of an exact URL, to be published by the Affiliate in the Affiliate’s Accounts, which identifies the Affiliate whenever a Customer Clicks on it.

1.14 “Intellectual Property Rights” means all patent rights, copyright rights, mask work rights, moral rights, rights of publicity, trademark, trade dress and service mark rights, goodwill, trade secret rights and other intellectual property rights as may now exist or hereafter come into existence, and all applications therefore and registrations, renewals and extensions thereof, under the laws of any state, country, territory or other jurisdiction.

1.15 “Invoice” shall mean the monthly invoice issued by the Company, on behalf of the Affiliate which specifies the Commissions that accrued in favour of the Affiliate in the preceding calendar month, minus any applicable deductions.

1.16 “Net Sales” shall mean sales revenue received by the Company for the sale of any Product to the Customer which involves the (1) Customer’s Click of a Hyperlink; and/or (2) input of a Voucher Code at checkout on the Channel; and where such sale is not directly or indirectly caused by a Commission Exemption; minus all the corresponding applied discounts (whether through Voucher Code, or otherwise applied by the seller of the Product or the Company at checkout).

1.17 “Product” shall mean any product(s) listed for sale by third party sellers on the Company’s Channels.

1.18 “Promotion” shall have the meaning given to the term in Clause 2.1 hereunder. a charge that is returned to a Customer’s payment card (whether a debit, credit, or charge card as the case may be) after the Customer successfully disputes an item on their card’s account statement or transactions report with that Customer’s bank.

1.19 “Returns and Refunds Policy” shall mean the applicable Company policies which govern the procedure for returns and refunds of Products by Customers on the relevant Channels located at Returns and Refunds Policy of Bangladesh.

1.20 “Term” shall have the meaning given to the term in Clause 11.1 hereunder.

1.21 “Territory” shall mean any geographical region in the world.

1.22 “VAT” shall mean value-added taxes.

## **2. APPOINTMENT**

2.1 The Company appoints the Affiliate as its Channel promotion affiliate for the Territory, wherein the Affiliate shall conduct Promotions for the Channels for the Affiliate's followers, subscribers, and/or any person visiting the Affiliate's website(s) and/or social media accounts ("Customers"), as well as publish the Advertising Materials of the Affiliate's Accounts to induce them to visit and use the Channels ("Promotion").

2.2 Affiliate shall only conduct the Promotion of the Channels to Customers within the Territory, except as otherwise approved in writing by Company.

2.3 The Channels within the Territory will be covered non-exclusively by Affiliate, and the Company is free to engage other affiliates to provide similar services to the Promotion with the Territory.

## **3. COMPENSATION**

3.1 In consideration for the Affiliate's performance of its obligations and as good and valuable consideration, the Company shall pay to the Affiliate, a commission on the Net Sales in the Territory, at such rates as shall be specified in writing and notified by the Company to the Affiliate, from time to time ("Commission"). The Commission is inclusive of VAT, where applicable, and shall be subject to levy and deduction of all applicable taxes (including without limitation withholding taxes and VAT). The rate(s) applicable to the Commission may be revised at any time at the sole discretion of the Company, subject to prior written notice being provided to the Affiliate to such change.

3.2 The Parties hereby agree, acknowledge and confirm that Commission shall not be payable against Net Sales of any Products (a) which were subsequently returned and/or refunded in accordance with the Company's Returns & Refunds Policy; (b) against which there was a Chargeback; (c) which were part of a transaction against which any form of fraudulent activity has been suspected or found by the Company, (d) where the order transaction was cancelled by the Customer after placing it; (e) where the Customer purchased the Product with the intention of reselling it; and (f) where the order was linked to the Affiliate's conduct of any of the prohibited actions specified in Clause 7.6.1-7.6.15 hereunder (hereinafter collectively referred to as "Commission Exemptions") .

3.3 Commission payments together with the Invoice shall be issued and published by the 7th day of each calendar month of the Term, for the Commission accrued in favor of the Affiliate in the preceding calendar month. Commission against the Net Sales of a Product shall accrue in favor of the Affiliate in the calendar month that the refund/return window of a purchased Product has elapsed for its corresponding Customer, as per the Returns and Refunds Policy, and provided that no Commission Exemptions have occurred against such Product. Commission payments against an Invoice shall be payable by the Company to the Affiliate

within 15(fifteen) from the date of issue of the Invoice (subject to the provisions of Clause 3.3.2 hereunder). Commission payments shall be made in Bangladeshi Taka (BDT).

3.3.1 The Parties hereby agree, acknowledge and confirm that once an Invoice has been issued, the Affiliate cannot request any changes to the contents or form of such Invoice, for any reason whatsoever. If the Affiliate wishes to contest the contents of the Invoice, they may only do so to challenge any perceived discrepancies, under the provisions of Clause 3.5.1 and 3.5.2 hereunder (if applicable).

3.3.2 The Company reserves the right to withhold any Commission payments under an Invoice, where the aggregate Commission due and payable under such Invoice is less than BDT 2500 (Taka Twenty-Five Hundred) only. In such event, the Company shall carry over the accrued Commission onto the Invoice for the following calendar month, and pay the same out only once the total Commission due on a subsequent Invoice crosses BDT 2500 (Taka Twenty- Five Hundred).

3.4 The Company shall specify any deductions made against the Commissions in the corresponding Invoice. The Company shall be entitled to make deductions from the Commissions for the following reasons:

3.4.1 To adjust any erroneous overcalculation of Commissions due in a previous Invoice;

3.4.2 For Commissions paid against a previous Invoice, for a Product against which a Commission Exemption under Clause 3.2 (b), (c), (e), or (f) occurred after that corresponding Invoice was issued (or if the Company became aware of such Commission Exemption after the corresponding Invoice was issued);

3.4.3 For any applicable withholding taxes (including VAT if applicable) that the Company is required to withhold as per the law;

3.4.4 For Commissions which are linked to any breach of the Affiliates obligations or representations under this Agreement;

3.4.5 For any processing fees and/or bank charges incurred by Company with respect to the transferring the relevant Commission payments to the Affiliate; and

3.4.6 To set-off any amounts due to the Company from the Affiliate, for any reason whatsoever.

3.5 The Company shall also provide the Affiliate with access to a dashboard on the Channel, which shall allow the Affiliate to view historical data on (a) how many times Customers have visited the Channels by Clicking the Hyperlink; (b) how many orders were placed by the Customers as a result of the Promotion; (c) how much sales revenue was generated to calculate the Net Sales; and (d) Customer conversion rates.

3.5.1 The Affiliate may reconcile Invoice against the data on this dashboard, and in the event the Affiliate finds a discrepancy which potentially indicates an error in calculation of



Commissions on the Invoice, the Affiliate shall be entitled to raise a dispute, by notifying the Company in writing no later than 30 (thirty) days after that Invoice is issued.

3.5.2 Where the Affiliate raises a dispute under Clause 3.5.1, the Company shall conclusively investigate the dispute to determine whether or not there is any merit to the dispute, and if so, the Company shall adjust the Commissions payable in favour of the Affiliate on the following Invoice. In the event no merit is found that dispute shall be resolved in favour of the Company. The Company's calculation of Commission due as a result of such investigation shall be final and conclusive for determination of disputes raised under Clause 3.5.1.

#### **4. PROMOTION AND ORDER TRACKING**

4.1 In performance of its obligations under the Agreement, the Affiliate shall not quote any prices, terms, conditions, deals, offers, competitions, campaigns, nor lotteries for any of the Products on the Channels, other than those expressly specified in writing by the Company. Any prices, terms, conditions, deals, offers, competitions, campaigns, and lotteries for the Products are to be established solely by the Company, with immediate effect.

4.2 The Company shall be the custodian of record with respect to all Net Sales of Products, Commissions, and Commission Exemptions. The Parties further hereby agree, acknowledge, and confirm:

4.2.1 That tracking and reporting on the Channels, of orders, Clicks, and sales of Products through the Hyperlink and Voucher Code in conducted by the Company, by which a cookie is dropped on the Customer's browser to track transaction back to the Affiliate and by which the device ID is used to track transactions generated from the Channels.

4.2.2 The Company credits a sale of the Product to the Affiliate, if the Affiliate is in the last position of the Click chain preceding the purchase of that Product by the Customer.

4.2.3 Cookies dropped for the purpose of order tracking of Products by Customers under Clause 4.2.1 shall be valid and available for 7 days thereafter.

4.3 All orders for any Products on the Channels are subject to acceptance or rejection by an authorized officer of Company at its home office and to the approval of the Company's credit department. The Company shall not be obligated to accept any orders from the Customers and may reject such orders in its whole and sole discretion, with no liability towards the Affiliate for such rejections.

#### **5. RELATIONSHIP OF COMPANY AND AFFILIATE**

5.1 Nothing in this Agreement shall be construed to constitute Affiliate as the partner, joint venture, employee, or agent of the Company nor shall either Party have any authority to bind the other in any respect, it being intended that each shall remain an independent contractor responsible only for its own actions.

5.2 The Company and Affiliate agree that during the Term of the Agreement, and any renewal thereof and for a 01 (one) year period following termination/expiration of the Agreement, neither Party shall hire or engage or attempt to hire or engage an employee of the other or an independent representative under contract with the other Party, without first obtaining prior written approval from the other Party. Both Parties agree that the loss of such employee or independent representative would result in irreparable harm and grants to the other Party the right to seek damages and an injunction in a court of equity or other competent authority to enforce its rights hereunder.

## **6. CONFIDENTIAL INFORMATION**

6.1 Unless otherwise specified in the Agreement, all information exchanged during the course of the Agreement (“Confidential Information”) shall be regarded as confidential between the Parties and shall not be disclosed to any unauthorized person or used by the recipient other than for the purpose to which it relates. Any authorized disclosure to another person(s) shall be on the same terms as to confidentiality as contained in this clause. Parties hereby agree to make available Confidential Information only to those of their employees who need to have access to it for the purposes of this Agreement and to obligate such employees correspondingly to the extent legally permissible.

6.2 If, for the purposes of this Agreement, a Party discloses any Confidential Information to its employees, it shall notify such employees of the confidential nature thereof and make all necessary efforts and take all precautions to bind such employees to keep the Confidential Information strictly confidential.

6.3 During and after the tenure of this Agreement if any Confidential Information is received by a Party under or by virtue of this Agreement the same shall be maintained in the strictest of confidence and trust.

6.4 The following disclosures of the other Party’s Confidential Information shall not be deemed as authorized and shall not be a breach of any of the confidentiality obligations under this Clause 6:

- a. To comply with the mandatory provisions of applicable law or the rules of any recognized jurisdiction;
- b. The information is in the public domain, other than through a breach of this clause;
- c. For the purposes of any arbitration or legal proceedings arising from this Agreement; and
- d. To any governmental authority at their request.

6.5 The obligation of confidentiality and limited use shall survive termination of this Agreement and continue even after the termination or expiry of this Agreement.

## **7. AFFILIATE RESPONSIBILITIES AND PROHIBITIONS**

7.1 The Affiliate shall ensure that all individual representatives, personnel, staff of the Affiliate that are involved in the Affiliate’s performance of its obligations under this Agreement, have the requisite access to any equipment and amenities required to enable the Affiliate to perform its obligations under this Agreement (and that the Company shall not be responsible for providing the same). The Affiliate will diligently devote its time and efforts towards the selling of the Products.

7.2 The Affiliate shall conduct all of its performance of its obligations under this Agreement, in its own name and in such manner as it may see fit. The Affiliate shall pay all expenses of its office and activities and will be responsible for the acts and expenses of its personnel/staff/representatives.

7.3 The Affiliate shall not, without the Company’s prior written approval, make any representations or guarantees concerning the Products or accept the return of, or make any allowance for such Products.

7.4 The Affiliate shall abide by Company's policies and communicate same to the Customers.

7.5 The Affiliate hereby represents, warrants and covenants that:

7.5.1 it has full corporate power and authority to enter into this Agreement;

7.5.2 it will not, by virtue of entering into and performing this Agreement, be in violation of any contractual obligation it owes to a third party or the Company under any other agreement, or any term or provision of any judgment or decree to which it is a party or by which it is bound, nor under any contractual or legal obligation which shall supersede any of the Affiliate's obligations under this Agreement;

7.5.3 the performance by the Affiliate of the Promotion of the Channels required under this Agreement does not and will not violate any applicable law, rule or regulation or any intellectual property right of a third party;

7.5.4 it will not use in the performance of its responsibilities under this Agreement any confidential information or trade secrets or intellectual property of another person or entity without the appropriate license, authorization, permit or consent;

7.5.5 it is skilled in the professional calling necessary to perform the Promotion of the Channels and its duties and obligations contained herein;

7.5.6 it shall perform the Promotion of the Channels in conformance to and consistent with applicable law and the standards generally recognized as being employed by professionals in the same discipline on an international level in an engagement of similar scope, complexity and duration;

7.6 The Affiliate shall not, under any circumstances, do any of the following:

7.6.1 display any links, materials, or other Company-related content on any website or application that contains any pornographic, hate-related, graphic, violent or illegal content, or any content that promotes discrimination based on race, ethnicity, sex, religion, nationality, disability, sexual orientation or age;

7.6.2 bid for any search engine placement/optimization/marketing using the term "Daraz", "daraz.com", "Shop", "shop.com" or any variation or misspelling of the terms "Daraz" or "Shop".

7.6.3 display any Company-related content on any website, that in any way disparages the Company, its affiliates or subsidiaries or their products or services or infringes on any of the Company's intellectual property or other rights.

7.6.4 duplicate, copy, reverse-engineer, edit, modify, truncate, or change the Company's cookies and/or tracking links in any way.

7.6.5 Cause, encourage, or endorse any transactions to be made with the Company that are not in good faith.

7.6.6 Conduct any activities associated with the Promotion of the Channels that are in any way unethical and/or illegal and/or designed to mislead the Customers.

7.6.7 indulge in any activities that could, in the Company's judgment, reflect poorly on the Company (and/or the Company's affiliate businesses, partners and associated undertakings) or otherwise disparage or devalue Company's reputation or goodwill, or create any confusion amongst Customers between Daraz and any third party.

7.6.8 include any intellectual property of the Company or its affiliates, or a variant or misspelling of such intellectual property, in any domain name, subdomain name, or in any

username, group name, email address, or social network identifier, or unauthorizedly use and/or tamper the Company's name (or any variant or misspelling thereof), Intellectual Property Rights in any manner whatsoever.

7.6.9 Utilize any Company Content to update or create the Affiliate's own database of business listings information or use the to build an email list for the Affiliate's own (or any third party's) commercial purposes.

7.6.10 create, disclose, or sell any information or metrics about, or perform any statistical analysis of the Company's content.

7.6.11 engage in cookie stuffing or fraudulent activity.

7.6.12 cause any software to be downloaded or installed on a Customer's systems, without that Customer's prior affirmative consent.

7.6.13 not set any cookies unless the Advertising Materials are in visible use on that Affiliate Account and allows the Customer to specifically and consciously Click on the same. The Affiliate shall not use layers, add-ons, iFrames, pop-up, pop-under, site-under, Auto-redirect advertisements which automatically redirect the Customer to Advertiser websites without the Customer's engagement or action (e.g. click, touch), cookie dropping, postview technology, misleading advertisements that result in misleading Clicks that display expected content, shall not be permitted and are strictly prohibited.

7.6.14 not purchase any Products from any Channels through the Promotion, nor through using a Hyperlink, nor through use of any Voucher Codes linked to the Promotion under this Agreement. Furthermore, no Commission shall be payable on any Net Sales generated through violation of this Clause 7.6.14, and any such violations shall constitute a material breach of this Agreement.

7.6.15 not intentionally or negligently cause (whether directly or indirectly) any Products from any Channels through the Promotion, to be purchased by businesses and/or resellers (i.e. any third party that purchases a Product with the intention of reselling the same further). Furthermore, no Commission shall be payable on any Net Sales generated through violation of this Clause 7.6.15, and any such violations shall constitute a material breach of this Agreement.

## **8. COMPANY RESPONSIBILITIES AND LIMITATIONS OF LIABILITY.**

8.1 The Company shall be solely responsible for the ensuring the display, and supply of the Products, and the sellers listing the Products on the Channels shall be responsible for the design, development, production, and performance of its Products and the protection of its trade names. The Company's aggregate liability towards the Affiliate under this Agreement, whether in contract, tort, or otherwise shall not exceed the amount of aggregate Commission paid to the Affiliate in the 06 (six) months preceding such claim.

8.2 The Company shall not, under any circumstances, be liable for any disruptions, unavailability, glitches, downtime or delays in functionality of its Channels, nor does the Company guarantee, represent or warrant in any way that the Channels shall function free of the same.

8.3 The Company shall not, under any circumstances, be liable to the Affiliate for any special, consequential, incidental, punitive, exemplary, or indirect costs or damages, including, but not limited to, litigation costs, installation and removal costs, or loss of data, production, profit, or business opportunities.

## **9. INTELLECTUAL PROPERTY RIGHTS**

The Parties hereby agree, acknowledge and affirm that the Company and its licensors retain all right, title, and interest in and to all Intellectual Property Rights related in and to the Channels and the Advertising Materials. The logos and names are trademarks of the Company and are registered in certain jurisdictions. All other Product names, brand names, marks, logos, and symbols on the Channels may be the trademarks of their respective owners. Except as expressly stated in this Agreement, nothing in the Agreement confers any license or ownership to the Affiliate or any third party, under any of Company's or any third party's Intellectual Property Rights, whether by estoppel, implication, or otherwise.

## **4.2 Product Details**

### **Products of DARAZ:**

Daraz Ltd. offers various services and Products. Now I am going to describe some of the products Business Solutions provide. Presently the organization is able to introduce various kind of products that increase the depth of the category of the Daraz Ltd.. Now the company offers in the market these types of products and the product list are shown below:



**Beauty Product**



Daraz Ltd. sell beauty product as a regular items. The brand name of beauty product is SKINCODE. Skincode is manufacture in Switzerland and Switzerland is skincode mother country and it import as a complete product. Skincode focus on body and skin care like it name. Skincode manufacture all categories of cream, lotion and beauty care product which is related with human skin. Their main product are skincode face cream, skincode night cream, skincode whiting cream, skincode anti-aging, skincode baby product. Basically, they produce all types of skin care and beauty product.

### **Healthcare Product**

Daraz is also conscious about healthcare product. They have another joint venture company in Malaysia. In Malaysia, they manufacture product by their own company name (Daraz) as a brand. Daraz mainly produce Daraz sanitary napkin and Daraz alkaline water jug or filter as healthcare product. Their sanitary napkin is different from regular napkin because they use a chip into the napkin as a result it helps to reduce women cancer Moreover, it is certified by World Health Organization. On the other hand, the Daraz alkaline jug or filter helps to maintain the alkaline level in human body. In many countries water are tasted by researcher and they observe most of the country's water the researcher do not find perfect level of alkaline and alkaline is essential for human body.

### **Consumer Product**

Daraz also work with world class consumer product. The Mont Blanc Legend perfume is the world's top 10 perfume

Brand. It is also manufacture in Switzerland. Another product is organic hair oil which brand name is organic oil too. This oil manufacture in Malaysia and it's produce process in organic way. Finally, the body lotion brand name is Swiss Tempelle. This is another product of Switzerland.

#### **4.2.1) Product details:**



The VIP suction Mobile phone stand pocket size  
**₹20**  
 ₹89 -78%



Couple Silver Ring Plated Platinum Pair of Men and...  
**₹89**  
 ₹267 -67%



Sweat Slim Belt Plus - Black and Yellow  
**₹220**  
 ₹650 -66%



AMERICAN EAGLE Boxer Underwear for Men - Pack...  
**₹244**  
 ₹1,100 -78%



















Multicolor PoLo T-shirt for Men  
**₹206**  
 ₹1,455 -86%



USA polo T-shirt Yellow  
**₹190**  
 ₹800 -76%







## Categories

 Hand Washes	 Body Soaps & Shower Gels	 LED Televisions	 Headbands	 Airport Routers	 Dusters & Dust Cloths	 Laundry Baskets & Hampers	 Bed Runners & Skirts
 Bedding Accessories	 Clutches	 Bracelets	 Drop earrings	 Hats & Caps	 Digital Advertising	 Selfie Sticks	 Telok Belanga











DarazMall

SHOP MORE >












 <b>Annex Bangladesh</b> Leather Products Brand	 <b>Pran Foods Ltd.</b> Improving Livelihood	 <b>S.Hoque International</b> Authentic Pur & Cussons	 <b>Nivea Bangladesh</b> Best products from NIVEA	 <b>BD FOOD</b> BD FOOD	 <b>Molfix</b> Best Comfort Day & Night
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Collections

SHOP MORE >

<b>12.12- Pro Engine Booster &gt;</b> 300 products 	<b>Deals for You! &gt;</b> 3,468 products 	<b>Black &amp; White Clothes &gt;</b> 20,787 products 	<b>Tik Tok! &gt;</b> 9,221 products 
<b>Bright Smile Always &gt;</b> 2,758 products 	<b>Load it, gift it, love it &gt;</b> 2,540 products 	<b>Lean on &gt;</b> 7,376 products 	<b>Ramdan Exercise &gt;</b> 1,967 products 

Just For You

 <p><b>SALE</b> Black Leather Wallet with Mobile Cover for Men</p> <p>₹89</p> <p>₹250 -75%</p> <p>★★★★★ (15)</p>	<p>PLEXTONE</p>  <p><b>SALE</b> PLEXTONE G20 In-Ear 3.5mm earphones wit...</p> <p>₹643</p> <p>₹1,350 -52%</p> <p>★★★★★ (159)</p>	<p>TOP REVIEWED</p>  <p>sports Overfly Bluetooth Headphones Metal...</p> <p>₹105</p> <p>₹255 -59%</p> <p>★★★★★ (278)</p>	<p>1212 ADD TO CART TK. 13,699</p>  <p><b>SALE</b> Motorola G8 Power Life</p> <p>₹14,499</p> <p>Installment available</p> <p>★★★★★ (24)</p>	<p>prime video</p> <p><b>SALE</b> Amazon Prime Video 1 Screen 1 Month...</p> <p>₹49</p> <p>★★★★★ (201)</p>	 <p><b>SALE</b> P P LED Light</p> <p>₹30</p> <p>₹90 -67%</p> <p>★★★★★ (202)</p>
 <p><b>SALE</b> 3rd generation Rechargeable neck fan us...</p> <p>₹280</p> <p>₹1,250 -78%</p> <p>★★★★★ (40)</p>	 <p><b>SALE</b> Men Wallets Men Jeep Wallet with Coin Bag...</p> <p>₹119</p> <p>₹1,190 -90%</p> <p>★★★★★ (49)</p>	 <p><b>SALE</b> Grey &amp; Navy Blue Cotton Full Sleeve T Shirt...</p> <p>₹305</p> <p>₹590 -49%</p> <p>★★★★★ (27)</p>	 <p><b>SALE</b> Kabir sing High premium quality polarized...</p> <p>₹256</p> <p>₹1,950 -87%</p> <p>★★★★★ (31)</p>	 <p><b>SALE</b> Glue Stick for 20watt Gun (Thin) 10pcs</p> <p>₹59</p> <p>₹250 -76%</p> <p>★★★★★ (48)</p>	 <p><b>SALE</b> Brown artificial leather belt for men</p> <p>₹60</p> <p>₹1,100 -95%</p> <p>★★★★★ (18)</p>

 <p>#Sneakers #man cool design fabrics shoes with...</p> <p><b>₹360</b></p> <p>₹1,250 -73%</p> <p>★★★★★ (24)</p>	 <p><b>SALE</b> Harmony orange Fruity Soap - 60 gm...</p> <p><b>₹200</b></p> <p>★★★★★ (203)</p>	 <p><b>SALE</b> 3110 Tripod Stand for Mobile Camera TikTok...</p> <p><b>₹337</b></p> <p>₹990 -66%</p> <p>★★★★★ (7)</p>	 <p><b>SALE</b> Wireless Bluetooth Headphone P47 Stereo...</p> <p><b>₹299</b></p> <p>₹400 -25%</p> <p>★★★★★ (44)</p>	 <p><b>SALE</b> Wooden Kitchen Tools 4 Pieces</p> <p><b>₹85</b></p> <p>₹200 -57%</p> <p>★★★★★ (158)</p>	 <p><b>SALE</b> New D116 Plus Smart watch Bracelets...</p> <p><b>₹399</b></p> <p>₹1,400 -72%</p> <p>★★★★★ (132)</p>
 <p><b>6XL</b></p> <p><b>SALE</b> Stylish Casual Long Sleeve hoodi For Men</p> <p><b>₹405</b></p> <p>₹1,020 -60%</p> <p>★★★★★ (39)</p>	 <p><b>SALE</b> Cotton Fabric Multicolor Print 7.5 by 8.5...</p> <p><b>₹398</b></p> <p>₹1,490 -73%</p> <p>★★★★★ (62)</p>	 <p><b>PLAYEDOWNLOADS</b></p> <p><b>BATTELGROUNDS</b></p> <p><b>600 UC</b></p> <p>Gift Cards Zone 9D</p> <p><b>SALE</b> PUBG Mobile 600 UC for android and iOS</p> <p><b>₹835</b></p> <p>₹950 -12%</p> <p>★★★★★ (133)</p>	 <p>Crinkle Hijab For Women Multi-color</p> <p><b>₹69</b></p> <p>₹250 -72%</p> <p>★★★★★ (38)</p>	 <p><b>TOP REVIEWED</b></p> <p><b>NEOCARE</b></p> <p><b>LARGE 50 PCS (BELT)</b></p> <p><b>SALE</b> Neocare Belt System Baby Diaper L (7-18 kg) - 50pcs</p> <p><b>₹1,145</b></p> <p>₹1,600 -28%</p> <p>★★★★★ (368)</p>	 <p>OTG Cable for Micro USB - White</p> <p><b>₹25</b></p> <p>₹50 -50%</p> <p>★★★★★ (36)</p>

## 4.3 Payment system of DARAZ:



## 4.4 Market Strategy

Market strategy involves certain things to get long term customers, survive in the business, sustain in the business for long run and to reach to the intended goal of the organization. Those things are discussed as follows from the perspective of Daraz-

### i. Market segmentation:

Market segmentation is a method involving customer's division into distinct organization with distinctive features. Identifying the target market is performed to enable the business to design and create different marketing programs to meet the target market. Daraz also segments the general market into distinct subdivisions in order to define the most efficient marketing strategies for multiple industries. It utilizes various variables to segment its market as follows: Demographic Segmentation: It categorizes its client according to different features including gender, age, earning and education.

#### a. Gender:

Different sexes tend to have different needs. Daraz is therefore dividing its market into males and females. It provides both sexes different types of products such as garment, shoes, and accessories.

**b. Age:**

Daraz has split its market into various age groups such as kids, adolescence, youth, and adults. It has concentrated primarily on young people as they are fonder of using internet so that most of the products on the site attract them.

**c. Income:**

It has split the market based on income groups such as low-income groups, middle-income groups, and high-income groups. Daraz provides premium products at the highest cost so that individuals from the upper class as well as middle class can buy their products.

**d. Education:**

Daraz also uses education as the basis of segmenting its market as it tends to attract individuals who are internet users and are able to access its website without having any trouble.

**e. Occupation:**

Daraz has categorized its client as a university students, staffs and experts.

**f. Generation:**

Daraz has divided the industry into four distinct generations-Generation-Y(Millennial), Generation-X, Baby Boomers, and Silent Generation. Mostly millennials spend their cash on website. The millennials are extremely socially aware and has the authorityto

spend. Daraz has aimed and provides its items accordingly to the millennial's generation.

**Geographic Segmentation:** Daraz segmented its market based on different towns and areas. It offers distribution services in the distinct of Bangladesh.

**Psychographic Segmentation:** This strategy focuses on the customers' lifestyle activities, attitudes, values and opinion and examines how these affects the purchasing judgment of the customers. Daraz has primarily targeted clients of Tech-Savvy to construct on their high basket value. It only sells premium brands so that individuals with moderately elevated lifestyle can be attracted.

•**Behavioral Segmentation:** Daraz focuses mainly on occasion variable under behavioral segmentation. Buyers can distinguish according to occasions when they develop need, purchase a product or use a product. During occasion such as Dashain and Tihar, Daraz is planning for "Dashain and Tihar Sale" as people tend to buy new goods during this time. Similarly, it also keeps track of people who regularly use the internet so as to identify its potential customers.

## **ii. Market Targeting:**

Targeting is the selection method of market segments that will become the focus of the marketing programs of the company. Targeting allowed Daraz to channel its funds and operations to the most appealing sections of the market. Targeting will also enable Daraz to solve the restricted marketing budget issue by concentrating on a few client sections rather than the industry as a whole. There are three kinds of strategy that involve

- (1) Undifferentiated strategy,
- (2) Differentiated strategy, and
- (3) Concentrated strategy.

Daraz used a differentiated approach to offer distinct products in distinct market. For example, it provides children's toys and games as well as children's diapers and napkins, while it provides a variety of electronic gadgets and fashion products for youth and teenagers.

### **iii. Market Positioning:**

Positioning is all about creating a brand image in the mind of customers. Daraz has tried to position itself as an online shopping site that offers premium and branded products at best prices. This helps to differentiate itself from its competitors and to achieve market leadership. Repositioning a brand or product means altering its place in the minds of the consumer. Daraz has rebranded itself from Kaymu to Daraz trying to change the consumers' perception of a brand. This rebranding is done to position itself as a premium brand. However, this rebranding has created confusion among customers in the target market. To avoid this confusion, Daraz is involving in various activities such as "Mobile week", case study in educational institution, Daraz Ten i.e. offering 10% discount in every item purchased etc.

### **iv. Marketing mix:**

It comprises of 4 important factors of a company with what any company can analyze their competitive advantage in the market. The factors are known as the 4ps-

- ✓ Product
- ✓ Price
- ✓ Place
- ✓ Promotion

#### **Product:**

Daraz Bangladesh Ltd generates basically no products at all. It is an online market place selling their products by distinct kinds of vendors. Customers can buy the products they want from Daraz. They can find it in various categories like 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, Other Categories. In a column in the website, customers can discover all these categories mentioned above. They can search in a search box on the website for their required products. Daraz sells all these products from various vendors by charging the vendors with separate commission rates

#### **Price:**

Daraz sets no cost what so ever on the product. It provides prices based on the seller's price. Due to the price set by the vendors, the prices of the same products in Daraz sometimes differ. Sometimes the vendors offer discount on their product's price.

**Place:**

Daraz's location is entirely online or virtual. Sellers sells all their goods through Daraz website. In any periodic type store, Daraz doesn't sell any item. Daraz web address is [www.daraz.com.bd](http://www.daraz.com.bd), can be reached as Daraz's location.

**Promotion:**

Daraz is carrying out multiple kinds of promotional operations. For their promotions they concentrate primarily online. By displaying their advertisement there, they are frequently active on social media sites. They also offer on YouTube. Daraz has maintained their private database of emails. They also retain customers' phonebook database. They send SMS to clients in order to reach them and promote them. There are some unique campaigns like promotions conducted by Daraz to increase their revenues-

**❖ Fatafati Friday:**

Daraz Bangladesh Ltd. launches the Black Friday campaign as the "Fatafati Friday" in Bangladesh. Some of the key features of this campaign has been given below:

- ✓ Daraz Bangladesh Ltd. launches this campaign in the month of November every year.
- ✓ The duration of this campaign is from November 17 to November 27.
- ✓ They sell all sorts of products during this campaign.
- ✓ They give discounts in this campaign.
- ✓ They give up to 80% discounts during this campaign.



✓ They launch this campaign in different brand shops in collaboration with them.

Daraz Bangladesh Ltd. is the company who has introduced this type of campaign in Bangladesh. Currently they are the only one who is practicing this in our country. They have changed the name from Black Friday into “Fatafati Friday” to give it a touch of Bangladesh. The sale of Daraz Bangladesh Ltd. gets tripled during the “Fatafati Friday” campaign. The other ecommerce sites in our country have not reached to the satisfactory level in their business. Therefore, the competitors of Daraz Bangladesh Ltd. did not launch this campaign of Black Friday.

### ❖ **BNY (Bangla New Year):**

The campaign called BNY(Bangla New Year)is basically the Pohela Boishakhcampaign. It is a part of the marketing strategies that Daraz Bangladesh Ltd. does. Some of the key features of this campaign have been given below:

- ✓ Daraz Bangladesh Ltd. launches this campaign during the Bengali New Year
- ✓ It lasts for nearly a month
- ✓ Daraz Bangladesh Ltd. basically sell all types of products to their website
- ✓ They give discounts during this campaign.

Daraz Bangladesh Ltd. is the only ecommerce company in Bangladesh who are giving campaigns on Pohela Boishakh. Currently they are the only one who is practicing this in our country. They have given this kind of name to attract people. The other ecommerce sites in our country have not reached to the satisfactory level in their business. Therefore, the competitors of Daraz Bangladesh Ltd. did not launch this campaign of BMY or Pohela Boishakh.

### ❖ **Grocery Flat Sale:**

The campaign called grocery flat sale is another marketing campaign of Daraz. On this campaign the organization sell all kinds of grocery items in a discounted price. Some of the key features of this campaign have been given below:

- ✓ All kinds of grocery items get sold.
- ✓ All the items are sold with a discount.
- ✓ The campaign starts at the end of July.
- ✓ It lasts for nearly half of the month.

In the past no ecommerce site in Bangladesh ever launched any campaign on grocery items. Daraz Bangladesh Ltd. has introduced this in Bangladesh. Because of launching this campaign, the sale of Daraz Bangladesh Ltd. gets increased a lot. Other ecommerce sites still did not start selling grocery items in a huge scale like Daraz Bangladesh Ltd. They are the only one in the country who is successful in selling the 25 grocery items online. The competitors of Daraz Bangladesh Ltd. have failed to cross them.

### ❖ **Eid Fashion Week:**

The “Eid Fashion Week” is another successful marketing campaign of Daraz Bangladesh Ltd. The company launches it successfully every year. Some of the key features of this campaign has been given below:

- ✓ Daraz Bangladesh Ltd. launches it every year before Eid.
- ✓ They sell fashion products on this campaign.
- ✓ They give a huge discount during this campaign.
- ✓ Most of the fashion brands products are available during this campaign.

Daraz Bangladesh Ltd. launches this every year successfully. No other ecommerce sites in Bangladesh have become successful like Daraz Bangladesh Ltd. on their Eid campaign. Daraz Bangladesh Ltd. sells a huge number of products during this campaign. Other ecommerce sites also launch Eid fashion campaign on their sites.

But no one has become successful like Daraz Bangladesh Ltd. DarazBangladesh Ltd. is much ahead of them on this.

### ❖ **Autumn Sale:**

The “Autumn Sale” is another successful marketing campaign of Daraz Bangladesh Ltd. The company launches it successfully every year. Some of the key features of this campaign have been given below:

- ✓ Daraz Bangladesh Ltd. launches this event every year during the autumn
- ✓ They sell the fashion products suitable for autumn season in this campaign
- ✓ They give a lot of discount in this campaign
- ✓ This campaign lasts for a long period

Daraz Bangladesh Ltd. is unique in launching its marketing campaigns. Because of launching this campaign, they are boosting their sell. Daraz Bangladesh Ltd. is launching this successfully every year. No other ecommerce sites have been successful so far in launching any kind of seasonal campaign. The competitors of Daraz Bangladesh Ltd. have failed to defeat them in the seasonal campaigns. Daraz Bangladesh Ltd. is much ahead of its competitors in launching the seasonal campaigns.

Mobile Week: Another successful marketing campaign of Daraz Bangladesh Ltd. is the campaign called Mobile Week. The company launches it successfully every year. Some of the key features of this campaign have been given below:

- ✓ Mobile phones of all Brands are being sold in this campaign.
- ✓ All the mobiles are sold with a discount. 26
- ✓ The campaign starts on the month of May.
- ✓ It lasts for nearly half of the month.

Daraz Bangladesh Ltd. is successfully launching this campaign every year. They have made it easier for their consumers for buying a mobile. They are very unique in

launching this campaign in Bangladesh. The competitors of Daraz Bangladesh Ltd. are does not launch any campaign that specially focuses only on the mobiles. They sell mobile, but they have never launched any marketing campaign on mobile phone. Daraz Bangladesh Ltd. is now made their position very strong in the market that no one will be able to cross them.

### ❖ 10.10 Campaign:



The campaign called “10.10” is another marketing campaign of Daraz. On this campaign the organization sell all kinds of products in a discounted price. Some of the key features of this campaign have been given below:

- ✓ Daraz Bangladesh Ltd. launches this campaign in the month of October every year.
- ✓ The campaign lasts only on the 10th of October.
- ✓ They sell all sorts of products during this campaign.
- ✓ They give up to 85% discount during this campaign.

Daraz Bangladesh Ltd. is again proved itself unique in launching marketing campaigns. They have chosen a random day of October the 10th and made this day a marketing campaign of them. They sell a huge number of products during this campaign. The competitors of Daraz Bangladesh Limited has not yet come up with this kind of idea whereby they will make any random day of the calendar a special one by making it a marketing campaign of them. They will have to go a long way to cross Daraz Bangladesh Ltd.

## ❖ **11.11 Campaign:**



The campaign called “11.11” is another big marketing campaign of Daraz. On this campaign the organization sell all kinds of products in a discounted price. Some of the key features of this campaign have been given below:

Good day digital shoppers of Bangladesh, excited enough with the countless excitements of 11.11 campaigns? Yah, we can feel your thrill as expected online shopping myths are

attached strategically with the Daraz 11.11 sale day shopping enthusiasm! So, what's next?

Ohho, excuse your daraz app as singles day shopping map – Daz is ready to drive through your dream vouchers. Now binoculing the most attractive discount offer what is 11.11 sale yet to prepare for you? Let's scrawl through the post.



### **Super Discount Lineup only for Daraz 11.11 Sale**

It's high time to hello huge discounts because it's the right time to get ready for 11.11 seriously. Different options to catch these discounts and hunt favorite vouchers are already showcased for Daraz 11.11 campaign time only for you. And we've meant happy hour vouchers really for your happy shopping. Oh don't miss any beat of heart, we can't forget your presumptuous belief as where there's Daraz 11.11 sale, there's Daraz 11 taka Mystery Box permanently. But do you know this exact daraz 11 taka deal time? And on 11.11 campaign when you can buy 11 tk product (mystery box) to celebrate this biggest sale day? You can catch all 11 taka products on Daraz at only 11.11 campaign dates. Daraz Life is encouraging you to take hold of Daraz 11 taka offer tagged selected products with limited stock.

***Yet to taste your fortune? Don't forget to shake Daraz app to grab all 11.11 campaign vouchers.***



Aha, you've reached the bottom line. So, do a hurry check as if your Daraz app runs fine. Some simple 11.11 shopping tricks according to Daraz 11.11 Guides are available for you to color your online shopping on daraz biggest campaign of the year. Now the major preparation for daraz 11.11 sale can be seemed as active your daraz account, save your debit/credit card, search for wanted products, spot the best deals and lastly don't be hesitated to add liked items to cart. May your online shopping be happy!

## ❖ 12.12 Campaign: The Largest campaign of Daraz



The Largest campaign of Daraz called “12.12” marketing campaign. On this campaign the organization sell all kinds of products in a discounted price. Some of the key features of this campaign have been given below:

### **Top Deals of Daraz 12.12 Campaign**

Want to mark your online shopping momentous with the grand year-end sale-bration? Now Daraz 12.12 Sale is here with a bunch of several exciting deals. And of course some exciting mega deals those are able enough to navigate you towards the discount offers you have never been imagined.

### **Shake Shake**

Unlocking a deal or winning a prize or grabbing a product under half of the price or enjoying astonishing vouchers all can be possible through shaking daraz app surely. And you know what every mega campaign holds some super deals and to track those, shake shake feature of Daraz app is one of the prime doorways.

### **Mega Vouchers**

Apart from all sorts of juicy mega deals, few mega vouchers can turn on your inner happiness truly. For this voucher hunting mission, your shopping targets can be fixed on the most desired happy hour voucher, most popular shake shake Voucher along with daraz mall voucher and global collection vouchers.



## Happy Hour Voucher

Any discount offer is all about bringing the ultimate happiness while Happy Hour Voucher holds the true power to make you happy tremendously. Throughout the whole campaign time, various voucher codes will be unlocked in different time slots.

## Daraz Mall Voucher

Want some authentic products from the trusted online shop? Daraz mall is 24/7 ready to make you a longer privileged one. Hence, you can check daraz mall voucher code to avail of level best discounts on authentic products more easily.

## Pre-Payment Discount and Cash back Offer

Prepayment is totally a kind of blessing as every campaign including Daraz 12.12 Sale offers you an exact margin of discounts while making online payments through bank cards partnered with Daraz BD. Again, grabbing extra cash back from Daraz is easier than before as bKash online payment is ready always with a huge amount of cashback.

## **v. Online Marketing of Daraz Bangladesh Ltd.:**

Daraz Bangladesh Ltd. is mainly an ecommerce site. As a result, they focus mainly on the online marketing to boost up their sells. Some of the mediums that they use for online marketing are discussed below:

- Daraz Bangladesh Ltd. uses the social media websites for their online marketing.
- They run a Facebook page where they give regular updates on their products and upcoming campaigns.
- Daraz Bangladesh Ltd. uses Twitter for their online marketing.
- They give advertisements on the YouTube.
- Daraz Bangladesh Ltd.

gives advertisements on different websites all the time. If any visitor clicks on those advertisements, they will directly go to the webpage of Daraz Bangladesh Ltd.

## **vi. Offline Marketing of Daraz Bangladesh Ltd.:**

Even though the online marketing is overtaking the field of Offline marketing nowadays, the offline marketing still did not lose its ground. Daraz Bangladesh Ltd. also does offline marketing. Some of the mediums that they use for offline marketing are discussed below:

- Advertisement on the daily newspapers.
- Participating in different types of fairs.
- Locating banners of Daraz Bangladesh Ltd. in different markets during their Fatafati Friday campaign.
- Giving vouchers to its consumer to get discounts in different restaurants.
- They give discounts cards to its consumers during their Fatafati Friday campaign. So that they get discounts from some selected Brands.

# **Chapter 5: Findings and Recommendation**

## 5.1) Findings identified:

During my Thesis Paper I have found various problems in digital marketing campaigns of “Daraz Ltd.”. Those problems I can manage to find are:

- Dollar rate fluctuation is one of the problems happen in digital marketing campaign for media buying in Daraz, for that it creates a problem in the total cost estimation in the campaigns of Daraz.
- Sometime vendor selection occurs as a problem for digital marketing team of Daraz, On the other hand controlling them has always been a problem because they try to lead the campaigns according to them not accordingly to “Digital marketing team of Daraz”.
- Communication problem with them occurs sometimes because they sometime cannot understand us and sometime, we cannot understand them is the lack of effective communication between them and Daraz digital marketing team.
- Sometime digital platforms like Facebook, Google are taking more than usual approval time for digital marketing campaigns.
- Though it’s the matter of digital marketing so, digital error occurs sometime. It can be the tools used by the digital marketers or the software error. Daraz digital team and the third party who are working with them face some technical errors on the way to accomplish their work.
- Campaigns is for the target group, but some time they cannot understand or not fully understand the campaign or misinterpretation can be a cause of a problem in digital marketing campaigns for Daraz.
- Low Customer Awareness about digital marketing campaigns.
- Lack of updated tools for digital marketing in our region.

## 5.2) Recommendations:

- **Fixed Dollar Rate:** They need to fix a dollar rate for their organizational work or media buying.
- **Select the right one:** They need to select the right vendor by evaluating the market and from past experience with the vendors.
- **Give more time to listen each other:** they should conduct frequent meeting for solve the communication problem with them and also connect in online with each other all the time.
- **Send for approval as soon as possible:** They should send their application for approval as soon as possible to avoid this type of problems.
- **Use of updated technology:** They should use updated digital marketing tools and advanced technological support to avoid these types of problem.
- **Easy to understand:** They should use easy language or native language and also user friendly way to conduct their campaigns by doing that customers and general people are more likely to understand their motive.
- **They should use more digital and social platforms:** They should use LinkedIn, Twitter, Google Plus etc for spreading more and more.
- **Buy or import more advanced tools:** They should buy or invest in buying more advanced tools (like: Facebook's Power Editor, Navigans, Twitter Native Platform etc.) for digital marketing campaigns by that they can remove this problem.



## **Conclusion**

Daraz is running their business activities with a very good business image. Its digital marketing campaigns are increasing day by day and also the consumers are satisfied with the company's term and conditions and also quality service. After completing this report, it helped me to gather knowledge about digital marketing and its activities and also the campaigns they run for promotional activities. It helped me to improve my theoretical knowledge and helped me to understand how these digital marketing campaigns are work in the real market. It helped me to understand its importance in our digital world. The digital marketing team of "DARAZ" is giving their best effort to make the campaigns successful on the other hand they were very helpful for me to make the report. All their effort and employees hard work runs the company very good over the time. Now a days Daraz has the most market share and they are doing well in the market. In future Daraz will grab the most market share and they will get success undoubtedly. Actually, the digital marketing team doing well for conducting the digital marketing campaigns for the brands of Daraz. Recently they have done one of the biggest successful campaign in Bangladesh.

I will close my report by saying that, I was fortunate to work in this type of company which in its growth stage and they are growing very well and also the organizational culture there is very friendly for learning. I have learned practical knowledge about digital marketing and the way they do it, how to use tools and how to complete the campaign successfully. Witch will turn out to be a good support to my further study and work and I can implement it in my professional arias.

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## Internet Links:

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