



An analysis of the online Business practice of PriyoShop

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Professor Mr. Siddiqur Rahman
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Subject: Submission of Internship Report on “An Analysis of the Online Business Practice of Priyoshop”

Dear Sir,

It is a great pleasure that you have given me an opportunity to submit the report on **“An Analysis of the Online Business Practice of Priyoshop”** which was assigned by internship and placement office as a partial requirement for the completion of the MBA course. Now I am looking forward for your kind appraisal regarding internship report.

I have given my best effort to prepare the report with relevant information that I have collected from **PriyoShop** and from other relevant sources during my internship program. I have the great pleasure to have the opportunity to study on **“An Analysis of the Online Business Practice of Priyoshop.”** It is meaningful to mention that the knowledge I have accumulated during the temporary job time frame, will help me in commonsense field of callings.

Regardless of different deficiencies, I have attempted to cover every one of the important issues. It is very qualified to specify that without your sort hearted direction and participation it would not be feasible for me to verify this paper.

Yours Sincerely,



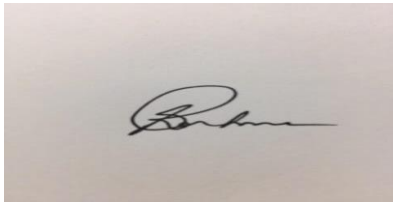
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Certificate of Approval

This is to certify that Mr. Arup Kumar Mondal, Student ID: 201-14-3139, Major in Marketing, Program: MBA, Department of Business Administration, Daffodil International University (DIU) has successfully completed his internship program entitled “**An Analysis of the Online Business Practice of Priyoshop**” under my supervision as a part of the degree of Masters of Business Administration (MBA) at Daffodil International University (DIU).

The report is recommended for submission.

Supervisor:



.....
Assistant Professor
Mr. Siddiquir Rahman
Department of Business Administration
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Daffodil International University

Acknowledgment

This Internship has been a very good experience for me in the way that it has given me the chance to understand the real world outside the classroom. I've taken in a great deal about the workplace climate and my relational abilities and fearlessness have improved altogether.

Firstly, I express my deep sense of gratitude to my honorable advisor Professor Mr. Siddiquir Rahman, PhD for his endeavor approach and outstanding supervision by which it has been possible for me to make a good combination of theoretical & practical knowledge in preparing this report.

I forfeit my respect to Sumaia Nahrin under whom I have learnt a lot of practical knowledge about marketing activities. I am also grateful to other employees of PriyoShop as well as Mr. Sakib Ahmed Eshan, HR & Admin for cooperation and direction in getting necessary information.

Declaration

I hereby declare that the internship report entitled “**An Analysis of the Online Business Practice of Priyoshop**” is submitted to fulfill the requirements for the degree of MBA from Daffodil International University (DIU).

I also confirm that this report is uniquely prepared by me after the completion of three months’ work in “**PriyoShop**”



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Executive Summary

This report is an outlook to the Study of PriyoShop. The Title of this report is “Online Business a Study of PriyoShop” which covers all the particulars of my work as an understudy for a time of 3 months. The first chapter offers a clarification on the point source of the report, objective of the report, methodology, scope and limitations of the report. The second chapter provides a complete overview of PriyoShop in details.

It has been described about the significant sections that PriyoShop can speak to. PriyoShop picks a few factors for their market division like: Age, Gender, Religion, Income, and Behave. There has been described about the market situating of PriyoShop based on the objective fragment. A few pictures about their special exercises have been attached.

The third chapter covers of the analysis that I have conducted. To understand the company’s internal strength and weakness and to find out the external opportunities and threat, a SWOT analysis is very important.

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Chapter: 01

Introduction

1.1 About PriyoShop

PriyoShop is a Bangladeshi e-commerce platform, headquartered in Dhaka, Bangladesh. The organization began its procedure on February 2013. It is a B2C stage following the commercial center model. It has been retailing a wide scope of electronic and way of life items, for example, clothing, footwear, gems, frill, gadgets, apparatus, medical services, magnificence items.

PriyoShop was established by Asikul Alam Khan. It was established on seventh February 2013. It began its excursion out of a 600 sq. ft. office and with a minuscule 3-part group. It is one of the most punctual internet business major parts in the nation to put resources into house coordinations. Its coordinations activity currently deals with its own conveyance in Dhaka and contiguous regions. For conveyances in further regions, it uses a few of its conveyance administration accomplices. It is occupied with a 3C model (PCs, correspondence, buyers), with more than 60 representatives. It has 5 distribution centers in Dhaka. To drop-off and get bundles, the organization utilizes an arrangement of touch focuses which incorporate mail depots, UDC focuses, and Banglalink Kiosks. The organization use the mailing station network as a coordinations channel, with 8000+ mail depots inside 1-2mile distance of any shopper working down to the UDC levels it has a site and an Android and iOS application where clients can arrange items. Clients of Priyashop.com can get items conveyed from the touch point of Banglalink arranged in the minor spaces of the country. PriyoShop is a definitive internet shopping objective for Bangladesh offering totally bother free shopping experience through secure and trusted entryways. It offers clients popular and dependable shopping with all their most loved brands and then some. Presently shopping is simpler, quicker and consistently upbeat. It is a drive of the main IT firm Splendor IT.

At first it began with an understudy based web administration studentWish.com. Then, at that point it changed over into a total IT firm. Then, at that point it started various web administrations like corporate planet.com, tech-yard.com, and glocal24.com. PriyoShop is another web administration drive of this firm. The reason for this assistance is to guarantee most noteworthy and most recent foundation of internet business where web based shopping will be simpler, bother free and exciting. 21 PriyoShop began their excursion based on the obligation to guarantee a definitive shopping objective in the country. Whatever occurs or not PriyoShop will be supportive of client consistently to guarantee the fulfillment at most extreme level. There is part of issues which were reviewed by the group of PriyoShop in the E-business industry of Bangladesh. So the essential group of this site at first decides the answer for work on these issues. After the business dispatch of this site PriyoShop still stop and stringently administer these cautiously so consumer loyalty and trust is being guaranteed from the beginning. That is the reason the procedures are arranged very with experience and mastery and each technique is interrelated with other in light of the fact that for business PriyoShop should guarantee the interest of itself, traders and clearly clients. PriyoShop has been financially

dispatched distinctly for a very long time. Inside this brief time frame for an E-trade site it is preposterous to expect to adjust all sort of techniques. In any case, that far all that anyone could need procedures applied by PriyoShop on the off chance that we consider the current client reactions. In this undertaking part the in general procedures of PriyoShop have been talked about in subtleties to relate it with the current situation of the E-trade in Bangladesh. PriyoShop grandstands items from all classes like attire, footwear, gems, frill, hardware, machine, books, eateries, wellbeing and magnificence, and as yet checking. Their assortment consolidates the most recent in style just as the record-breaking top picks. Their items are solely chosen for the clients. At PriyoShop.com, have all that you require under one umbrella. On top of the vision Digital Bangladesh, PriyoShop opens the entryway for everyone to shop over the Internet. It continually refreshes with part of new items, administrations and uncommon offers. They give on-time conveyance of items and speedy goal of any worries. They furnish their clients with significant web based shopping experience. Their devoted PriyoShop quality affirmation group works nonstop to by and by ensure the right bundles reach on schedule. Clients can pick whatever they like. PriyoShop conveys it directly at client's location across Bangladesh. Their administrations are at doorsteps constantly.

1.2 Mission

Their focal objective is to transform into the world's greatest web stage outside the Bangladesh. The association recognizes and collects exhibited web strategy move them to new, underserved and unseen business areas where they attempt to scale them into market driving on the web associations.

1.3 Vision

At PriyoShop, it accepts the web is becoming further and quicker into everyday life than anybody envisioned. They will likely catch the biggest conceivable portion of purchaser web based spending in their business sectors.

1.4 Goal

It needs to give the best quality items at the most serious cost. It accepts to present the most recent.

1.5 Company Values

- Client Delight
- Entrepreneurship
- Knowledge
- Result

➤ Trust Employee

1.6 Background of the Study

In our country, right around 10 to 15 years back no one had at any point envisioned that E-business will be mainstream like this today. Each and every shopper in our nation wishes to see and contact the item without help from anyone else or herself prior to purchasing. Even get-togethers E-business has surpassed the customary commercial center and becoming mainstream step by step. Internet business acquired this sort of prominence and acknowledgment to individuals simply because of the improvement in the innovation in the previous 20 years. There are various kinds of E-business areas. These are:

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

In Bangladesh, E-trade acquired its prevalence close to 2013 get-togethers was presented not many years back. The majority of the customers in this nation are inexperienced with the E-business area as they have consistently seen the conventional commercial center around them. To make this new area recognizable to individuals the E-business destinations in this nation needed to take a great deal of drives. Today E-trade is exceptionally mainstream in Bangladesh. It happened simply because of the showcasing techniques that the E-business based associations had followed.

1.7 Scope of the Study

The motivation behind this report is to give an impression of my temporary position insight. The objective was to gain practical knowledge from this internship program at Priyoshop.com and understand the working environment of acquisition department. In this report, I have tried to come up with the overall marketing strategies of Priyoshop.com. I have also taken some expert opinion for the topic I have covered in this report.

1.8 Objectives of the Study

The study has been carried out with the following objectives:

- To analyze the online marketing operation process of PriyoShop;
- To evaluate the activities of the Content management;
- To identify problems related to the marketing operation process; and
- To make recommendations based on problems findings

1.9 Methodology of the Study

To prepare this report, information has been collected from different sources. The sources of the data divided into two parts - One is primary sources and another one is secondary sources.

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

Secondary Sources: Secondary sources refer that any piece of information used for market research, which was previously collected and is not specifically meant for the current purpose. It includes: newspaper articles, internet, government reports etc.

To set up the report both essential and auxiliary information has been utilized.

1.10 Limitations of the Study

The report has been arranged with an expect to show and examine the Analysis of the Marketing Activities of PriyoShop. I have attempted to put forth a strong effort and fullest endeavors to make the report effective and attempt to profit the greatest yield from it with the employments of my essential and auxiliary wellsprings of Information. There were a few restrictions which obstacle my extent of the examination and investigation. They are given underneath:

1. Time length of my Internship period was not sufficient enough to examine the entirety.

2. The data required for the report was not satisfactory enough to satisfy the interest of the report.
3. Resources I have been utilized and gets are restricted.
4. Appointment with CEO of PriyoShop was hard to oversee and it was extremely short meeting with him.
5. There are so many secret Information of the organization which I am disallowed to utilize.
6. Lack of explicit information as some of them is confined by the organization to utilize.

Chapter 2

Marketing Operation process of PriyoShop

2.1 Marketing Strategy of PriyoShop

To shape an effective Business, advertising technique plays as a key game player which set a place of the organization to the market. Assuming you need to have an enormous effect on progressive net revenue, something like a brilliant advertising technique with 30% speculation (Expense) is an absolute necessity.

PriyoShop gives extraordinary consideration about its promoting technique. PriyoShop knows to build the offer, promoting should be that much brilliant and wise to make both vendor and clients fulfilled. Followings are the way that Priyoshop.com Applied to connect the market:

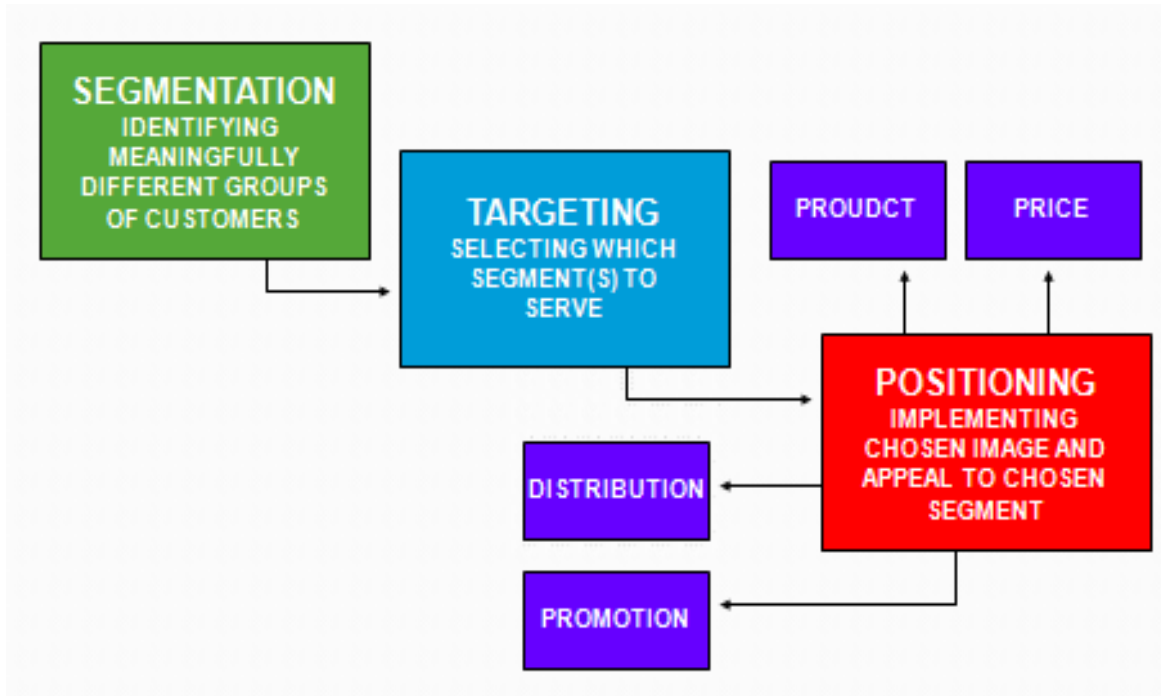


Figure: Marketing Strategy of PriyoShop

2.1.1 Market Segmentation

Market division is a cycle that involves division of clients into various gatherings that have one of a kind qualities. It is done to distinguish the objective business sectors so the organization can plan and foster different advertising projects to fulfill the objective market. PriyoShop additionally portions the general market into different sub divisions so it can distinguish the best promoting techniques for various business sectors. It utilizes various factors to fragment its business sectors which are as per the following:

- 1. Demographic Segmentation:** It orders its clients as indicated by the different attributes which incorporate sexual orientation, age, pay and schooling.
- 2. Gender:** Distinctive sexual orientation will in general have diverse need. PriyoShop partitions its market into people. It offers different sorts of items like dress, shoes and assistants to both the sexes.
- 3. Age:** PriyoShop has isolated its market into various age gathering, for example, youngsters, teen, youth and grown-ups. It has essentially centered around adolescents so that a large portion of the items exhibited in its site is to draw in them.
- 4. Income:** It has partitioned its market into low pay, center level pay and major league salary gatherings. PriyoShop offers premium items, best case scenario, cost with the goal that the privileged as well as the working class individuals can buy its items.
- 5. Education:** PriyoShop additionally utilizes training as it bases to fragment its market as it will in general draw in those individuals who are web clients and can get to its site with no problem.
- 6. Occupation:** PriyoShop has grouped its clients as understudy, workers and experts.
- 7. Geographic Segmentation:** PriyoShop has sectioned its market based on different urban areas and locales. It gives conveyance administration both inside and outside of Dhaka. It has zeroed in for the most part on the populated regions.
- 8. Psychographic Segmentation:** This system centers on the clients' way of life exercises, mentalities, qualities and assessment and looks at how these influences the buying judgment of the clients. PriyoShop has mostly designated Tech-Savvy clients to expand on their high container esteem. It sells just premium brands so it can draw in individuals carrying on with a tolerably high way of life.
- 9. Behavioral Segmentation:** PriyoShop centers predominantly around event variable under social division. Purchasers can be recognized by events when they foster need, buy an item or utilize an item. During event, for example, PahelaBaishakh, Ekushey February, Eid-UI-Fitor, Eid-UI-Azha, people will in general purchase new merchandise during this time. This time PriyoShop offers some appealing offers like – 20% moment cashback on BKash installments, limits offer, get one get one and so forth.

2.1.2 Market Targeting

Targeting is the process of selecting market segments that will become the focus of the firm's marketing programs. Targeting has enabled PriyoShop to channel its resources and activities to the most attractive market segments. Targeting will also allow PriyoShop to overcome the problem of limited marketing budget by focusing on few customer segments rather than the entire market. There are three types of targeting strategy which entails undifferentiated strategy, differentiated strategy and concentrated strategy. PriyoShop has used differentiated strategy which means that it offers different products for different market.



Figure: Market Targeting

For example, it offers toys and kids games as well as baby diapers and napkins for children whereas it offers various electronic gadgets and fashionable wears for teenager and youth.

2.1.3 Positioning of PriyoShop

Situating alludes to the spot that a brand consumes in the personalities of the clients and how it is recognized from the results of the contenders and unique in relation to the idea of brand mindfulness. The reason behind situating is to make an engaging picture that use a brand's exceptional qualities. Advertisers may likewise make situating proclamations for organizations and individual items. It involves strong awareness and promotion.

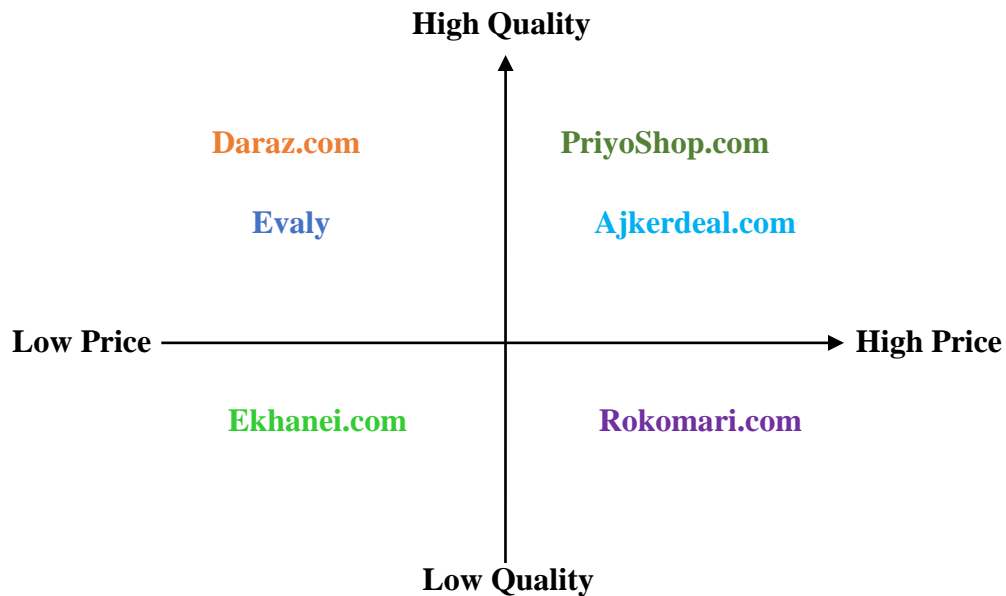


Figure: Positioning map of PriyoShop against its competitors

From this positioning map, it is clearly shown that PriyoShop is a well known E-commerce businesses site in Bangladesh for their high product quality and prices. It also shows that Daraz.com and Evaly also stands a good position in customers mind against PriyoShop. Other competitors like as Ajkerdeal.com, Ekhanei.com, Rokomari.com have poor position in customer mind because of their low product quality and prices.

To make a strong position in customers' mind PriyoShop takes some promotional activities. Like –

1. Identification of the Competitors:

Identification is the most important step considered by PriyoShop. Evaly, and Daraz.com, are the two primary competitors of Priyoshop. These two e-commerce companies are also in the same industry and all three of these companies including PriyoShop provide the same service and after the same goal. According to a recent marketing research, it is find out that the daily average website visitor of Evaly, Daraz.com, and PriyoShop.com are respectively 75,00,000; 41,00,000; and 12,00,000. From the numbers, it is clear that Evaly is way ahead of the other top e-commerce companies in Bangladesh.

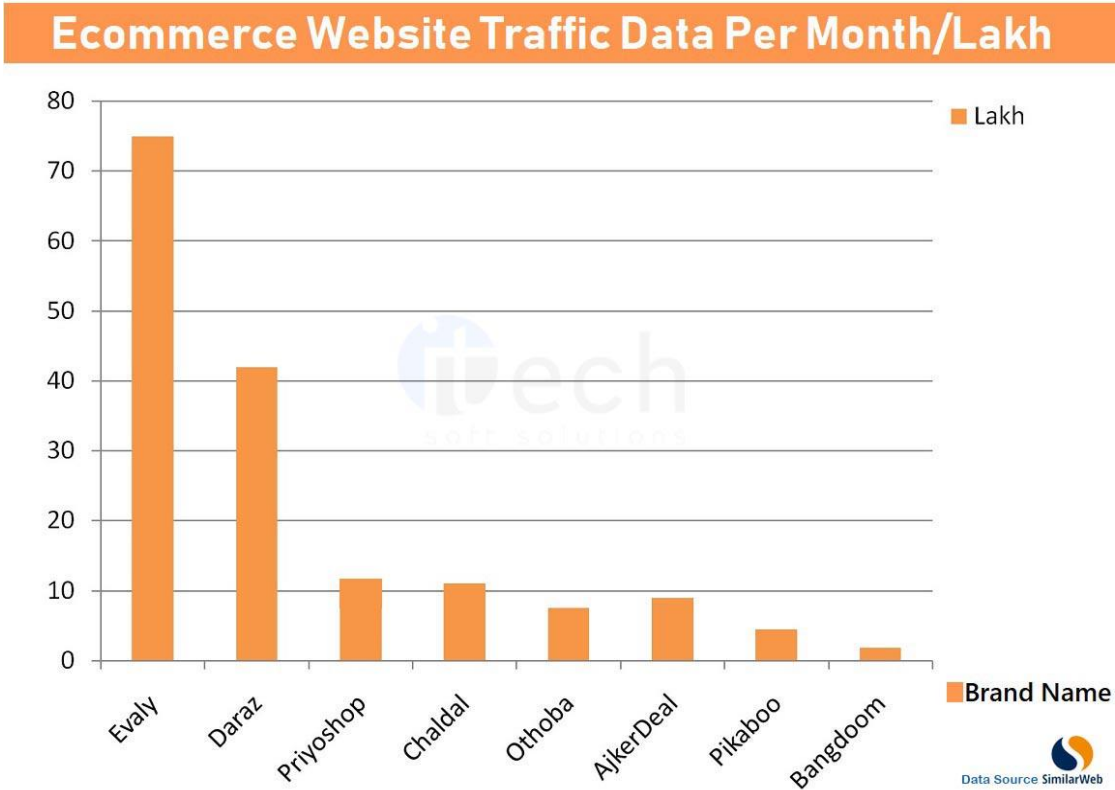


Figure: Competitive online traffic of top e-commerce

According to the research, Daraz.com is in the second position with a daily traffic of around 41,00,000 which is considered as a decent traffic. Chaldal.com has the closest website visitor to PriyoShop and less than PriyoShop. Though Priyoshop.com is well behind Darazl.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 Evaly, Daraz.com, and Priyoshop.com, and other e-commerce websites are competing.

2.1.4 Target Audience of PriyoShop

A recent social research shows that, there are 95.05 million internet users in Bangladesh among which up to approximately 30-35 million people use Facebook. The target audience of PriyoShop is these 60.05 million and the company has given priority to the

30-35 million Facebook users. PriyoShop is doing heavy promotion in the crowded areas of the internet to reach the maximum targeted audience.

The screenshot shows a web browser displaying a job advertisement. The URL is jobshunterbd.com/hr-admin-intern-at-priyoshop-com-ltd/. The navigation bar includes links for HOME, GOVERNMENT, BANK, NGO, PRIVATE, PART TIME, BROWSE BY LOCATION, JOB NEWS, APPLY NOW, COMMUNITY, and CONTACT. The main content area features the PriyoShr logo and the job title 'HR & Admin Intern at PriyoShop.com Ltd'. Below the title is a 'Job Summary' table with the following details:

Vacancy :	1
Job Nature :	Full Time
Age :	Any
Experience :	Not mandatory
Gender :	Any
Job Location:	Dhaka
Published :	20 Nov 2020
Deadline :	30 Nov 2020

The advertisement also includes the following text and requirements:

Bangladesh-Singapore based Super Startup Asia and National ICT Award-winning Company 'PriyoShop.com Ltd.' is looking for 'HR & Admin Intern' for moving forward with your innovation. You are welcome to PriyoShop Family.

Educational Requirements:

- BBA/Bachelor degree in Human Resource Management

Experience Requirements:

- Freshers are encourage to apply

Additional Requirements:

- Must have strong communication skill both verbal and written.

On the right side, there are sections for 'Popular Job' and 'Recent Posts'. The 'Popular Job' section lists various job categories in Bangladesh, and the 'Recent Posts' section lists recent job circulars.

Figure: Scrolling advertisement

PriyoShop is doing various pop-up promotion in various large websites as well as social media.

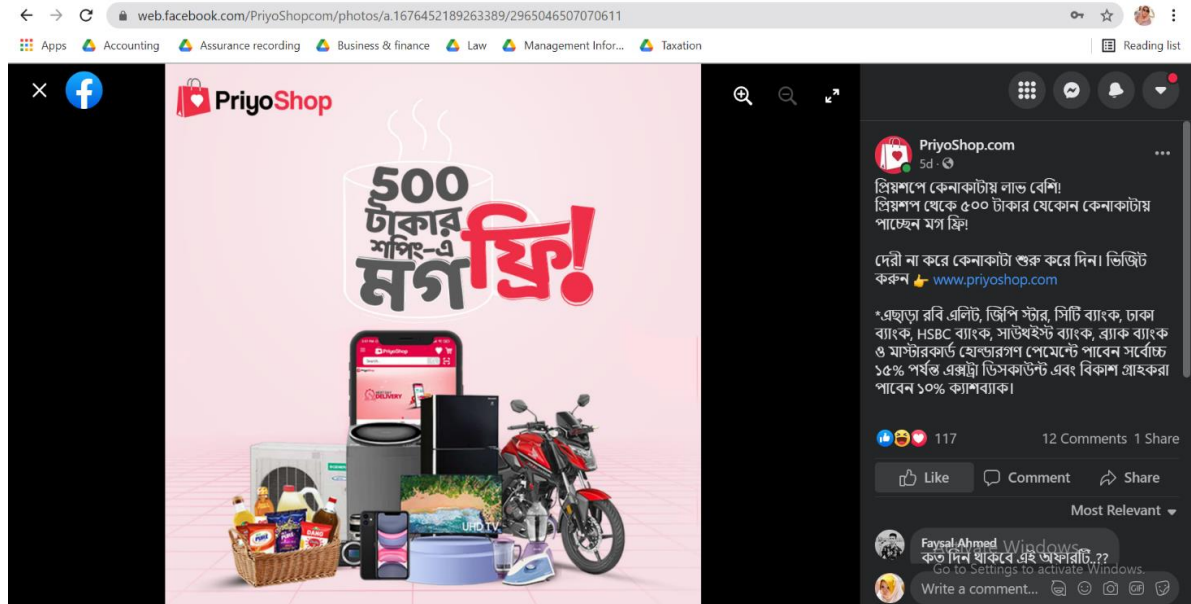


Figure: Social media advertisement

PriyoShop has targeted only the people inside the geographic area of Bangladesh as they only do the business in Bangladesh.

2.1.5 Uniqueness of PriyoShop

Compare with all the other e-commerce companies, the unique feature of PriyoShop Ltd. is the low shipping cost. The cost is not included in the product price, so the consumers must pay it separately. Whenever the customers place an order, they Prefer low delivery charge. The delivery charge of PriyoShop is 40 tk. inside Dhaka.

The shipping cost of Daraz.com is tk.45 to tk.60. The transportation cost of Bagdoom.com is tk.50. Ajkerdeal.com has its own conveyance office and with the assistance of this office, they are having the option to dispatch items for a particularly minimal price. Another uniqueness is, PriyoShop 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 20% discount. Considering this, PriyoShop is ahead of its competitors.



Figure: bKash app offer

PriyoShop 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. It 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 PriyoShop is doing the same business, selling the same service and dealing with more or less the same products. Be that as it may, PriyoShop is somewhat in front of the contenders in view of their low delivery charge.

2.2 Marketing Mix of PriyoShop

It contains 4 significant components of an organization with what any organization can dissect their upper hand on the lookout. The components are known as the 4ps.

1. Product
2. Price
3. Place
4. Promotion



Figure: Marketing Mix

2.2.1 Product:

PriyoShop basically does not generate any product. It is an online marketplace where different types of sellers sell their products. Customers can purchase their desired products through the website. Buyers can find the goods in various categories like:

- Men's Clothing
- Women's Clothing
- Mobile & Accessories
- Consumer Foods
- Auto Mobile & Bikes
- Electronics
- Home, Living& Kitchen
- Health, Sports & Outdoors
- Fashion &Beauty
- Kids zone
- Other Categories.

Customers will find all these categories mentioned above in a column in the website. They can search their desired products in a search box in the website. It sells all these products of different sellers by charging different commission rate to the sellers. The categories that I have mentioned above get updated continuously with latest design and technology or on

trend demand items needs of the consumers and buyers. They can also search their desired products in the search box of the website. The site is filled with more than 1, 50,000 products.

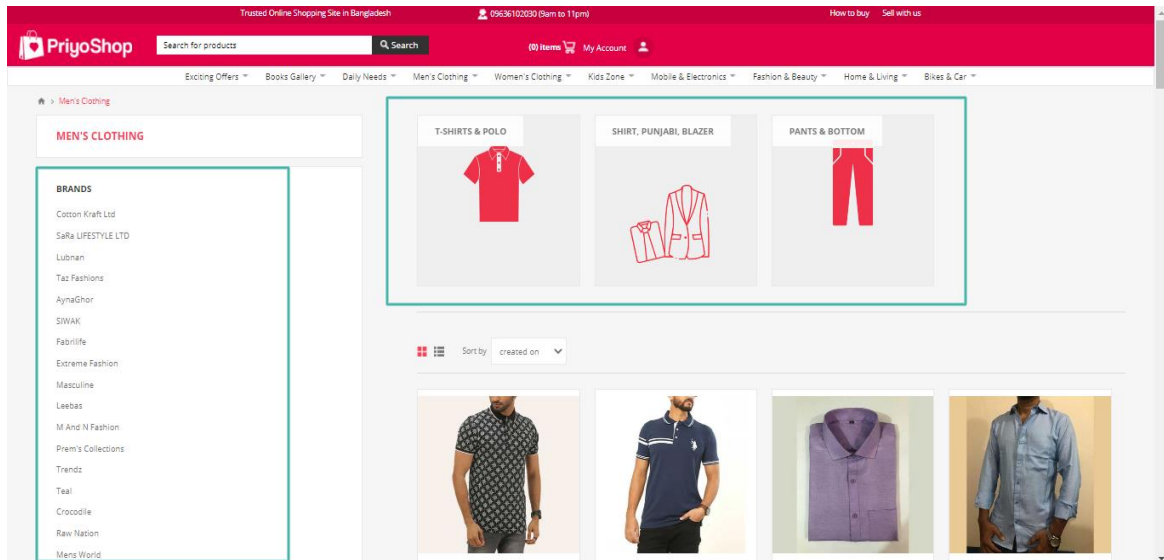


Figure: Categories of Men's Clothing

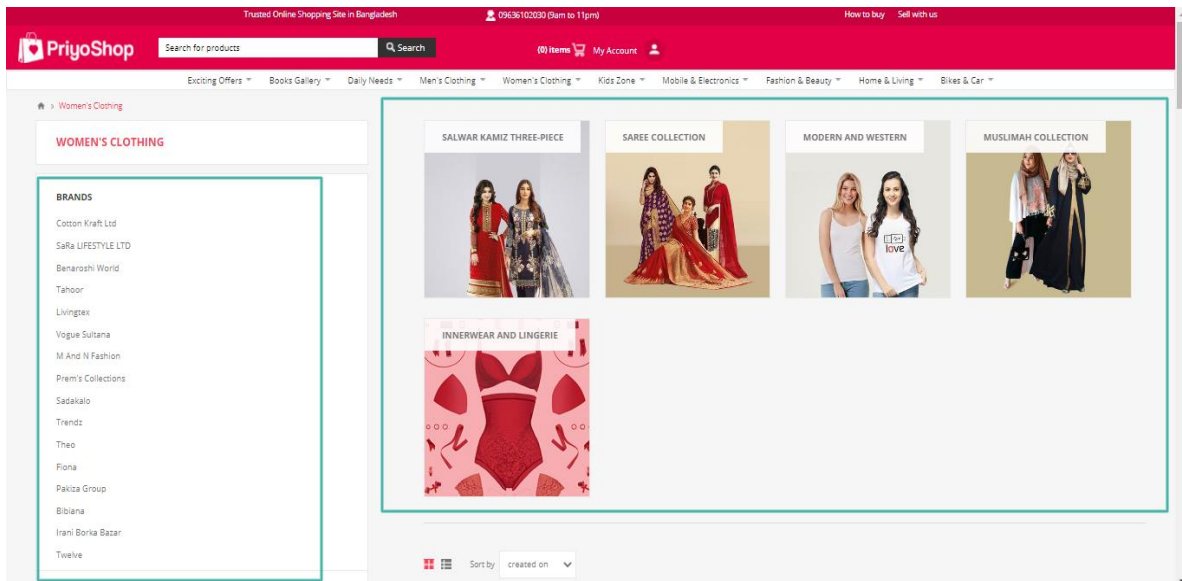


Figure: Categories of Women's Clothing

Consistently, they are adding in excess of 2,500 items including existing and joining with new vendors. For watchers and guests, they have partitioned the items into 50 principle

classes. There are additionally many sub-classifications that serves to its clients to track down their ideal items calm. PriyoShop sells this load of results of various venders by charging explicit commission. Commission rate relies upon item and cost. Unique marked electronic gadget (Without devices) and which item's cost is in excess of 10000 Taka, commission rate is 5% to 10% (Depends on dealing). Polo shirt and T-Shirt's bonus is 15%, and any remaining item's bonus is 10% on offered cost on PriyoShop.

2.2.2 Price

Pricing is the cycle where a business sets a particular cost for selling its items and administrations. This cost is shown up at subsequent to considering as the amount it cost to fabricate the items or administrations, the commercial center and conditions; the business brand; the opposition; the nature of the labor and products; and the amount they can get the items or administrations for. There are four main aspects of financial modeling, and pricing is just one of them. Pricing is a vital part of marketing. Discount organizations additionally need to choose the estimating procedures that will empower them to develop and grow in the long haul. There are different types of pricing strategies. They are:



Figure: Different types of pricing strategies

Among these different pricing strategies, PriyoShop uses **Economy** pricing strategy. Economy evaluating intends to draw in the most value aware of customers. With this strategy, PriyoShop tries to minimize the costs associated with marketing and production in order to keep product prices down. Subsequently, clients can buy the items they need without decorations. Here edges are slender; overheads like showcasing and promoting costs are exceptionally low.

The fulfillment of an assistance purchaser is affected significantly by the cost. PriyoShop gives prices based on the prices given by the sellers. The prices of the same products in PriyoShop get different sometimes, because of the price is set by different sellers. Though PriyoShop doesn't have control over pricing still they come up with some occasional or festival based Offers with reducing price or any bundle or packages to attract the potential customer's. The sellers also sometimes give discounts on the prices of their products. They have the daily needs of customers at an affordable rate. There are 99 offers where you can purchase items going from tk. 99 to tk.1999. It cares for all ages of people and so their site enriches with wide assortment of products at fingertips. They offer a hassle-free online shopping experience with great deals & discounts.

To get the payment from customer, PriyoShop maintains the following:

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

2.2.3 Place:

The process of moving products from the seller to the Buyer or consumer is formulized as place. In another words place is where the customer has to go for the service. PriyoShop gives home delivery to the customer. The delivery is given anywhere inside the geographic area of Bangladesh. Be that as it may, it can set aside some effort to convey the item from the administrative center. 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. The use of hubs has made the service easier for the customers to get.

E-Commerce Workflow Diagram

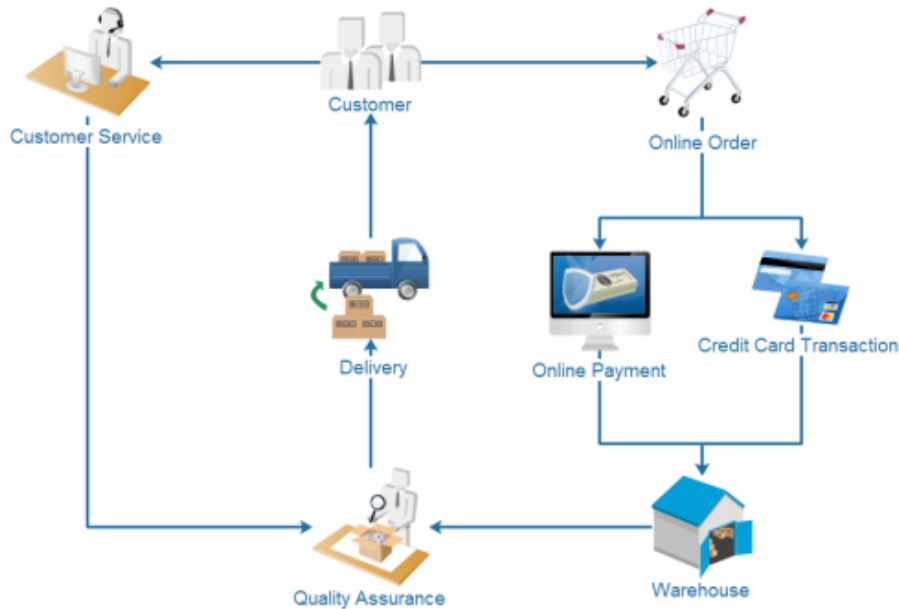


Figure: Online Business flowchart of PriyoShop

2.2.4 Promotion to the merchants

Now a days Promotional activities are the key game player. 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. As the context of Bangladesh to attract the customer, promotional marketing works far better than other method. PriyoShop has a strong promotion. The company has two-way promotional activities. One is with the merchants so that they sell their products through PriyoShop and the other one is with the general customers so that they buy products from PriyoShop. There are some promotional activities of PriyoShop. They are: PriyoShop uses some major promotional tools for merchants. With these instruments, the organization continually continues to contact the dealers and persuade them to sell the items through PriyoShop.

- (I) Sells Promotion:** Sells promotion is quite possibly the best immediate promoting apparatuses. 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 PriyoShop 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 PriyoShop. 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 PriyoShop 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. PriyoShop 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 significant advancement device is computerized advancement. PriyoShop has mobile apps. It is for the customer and the sellers. The app is called 'PriypShop Retail'. In this app, the sellers and the customers get a lot of detailed information and offers. The sellers also use this app to update their products, product details, photos and more.

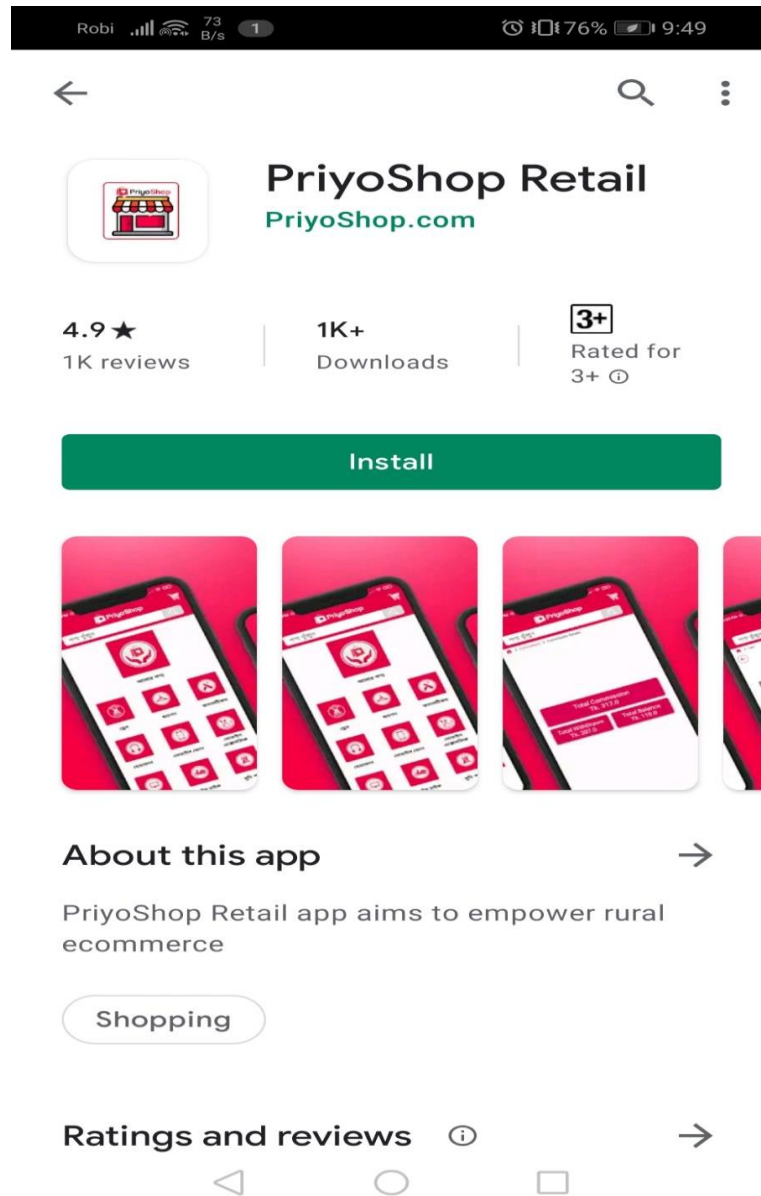


Figure: Mobile App of PriyoShop

2.2.5 Promotion to the consumers

The business of PriyoShop is totally based on digital media, specifically online. PriyoShop has significant six apparatuses to advance the brand and the administrations to end buyers and five of these instruments are through computerized media and just a single customary limited time device. Analysis of these tools are:

- (I) **Search Engine Optimization (SEO):** Search engine optimization or SEO, in short, is the strongest tool of PriyoShop. SEO is the act of expanding the quality and amount of site traffic through natural web search tool 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. PriyoShop is doing its SEO on Google.com only as it is the commonly used search engine in Bangladesh. To gain the higher ranking It has to write articles on relevant topics such as one detailed descriptive article for each product category, subcategory, brand, and even for each and every individual product. 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. PriyoShop also has a Social Media Management team. With the collaboration with Content Development Team, the Social Media works to promote the service of PriyoShop. PriyoShop 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 large number of followers. The company uses the Page Boosting Technique for seven days every three months. 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.
- (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.
- (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. PriyoShop has a few OVC and these are broadcasted on Facebook and are also used as a pop-up video commercial for YouTube.
- (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 PriyoShop. 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.

- (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 PriyoShop, boxed and packed with a plastic bag and delivered to the customer.

2.3. Develop & Enforce Budget

Budgeting is one of the PriyoShop's primary duties. They have to develop budgets for each of their organization's areas. Firstly, they study all the metrics and data streams to evaluate their business. PriyoShop's Chief Financial Officer (CFO) is tasked to manage the budget of the following areas:

- Shipping
- Staff & Payroll
- Marketing/Advertising
- Office Supplies
- Software Costs – E-mail marketing platforms, Project management tools, Web hosting & Editing programs

2.4 Data Analysis & Reporting

After implementing budgets, they have to regularly perform data analysis, examine the new results, and decide what works and what does not.

2.5 Financial Risk Assessment

Financial risk refers to a situation where PriyoShop could lose money. While allocating budgets to various business areas, it is important to evaluate the associated financial risk.

- If a product has low sales, they may be tempted to offer a discount or decrease its price for more sales. However, there is a risk because if their product is not sold at the original price, PriyoShop can lose potential revenue.
- Internet marketing campaigns are tricky, especially when they put a sizable chunk of investment in an online ad campaign. If it fails, PriyoShop could run out of money.

Chapter 3

Activities of Content Management

3.1 Content Management

Content management is the interaction for assortment, conveyance, recovery, administration and generally the board of data in any organization. The term is regularly utilized concerning organization of the computerized content lifecycle, from creation to lasting stockpiling or cancellation. The substance included might be pictures, video, sound and interactive media just as text.

3.2 Job Description

The Job Description of Internship consisted of the following details:

3.3 Tenure of Employment

I was employed as a Jr. Executive of the company since 2019. However, the opportunity is extended as so is require by the authority. My working hour was Saturday to Thursday: 9.00 am – 6.00 pm and Lunch Hours: 1.00 pm – 2.00 pm

3.4 Responsibilities

- To collaborate with content marketing and blog contributors to create high-quality content around important, relevant terms.
- To help to promote content across social networks.
- To oversee progressing organizations with in-house and outside content makers.
- To work with the web improvement and configuration groups to deliver content in the types of sites, articles, symbolism and web duplicate that meets the points and destinations of the customer.
- To guarantee all substance delivered matches the tone and style of every customer.
- To keep up with site content to guarantee it is all state-of-the-art and exact.
- To transfer substance which we got from sellers consistently.

3.5 Specific Responsibility of The Job

As a content executive my main task was to upload numerous contents to the website that the content management team received from the vendors. Then I was assigned to a specific seller by my supervisor with all the required contents. Which I needed to transfer inside a set timeframe which shifted from a day to seven days relying upon the measure of substance or its nature or its need.

Chapter 4

SWOT Analysis of PriyoShop

4.1 SWOT Analysis

PriyoShop is an online store for electronics, fashion and lifestyle. From cell phone to kids toy and dress everything about way of life is accessible here and fit to be conveyed at your entryway when required. They have been operating in Bangladesh for almost nine years. For any business investigation climate examination is mandatory. The components of climate can basically be classes into two kinds, they are inward climate and outside climate. The outside climate can likewise be ordered into two which are miniature climate and full scale climate.



Figure: SWOT Analysis

4.2 Internal Environment

The environment within the organization. For the most part known as the component that can be changed by the association. For PriyoShop they can be the workplace climate, the human asset, the site or even the inventory the board.

4.3 External Environment

The external environment is the one out of the association's span however influences the association. Which implies the business needs to remember them and make strides agreeing them. For PriyoShop they can be the guidelines and guideline of Bangladesh, the political circumstance of Bangladesh, the innovative climate and some more. For PriyoShop they can be the rules and regulation of Bangladesh, the political situation of Bangladesh, the technological environment and many more.

- **Macro Environment:** These are the greater pieces of the outer climate that has huge effect available yet can't be changed by changing any more modest factor. Like the financial state of the nation or the political condition.
- **Micro Environment:** The microenvironment is the more modest outside climate like the provider, bank and government strategy.

The business climate can be investigated with various instruments. One of them is SWOT analysis. It works with four distinct kinds of climate. They are the Strength, Weakness, Opportunity and Threats of an association. The strength and shortcoming are the positive and negative side of an association's interior climate. It implies the association needs to make the qualities significantly more grounded and put more spotlight on then, at that point and conquer the shortcomings it has. While the chance and dangers are the positive and negative side of the outer business climate that can't be transformed from the association so they need to capitalize on the chance and attempt to stay away from or find essential ways to confront the dangers.

Strength	<ul style="list-style-type: none"> ➤ Good reputation ➤ Skilled human resources ➤ Bargaining power towards suppliers ➤ Efficiency in operational system
Weakness	<ul style="list-style-type: none"> ➤ Fail to fulfill customers demand ➤ No physical outlet or Showroom ➤ Inefficient in responsiveness to customer queries ➤ Slow online store website speed

<p>Opportunity</p>	<ul style="list-style-type: none"> ➤ Enough scope to grow online grocery shopping ➤ Opportunity to obtain customers satisfaction ➤ Establish diversified of products
<p>Threats</p>	<ul style="list-style-type: none"> ➤ Existence of strong competitors ➤ Government’s new rules and regulations ➤ Entrance of foreign company ➤ Changes of taste and preferences of consumers ➤ Political instability

Table: SWOT Analysis of PriyoShop

4.3.1 Strength

- A good reputation is the main strength over a competitor. The name along with the webpage is their main strength. PriyoShop has a good reputation on their products and services.
- The employees of PriyoShop is committed and dedicated.
- I can say that they have a strong bargaining power towards their suppliers.
- They have benefit from lower operational costs than other stores.

4.3.2 Weakness

- Demand of online grocery shop is increasing day by day. Though currently they are able to serve all over Dhaka, but PriyoShop is still remaining lag behind to serve outside dhaka.
- PriyoShop don't have any outlet. So targeting those people, who wants to buy by physically evaluating, is difficult.
- There are some skill inefficiency among the employees who are connected with the call center and that's why inefficient in responsiveness to customer queries has arrive.
- As they have a slow loading website issue, it frustrates the users and they leave the site without purchasing anything. Customers might look for the same product at others competitor's site.

4.3.3 Opportunity

- In Bangladesh still online based shopping market is growing, so there are enough future ahead to grow online grocery shopping.
- Still the numbers of competitors are few so it will be easy to gain customers satisfaction.
- Diversified items could be advertised by suing a similar stage.

4.3.4 Threats

- Evaly, Daraz.com, Shwapno etc. which are the strong competitors rolling the market.
- New rules and regulations are imposed time to time by the Governments.
- Day by day foreign companies are entering to the market.
- As consumers taste and preferences don't remain same always, so company needs to update their strategy also time to time.
- Political instability, strike, unavoidable situation also affects business.

Chapter 5

Major findings

Major Findings

According to the analysis and evaluations in the previous chapters, some key findings of the reports are given below:

- Sometimes promotional offers that releases to attract customers often releases too late, that's why customers remain unaware about the offers.
- They have lack of publicity as well.
- Since, PriyoShop does not belong to its own products, sometimes wrong and low quality product gets delivered. Which is one of the reasons for losing the customers.
- The Prices of several products are higher than other website prices. And that is why, customers lose interest in buying products from them.
- They don't have any return or refund policy. That's why sometimes they lose their potential customers.
- The delivery of the products takes time. This lag time often discourages customers.

Chapter 6

Recommendations & Conclusion

6.1 Recommendations

Some recommendations have been included here:

- Promotional Offers should be included with proper plan and time duration more to encourage customers to shop more from PriyoShop as the duration of the promotions are too low sometimes.
- Priyoshop needs to become more active on social media sites specially YouTube, Facebook, Instagram and they need to bring out some TVC's on television as a part of publicity. They should increase newspaper advertise and it should go on regular basis.
- They should deliver the right product and verify the quality of the products before delivering. The expiration date, size, color, etc. are to be verified properly. It will be play a big role in achieving customer trust and confidence.
- Price should be determined or fixed according to the prices of other websites. Low price attracts customers.
- PriyoShop should strike the right balance between providing a generous returns policy and managing the cost of returns. They should be revolving around the convenience of the buyers and low costs for the returns.
- As customers expect fast delivery of their orders, PriyoShop should try to choose carriers that can provide tracking service and notifications when the parcel is shipped, when it's on way, arrived near the destination, and when it will be delivered. Real-time tracking gives complete peace of mind to the customers.

5.2 Conclusion

The emergence of E-commerce marks the era of digitalization in Bangladesh. Digital marketing is one of the few sectors which have seen a rapid growth in recent times. The potential of online marketing is huge as Bangladesh already has 65 million Internet Users which is about 40 percent of the total population. ICT Minister Quoted, "I am happy to say that from today we will speak about digital marketing as being an essential part of Digital Bangladesh." Before starting my internship report even, I was not so inspired about the overall condition of the E-commerce in Bangladesh. During my internship as I was a part of business development and customer interaction so I understood the fact practically and now I can recommend that a very good prospect of E-commerce is

waiting for the country. Though we are far behind of the other countries but the successive growth year by year really inspires us everyone. More importantly it is going to be a great industry in near future. If all the concerns associated with the sector come forward quite sincerely that day is not so far when Bangladesh will also rule in the E-commerce industry. More people are now willing to use the internet and order their desired product hassle free as people in the city are busier with their work. PriyoShop with their current marketing strategy has immense possibility to capture the market and grow their business further. Within a very short period of time they have become the leader of the ecommerce sector in Bangladesh. It happened only because of the right marketing strategies that they have taken. Threats from competitors like Daraz, Bikroy.com, Chaldal.com, Ali express, Pickaboo, etc. is there. But they can use economies of scale to their advantage and beat their competitors in the coming days. Moreover, a good relationship with the customer and after sales service is also important to capture more market share.

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