



**An Evaluation
of
Digital Marketing Activities of Othoba.com**

**An Evaluation
of
Digital Marketing Activities of**



Internship Report

On

An Evaluation of Digital Marketing Activities

of Othoba.com



Daffodil
International
University

Master of Business Administration (MBA)

Daffodil International University

Date:

An Evaluation of Digital Marketing Activities of **Othoba.com**

Submitted to:

Mohammad Shibli Shahriar

Associate Professor

Department of Business Administration

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Major: Digital Marketing

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Date of Submission:

Letter of Transmittal

Date:

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Associate Professor
Department of Business and Entrepreneurship
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102, Sukrabad, Mirpur Road
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Subject: “An Evaluation of Digital Marketing Activities of Othoba.com”

Honourable Sir,

It is an immeasurable pleasure for me to present to you my internship report titled “**An Evaluation of Digital Marketing Activities of Othoba.com**”. I have been working at PRAN-RFL as a “Trainee Executive” for the past four months. I have given all my efforts to ensure the perfect completion of this course and fulfill every requirement to satisfy my supervisor while I was conducting my internship. This very report helped me to understand several aspects of e-commerce business and various digital marketing concepts.

It would bring me profound joy and unthinkable satisfaction if the report can achieve its desired destination. Therefore, I would be grateful to you if you acknowledge my report and give me the permission to submit this report. I am looking forward to answering any questions that you may have.

Thank You

Sincerely Yours,



.....
Atique Foysal Tonmoy

ID: 201-14-3156

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Certificate of Approval

This is to certify that the internship report “**An Evaluation of Digital Marketing Activities of Othoba.com**” is prepared by Atique Foysal Tonmoy, ID: 201-14-3156, Program: MBA, Major in Digital Marketing.

He has completed his internship as a necessary requirement of Masters of Business Administration (MBA) program from Daffodil International University. This report is an original work completed under my supervisor.

The internship report has been carried out under my guidance. He is permitted to submit the internship report. I hope he succeeds in life.



.....

Mohammad Shibli Shahriar

Associate Professor

Faculty of Business and Entrepreneurship

Department of Business Administration

Daffodil International University

DECLARATION

This is to certify that the Internship Report entitled “**An Evaluation of Digital Marketing Activities of Othoba.com**” has been prepared by Atique Foysal Tonmoy student of Faculty of Business Studies, Daffodil International University. I declare that this Internship Report has been composed completely by me and that it has not been submitted, in whole or in part, in any previous application for the award of any degree or diploma. Except where stated otherwise by reference or acknowledgment, the work presented is entirely my own.

There is no copyright leak in the presentation I presented.

I further commit to reimburse the University facing any loss or wreckage arising from my cleft of the above obligation.

Atique

.....

Atique Foysal Tonmoy

ID: 201-14-3156

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Acknowledgement

From the core segment of my heart, I would like to express my gratitude and satisfaction to Almighty Allah, whose mercifulness helped me to complete this internship report successfully. I would like to thank my honorable supervisor **Mohammad Shibli Shahriar**, Associate professor, Daffodil International University, for his unconditional support, encouragement, beneficial guidance, and helpful advice during the internship process. This report was not possible without the guidance of my official supervisor, **Al Gofran Rummon**, Senior Human Resource Manager, PRAN-RFL. In addition, I would like to express my genuine gratitude to all the other department heads, staffs for giving their time, information, confidential data and helping me to understand the procedure of e-commerce business. Finally, I unconditionally express my utmost gratitude to my parents, whose support and blessings helped me to face every challenge in this procellous earth.

Atique

.....
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Executive Summary

Othoba.com is a sister concern of PRAN-RFL company. PRAN-RFL has several types of businesses in various sectors. To deliver products and services to the potential customers via owned channels, the company invested huge amounts of resources in the traditional marketing and digital marketing department. The possibilities of technologies are endless and it is improving at rocket speed. So, this is how Othoba.com (e-commerce platform of PRAN-RFL) is established.

In this internship report, the main discussion is based on the several aspects of digital marketing activities of Othoba.com. Digital marketing activities are essential to every business and technology adoption ensures the survivability of these businesses. The main reason is people are unable to buy directly from stores during full scale lock-down in pandemic situations.

The activities of digital marketing cover several areas, such as: SEO (Search Engine Optimization) , SMM (Social Media Marketing), Email Marketing, VAS (Value Added Service), Chat-bot (chat automation via artificial intelligence), Affiliate Marketing, CPA Marketing (Click per action), Website management, Content marketing, CRM (Customer Relationship Management), IMC (Integrated marketing communication) and so on. In addition, there are several terms and concepts that are discussed in this report.

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Chapter 01: Background of the Study



1.1.Introduction

The concept of e-commerce business in Bangladesh is new. The Sales and other economic activities of e-commerce business are increasing day by day. On the other hand, the economic activities of e-commerce have been on full scale in the developed countries since the 90's.

The massive usage of e-commerce in Bangladesh would not be possible if the pandemic had not hit us. So many traditional businesses fell into ashes and could not afford to stand again.

Realizing the harsh reality, the top management of PRAN-RFL decided to create their own ecommerce platform where they can deliver their products directly to their potential customers.

In this very way, Othoba.com was created to meet the purpose of e-commerce of PRAN-RFL.

Othoba.com is the marketplace of all products that are compatible with B2C (Business to Customer). Corporate products and services are not included in this website and in this report too.

1.2.Origin of the report

This report has been prepared as a part of the finalization of the Masters of Business Administration (MBA) program.

1.3.Objective

Broad Objective

Determine the digital marketing activities of Othoba.com of from June 2020 to June 2021

Specific Objectives:

- To identify the digital marketing activities of Othoba.com
- To evaluate the digital marketing activities of Othoba.com
- To find out some problems of those digital marketing activities of Othoba.com
- To make some suggestions to overcome the problems.

1.4.Scope of Study

The internship course is designed for educational purposes. In the pandemic situation, it is quite impossible to collect some real time data-based information that could help to explain the digital marketing activities of Othoba.com better. However, the collection of data and additional information

was possible with the help of some analysis browser extension, websites, online/offline software etc.

The display of ad manager/analytics dashboards of Othoba.com are not possible because the access of these dashboards are restricted to the general public, only few authorized employees and top management can view and have access to edit them. Employment in PRAN-RFL will not facilitate me to view these dashboards. The reason is that these dashboards are the smart visualization of all confidential data that can give competitors an edge against the organization. Despite all odds, these digital dashboards are extremely helpful to understand the digital marketing activities of Othoba.com

1.5. Methodology of the Study

Data has always been collected from two kinds of sources, such as: (a) Primary data, (b) Secondary data. Almost all primary data are confidential and difficult to collect. Furthermore, Primary data is very expensive and risky. On the contrary, secondary data is cheap, easy to collect.

The sources are:

Primary Sources:

- Personal Interview
- Regular Desk Work
- Briefings of supervisor's office
- Personal Conversations of several employees in office
- Personal Observations

Secondary Sources:

- Previous thesis of the e-commerce industry.
- Official website
- Several business report
- Several business books and journals
- Analysis from Several browser extensions, online/offline websites

1.6.Limitations of the Study

Depth analysis in any research requires extreme hard work. Various considerations are needed in the management process of effective research. Many kinds of tools, strategies, preparations, hardware and software are mandatory for conducting appropriate research.

Challenges that limits the study are:

- 1) **Insufficient Data:** Incomplete data is the sole reason for ineffective research.
- 2) **Confidentialities:** Various confidential issues often disrupt the collection of essential data.
- 3) **Scarcity of time:** Enough time is not available to study Othoba.com
- 4) **Limited information:** The information that is available is not quite enough for depth analysis of the company.
- 5) **Collecting information:** Several executives and staff are always busy with their work and duties. So it is quite difficult to expect them to spend their precious time on this report.
- 6) **Improper combination of information:** Information of several departments often collide with each other and create additional confusions.

Chapter 02: Organizational Overview



2.1.PRAN-RFL Group

After retirement, General Amjad Khan Chowdhury established PRAN (Programme for Rural Advancement Nationality) in 1981. Later, this company became one of the largest food and beverage companies in Bangladesh. PRAN offered agricultural products to the farmers at reasonable prices. PRAN Foods, which is a subsidiary of PRAN-RFL Group, produces a number of agricultural products.

RFL started producing cast iron products in 1980. Now the company has a wide range of Cast Iron (CI) products like pumps, tube wells, bearings, gas stoves, etc. Then the company diversified its business into the PVC sector in 1996 and in the plastic sector in 2003.

Othoba.com is a concern of the PRAN-RFL Group. It is an e-commerce company. The company offers a wide range of PRAN-RFL products directly to the customers via the website “Othoba.com”.

2.2.Brands and wings

PRAN-RFL has two groups, these are: PRAN Group and RFL Group.
Several registered companies are operating under these businesses.

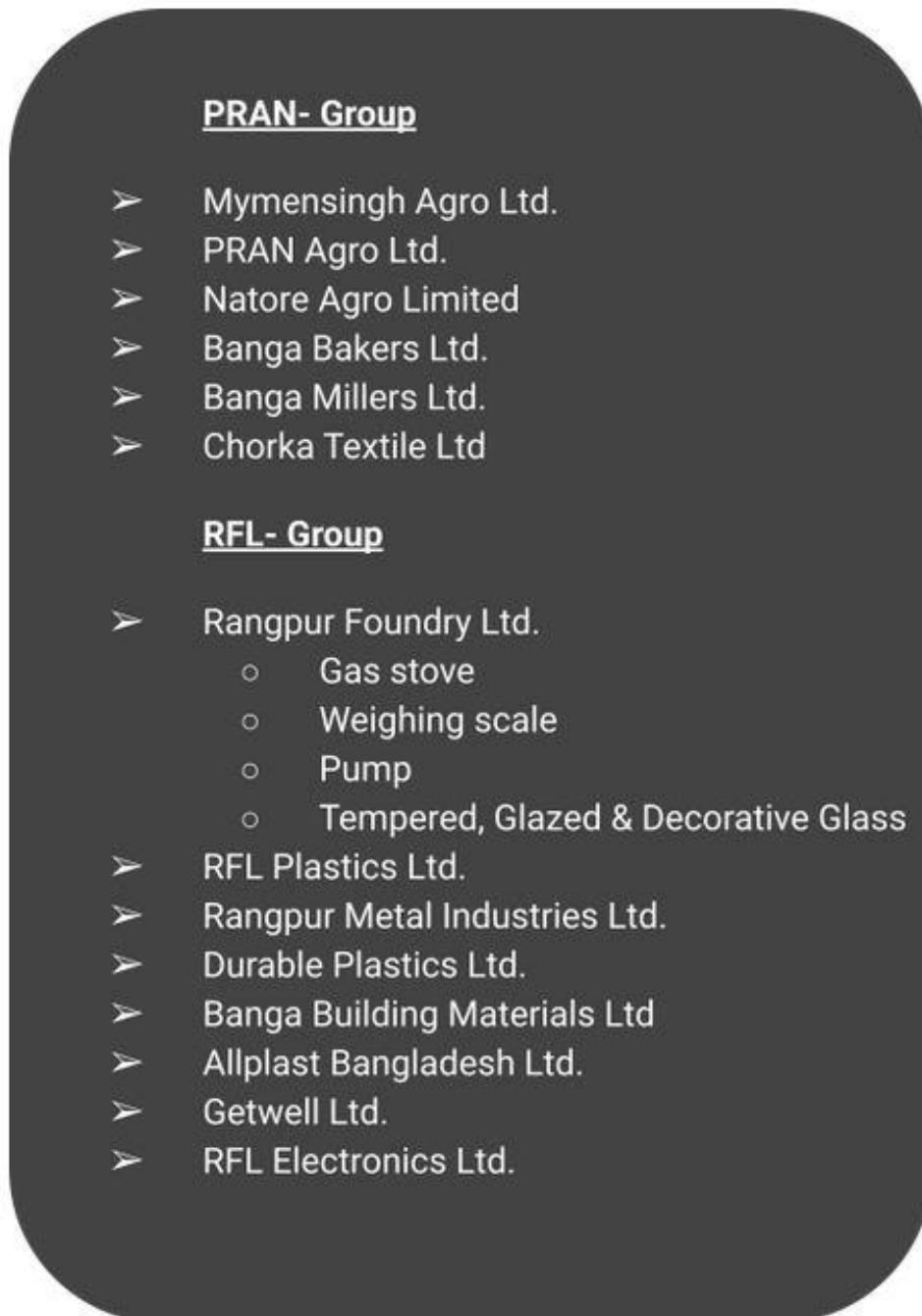


Figure 2.1: PRAN-RFL brands and wings

2.3.Othoba.com

Othoba.com is a concern of the PRAN-RFL Group. It is an e-commerce company. To deliver products and services to the potential customers via owned channels, PRAN-RFL established this e-commerce company.

Mission

Poverty & Hunger are Curses.

Our Aim to Generate Employment & Earn Dignity & Self-Respect for our Compatriots through Profitable Enterprises.

Vision

Improving Livelihood.

2.4. Products and Services

The screenshot shows the othoba.com website interface. At the top, there's a search bar and navigation links like 'Need Help?', 'Your Account', and 'Cart'. A large banner advertises 'TK. 99 DEAL' for drinks, with 'FREE DELIVERY' for orders above TK. 199+. Below the banner are four promotional tiles: groceries with 50% off, a 20% off offer for children, a water cooler, and a Mithal Patty Burger. A 'RECOMMENDED FOR YOU' section displays five food items including burgers, dumplings, fried snacks, and a salad.

Figure 2.2: Fast food and Snacks

The screenshot shows the othoba.com website interface. At the top, there's a search bar and navigation links like 'Need Help?', 'Your Account', and 'Cart'. A large banner advertises 'GET SMARTER' with a laptop. Below the banner is a grid of mobile phones from brands like Xiaomi, Realme, Tecno, iPhone, and Oppo. There are also sections for Feature Phones, Smartwatches, and Mobile Accessories.

Figure 2.3: Mobile Accessories

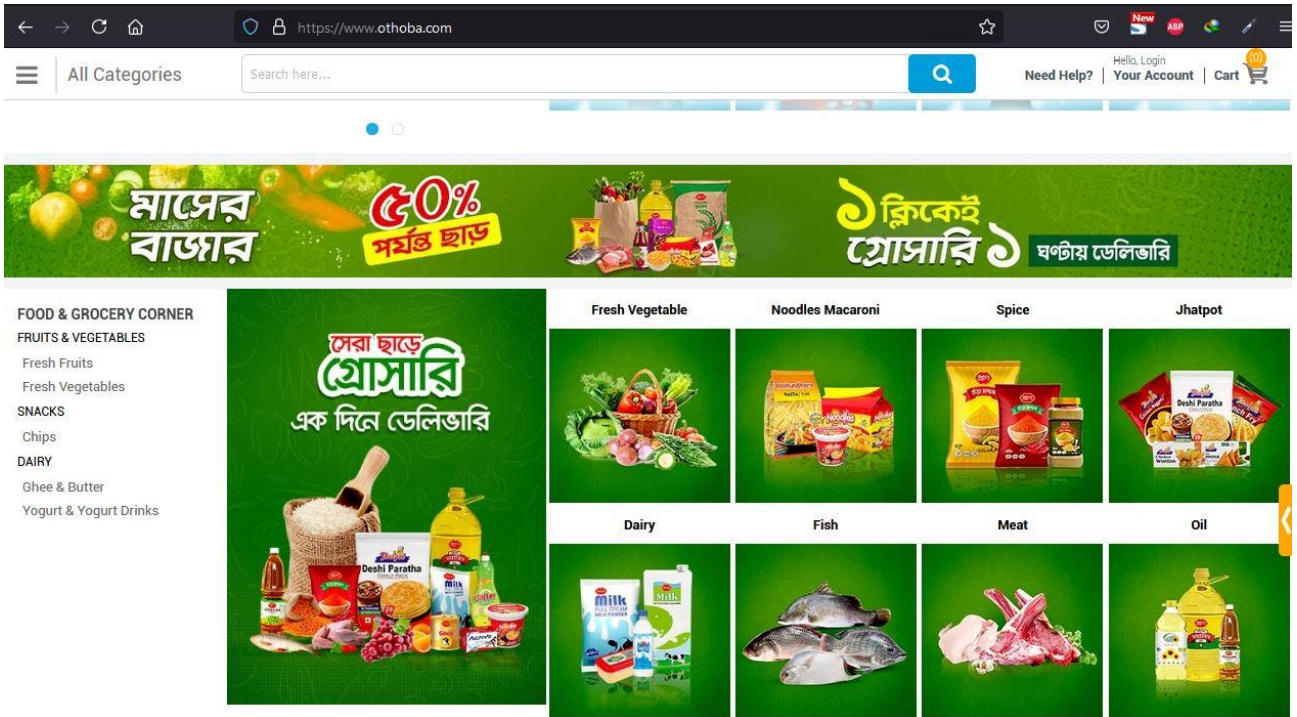


Figure 2.4: Food and Grocery Corner

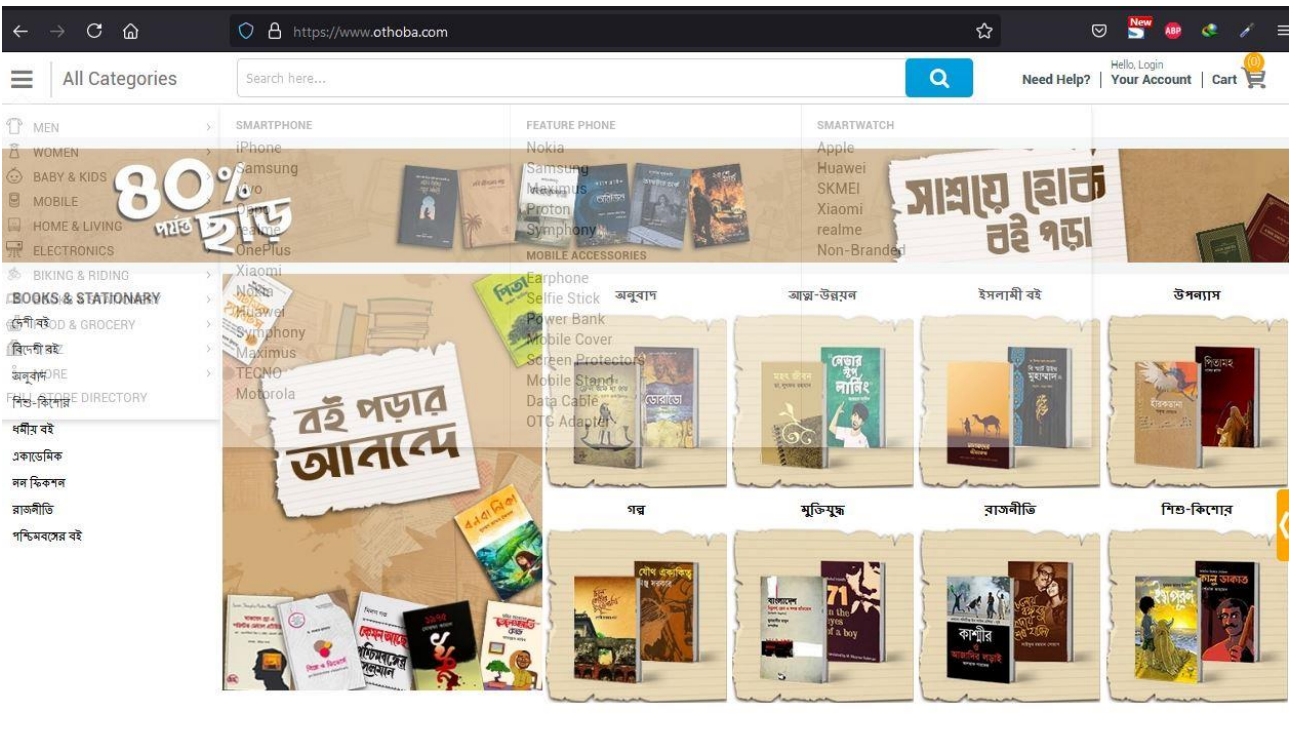


Figure 2.5: Books and Stationery

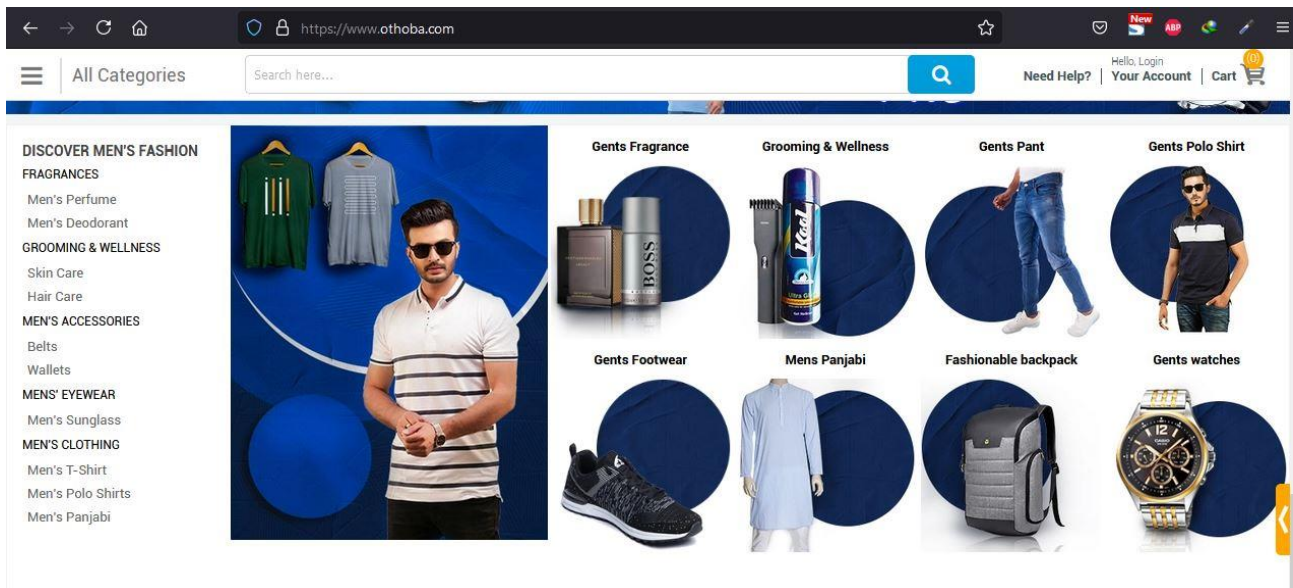


Figure 2.6: Men's Fashion

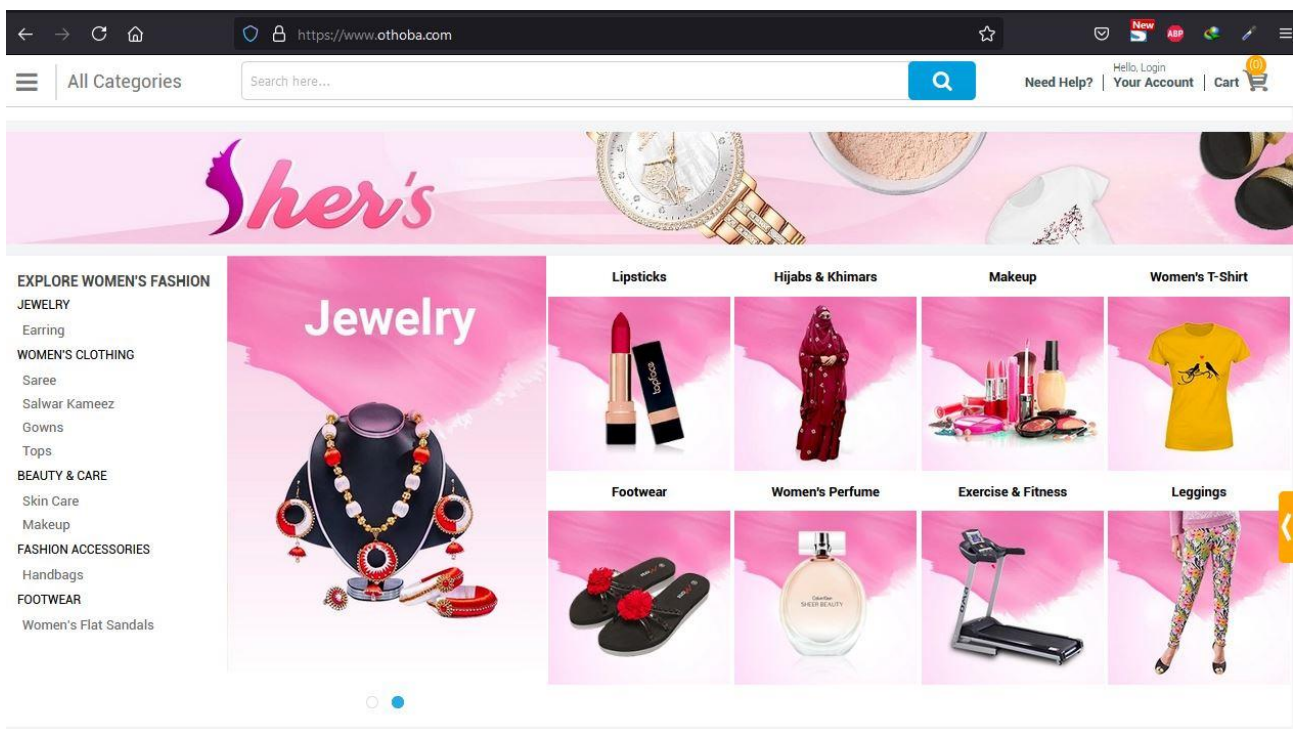


Figure 2.7: Women's Fashion

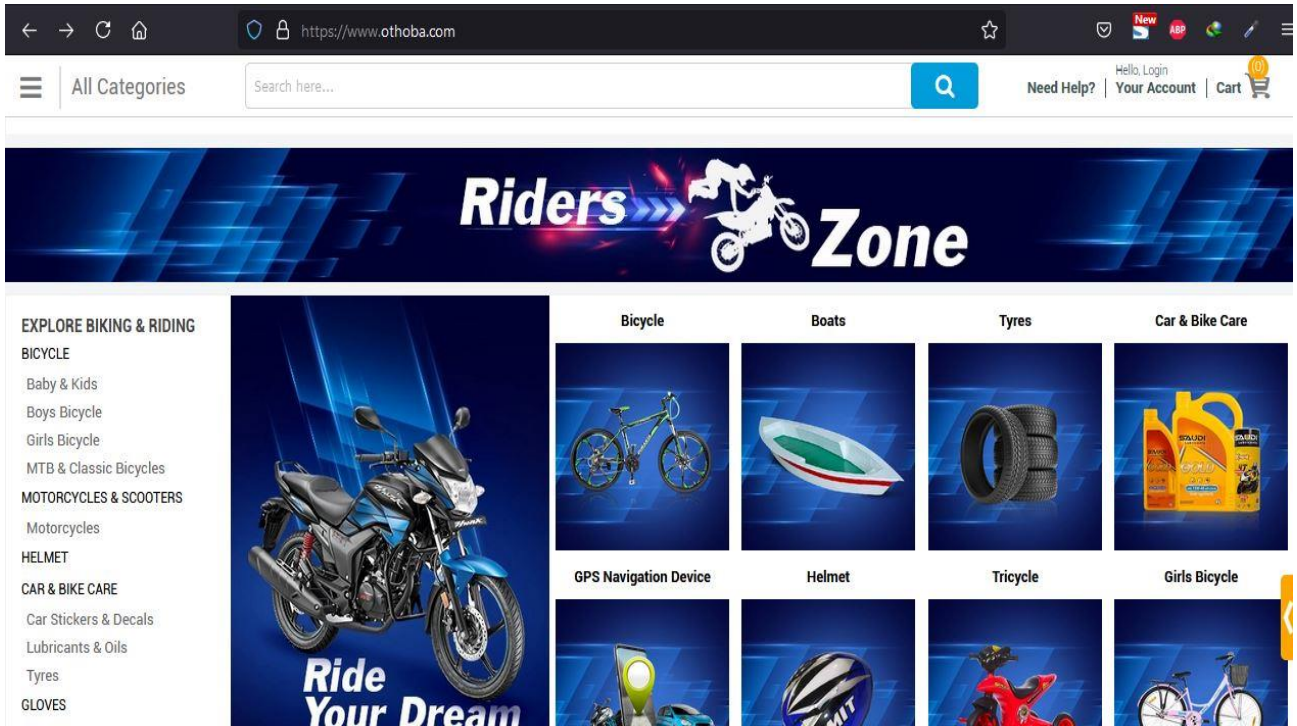


Figure 2.8: Vehicle Accessories

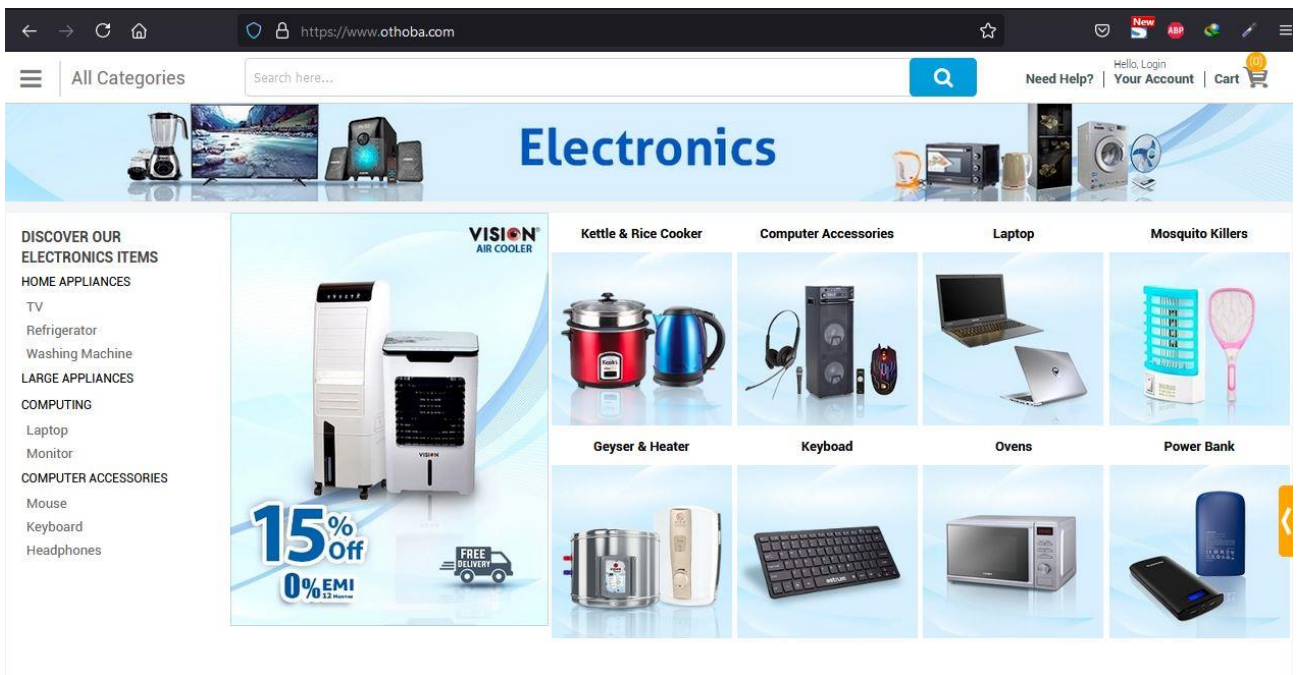


Figure 2.9: Electronics

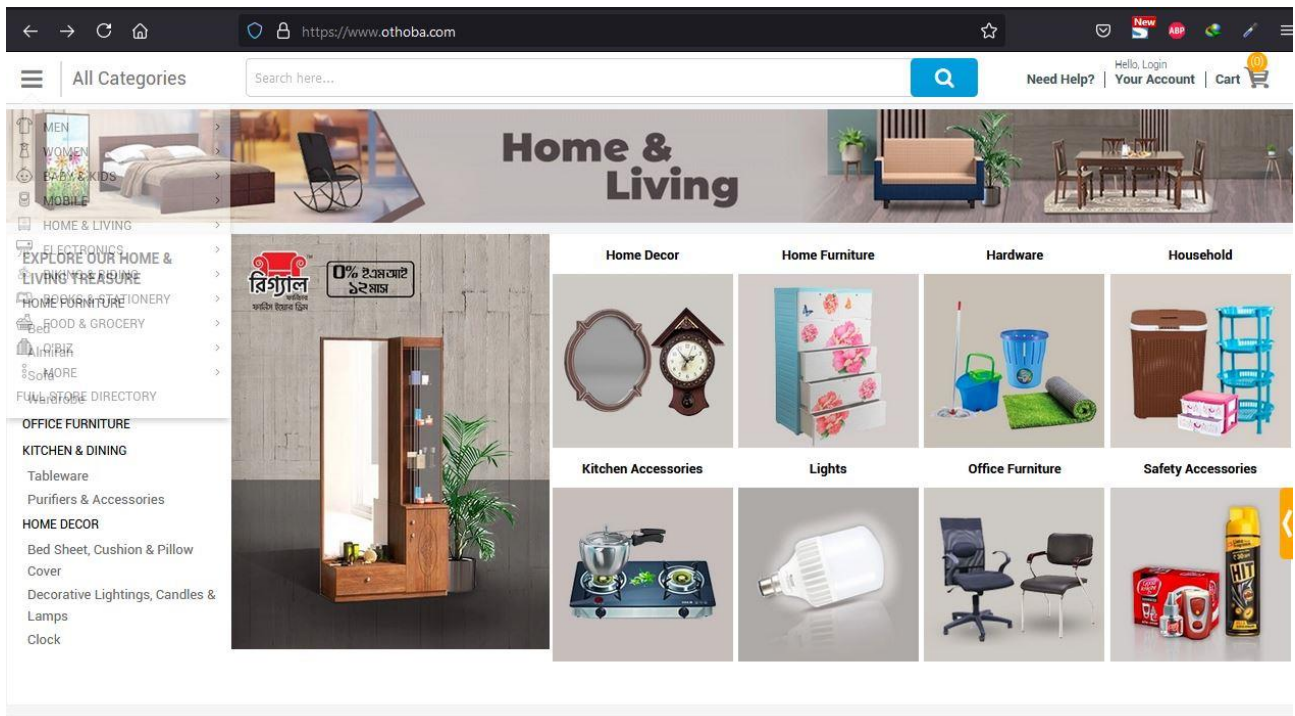


Figure 2.10: Home items

Chapter 03: Digital Marketing Activities of Othoba.com



3.1. Search Engine Optimization (SEO)

Search Engine Optimization (SEO) comprises a huge area in the digital marketing sector. It is the process to bring the website to the top list in search engines and it is a time consuming process. In this report, it is impossible to explain the total activities of SEO of Othoba.com. However, a summary of the SEO activities of Othoba.com are explained below:

SEO works with the keywords that are used in the website of Othoba.com. In fact, the customers who want to buy a product, must know/see the web address named Othoba.com in search engines. In google trends, a smart infographic shows the interest of Othoba.com among Bangladeshi customers from June 2020 to June 2021

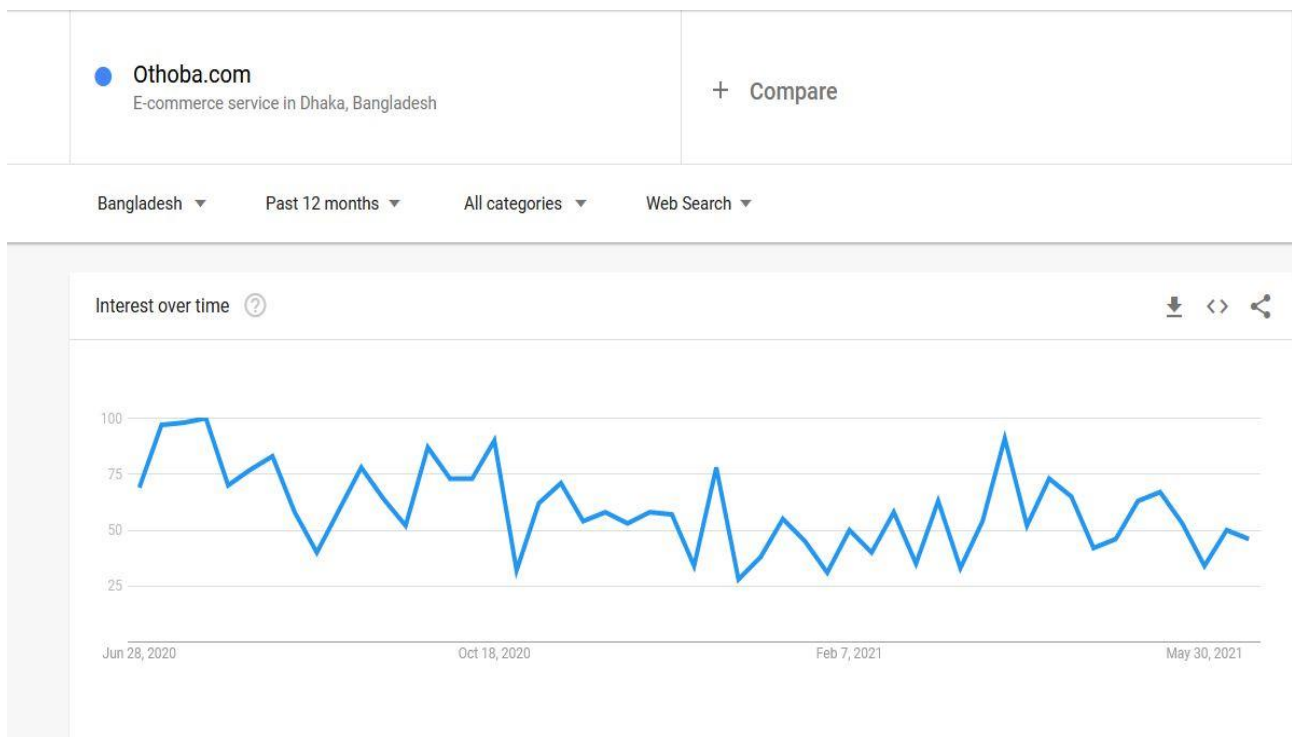


Figure 3.1: Interest Over time

Additionally, the interest by sub region of Othoba.com is given below:

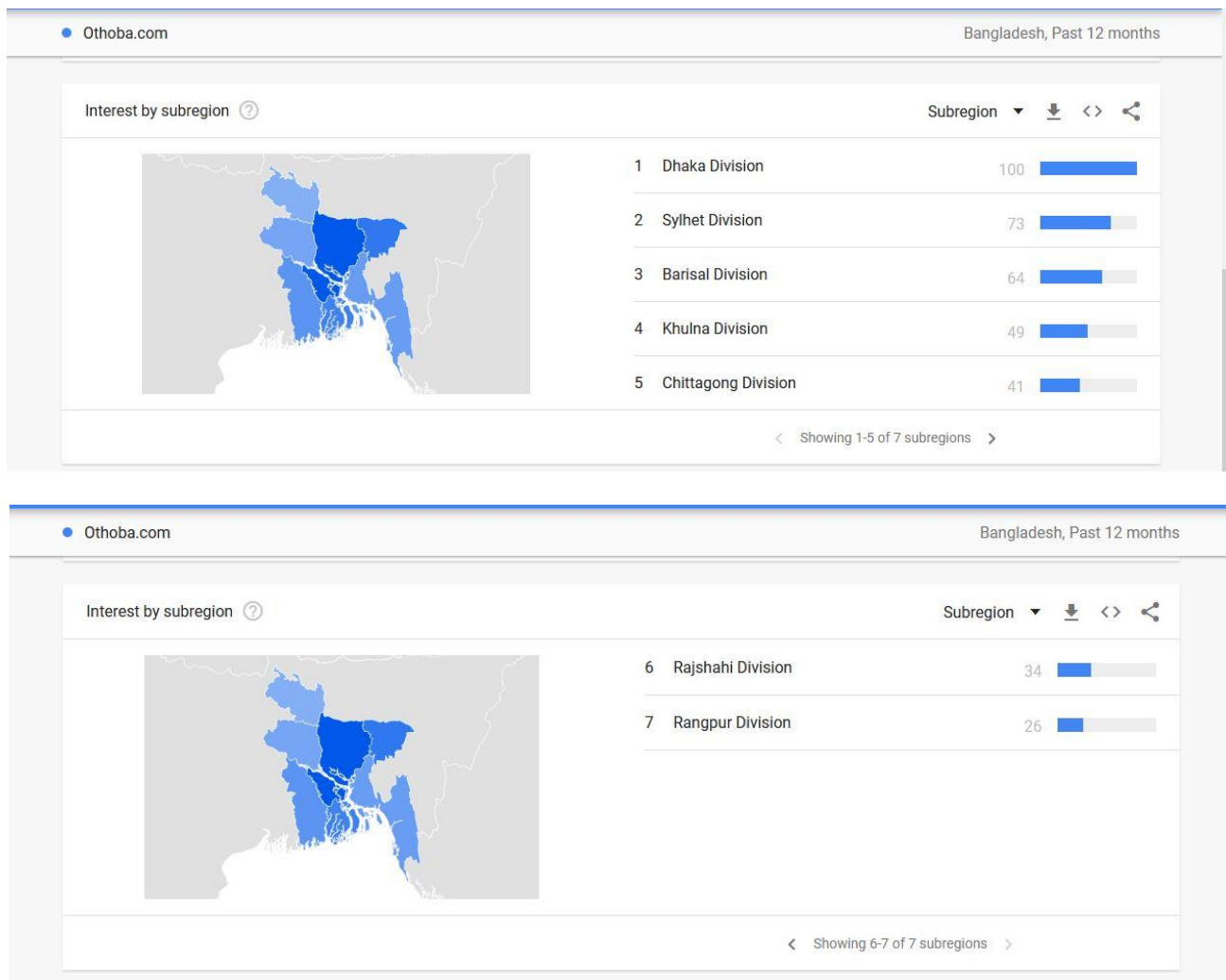


Figure 3.2: Interest by sub region

Here is an analysis of the keywords related to e-commerce that are popular among Bangladeshi customers.

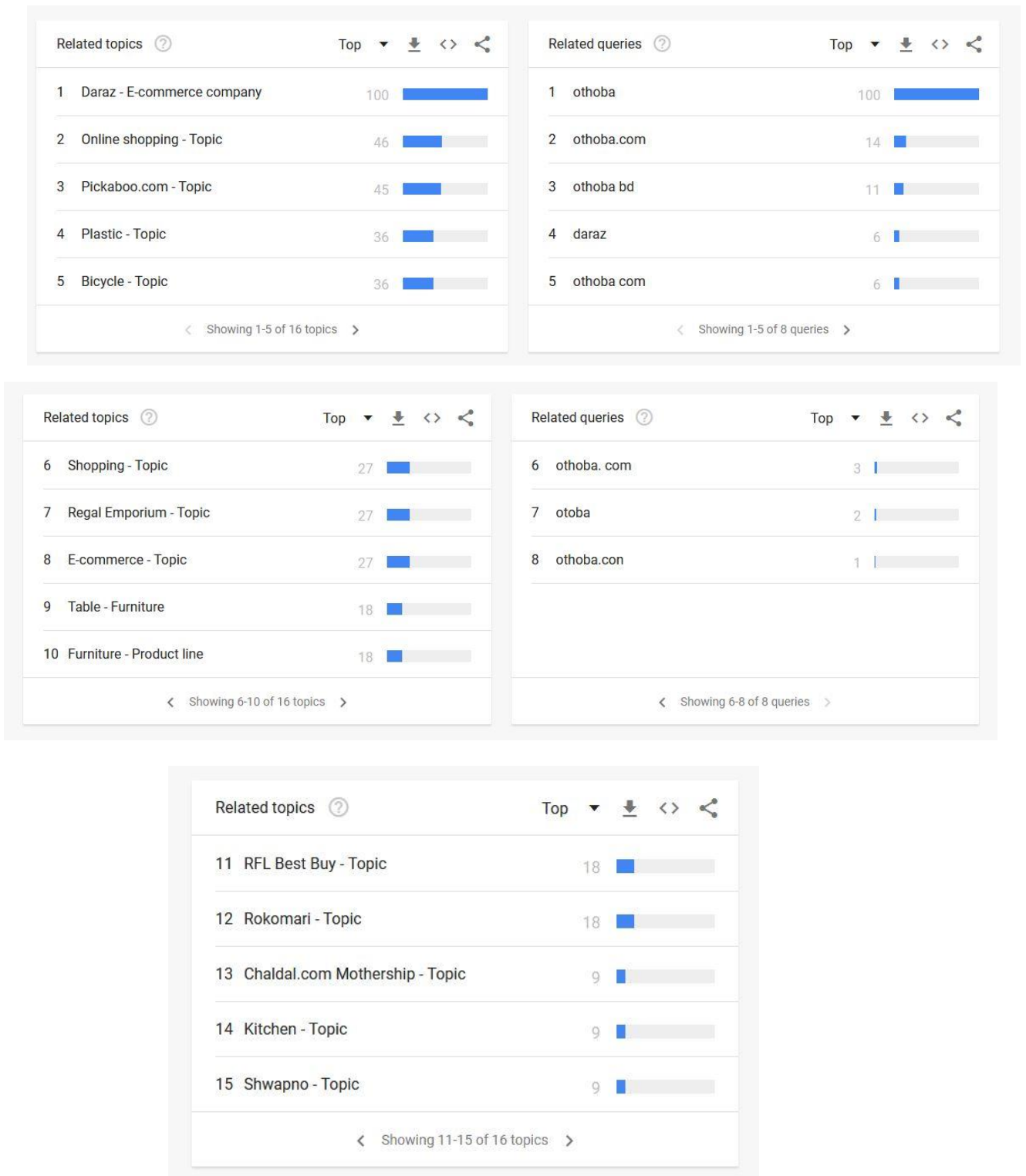


Figure 3.3: Keywords Search

Here is an short analysis of SEO of Othoba.com, according to Alexa.com

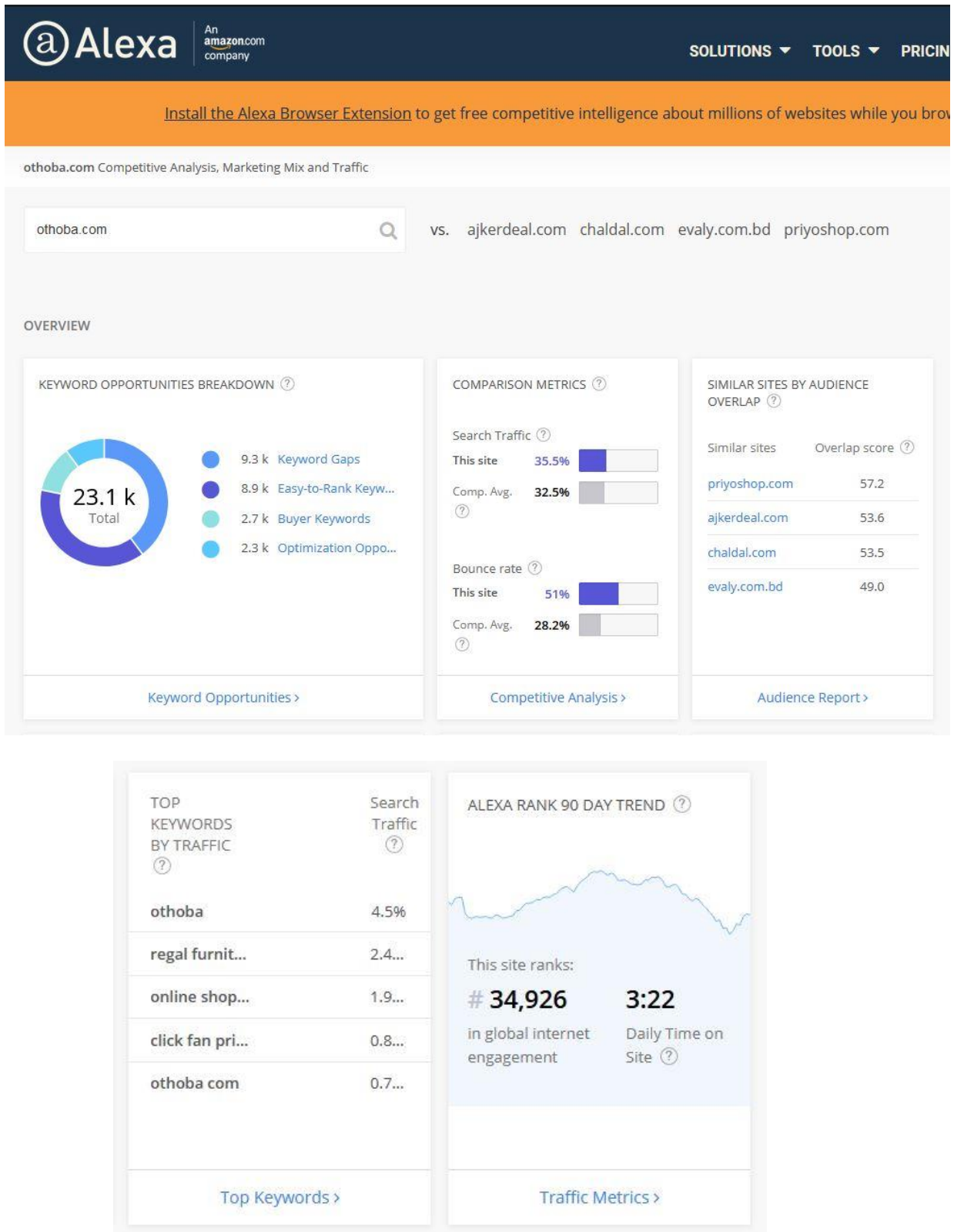


Figure 3.4: Alexa SEO Analysis

3.2. Search Engine Marketing

Search Engine Marketing is a digital marketing strategy. This strategy is used to increase the visibility of the website in search engine result pages (SERPs). Search engine marketing also called Pay Per Click (PPC). It means the company have to pay the search engine per click of audiences'/search engine users. It is a great way to reach the top search result of the browser. Othoba.com did not able to reach the top search results in the browsers at first. They had to face huge challenges for it.

It generally takes years of patience and financial investments and content marketing strategies to achieve the goal.

However, it is quite impossible to show the search engine marketing of Othoba.com because they do not conduct search engine marketing for their website now. The reason is that they have reached the top visible search results in several browsers. Now all they have to improve their services and maintain their websites efficiently.

YouTube Marketing

YouTube marketing is essential for e-commerce business. This is why Othoba.com often advertises various types of ads on the YouTube platform. The advertising of Othoba.com in YouTube is marked with a Red Rectangle box.

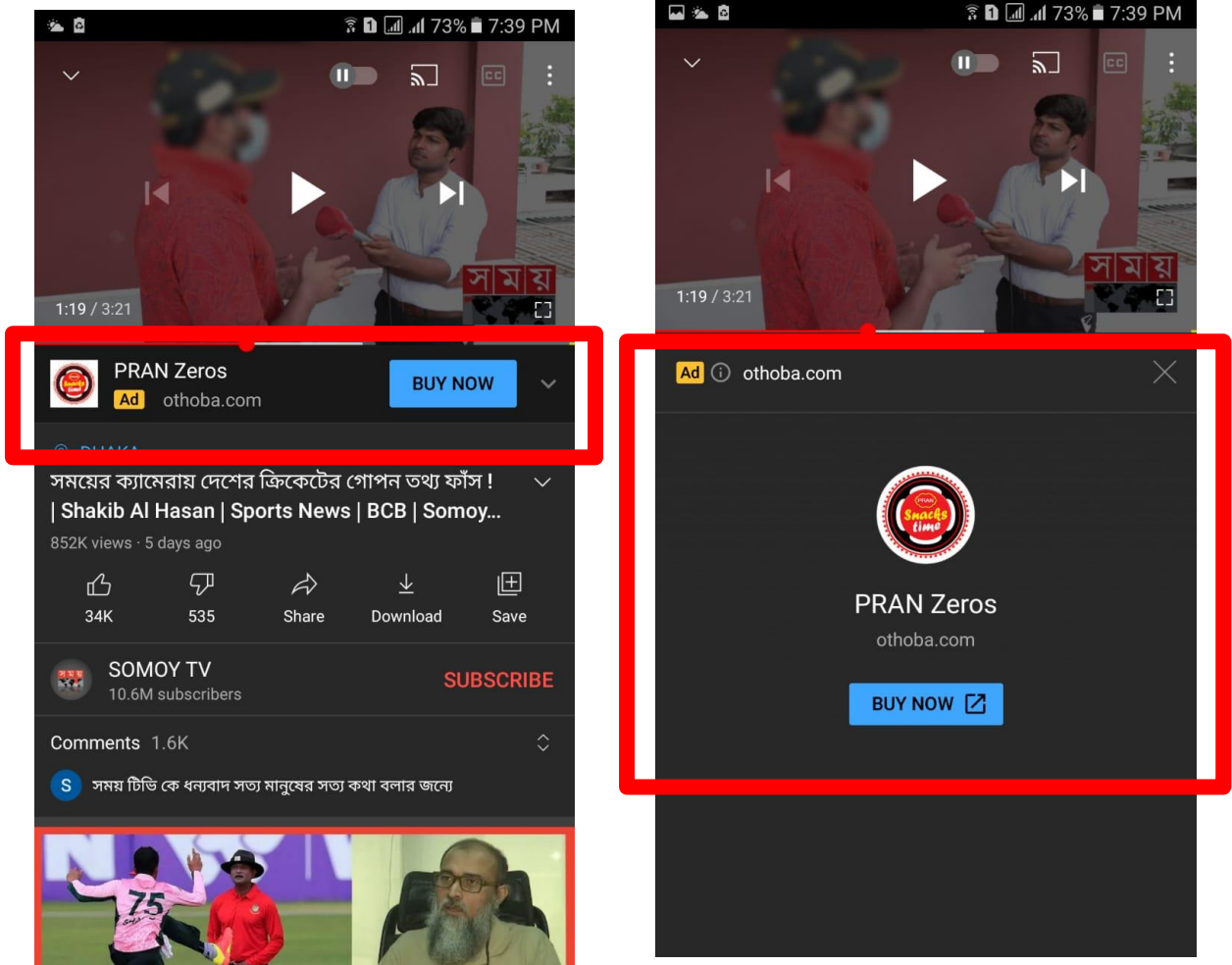


Figure 3.5: YouTube Advertising

3.3.Social media Marketing


To attract new customers and to engage potential customers through social media, Othoba.com regularly posts discounts and eye-catching offers.

Othoba.com has Facebook, Instagram, LinkedIn etc. social media accounts to connect with customers on every social media platform.

Othoba.com use Odoo (CRM and ERP) platforms which integrates all social media platforms and reduces time and offers effective social media marketing.



Figure 3.6: Social Media Marketing 01



Othoba.com
Internet
Dhaka, Dhaka · 944 followers

At Othoba.com we try to give our customers hassle-free online shopping experience.

[Follow](#)

[View all 26 employees](#)

Similar pages

- Bagdoom.com**
Internet
Dhaka, Dhaka
- AjkerDeal.Com**
Consumer Services
Dhaka, Kawran Bazar
- Chaldal**
Retail
San Mateo, California
- PriyoShop.com**
Information Technology and Services
Dhaka, Dhaka

Show more similar pages

About us

Shopping should be hassle free. Now, busy customers need not take the hassle of going out or find flexible time for shopping when they can choose to shop just in one click. As shopping has become easier through online, take the strain out of shopping with Othoba.com.

Website	https://www.othoba.com/
Industries	Internet
Company size	51-200 employees
Headquarters	Dhaka, Dhaka

Browse jobs

- Officer jobs**
330 open jobs
- User Interface Design jobs**
69 open jobs
- Visualizer jobs**
50 open jobs
- Law jobs**
62 open jobs
- Marketing jobs**
248 open jobs



Othoba.com 20h

৭৫ টাকা পর্যন্ত ছাড়ে ম্যারিকো বাংলাদেশ লিমিটেড এর সকল পণ্য পাওয়া যাচ্ছে শুধুমাত্র অথবা ডট কম-এ। এছাড়া নির্দিষ্ট পণ্য অর্ডার করলেই রয়েছে বিশিষ্ট উপহার। তাই দেরি না করে আজই অর্ডার করে ফেলুন।
👉 অর্ডার করতে ক্লিক করুনঃ <https://www.othoba.com/marico-bangladesh-l...> See More

৭৫ পর্যন্ত ছাড়

marico

সেবার অর্ডার করতে ০২৬৩৩ ৮০০৮০০

নির্দিষ্ট পণ্য অর্ডার করলেই বিশিষ্ট উপহার



Othoba.com with Saudi Lubricants
Paid Partnership

সাউদি লুব্রিকেন্টস দিচ্ছে ডারবল সুরক্ষা! এখন ইঞ্জিন ও তীব্র গতি থেকে সুরক্ষা পাবেন একইসাথে, কারণ প্রতিটি লুব্রিকেন্টসের সাথে পাচ্ছেন ১টি হ্যান্ড রাব ফ্রি ও ৫% মূল্যমোড়। ঘরে বসেই যোম ডেলিভারি পেতে অর্ডার করুন অথবা ডট কম-এ।
👉 কোন অর্ডার করতে কিংবা যে কোনো জিজ্ঞা... See More

ইঞ্জিন ও তীব্র গতি

সুরক্ষা এখন একই সাথে

৫% ছাড়

SAUDI Lubricants
অবনোদিত পথ চলার

ফ্রি হ্যান্ড ডেলিভারি

OTHABA.COM

ফ্রি হ্যান্ড রাব

Shop Now

Figure 3.7: Social Media Marketing 02

3.4.Chat-bot

Chat-bot is an app where artificial intelligence is used in massaging/interacting with customers/the public. There are several companies that provide chat-bot service to businesses.

Now the question is which company's chat-bot Othoba.com use?? Well, it is very easy to know.

To know the specific company, one must go to the Othoba.com website and click the chat-bot button. In there a small icon will be seen named “Powered by Reve Chat”. When the icon is clicked, it will open an additional website in the browser. Then the official website of Reve Chat will appear.

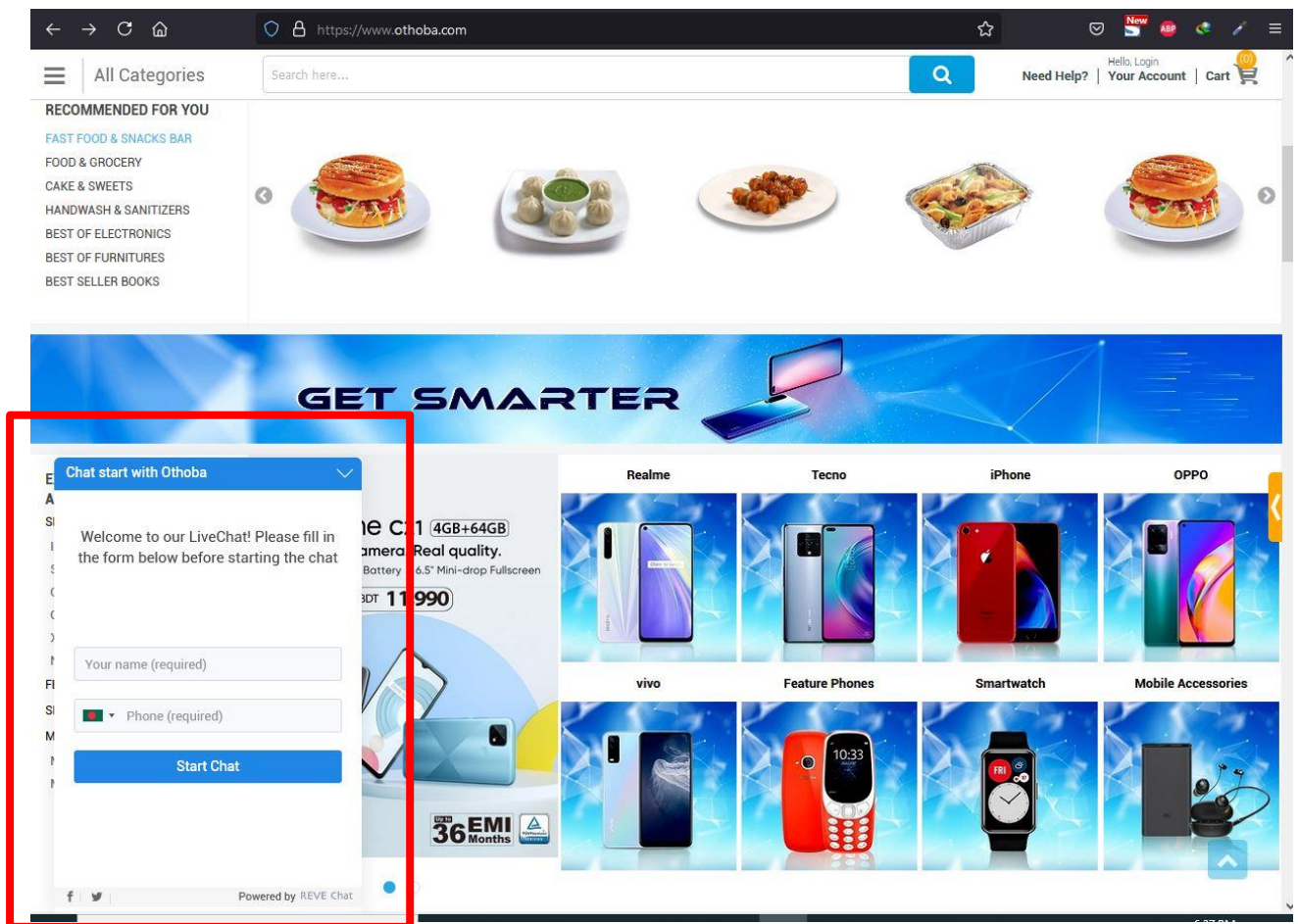


Figure 3.8: Chat-bot 01

The RED triangle marked is the chat-bot of Othoba.com

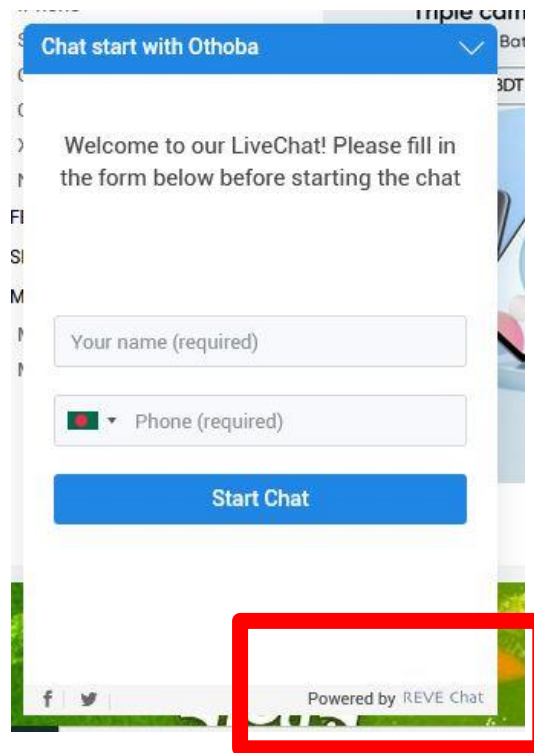


Figure 3.9: Chat-bot 02

When the red triangle is clicked, the official website of Reve Chat appears.

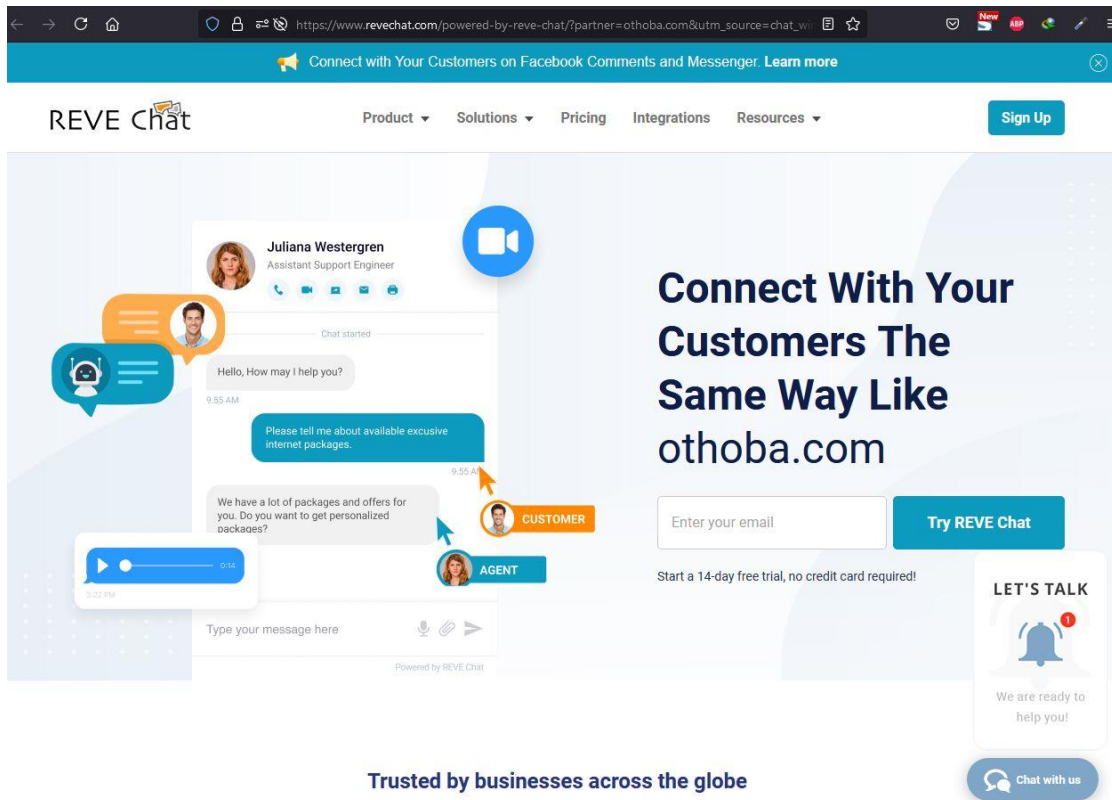


Figure 3.10: Chat-bot 03

3.5. Email Marketing

When it comes to email marketing, several businesses rely on email management companies because various companies offer attractive email marketing at competitive prices.

There are several companies available.

Othoba.com uses mailchimp email marketing platform which offers efficient email marketing facilities at reasonable prices.

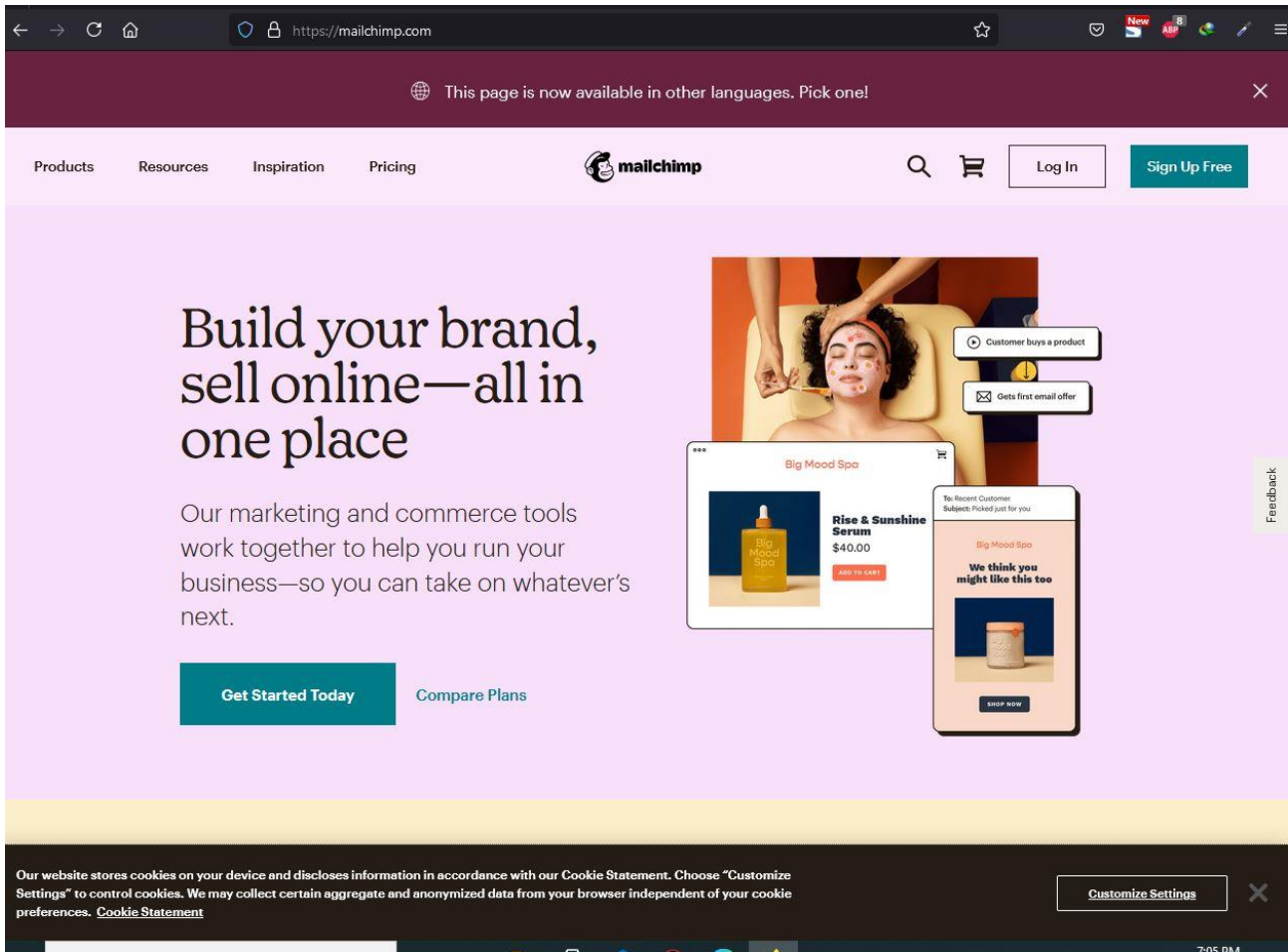


Figure 3.11: Email Marketing

Chapter 04: Recommendations and Conclusion



4.1.Recommendations

Several issues are needed to be addressed for improving the business conditions of Othoba.com These are mostly technical issues but extremely important. These faults are found through woorank SEO firefox extension Such as:

- ❖ **Meta Description missing:** Meta description is essential for the influence of Othoba.com in the internet. It is a matter of regret that this valuable meta description is missing.

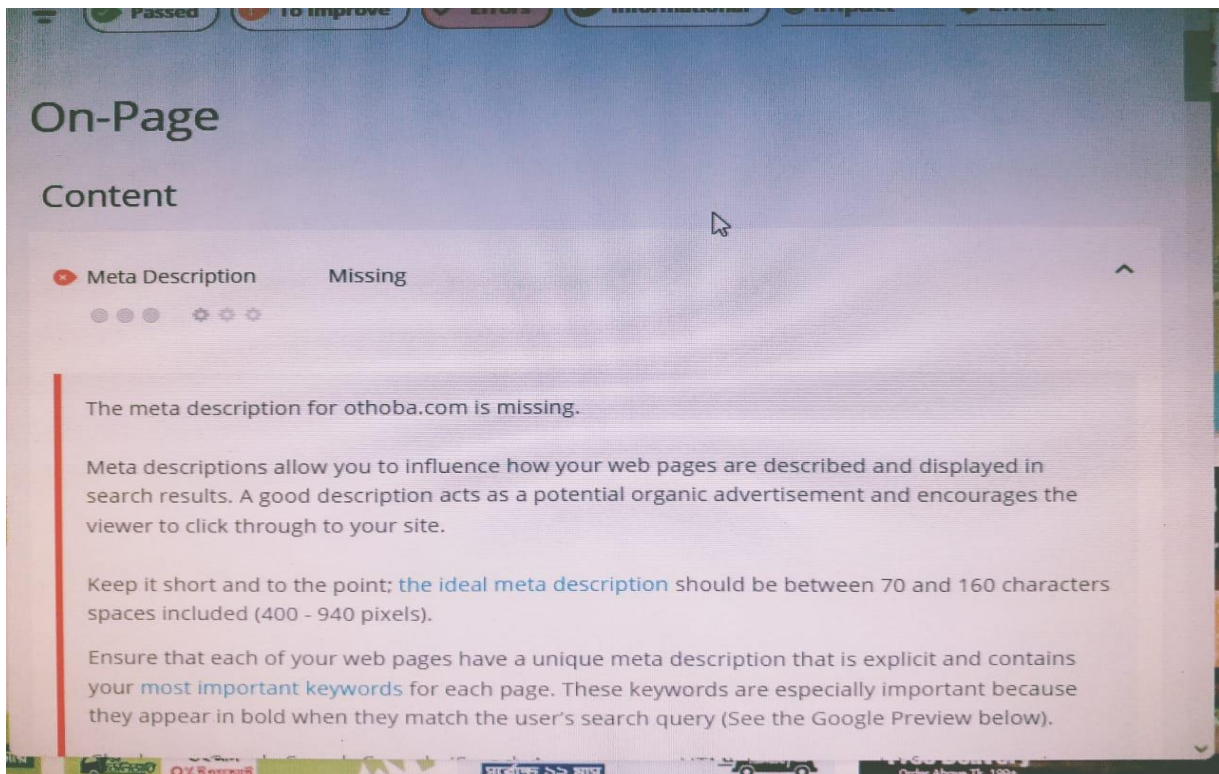


Figure 4.1: Meta Description

- ❖ **Alt Attribute and Language is missing:** Alt Attribute is the description of pictures that are uploaded in Othoba.com website. Language means declared language. The company did not declare the specific language that they are using in the website but web crawlers detected “English” Language. It is very important to declare language and describe Alt Attribute because it helps web crawlers detect content easier and will help customers to reach their desired products

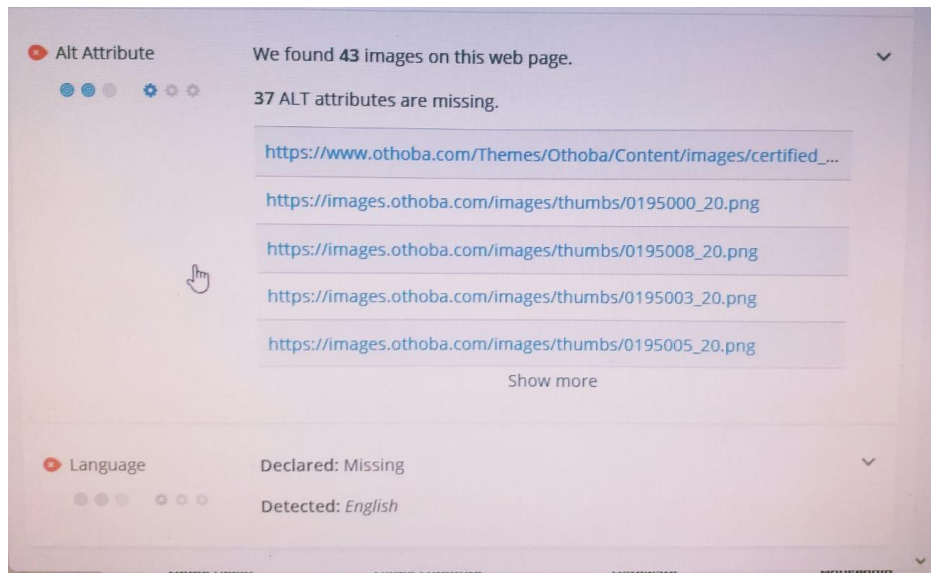


Figure 4.2: Alt-Attribute

- ❖ **Custom 404 Page missing:** Custom 404 error pages are displayed when the page can't be found on the site's server for a variety of reasons. Othoba.com doesn't have a customized 404 error page. This makes the website less user friendly.

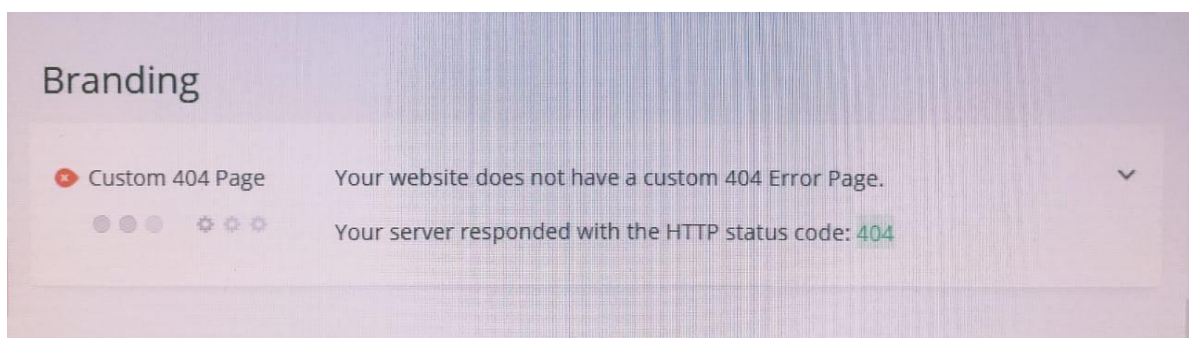


Figure 4.3: Custom 404 Page

- ❖ **Tap targets:** The buttons and links in Othoba.com are too small and their size in pixels. This will result in the overlapping target too close to be easily clicked.

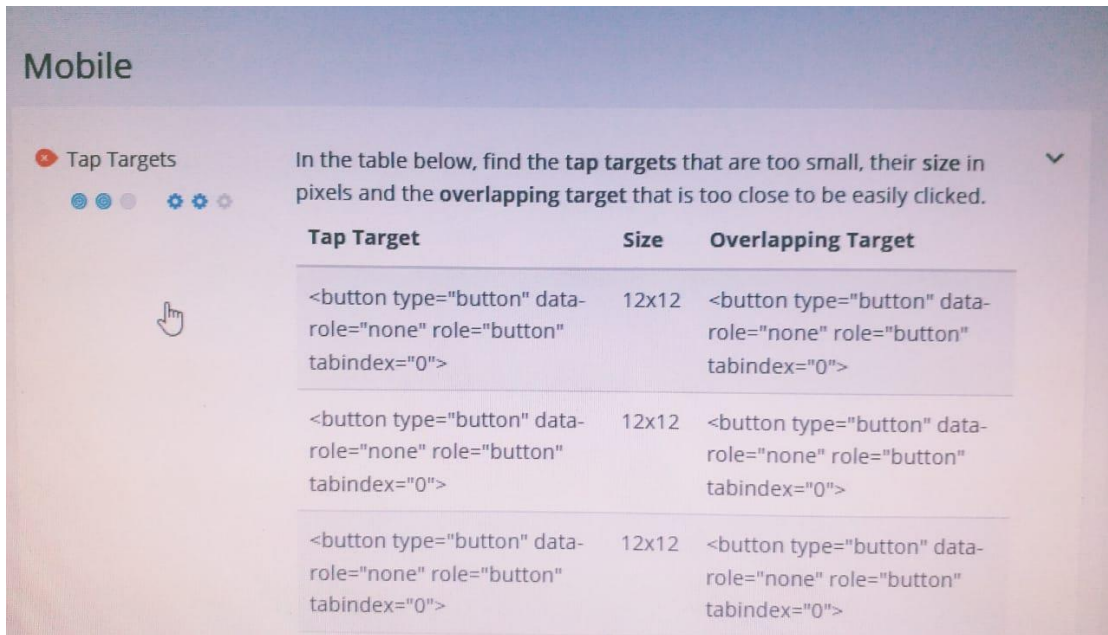


Figure 4.4: Tap targets

- ❖ **DMARC is missing:** Domain based Message Authentication, Reporting and Conformance (DMARC) is an email authentication method that prevents various types of malicious email practices like spoofing or phishing that can bring greater risk to any kind of businesses.

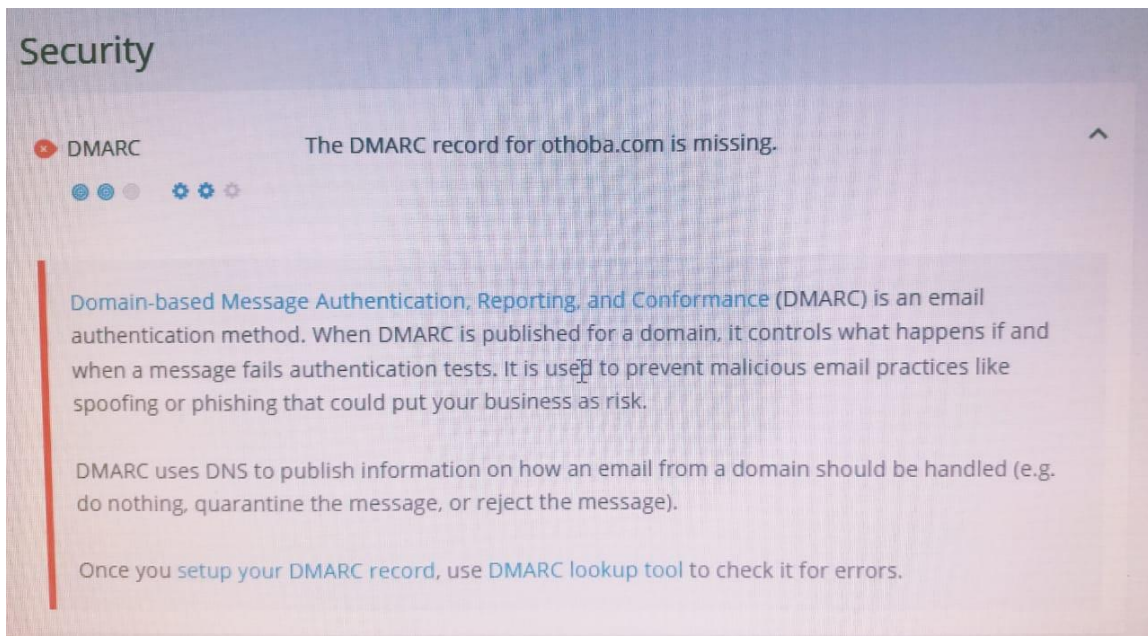


Figure 4.5: DMARC

- ❖ **Asset Minification and Asset Compression is needed:** Asset minification and asset compression is vital for mobile friendly websites. It reduces the extra content loads from the websites and makes the websites fast to load and thus mobile friendly.

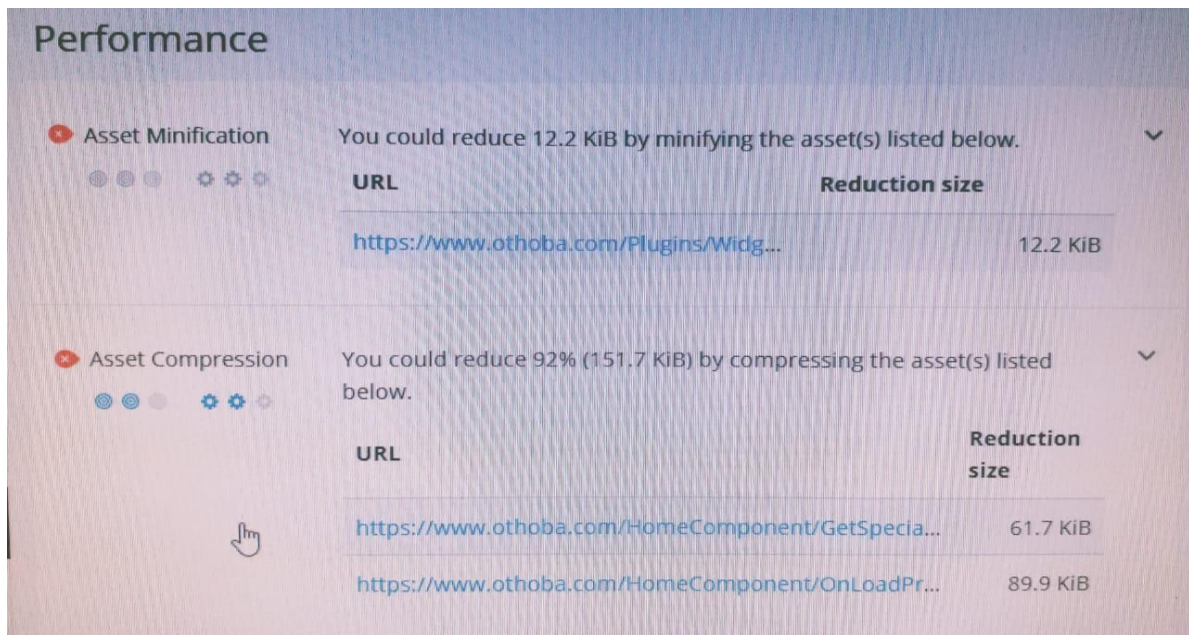


Figure 4.6: Asset Minification and Asset Compression

- ❖ **Affiliate Marketing link is missing:** In almost all international standard e-commerce company's website affiliate link is available. The reason is that affiliate links helps affiliate marketers to promote the product and bring new customers to the company. This activity brings more customers and help the company to expand the business. But it is a matter of regret that affiliate link in Othoba.com is not available.

- ❖ **Color Contrast is needed:** Without color contrast, consumers and viewers cannot see the contents of the website clearly. As a result, they become confused and leave the website. That is why Color contrast is needed. This vital issue is missing in the website design that needs to be addressed.

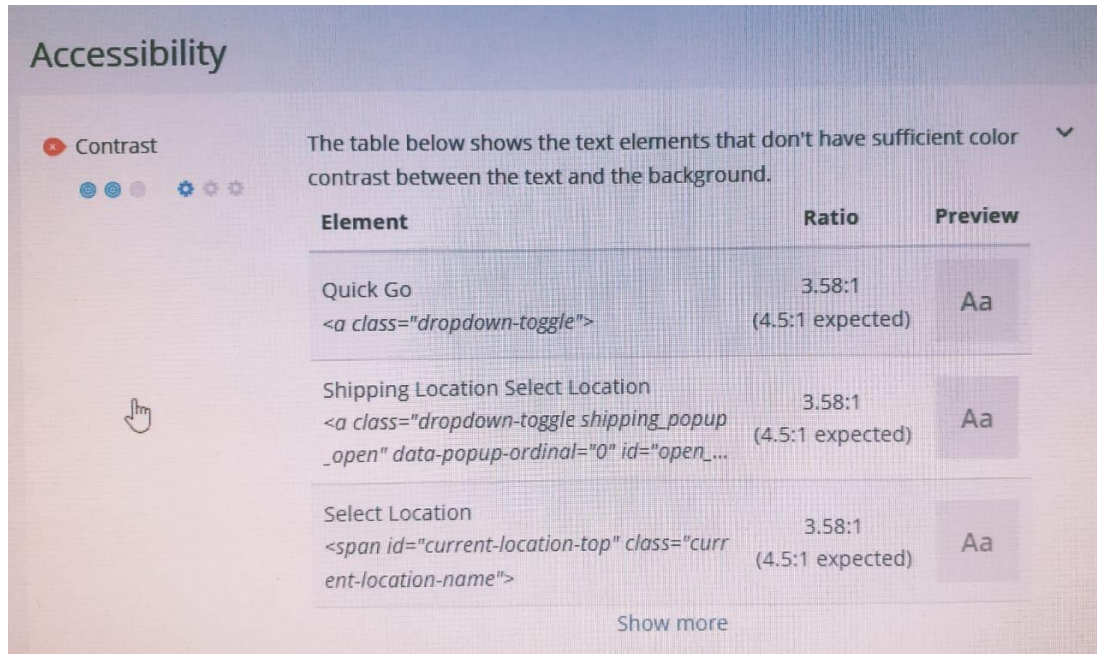


Figure 4.7: Contrast

4.2. Conclusion

Digital marketing is a vast sector and it is expanding as technology advances. Several types of topic were needed to discuss but impossible because Othoba.com has not applied these technologies in their business. For example, Extended reality=AR (Augmented Reality), VR (Virtual Reality), and Mixed reality have not applied in the Othoba.com website. These technologies are included in Experiential Marketing concept. This very kind of marketing gives real-time experience of the product to the customers.

The future of Digital marketing is bright. The only concerning matter is that to what extent the company can adopt new technologies and survive the business competition and attract new potential customers.

4.3.References

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