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An Analysis of the Digital Marketing Operations of Shwapno Super Shop

Submitted To

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Date of Submission:

Letter of Transmittal

10/12/2021

Professor Dr. Mohammed Masum Iqbal
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Subject: An Analysis of the Digital Marketing Operations of Shwapno Super Shop

Dear Sir,

With due respect, I am submitting my internship report on the topic entitled “**An Analysis of the Digital Marketing Operations of Shwapno Super Shop**” as a partial fulfillment of my MBA Program.

In preparing the internship report, I tried to collect the relevant information relevant to cover all the objectives, which I mentioned in proposal. My sincerest gratitude to you for guiding me and giving me encouragement to fulfill this assignment on training needs assessment area. It was my pleasure to work with you and I tried my level best to fulfill the structure of internship report as per your guidance.

Therefore, I sincerely hope that you will appreciate my effort and I shall be grateful if my internship report is accepted for the appropriate purpose.

Sincerely yours,



Hafizur Rahman

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Declaration

I am Hafizur Rahman the understudy of Master of Business Administration, bearing ID: 201-14-3146, Major in Digital Marketing from Daffodil International University. I do therefore gravely pronounce that the entry level position provides details regarding '**An Analysis of the Digital Marketing Operations of Shwapno Super Shop**' has been truly arranged by me. While setting up this temporary job report, I didn't break any copyright demonstration purposefully. I am further proclaiming that, I didn't present this report anyplace to grant any degree, recognition or endorsement.



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Certificate of Approval

This is to certify that the internship report entitled **An Analysis of the Digital Marketing Operations of Shwapno Super Shop** was prepared by Mr. Hafizur Rahman, ID: 201-14-3146, as a requirement of MBA Program under the Department of Business Administration and the Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission.



Professor Dr. Mohammed Masum Iqbal
Department of Business Administration
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Daffodil International University

Acknowledgements

At the soonest reference point, I should offer my most significant gratitude to Almighty Allah for giving me the quality and the restraint to complete the transitory activity report. Regardless I will endeavor my measurement best to express my thankfulness towards a couple of individuals. Getting a finished report into a per user's hands requires the work and help of various people. My report also stays dependent on such undertakings. I should see just two or three the all-inclusive community who helpers and makes me make this report.

I might want to thank my remarkable administrator Professor Dr. Mohammed Masum Iqbal, Daffodil International University, for giving personal time normally in his bustling timetable and helping me to get useful proposal which was of much help to set up this cover **“An Analysis of the Digital Marketing Operations of Shwapno Super Shop”**



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Executive Summary

The report is based on the Digital Marketing Operations of Shwapno Super Shop. In this report, findings are based on fundamental analysis of Shwapno digital marketing strategy, marketing operation, marketing mix, identify the problems and so on.

Shwapno is Bangladesh's largest grocery chain and Best Retail Brand, with more than 60 locations. Shwapno has more than 200 outlets and there are more than 5000 employee work in all outlets. In this report, Shwapno digital marketing strategy, marketing operation has been examined. Shwapno completed their digital marketing operations in many ways. They make their promotion both online plus offline and now they are covering almost the whole country. In online marketing sector they focus on social media platform like Facebook, YouTube, email and others platform. In offline sector they use hand bill and wall poster as their marketing tools.

At the time of analyzing marketing analysis some problems like Shwapno has no YouTube chanel for post promotional video, their content is not creative enough to attract customer, their foreign product price is high than other super shop and sometimes they break promise to customer. Some steps Shwapno can take like post promotional video from their own YouTube chanel, make some creative content for catch customer, they may reduce price on foreign product and Shwapno should not break promise with customer.

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Chapter 1
Introduction

1.1 Introduction

All MBA students at Daffodil International University's Faculty of Business & Entrepreneurship are required to participate in an applied program to supplement their classroom learning. Every student has the opportunity to learn from a real-life firm or organizational problem as a result of the study. Every student in the MBA program is required to write an internship report or a research paper in order to complete the program. My internship report fulfills a portion of the MBA degree requirements. Theoretical knowledge is insufficient unless it can be applied in the real world. When a course of study has a practical application in the actual world, it is of significant value. For the right application of my knowledge and to gain some benefit from my theoretical knowledge in order to make it more fruitful when I work in this field.

1.2 Background of the Study

I am Hafizur Rahman, ID: 201-14-3146, a student of MBA Program, Daffodil International University. At the final stage of this program, all the participants are required to submit a 'Internship Report' or 'Thesis Paper' as it is a practical declaration of the course. I am submitting the Internship Report under the supervision of Professor Dr. Mohammed Masum Iqbal and the topic I selected is 'An Analysis of the Digital Marketing Operations of Shwapno Super Shop'

1.3 Objectives of the Study

The objectives of this study are

- To identify the digital marketing strategies of Shwapno Super Shop;
- To analyze the marketing mix of Shwapno Super Shop;
- To identify the problems related to the digital marketing operations of Shwapno Super Shop;
- To make some recommendations to solve those identified problems;

1.4 Methodology of the Study

This study includes a descriptive analysis and theoretical approach based on Shwapno Super Shop's Emulation Marketing tactics. To make the research more meaningful and presentable,

many sorts of charts and diagrams are used. To achieve the report's objectives, data and information are required. That data and information were gathered from a variety of sources.

1.5 Source of Data Collection

Primary data

- Branch manager
- Employees from Shwapno Super Shop
- Face to face communication

Secondary Data

- Web site of Shwapno as secondary source of information
- Janata Bank annual report
- Some article
- Other's website

1.6 Scope of the Study

During this 2/3-month internship program at Shwapno Super Shop, Farmgate Corporate Branch, almost all positions were targeted. I'll need information from my branch to accomplish this. As an usual assignment, I had to work according to the company's general division. Because the staff at this branch were so busy with their jobs that they couldn't offer me much time, it was difficult to acquire the required information for my report. I try to cover the activities and rules and controls related to marketing activities here.

1.7 Limitation of the Study

- Restrictions were one of the most important reasons for knowing all the activities of the branch and generating reports.
- Two-month time is not proper to perfectly represents on this task.
- I have the official job due not managing proper time.
- Sometimes data is not available.

Chapter 2
About Shwapno Super Shop

2.1 About Shwapno

Shwapno is Bangladesh's largest grocery chain and Best Retail Brand, with more than 60 locations. We work hard to assure your satisfaction and well-being as a member of the Shwapno family. Most importantly, whether you visit our stores or order online, we want to leave you smiling, and we are pleased to assist you in any way we can. Shwapno has been supplying the greatest fresh food, local and foreign household essentials, as well as an outstanding assortment of apparel, home accessories, appliances, and more to our consumers since 2008. Shwapno was named the Best Retail Brand in Bangladesh in 2016 by Kantar Millward Brown and the Bangladesh Brand Forum.

Shwapno is transforming the way food is carried from virgin fields to your table by collaborating directly with farmers, giving you that true farm fresh taste. Our food safety and nutrition specialists work hard to ensure that the food you bring home to your family is safe, healthy, and wholesome. Shwapno has also been an outspoken advocate for healthy living and a pioneer in the movement against dangerous food. Shwapno became a member of Global G.A.P. in 2016, the premier private sector organization dedicated to promoting safe and sustainable agriculture around the world. Our relationships with tens of thousands of suppliers and producers ensure that all of our stakeholders benefit from fair prices and inclusive growth.(about-us, n.d.)



2.2 Operations

At the heart of the Shwapno vision is the passion to make a positive impact on the lives of many. Shwapno set out from the start to revolutionize the way the country's mass consumer base meets their daily needs, bringing contemporary retail into the lives of those who had previously relied on wet markets and other risky conventional purchasing methods. Beyond assuring the quality of its own goods, Shwapno has been a strong supporter of the healthy living movement, running several nutrition and food safety programs. ACI Logistics has created a sourcing network with growers around the country to ensure it carries only the freshest fruits, vegetables, seafood, and meat, and currently 65 percent of Shwapno's fresh produce is procured straight from source. In

2016, the company reached a key milestone by joining Global G.A.P., the premier private sector organization dedicated to guaranteeing safe and sustainable agriculture around the world. Shwapno's membership in Global G.A.P. not only helps to improve the quality of its products, but it also helps to improve the well-being of producers across the country.

2.3 Market Presence

Shwapno was founded with a price-conscious consumer base in mind, but following years of steady expansion in its traditional retail and other channels, the company now caters to a wide range of market groups. Over the course of this journey, the Shwapno brand has developed, and it is now shifting its focus from value to cultivating aspiration. Shwapno has become the most recognized and trusted retail name in the country as a result of great service and award-winning communication efforts, an achievement recognized by Bangladesh Brand Forum's Best Retail Brand award in 2016.

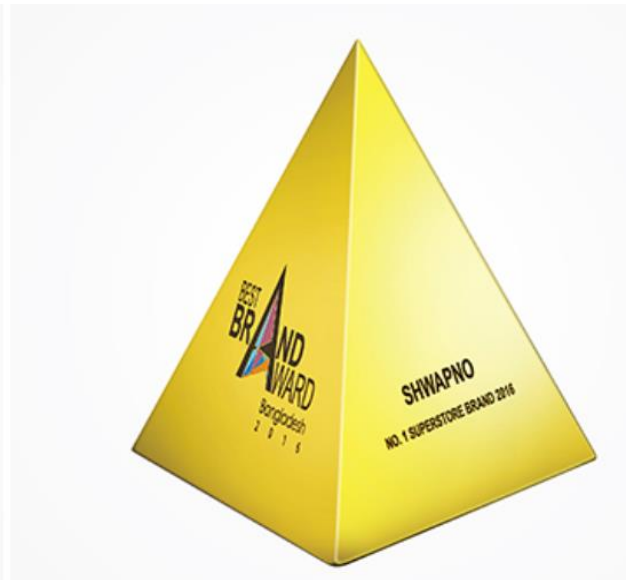
Shwapno has a huge reach across the country, with 600,000 registered customers, 2500 employees, and hundreds of suppliers and growers. The company is well positioned to become one of Bangladesh's largest enterprises in the coming years, while continuing to develop its major retail activities, boosting standards and customers' expectations, and exploring new frontiers such as E-commerce.

Shwapno has made a significant contribution to the industry's development. To ensure a better market for the country, we have consistently maintained excellence in product quality and operational standards. Shwapno is continually striving to provide the highest quality items to its clients. Shwapno believes in decentralization and wants the healthiest food to reach its clients across the country, thus it always takes the necessary procedures and ensures best business practices to develop an ethical business source. Shwapno is a superstore that provides customers a Browse-and-Shop experience in addition to Pick-and-Buy. We can give the greatest items to our customers without compromising quality thanks to our huge number of suppliers. Our primary strength is the quality of our service.

2.4 Achievements & Recognition



GLOBAL G.A.P. INITIAL MEMBERSHIP (2016)



BEST RETAIL BRAND AWARD (KANTAR MILLWARD BROWN & BANGLADESH BRAND FROM, 2016)

Chapter3

Digital Marketing Strategy of SHWAPNO

3.1 Promotional Mix

A promotional mix is essentially a collection of promotional tools that are used to promote a specific product or a group of related products. Advertising, direct marketing, Internet marketing, sales promotion, public relations, and personal selling are all examples of promotional mix elements. Advertising, Internet marketing, and sales promotion are the primary methods of promotion for SHWAPNO Lifestyle.

3.2 Advertising

The advertising informs the buyer about the product's characteristics and pricing, making it easier for them to purchase. SHWAPNO mostly advertises in the media and on billboards. SHWAPNO believed that by promoting regularly, they might sell their goods directly to intermediaries, so avoiding middleman fees. This results in a bigger profit margin and reduced pricing for customers. Another motivation for advertising is to attract customers by promoting high-quality items. Consumers will continue to purchase if they are confident that the quality is the same as promised. Because they have their own talented designers and manufacturing company, SHWAPNO lifestyle is constantly concerned about their quality and tries to provide what th



Consumers may save time by using billboards and newspapers. The customer is not necessary to invest time in order to get the items since they have already been obtained. SHWAPNO's advertising strategy essentially informs customers about new commodity designs, causing them to purchase such things and improve their lifestyle. SHWAPNO lifestyle has been promoting their own design since last Pahela Boisakh. They took photoshoots in picturesque locations such

as Savar for Pohela Bousakh and Bandarban for Eid Ul Fitre. SHWAPNO's art director decided that this area would go well with the billboard's textile style. SHWAPNO had a big reaction from consumers as a result of the billboard. Shwapno was able to sell twice as many punjabi and salwar kameez after using billboards. Billboard was the one who came up with the idea for the graphic. Shwapno was able to nail that aspect quickly and effectively.

3.3 Sales Promotion

Sales promotion is a marketing strategy that entices customers to do a certain action, such as purchasing product. Coupons, free trial periods, and discounts are examples of sales promotions. SHWAPNO living has announced that starting September 18th, 2014, they will have a clearance sale where clients will get up to an 80% discount. This clearance sale is primarily intended to clear out outdated product and to entice buyers to return for further purchases. SHWAPNO creates some additional advertising tools for this discount offer in order to get to know the individuals and their products. They'll be bothering a few specific regions. They considered poster at first, but ultimately opted on leafleting. Customers may perceive a poster as being inexpensive. For their clearing event, they put up 24 banners. They prepare two banners for each outlet. After that, they create a dangler to hang from the outlet. Dangles are used to improve the décor and create a sense of anticipation among customers about the clearance sale. They also decided to make a bright t-shirt for their sales representative. These t-shirts will be produced as part of a promotional package. These bright t-shirts will draw the customer's attention, maybe leading to a purchase. SHWAPNO is primarily doing this sales promotion event to distinguish themselves from their competition, allowing customers to recognize or identify where they should go.

3.3 Digital/Internet Marketing Strategies of Shwapno Super Shop

Because of the Internet's dominance in our lives, it is no longer an optional element to effective marketing initiatives. Online branding and marketing tactics are increasingly required for visibility and success. Internet marketing is vital because it aligns with customer buying habits. Internet marketing allows you to communicate with consumers and prospects on a regular basis for a fraction of the expense of traditional marketing. Internet marketing allows us to operate 24/7 without regard to shop hours or employee overtime. SHWAPNO mostly utilize Facebook. They have an FB page. Their Facebook page has all the photo shoot photographs, bundles, and

offers. So that customers may pick things from their homes through social media. Catalogs are available on Facebook. The catalog provides pricing and size information to assist customers pick products within their budget. Internet marketing is less expensive than traditional retail marketing.

Like many countries in the world, in Bangladesh many company and organization uses digital marketing. In this digital era, without digital marketing company cannot boast marketing in online. There are many companies in Bangladesh use the digital marketing strategy to capture the online customer as well as good marketing. From the very beginning Shwapno Super Shop started digital marketing service in Bangladesh. They use many ways to build a relation with customer and keep them for the future.

3.3.1 Social Media Marketing Platforms

Social media sites such as Instagram, Facebook, LinkedIn, and Snapchat are heavily used by today's consumers. In Bangladesh users have an average of 3 social media profiles. On average, each person spends 2 hours and 22 minutes every day on social media. People spend roughly one-seventh of their waking hours on social media networks. Marketers may reach their prospects in a variety of ways through social media platforms. It's also a terrific opportunity to naturally advertise products or resources to followers and communicate with them. Interacting with customers on social media or responding to customer service-related concerns is a terrific strategy to maintain brand engagement and develop good experiences and loyalty. (Samuel, 2020)

Shwapno is very popular in social media sector like Facebook, Instagram to build their digital network. They popular on Facebook, Instagram and commonly earning likes, share. Shwapno posts three commercial posts every day on average on their social media profile. They also spend money on media to make their words and posts more visible.

3.3.2 Email Marketing

Organizations can use email marketing campaigns to stay in touch with prospects and customers by sending them personalized newsletters or offers based on previous purchases or brand engagements. If a person has dealt with a few branded touchpoints – such as an email offer for 10% off the things they've been contemplating, or free delivery – it's possible that they'll convert.

Shwapno's email marketing approach, which includes delivering emails to current and potential clients, is another internet marketing strategy. They also try to keep good relation with their new customer through email. In every occasion they send email to the customer and give them some special discount on selected products. Many consumers say that email plays a role in their purchase decisions.

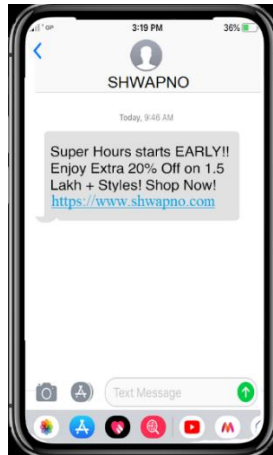
3.3.3 Search Engine Optimization (SEO) Marketing

SEO marketing is the process of taking steps to help a website or piece of content rank higher on search engine like Google, Bing, Ask. It is important to improve the website high rank so that people or customer can visit 1st. Shwapno has a good SEO policy in operation. From Bangladesh if someone search google 'super shop', the very 1st result will be Shwapno Super Shop. This is accomplished by optimizing content for user experience and ensuring that the technical aspects necessary for search engine crawlers to readily identify and index the information are in place.

3.3.4 SMS Marketing

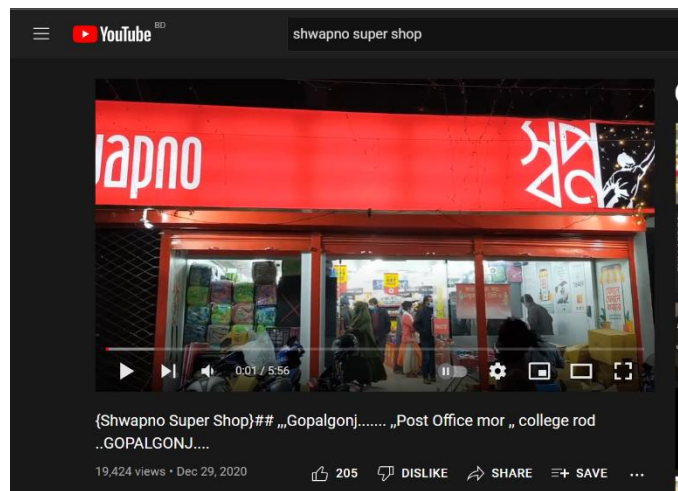
SMS marketing is one of the most efficient ways to communicate with clients and increase sales. SMS is a company-owned marketing channel that sends one-to-many messages to your customers, similar to email marketing. They can be one-time campaigns, such as a flash sale, or they can be part of a drip campaign, such as a welcome series or a multi-day challenge. A well-thought-out SMS marketing strategy will increase brand awareness, drive sales, and transform your customers into biggest fans.

Shwapno Super Shop send SMS to customer in many offers like flash sale, buy one get one offer, special discount SMS. In SMS marketing, Shwapno also send message to non-customer mobile to attract them through many attractive offers.



3.3.5 Video marketing on YouTube

YouTube is the world's third most popular search engine, and it's another location where people go for answers to their problems. For example, to buy new phone people search on YouTube best phone in 2021. Shwapno use video marketing in two ways. First one is, make video about their shop, new products, promotional offer then post the video on YouTube. If someone



search 'Shwapno Super Shop' 1st result will be Shwapno video. Second method is play Shwapno short advertisement on YouTube between start or last part of a video.

3.3.6 Content Marketing

To raise brand awareness, content marketing employs stories and information sharing. The ultimate goal is for the reader to take a step toward becoming a customer, such as seeking additional information, joining an email list, or purchasing something. Content marketing is about developing a long-term, trustworthy relationship with your customers that can lead to multiple sales over time rather than just one.

To make strong strategic and analytic skills, Shwapno create content for people who enjoy writing and/or video and audio production, runs numerous promotions such as web portal ads,

Google Display Network (GDN), and association with various sites on a daily basis in order to boost traffic to their platform and APP users.

3.4 Digital Marketing Tools of Shwapno

3.4.1 Facebook Page Manager:

This is the most often utilized technique. Shwapno spends a lot of money on Facebook advertising since that's where the majority of its customers hang out. To manage everything on Facebook, they utilize the Facebook page management software.

3.4.2 App Adjust:

It's a web-based technology that enables a group of people to create deep connections to a certain website, blog, or commercial. They also rely on these relationships to help them in their efforts. This information may be used by Shwapno to determine the number of APP purchases, order placements, scope, and interactions for a new advertising, ad, or other promotional activity.

3.4.3 C360:

It's another online platform that the marketing staff uses to keep track of customer orders. Since too many order-related requests come from Facebook, the online team would need to use this platform to answer.

3.4.4 Twitter/Instagram App & YouTube:

To handle those platforms, the Shwapno online marketing team uses the Facebook, Instagram, and YouTube applications.

3.4 Direct/ Offline Marketing of Shwapno

Making direct contact with existing and potential customers to promote your goods or services is referred to as direct marketing. It allows you to target specific individuals with a customized message, unlike traditional media advertising. Direct marketing is perfect for small companies since it is both cost efficient and incredibly successful at generating sales. Direct marketing uses a range of techniques. Direct mail, mail shoots, and leafleting are common, and other types of direct and integrated communication are becoming more popular. More ways to contact the target market include telephone marketing, mobile marketing, email, and texting. As SHWAPNO is planning an Eid clearing event, they have prepared 70,000 leaflets for consumers, allowing them to target specific persons with individualized messages.

3.5 Marketing Mix of Shwapno Super Shop

The marketing mix refers to the set of actions, or tactics, that a company uses to promote its brand or product in the market. In another words, marketing mix is the set of those factors which a company can leverage to make the consumer purchase its products. It is, as the name implies, a collection of many tactical marketing techniques. The marketing executive's task is to prepare the proper mixture to bring out the excellent synergy between the product and the targeted audience. The 4Ps (Product, Price, Promotion, and Place) are sometimes referred to as the marketing mix. However, the marketing mix is a much larger phrase in theory. The three extra Ps-process, people, and physical evidence-are frequently included and referred to as the 7 Ps of Marketing. The marketing mix's purpose is to match a product's apparent and unseen attributes to the ambitions of the target market. A produced product's marketing mix will differ from that of a service-based product. The marketing mix's major elements have an impact on one another. They create a company's business plan, which, if executed properly, can lead to enormous success.

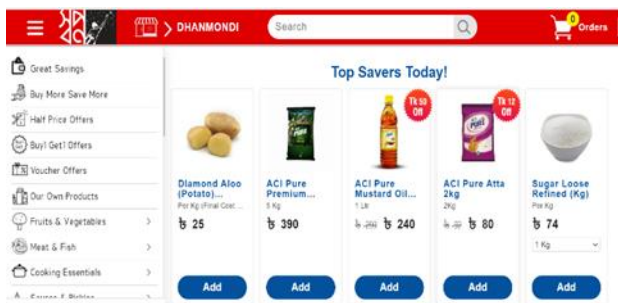
3.5.1 Product

The center of the marketing mix is the product. The product is the starting point for all marketing initiatives. The product is more than just a physical object; it encompasses all tangible and intangible qualities such as services, personality, organization, and ideas. A company will be nothing to price, advertise, or place if they do not have a product. Shwapno Super Shop has many products sector for the customer. Their products are

- Fruits & Vegetables
- Meat & Fish
- Cooking Essentials
- Sauces & Pickles
- Snacks & Instant Foods
- Chocolates & Candies
- Breads, Biscuits & Cakes
- Spreads
- Dairy
- Beverages
- Baby Food & Care
- Home Care & Cleaning
- Personal Care
- Home & Living
- Home Appliances
- Stationery
- Gift & Toys
- Pet Care
- Fashion / Life Style
- Sports

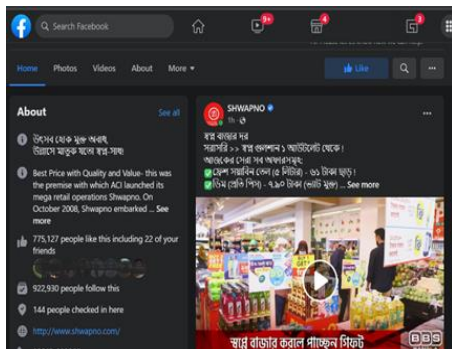
3.5.2 Price

A price is the total amount that a client must pay in order to purchase product. It is the firm's most important source of revenue. Pricing decisions should be made with caution since they are a double-edged sword. If the product is overpriced, it may convey a sense of great quality. At the same time, it will allow to place the product in limited and conventional retailers. As a result, the marketer must master the skill of wielding this lethal pricing sword. For the price Shwapno use price tag on product body as sticker or plastic hook. To purchase online, price show with the product.



3.5.3 Promotion

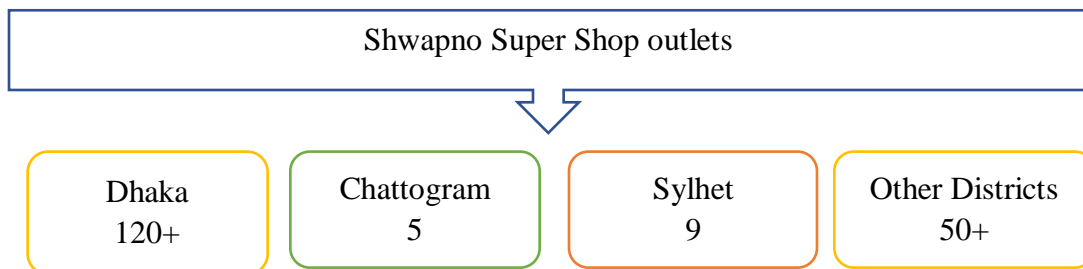
Promotion hopes to achieve two goals. It does two things: first, it informs potential buyers about the goods, and second, it persuades them to buy it. The target audience is reached through the promotion mix. A successful promotion mix will result in increased sales, and a marketer must aim to establish a favorable environment. The promotion strategy also includes prospective specialized channels where the company's products might be marketed and sold. For instance, social media or specialty marketplaces. For promotion Shwapno product the take some steps like social media advertise in Facebook, hand leaflet, wall poster.



3.5.4 Place

Place or physical distribution deals with the transfer of ownership of the product from the manufacturer to the customer. The profit margin is determined by how rapidly the company can turn over the items. The faster the products reach the point of sale, the more probable it is that they will please customers and increase brand loyalty.

At present Shwapno has outlets in four major cities. They have more than 200 outlets.



3.5.5 People

There are two types of people. One group consists of employees ranging in rank from the lowest to the highest it includes staffs, salesperson, customer service team, involver in marketing and sales process. They are the pillars that support the entire structure. Second, they incorporate outsiders or customers. Customers are the organization's primary goal. Their desire is to achieve, and their happiness is the ultimate reward.

In Shwapno Super Shop there are more than 5000 employee work in all outlets. Total employee in single shop depends on shop size. Their employee starts minimum 10 person to maximum 50 person.

3.5.6 Process

Process involves the range of activities involved in the creation and delivery of goods. The need to improve and modernize technology is undeniable in today's world. The effectiveness of your process determines the competency of your product. Process efficiency governs production speed, quality, and numbers, among other things.

Like many companies in Bangladesh, Shwapno has system to deliver the online purchase products to the customer. For customer they have both offline and online delivery service. For online delivery they take 2 hours to complete and take some delivery charge from customer. Their charge rate is

- 28Tk applicable for Orders below 399/-
- 18Tk applicable for Orders above 400/-

3.5.7 Physical Evidence

To justify the purchase, customer should always receive something physical. People want to get something that evokes their senses, even if it's just the receipt, to affirm that they have gotten a product or service. This tangible object validates the experience of buying and fosters a sense of value from the purchase.



Chapter 4

Problems and Recommendations

4.1 Problems Identified

While working at Shwapno Super Shop at Dhaka, lot of experiences have achieved. After collection, fieldwork and data analysis some results are found. These results are entirely from personal perspective. Those are given below:

1. Shwapno are short of good designer and they use only product image with price in digital marketing platform. But today's marketing area they need something creative to attract more customer.
2. In video marketing strategy Shwapno has no YouTube Channel, they post video from employee account and comment sector they do not reply. Without own channel post customer will not trust Shwapno.
3. Shwapno sell foreign country product but compare to other super shop their price is high. If they continue to keep high price on foreign product, they will lose customer and customer will move to another place.
4. For discounted product, Shwapno SMS strategy is bad. They expected high result from old customer and do not send promotional SMS to their new customer.
5. When Shwapno make a discount post of a product on Facebook, they do not include the product's features in the post. Without product features customer cannot determine the product they needed and make a bad impression.
6. In most cases of digital advertising, Shwapno hides the real price. They only show discount price to make customer interest for the product.
7. Shwapno always prefer experienced employee rather than new and for this they face employee shortage. That's why sometimes Shwapno cannot keep their promise to home delivery in time.

4.2 Recommendations

Currently Shwapno Super Shop is one of the most successful both online and offline shop in Bangladesh. But after doing the study in this report, some recommendations come up in thoughts. The recommendations are given below:

1. Shwapno should hire good designer in digital marketing platform so that, they can post attractive image with good design to attract more customer.
2. Shwapno should open their own YouTube Channel to post marketing video and for better customer impression they must reply comment.
3. To avoid customer, lose problem and catch foreign product buyer, Shwapno have to minimize their product rate.
4. Shwapno should take care their SMS marketing sector to ensure both old and new customer get their promotional SMS.
5. Product features in the social post helps customer to know the product properly. So, Shwapno can use the product details strategy post with product advertising.
6. For many customers it seems very odd to see discounted price without the original price. Shwapno should add both price details in their advertisement.
7. To maintain employee shortage and home delivery, Shwapno should recruit some extra employee and make a better training policy to train new employee.

4.3 Conclusion

E-commerce and digital marketing have brought in a new age of digitalization in Bangladesh. Digital marketing is one of the few fields that has grown at a breakneck pace in recent years. Through digital channels such as Facebook, YouTube, Instagram, Quora, PayPal, and others, people have been exposed to the newly defined technologies of online commerce. Bangladesh has 70 million Internet users, or about 45 percent of the overall population, implying that web marketing has a huge potential. Shwapno Super Shop has a lot of potential to conquer the demand and expand their company with their new digital marketing approach. They have risen to the top of Bangladesh's super shop market. It just happened as a result of their successful marketing campaigns. Competitors such as Meena bazar, agora, unimart and others pose a threat. However, they will take advantage of economies of scale in the coming days to outperform their rivals.

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