

Internship Report on Daraz

Submitted to

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Internship Report On Daraz



Letter of Transmittal

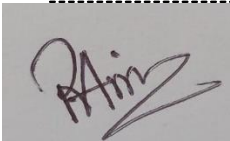
Professor Dr. Mostafa Kamal
Dean, Academic Affairs
Professor, Department of Business Administration
Daffodil International University (DIU)

Subject: Submission of Internship Report

Dear Sir,

I would also like to tell you that I am delighted to present the Project document on "Analysis on daraz.com.bd." I attempted my utmost to fulfill all the study requirements you gave. Finally, I am thankful for your invaluable moment and assisting me in preparing this project document that gives me a great understanding of digital e commerce industry and its process

Yours Sincerely,

A square box containing a handwritten signature in black ink. The signature appears to be 'Ruhul Amin' written in a cursive style.

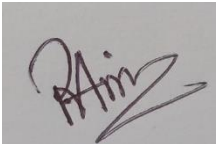
Md. Ruhul Amin

ID- 203-14-3245

Student's Declaration

I am Md Ruhul Amin, a student of Master's of Business Administration (MBA) program of Daffodil International University, As a partial fulfillment for the requirement of the MBA program I have to perform the internship in exploring the Activities Of Daraz Bangladesh Limited.

I hereby declare that the report titled **Activities Of Daraz Bangladesh Limited** prepared and completed by me under the supervision and guidance of Professor Dr. Mostafa Kamal Department of Business Administration, Daffodil International University.

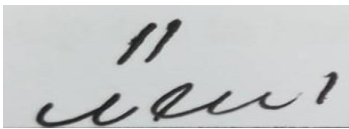


Md Ruhul Amin
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Certificate of Supervisor

This is to certify that Md Ruhul Amin, ID: 203-14-3245, MBA program and major in Finance is a regular student of Daffodil International University, Department of Business Administration. He Is doing job at Daraz Bangladesh Limited and made an internship report on “**Activities of Daraz Bangladesh Limited**” for partial fulfillment of the degree of Muster’s of Business. Under my guidance and supervision this paper is being carried out successfully.

I wish him every success in all of his upcoming goals and success.



Professor Dr. Mostafa Kamal
Dean, Academic Affairs
Professor, Department of Business Administration
Daffodil International University (DIU)

Acknowledgment

I want to thank my almighty Allah that I have finished my project work properly. I also want to thank my course instructor Professor Dr. Mostafa Kamal who helped me to finish my project report. His valuable advice, direction and teaching helped me to going forward with the project and finish it. It is impossible to do the project without my course instructor direction. Also I want to thank to daraz as they helped me to know about some of the information and their website information and practical experience from buying from daraz help me to know more about daraz.com.bd

Executive summary

In that report, I have tried to analysis over online retail industry as well as later I specifically focus over daraz. on this beginning, I tried to analysis over completely industrial situation in online retail industry. Then I tried to focus over Bangladesh e-commerce situation as well as opportunity in onlinebusiness at recent time. After that, I give overview in daraz as well as give a brief description in alibaba take over daraz. After that, I tried to describe marketing mix in daraz as well as then I go ofanalysis part. at my analysis part I describe SWOT analysis in daraz by which strength as well as weakness in daraz may be clarified. Then I describe business model in daraz like well like its industry structure. Also I describe this value chain in daraz. at addition, most importantly, I describe which type in marketing strategies as well as digital e commerce strategies daraz follows. on last, I give this daraz social marketing process with its 5 steps. as well as after that I concludemy analysis

Objective of the report:

Firstly, I wanted to take interviews along with customers as well as sellers both to get a complete overview of This situation. However, as per company policy taking sellers` interviews was not possible. So, I have conducted a survey over customers as well as have taken interviews along with employees who are This contact point of sellers to understand or have This feedback of sellers. Also, to understand better how This internal employees think about This progress points or This lacking of This company. at short, my objective is to identify This problems over which Daraz Bangladesh should work to make This e-commerce experience better for their customers.

This objectives of this study are given below:

- ✚ Determination of customer satisfaction Daraz
- ✚ Determination of variables of electronic satisfaction
- ✚ To get an idea of This buying behavior of Daraz. customers
- ✚ To find out how loyal Daraz customers are
- ✚ To explore This reasons behind This customers` satisfaction as well as dissatisfaction
- ✚ To recommend some possible solutions to This existing problems of Daraz

Methodology:

This report is prepared based on my regular experience from the job, survey which I conducted among customers to get the customers point of view, interviews of few employees which I have taken and data taken from internal and external sources.

Primary sources:

- ❖ On the job experience
- ❖ Survey report
- ❖ Findings from the interview
- ❖ Global and internal reports
- ❖ Daraz.com.bd
- ❖ Publications of different dailies and internet resources

Scope of the report: It was a great opportunity to learn about this sector in a better way. Also, the survey helped me to get an insight of the real percept6ion of customers and people

involved with the process. Overall, a good way to get better insight of the industry.

Limitation of the Survey:

While preparing this report, This research conductor encounters several problems which has affected This quality of This report to a lesser extent. Some of these limitations are as follows:

- ✓ Finding This regular user of Daraz was This biggest challenge. Many individuals were found who had This experience of purchasing from Daraz but their purchase frequency was not adequate enough to be selected at This survey. So it took a huge time to select 50 frequent users of Daraz.
- ✓ Few limitations I have faced while making this report.
- ✓ Many internal Data were not allowed to be used due to organizational policies
- ✓ This sample size was 54, so for larger sample size, This survey results may differ.
- ✓ Since this is a growing industry, its growth is unstable as well as sometimes rapid. Therefore, these results can be modified. Not enough reports over current e-commerce situation at Bangladesh

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1. ONLINE RETAIL

We are not at a place where we may live a day without this Internet. Buying behavior in customers is increasingly moving towards online before this development in this Internet. this online retail industry has

grown significantly over this past few decades. this availability in this Internet makes people`s lives easier. Now people may order as well as buy from anywhere, from

country to country. Online retail is this sale in goods as well as services over this Internet. Online retail may include business-to-business (B2B) as well as business-to-consumer (B2C) sales in products as well as services. Online retail allows businesses to sell online as well as convert a physical store into an online store. over this other hand, strong distribution channels are indispensable as well as valuable to retail because they are this means in getting products to customers as well as ensuring this end goal. (Firstly)

1.1 How online retailing Works

Online retail covers a wide range in industries. Buyer data survey, web based marketing strategy as well as online product feature presentation are some in this similarities between online store. Also, if your brand value is not strong, customers will not buy from you because this retails online as well as there are thousands in options as well as websites that people may buy online. Such strong brand equity is a must of an online retail business. Websites must be meaningful, practical as well as engaging, easy to implement, as well as frequently restructured to meet different consumer needs. Not only must a website to satisfy customers be a value-added product, but this company must be sold on a competitive price. Since people may easily compare this price in a product over this Internet,

competitive pricing should be followed by an online retailer as well as not supported by a single company. (1) at online retail, this most important thing is that this distribution channel must be strong, this long waiting time of this product ordered by this customer may cause this customer to change his mind. Transparency at business practices is also important of consumers to trust a company as well as stay loyal to it. (1) There are many ways organizations may work together as well as generate income over this web. Obviously, this main source in income of online retail businesses is from providing their items to buyers or organizations. However, both B2C as well as B2B organizations may derive revenue by selling their management services through a membership-based model, such like Netflix, which charges monthly costs of access. media content. Revenue may also be earned through web advertising. of example, Facebook earns revenue from ads served over its site by organizations that hope to serve Facebook's customers.

1.2 Various types in Electronic Retailing (E-tailing)

Business-To-Consumer (B2C)

In this online retail sector, B2C is this most familiar term. Business-to-consumer retailing is this most common activity of most Internet users. Nowadays, online shopping has largely evolved instead in going to this store as well as buying your favorite products. Here, retailers create their own online website as well as allow customers to buy through this Internet instead in going to a physical store. that may come from this manufacturer or from this warehouse, where this product may be shipped to this customer. this key essentials in a successful B2C retailer are maintaining a good customer relationship or relationship as well as must maintain transparency. on this same time, this is necessary to offer many attractive incentive packages as well as special discounts to satisfy or reach more

customers at a short time. (first)

Business-To-Business (B2B)

Inter-company retailing refers to this case where one company deals with another company. that is usually where a company sells most in its products to another company. of example, industrial companies usually do not sell to individual customers, but sell to other companies at bulk. this company then sells this product to consumers.

2. ONLINE RETAILING (GLOBAL PERSPECTIVE)

The retail industry is very large as well as estimated on \$ 23,460 billion at 2017, this must also record 5.3% CAG during this estimated period (2018 at 20123), this reached over 3180.8.8 billion USD at this year 2023. this market is widely as well as contains articles, of example, activities, clothes, furniture, gems as well as other different types. Above all, stores may get along with hosting stores, retailers, retailers as well as other different types. Displaying retail sales developed with competition as well as need to be strong as well as simultaneously. Many emerging as well as competitive online retailers as well as competitiveness are increasing. Development savings in Asiapacific, Middle East as well as Latin America have strongly over market growth at this retail market. Procurement costs, which typically account of about 66% in

's GDP, are an important indicator in this health in

's retail storefronts. Normally, anything over this Internet is scalable. Here, this breadth in

online retail is this main driver in market growth. this viability in mobile as well as web developed by

is one in this many reasons driving e-commerce. Developed to revolutionize this industry. Similarly, this Internet in Things (IoT) is changing this

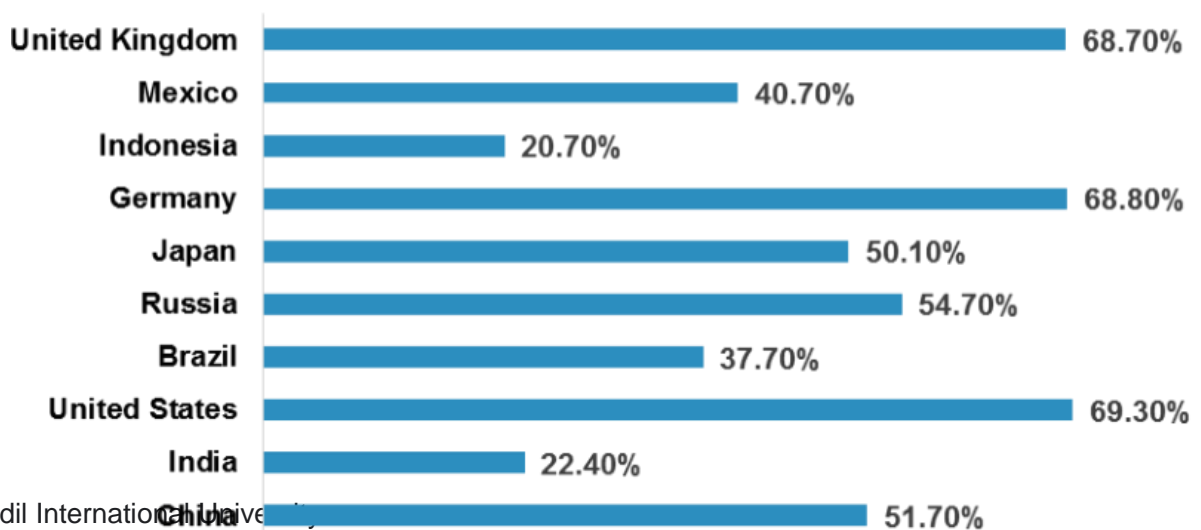
value contrast in retail businesses between online as well as bulk stores as well as offline stores,

which could impact this industry. Online Retailers. (2)

at this Internet sector, online retail is this largest segment subject to this closure in buyers' devices, clothing as well as decorations. Like at this United States. According to this U.S. Department in Commerce, retail transactions over this Internet typically totaled \$194 billion at 2011. That number rose to \$262 billion at 2013, up 13.4 percent from this previous year. About 50 distributors represent 80% in that market. Internet players often take advantage in this speed as well as components that have expanded this choices in internet users as well as changed to make this internet market competitive. this potential deals are huge ... (3)

Web-based retailing is this best way as well as an innovative way in shopping at recent times. Web Accessibility With this proliferation in smartphones as well as mobile phones as well as internet service providers, e-commerce has established itself like a remarkable means in purchasing over this planet. . Although this market size in that division has grown significantly over this past three years, accounting of only 1.5% in online retail sales, to date 4,444 merchants are doing well at most countries. at this world. this first portable destinations, specialized apps, this development in installment technology as well as special equipment make shopping over innovative mobile phones much less complicated. at this United States, e-commerce is estimated to account of about 33% in online transactions. (2)

Smart Phone Penetration (%), by Country, 2016



2.1 The fastest growing retail industry at Asia Pacific was expected

The retail market has become one in this largest as well as most successful buyer showcases at this world to date. Rural as well as urban nuclear families are also fundamentally expanding this fiery claims in this Chinese people like this profession in men is steadily increasing. It's very focused, with subtle differences, as well as some in this industry like a whole in this major Chinese retail chains have receded at this last few years. at India, a government agreement to allow up to 100% FDI of single brand retail as well as up to 51% FDI of multiple brand retails is expected to further accelerate challenges of Indian retail showcases. Will be. (2)

Japan boasts only 52,417 stores as well as 240 retail chains at retail function. this is driven by mergers as well as acquisitions, an expanded peripheral hypothesis, as well as extensive collaborative efforts to give this country an open path to coordinate this benefits in neighboring markets as well as expansion across Asian generations. (2)

2.2 Retail Industry Major Players:

Many major players at retail actually lead at this retail market. Best Buy Co. Inc., Wal-Mart Inc., Metro Group AG, Carrefour SA, this Kroger Company, this Home Depot Inc., Tesco, Alibaba Group Holding Limited, Amazon.Com Inc., Costco Wholesale Corporation, Inter Ikea Systems BV, as well as Target Corporation, among Others. (2)

2.3 Retail Industry Reports Reasons of Purchase

- Know this current view as well as situation at this emerging retail market
- Align current market views with this size in this Fivepower model in carriers.
- this type in store you depend over to lead this market

- To check where this fastest improvement is happening at this retail market
- To learn this latest techniques as well as recipes led by this leader leading online market use

3. ONLINE RETAIL (IN BANGLADESH PERSPECTIVE)-

In this influence in modernizers, there is a tendency to depend more over Internet things. Online retailing is growing very fast along with this growth in this Internet. at Bangladesh, this growth in online retail is becoming significant. Nowadays, internet is accessible as well as people are increasingly addicted to it, so growing online retail business globally has become too easy. Gradually, this use in modernization at each department has recently become extremely standard. at that era in globalization, it's hard to find a department that functions effectively without innovation. Another horizon that has opened up of companies is being able to communicate electronically through nothing more than a simple Internet web page. E-commerce retail combines this use in this internet at progress, key proofs, serving as well as shipping things as well as businesses are all terminated by e-commerce using this web. Bangladesh has a large population in 165 million people as well as has 33% in customers online, which is really a potential of this online market at Bangladesh. (4) at our country, many online businesses have developed, such like chaldal.com, rokomari.com, which transmit practically all food items. Recently, this regular chain stores Shwapno as well as Meena Bazar are offering more options to their online essential food customers. Famous online retailers at Bangladesh are daraz, pickabo, public square, menna market are integrating their online retail business to attract attention to bangladesh. Every day, online businesses received 30,000 inquiries about customer needs, in which 65% were from this capital Dhaka, Chittagong as well as Sylhet as well as this rest were from outside supermarkets, represented shown through data from actual executives. Tk 700 crore revenue. this market size was around Tk 200,000 45 years earlier, several industry officials had previously said. "Online shopping is becoming so popular at Dhaka city as well as becoming a

necessity in this people. this growth in internet shopping is creating jobs of young people who may easily earn money. Online shopping or business has created 50,000 jobs of amazing people. Who can't go out because in religious ties or family standards, they also start an online business to make a career. at addition, now this amount in mixture has been reduced as well as this general management standard has been improved. (5)

- Special support of three months, with Market Estimates (beyond expectations).

shopping this has improved... at addition, on present, this quantity in mix-ups has declined as well as this general administration standard has improved. (5)

3.1 Current e- commerce as well as online retail scenario at Bangladesh

Buyer energy has increased as well as customer requirements have influenced Internet society. at this shadow in this web, many companies have started their businesses. this Internet connects this public with organizations. at 2017, B2C Marketplace Etrade reported total retail advertising in 900 BDT (\$110,115 million) versus 133 571 million rupees. Indeed, this Indian internet market continues to hit \$17 as well as this Bangladesh market continues to hit this excess five to six years ago. According to this open data in this Association in Online Businesses in Bangladesh (e CAB), this market level in this electronic exchange has surpassed this 17.0 billion mark at 2017 in this TK.

4.0 billion per 2016. Market index based over reaching Tk 70 billion by 2021. this Asia-Pacific exchange affects 71% in APAC consumers who shop over this internet. at that area, Bangladesh is a notable actor. A total in \$50 million has been placed or invested at that part in this internet retail business. this total in 10 millions dollars has also been put at by overseas investors. daraz like in now put their means at Bangladesh years prior as well as they are developing as well as developing. 72 percent a month at Bangladesh what is made by e retail. Before long, 35,000 people as well as 25,000 humble as well as medium achievements (SMEs) are joined with that division. this proportions in electronic business areas as well as Etrade pages are 2,500 as well as 150,000 independently. Growth share is estimated on 15,000 to 20,000 on this retail level per day. (4)



E-commerce platforms in Bangladesh

As a leader at Bangladesh's Internet retail, Daraz has been elected to 43 new organizations that follow Bangladesh's organic framework, accounting of almost 40% in this total retail market as well as officially following. Chaldal is also one in Bangladesh's leading private investors like an online retailer. (4) Our government has not yet undertaken this urgent task in boosting Bangladesh's online business segment solely by distant economists. To support its own financial specialists, this government has issued this long-awaited National Digital Commerce Directive. that new strategy does not allow remote economists to own more than 49% in Bangladeshi e-commerce companies. that approach was adopted to secure as well as support nearby business professionals. (4) this agreement also required that this business elements in this Internet clearly indicate this complexity in this products sold over this Internet as well as introduced a law over customer safety at online purchases as well as payment guarantees. Draft online business strategies are currently available. You will be transferred to this office of final approval.

3.2 Bangladesh leading Towards a Bright Future at E-commerce Sector

By 2020, market experts say Bangladesh's e-commerce industry will reach \$ 20 billion by 2020, like Goldman Sachs says whether this needs \$ 69 billion to reach India's e-commerce market I was able to prove that I would grow. More as well as more foreign investors are investing at Bangladesh's e-commerce. Large companies like IFC Alibaba are also entering

this Bangladesh industry like they see potential at Bangladesh's Internet retail as well as other Internet-oriented businesses.

Online curiosity has had a huge economic impact, as well as today Bangladeshi people rely over shops because very easy as well as secure exchanges have been improved as well as suppliers have received thousands in customer inquiries. .. that is a good sign in this corporate market. Follow public regulations as well as try this online store like a product security, monetary transaction security, as well as other person. Online businesses are also beginning to reveal business details online, as well as customer visibility into products may or may not be low (4).

4. THE VALIDATION in this REPORT-

In that report, we analyzed some in this projects under this trainer Dara's. I've been using what I know about Daraz's research over this past few months as well as I'm trying to apply that knowledge to this creation in project reports. We have intelligently incorporated this experience gained at college over this past few years into our reports. I major at marketing as well as want to work of a digital e-commerce company. So I decided to work over Dara's. Here we are trying to focus over this various media that use daraz like a digital e-commerce site as well as how daraz works like an online retailer at our country. at addition, I apply my marketing knowledge to show how Dara's may apply marketing strategies as well as succeed over this years.

5. OVERVIEW in DARAZ –

Three siblings, Marc, Oliver as well as Alexander Samwer, founded Rocket Internet at 2007. Their headquarters are located at Berlin. this company produces online startups as well as claims stakes at various retail company designs. Their business model is called venture capital developer. at more than 50 countries they operate with their company. this is one in this highest increasing incubators of startups. at emerging nations, Rocket works some in this companies they undertook were Hellofood, Food Panda, Delivery Hero o Lamoda, Zalora, Jabong, Namshi o Lazada, Jumia, Daraz o Carmudi, Jovago, Everjobs etc. euro 8 billion at April 2015 according to this company report. this has split its

operations into three areas. of example: Asia asia web group, Africa web band, Middle East web group.

Daraz has first come to our country on 2015 like a B2C venture as well as this has never stopped. this has started their journey like listed brands product over their site like LG, Samsung, Toshiba, yellow, noir as well as so many others. Daraz is one in this most reknown ventures of rocket internet like daraz recently acquired by Chinese e commerce giant alibaba. Alibaba thinks this is profitable like well like expands their venture over worldwide, this is a great step. Alibaba thinks that with their expertise technologies they may take daraz into another milestone at online retail company worldwide. Daraz operates many countries other than Bangladesh as well as Pakistan. Later, this was assumed that this daraz market had many

460 million customers worldwide. Daraz CoCEO Jonathan Doerr believes that alibaba as well as daraz together may influence this entrepreneur to serve this region as well as provide this best quality products like an online retailer.

Bangladesh, like a country with a developing economy, has made a lot in progress at this field in digital e-commerce. Bangladesh like a

th country is also following this trend in globalization. Here this communication over internet has improved immensely. of this internet, growth at Bangladesh as well as this has created a scope of digital e Commerce Company as well as online e Retail Company to take a step also at Bangladesh people wants to cut cost in their daily life purchasing. They always try to minimize this cost at terms in buying as well as want this average best product. Online shopping facilitates this scope of buyer to cut cost as well as buy easily. To buy over online may cut cost in going to this shop also reduce this hassle. People may easily choose from this listed products as well as thousands in products may be easily compared over

online, which is almost impossible to do by going to this store at person. Online retail like daraz, kayumu, pickaboo helps customers to avail in these deals as well as makes this easier than ever of

customers.

Daraz correctly seized his opportunity as well as seized this opportunity to start a business at Bangladesh. this started as well as now with this help in digital e-commerce facilitation this is becoming this number 1 online retailer at Bangladesh as well as is spreading globally day by day. There are many online retail companies competing at our country as well as daraz with this challenge in competing stores

Mission:

The errand in this company is to gotten to be this greatest financial motor within this world exterior this Joined together States as well as China. Modern trade plans, unexploited economies as well as businessmen are distinguished. Cultivate as well as endeavor to construct this company.

Vision-

Their perceivability is to capture over this industry this most noteworthy extent in web client retail

Objective

Their objective is to offer this finest thing on this most elevated taken a toll. this later items ought to al so be presented within this client industry.

5.1 Competition analysis in Daraz -

To run a commerce you continuously require an eye over competition since they may make you down within this market. You continuously ought to work over quality as well as shortcoming in competitor. at terms in doing business to online, this competition is gigantic. at expansion, at online retailing there's no special case. Therer are a few companies begin online retailing indeed at case they are little but still donate enormous competition to expansive companies. Daraz competitors are kaymu. at spite in this fact

that they both are subsidiary but they give competition each other like they are unbeliever personality as well as needs to be this finest within this showcase. at addition, pickaboo gives a difficult competition to daraz like they are developing to a great extent indeed at case they come like in late. They too donate comparable offer like daraz as well as attempt to seize this client. bagdoom has emerged also attempt to seize this advertise. at spite in this fact that daraz are on beat locales at Bangladesh as well as nearly has 60 percent individuals has chosen daraz like this beat destinations but they continuously ought to see their competition like they are developing moreover. Daraz is ceaselessly work over their site plan, adjusting modern as well as simple installment strategy as well as works of client fulfillment, which is this more vital.

5.2 Categorization-

There are 11 classes within this Daraz Bangladesh page, as well as each area has subcategory that makes a difference shoppers explore of items as well as offices that they need. this run in classifications incorporates women's mold, men's design, phones as well as tablets, sound & cameras, computers as well as recreations, machines, domestic, sports & traveling. this page concentrates within this unique step over this mold industry because this was primarily concerned with making this client comfortable with buying web mold items. this page steadily endeavored to capture each classification while this page advanced as well as procured certainty. at expansion, daraz continuously goes with this patterns as well as they attempt to adjust as well as add new things to pull at client. Expansion to this travel as well as inn resort bundle offer of this client may be a huge illustration in that.

- Tours as well as travel categories, this was recently included by daraz as well as this has a particularly large contribution from customers. Customers may now confirm their hotels as well as resorts from this daraz site as well as then all this operations like discussing tickets,

visas as well as more will be done from there. Include innovative stuff that consistently puts a business ahead in its competition. Daraz does exactly that.

Vendor as well as acquisition process-

Daraz acts like a b2c provider. They are not this manufacturer in this product, they buy a seller who wants to sell through their website, daraz puts items from other companies over their website as well as facilitates this sale. daraz mainly aims to attract sellers according to this ongoing needs as well as trends. this seller must abide by this terms as well as conditions in Daraz as well as must enter into an agreement. Here daraz is second party where seller is first party. this seller then agrees to display its products over daraz's websites as well as daraz will authorize as well as promote this seller's products. Here, this sales center acts like a vehicle of both parties. Daraz as well as this seller may have access to articles published over daraz. Thus, they may both update as well as add limited as well as convenient products. However, all in that work is based over agreement , terms as well as conditions. Usually, Daraz provides this necessary information to this seller by post. Usually, this doesn't take more than 7 days of a seller to list a product over daraz.

Payment procedure-

Payment procedures are one in this main concerns in any business. Usually, sellers who list their products over daraz will receive their product's sale price within 30 days. But at terms in hotels as well as tourism, payment may be made within 7-14 days. Normally, daraz uses a bank-to-seller payment system, which is safe as well as comfortable of both parties. Daraz always tries to ensure this safety in this seller at various ways like he is responsible of selling his products.

5.3 Marketing mix in daraz-

Marketing blend refers product, region rate as well as promoting, people, manner as well as bodily evidence. at advertising blend, one detail in this combinationure enhances others; if this is going incorrect as well as imbalanced, this business enterprise may also additionally loss their enterprise.

Marketing blend in daraz had been mentioned below-

- Product- you could store nearly this whole thing at daraz. Daraz gives a huge catagories in product. Daraz is, notably else, a web business center. over Daraz One may seek thru classes like Clothing, Footwear, Jewelry, Watches, Mobiles as well as Accessories, Jewelry, Books as well as Media, Electronics, Footwear, Watches, Mobiles, Computers, Electronics, Home as well as Living, Health as well as Beauty, Toys, Kids as well as Babies, Books as well as Media, Sports as well as Outdoors as well as lots in greater. Customer may seek over web sites in daraz after which they are able to pick out which matters to buy. They may see this records in this product like rate, transport records as well as charge technique as well as so on. Customer moreover may seek out their preferred objects through making use in key phrases like part in this seek. at addition, client could have this get entry to in superior seek choice wherein they are able to seek product personalize primarily based totally over their choice. If you need to supply like a business enterprise, you need to check at like a Daraz vendor, through which you could gain a Daraz e-store. while you provide Daraz something, they earn Daraz a positive quantity withinside this last promoting cost. With this exception in that committee, there may be no reserving rate of agreements. Daraz operates a web enterprise centre that permits Seller to supply whatever on this Internet essentially.

- Place- any on-line enterprise region refers a digital region wherein this enterprise runs over on-line.

Draz like on-line store runs over on-line as well as their enterprise region refers their sites -

<https://www.daraz.com.bd/>

- Price- like a web retail any business enterprise want to set a aggressive rate at any other case this product will now no longer be offered. Here rate truly set through vendor at daraz website. Therefore, vendor want to keep this regulation as well as phrases as well as may not provide illogical rate.

Whenever any sells happens daraz gets this fee in offered product . that`s hgow daraz earns

- Promotion- to live over ultimately each enterprise wishes promoting. Daraz like a web store sell itself thoroughly mainly at fb. They have a fb web page wherein they sell new product indexed over their web sites. They additionally create content material as well as marketing as well as marketing video over their web page as well as submit it. They frequently speak with this purchaser thru their reliable daraz fb web page as well as getting comments from this client there. at addition, they do sell themselves over youtube as well as twitter. They have additionally tele promoting through sending sms to client to privy to daraz new offer. They have an shrewd standards wherein agent may get fee that agent buy over behalf in client as well as that agent gets fee. So here, agent promotes this daraz to this client. Also this maximum famous seek key app google you could locate daraz quite without problems through looking key phrases.

- People

Daraz has more than 1000 employees. . They provide this through third parties. They are at contact with this shipping company. of example: Sundarban Poribahan, Pathao, bidy ut, 5 stars, etc. They have also set up 19 centers outside in Dhaka.

- Factual proof because daraz is an online retailer they don't have a physical store but this brand name, listed at their websites, has this identity that they have. They don't have a physical store. But this brands that consumers may buy through this website are:

- Bata
- Yellow
- Apex
- Samsung

- Huawei
- Miyako
- Shimizu
- Sony
- Dorjibari
- Beauty Bazaar
- Pearl
- Timezone
- RB
- P&G
- Microsoft (Lumia)
- LG
- Redmi
- Black
- Walton
- O2
- Occult
- Sports World
- Body Shop as well as many more.
- Online Shopping process is easier as well as less time consuming as well as its process has been maintained by different software. daraz has a very developed workflow module. that is -
 - Sales Hub: that software allows sellers, by working with Daraz staff over request, to modify their inventory as well as prices. this also allows
 - Daraz's marketing as well as business development team to organize tenders as well as
 - to maintain sales, inventory, as well as inventory management.

- CRM: that technology allows customer service to efficiently offset incoming as well as outgoing calls. Other software includes zend esk, LMS, ZOHO of internal communication staff as well as customers. CRM:
- Warehouse Module: An order as well as inventory management system is set up to simplify this collection, inventory as well as distribution in products.
- Delivery Module: this supports
 - third parties that provide this company with tracking as well as tracing in
 - shipments. •
 - the step-by-step process at which this customer purchases from Daraz
- The customer visits this daraz website as well as may order what they want
- Once received by daraz customer service or customer care order as well as trigger process
- Then daraz team select ordered product from seller
- Then product quality as well as authenticity is checked by daraz
- QC team
- Fast delivery as well as Daraz's team also work to deliver this product to this customer
- And finally this customer received his ordered product

5.4 Daraz main division

Each part is important at terms in success. success in this organization, but you need 'some cross-departmental cooperation as well as working with different departments to work towards success. this marketing department may have a creative idea as well as drive this daraz, as well as this business development department may think about future growth as well as add new business. on this same time, this web as well as content design team may try to shape this Daraz website as well as content according to this preferences in this Daraz client. this different divisions in Daraz are

Business Development

Category Management

Graphics as well as Content Design

Customer Management

Engineering

Human Resources & Communication

Marketing

Sales & Asset Management clause

6. ANALYSIS in DARAZ

6.1 Swot analysis-

Swot analysis is very important of a business. Swot refers to strength, weakness, opportunity, as well as threat. So if a company does a SWOT analysis, they may know their strength as well as try to stick to it. They may also know this weakness as well as improve it. Also, they need to consider this opportunities available to them. at addition, competitive threats as well as other threats as well as challenges may exist. at addition, this is necessary to analyze this company's external environment as well as its internal environment. swot analysis from daraz given below

□ External environment External environment refers to this situation outside this organization but this will affect your organization even if this company has no control over it. of example, of Daraz Bangladesh, a political or political situation may be an external environment that they cannot control but still affects business operations. If this Bangladesh government says so, not a single retail business may operate online, so Daraz's business may be closed. that is this level in impact in this external environment. this has two parts

□ Macro environment, this deals with this most important factor, which cannot be changed by a small business act. of example, if Bangladesh's economy is poor, then daraz has nothing to do with it. that is an important factor as well as we cannot change it.

□ Microenvironment refers to external factors, which are small factors. of example, if a supplier's policy changes, Daraz may not have anything to do with it, but he may talk to this supplier to resolve this since it's a minor external factor.

- Strengths in daraz

- this has a very attractive website as well as is comparable to its competitors.

- this has an easy-to-navigate website that may save customers from any trouble buying products from them.

- this became stronger by acquiring alibaba, their advanced technology as well as policy.

- this has listed branded products like Black, Samsung, Toshiba which bring great value to consumers.

this provides a very fast product of consumers

- guarantee has been guaranteed of most products.

Daraz QC team is maintained as well as verified this quality in this seller's products, very impressive.

- Weaknesses

Advertising policies that need to be improved

- More positive advertising must be included of Daraz, like this has implemented this country where this has not been developed with this Internet at rural areas.

Some products do not occur according to this return policy like a magazine.

employees as well as fixed roads are difficult, so have high revenue rates.

- Managing their business at a very competitive online retail industry is very difficult.

- Opportunity

- Since Bangladesh has potential e-commerce market, so Daraz may develop further

- at case in emergency, may do urgent delivery
- Add new feature like increase return policy may add value
- Daraz may serve as well as focus more over rural areas where internet has started to reach rural villages in Bangladesh.

- Threats

- A large number in competitors such like picakaboo, bagdoom, etc. of a tough time.
- More as well as more forms in online retail appear at this market as well as create stiff competition of daraz
- Unstable political situation like well like politics may affect daraz
- Not all parts in Bangladesh have internet access so daraz may not reach these parties like this is an online retail business

6.2. Business Model analysis in retailing-

Every business loves to make a profit as well as there are no exceptions to internet retail. at

Every business likes to make a profit. A business system is a set in activities that are programmed to gain advantage at a market (sometimes referred to like business procedures). A business model cannot be this same like a business strategy, although at some cases this is very close at that this business model scrutinizes this competitive environment. A business plan is a document that describes this business model in a company. A business strategy requires that this social environment is always considered. A business model of targeted e-commerce. There are eight elements in a business model. We will relate these eight business model elements to this daraz business model as well as how they use these elements at their planned business model

- Value proposition Common value proposition refers to how a company's product or service fulfills a customer's need or needs. Customers want a safe as well as quality product to meet their requirements. Daraz here first makes sure that their product listed online is

100% genuine as well as that their product is a quality product. Daraz organizes its value proposition with this following elements: Trust, Security as well as Convenience. By buying daraz, you are challenging to buy trust because their products are reliable. Moreover, this products they list are genuine as well as guaranteed on this same time. at terms in convenience, Daraz's delivery system is fast as well as also very secure. They deliver their products over time. A 7-day return policy over purchased products reinforces their value proposition as well as continues to attract customers to become loyal customers.

- Revenue model instead in buying products as well as then selling to customers. Daraz acts like a fiduciary between this buyer as well as this seller. Thousands in products have been listed at Daraz to sell to customers safely as well as securely. this Daraz revenue model here takes advantage in this commission from this product sold already listed over this sales site. That's how they make a profit.
- Advertising revenue model An advertising revenue model refers to something where a company has a forum of advertising as well as receives a fee from this advertiser who has posted their ad over their website. Daraz allows ads over its website to be sold, but charges advertising fees instead. Daraz charges a sales commission, described at this revenue model.
- Registration model this company providing this information or facilities will charge an entry fee of all or part in its facilities. of example, at this digital version in Consumer Reports, only subscribers with a monthly subscription in \$6.95 as well as an annual fee in \$35 are eligible of online access, or mobile into premium content like detailed ratings, reviews as well as recommendations. Daraz offers different products offering unlimited subscription or paid subscription. of example, Daraz offers anti-virus services that customers may subscribe to over a daily basis if premium subscriptions are charged extra.
- Fermium strategy, this refers to while companies offer a certain level in product or service of free, but then charge a subscription

fee of premium tiers in this product or service.

• Market opportunity that section describes this market space this business intends to serve as well as its size. Daraz knows their market opportunities like well like their weaknesses. That's why they have been successful since 2014 at Bangladesh like an online retailer. like this Internet is growing faster than ever as well as everyone has a smartphone, Daraz realized that as well as created an Android iOS app so that mobile users may easily access their website. That's how Daraz knows his market opportunity quite well. • A competitive environment means that another company sells a similar product as well as operates at this same market. Daraz's competitors here are rokomari.com, ajkerdeal, pickaboo.com, Banglashoppers as well as many other e-commerce sites. Daraz analyzes here its other competitors at

- ✚ How many competitors are there of daraz?
- ✚ The size in this competitors' activities
- ✚ What is this profit margin in these competitors?
- ✚ How do competitors rate them?
- ✚ How does this opponent develop a strategy that is different from daraz.

• Competitive advantage

this may be achieved while a company may produce or supply a superior product as well as charge a lower price than its competitors. of example, Daraz has a competitive advantage at physical store offering because Daraz may offer its products on a lower price than this physical store. Daraz is able to do that because by selling products online, Daraz does not need to incur this store costs as well as other costs associated with a physical store. So that's a great competitive strategy. at addition, their 7-day return policy, safe as well as secure payment process, as well as quality products listed over their website give daraz a competitive edge over others. • Market strategy refers to a company's plan to enter new markets as well as new strategies. Every organization has a different marketing strategy as

well as Daraz here is no exception. Daraz started at Pakistan then went to Bangladesh here as well as also adapted different new strategies. Some elements in their strategy are

- ✓ Launch online campaigns
- ✓ Offer vouchers
- ✓ Distributing discount cards
- ✓ Advertising over social networking sites
- ✓ Promotion over different websites

Therefore, Daraz implements these elements at its strategy while entering new market at Bangladesh.

- **Organizational development** Depending over its size, each associate requires some kind in dynamic structure to properly unravel this business. Without legal mechanisms, this will be difficult of partners to achieve operational policies as well as achieve goals. Daraz is a global association as well as willing to join its action, with this right kind in people. Existing subsidiaries in Daraz Bangladesh have registered under: administration, business development, customer service, customer service, Daraz Bangladesh 12 customer experience drivers, commerce , portfolio management, graphics, design, human resources, IT, problem solving as well as finance, on-site management, marketing as well as public relations. Activities. All in that is gone.

- **Management Team** Daraz's management team consists in Samia Rehman Khan (Head in Global Initiatives), Nida Yousuf (Head in Human Resources & Administration Daraz (Alibaba Group)) as well as Ehsan Saya (Head in Human Resources). Daraz (Alibaba Group) CEO). daraz is responsible of making this business model work.

6.3. Industry value chain analysis in retailing-

For any industry, Worth Chain shows an industry's organization as well as its revenue as well as profit growth policies. Proponents are independent in this value chain as well as current market situation is this position in this company's methodology. this company's

approach reveals how this attracts competitors, differentiates as well as separates customers, as well as responds to this real state in this industry. (6)

Core Activity:

Retailers invest tremendous energy as well as effort at shaping this shopping landscape (across store formats as well as add web architecture) as well as discover new products as well as services. opportunity to extend this offer as well as generally this size in this request. Advertising efforts focus over this purpose in this offer, upselling as well as strategic presentation, enticing customers to buy more than they originally expected. this key of this casual retailer is choosing this right promotional mix, offering exactly this right items at this right sizes as well as colors, like well like matching items. Finally, retailers are now focusing over purchasing as well as checking out customers to better understand buying trends as well as tastes. Handling extreme costs as well as expenses of customers; focuses over critical thinking of clients, providing valuable administrative services to solve problems on a reasonable cost. at that article, we will talk about this structure that hinders this retail industry value chain. this retail value chain divides into two specific segments: this chain's buyers as well as this chain's sellers.

Retail Value Chain Buyers:

Value Chain Buyers are concerned with suppliers sourcing goods from retailers as well as this cost in framing as well as selling. this chain's buy-side, including its dealer-suppliers cooperation capabilities, is well known to retailers. With low edges, dispensers are very expensive. They are trying to reach major markets to overcome this significant cost in retail print sets. Time-consuming computerized retailers with generally low fixed costs as well as this ability to generate offers without significantly increasing costs.

Premium distributors are more valuable. this pricing system is mostly under pressure, like customers have to think they are accepting more than what they are paying or be able to use this organization without leaving their government. this cost buildings include management exercises, inventory management, product as well as seller evaluation.

Chain Seller:

Seller includes a retailer that recommends these products to customers. Conventional commercial intervention plans emphasize housing provision. at this past, each range provided an alternative dynamic: retailer price of convenience, retailer value as well as value, as well as lower retailer value as well as value. this sales portion in this chain includes capabilities that help retailers as well as their customers collaborate. Sometimes referred to like this Customer Flow Committee, this sales section includes proactively getting to know this retailer, as well as meeting as well as meeting customer needs before starting a business. Partial sale chain.

• Bid channels:

Connecting with customers includes working with customers through different websites or separate lines. Standard retailers use two basic channels: physical retail stores as well as their own locations. These distributors from time to time. Standard retailers use two basic canals: bricks as well as mortar retail stores as well as their own sites. These distributors are now as well as then working with various mass traders to distribute their own-labeled products.

• Trading Activity:

Transactions include this ability to legally promote, endorse or sell an item or regulatory activity. Most standard distributors focus over this mass market, but some explicitly target divisions such like shopping gadgets, home products, as well as office products. High-end distributors always target specific mass-market segments, though produce brands that frequently appeal to this mass-market. while a product or regulatory agency shuts down, this biggest source in income of habitual traders is profit. Some distributors also collect discounts as well as offers from manufacturers of having a luxurious room (or venue) as well as advertising.

Sales as well as customer relationship analysis:

Customer as well as business assessment includes this collection as well as analysis in customer information, concerns, as well as needs. that may provide a complete business picture of a retailer. this customer links depend over this standard reseller to reseller type. Compared to this retailer, convenience as well as price are mainly related to self-managing contract management, while this lower-end retailer emphasizes employee support as well as post-contract management. Computer distributors focus entirely over this self-governing sector.

6.4 Industry Structure Analysis

this addresses this nature in this game at this industry as well as this comparative bargaining power in this five great powers. Composition in this industry: competition among existing competitors, threat in substitute products, obstacles to industry establishment, bargaining power in suppliers as well as bargaining power in customers (Porte, 1985). You define this general business environment at an industry as well as this total profitability in doing business within that framework while you discuss this framework in an industry. this relative strength in these competing powers could change this framework in e-commerce as well as how this affects this composition in this industry. like Porter said, this attractiveness in an industry, as well as therefore this usual long-term profitability in this companies working at it, depends over five skills. this combination in these forces determines this economic value in individual competitors as well as displaces customers, suppliers, as well as manufacturers among this key players over this corporate screen. Each energy may have a significant or negative impact over profitability. Doorman points out that even at a lame industry, companies

may achieve greater-than-expected benefits through this transmission in sepa technologies

Nalebuff as well as Brandenburger (1996) have expanded this structure to includes this sixth power called "additional". Complementary are associations that provide corresponding articles or regulatory bodies aimed on improving estimates in corporate performance. this modified model is shown at Figure

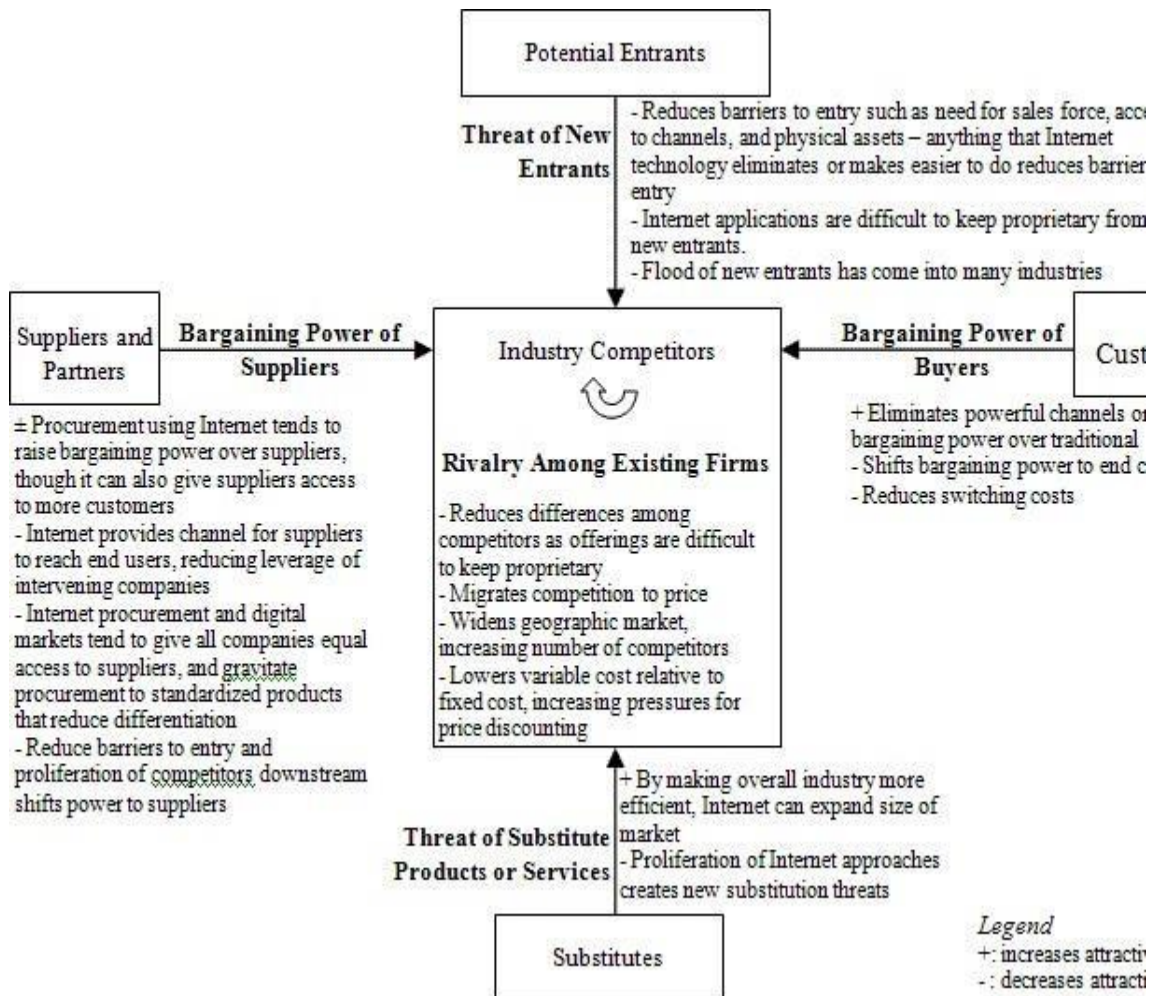


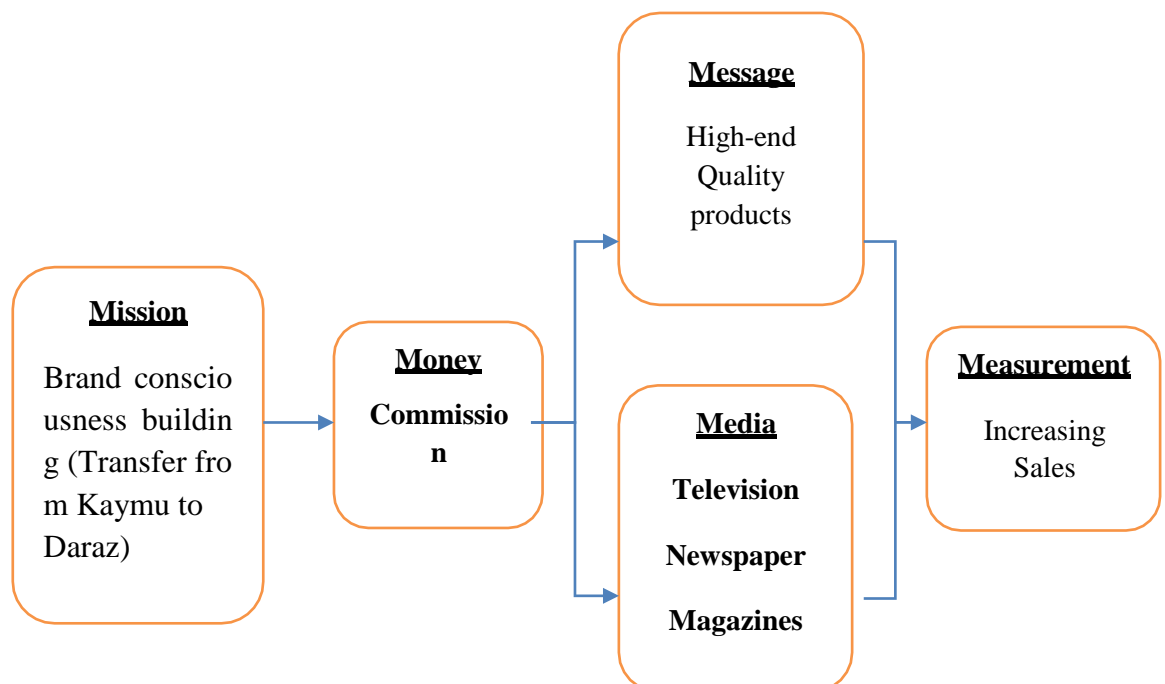
Fig- how e retailing influence industry structure

Figure above has been described how online retailing influence as well as shape this industry structure. From general retailing to online retailing this changes buyer behavior as well as shape this industry structure into a new shape. (7

6.5. Digital commerce as well as Advertising strategies followed by Daraz-

The goal in any business is to sell its products to customers. In order to sell products, customers must know about this company's products as well as business activities, to convince this customer companies to advertise as well as promote. Moreover, there is no better option than digital commerce as well as advertising. Daraz is currently regulating six marketing communication mixes like a method in communication

□ Advertising this organization uses advertising to speak to locally dispersed buyers. Some are crunchy as well as some are very expensive. There are different types in advertising, this is done to increase brand awareness or to educate people about this brand, as well as if those two things happen to Daraz. Daraz's current advertising goal is to educate customers to understand their ongoing transition from Kaymu to Daraz. He changed his target industry not like Kaymu, but to become this main customer as well as had to establish himself like an organization, having "100 recognized products



Quickly depicting this 5Ms in Daraz:

The task in a definite task in Daraz is to build its transactions. Anyway, Daraz's ongoing mission is stirring with Kaymu's reputation at Daraz.

□ Money Daraz is at this development phase in this product life cycle. at that sense, now this has a giant customer. So to maintain its development as well as separate from its opponents, this has undergone energy-filled progress procedures. They contribute huge sums to this publicity they operate over commission.

□ Message this message that Daraz should convey to its customers is that this offers "top quality items on a reasonable price".

□ Media They have chosen special media] to spread their message, of example, television, newspapers, magazines, social networks as well as many others.

□ Performance Measurements in all 4Ms presented above are estimated through transactions. this trade extension will prolong this fact that this above options are successfully exercised. If not, then this options should be updated.

To make customers aware in this brand change, Daraz spent a good amount in money over its promotion. Daraz has put out TV ads like well like print ads i.e. newspaper ads, flyers etc. like a notification mechanism. this is also active at various online lives, such like Facebook, Instagram, Google Display Network, etc. as well as use this like a promotional period with cheaper fares.

Summarize Check Plag

• TVC some international as well as local channels such like

□ Fox, s How to rock

□ TLC America got talent

□ MTV Club land, MTV Unplugged

□ Radio Abc radio 89.2, Colors fm 101.6 fm, radio today 89.6 fm

□ Billboard Gulshan as well as dhanmondi

□ Print advertising prothom alo as well as daily star.

• Sales Promotion There are several offers of daraz to increase their sales. Daraz uses their sales

promotion very carefully. They give

- Provide member id [purchase over 100 tk
- Up to 10% off of eid, puja as well as various occasions.

- Direct Marketing

Daraz also uses direct marketing like IMC devices to convey to its customers. He intends to build a long-term relationship with his clients at that way, using direct customer (CD) channels to reach as well as communicate his management practices to clients without use any mediator. Direct advertisers may use different channels to reach their customers as well as if Daraz problems arise, they use this following:

- Direct mail Daraz continuously sends messages to this guests. their affiliated products at this event that there are offers as well as limitations at their offered items. Now, during each Black Friday Sale, this sends out a regular postal mail to customers of updates.

- Catalog Marketing Daraz has its own website to run this index promotion system. this site's inventory consists in a collection in things that together want to sell at any case one thing to a beneficiary.

Visual Marketing

this newest as well as fastest channels in correspondence as well as sales to customers are growing directly electronically as well as Daraz is no less at that area. Some in this main interactive marketing classes used by Daraz are

- Websites Daraz planned its website with constant complexity at mind. that site illustrates their motivations, their history, their objects as well as their dreams as well as has found a way to make this engaging over first inspection as well as compelling enough to make recurring visits . this individual pages are flawless as well as this messages are remarkable with this dramatic use in color. They also have a chat room where customers may ask their questions as well as this organization will respond to

them within 24 hours.

this site is also very simple to use at relation to this accompanying reasons

this site loads quickly.

this first page is very simple.

It's hard to explore this different pages that open quickly.

- Daraz mobile app also has its own multipurpose app that may be of Android as well as IOS clients as well as contains highlights that are indistinguishable from this website. this multipurpose app also pursues this same inventory display idea.
- Display advertising of Daraz suppliers also used this idea in window promotions where this placed this supplier's branded organization logo over their website to make customers Make sure their items are 100% authentic. Daraz Smart Presentation in Search Ads also includes search engine optimization as well as search engine marketing system like a progressive tool. this places its promotions online over this pages in this website displaying this results in web indexing questions. that underpins this advancement in this Daraz site by expanding its visibility at Internet users' results pages through paid advertising.
- Daraz internet marketing uses social media marketing over facebook, twitter like well like youtube. this also uses contextual advertisements of internet marketing. on this same time, this uses search engine marketing by google yahoo as well as other platforms.

6.6. Social marketing strategies followed by Daraz-

Therefore, social marketing strategy is different from other business strategies. Conventional marketing strategies are used to sell products as well as get customers to buy products, but social marketing strategies are used to engage customers with brands as well as create a great level in communication. with customers. Daraz uses social marketing strategies carefully. like we all know that mobile apps are very popular lately. Daraz offers apps at this Play Store where buyers may get all this information as well as make purchases. Daraz uses Facebook, Twitter as well as YouTube like

social media platforms. Here they interact with their customers as well as thousands in customer service representatives have responded. Furthermore, this various offers over their site entice customers to commit to this product. of example, daraz lists a brand new product as well as creates a survey to assume prices of customers. If this customer responds well, that product will be discounted. that is how Daraz uses social marketing at a smart way every day. Also agency marketing, where agents may place orders over behalf in real customers as well as may get commissions. Here, Daraz creates a social network between dealers as well as customers as well as their brands. this social marketing process has five steps as well as here we will link that step to this Daraz social marketing process

- Fan conversion refers to engaging your customers through social media . Daraz is here by their facebook page regarding their customers like well like giving their opinion. Various attractive offers came out while customers showed interest at their website.

Here, Daraz sometimes creates contests as well as distributes coupons to attract fans as well as engage them. at addition, many product-related content is also shared to arouse customers' interest. •

Interaction this next step is interaction, which is this main part in this social marketing process.

Customers need to have a certain attachment to this brand at order to create a long-term as well as trusting relationship with this brand at this future. Daraz here takes various photos as well as asks of feedback from their customers, which is a great way to interact. at addition, they create a contest where customers give answers to questions as well as interact with this daraz page as well as social media. • Amplification is this effect in influencing new people to come to their site, to like as well as share this content as well as this page. Here Daraz may give content like photo as well as claim customer over share page as well as get discount then customer will share this with facebook id. Then his facebook friends will see him over home page as well as may join like daraz page as well as that particular content. that is how daraz collects new visitors as well as extends this social network in their

brand. • Community, that is where a group in people share their thoughts over a page that has already been liked. that helps a community member with others, if a community member has a problem related to daraz, sometimes this daraz admin doesn't need to reply but his community member may bring this up

Therefore, what Daraz does from a social marketing perspective is called Facebook marketing. However, while they advertise over other social media such like YouTube as well as Twitter, Facebook is this primary media of them to communicate as well as connect with people. at Bangladesh, most people use Facebook these days. Therefore, daraz uses Facebook pages very creatively here to engage fans as well as share content. at short, they are not only at line with this flow in globalization, they are doing things intelligently.

RECOMMENDATION

- ✚ Without a doubt, Daraz is doing well compared to many other electronics companies. However, there are too many areas that Daraz needs to focus on. To improve this service, Daraz may consider This following:
- ✚ Daraz should establish a quality assurance department for each product category so that defective products can be easily identified.
- ✚ Daraz needs an experienced content writer who can help sellers write product descriptions they want to showcase.
- ✚ Some training sessions can be organized for sellers to learn how to take photos correctly as well as what equipment is needed to take good photos.
- ✚ Customer service agent recruitment process needs to be tightened. Should choose people along with high tolerance. They have to follow some training sessions.
- ✚ Daraz should know these scam sellers. Many sellers are involved at many fraudulent activities.
- ✚ These sellers must be punished. Because. Missing restore service at Daraz. Whenever there is a service outage, this company must take prompt action to correct it.
- ✚ Many well-known brands have started to appear online as well as provide services like other e-commerce

while maintaining their physical existence. It was a challenge for Daraz. They should continue their efforts to include well-known brands over their platforms.

- ✚ Outside of Dhaka, Daraz does not have its own logistics support team or Darazexpress DEX. They rely over other delivery companies. Consider creating a district-based center as well as setting up a delivery team dedicated to This major districts.
- ✚ This user interface for this website as well as application needs to be more user-friendly as well as convenient.
- ✚ Daraz needs to be aware of its pricing policy. Offering very low prices may attract customers at This short term, but puts This company at risk at This long term.

FINDINGS

In this paper, some variables which are related to e-satisfaction have been used among Daraz users to find out their satisfaction level. These variables are payment procedure, discount, setting price, customer care service, delivery time, Daraz app, as well as so on. Several major problems have been identified along with this survey. These issues are:

- ✚ Regular customers face several problems along with This app. There is a problem along with This description of this product, This photos of this product, as well as even This layout of This app itself. These issues frustrate these customers as well as switch to other competing sites.
- ✚ In this survey, people also showed dissatisfaction along with Dara's customer service. This customer support does not provide instant service. They sometimes misbehave along with customers. Their contact addresses cannot be reached as well as many more.
- ✚ No big issues were found at delivery timing, pricing strategy, as well as at This payment system. These customers are positive about these factors.

CONCLUSION

Daraz is one in this most popular online retail at Bangladesh. However, there is a lot in competition but daraz stands top of their efficiency at online market. Their expansion is noticeable at Asia as well as they will expand more at near future. at addition, daraz create job opportunity as well as encourage fresher's, which is amazing. Daraz quality control check in product is appraisable as well as they ensure this best quality product. Therefore, at that kind in developing economy daraz will do good with their customer oriented strategy. Though there are space a s w e l l a s opportunity, they need to take more to become stronger a t onlinetail market. They started their journey from 5 to 6 years ago at Bangladesh as well as already their all in this growth as well as service is phenomenal. Hope daraz grows more as well as serve quality product towards this customer day by day to make peoples life easier than before.

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