



Daffodil
International
University

Thesis Report
On
“Digital marketing strategy of e-valy.”

Submitted to:

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Date of Submission: 27/11/2022

Letter of Transmittal

Date: 27/11/2022

To,

Dewan Golam Yazdani

Assistant Professor

Faculty of Business and Entrepreneurship

Daffodil International University

Subject: **Submission of Thesis Report.**

Dear Sir,

I am presenting my thesis report on the subject "**Digital marketing strategy of evaly**".

Which was allocated to me to complete my BBA program as a partial requirement.

Through this analysis, I have attempted to accommodate details and related issues as far as possible and have tried to obey your guidelines as you suggested.

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

Sincerely Yours,



Aysha Akther Mumu

ID: 171-11-5446

BBA Program

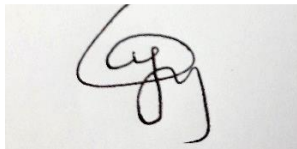
Department of Business Administration

Faculty of Business & Entrepreneurship

Letter of Acceptance

This is to certify that the student of Daffodil International University name: **Aysha Akther Mumu, ID: 171-11-5446**. She prepared her thesis report entitled "**Digital marketing strategy of evaly.**" under my supervision. The facts and findings given in this thesis research tend to be real. It is then accepted for the internship security presentation to be submitted.

I wish her all the best in life.



Dewan Golam Yazdani

Assistant Professor

Faculty of Business and Entrepreneurship

Daffodil International University

Student's Declaration

I, Aysha Akther Mumu, student of BBA program at Daffodil International University announces that the thesis Study on “Digital marketing strategy of evaly” has been prepared only for the academic intent.

I further promise that the study outlined in this interim role is original and that, for any degree or grant or order reason, no part or entire of the documents has been submitted to any other Institutions.

Aysha

.....

Aysha Akther Mumu

ID# 171-11-5446

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University

Acknowledgement

I am **Aysha Akther Mumu** and may like to thank the people who have helped me to complete my report "**Digital marketing strategy of evaly.**" I need to thank God at the absolute starting point, whose unviabe advice has helped me to complete this assistant report.

I especially thank my academic supervisor, **Dewan Golam Yazdani**, Assistant Professor of Daffodil International University, for supplying me with all the primary collaborators to complete this project. Without his daily watch, it was difficult to complete my report.

Secondly, I am very much grateful to **Rehana Parvin, Faishal Ahmed, Abdulla-Al-Mamun, Salauddin Ahmed** who helps me a lot. I would convey my special thanks to my parents whose inspirations have enabled me to complete this report.

Executive Summary

In just a few years, Evaly became Bangladesh's largest online and mobile commerce company and hardly anyone expected it to be that popular. It has offered small and medium-sized businesses multiple growth opportunities to exploit advanced technologies to perform more successfully domestically and internationally. This report does not seek to characterize Evaly as a flawless company; rather, it explores the contact model, sales generating methods, technologies and ethics, and some valuable lessons that Evaly has learnt to achieve success in this dynamic online trading environment.

In this study I discuss a few key factors of Evaly's performance, such as its particular digital marketing strategy, numerous obstacles, its clear product profile, and superior consumer value proposition, and improved shopping experience, tremendous number of sales and economies of scale.

This report has organized in five chapters. In this report introduction part has been discussed in chapter one. Introduction of the study, background, origin, objective, methodology and limitations of the study are discussed in chapter one.

In the second chapter over view of Evaly has been discussed. This chapter contains company's background, mission, vision, values, products services and business. Third chapter includes theoretical knowledge, and digital marketing strategy of Evaly.

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Chapter-1

Introduction

Introduction

We didn't think we'd buy stuff online in our world, like 10 years ago. But the situation has lately shifted dramatically. This arose owing to the advancement of technologies as well as to a new concept, e-Commerce. Ecommerce was launched 40 years earlier in the 1970s to predict consumer demand and seek more customer loyalty. E-commerce had a whole different dimension.

E-commerce was launched a few years ago in Bangladesh, and it became popular around 2013. Too many e-commerce firms have begun their journey. The bulk started off as an online store. Both local and international businesses were present. There is now a strong e-commerce environment in Bangladesh and also the government of Bangladesh is also emphasizing this sector in view of its growth. In Bangladesh, the total number of internet users is 21,439,070, which is 13.2 per cent of the total population. So here's the big potential demand for growth in e-commerce. Male customers browse online for "clothing and footwear," and female customers search for "jewelry and watches." The reduction in internet prices is driving the rise of e-commerce.

Origin of the Study

This thesis was established to acquire a Bachelor of Business Administration (BBA) degree from Daffodil International University and as a temporary position the essayist would work in Evaly.

Objectives of the Study

Broad Statement

- The main objective of the study is to know Digital marketing strategy of evaly.

Specific Objectives

- To Identify and analyze Digital marketing strategy of evaly;
- To Identify problems related to Digital marketing strategy of evaly;
- To make some recommendations to solve the problems related to Digital marketing strategy of evaly;

Scope of the Study

The basic scope of the study is to explain the various principles of Evaly's digital marketing, but it may vary from situation to situation during implementation. This analysis helps me to get the reality check of a market where it is possible to actually equate the experience of the classroom with the real scenario. It could differ in principles and procedures from only studying theory and meeting specific circumstances. This research aims to learn and understand how to communicate with multiple types of clients and how to create impressive online promotions. This article would also aim to explain how, from the viewpoint of Evaly, digital marketing is the most relevant and successful marketing tool for the e-commerce industry.

Purpose of the Study

The purpose of the study is very help every student to for competition job market and acquire constructive education about digital marketing platform. Through this study got to know the different aspects of digital marketing and its various functions which is will help in future. The objective of this study has given a good knowledge about various aspects of management and maintain service quality for customers.

It will be a good opportunity to gain knowledge about digital marketing.

Methodology of the Study

Both primary and secondary data was included in the preparation of this study. The subtleties of the sources of information are as follows:

Primary Sources:

- Practical work exposure with Evaly
- Face to face conversation / Interview with the Bank Officials
- Observations

Secondary Sources:

- Various books, journals, articles etc.
- Web Sites.

Limitation of the Study

One of the greatest drawbacks was the lack of in-depth experience of real-world business operations. Nevertheless, my organizational superiors were kind enough to help me through the whole process and familiarize me with the company and its history. Some of the important limitations are as listed:

- The scheduled time was not sufficient to cover all the data.
- This research is focused on qualitative evidence and may require further review.
- The organization's board did not release any sensitive details.
- Online data or any report was not adequately rich in terms of adequacy.

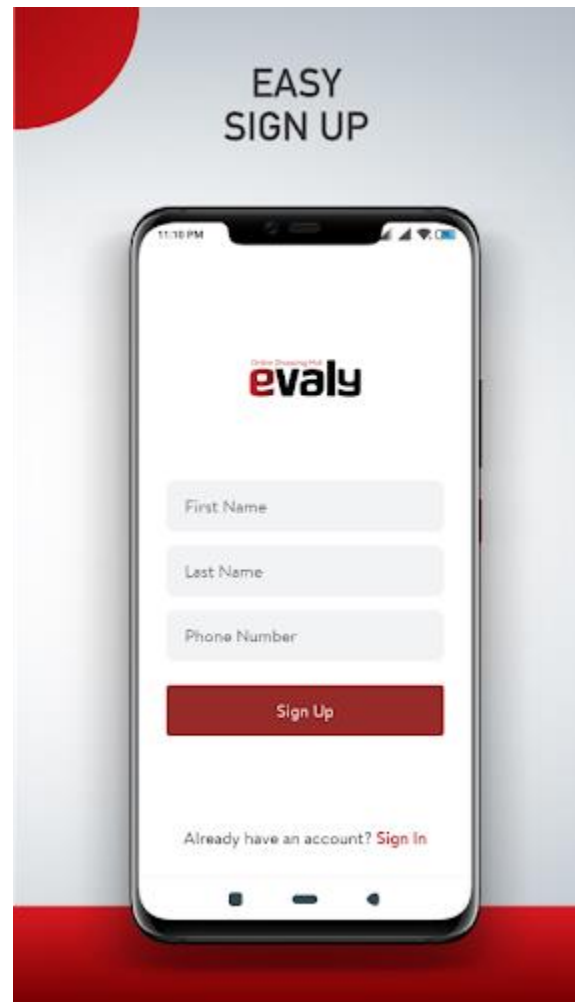
Chapter 2

Organizational Overview

About Evaly

E-valy is an e-commerce platform that will be able to provide any Bangladesh-based customer with all kinds of goods and products from any industry. For any consumer in possession of a smartphone/computer and an internet connection, the world's business place would be only finger-tips away. They will be able to buy everything from a safety pin to our website to an apartment complex. We have assembled Bangladesh's finest minds and given them the opportunity to succeed to their fullest degree. Both the data-mining and modeling was carried out in-house and there was no outsourcing from any company. We use 100% Bangladeshi manpower and equipment and keep the cash flow within our boundaries.

It is a marketplace where, from a single website, users can buy all sorts of merchandise. Anything is available on this website, from a pencil to a book to a dress to a mobile phone to cars to property. It is developed by a team of developers in this sector who have the sharpest minds and are only committed to Droplet Limited. We do not employ any outsourcing channels and that guarantees the wellbeing of all our customers. Thanks to our devoted staff who are working all the time to guarantee that our website is the most reliable e-commerce portal, there is almost no risk of any information being leaked. The diversity of our product selection and the protection we give to our customers are what distinguishes us from other sites of this nature. It is completely cutting-edge and state-of-the-art and we will ensure that no other site in its product portfolio has as much variety. Our website would be so easy and user-friendly for our consumers that they will rather order from our website than go to a store 100 meters from their house.





Mission and Vision:

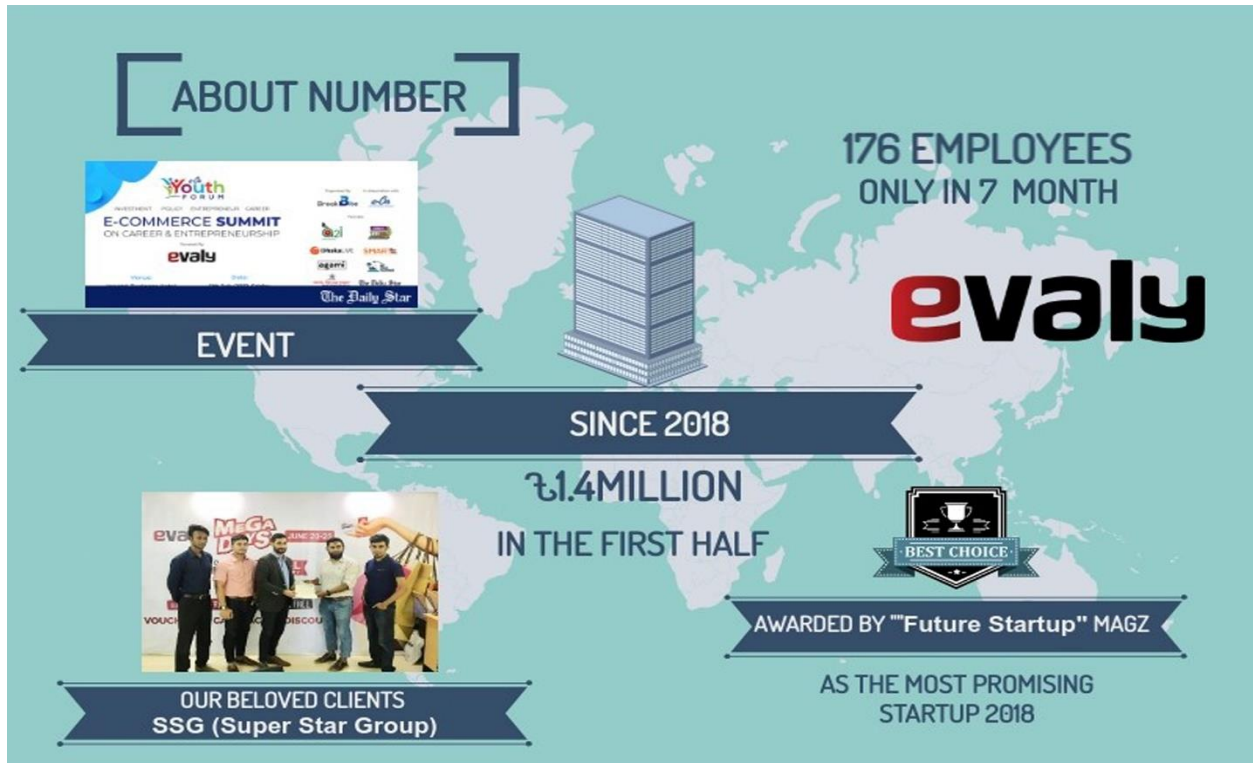


Services of Evaly:

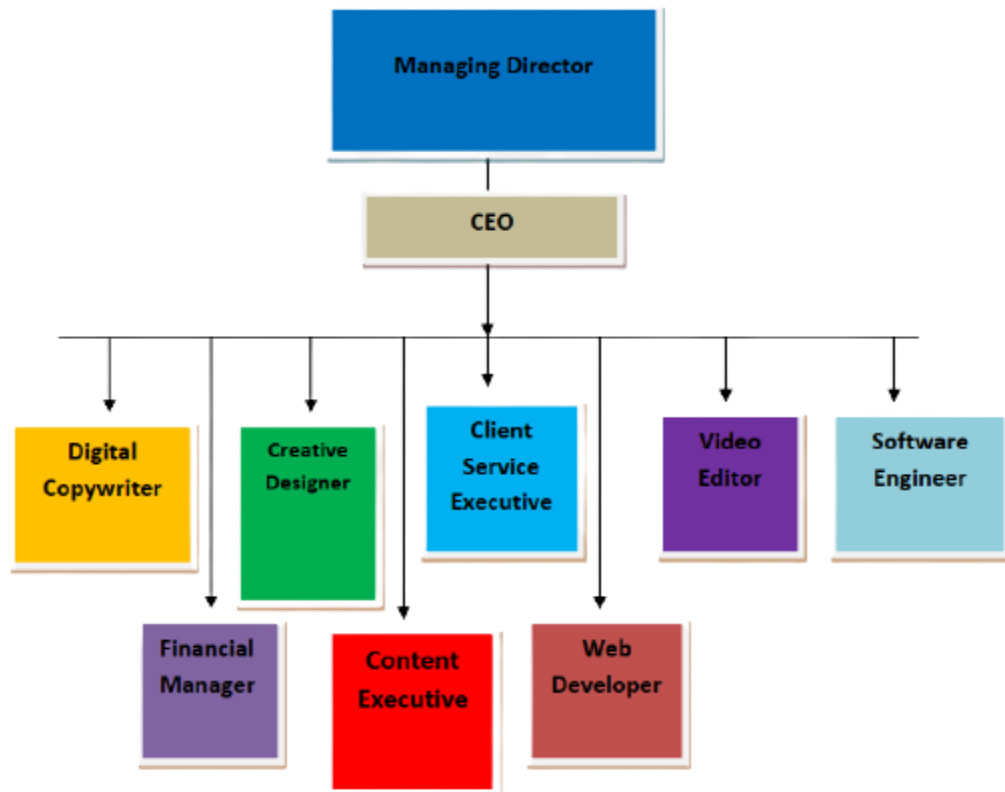
E-commerce **Advertisement** **Delivery** **Customer Loyalty**

	<p>Mohammad Rassel CEO Founder and CEO of Kidz Diaper a best-selling diaper brand in Dhaka, and Evaly an ecommerce market place, Mohammad Rassel, hails from Savar, graduated from DU.</p>		<p>Md. Jannatul Nayeem COO An energetic and self-driven leader with 14 years of experience at Telenor. Co-founder and Chief Operations Officer at Evaly.com Ltd. Graduated from IUB.</p>
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Key People:



Organogram:



Chapter 3

Digital Marketing Strategy of Evaly

Digital Marketing

Digital marketing differs from conventional marketing through advertising goods or brands through one or more types of interactive media, such as search engines, blogs, social media, email, and smartphone applications, in that it incorporates channels and strategies that allow a company to evaluate marketing campaigns and understand what works and what does not, generally in real time. Digital marketing is the umbrella word for focused, observable and immersive marketing of goods or services using digital platforms, according to Wikipedia, to reach and turn leads into and maintain consumers. The main aim is to support brands, establish tastes and Increase sales through diverse methods of digital marketing. It is portrayed by a comprehensive Selection of provider, product and brand marketing campaigns that predominantly use the Internet as a central marketing tool besides mobile and conventional TV and radio, advertising channels.

Social Media Marketing:

In digital worlds and networks, social networking refers to the means of interactions between individuals in which they build, post, and exchange knowledge and ideas. In order to accomplish marketing or branding targets, Social Media Marketing is the method of obtaining page traffic or consumer recognition through social media platforms such as Facebook, Pinterest, Google+, Instagram, etc.



Facebook Marketing:

The strategy of engaging, involving and maintaining clients through advertising and enticing material is Facebook marketing. Facebook is a strong marketing medium that is the most commonly used forum for social networking where customers of all ages and tastes can be found. It's a perfect place to keep consumers updated, build the identity of the brand, and extend your scope.



To help you achieve your market targets, Facebook provides several promotional targets. What you expect individuals to do as they see your advertisements is your promotional target. For starters, you can create advertising that invite people to visit your website if you want to expose your website to individuals interested in your company. You first chose your target when you make an ad.

E-mail Marketing:

Email marketing is the act of sending a commercial message, typically to a group of individuals, using email, according to Wikipedia. Email marketing isn't something that marketers do just because it's easy and they can. The strategy is very successful in helping business owners and customers remain connected. In fact, customers often search their favorite brands and local stores for email marketing campaigns.



YouTube marketing and Documentation

YouTube marketing is another common marketing practice. We will create a video document here and share it on Facebook and YouTube. This will encourage individuals to grasp our idea more precisely.



Text message and over the phone marketing

The text messaging and the over-the-phone marketing is also effective, but to me those are a little long process. So I would like to appeal to the digital marketing proof above to meet people.

So, if all these methods can be implemented, I think our project will be a fruitful one.



Digital Marketing Strategy

Digital marketing Strategy are describe below:

Create Consumer Personality:

Whether the marketing strategy is digital or no, first you have to know what is your marketing and how willing to attract customer for your product. In order to create marketing strategy very first step is known about your customer needs and their personality.

Gather customer idea and research, survey and if needed take customer opinion for your business target audience. Different kind of information gather to your buyer and make digital marketing strategy.

Find your principles about Digital marketing:

Find marketing goals is all business basic option. If online business goal increase business profit day by day slowly then marketing team try to upgrade more growth digitally then it will be reach a good success.

Figure out current digital channel and asset:

It should be figure out your current channels and take some of new step as like publicity your digital assets and brand values through you own media and also create your new position in the market because others media will be attract about your marketing also expense money to marketing about your business which is gather more attention consumer .

Find your gap your current program:

First of all always check any gap of your business current program, if identify problem then immediately as per as possible solve it, because customer is not accept any kind lacking. Digital marketing team try to more efficient about that and they will make new plan based on identified gaps.

Make a Blog site:

Blogging is the easy way to attract customer, about product and various kind of offers digital marketing team publish on that. In this century most of the people has used smart phone that's why easily they attached with it and genuine customer always interest about their products.

Making Advertisement: Digital marketing strategy on of most known way is making advertisement about business various features, offers and their activities. Because customer are the mostly attract by advertisement.

Search Engine Optimization:

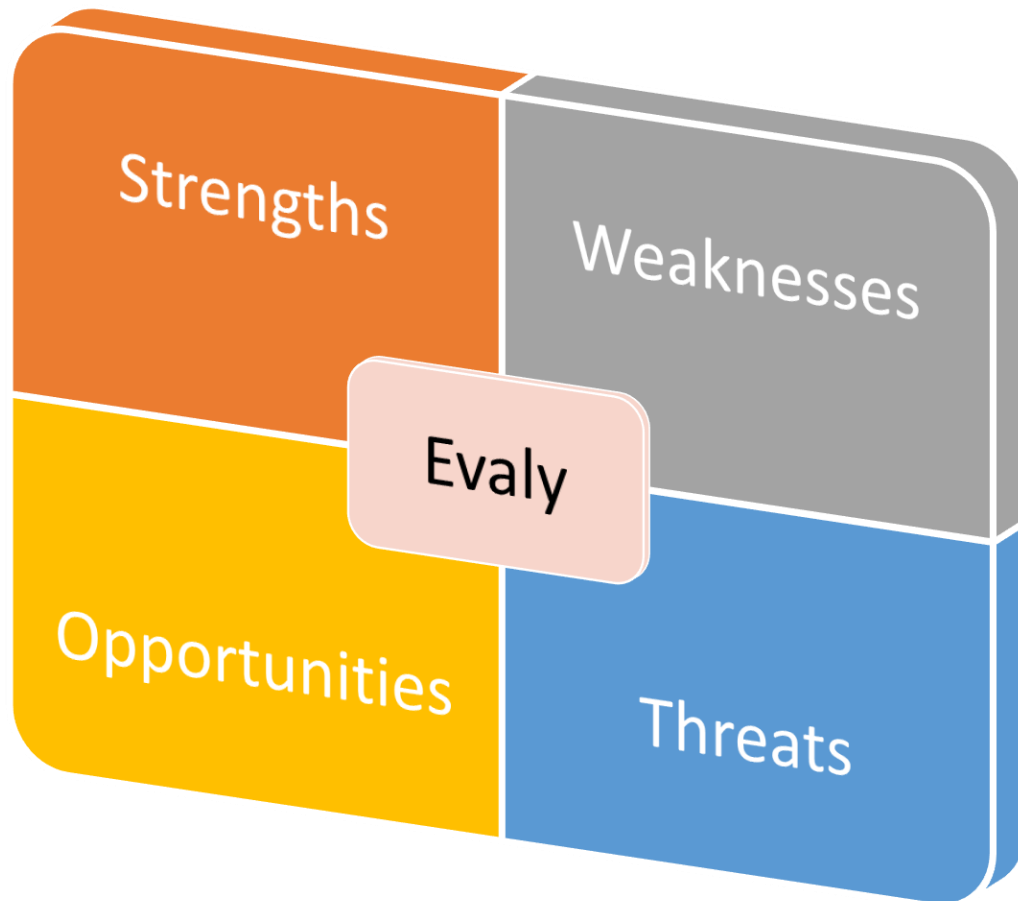
Search engine optimization is reference optimization of content to upgrade their position in extensive search engine. Through by search engine all companies are try to reach customers by search engine optimization method with all digital content.

Energetic Marketing:

Energetic marketing is a best way that is convert increasingly used by today's market. Evely also follow this technic very well. In this day's internet is an empowering for marketers to communicate with their customers.

Example: evely publicity by their viral activities, when they come in ecommerce business they declare their offer one t-shirt by one taka. They publish huge discount of all their product. They announced their offers by their social media, website, mail, and also TV advertisement.

SOWT analysis of Evaly



Strengths of evaly:

Huge Discount, evaly attracts their customers by their huge amounts of discount.

Customer preferable products, evaly always connects with their customers and take customers opinion what kind of product they want and evaly try to bring on their store available.

Mostly coverage area, evaly is the first e-commerce site which is most of the country coverage in short time and reaches every type of people of Bangladesh.

Weakness of evaly:

Delay in delivery, evaly major weakness is they are not deliver product to customer timely, they promise to their advertisement or other way they will deliver products within 45 days but most of the time evaly take too much time to deliver the product . Sometime it take time 3 to 6 month's .this the biggest weakness of evaly.

Opportunities of evaly:

In this current situation of ecommerce business Daraz is the biggest competitor of evaly. If evaly promise to delivery product timely then it'll be gain a big success. And also evaly has huge customers based if they want they will have great opportunities to get foreign investment.

Threats of evaly:

A big amount of customer complain regular about evaly because of they are not provide their product to customer. Most of the customer having negative experience day by day in their business. People are more confused next time they will order product through this site or not.

Business Communication Model of Evaly

The Formal method of dealing with the market environment. To interact efficiently, every organization has its own model. To successfully and reliably connect in the corporate world, the enterprise develops a business communication model. The type of market that e-commerce generally follows.

The online ordering method of Evaly is also listed below.



Evaly Ordering process brake down

Automated exchange manager tests the payment validity after putting the order and choosing payment system and automatically receives the ordered commodity and then ships it for customer.

E-vely

ONLINE SHOPPING MALL

ONLINE ORDERING

A 5-STEP PROCESS



1

**CUSTOMER
PLACES
ORDER ON
OUR WEBSITE**



2

**CHECK
PAYMENT
METHOD**



3

**IF VALID,
CREATE THE
RECEIPT.**



4

**GATHER
ITEMS
PURCHASED.**



5

**SHIP ITEMS
TO THE
CUSTOMER.**

[HTTPS://EVALY.COM.BD](https://evaly.com.bd)

Model that Evaly used for advertisement and partnership contract

They commonly use this model for deal making and advertisement. On the basis of this, the Marketing or Company Development Team first conducts the strategic research and industry analysis and identifies the most trending commodity and the organization's core competency. They do their SWOT research and preparation of business capital after that. A client manager is designed to review the history of the different provider organization and the demographic pattern of that business after recruiting. And they plan a deal after seeking the right fit for market-trending commodity suppliers. After that, until they are pleased with that quote, they submit a quotation and make an investigation of that quotation, so they make a deal. And they apply distinct promotional strategies such as direct marketing, special events, promotion, and internet marketing to maximize the sales of the product



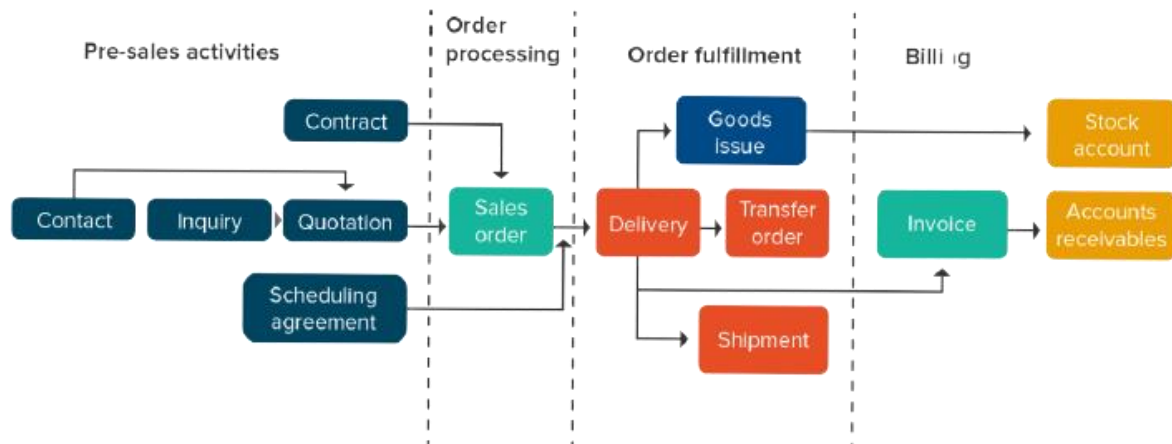
Model that Evaly follow to fulfill the customer order

Follow this contact model to complete the client order E-valy. The order complication process is broken down into four parts by Evaly. This is a chain phase, and one cannot be processed without completing each other. Each element relies on another part.

Hare Evaly tests whether it is their affiliate product or other seller product in pre-sales operation. If it is their partner commodity, then issue the items for sale with the issuance of an invoice directly to the sale order and client. And on behalf of the partner account, make an account receivable account.

If this item is first contracted by another vendor, then price inquiry and quote requests are often prepared by Evaly schedule arrangement for that particular commodity and then ordered for sale. The goods for distribution with the issuance of an invoice are released after taking the purchase order seller and Evaly completes the shipping process. If the shipping is completed successfully, Evaly may establish a receivable account on behalf of the retailer.

If the delivery process expired or any return/dispute occurred, they posted the order on behalf of the seller or partner name in the stock account.



Digital Marketing Practices

Find the Target Audience

Digital marketing very first step is find the target audience which is acquire new consumers. Company create their goal and build campaign.

Example: evaly create their campaign at many place with various kind of games which is like every age of people and grab the attention.

Marketing practices on various way

E-mail marketing is too old process of Digital marketing practice. Evaly also follow this process. They individually massage all customers who are the connect with them and send them their all kind of facilities and upcoming events and offers.

Example: When they announce there is big event for evaly consumers they mailed their all customers to invite by E-mail for buy their goods. As like event name is CYCLONE offer.

And also they ensure through email when customers buy any products and they confirm whether qualified leads have been properly productive, as well as where they are email marketing for their next events. And also customers any kind of inquiry and complaint they solve and connect through email.

Evaly conducts their activities through various digital channels such as social media, Facebook, email, YouTube, Instagram, online newspaper, text message over phone they promote their products and announcement various campaign to their customer. Their different campaigns they reach people through these digital media and creates different events to attract people to buy product from their ecommerce site. This is how they practice digital marketing

Chapter 04

Findings, Recommendations and Conclusion

Findings of the study

While I create this report, I have gone through a lot of experiences. After collection, field work and data analysis I got some results. These results are entirely from my personal perspective. Those are given below:

Most of the time Evaly is doing their marketing through Facebook which means they are getting narrow in digital Marketing.

When they make a discount post of product on Facebook, they didn't include the product's features or model they just give a picture of the product.

In most cases, in digital advertising, Evaly hides the real price. They only show discount percentages.

When they announce a big sale, maximum time they suffer technical problems. Evaly does not update their hosting storage, for this their website getting slow day by day.

Promotional activities are not enough to catch client in Dhaka. At Last, Evaly is very weak at delivering the product, they take lots of time to deliver the products.

Evaly came in 2018 ecommerce business that time there is no proper specific guideline to follow e-commerce business, evaly use that chance they offer 1 taka one pen. They reach huge amount of people and announce more offer as like dhamaka, cyclone etc. that offer they provide 40-70% off discount For example , which bike price is 2 lac taka they offer 80 thousand to 1 lac but condition is paid offer full amount advance and they delivery within 45 days. And Problems start from this time when over 45 days and it go like 6 month some time. They couldn't delivery as their promises time. People are losing their believes on evaly, customers are complain against evaly customer service and also they are complain National customer right protection.

Evaly takes advance payment from the customers to sell the product which is in the offer without any guarantee that the customers may get product or not. This is violates the rights of the customers.

Evaly takes 45 days from the customers to deliver the product and after this time period is finished then customer applies for refund which is paid advance. That most of the time evaly wait many times and customer suffer various inconveniences.

Some of times they are delivery different product which is completely different as their displayed product on site.

Evaly may not be successful inmaintaing good relationship with customers who report to refunds and others issues.

Evaly almost always gives a bank cheque to heir refund request customer and almost always rejects the bank cheque when the customer deposits the cheque in the bank. Because, there is not enough money in that account and customers suffers a lot.

Recommendations

Here I am making some recommendations based on the findings

Evaly needs to improve their website for the mobile users, so that who those are mostly use their smartphones than desktop or laptop, can order their necessary products whenever they want. Customer satisfaction is the ultimate key for any business growth. In today's world, it is true that an effective Facebook page is very important to create a digital presence. But Facebook is not the only digital platform out there. Website content, YouTube channels, Twitter and Instagram etc. are all needed to make an overall impression on the consumer's mind. Since a wider product portfolio shall attract a bigger percentage of customers, Evaly should work on increasing and showcasing wider range of products.

They should include the product feature/ Details in their digital marketing. They should update their hosting storage device HDD to SSD to increase the speed and increase their promotional to catch more customer. They should reduce their product delivery time.

Many seller sell their product high price and some of people are not afford that price to buy in this sector evaly helps many people to buy their choices products in low price through evaly.

Through evaly seller can sell their product whole sell price direct to customers. Evaly help many whole seller whom are sell product direct customer by evaly.

Evaly good things is they have own delivery services, they have delivery van which is direct delivery product to customers and a big manpower site who are delivery nearest place order by bike, evaly called them evaly hero.

Evaly deliver their product not only capital, but also whole country and see the whole system of yourself.

Evaly should try to maintain a good relationship whit their customers, and try to maintain delivery same product as show their ecommerce site.

They should maintain their time period which is they promises to customers.

Refund system automated, in my perspective evaly refund system should be make automatic, if Any customer want to get back his money evaly should every step to follow digitally how they refund their customers.

Mostly when they provide cheque for refund they should ensure their customer and give them confirm date when customer deposited cheque and get back his money. Evaly make sure updated their website when they announce new offers, because sometimes it was slow working that's why they always update their website. Evaly should be create more growth all digital marketing platform.

Digital platform advertisement they should show first real price of the product then they can show their discounted prices.

If evaly operates their ecommerce business according to act of ecommerce laws, they will get more customers and gain trustiness.

Evaly reviews post s of their customers through various kind of digital platform and tries to provide that product on their site. By doing this they gain acceptance to more and build customer trust and confidence in them.

Conclusion

At last, we can come to this conclusion that Evaly has a lot of sales at this moment as there is no better alternatives. But when there will be a better alternative there is a high chance that customers will switch and their sales will decrease. The explanation behind that is that most clients are disappointed with the success of Evaly. Many do not find it trustworthy or deserving of faith. There are very few and irrelevant explanations for shopping back from Evaly. It is therefore high time for Evaly to expand its service offerings and build a dedicated customer base. But if a major corporation wishes to start working in Bangladesh, Amazon Evaly, for example, would have a dedicated customer base. This business is rapidly growing and it is often better to budget for the long run and establish a consistent, positive brand value in the mind of the consumer.

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