



Internship report on
A comprehensive analysis on Sales and Distribution
of
EkkBaz Bangladesh Ltd

Submitted to
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Submitted by
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LETTER OF SUBMITTAL

December 22, 2022

Farhana Noor

Assistant Professor

Department of Business Administration

Faculty of Business & Entrepreneurship

Daffodil International University (DIU)

Subject: Submission of Internship Report on Sales and Marketing Intern at EkkBaz.

Dear Ma'am,

I am submitting my Internship Report, a part of the BBA. in BBA Program curriculum. It is a great pleasure to work under your active supervision sir. I have got the opportunity to work in "EkkBaz" as a Sales and Marketing intern for fifteen weeks, under the supervision of Zobaida Sultana, Co-CEO of EkkBaz Bangladesh Ltd. The accomplishments I've made so far, my responsibilities, and the experiences I had working on my internship project are all described in this report. I was given the responsibility of working as a Sales and Marketing Intern while I was employed with EkkBaz. My main responsibility was to maintain a good relationship with customers, generate sales, conducting researches, identifying business opportunities, managing email campaigns, generating sales leads, making cold calls, participating in meetings, and assisting the Sales department wherever possible. I had used every effort to finish the tasks assigned to me in the specified time. It would be my immense pleasure if you find this report useful and informative to have an apparent perspective on the issue.

Sincerely Yours,



ID: 191-11-6048

Bachelor of Business Administration

Date: December 22, 2022


Letter of Approval

The purpose of this declaration is to vouch for Zainab Fatema, ID 191-11-6048. Under my direction, marketing major from Daffodil International University, Faculty of Business &

Entrepreneurship successfully finished her internship program.

Her internship report, titled "Internship report on A comprehensive analysis on Sales and Distribution of EkkBaz Bangladesh Ltd" has been accepted for approval.

I hope she has a successful future.



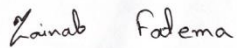
Handwritten signature and date: 24.01.23

Farhana Noor
Assistant Professor
Department of Business Administration
Faculty of Business & Entrepreneurship
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LETTER OF ENDORSEMENT

The Internship Affiliation Report entitled “*Sales and Marketing at EkkBaz*”, has been submitted to the Office of Placement and Department of Business Administration in partial fulfillment of the requirements for the degree of **BBA** by **Zainab Fatema**. This report is presented to the Internship Defense Committee for evaluation and has been accepted.

Sincerely Yours,

A handwritten signature in black ink that reads "Zainab Fatema". The signature is written in a cursive style and is positioned above the typed name.

ID: 191-11-6048

Bachelor of Business Administration

Date: December 22, 2022

ACKNOWLEDGEMENT

First of all, I would like to thank almighty Allah, for his grace in accomplishing my internship report timely.

I would like to express my gratitude to the **Faculty of Business & Entrepreneurship** to keep internship credit in the curriculum of the graduation program and give me a scope of tasting the flavor of industry-oriented tasks and the field of work with my interest. I am also grateful to Daffodil International University, DIU to arrange an opportunity for choosing an own interested organization and complete internship there.

I also want to express my sincere gratitude to Zobaida Sultana, Co-CEO of EkkBaz Bangladesh Ltd. who is my organization's supervisor and who has inspired me to complete my internship at the company successfully.

I'm happy and glad that I was constantly overseen by the CEO and received guidance directly from **Enam Chowdhury**, CTO, and CEO of *EkkBaz*. My experience in the internship life is enhanced by the daily reporting, as well as the mental and professional support, provided here.

Additionally, I would like to express my gratitude to all of the EkkBaz team members who helped me create this report and other related material by lending their hands and pens.

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1. Introduction:

: Background of the story:

Internship is an obligatory and mandatory course of Daffodil International University. Each and every student of BBA program has to complete their internship at an organization chosen by themselves or the university. I've been fortunate enough to complete internship at an organization chosen by me. I've completed this internship at EkkBaz as a required credit for my BBA program. According to my internship, I've prepared this report.

: Origin of the report:

This internship report has been fulfilled under the supervision of Farhana Noor, Assistant professor of Daffodil International University. From instructions and guidelines given by ma'am, I've prepared this report. In this report, I've reported about my objectives, findings and recommendations. I've prepared this report using my three-month internship experience and one month extended time period.

: Objective of the report:

Sales and Distribution is a vital operation for any organization. Just as the same, For EkkBaz as a digital distributor company Sales and Distribution plays an important role as well. Sales is how EkkBaz generates revenue and Distribution is how the deliver goods and products to their customers. We can differentiate the objectives of this report into 2 categories. They are:

- Broad objectives
- Specific objectives.

These two objectives are described below descriptively.

: Broad objectives:

To analyze the sales and distribution strategies of EkkBaz Bangladesh Ltd.

: Specific objectives:

1. To illustrate the selling strategies of EkkBaz Bangladesh Ltd.
2. To assess the distribution process of EkkBaz Bangladesh Ltd.
3. To find some problems regarding sales and distribution of EkkBaz Bangladesh Ltd.
4. To give some recommendations of those problems.

: Methodology:

The name of this report is “Sales and Distribution” of EkkBaz. By the name of it, we can guess that the purpose of the report is to describe the sales and distribution process. All the data that I’ve gathered is from 2 ways. That methods are described below:

- The first way is from face to face meetings or conversations from Sales and Commercial department, Marketing department, HR department or other departments.
- The second way of gaining data is from retailers, wholesalers, manufacturers, brands, articles, Facebook posts etc.

: Limitation of the report:

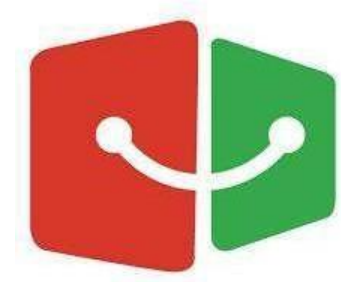
This report is prepared by my three-month internship time period, it may not provide all the information about the company has from the beginning of it. This report may also not be completed as some information are confidential and may not be disclosed.

: Organizational overview:

Company overview:

EkkBaz came from the word Ekk, which means One, and Baz, the short form of Bazar. So, EkkBaz means the whole Bazar under one platform. It is a Singapore-based multinational company.

EkkBaz is a technology-based company. The company works as a digital distribution company too. It started its journey in 2017 in Singapore. Now it provides services in Bangladesh, Singapore, Malaysia, and Vietnam.



: Founder's story:

- The company was founded by Enam Chowdhury, CEO of EkkBaz. Mr. Chowdhury's family had a grocery store. Through that he firsthand experienced the day-to-day challenges faced by small business owners. Mr. Chowdhury wanted to help them. At that time, he previously was working at Microsoft as a Customer Engagement Officer.

While working at Microsoft, Mr. Chowdhury was thinking of solutions of how to help the small businesses and retailers. There are loads of technologies out there to help the big businesses, Brands or Companies. But very few facilities for the small business owners. So, he started to think about the solution of this problem.

While working in Microsoft, Mr. Chowdhury came up with the idea of establishing EkkBaz and that led him to leave Microsoft to work dedicatedly to nurture his dream. He had extreme passion for technology, he used that in establishing EkkBaz. His firsthand experiences helped him as well. He started to build EkkBaz in Singapore.

- Zobaida Sultana, Managing Director of EkkBaz, believed in the idea proposed by Mr. Chowdhury and she wanted to help the small business owners of Bangladesh. In 2017, the operation of working in Bangladesh started. Zobaida Sultana previously worked with an MNC for 15 years. She also had firsthand experience in how a

company works and how to establish a startup. Through her knowledge and experience she leads the sales and commercial team and brings million-dollar sales to the company.

- Towfiq Ahmed, General Manager of EkkBaz, had always been involved with helping people of all walks. So, his will to help people had motivated him to join EkkBaz. He runs the operations of EkkBaz with his efficiency, knowledge and experience.

These three people started EkkBaz in 2017 which is now a company of 100+. Their knowledge, hard work and experience have driven the company's success. It now operates its operations in Singapore, Bangladesh, Vietnam and India. As it is a technology-based company, it runs all its operations using technology. From field level work to Head Quarter of EkkBaz, every operation operates through using technology.

: Products and Services of EkkBaz:

B2B as in Business-to-Business. It is a type of business in which transaction happens between one business to another business. This involves retailers, wholesalers, companies etc.

EkkBaz is a B2B digital distributor platform. As its business type is B2B, it works as a bridge between Brands and small businesses, wholesalers, retailers. Instead of buying products from brands and selling them to customers, EkkBaz provides logistic support.

Logistic refers to whatever happens within one company. Including the purchase of raw materials, packaging, shipment and delivering it to the customers. Here EkkBaz provides logistic support to the small businesses through its 2 warehouses. EkkBaz logistic support typically has 4 stages. They are:

1. Storage: First, it stores different manufacture's product in its warehouse.
2. Order: then any business orders the product that they need through EkkBaz app
3. Packaging: after getting an order, it is packaged and loaded into the EkkBaz van
4. Delivery: then finally, the deliveryman delivers all the product to the shop.



So, we can understand that EkkBaz operations runs 2 ways. First is storing goods and products from the manufactures. Second is delivering it to shop owners or small business owners.

The process of Sales of EkkBaz is described below:

1. **Manufacturers:** EkkBaz doesn't manufacture products of its own. EkkBaz works with manufactures. EkkBaz stores products of those manufacturers into its warehouses.

So, EkkBaz sales team signs an MoU with these brands and get their product price list. At first, a brand account is created with the brand's authorized information.

According to the list, products are listed at EkkBaz Seller app. After publishing these products, it will appear on EkkBaz app. Then these brand's products are being stored at EkkBaz hub.

Product + Inventory
Easily publish your products and manage inventory.



2. **Shop owners:** Shop owners can see all brand's products on EkkBaz app. From that they can order any product they want at any time from any place of the world.

After placing the order, they will get a confirmation of order placing. Within the next day, the delivery will be at their door.

The shop owners can select the mode of payment and when they want the delivery.

They can select any pack or offers too provided by brands.



3. Analysis of the study:

: Sales process of Manufactures:

Now as we can see, EkkBaz has two types of customers to do business with.

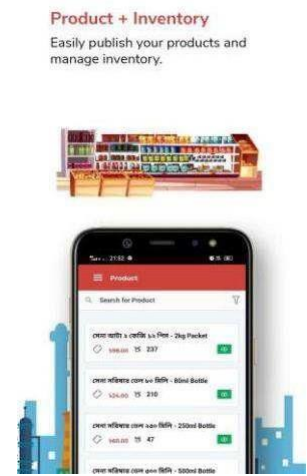
First are Brands or Manufacturers. Some manufacturers or Brands that are currently working with EkkBaz are Pran, Sena, Ifad, Alin, Sajeeb, Unilever etc. Near about 30+ Brands are now currently working with EkkBaz.

- Our Area Sales Manager's job is to approach the renowned Brands or small SMEs.
- Then they have conducted several meetings
- Finally, they come to a mutual understanding.
- The next step is to legally sign a contract or an MoU to finally do business together.

All ASM (Area Sales Manager) have their own KPI (Key Performance Indicator) to meet. They have targets for each quarter. So, we can say that in one quarter every ASM has to bring a good number of brands into EkkBaz. For this Quarter that has been continuing, the ASMs of EkkBaz has onboarded Kallol, Sajeeb, Pran, Unilever and many more brands.

After the MoU is signed, a brand is legally contracted with EkkBaz. Then next procedure starts, and that is to onboard their all products into EkkBaz seller app. The steps are described below:

3. The brand must provide their authorized phone number, Company's address, POC (Person of Contact) name and an email address.
4. Using this information, either the brand can create its own account with the guidance and training of EkkBaz's CS team. Otherwise, with the Brand's approval CS team of EkkBaz will create their Brand account on EkkBaz seller app.
3. Then comes the product listing part. To list products in EkkBaz app, some information is required. Such as Product's name, weight, prices and picture. As mentioned above, this can also be created by the Brand or Manufacturer itself with some guidance and training from EkkBaz, CS team. Or they can give the list to the CS team of EkkBaz with all the product information. CS team of EkkBaz will list all the products.
4. If the Brand wants to update some of its products, they can update it on EkkBaz seller app in their account.
5. After creating, the products will be shown like the inserted picture.



3.1.1: Updated Sales process:

Recently, a major crisis occurred at Bangladesh. There was a crisis of Sugar and many more products in Bangladesh. So, EkkBaz faced the same problem as well. There were no available products at EkkBaz hub. At that time, it was a lot of pressure for the sales and commercial team. They had to change their strategy of work. So, after several meetings and discussion we found out the problem. We discovered that the distributors have all products of all brands. They have the stock already. So, then the ASM's job was to onboard distributors this time, instead of Brands. From that moment, EkkBaz changed its sales strategy and built a different strategy. For the past month, EkkBaz has onboarded near about 30+ distributors.

: Sales process of shop owners:

EkkBaz's primary target is to digitalized the small shop owners. From ordering products, keeping track of the inventories, managing the orders to the payment procedure if a shop owner learns how to do all this in a digitalized way. After that all the shop owners will work in a digitalized way and through EkkBaz app. It will take less time, reduce their cost and help them to grow their sales.

From 2017 to 2022, in 5 years there are 50,000+ small shop owners using EkkBaz app. This next generation idea is being accepted by all these shop owners in a positive way. They need to be familiar with this third-generation idea.

The shop owners need to know what EkkBaz is, what are the apps for, which app is useful to them and how they will get benefitted. Then they need proper training of the apps. It will take time for them to adapt but once they do, there will be no more going backs to the traditional way as in the pen-paper business.

There are 50+ SRs (Sales Representative) working in 50 different routes. Different routes are assigned to them and they cover that specific area assigned to them. Each Sales Representative have specific KPI (Key Performance Indicator) to meet. The KPIs include:

- Shops to visit
- EkkBaz app download
- Order summary

The operations start from the hub/warehouse at 8 a.m. in the morning. The daily routine of each and every Sales Representative is the same. It is described below:

- | | |
|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 07:50 | <ul style="list-style-type: none">• Report to warehouse manager |
| 07:50-07:55 | <ul style="list-style-type: none">• Run through their daily pitch |
| 07:55-08:00 | <ul style="list-style-type: none">• Cheer “EkkBaz” loudly• Start the day positively |
| 08:00-01:00 | <ul style="list-style-type: none">• Starts market visits• Goes to shops• Introduces EkkBaz and its operations• Downloads EkkBaz app on the shop owner’s phone• Show how to search products, make order |
| 01:00-02:00 | <ul style="list-style-type: none">• Lunch time |
| 02:00-06:00 | <ul style="list-style-type: none">• Repeat their assigned tasks |
| 06:00 | <ul style="list-style-type: none">• Submit report of the daily work to ASM |

: Strategy:01 for shop owners

Now the duty of a sales representative ends here. Let’s take a look at the shop owner’s point of view. Now I’ll describe below the shop owner’s side of the story:

- At first, an SR would visit any shop assigned on his route.
- Then the SR would introduce EkkBaz to the shop owner, its apps and the uses of it.
- After realizing the benefits of EkkBaz, the SR would download the app on the shop owner’s phone.
- After that the shop owner can order any product at any time from any place.
- And then they will get the ordered products the next day or within three days.

The steps are described below as a shop owner's perspective on adapting EkkBaz app:

1. An SR of EkkBaz will visit the shop of that owner at any time of the day
2. The shop owner will get to know about EkkBaz and how it works
3. Then to order, the shop owner can use EkkBaz app
4. At first, they have to search for the products by its name
5. Once they get their desired products, they have to click on it
6. Then they have to "add it on cart" and adjust the quantity as per their need
7. They can add as many products as they want
8. After ordering is done, they can select when they want their product to be delivered
9. Next, they can select one payment method
10. And on the desired day that they chose, their product will be delivered on their doorstep.



: Strategy:02 for shop owners:

Now suppose, an SR goes to a shop. Then he does his job responsibilities mentioned above and he completes the process. But as soon as the SR leaves or after a few days until the SR goes again, the shop owner might forget about the downloaded app, uninstall it or forgets how to order.

For their reminder and to build a healthy customer relationship, EkkBaz has a CS team of highly qualified people. Another strategy to get sales is described below:

1. New customers: As a customer support agent, the primary job of a customer service representative should give a call to the new customers.

The objective of this task is

- to greet our new customers,
- make them feel valued,
- ask if they understood well,
- if they have any complications using the app.

2. Existing customers: there might be some customers who already exist on our platform. They might be our regular and active buyer.

So, the customer support team's job is

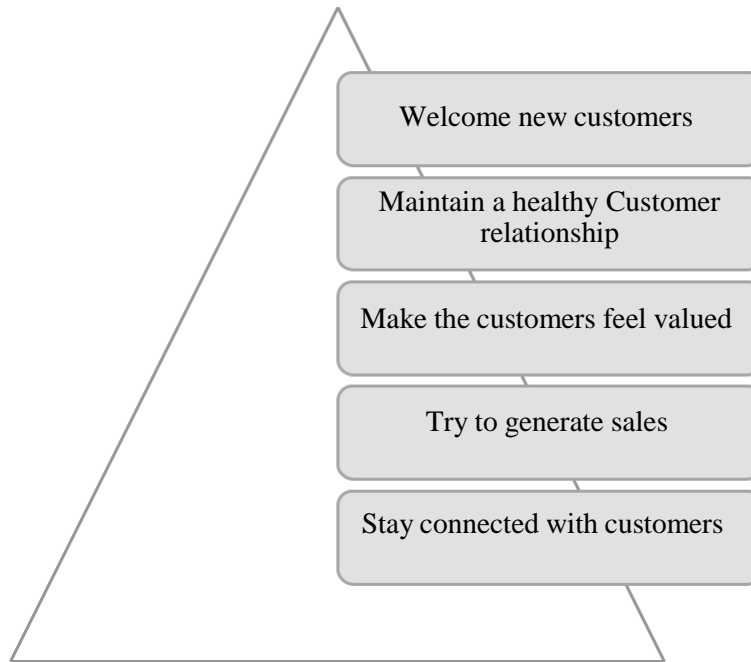
- to get update from them
- whether they have any concern,
- if they are facing any issues or
- if they need any services from us,
- all the new updates like new brand onboarded, new products or packs or offers.

3. Old customers: those customers who have been our active customers before, but they are not buying now.

So, a Customer Service Representative's job is

- to find out why they are not ordering anymore.
- then try to solve the problem and
- make them come back to our platform again.
- So that they start using our app

The job responsibilities are listed below of a Customer Service Representative.



That's how the sales of EkkBaz works. A bunch of Sales Representative (SR), Distributor's Sales Representative (DSR), Area Sales Manager (ASM), Customer Service Representatives (CSR) and Business Development Manager's (BDM) hard work, knowledge and experience helps the sales of EkkBaz to increase day by day.

: Distribution process of EkkBaz:

Till now we have known the sales process and sales analysis of EkkBaz. Now we will learn about the distribution process after getting the sales at EkkBaz. We can divide the whole process into 2 steps. They are described below:

1. The sales and commercial team's job are to get sales and plan strategies to increase sales.
2. After getting the sales, it is time to execute the distribution process. The distribution process starts at the warehouses. The sales process determines how the distribution process needs to be executed.

The sales process was different for manufactures and shop owner were different processes. Just like the same, the distribution process of manufactures and shop owners are different as well. Below each of the processes are described:

: Distribution process of Manufacturers:

- Manufactures are those who manufacture the goods or products. For example, they can be Pran, Sajeeb, Square, Igloo and many more. They don't have any process of distribution. EkkBaz sells, distributes and promotes their product on its platform which is an app.

As it's written before that EkkBaz provides logistic support to its customers through 2 warehouses. So, the distribution process of Manufactures is to load their products into a van. Then drop it off into EkkBaz warehouse.

- There is a Hub manager to manage products of warehouse. He takes care of that place and reports to his line manager. Then he updates it on stock list.
- If a product gets out of stock, it is hub manager's duty to inform it to respective department. So that they unpublish it and it doesn't show on EkkBaz app.
- If a brand increases or decreases a product's price then it is also the hub manager's job is to report it to listing team. So that they update it on time.
- So, we can say that the distribution process of Manufactures or Brands are they send products at EkkBaz hub or warehouse. Then from there EkkBaz team's job is to keep stock at EkkBaz hub or warehouse.
- If EkkBaz gets a sale from these brands then the delivery will go from hub or warehouse.

: Distribution process of Distributors:

A distributor is onboarded the same way as a Brand or Manufacture does. That is by signing an MoU and getting into a contract. After a distributor is onboarded and both of the parties have come to a mutual decision then they start doing business. Certain distributor's will have their customers. A distributor also has his own products. If EkkBaz gets a sale from a distributor then the process will be different.

- If a customer orders from a distributor then the order will go to distributor's acc.
- Then within 3/7 days the customer will get his ordered products
- But it won't go from EkkBaz hub or warehouse
- Instead it will go from the distributor's warehouse
- But EkkBaz will fulfil the delivery through its van

: Distribution process of Shop owner:

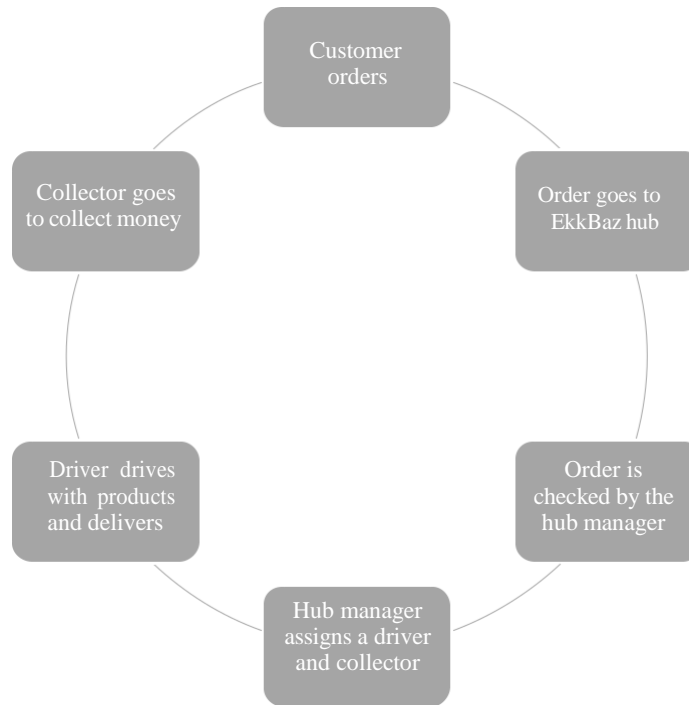
Like the process mention above, any shop owner or customer can order any Brand's or Distributor's goods or products. While ordering the shop owner can select

- The payment method
- The delivery dates
- And other important details

Now EkkBaz hub received an order. The next step is how to deliver it. Below is mentioned how an order is delivered and the whole distribution process of EkkBaz:

1. As soon as their order is confirmed, the invoice receipt goes to the Hub or warehouse.
2. There is a hub manager who manages these orders. Then the hub manager checks the order.
3. After checking and ensuring everything is okay then he assigns a delivery man and collector
4. Then at the delivery day, the delivery man comes to the hub
5. Then loads the van with all the ordered products
6. Then leaves the hub to reach at the shop.
7. If he doesn't know where the shop is he can use google map on his EkkHero app
8. EkkHero app is an app for the staff to manage their work
9. After reaching to the store, delivery man delivers the products or goods and completes the process
10. At last, the collector goes to collect the money when the shop owner selected while ordering

By this way and following this process, an order delivery is completed at EkkBaz. This is shown in a diagram below:



Now this is the process of distribution at EkkBaz Bangladesh Ltd. In this stage, we have learned about how EkkBaz gets a sale and how it delivers or distributes it. The whole process is described briefly and descriptively with needed images, pictures and diagrams.

EkkBaz is a digital distributor company which does business digitally. The whole end-to-end process is digitally done. That’s the reason it is called a third-generation idea.

From planning strategies to generating sales, everything is digitally done. As it is a Singapore based company, half of the team works there. So, it is very important to stay connected at all times. Even communication, team work, problem finding, reporting and solving happens at online.

Which is remarkable as we have seen during Covid that how important it is to leave analogue tradition and to adapt the digital way.



4. Major findings:

By this research, we were able to find some problems and some important facts. I'm listing below what finding I've gathered in this three-month internship.

- Stock out: at the national crisis that occurred a few days ago, in that most of the products were stock out. For this reason, the customer who have ordered or who were about to order, could not have their ordered products. This created a bad effect on the customers.
- High price: due to some brands offer the customer one or two free products or offer products in low prices, customers complain about price being high at EkkBaz.
- Availability: Some shop owners install EkkBaz app through Facebook promotion or through other resources. Sometimes they are from different locations other than Dhaka South City. At that time, EkkBaz can't offer them their services because they are not available there.
- Damaged products: Some products get damaged while delivering or loading in the van. those products are delivered from the retailers or shop owners. That kind of products are wasted as they can't be returned to manufacturers.
- Damaged products of distributors: Some products get damaged while delivering or loading in the van. those products are delivered from the retailers or shop owners. That kind of products get returned to Distributors. They adjust the return amount with their goods.
- Expired products: some products get expired staying at hub or warehouse. To save these products from getting wasted, EkkBaz has few solutions to this problem. The brand's set an expire date of 3-6 months. When that date comes close to expire, the Hub Manager will inform about it to Sales or commercial team. They will plan a effective offer which will not be a loss for EkkBaz. After that the Marketing team will promote about that offer to people of all walks and shop owners. By this way, those products will be sold very easily and really fast.
- Communication problem: THE COMMUNICATION BETWEEN EkkBaz Head Quarter and EkkBaz Hub or warehouse is very poor. Which products is at stock and which products are not, Head quarter employees do not know about it. Also the warehouse people do not update it which creates a huge problem for EkkBaz. So, the communication has to be smoother.
- Not enough educated employees: EkkBaz is a technology-based company. They run their every operation through using apps. Some employees are not educated enough

to understand the operation or what their task is. For this reason, they can't explain the shop owners well enough about the app or its functions.

- App crashes: while using app, the apps might crash because of some bugs. That is why the shop owners or SRs face difficulties while using the app.

5. Recommendations & Conclusion

: Recommendations:

- First recommendation for EkkBaz would be to make the communication line better. If someone from hub wants to contact an employee from Headquarter or if someone from Headquarter wants to contact the hub manager or any other employee then the person should easily do it without any problem.
- EkkBaz is planning many strategies to execute. Rather than going all over places with their ideas, they should short list their ideas and plan to execute what's important for them.
- For expired products, the company should give offers such as BOGO as in “Buy One Get One” offer.
- The company should stock in or plan other strategies beforehand so that customers do not get disappointed while purchasing or ordering their desired products.
- For customers who belongs to other regions where EkkBaz didn't plan to deliver or provide their services yet, EkkBaz team should greet them and see where are the majority of the customers come from.
- For damaged products, the company should decide beforehand what to do with damaged products of the brand or distributor. If it is decided in the contract then the problem would be known or solved before a brand distributor's product is onboarded.
- The employees being not educated enough is not the problem. Most less educated employees can work well too, only if they are well trained about apps and the operations of EkkBaz.
- EkkBaz should hire highly trained app developers and develop their app user friendly so that it doesn't get crashed that often.
- EkkBaz's marketing strategies should be developed and they should plan other ways to approach their targeted customers so that it gets familiar among their customers as in shop owners.
- For customers who says any products price is high, EkkBaz should show them other benefits for which the customers should buy from them and be their loyal customer.
- EkkBaz should target and make some loyal customers rather than approaching a new customer daily. By this way, they will get even 1 customer who will order daily from them.

- EkkBaz has enough brands which are leading in all over the country. Which is a good thing but EkkBaz should also focus on customers as they are going to buy it at the end of the day.
- EkkBaz's third-generation idea will take time to adapt, so they should give more than one training to shop owners how to use EkkBaz app.

: Conclusion:

EkkBaz is a technology-based company which brought a third-generation idea to Bangladesh. If the shop owners of Bangladesh could adapt the idea and become used to it than their daily work would be half easier and faster than what they are doing right now. Through their apps and technology, they are willing to bring a change in Bangladesh and Singapore dedicatedly. And all these changes and execute the idea is done by a bunch of efficient and hard-working people who are trying day and night to take EkkBaz to a place where they imagined it to be.

They believe their efforts are going to pay off and they will see one day that EkkBaz is one of the leading companies in Bangladesh. Until that day they're each and every day's work and effort are worth it. I believe that EkkBaz and its wonderful, intelligent, talented team will lead the company and take it to a better position as they dreamt.