

Internship Report
On
Seller Acquisition Process of Daraz Bangladesh

Submitted To:

Controller of Examinations
National University
Gazipur - 1704

Supervised By:

Prof. Dr. Mostafa Kamal
Advisor
Daffodil Institute of IT (DIIT)

Submitted By:

Farzana Akter
Roll: 1920440
Registration No: 18601000633
Session: 2018-2019
Program: MBA
Major: Finance
Daffodil Institute of IT (DIIT)



National University, Bangladesh



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Letter of Transmittal

April 05, 2023

Controller of Examinations

National University

Gazipur-1704

Subject: Submission of the Internship Report.

Dear Sir,

It is my privilege to let you know that as partial fulfillment of the requirements for the Master of Business Administration (MBA), I have completed my internship report on Seller Acquisition Process of Daraz Bangladesh. I have to furnish a report based on my practical experience. The report focuses mainly on the **Seller Acquisition Process of Daraz Bangladesh**. It was a stimulating opportunity and a valuable experience for me to the real business world. I am grateful for providing me with such an opportunity.

Hope that you would be very pleased to accept my report and oblige me.

Sincerely yours

.....

Farzana Akter

Roll No: 1920440

Reg. No: 18601000633

Program: MBA

Major: Finance

Daffodil Institute of IT (DIIT)

National University

Supervisor's Approval

I certify that the concerned report entitled **Seller Acquisition Process of Daraz Bangladesh** is an original work which has been prepared by **Farzana Akter, Roll No: 1920440, Reg. No: 18601000633**, Program: MBA, Major in Finance, Daffodil Institute of IT. She has completed her report under my supervision.

This report is accepted by me.

.....

Prof. Dr. Mostafa Kamal

Advisor, Daffodil institute of IT

Dean, Academic Affairs

Daffodil International University

Student's Declaration

I am Farzana Akter Roll No:**1920440** Reg.No: **18601000633**, Program: MBA, Major: Finance, Daffodil Institute of IT hereby declares that the report namely **Seller Acquisition Process of Daraz Bangladesh.**

I also declare that this paper is my original work and has been prepared for academic purposes which is a part of MBA purpose.

Sincerely yours

.....

Farzana Akter

Roll No: 1920440

Reg. No: 18601000633

Program: MBA

Major: Finance

Daffodil Institute of IT (DIIT)

National University

Acknowledgement

At the very beginning I would like to express my deepest gratitude to Almighty Allah for giving me strength and composure to finish the task within the scheduled time. Internship program is an integrate part of MBA program. Every student of MBA is deputed to a different organization to learn something within the pre-stipulated time by observing their organization daily practices. In this Regard my internship was arranged at with **Seller Acquisition Process of Daraz Bangladesh**, deliberate counseling Advisor of Daffodil Institute of IT (DIIT), Prof. Dr. Mostafa Kamal.

My heartiest gratitude for her enthusiastic guidance and consideration during the entire phase of the study made it possible for me to prepare this report. I could not possibly thank all of those people who have contributed a lot to prepare this report. They are of course very special people who cannot go without mention. Furthermore, I want to pay thanks to all the officers for give me full support to acquire knowledge. Here again I have to mention who receive me as a member of their Daraz family in introduce with me whom I worked last Two months. I would like to express my deep sense of gratitude and thank to all officials and members for all their continuous guidance evaluable knowledge and suggestion during my “Internship Program”.

.....

Farzana Akter

Roll No: 1920440

Reg. No: 18601000633

Program: MBA

Major: Finance

Daffodil Institute of IT (DIIT)

National University

Executive Summary

Every year we notice a significant increase in internet users. Now e-business has become very popular among people. Amazon, Alibaba for most people in Bangladesh. Flipkart is not an alien concept. We have many e-commerce ventures like click BD, bikroy.com, ekhanei.com, daraz.com.bd, Kaymu, Food panda, Hungry naki etc. It is a growing industry, so there are lots of sectors to work in. To improve the online shopping experience. To improve a service, problems need to be identified. Daraz.com This research paper was written with the idea of problem areas in Bangladesh where Daraz should work. Daraz Bangladesh has been operating in Bangladesh since 2013, they have grown over time. But there are certain sectors that are acting as barriers to providing customers with a better online shopping experience. This is an alarming situation for the company. It is a very competitive market, so if the service is not in the market, it will be difficult for the company to sustain in the market in the long run. A survey is conducted to get insightful results and accurate analysis of the situation. As consumers are now well aware of online purchasing methods, it is important to know what they think and in which sector a company is doing well or failing. **Chapter one** Introduction, Objective of the Study, Scope of the Study, Methodology of the Study and Limitation of the Study. **Chapter two** includes Company Overview, Background of the Organization, Business of Daraz, Organization and Management of Daraz, Commercial Department of Daraz, Current situation of E commerce sector in Bangladesh, Online based business in Bangladesh. In **Chapter three** includes Description of the Job and Responsibility, Different Aspect of the Job and Observation. In **Chapter four** I describe Responsibilities & Activities, Internal Process of Vendor Acquisition, Daraz Bangladesh Admin Seller Center, Main Changes of Seller Center, Daraz Commission Structure, About Alilang Software, Advantages and Disadvantages of New Seller Center. Seller Scorecard Policy, D-mart seller, Work environment, Customer perception, Payment Recognition. In **Chapter five** is the finishing part of my report, this chapter I described Findings, Recommendations, Conclusion.

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CHAPTER: 1

INTRODUCTION

1.1 Introduction:

The term e-commerce means to people exchange of action that transfers important business news over online network. Online shopping has become a growing alternative option of offline shopping for delivering products and its effectiveness has a great impact which helps people to expand technological infrastructure and online marketing in this sector. E-commerce is being considered as a separate, profitable field business and intermediary players are updating their B2B business models, while embracing aspects of social media. Whether a company can move forward or not, e-commerce is the right tool for determining competitive advantage now-a-days in Bangladesh. (Ahmed, 2016) As online business makes their money through purchasing and selling products with the assistance of internet, that's why internet growth is increasing now-a-days. There is diversified e-commerce platform like B2B, B2C and C2C. But B2C model is getting the best endeavor from all types of customers in Bangladesh. Online shopping has become popular mostly in urban areas as well as rural areas. Now a day's people can purchase products from different pages in Facebook. Moreover, they also buy products from renowned websites like Amazon.com, ebay.co.uk and Alibaba.com. There are approximately 800 ecommerce sites and 9000 ecommerce pages on Facebook that earns the 10billion taka transactions within a year, which has been estimated by Ecommerce association of Bangladesh. Still, people are not habituated to purchase products from online because some people are not aware about internet. As Bangladesh is a developing country that's why its economy is growing very fast. Bangladesh has low labor wage rate, easy communication facilities and circulation to different countries in the world through port facility, rail and road; its miles a heaven to put money into. With the flow of improvement and economic process, Bangladesh is also emerging rapidly. Now a day's communication has emerged as remarkable growth due to the huge availability of internet, for that enterprise is getting extra competitive advantage for it. The whole contemporary commercial enterprise zone is being benefited by means of it. And because of the big development and scope that the internet gives a brand-new region has emerged, "e-commerce". Though E-commerce or electronic commerce is a new concept however it's been around for over a decade.

1.2 Background of the Study:

Electronic commerce has grown rapidly in recent years. Most of the online customers are not satisfied with their online purchase experiences which is indicating through survey. It will be better to conduct more research which helps to identify possible factors what affects customer buying behavior for their online purchase. People of our country never imagine that they can purchase something going to the market or without watching the product directly. People ordered products simply depended on some image and data, that thing is delivered to our home by another person and afterward they are getting that item and paying, which is out of box thinking. Few days ago, “online shop” or “online market” this type of things were not familiar in Bangladesh. The conditions were drastically changed in the modern times. This was happened because of the advancement of technological innovation beside the unused thought, web-based business. Internet business was presented 50years prior and continues to develop every year with new advancements, inventions and a large number of companies joining the online market. Since its birthplace in the 1970’s, the convenience, security, and customer experience of online business has improved exponentially. (Ahmed, 2016) The main difference between online shopping and other forms of shopping is easement of getting products which is the main characteristic of online shopping. Merchant and customer can deal the business very smoothly without bearing any type of time and transportation cost. Though there will be always a scratch in the mind of the consumers regarding product quality as he is unable to touch and feel the product. The characteristic of successful website has not to focus only its good looking but also have to focus on different technical features. For establishing in the market, it should build a strong relationship with customers so that it can make money. Businesses must manage proper time and cash for planning, organizing, leading and controlling the making of website to extend online purchases. It is very tough to gain a customer rather than to lose one. Even a "top-rated" website will not succeed if the organization fails to practice common etiquette such as responding to messages on timely, notifying customer’s problems, being honest, and being good stewards of the customers' data. Most of the website designers do research on consumer perceptions that’s why it is very important to rectify fault and attract more internet buyers. As online shopping gains momentum, buyers are looking for online marketers so that they can

provide them with more customized products according to their need. Marketers can also customize the products for 9 those target customers through understanding their purchasing behavior which helps them to increase sales and also achieve their target. As a result, Daraz Bangladesh being the number one online shopping platform in the country and other shopping website are trying to compete with Daraz for taking its position. They are unable to retain their consumers due to the lack of adaptability and acceptance of online shopping at present. However, they are trying their level best to educate and convince their shoppers that Daraz is the approach of the long run.

1.3 Significance of the Study:

The importance of an internship program is to find out similarity between practical knowledge and theoretical knowledge. It is impossible to run the whole process of Daraz Bangladesh without the contribution of vendors or merchants which is the prime role of a vendor acquisition. If merchants are not interested to do business in Daraz then there will be no products exhibited in the website. As a result, customers will not be able to purchase any kind of products at home from Daraz. So, acquiring healthy merchants allows a company to create a competitive advantage over its competitors.

1.4 Objectives of the study:

General Objective: The main objective of this report is to provide an overview of seller acquisition process especially in the sector of tours and travel category.

Specific Objectives:

1. To relate theoretical knowledge with practical experience in Daraz Bangladesh's.
2. To identify seller acquisition process of Daraz Bangladesh's.
3. To understand business model structure of Daraz Bangladesh's.
4. To find out problems regarding seller acquisition of Daraz Bangladesh's along with some possible recommendations.

1.5 Methodology of the Study:

This study is based on secondary data obtained from various online and offline platforms. They were supplemented by some data and important information gathered from the daily newspaper, website, and other periodicals. Together with some primary data, there are also those gathered while employees are employed by the firm.

Primary Data: I spoke with a variety of Daraz merchants as well as representatives from other online marketplaces to learn more about the business and sector.

They used analytics and their internal source for the primary data.

- Personal Observation
- Working Experience
- personal interview

Secondary Data: Daraz Bangladesh's website was used to conduct an analysis and compile data regarding its features and offerings. In order to create a basis for comparison, the websites of the rival companies were also taken into account. A few online news stories and articles about online buying in general were looked up.

- Website
- Books
- Research & Articles
- Newspapers
- Journals

1.6 Limitations of the Study:

In carrying out this investigation, a number of issues arose. Hence, the study has a number of flaws. The restrictions include the following:

1. **Informational gaps:** There is little information accessible regarding their sellers' perceptions. The majority of the sellers were reluctant to offer information.
2. **Scope Restrictions:** For reasons of internal security, certain members of this department withheld some secret information. Digital data were also collected during a certain time period, and the statistics and data are subject to periodic change. Certain facts don't reflect their seller's true scenario because of the COVID-19 problem.

3. **Copyright Issue:** Important information and resources are heavily guarded by higher authorities.
4. **Lack of Knowledge:** Because although the area of my study is very broad, I am unable to conduct an analytical, thorough, or important investigation due to my lack of knowledge, experience, and expertise.
5. **Communication issues:** The cops were so busy with their regular duties that they scarcely had any time to talk to them.

CHAPTER: 2

COMPANY OVERVIEW

2.1 Background of the Organization:

Daraz came from an Urdu word that expresses the meaning of 'Drawer' that indicates the overall e-retail marketplace. Daraz confidentially started its business in Bangladesh as daraz.com.bd. In the middle of 2013, it came out the 4th net business website. However, besides Daraz, other businesses are operating such as OLX, clickbd, ekhanei.com and so on. There are now more than 20 ecommerce businesses that are operating besides Daraz. Daraz has an FB page which is verified and has 4 million followers. It is an ecommerce that urges to seek customers online. Daraz always keeps their eye on SEO and is recognized to be one of each internet marketplaces. So, when a customer searches about the largest online site on Google, Daraz appears to be the first one in the search engine. Daraz is the biggest marketplace in south Asian region in the online sector. In 2012, German Venture Capital started Daraz and happened to be the founder of this online business. Daraz operates its business in 5 south Asian countries that includes Pakistan, Nepal, Srilanka, Bangladesh and Myanmar. In 2018, the Chinese company named Alibaba has acquired Daraz and bought 100% of its shares. In Bangladesh Daraz is running its business as the market leader and is one of the only a few companies that does business of all type of products. Daraz.com.bd, a sort of online mall, is the platform that is bringing Bangladeshi consumers the newest domestic and foreign goods with the greatest rate of growth in 2015. Using the same e-commerce strategy as amazon.com, customers can select their desired products from a wide range of categories. Rocket Internet, a German investment firm, established Daraz in 2012. A brief era of 350–400% annual growth is experienced by Daraz. Daraz.com connects Sri Lanka, Pakistan, Nepal, and Myanmar in addition to Bangladesh. Pakistan's Daraz.com.pk website appears to be the most profitable of these nations. The largest Chinese e-commerce company, Alibaba Group, purchased Daraz Group in May 2018. Currently, Alibaba uses the same brand name for Daraz's business operations.

2.2 Mission:

Daraz is trying to acquire the entire purchaser base, and this is the mission of Daraz. Daraz provides so many good offerings frequently to accomplish this mission. Daraz

also provides products in the lowest possible price so that customers can buy something happily and that is why that tagline of Daraz is “Happy Shopping”.

2.3 Vision:

Daraz wants to capture the whole consumer base in the online sector.

2.4 Objectives:

In order to accomplish the mission and to fulfill the vision there has to be some objectives. Daraz also focuses on some goals to achieve efficiency, latent potential and to achieve those objectives. They are-

- ✓ Daraz is trying to flourish its business by closely working with the seller just to ensure a great online shopping experience for the customers.
- ✓ By providing quality products in the lowest possible price and delivering the products in the least possible time, Daraz wants to get a large market share in the online sector.
- ✓ To improve customer shopping experience Daraz is determined to increase its effectiveness and efficiency.
- ✓ Daraz also provides training to the seller so that they can operate efficiently and recruit talented people who will be devoted to the work of the organization just to accomplish the mission and to find and build valuable resources for the organization.
- ✓ Daraz is trying to build such an organization culture with the help of Alibaba when the employees will get the chance to grow and will contribute the organization's ROI. Daraz not only wants to grow, but also wants to set the market trend in the e-commerce sector of Bangladesh.

2.5 Goal:

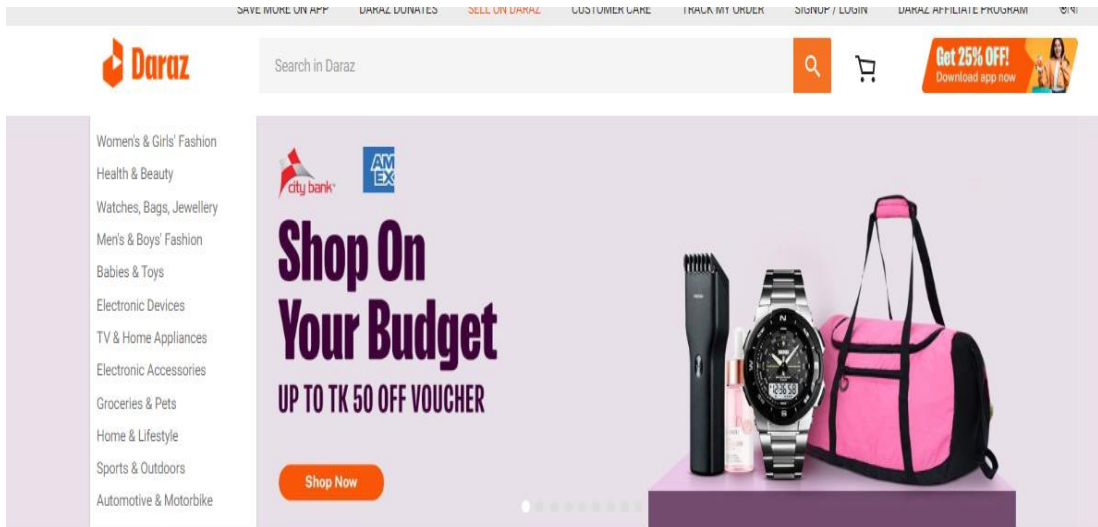
The goal of Daraz is to give the best quality product in the least possible time for the lowest possible price.

2.6 Business of Daraz:

Daraz is an intermediary for sellers and clients where the vendors are given the opportunity to exhibit their products and customers get the chance to get all at once. It is an internet B2B and B2C kind of offering and this business model seems to have taken a favorable perspective from the side of the customers. By adding more sellers to the website, Daraz is concentrated on further expanding its client variety even more. It is a location where the clients can readily find sellers 7 easily and choose from a wide selection of product choices. There are eleven wide categories of accessible at Daraz now. The categories are:

- Fashion products
- Phones & Tablets
- Sports & Travel
- TV, Audio & Camera
- Computing and Gaming
- Home & Living
- Baby, children, and Toys
- Beauty & Health
- Grocery shop

Initially the website focuses more on the fashion industry in the original phase as the primary issue was to create the consumers feel satisfied, authentic and reliable about purchasing with buying online fashion products. Gradually when the website was created and obtained reliability, the website attempted to capture each and every category. In the current age, individuals not only prefer buying products online, but also, they prefer services as well and Daraz Bangladesh has entered Tourism and Travel industry as a result of this upcoming trend. There will be a list of hotels, resorts and travel agencies in this category that will provide Daraz customers with the finest packages and deals.



Customers often get a lot of Daraz advertising deals to buy. But there are items when offers arrive occasionally, either once a year or at the end of the year. To take these offers clients order more additional units from the portal. Through using separate emails, Daraz can be ordered by a client in multiple ways. In order to provide the greatest purchasing experience, Daraz puts effort into giving the customers up dated and developed products. Leading brands like- Samsung, Panasonic, LG, Walton, Apple etc. are giving the full support to Daraz.com by giving the sales review.

2.7 Organization and Management of Daraz:

The journey of Daraz in Bangladesh began in 2005 and from the time the company is growing with its various departments. At present, 19 HUBS are being operated outside the Dhaka and some inside Dhaka there are offices that are operating to run the company in a more efficient way. Daraz welcomes sellers to be a part of it as they come in. Sellers are provided with training programs as they onboard in Daraz. Since the organization is growing day by day, the organogram is becoming more complex and crucial. The organizational view of Daraz Bangladesh is shown below with a diagram:



At the top of the diagram, we can see the post of MD. The current Managing Director of Daraz Bangladesh is Syed Mostahidal Haque. He is the person who represents the company in a whole.

Crucial Departments:

Every department with an organization is important depending upon the size and nature of the work. The departments operate in their own strategy to be successful from their point. The departments are filled with some talented bunch of people to carry out the operational activity in a more efficient manner. As Daraz is a Multinational Company in the industry of e commerce, each department's activity is planned and implemented according to their standard which is set from the Headquarter Alibaba. The crucial departments of Daraz are:

- Finance Department
- Account Department
- Marketing Department
- Human Resources Department
- Commercial Department
- Business Development Department
- Administration Department
- Sales Management Department

- Information Technology Department
- Department of Public Relation
- Onsite and Content Management Department
- Issue and Resolution Department
- Graphic Design Department
- Operations Department
- Customer Services Department
- Department of Category Management

Each of these above-mentioned departments has their sub departments. Each of the departments operational activities are carried out in a such manner which helps Daarz to be the best platform for online business in Bangladesh.

2.8 Commercial Department of Daraz:

Commercial department is consisting of the following sub-departments-

- Acquisition: The work of this department is to hire or acquire new sellers. After acquiring they send the new seller to PSC for account verification.
- Partner support center (PSC): This department's jobs are account verification, activating account, deactivating account, making seller's product live by sending product list to content management department, and providing support to the new sellers who have registered via online.
- Seller Support Unit (SSU): This department monitors sellers' activity in the seller center and making list of under-performing sellers and sends it to Vendor Excellence Dept. for further follow up so that these sellers can improve their performance.
- Vendor excellence (VE): The job of this department is to follow up the inactive sellers account, finding out the problems, and keeping the record of them. According to those records or findings, the VE department contacts to those sellers, tries to find out the reasons of the sellers for being inactive, telling them about their problems, advising them about how they can improve the amount of orders, provides necessary support to sellers and looks after their issues if there is any. After getting an issue from the seller the concerned VE personnel sends that issue to the concerned department according to the type of the issue. For example: If the issue

is about payment, then the VE personnel send that issue to the “Accounts Department”. There are several types of issues that are solved by different departments, but the work of a VE is just to send the issue to the concerned department. This department also provides training to the uneducated sellers who are basically new sellers or the seller who faces trouble to operate the seller center (Actual Platform). There are two types of training. Webinar- Online training. ii. Bootcamp- Offline training or physical training.

- Content management: This department checks the contents of the products submitted by seller for making live. If the contents are all okay, then this department makes the product live or visible and if the contents fail to meet minimum criteria, then they reject the product and shows the reason.
- Category management: As Daraz sells different categories of products, this department assigns a category manager for each of the categories. Each category manager looks after each category.
- Seller Engagement: This department interacts with seller and takes their valuable opinions to improve organization’s strategy and involves seller in organizational decision making.
- Regional Commercial: The head of regional commercial controls different hubs and offices within a particular region. For example, Dhaka City.

Job Description:

In the “Vendor Excellence” department there are several types of tasks an employee has to do. A list of inactive sellers comes every two weeks. These sellers are equally divided to each VE personnel. There are two types of inactive sellers in the list- one is new inactive sellers and the other is old inactive sellers. From this point the actual task begins-

- First, I have to find out the problems of the assigned sellers from the seller’s account and keep record of those.
- Secondly, I have to start pitching call to the sellers to find out why they are inactive and if there is any issue. If there is an issue then according to the type of the issue, I send it to the concerned department to solve it.
- Then giving sellers training who doesn’t understand all the functions of seller center.

- Motivating sellers to run his/her account actively.
- Suggesting the seller about how they can improve the numbers of their orders.
- Lastly, helping the sellers with their problem within my authority.
- Office timing is 9:30 AM to 6:30 PM.
- Job Specification: A candidate or an applicant for this job must have the following requirements-
 - Must have “Bachelor’s Degree” in any principle.
 - Must be skilled in ‘MS Office’.
 - Must have good communication and presentation skill.
 - Priority is given to applicants with experience.

2.9 Current situation of E commerce sector in Bangladesh:

Now it has grown up and with the assist of globalization and large internet access it has entered into Bangladesh as well. In the recent era we can see that there have been quite few E-commerce websites available in our country. Among them Daraz Bangladesh is one of the leading online platforms. Visibly we get to see a tremendous improvement of the company. Daraz is an online shopping marketplace where an individual can shop different things online such as electronics, fashion, home appliances, kid’s items and many more. There are basically twelve categories under each category the company has included subcategories. So basically, it’s a wide range of products and services as the consumer does not need to go for so many websites to get their desire products. They can both order and get their desired products by sitting at home without taking any hassle. Daraz Bangladesh provide various kind of facilities to their consumer beside the product/service itself such as free product return policy, welcome coupon, discount code, voucher and various payment options including cash on delivery, bKash, bank transaction, EMI facility. It allows customer to enjoy an awesome shopping experience getting the products/service directly to the doorstep.

1.1.2 Parent Company: About Rocket Internet: Rocket Internet GMBH is world’s one of the fastest growing startup venture capitalist companies in the world, where their slogan is “We build companies”. In 2007 this internet company was established in Berlin by three brothers: Marc, Oliver and Alexander Samwer. At the very beginning Rocket Internet introduced Daraz Bangladesh into this country and referred as a parent company of this online website.

The business model of this company is they create small to medium enterprise companies and want a percentage of share from those start-up companies. Rocket Internet is known as a venture capitalist company whose primary role is to be introducing and capitalizing new business. It intends to work outside the US and China. It has more than 30,000 employees over the world and comprises of more than 100 entities in 110 nations. The organization's fairly estimated worth in billion euros was roughly on 8th April in 2015. It has some of the most popular ventures like Group on, eBay, Facebook, LinkedIn, Zynga and so forth. Rocket has divided its activities in three different groups such as- APICIG (Asia Pacific Internet Group), AIG (African Internet Group), Middle East Internet Group. Among this three-business zone Rocket's most favorable and popular business zone is Africa. (Ahmed, 2016) Asia Pacific Internet Group has tried hard and soul to make Daraz and it started its operation step by step in three nations such as- Bangladesh, Pakistan & Myanmar. First of all, Daraz started its journey in Pakistan and became very popular online platform within a very short period of time. After that they want to expand their windows in Nepal and Sri Lanka. Rocket has a multinational social in 120 nations with more than 25,000 representatives. (Ahmed, 2016)

2.10 Online based business in Bangladesh:

Bangladesh is one of the quickest developing business sectors of Rocket. In most recent 2 years Rocket propelled 6 ventures including Daraz Bangladesh. There are a lot of ventures of Rocket Internet in Bangladesh which has been given below-

- Kaymu- Online Shop
- Foodpanda- Online Food Store
- Carmudi- Online Car Store
- Lamudi- Online Real State
- Jovago- Online Hotel Booking
- Everjobs- Online Job Site

About Alibaba Company: On the month of May 2018 Daraz Bangladesh has been fully acquired by Alibaba Group. Alibaba Group was founded in 1999 by 18 people led by Jack Ma who was a former English teacher from Hangzhou, China. The founders started the company to champion small business, in the belief that the Internet would level the

playing field by enabling small enterprises to take advantage of new innovation and technology to grow and compete more effectively in the domestic and global economics. Daraz has been operating its business in 5 countries of Asia subcontinent which are- Pakistan, Nepal, Sri Lanka and Myanmar. The operations will continue under the “Daraz” brand name. Daraz will be able to exceed Alibaba’s leadership and experience in technology, online commerce, mobile payment and logistics to drive further growth in the South Asian markets that have a combined population of over 460 million. (Hossain Ovi, 2018) About Daraz: In 2013 Daraz Bangladesh has started operations in Bangladesh. It is rapidly growing and strengthening number one position in all the markets. Daraz Bangladesh is excited to bring innovative internet concepts to the fast-developing Bangladeshi market. Now Daraz is expanding its activities in Bangladesh. As Bangladesh has emerged slowly in this sector with lots of dazzling vision to make the country digital so there is a high chance that Ecommerce sector will grow up easily and capture the whole office market. This place is appropriate to use available resources in a proper way. The world is making headway in any case; Bangladesh is also acknowledging this situation based on what they are doing. The correspondence of today has ended extremely fast because of the enormous change in the internet, which makes the company more competitive. In addition, “online business” has developed in the light of the limitless expansion that has been offered by the web to another portion. Online business is extremely well known for over 10 years; it is not an exceptionally new fragment worldwide. It was just the start of e-commerce in the past and it has now spread all over the world. Nevertheless, it has now been created and it has also reached our nation with the help of globalization. Daraz is an online shopping center where people can shop the electronic things, men-women and kid’s fashion, home & lifestyle products, several appliances, computer products, beauty & health, sports and fitness and many more in Bangladesh and have them delivered directly to their house and office whenever the time is right. Daraz offers free returns and various repayment plans including down payment. Daraz offers its customers an opportunity to motivate an amazing shopping experience to its customers which has been sent on their request to their doorstep with a competitive cost. They are persistently stretching out their range of items continually extending their item range that temporize the latest gadgets, fashion and styles. (Imtiaz, 2016; Ahmed, 2016) Bangladesh consolidates a huge person who drag in an awfully ton of supporters for supplying their staffs.

CHAPTER:3

JOB RESPONSIBILITY

3.1 Description of the Job and Responsibility:

Like, commercial department of Daraz Bangladesh the main work of commercial department is to acquire the new seller as well as the importer along with dealers. They provide both basic and advance training to seller and give them the briefing about Daraz selling process and its seller center. Moreover, commercial department divided into two different groups Acquisition and Key Account Manager (KAM). Acquisition group acquire different seller under different category and control their seller center. Likewise, key account manager handles those sellers for further nursing. Among two of those group I am in the Acquisition department and my responsibility is to handle the seller, approach different seller or shop manager or market manager and offer them to do business in our marketplace. Furthermore, I have assigned to train up the seller and manage their seller center. As it is the core department and therefore the task, I had to do was very much important and had to maintain with great care

3.2 Different Aspect of the Job and Observation:

The commercial department mainly manage all Daraz seller and its vendors to meet their ultimate sales target and meet their annual target. There are two groups which are Acquisition and Key account manager manage the entire responsible job and different issues jointly. Those are written below-

- Acquisition of new seller
- Open account of new seller
- Verify process of seller account
- Maintain of seller account
- Join seller in upcoming campaign
- Resolve seller problem I have no target in the 1st month as I have joined on 10th October 2018.

The 1st month was my training period to know how a new seller can be acquired by me. In the following month my supervisor has set up a target which I have always tried to fulfil. Acquisition of new seller: My 1st job is to acquire new seller in every month based on my target. I have to visit different market and have to collect different merchants contact information who are willing to do business through online. The main

procedure starts after seller acquisition. Open account of new seller: I need some prerequisite information for creating an account which have to input in the system panel. There are two types for creating account such as – 1. Individual 2. Corporate • If the seller provides me his/her personal national identity card, bank cheque book leaf image (same as nid name), one email address, phone number and warehouse address then it is possible to create account in Individual type. But if the seller provides me trade license, bank cheque book leaf image (same as trade license name), one email address phone number and warehouse address then it is possible to create account in Corporate type. • I have to open two account one is merchant account and another one is customer account. For both account information (email address and phone number) must be same.

Verify process of seller account:

After creating accounts there is a department called seller support unit (SSU), whose responsibility is to check all the provided documents. Then they call the merchant. If there is a mistake, then they told the merchant to rectify it. If there is no problem, then they told them for ordering packaging material through their customer account. When the packaging material has been shipped then I knock that particular department in our official communication apps (dingtalk) for verifying the account.

Maintain of seller account:

After that I upload some products in the seller account and knock another department called as Quality Control department. They check all the uploaded product and make them visible in our website. Then I provide a training to the merchant so that he/she can control the account fully. I teach them how they can upload new product with detailed information including price and stock and how they can update stock or price of the product.

Join seller in upcoming campaign:

In every month we will launch new campaign so that merchant can sold a lot of products. Every campaign there are some requirements such as merchant have to keep minimum 20 stocks of each product or have to provide some discount in their best products. My job here is to inform all of my merchants about the upcoming campaign and prepare themselves so that they can join their best products in the minimum price. I have to make sure that each seller has to keep maximum stock of products because as they are joining in the campaign, there will be a lot of orders in the campaign time.

Resolve seller problem:

Sometimes merchants face some problems during the run of the business mostly with return issue of the product. On that case I have to solve that particular problem. Daraz has a policy regarding return of the product which is- After receiving a particular product a customer can return the product within 7days. When customer will return the product, we will knock seller to receive the product. Sellers have to receive the product at any cost. If he/she finds that product has been damaged then he can claim in the seller center and we will refund him the money through analyzing the situation. So, I have to consult with different department such as- Operation & Claim department regarding this issue.

CHAPTER:4

ANALYSIS PART

4.1 Responsibilities & Activities:

Daraz has been consisted with various sorts of division and various divisions have diversified responsibility and activities. As I have completed my internship under the department of commercial in order to get significant data and accomplish my target prerequisite that's why I have talked with distinctive people to know all the process and based on that findings I have prepared my report.

4.2 Internal Process of Vendor Acquisition:

The procurement of vendors is the primary requirement for running the business procedure in Daraz commercial center and usually the principal technique for commencing trade with Daraz. Normally we contact with the sourcing sellers and importers, take an appointment for meeting and give them a snap idea about Daraz and how they can get advantage. Be that as it may, an immense change occurs with entire procurement process as Alibaba group completely acquired the Daraz. We convinced some of probable vendors to do business with Daraz in the old process. When they gave consent to us that they wanted to join with us after that we opened the seller center in our admin portal, took their bank cheque book, write down the percentage of commission and administrated the business activity. In conclusion, we keep up the best possible relationship with them and give each update and also gather recommendation. Whereas this new procedure becomes more structured and safer when Alibaba completely procured Daraz Bangladesh. Right now, we send a formal letter of business proposal and fixed a conference with the specific organization or brand. Then, we prepare a deed of agreement between Daraz Bangladesh and the other party if they give mutual consent to do business with us. After that making that we take necessary information from them and put it on our admin panel for creating seller center account.

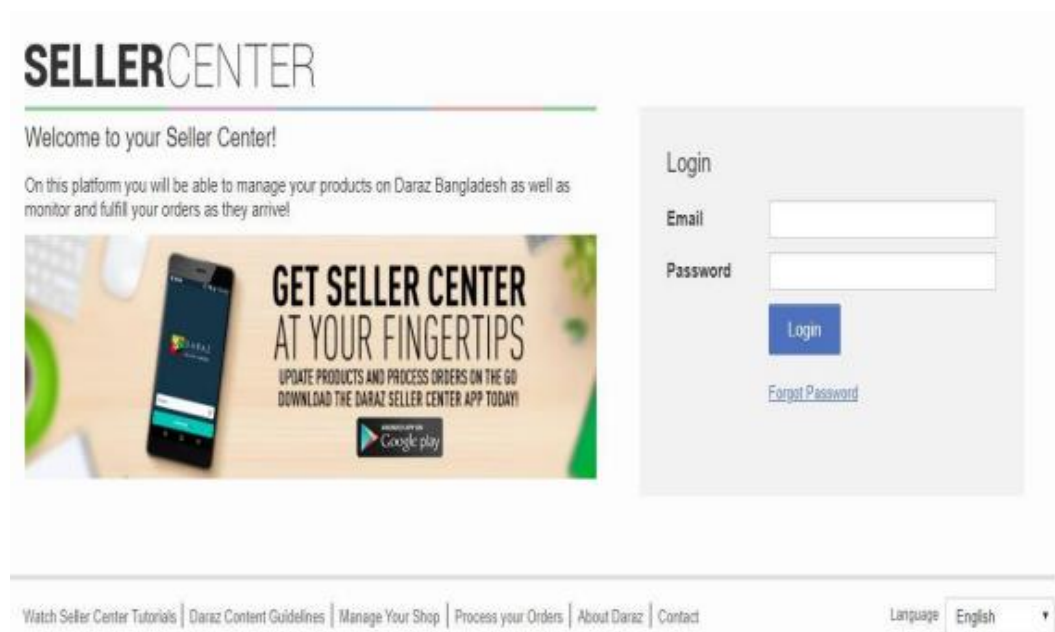
4.3 Daraz Bangladesh Admin Seller Center:

The main operation portal is admin seller center which is used by Daraz seller as well as the Daraz employees. Vendor can easily identify about their live products along with QC pending products, get idea about the order status of the product whether it has been

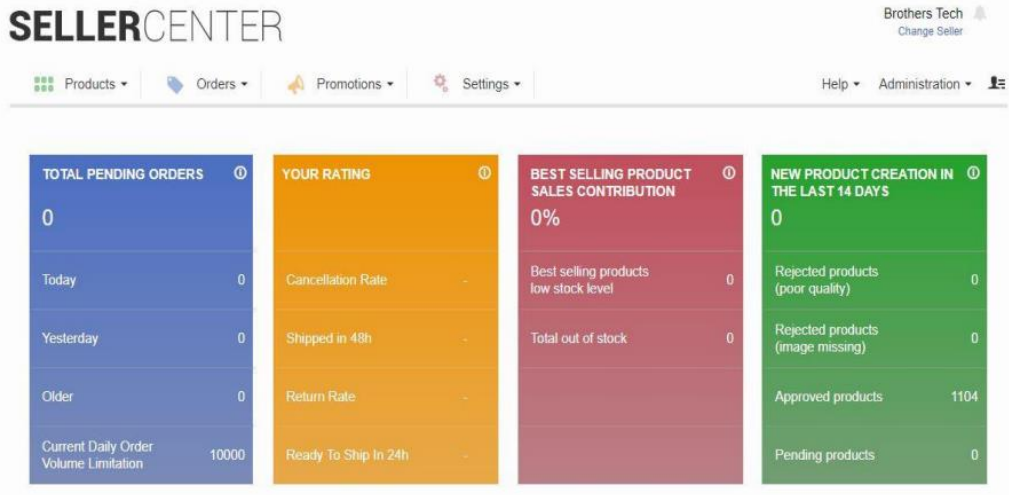
delivered to the customer or not, know about their paid balance also not paid amount, upcoming campaign news and many more through this center.

Daraz begun their activities in 2012 and launched their 1st admin portal in 2014 and they have used this portal till 2018 (April) but when Alibaba fully acquired Daraz, the admin portal has been completely changed and they have launched the “5th Generation Seller Center Portal” which is very much systematic, and no one utilized that much specialized seller center till now.

➤ **Review of Old Seller Center:**



This is the front view of old admin portal of Daraz, where we need to input the login id which is seller’s email address and password for entering into the account. Every vendor and employees ought to be allowed to enter in the seller center for monitoring all the stuffs.



This is the inner dashboard of the individual merchant that signifies different seller situation, ratings as well as the vendor's status.

Add New Product

Filters: All | Online(124) | Draft(0) | Pending OC(0) | Out Of Stock(0) | Inactive(16) | Suspended(0) | Deleted(15)

Explanation
The product which is buyer can see and stock > 0 will appear in online tab.

Search fields: Category, Product ID, Product Name, Seller SKU, Shop SKU. Search button.

Selected: 0. Buttons: Inactivate, Batch Delete. Product/SKU toggle.

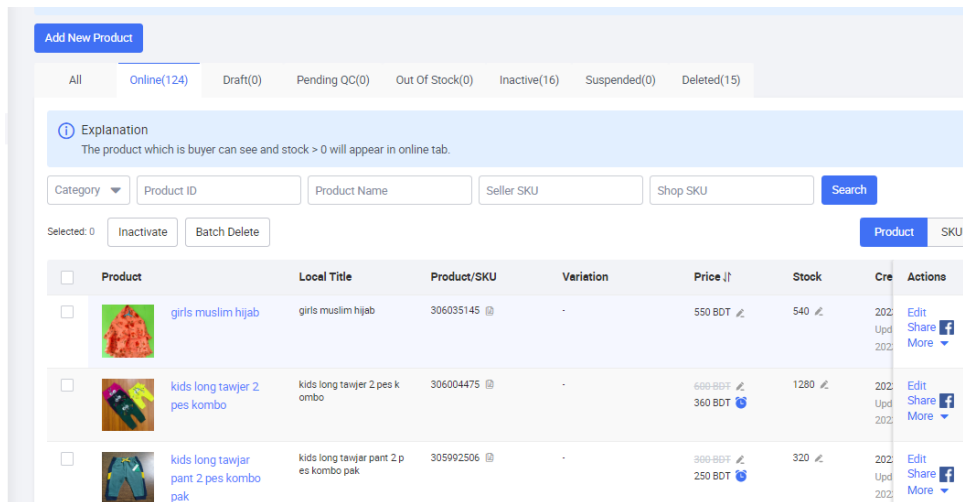
Product	Local Title	Product/SKU	Variation	Price (₹)	Stock	Created (j)	Actions
	giris muslim hijab	306035145	-	550 BDT	540	2023-03-26 23:33:40 Updated: 2023-03-26 23:33:40	Edit, Share, More
	kids long tawjir 2 pes kombo	306004475	-	650 BDT 360 BDT	1280	2023-03-26 17:53:35 Updated: 2023-03-26 17:53:35	Edit, Share, More
	kids long tawjir part 2 pes kombo pak	305992506	-	305 BDT 250 BDT	320	2023-03-26 17:18:03 Updated: 2023-03-26 17:18:03	Edit, Share, More
	Tissue Box bedding office deyring use	305218065	-	4,880 BDT 1,350 BDT	120	2023-03-22 22:54:34 Updated: 2023-03-22 22:54:34	Edit, Share, More
	Boys shirt short hats	304467942	-	400 BDT	191	2023-03-19 19:42:36	Edit

It is the product tab of seller center where merchant can identify which product has been already live in the website along with price and stock. The order tab helps to identify the status of the product of the seller.

➤ **Review of New Seller Center:**

This seller center is the 5th generation software system that has not been used until now by any other e-commerce website. This portal automatically understands different system error because it is more sophisticated rather than the ancient version.

This is an integrated portal that is used in five countries by Daraz group over Asia which are- Pakistan, Bangladesh, Myanmar, Nepal and Srilanka.



This is the individual seller's inner dashboard center from which they can find about position of various merchant, reviews as well as merchant status. The main difference between the old internal dashboard and new internal dashboard is helps to identify the cancellation rate, quality return rate of every seller and also give idea about how first sellers drop their products to Daraz. It also presents a graphical presentation of last 30days revenue, upcoming available campaign, customer messages and instant chat option. It is the inner board of the admin portal where they can see the details of product and order also what sort of advancement will be run in future. Vendor can easily post their contents, update stock or price of these products, create their own promotion by using different promotional tools and join in any kind of promotion.

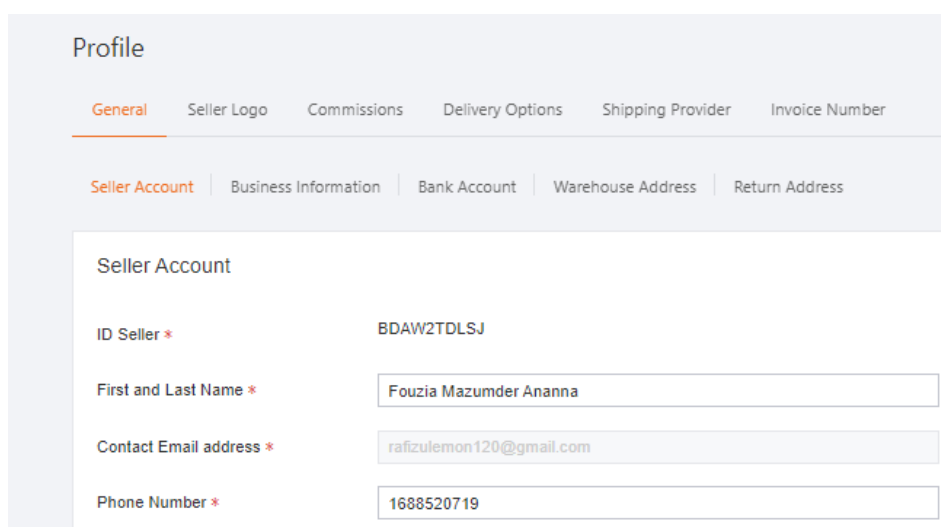
4.4 Main Changes of Seller Center:

The main changes of seller center which are given below-

- Option of switching seller
- New tab of promotion (Seller picks, Free shipping, Create voucher & bundle)
- New option of chat (Instant messaging)
- Option of weekly and monthly new campaign
- Option for building the store
- New tab of finance

4.5 Daraz Commission Structure:

Daraz Bangladesh give an extraordinary stage and commercial center for the seller for improving their sales and gaining profit from them. Beside they supply free packaging materials to their merchants and boost seller's product without free of cost. Daraz gives money after 15days of delivery of the product and charge a fixed commission which differs from item to item. It was possible to set the commission rate manually and it was variable 31 within the period of Rocket Internet. As Alibaba group fully acquired Daraz Bangladesh, they established the new mechanized commission system, which cannot set manually and settled in the seller center framework.



The screenshot displays the 'Profile' section of a seller's account. It features a navigation menu with tabs for 'General', 'Seller Logo', 'Commissions', 'Delivery Options', 'Shipping Provider', and 'Invoice Number'. Below this, there is a sub-menu with 'Seller Account' (highlighted), 'Business Information', 'Bank Account', 'Warehouse Address', and 'Return Address'. The 'Seller Account' section contains the following details:

Seller Account	
ID Seller *	BDAW2TDLSJ
First and Last Name *	Fouzia Mazumder Ananna
Contact Email address *	rafizulemon120@gmail.com
Phone Number *	1688520719

4.6 About Alilang Software:

This is the foreground of the Alilang program. This is a program which is utilized by the entire Alibaba group and the center modern presented stage which is utilized by Daraz Bangladesh. In addition, we have associated with Alibaba's intranet and got permission to enter into the administration of Daraz Bangladesh.



4.7 Advantages and Disadvantages of New Seller Center:

There are both some advantage and disadvantage of Daraz new seller center when Alibaba fully acquired Daraz Bangladesh. Some of them are given below advantages:

Advantages:

- The new promotion tab brings some new instruments such as seller can control and create their own deals, bundles and vouchers.
- The new campaign dashboard is able to visible the upcoming promotions and campaigns which appears in the seller center deliberately.
- Finance tab gives a clear picture of how many amounts have been paid already and how many amounts will be paid in future.
- New chat option helps seller to build a relationship with customers providing all their inquiries.
- The new store builder option gives access to seller by which they can decorate their shop using their logo and banner that will be exhibited in the site.

Disadvantages:

- The admin panel of new seller center will not give the access of switching another seller account. All administrators can easily switch the account of seller in the former seller center however they want authorization to login into the account when new admin portal arrived.

- Alibaba has altered the whole procedure of product uploading. It's a bulk uploading method in the old system that we can upload the image via CSV, but presently we need to post this gradually by giving all the details.

4.8 Seller Scorecard Policy:

The scorecard is a way through which Daraz views sellers' performance and helps them improve it accordingly to provide a better customer experience.

The seller scorecard monitors the following factors to ensure optimal operational performance:

- Out of Stock Rate
- Quality Return Rate
- Processing Time
- Instant Messaging Response Rate

Sellers receive their DOL (Number of orders that they can receive in one day) and POL (Number of pending orders they can keep in a day) depending on their performance.

If they perform better, their DOL/POL is increased by 50% of their current DOL/POL. (**Exp-10+(10*50%) = 15 order limit**) If they perform poorly, their DOL/POL decreases by 10% of their maximum orders at any day within the last 15 days. (**Exp-10-(10*10%) = 9**)

4.9 D-mart Seller:

Eligibility or Criteria:

1. There are no options for the normal seller to become a D-mart seller
2. KAM and Acquisition will approach sellers based on performance (If he is an old seller) and approach brands based on our requirements.
3. Areas of Dmart- Currently Dhaka, and Chittagong
4. Commission Of Dmart -For FBD sellers it's the same as Daraz normal commission

4.10 Work environment:

People of our country want modern workplaces in lightweight of nonattendance of progression that offered by this creative world. A gigantic portion of the Bangladeshi individuals does not have the haziest idea about using the net, which is improving into a check for the web promoters. Government of Asian countries are trying to offer net for the duration of the country, which is able to have interaction the advancement of web business trade of Asian country. From the earliest start line, web business zone is blasting on a daily basis, and it expands its wings bit by bit. In late September 2013, Daraz was moved and its revamping into the Asian nation's first web outlet. Here, in Asian country, individuals basically considered the scheme of action by Amazon arrange of action where buyers can meet vendors and can make a give-take relationship. Daraz revealed operation system of Amazon in Asian nation. Daraz tries through Rocket Internet GMBH in Asian nation. They try to replicate their technique for making market and require some persuasive net meanders for developing the organization. Daraz Bangladesh Limited is totally focusing on B2C model that no other online business will not be able to hypnotize in Bangladesh. It began a fresh out of the box new period in the e-commerce industry of Asian country. This site could be a marketplace wherever consumers and sellers meet. This site provides larger choice of product to its customers. Everything is offered on Daraz website from Fashion to General merchandising.

4.11 Customer perception:

Clients can pick their preferred items without any bother and the products will be shipped both inside and outside Dhaka within a couple of days. Daraz has divided their product lines under two primary sections such as- Fashion and General Merchandising (GM). (Ahmed, 2016) Customers will realize fascinating products underneath the subsequent categories:

1. Electronic Devices
2. Electronic Accessories
3. TV & Home Appliances

4. Health & Beauty
5. Babies & toys
6. Groceries & Pets
7. Home & Lifestyle
8. Women's Fashion
9. Men's Fashion
10. Watches & Accessories
11. Sports & Outdoor
12. Automotive & Motorbikes.

Daraz is consistently changing its product offerings and services as per client necessity. Daraz offers COD system, Bkash payment, debit or credit card payment to the customers and recently they are providing installment facility to customer so that customers can purchase more and more products from Daraz. They also provide cashback both Bkash and card payment. Daraz also provide 7days return policy to customers where they can return product and get back money based on some conditions. (Ahmed, 2016) Though Daraz introduced its operation in Bangladesh back in August 2014 but officially started in February 2015. Currently it is the number one online website shopping facility provider for Bangladeshi customers. At past people are not habituated about online shopping in Bangladesh. As they have very less knowledge about online shopping, they do not feel comfortable while purchasing products through online. Daraz Bangladesh and other online websites is now analyzing one thing which is- consumer buying behavior. They get to understand however simple and suitable online searching will become. In that situation it can be said that Daraz has shown us how actually an online business can work. Currently no other e-commerce company in Bangladesh is not working on both B2C and B2B model which is only done by Daraz Bangladesh.

4.12 Payment Recognition:

My work began with collection and payment recognition. I had a tight working relationship with the collection team throughout the first month of the internship and learned how they recognized payments. There are three possible ways to get payment.

1. Cash Collecting from Own Fleet
2. Collection of Prepayment
3. Third Party Collection

Most Bangladeshis choose to pay with cash for the first half of the payment process. I've seen that roughly 60% of payments are made in cash. This shows that consumers in Bangladesh are still hesitant to make advance payments before obtaining their purchases online. There is another justification for preferring cash collection over the previous statement. Being a nation that is still evolving, Bangladeshis are still incredibly dependent on foreign currency. In Bangladesh's rural areas, access to payment services is still quite uncommon. Despite the fact that services like Bkash and Nagad are quite popular in Bangladesh, their usability in conducting transactions is still very low. For instance, the majority of users pay money from one sender to another via Bkash (Report, 2020). But, they are not paying for their goods or making online payments via the system. This shows that the economy is still not prepared to adopt e-currency as a regular form of payment. According to data from Bkash, only 15% of all transactions (Report, 2020) are utilized for digital payments; the remaining 85% are solely used for transfers.

CHAPTER:5

CONCLUSION & RECOMMENDATION

5.1 Findings:

1. **Responsibilities & Activities:** Seller's responsibilities and activities not all sellers accept easily. This makes the acquisition process difficult to understand for many sellers.
2. **Vendor Acquisition:** Daraz has some problems with their operation process. To source more sellers sometimes they don't judge the seller's capability whether they are capable enough to business with Daraz or cope up with the process.
3. **Admin Seller Center:** Many times, the sellers are not able to successfully complete the sign up process in the admin panel.
4. **Changes of Seller Center:** Many times, sellers face problems in account verification and product uploading from the Seller Center due to system issues.
5. **Commission Structure:** Commissions are calculated as a percentage of the listed price including all applicable taxes. So that it can be seen that the profit of the sellers is less than the offline market.
6. **Alilang Software:** The management of the rest of Daraz's software has been disrupted due to network problems with Aliliang software.
7. **E commerce sector in Bangladesh:** Here are common challenges that new e-commerce businesses face.
 - Finding The Right Niche. The biggest and most common challenge faced by new e-commerce businesses is finding the right niche.
 - Finding The Right Products.
 - Sourcing The Products.
 - Targeting A Relevant Audience.
 - Increasing Store Visits.
 - Cart Abandonment

Customer perceptions:

- Lack of significant discounts in online shops. ...
- Lack of touch and feel of merchandise in online shopping. ...
- Lack of interactivity in online shopping. ...
- Lack of shopping experience. ...
- Lack of close examination in online shopping. ...
- Frauds in online shopping.

5.2 Recommendations:

It is very crucial for companies to exceed other companies and also set a benchmark, which is not easily affected by any other ventures in this competitive market. Daraz is an extraordinary web-based business site, and it can turn out to be much greater and better. Though there are some obstacles which have been faced by Daraz but they need to change a few of their strategies to overcome those obstacles. A portion of the obstructions which hampers the development and supportability of Daraz and the suggested arrangements are given below-

1. Above all they have to guarantee the quality of the product that they are giving to their clients. Though they have a small percentage of vendors but if they maintain the quality of the product at that point, customers will order products from them continuously and won't be able to change to other online business locals at their own will. So, the item offerings and deals have to have good quality which will be matched with their company goal.
2. As the company is growing day by day dynamic opportunity has already come and gone for them to establish a dynamic logistical support and excellent personal delivery team for confirming delivery on time. The main reason clients buy anything through online to get rid from the traffic jam. If that object is not served completely, it gets useless for customer to purchase anything from Daraz.
3. If customers will get instant solution after prosecuting and giving back wrong items and the faults will be solved effectively then there may be a strong possibility that they will purchase from them again. In particular they will contemplate that company concerns a lot about their problems and gives value to satisfy their demand. But most of the cases customers do not get any prompt solution after claiming any issue which is hampering company's reputation.
4. Another thing they have to remember is the price of the product which must be competitive enough to attract customers for buying items from them. In case the price of the product is huge, there must be a substantial reason of it such as- high quality item or unique product can charge maximum rate than other profitable web-based business.
5. Sometimes it is very tough to understand how to convince new merchant. To solve this problem, they should conduct a training program so that new employee can

understand all the things easily. They need to maintain an ordinary system and focus more advancement on this segment.

6. Daraz needs to motivate their employees to reduce the turnover rate as scope of promotion is very much low.
7. They must invest additional cash in the sector of publicity and advertising so that people can get a way to connect with them. At the moment they focus exclusively on internet advertising because their maximum customers are online based. But they should go beyond it to get maximum exposure.
8. As Alibaba company fully acquired Daraz that's why Daraz Bangladesh is a sister concern of Alibaba group. That is why the month to month or yearly objective is fixed by an organization abroad which frequently makes issue as they do not have the best possible market information of online market. To avoid this problem the target should be set by the domestic administration.

5.3 Conclusion:

Daraz Bangladesh have observed distinctive progress in the online sector of Bangladeshi. It contains a gigantic opportunity has a huge opportunity to extend and cover the most extreme part of the online market in Bangladesh. They will search for modern opportunities in the untapped market and expand their activities in tapped market. This is the exact time to enter into the market and become a leading player in the market. Now Daraz is preparing itself to expand its business outside Dhaka as well as they are also focusing on inside Dhaka city. There are 28 drop stations and 6 commercial hubs inside Dhaka so that seller can drop their product according to their convenient place till now. At present Daraz has 33 regional hubs in different districts outside Dhaka. Their mission is they want to establish regional hubs in 64 districts to capture whole Bangladesh in 2020. That will help to improve rural thinking about marketing and technology. As well as people in rural areas will understand the idea about online shopping which will enhance their skills regarding online browsing and digital marketing. Daraz Bangladesh is one of the best trade stage and commercial center which gives an opportunity for all online clients those who love to do shopping through online. As the potential customers of online market is increasing day by day, Daraz have to provide the best quality service to its client so that when a better alternative will knock at customer's door, they won't be able to switch customer from Daraz. So, the opportunity has already come and gone for them to upgrade the administration contributions and make a dependable client base. The greatest deal day 11.11 was propelled by Daraz Bangladesh and accomplished colossal victory from this market and gave individuals modern offers and items. It is a blasting area in Bangladesh, and I personally believe that Daraz Bangladesh will hit at the summit of online business pinnacle very soon.

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