

# Uttara University

Internship report on Operational Activities of Alesha Mart  
Limited

**Submitted To**  
**Farhana Mitu**  
**Assistant Professor**  
**Department of Business Administration**  
**Uttara University**

**Submitted By**  
**Md Saifur Rahman**  
**ID: 2211061016**  
**MBA**  
**Department of Business Administration**  
**Uttara University**

**Submission Date: 22 December 2021**

## Letter of Transmittal

Date: 22 December 2021

To  
Farhana Mitu  
Assistant Professor  
Department of Business Administration  
Uttara University

Subject: Submission of Internship Report on, “Operational activities of Alesha Mart limited.”

Dear Sir,

I am a grateful to you for the submission of the report on Operational activity of Alesha Mart limited” that in the completion of the requirement for internship. This is an excellent opportunity for me to acquaint more closely with the organization and staff. During the period of internship, I have obtained more practical knowledge, experience, and skill. I have tried my level best to express my ideas, findings, as accurately as I could within the time and resources constrains.

I hope this report will attract your kind appreciation.

Sincerely Yours.  
MD Saifur Rahman  
ID: 2211061016  
Batch: 54<sup>rd</sup>  
Program: MBA  
Department of Business Administration,

## Declaration of the Student

I do hereby declare that internship report namely “**Operational activities of Alesha Mart LTD.**” is carried out by me and the report has not been submitted for the purpose of any other degree.

The work that is submitted by me does not any company existing copyright and any part of the report is not copied from any work done earlier for a degree or otherwise.

I also declare that this research is original and prepared for academic purpose.

.....

**MD Saifur Rahman**

ID: 2211061016

Batch: 54<sup>th</sup>

Program: MBA

Department of Business Administration

## Supervisor Declaration

This is to certify that internship report on **Operational activities of Alesha Mart limited.** Submitted **MD Saifur Rahman**, Batch: 54<sup>rd</sup> ID: 2211061016 for partial fulfillment of the requirement for the degree of MBA Uttara University.

The report has been completed under my direct guideline and supervision. I recommended the report for consideration of the internship committee.

.....

**Farhana Mitu**

Assistant Professor

Department of Business Administration

Uttara University

## Acknowledgement

I have taken efforts in this report. However, it would not be possible without the kind support of the organization and many individuals who provided information regarding this report.

On the other hand, I am highly indebted to Redwan Rezvi, Head of Strategic Planning & Resources, Logistic. Alesha Mart Ltd.

I would like to express my gratitude towards all the employees and customers associated with e-commerce who participated in the survey and made this project a success.

Finally, and most importantly, I would like to thank my teacher, Farhan Mitu, Assistant Professor, Department of Business Administration, Uttara University for giving me an opportunity to do a project on such a great topic and for approving my selected area of research.

Thank You,

# Table of content

## Contents

|                                                                          |      |
|--------------------------------------------------------------------------|------|
| Internship report on Operational Activities of Alesha Mart Limited ..... | i    |
| Letter of Transmittal .....                                              | ii   |
| Declaration of the Student.....                                          | iii  |
| Supervisor Declaration.....                                              | iv   |
| Acknowledgement .....                                                    | v    |
| Executive Summary.....                                                   | viii |
| Introduction .....                                                       | 1    |
| Background of the study.....                                             | 1    |
| Objectives .....                                                         | 3    |
| Broad Objectives:.....                                                   | 3    |
| Specific Objectives .....                                                | 3    |
| Scope of the Study .....                                                 | 3    |
| Limitations of the Study.....                                            | 3    |
| Chapter 2.....                                                           | 4    |
| Organizational Overview.....                                             | 5    |
| Mission .....                                                            | 6    |
| Vision.....                                                              | 7    |
| Goal .....                                                               | 7    |
| Chapter 3.....                                                           | 8    |
| Methodology:.....                                                        | 9    |
| Primary sources.....                                                     | 9    |
| Secondary sources: .....                                                 | 9    |
| Data Processing and Presentation: .....                                  | 9    |
| Chapter 4.....                                                           | 10   |
| Objective 1 .....                                                        | 11   |
| Operational strategy of Alesha Mart Ltd. ....                            | 11   |
| Order management process of E-commerce in Bangladesh: .....              | 12   |
| Order management Process of Aleshamart: .....                            | 13   |
| Objective 2 .....                                                        | 14   |

|                                                              |    |
|--------------------------------------------------------------|----|
| Promotional activities that Alesha Mart Ltd. ....            | 14 |
| Digital Marketing in E-commerce .....                        | 14 |
| Advantages that Digital Marketing brings to E-commerce:..... | 15 |
| Marketing Strategy of Alesha Mart: .....                     | 15 |
| Offline Marketing of Aleshamart .....                        | 16 |
| Objective 3 .....                                            | 17 |
| Delivery system of Alesha mart ltd. ....                     | 17 |
| Factors to Consider with Ecommerce Shipping .....            | 17 |
| 1. Reliability.....                                          | 18 |
| 3. Cost .....                                                | 18 |
| Using Automation to Determine How to Ship Products .....     | 18 |
| 1. In House Order Fulfillment.....                           | 19 |
| 2. Drop shipping .....                                       | 20 |
| Chapter 5.....                                               | 21 |
| Findings .....                                               | 22 |
| Summary of the Findings: .....                               | 22 |
| Limitations of Findings: .....                               | 22 |
| Recommendations .....                                        | 23 |
| Conclusions .....                                            | 24 |
| Internship Experience .....                                  | 25 |

## Executive Summary

In this age of internet and digitalized systems, human lives relying mostly on the internet. Almost every service solutions are present on online now. E-commerce sector started to grow in Bangladesh since 2021, rapidly it became very popular among the people of Bangladesh. Most of the sites follow the E-bay model, where these websites work as a bridge between the buyers and customers.

These are actually online market places where there are different online shops, e-stores. People usually browse these websites just like an actual marketplace to choose their desired product and buy from them. E-commerce sites work in exchange of the commission model on each and every successful delivery of product. They become a service provider on behalf of every seller no matter the provider has physical shop or not. People from all over Bangladesh who have access to internet can enjoy this facility of online shopping and do payment via cash on delivery or other methods of online payments. One just has to do is place an order on the websites, the delivery service man would bring the product to their home/office's door step. Now the delivery system is being faster than before and customer complaint has decreased in good numbers. E-commerce Company also provide the sellers with the facility of free advertisement of their products through social media, newsletter and Google search engine optimization (SEO). Alesha Mart have acquired a huge amount of seller as well. As the buyer can find almost anything on these places, these have a large customer base.

Here In this report I have tried to mention and state the overall e-commerce business model of Alesha Mart and the impact of efficient supply chain and digital marketing of the company



## Introduction

### Background of the study

Electronic commerce is known as e-commerce and it consists of the buying and selling of products or services over electronic systems such as the internet and other digital networks. E-commerce is rapidly growing very fast example of globalization over the time. The rapid expansion of internet and this e-commerce sector is a big opportunity for local entrepreneurs of developing countries including Bangladesh. Business is conducted in this way, spurring and drawing on innovations in electronic fund transfer, supply chain management, Digital marketing, and online transactions of money, electronic data interchange, automated inventory management systems and automated data collection systems. Right at this moment Modern electronic commerce generally using the World Wide Web at least at some point in the transaction's life cycle, although it can encompass a wider range of technologies such as e-mail as well. Bangladesh has also stepped into the arena of e-commerce slowly but surely. 10- 15 years back nobody was aware of doing business such a way and never thought of E-commerce will be popular like now-a-days. This work focuses on the overall e-commerce websites and business to consumer category of Bangladesh (B2C) also recently focuses on business to business category of Bangladesh (B2B).

Current situation of e-commerce in Bangladesh:

E-commerce refers to any commercial transaction that happens through electronic media.

There are 6

Types of e-commerce:

- ☐ Business to business (B2B)
- ☐ Business to consumer (B2C)
- ☐ Consumer to Consumer (C2C)
- ☐ Consumer to Business (C2B)
- ☐ Business to Administration (B2A)
- ☐ Consumer to Administration (C2A)

In these report, we will be discussing first three types of e-commerce. Specially, B2C business Model. Because these are commonly practiced in Bangladesh. Every year the growth rate of e-Commerce in Bangladesh is growing. According to a report published in The Daily Observer,

Bangladesh e-commerce recorded a great development of around 67 per cent in the initial quarter of 2016. Every year the internet users are also increasing in Bangladesh. When more people will have access to internet, they will access the sites more. Below I am sharing the BTRC report of 2016

| <b>Operator</b>        | <b>Subscriber</b>                     |
|------------------------|---------------------------------------|
| <b>Mobile Internet</b> | <b>55.512</b>                         |
| <b>WiMAX</b>           | <b>0.136</b>                          |
| <b>ISP+PSTN</b>        | <b>2.669</b>                          |
| <b>Total</b>           | <b>58.317 (Million February 2016)</b> |

So, we can see that e-commerce has great opportunity in Bangladesh. My work experience also enabled me to understand that e-commerce is rapidly growing in Bangladesh. But it also showed me that the experience customer are expecting are not delivered. The process is not as good as Amazon, flipchart or Alibaba. That also arises the question that if any of these companies start operation in Bangladesh will other companies stand a chance or there sales will drastically fall.

## Objectives

### Broad Objectives:

The broad objective of this study is to describe operational activities of Alesha Mart Limited.

### Specific Objectives

- To know the operational strategy of Alesha Mart Ltd.
- To know the promotional activities that Alesha Mart Ltd.
- To learn the delivery system of Alesha Mart Limited.

### Scope of the Study:

Purpose of this report is to give a glimpse of my job experience at Alesha Mart Ltd. The objective was to have the practical knowledge and field experience of working in Alesha Mart Ltd. I tried to cover operational activities which are followed by Alesha Mart Ltd.

### Limitations of the Study:

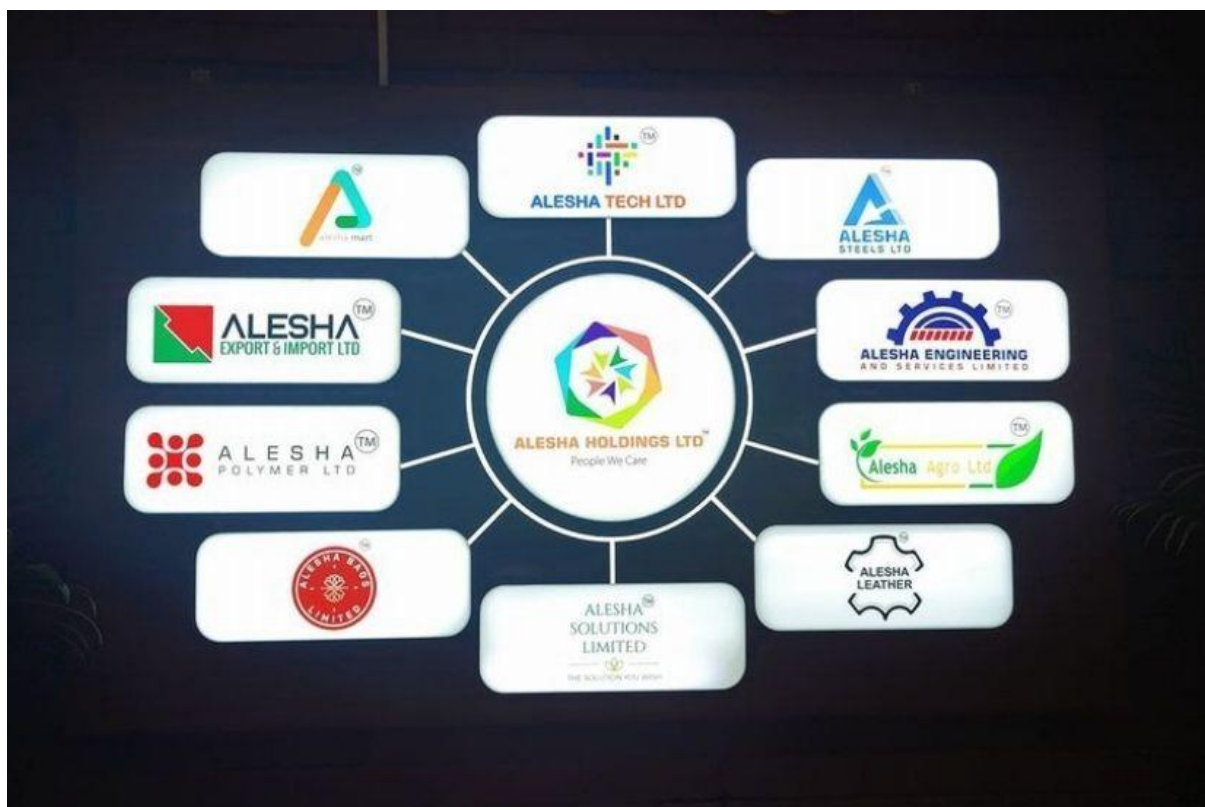
I have tried my level best to make this report with extreme probable determination and commitment but there are still some limitations of this report. They are:

1. Time constraint was the major limitation. Due to the time constraints couldn't able to do deeper research. However, it was not enough to go more in detail and to learn and develop knowledge about all the activities and operations of the department.
2. I was not able direct more inside and out and meticulous investigation and incorporate that in my report.
3. Due to working under the substance administration group, it was troublesome for me to appropriately do my work and discover enough time to take in more about the various departments of Aleshamart.
4. Couldn't give all the data of the organizations as there were obstructions of organization strategy.

## Chapter 2

## Organizational Overview

Alesha Holdings Ltd, group of industries has an emerging business heritage, a sparkling present and a glittering future. 'Alesha' is established in year 2018 by experienced, industrious and challenge seeking leaders. Since its inception its perspective has been very clear "Satisfying consumers by providing the best possible goods & services, pursuing appropriate business ethics and ambition to reach the top". We mostly focusing and valuing in 'Go Green Think Green' concept. All the factories and industrial sites are chosen and concoct accordingly. With the in-depth industry knowledge and the ability to facilitate positive transformation, Alesha creates the sustainable intrinsic growth for people and organizations at every step. Our set about is to make the benefactors more adaptable to their environment and also to build the ability in them to mutate or transform into high value contenders in the industry. There are several different ways and approaches to data, information or knowledge however we only believe in the 'Empirical' way. With an approach that is scientific yet totally practical, we intend to break the monotony in the way one absorbs new learning and the change associated with it. In our team, we have subject matter experts from various walks of life; their core objective is not really to share what they know but to understand what is actually needed, then implement methods to genuinely fulfil it. With a mind-set that is progressive, eccentric and with an unsparing zeal to 'outperform', it is certain that we can create 'True Value' for our Partners, Customers and Benefactors.



Aleshamart is an e-commerce brand under Alesha Holdings Ltd. In this Digital era of Bangladesh where e-commerce business is booming, here we are offering varieties of product and service to meet the market demand. After digitalization of Bangladesh there are many foreign brands came here and tried to fulfill the market supply and demand. But here being as a local company, Aleshamart is proud to fulfill the local market demand and represent Bangladesh Globally.

Actually, aleshamart.com is the new generation e-commerce site decorated with customized facility and services to ensure all the human needs. We are burnished with finest technology and best plan to serve every member. We have designed our own delivery system which is the only one and pioneer for the 24\*7 delivery in Bangladesh. We are committed to reach faster than your expectations to make you smile with satisfaction. We have introduced some finest technology to make your desire easier and search tools that suits your expectations. For your every demand, we are designed with everything. For the first time in Bangladesh, we have introduced open auction covering all categories and hobbies. We are connected, passionate and capable to deliver the value you are seeking.



### Mission

Reconcilable to our vision, we strive to become a trusted brand in global platform. With effective use of our resources, we desire to strengthen the economy of Bangladesh. Together with modern management practices and front-line innovation, we are capable of generating high profitability. Our foremost aim has always been- and will always be- to touch the lives of people. We believe our commitments should enable people to have a better life and inspire future generations to pursue similar goals. However, ALESHA realizes that honesty and integrity are sole ingredients of strong and stable enterprise, but profitability initiates economic activity. Therefore, the company seeks to seize any business opportunity within its faith in democratic values.

## Vision

We aspire to become a “global identity” to aid in the economy of Bangladesh and international market. Our Value creation is derived through;

- **OUR STAFFS:** Encouraging strategic teamwork, sustaining talent, upgrading leadership approach with passion for organizational growth and development.
- **OUR PRODCUTS:** Market dominance buy conveying premium products and services to create incentives for our customers.
- **OUR CONDUCT:** Adopting high ethical standards to ensure eco-friendly safe workplace with care for our communities.
- **OUR POLICIES:** In adherence to the ALESHA code of conduct, we have sets of principles to monitor different areas of operation to get consistency in process with transparency of company’s approach.
- **OUR INNOVATION:** Associating leading-edge modifications in technology, product and services.

## Goal

We started with one goal in mind to make lives easier with a vision to introduce to shopping without any barrier all over the world. We are determined to empower people to solve and simplify their daily needs.

## Chapter 3



## Methodology:

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

### Primary sources:

- ✓ On the job experience
- ✓ Survey report
- ✓ Findings from the interview
- ✓ Global and internal reports

### Secondary sources:

- ✓ Alesha Mart.com.bd
- ✓ Publications of different dailies and internet resources

## Data Processing and Presentation:

Data processing and presentation is a vital part of Internship study. After collecting regular data I proceed in MS Word & Excel. I used few figure for showing some Operational process & also used some table for the purpose of calculative data.

## Chapter 4

## Objective 1

### Operational strategy of Alesha Mart Ltd.

Now-a-days internet become very close to the people. People often choose to buy products from online rather than visit to the physical market. It saves time and money in both ways. A recent survey shows that Bangladesh is an emerging market for the online sectors, this sector is one of the booming sectors and it has a market worth around 2 billion BDT. This sector is such a big platform where suppliers and customers come at the same place to purchase and sell in visually and get the physical product. A customer-oriented ecommerce can stand right based on its efficient supply chain process also sends his voice to the general mass. For the growth of ecommerce efficient supply chain management and digital marketing are mostly important factors. E-commerce websites are providing more and more purchasing options to their consumers day by day.

In the supply chain management practice, in order to maximize its own interests and maintain the competitive advantage, each node enterprise on supply chain have difficult to carry out effective cooperation. So as to arouse the enthusiasm of each node enterprises on supply chain and improve supply chain performance, establish a reasonable incentive mechanism of supply chain is an effective way.

#### *Functional overview:*

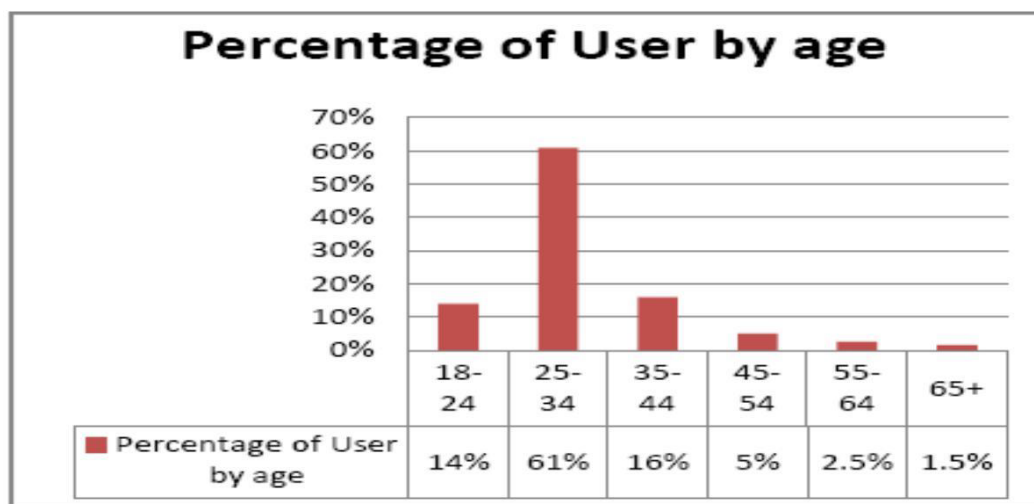
Currently Alesha operating 1 big warehouses inside Dhaka and 6 hubs in major cities inside Dhaka. Recently they are preparing another warehouse in Chittagong which will be the largest warehouse of any e-commerce present in Bangladesh. The area of that warehouse is 120000 sqft. Inventory, daily order processing, seller management and training all will be done there. For outside Dhaka, we have 3<sup>rd</sup> party delivery system as like e- currier, paperfly, which is efficient for consumers to collect there ordered products.

#### *Supply Chain Management:*

Supply Chain Management (SCM) is the process which is responsible from placing an order to fulfilling it. This process links the manufacturers, retailers and customers through a virtual platform or directly. The prime objective of SCM is to movement of the product from manufacturers to customers. Managing the supply chain is one of the vital section of the business on which the total process of the business depends. In order to understand the importance of the SCM we will have to compare the situation when ordinary system of collecting and delivering the products used to take place with the advanced supply chain management system.

### Age Groups:

By research conducted from Kaymu (Venture of Rocket internet, e-commerce site in Bangladesh) and the info collated, it observed that the mass population falls between the age brackets of 25-34 years accounted for highest number of users, with the 35-44 and 18-24 brackets falling at second and third places respectively. Main reason for this observation is the fact that people falling in the age bracket of 25-34 years because of going towards technology and its usage. These people are at the pioneer of technological revolution and are more open towards online shopping. Therefore, lots of young and matured people are involving E-commerce business and they want a better delivery chain so that they can successfully deliver the products.



*\*Interest of people in e-commerce among various age brackets in Bangladesh. Source from in-house survey of Rocket Internet Bangladesh.*

### Order management process of E-commerce in Bangladesh:

The most prominent measures of E-commerce SCM is the service complications and competitiveness. Big expansion in business divided the sector to serve all sectors equally in the market. There are two types of business model, Business to Consumer (B2C) & Business to Business (B2B). B2B means the ecommerce between two or more companies whereas in B2C model, website works as a bridge between consumer and the company. Amazon.com and Priceline.com are the examples of leaders of B2C model. In order to get expected response from the large number of customers, the organizations have to invest heavily on the advertising, hardware and software. They also need to have better customers service which plays vital role in retaining the customers. B2B is a model where one business entity makes commercial transaction with another entity. As a result, the volume of business is larger the B2C. Business-to-Government e-commerce of B2G is a model where the business transactions are taken place

between companies and the government authorities. In a typical supply chain many B2B transactions will be taken place where there will be only one B2C transactions and that will be the sale of finished products to the customers. B2B product purchasing is much riskier than B2C product purchasing because of its volume and the terms and conditions of purchasing. A small mistake can leave the company in a risky situation. The modernization in the logistics system has enabled the organizations to get more efficient in the flow of the materials by reducing both the cost and time of the flow of the products. Different companies are coming up with different innovative ways of maintaining the supply chain system.

Right now, in Bangladesh almost all big marketplaces are following three major models for product delivery.

1. Product picking and delivery by themselves
2. Passing orders to merchant/ suppliers and delivering the products by them.
3. Managing product's in-house Stock and managing fast delivery.

#### Order management Process of Aleshamart:

Alesha works in three models which are:

1. Products keeping in their inventory and when order comes they deliver.
2. They bring products from Merchants and deliver.
3. Merchants drop-off the ordered products with packaging into Alesha Warehouses and Alesha arrange delivery.

## Objective 2

### Promotional activities that Alesha Mart Ltd.

#### Digital Marketing in E-commerce

All the companies from all around the globe have different marketing policies to attract customers on their platform. This plays important role in company's future success. That's the main reason why every companies design their own marketing plans so generic.

Marketing Mix of Alesha Mart:

- Product
- Price
- Place Promotion

*Product:* Alesha Mart platform works as a marketplace. It's kind of bridge between customers and manufactures. It's a place where different seller sells their different types of products. Customer have the option to choose the right product for them. Men's Fashion, Women's Fashion, Health & Beauty, Phones & Tablets, Home & Living, Computing & Gaming, appliances, TV, Audio & Cameras, Sports & Fitness, Baby, Kids & Toys, Grocery etc. are the major category in Alesha Mart website. Alesha Mart sells those products under different commission rate fixed by the category.

*Price:* Alesha Mart determine product prices. It's the Lower prices in their market. Alesha Mart strictly monitor product prices on their website and apps. We set the product discount prices. If Alesha Mart convinced with the product sometime they contribute in the prices and it became cheaper to customer rather than buying from another place.

*Place:* Alesha Mart doesn't sell any product on physical platform. They are totally online based shop. Their website platform is [www.aleshamart.com.bd](http://www.aleshamart.com.bd) is the marketplace-based website where all the products are available. Currently they have 50000+ products on their website.

*Promotion:* Alesha Mart does various types of promotional activity both on online and offline platform. They are very much active on social media. They arrange various types of promotional offer/ campaign round the year. So that they can reach millions of customers. Alesha sponsors ads on Facebook daily that reach out 10 million Facebook users every day and Bangladesh Cricket team.

## Advantages that Digital Marketing brings to E-commerce:

Digital marketing is the promotion of products through online platform. It is different from normal marketing strategy as the channels and methods are different from person to person. The term first used in 1990's where in 2010 it become more effective way to communicate with the people to create better relationship. The growth of digital marketing opens the new era of communication to the customer for better marketing and advertising. Digital marketers open their eyes 24/7 to see what is happening and what is upcoming in the world current affairs. Internet is the tool for this new era of marketing by which tremendous things are happening in the marketing areas. An estimate of around 5 trillion ads are annually serving people. Money spent on online media is increasing in terms of offline media. Digital marketing is cheaper than the offline traditional marketing expense and the outcome is extraordinary. However, the world is not ready enough to ignore the traditional way of marketing mostly in third world countries.



## Marketing Strategy of Alesha Mart:

As it mentioned Alesha mart is an online based marketplace type e-commerce they do mostly their marketing through online communication channel. It helps them to increase customer presence on their website and boost up their sells.

Online Marketing of Aleshamart some of the online marketing methods of Aleshamart are given below:

- They use social media channels (Facebook, Twitter, YouTube, Instagram, and AdWords) to promote their products for customers.
- Aleshamart have their own verified Facebook page with 10 million followers.

- They send daily newsletter via email to their 3 million (approx.) customers.
- Provide advertisement via Google AdSense
- Every week they do Facebook Live with a contest named “Spin the Wheel”. During campaign time they bring celebrities for that contest.
- They offered various types of campaign vouchers to attract customer for shopping.
- SMS and App push notifications.

## Offline Marketing of Aleshamart

Even though they are online based company but they also do their marketing via offline media also. Some of them are:

- They do billboard ad during campaign time.
- They do TVC ad for the first time for TV. Previously they did it for YouTube. All the TVC ad are visible on TV channels and digital screen located on major parts of Dhaka City.
- Give discount coupon via flyers to their 19 hubs outside Dhaka to attract customer for shopping at Aleshamart.
- D-force team and affiliate partners do promote for Alesha during campaign time.





## Objective 3

### Delivery system of Alesha mart ltd.

Delivery time is a vital thing for consumers. As it is previously mentioned in the website therefore consumers get the idea of the time. Based on that duration consumers order the product from the website. I have asked the consumers whether they think the time is okay or not. The delivery duration is usually 3 to 10 days and 41% people think that the mentioned duration is “okay”. However, 8% people are “dissatisfied” and 10% people are “extremely dissatisfied” with the delivery time. On the other hand, 29% people are “satisfied” and 12% people are “extremely satisfied” with the duration of the delivery.

#### How is the approach of the delivery man during delivery?

Sometimes people complain that when delivery man goes to the address to deliver the product, they do not get the desired behavior from the delivery man and this is pretty uncomfortable for the consumers. To ensure that thing I asked the consumers that how is the behavior of the delivery man. 48% consumers think that the behavior of the delivery man is “very friendly” and 44% people told that their behavior is “moderate”. Therefore, from the survey I did not find any problem with the behavior of the delivery man so far.

### Factors to Consider with Ecommerce Shipping

There are basically two different ways to think about this topic:

One is shipping. Who is actually delivering the package from the warehouse to the customer’s door?

The other is order fulfillment. How are you handling the warehousing and pick and pack part of the process?

So, today I wanted to talk about shipping and the three major carriers, and how to make sure cost-effectively choosing the right option for shipping. And also the order fulfillment and the

various options with order fulfillment....drop shipping, in house, and outsourcing...and how to make sure to choose what's right for your situation.

### 1. Reliability

From a reliability standpoint, which is obviously one consideration when choosing your shipping carrier, these carriers are all pretty reliable. They all have very large networks and have been around a long time, and generally you're going to find that your package will be delivered on time based on the ship method you chose.

### 2. Availability

The second option to consider is availability. For example, if you're shipping to an Army Post Office (APO) or Fleet Post Office (FPO), you may be limited with your options.

Aleshamart use to their own delivery system as like Alesha delivery Man, company give to product in warehouse and it is distributed to hub and rider will deliver to this product.

### 3. Cost

Delivery cost per packages 40tk .and Fastest delivery 30 tk Delivery charge which is provide Hyperlocal department.

## Using Automation to Determine How to Ship Products

One way to handle all of this from an automation standpoint, or a software standpoint, is to use tools, like Ship Station, which is a great one, and there are others that are comparable out there, but what they will basically do is....

- Allow you to get an order from your ecommerce store
- Pack up that order
- Confirm what the actual weight is, the dimensional weight, and the destination
- Enter all of that into Ship Station (or a similar tool)
- It will come to you with the available shipping options
- From there, you can automatically choose the most cost-effective one.

That all happens after the fact, after the order has come through your cart and you're able to pack it up and confirm the lowest-available rate.

On the front end, while your customer is actually checking out, if you're looking to charge them a best rate, or a live rate scenario where the shipping is totaled based on the products that they've entered in the cart, it becomes a little bit tricky, particularly when dimensional weight may be a factor.

Most shopping carts allow you enter at least one package size that you'd likely put the order in, but it's not a perfect science. Maybe the units don't actually fit in that box. So I generally recommend monitoring your order history within the shopping cart, and just make sure that whatever formula you're using, especially if you're looking to calculate live rates as your customer's checking out, that it makes sense. But after that, it becomes easier using a tool like Ship Station to confirm the best-available rate.

## 1. In House Order Fulfillment

One option is just doing order fulfillment yourself, and a lot of online sellers do that, especially when they're starting out. Maybe they don't have the order volume to justify using an outsourced order fulfillment company, and that makes a lot of sense in some cases.

In other cases, maybe a seller has customizable products, so they essentially need to handle that on their end before the order goes out, and they would have a difficult time finding an order fulfillment company that could handle their needs.

In-house order fulfillment is very common, especially for smaller sellers, those that need customizable services, or very large retailers that the order volume is consistent enough where they don't have to worry about fixed costs and in-house order fulfillment just makes sense for them.

## 2. Drop shipping

Another option is drop shipping, which is basically when your products are being shipped from your suppliers. Drop shipping can be a great way to test out a new product without having to buy a whole lot of that product and warehouse it yourself. You could essentially try to find a supplier that would allow you to not carry stock but rather they will ship those orders with that product as they come through.

The potential downside of drop shipping is that, in a lot of cases, it can be slower. If you have the stock, you can pick, pack, and ship it faster than sending that order to a supplier and having them have to produce that product, especially if they're not carrying it in stock themselves.

It may also be more costly, so you just have to weigh the costs. The manufacturers need to do the pick, pack, and ship part of it, so they may be charging for that, and you may also have to drop ship from two different locations. If you have an order with two different units, and one supplier had one product, and another had the other product, that would essentially be two packages going to the same location, which would be more costly than shipping from one location in one box.

## Chapter 5

## Findings

### Summary of the Findings:

1. **Advertisement:** Most of these people came to know about e-commerce sector from Facebook. Also all of the updates and new offers they actually know from Facebook ads. This proves that digital marketing is a key factor for e-commerce to grab customers.
2. **Delivery Time:** Delivery time, product quality and delivery cost are directly related to ecommerce's efficiency of supply chain. Here I have found that most of the customers are dissatisfied as they have not got the products as it showed in picture, delivery time was bit longer and delivery charges were high also some issues at the end of Third Party Logistics (3PL) partners.
3. **Customer Satisfaction:** In e-commerce no product is sold by the company. Sometimes customer expectation does not meet the satisfaction level when they receive the product due to product does not match with the quality factor and most importantly customer can not physically feel the product.
4. **Price:** Price is also a factor related to efficient supply chain. This is because there is an indirect connection between prices of goods with the commission given to the e-commerce websites. Commission percentage goes higher when an e-commerce site's order management which we call supply chain is not much efficient. In the long run it affects customer's behavior as well.

### Limitations of Findings:

This research will be helpful for the all the authorities connected to this sector. It will help the online sellers to get insight about the buyer's perceptions. It will also help the governing agencies to develop a market structure considering the obstacles they may face. Customer friendly shopping system will encourage both the existing and potential shoppers more to shop from online market. The increasing level of trust will also encourage the people from remote areas to enjoy the benefit of these services. All these consequences will ultimately increase the total volume of the market which will be beyond our imagination. Though I have tried to give my best efforts to prepare this paper, there are still some limitations. As most of the data may be changed as the number of customer is changing on online platform. I also had limited variation in the age group.

## Recommendations

Some important actions should be taken in order to increase both the efficiency and effectiveness of the entire supply chain system of the Aleshamart. On time delivery plays a vital role in building up a strong customer base and in order to achieve this supply chain process should be more efficient. Aleshamart will have to focus on some points to make their fulfilment department their strength. The points are given below:

- Most challenging is receiving products from merchants on time.
- Proper and continuous stock verification is also mandatory.
- Training should be provided to merchant to manage inventory also much more automated online software or systems needed for .
- In order to increase the effectiveness and efficiency of digital marketing, Aleshamart will have to utilize the power of internet keeping in mind some important points that will help them reach their goals. Those points are:
  - Complete development of the concept of Digital Bangladesh is needed.
  - Create adequate awareness for marketers and customers.
  - Easy access to the internet for all.
  - Increase social media marketing concept.
  - Social media Brand page should be up-to-date and properly maintained.
  - Strengthen the privacy policy.
  - Conversion rates should be measured correctly
  - Attractive deals must be provided.
  - Creative designs should be made more attractive and colorful.

## Conclusions

E-commerce is one of the emerging sectors of the economy of Bangladesh, but it needs proper nurturing in order to get the full benefit. Bangladesh is a country where a large portion of the population is youth and they are getting more interested in flourishing this booming sector. We will have to keep in mind one thing “apply, learn and grow” and will have to move forward following this rule for better outcome from digital marketing. This e-commerce sector will be flourished if we can ensure better infrastructure, legal environment, secure transaction process and customer loyalty and to get these we will have to come up with better quality products, with in time delivery and better customer service.

Online shopping has come up with lots of positive sites like; it is easier for customers to choose their desired products from a large number of collections, in competitive pricing by just clicking to some options on their mobile phones, laptops or other electronic devices. Customers are getting more concerned about the products they are buying by going through the comments of other customers. As the market is booming new problems are also arising with the increased threat of the global e-commerce sites to grab the local market. So, it is necessary for all the companies and the governing agencies to come up with some long-term planning for this sector which will help to make e-commerce the most heavily contributing sector of the economy.



## Internship Experience

I am current employee of Alesha Mart limited. I am work in operations department of Aleshamart, my department name is Hyperlocal. Our department give fastest delivery to customer.

Major duties:

- Inscan the product
- Make delivery runshit
- Rider control
- Outscan the product
- CSV file update

## Reference

1. [www.Aleshamart.com.bd](http://www.Aleshamart.com.bd)
2. [www.academia.edu.bd](http://www.academia.edu.bd)
3. [www.segmentationstudyguide.com](http://www.segmentationstudyguide.com)
4. [www.assignmentpoint.com](http://www.assignmentpoint.com)