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AN ADVANCE WORKING REPORT ON ON PERCEPTION OF PROMOTING PRODUCT/SERVICE THROUGH E- COMMERC SITE IN THE CONTEXT OF AJKERDEAL.COM

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AN ADVANCE WORKING REPORT ON ON PERCEPTION OF PROMOTING PRODUCT/SERVICE THROUGH E- COMMERC SITE IN THE CONTEXT OF AJKERDEAL.COM

by

Khandaker Zahid Bin Ahmed

ID# 0820237

An Internship Report Presented In Partial Fulfillment

Of the Requirement for the Degree

Bachelor of Business Administration

Independent University Bangladesh

May 10, 2012

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has been approved

May 10, 2012

Rajib Rahman

Lecturer

School of Business

Independent University Bangladesh

Mr. Rajib Rahman

Lecturer

School of Business

Independent University, Bangladesh

Subject: Submission of the internship advance working report.

Dear Sir,

I am hereby submitting my internship report. The last 3 months has been the most fabulous learning experience for me. Without your guidance and help this learning experience would not have been the way it has been.

I have tried my level best to come up with as well written and informative report as possible. However, because of the confidentiality policy of Bdjobs.com Limited it has not been possible to put as many data and information as I would have liked to.

So, I, therefore hope that, you will find it in order and if you have any query related to my intern report, please don't hesitate to call me.

I am grateful for your invaluable advice and kind co-operation.

Hope you enjoy reading the report just as much I enjoyed writing and working for the report.

With best regards

Khandaker Zahid Bin Ahmed

ID: 0820237

Independent University, Bangladesh

ACKNOWLEDGEMENT

All praises are due to Almighty Allah who enabled me to complete this report. This advance working report entitled the perception of promoting product/service through e-commerce site in the perspective of ajkerdeal.com (A project of Bdjobs.com Ltd)

First and foremost to my internship supervisor InstructorMr. Rajib Rahman for his invaluable guidance, encouragement and suggestions throughout this period without which it would have not been possible to complete and submit this working report.

I am deeply indebted to my colleague Abdullah Saleh, Mr. Shohag , Ms. Salman Bin Mosaddeq without whom this report would not have been a success. Their invaluable suggestion and information have taught me much and as a result my experience has been many folds better than it might have been.

I am also indebted to Debashes Phani (Manager,Business Development, AjkerDeal.com) who had provided me with invaluable insights about overall Business model of AjkerDeal.

Their invaluable suggestion and information have taught me much and as a result my experience has been many folds better than it might have been.

Equally I would also like to express my sincere gratitude and indebtedness to the authority of Independent University, Bangladesh for their kind co-operation.

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PART A

1. Description of the organization

BdJobs.com Ltd. is the first and leading career management site in the country. Eight young business and IT professional backed by strong command over e-business and in-depth understanding of the needs of job seekers and employers in the country's context started this venture on July 2000.

Our web-site aims to explore maximum benefits of the Internet. We believe our service will help the job seekers manage their career more efficiently. This site will also help employers solve many of the problems associated with traditional recruiting methods and allow them to save time and money.

Right after its launching, the site has been able to attract the Internet users in the country. The site regularly updates Job Information (on average more than 1800 valid job news are placed at any point of time at the site), provides facility to the job seekers for posting resume and online application. The site has also been able to get good response from a large number of organizations in the country who use online job advertisement facility, online CV bank access and online application receiving and processing facility of www.bdjobs.com. Till now, more than 5500+ employers in the country have recruited more than 170,000 professionals at different levels for their organizations through Bdjobs.com service.

2. Description of the department I have worked.

2.1 AjkerDeal

AjkerDeal.com is a prominent daily deal site in Bangladesh which is a concern of bdjobs.com. The site has already become a very popular online marketplace for a large segment of people who have access to internet. AjkerDeal has publicly launched its site on 20 November, 2011. The site is designed to offer exclusive and exciting discountand deals on branded consumer products and services on daily basis. ajkerdeal.com is the hub for all sorts of discount related information. This site is an opportunity for merchants to promote their business through a most modern way that is efficient and measurable.

2.2 Daily Deal site Business Model

The deal of the day business model benefits both retailers and consumers as retailers build brand loyalty and while quickly moving surplus inventory. The majority of deal of the day sites works directly with local businesses and online retailers to develop a deal offering which includes a significant discount against regular price for a particular product. The special discount offer valid for a limited time period, during this time the website do different kind of e-commerce based promotion.

The deal of the day concept gained popularity with the launching of Woot.com in July 2004. In November 2008, Groupon entered the market and became the second fastest online company to reach a billion dollar valuation.

3.Business model of ajkerdeal.com

3.1 Direct selling

A daily deal site ajkerdeal.com has been doing their business by having very good relationship with merchant. AjkerDeal business development team member fix appointment with some merchant from different company. After that they will give a short presentation to the merchant about AjkerDeal promotional activities and how AjkerDeal will create an extra millage for their

offering product/service. If the merchant convince to make an agreement with AkerDeal then the business development team makes a plan about the deal. ajkerDeal have different kind of e-commerce based promotional tools through which they can reach the maximum number of customer to deliver the message of the attractive offer.

3.2 Promotional Activities

3.2.1 Direct marketing

To promote any brand ajkerdeal.com usually does some direct marketing which is describing bellow:

Email marketing: AjkerDeal send at least 200,000 emails to the consumer about the product offer as well as the image of the product/service. Ajkerdeal send these mail through bdjobs.com server as AjkerDeal is a sister concern of bdjobs.com.

SMS Marketing: AjkerDeal send text regarding the ongoing offer to those who are subscriber of ajkerdeal.com. Anyone can make registration in AjkerDeal and it's free for everyone.

Facebook Marketing: AjkerDeal have more than 22,000 fan in facebook fan page. Once a new deal is uploaded in the site, the offer specific detail with image will be shown at AjkerDeal facebook fan page.

3.2.2 Banner at Bdjobs.com category page

As ajkerdeal.com is a new project of bdjobs, that's why AjkerDeal give an advertisement on the category page of bdjobs.com which is very strong advertisement of AjkerDeal because bdjobs.com per day visitor is more than any other e-commerce site. So that when a visitor enter into bdjobs.com category page he/she will must look at the offer of AjkerDeal.

3.3 Customer Relationship Management

Ajkerdeal.com is very professional in maintaining relationship with merchant. AjkerDeal main customer is basically merchant because ajkerdeal.com is structured with B2B model. AjkerDeal maintain every customer account by providing the sales report after ending the deal duration. When the deal is uploaded to the site ajkerdeal team member will confirm to the maerchant to check out the deal and if they need any adjustment and editing in the site then AjkerDeal will provide the service immediately.

4. Description of my responsibilities

Types of duties I perform

Assistance of Manager: My first and foremost tusk is to assistance of Business Development Manager. I usually have to go with my supervisor to make dealings with different companies merchant. After making the deal I

Maintaining Relationship with Marchant: After closing the deal with merchant I had to maintain all kind of liaison with them. However, I had to make sales report of every deal which I have to send by mail to the merchant. Furthermore, I need to do follow up to those merchant who has already made agreement with AjkerDeal, so that we can make next deal agreement with the merchant.

There is lot more responsibilities which I have to perform are mentioned as follows:

- To prepare customer query report for AjkerDeal as well as for the merchant.
- To prepare sales statement report for individual product/service which is promoted through AjkerDel.
- To make a company list for AjkerDeal those who are prospective to promote in this site.

5.Decision I have been asked to make

There is some decision which I had to take on the behalf of ajkerdeal.com. AjkerDeal is a e-commerce site which is designed by deal and discount information as well as it is a promotional site. So that if any merchant wants to promote their product/service without giving any special discount then my tusk is to avoid them with a manner so that they won't be disappoint

6. Drawbacks of Business Dealings

AjkeDeal.com is an e-commerce deal site in Bangladesh. This site enable customer to get more attached into e-commerce. AjkerDeal all kind of promotional tools are e-commerce based. Whereas some merchant don't have enough knowledge about e-commerce and the effectiveness of these e-commerce based promotion. That's why it is difficult to make them understand regarding ajkerdeal.com business model.

7. Recommendation

E-commerce deal site is creating opportunity for marketing a brand in Bangladesh. This kind of deal site is creating value for the end consumer as well for the merchant. That's why people need to understand first about e-commerce, how it works and how e-commerce site enable general consumer to make fast decision for choosing a branded product or service. So that, we need to make knowledgeable to the end user and the merchant who will be promoting their brand in an e-

commerce site like ajkerdeal.com. Usually ajkerdeal make their business dealings by direct selling, that's why this strategy can make knowledgeable to the merchant about e-commerce site promotion. Once they understand the usefulness of the site then AjkeDeal and any other existing competitor in the market can make this online business successful.

PART B

An exploratory research on Perception of promoting product/service through E-commerce site in the perspective of ajkerdeal.com

8. Introduction

Nowadays the use of e-commerce in setting up an online business is providing an extensive range of marketing benefits and opportunities. Businesses of all shapes and sizes have begun launching or expanding their online presence, so that businessmen can retain maximum number of consumer. People are getting more involved into online activity, that's why they intend to get knowledgeable about any kind of product or service through website. Moreover, customer likes to see their desired products or services in one website where they able to find different kind of offers and feathers offering by the merchant. The biggest benefits of conducting business Online include a cheaper upfront cost to the merchant.

There are several e-commerce site has been growing in this industry which enables consumer to get more involved with e-commerce transaction. Deal site is such a kind of e-commerce site

which business model benefits both retailers and consumers as retailers build brand loyalty and retain more consumers.

The majority of deal sites work directly with local businesses and online retailers to develop a deal offering which includes a significant discount against regular price for a particular product and a particular period of time. Groupon, livingsocial, woot.com, snapdeal.com these are some of the example of e-commerce deal site those are doing very successful online business. The daily deal site has been creating an opportunity for the end consumer by having a special discount. On the other hand, on the behalf of the merchant these deal site dose some significant e-commerce based promotion which is designed by interactive marketing.

Expanding or opening an eBusiness can create an opportunity and helps to establish new relationships with potential customers, potential business associates and new product manufacturers.

9.Purpose of the study

The research purpose of the study is to establish the online business by developing the extensive promotional tools for a business. In a developing country like Bangladesh people are not so familiar with online shopping but day by day they are getting involved into e-commerce as online business are developing their business. However, this research main and foremost objective is to influence the merchant for promoting their business into existing online business services in concern of deal site in Bangladesh. The processes involved with conducting business on the Internet and opening an ecommerce shop to sell and have several benefits to both merchants and the customers who buy from them.

In addition to this, there are several category e-commerce site has been developing their online business services which is associated with B2B model. Furthermore, ajkerdeal.com, akhoni.com and some other deal site in the market is doing their business by offering special discount on

several products as well as services to the consumer through e-commerce based promotion. On the behalf of the merchant these online business services are able to promote their product/service through direct mail, SMS, social networking site and the website itself.

Very specifically the research will be conducting some research question which is attempted to find out the result of ajkerdeal.com through the whole analysis, are

- To identify the perception of brand image of bdjobs.com is helping AjkerDeal for customer acquisition
- To identify that how AjkerDeal is offering benefits to the customer
- To identify that how the perception of promotional activity of AjkerDeal can create trustworthiness to the merchant

10. Methodology

10.1 Research Design

The research is designed to find out that how people perceive to promote their business through e-commerce site where merchant will able to retain maximum number of consumer to avail their desired product/service. For the purpose of the research it will be an exploratory research, so that it can be explored that how merchant is being perceived towards promotion through e-commerce site.

Moreover, the research will be conducting qualitative technique to identify individual respondent perception. This research design would be more effective as it is trying to classify that to increase brand loyalty this e-commerce based promotion would be effective marketing tools.

10.2 Sampling

The research real population of the study will be population of the Dhaka cities different merchant of the company. In addition to this, the sample frame would be listing through simple randomly selected company of different industry, because the respondent will be faced an in-depth interview to collect the data.

For this research I have selected 10 samples for having in-depth interview. The company's lists are as follows:

NO.	Company Name	Product/Service Name
1	IOM Ltd	TOSHIBA REGZA TAB
2	Jamuna Resort	Day long package in Pohela Boishakh
3	The 8 restaurant	Food
4	Global Brand PVT Ltd	ASUS Eee PAD Transformer
5	Transcom Ltd	SAMSUNG Mobilee
6	Hammer Tours & Travels	Shundarban Package
7	Mastermind Bangladesh	AXION Car DVD Player
8	NAVANA Furniture	Furniture
9	SMARTEX	T-shirt
10	LG BUTTERFLY	Plasma TV

The data would be collected from a survey of these randomly selected companies from different industries product/service provider.

10.3 Measurement Instruments:

The main measurement instrument would be survey via personal interview. This would be a more effective way of gathering information to collect qualitative data regarding the research subject. The surveys will be conducted by the presence of trained research assistants to the specific merchant. Communications such as over phone, mail, and internet would be avoided as they would not be as efficient or effective in the context of Bangladesh. This process would also minimize the possibility of data redundancy.

10.4 Data collection

This research targeted sample group is different companies merchant from different industry which has randomly picked out the ten different companies in Dhaka city. All the appropriate data relating to the research study will be collected through the survey questionnaire. The survey will consist of open ended questions regarding companies several promotional tools and the possible factors linked to the development of e-commerce based promotion.

As it is trying to understand the perception towards e-commerce based promotion through different online business model, that's why respondent should be picked those who are knowledgeable about e-commerce.

10.5 Findings

The research is being done to identify that how different industries merchant perceive to promote their business through e-commerce site especially in deal site. There are some open ended question which is asked to the merchant regarding this issue and the findings of their answer is describing bellow.

Every organization in Bangladesh does their promotion for their product or service by using varies marketing tools, but every organization doesn't do promotion through e-commerce site.

However, merchant are not so familiar with this kind of promotion. On the other hand there is some organization those who are doing some e-commerce promotion such as e-mail marketing and their official website itself. Furthermore, merchant usually does e-mail marketing and advertising in online newspaper as e-commerce based promotion.

Bangladesh is a developing country and user rate of internet also increasing. That's why people are getting more involved with internet access by having up to date information. Nowadays, promotion through e-commerce is being developed day by day because, by using this marketing tool any organization enable to do direct marketing. An e-commerce based promotional site enable merchant to offer their product/service to the individual consumer. So that, when a consumer get knowledgeable about a product offer through email, SMS as well as some social media and any other e-commerce site then it will be more effective rather any other promotion. This is the area where consumer gets to know about the product feature and benefits with actual product image in front of them.

When any organization launches any new brand to the market that time they need to have a proper marketing planning. They do lot of promotion to introduce the brand to the customer. That's why any organizations ne brand promotion through e-commerce site is more effective than existing brand, because to retain maximum customer and to aware about the product to the market merchant promote the brand through e-commerce site. As it has described earlier that e-commerce promotion enable merchant to offer their brand through direct marketing.

Promotion through e-commerce site is being developed everyday but when any organization offer their brand with a special discount to the market that time it creates a penetration in the market. There are some online business around the world has been running called DEAL site. Merchant get some extra benefits by promoting their brand through deal site such as ajkerdeal.com. When a deal site promote a branded product with a special discount for a limited time, then consumer would love to buy the product/service. After using the product if they like it

and found that this brand's product quality is good that means they will buy it again. So that any organization would be happy when they can retain more customer by promoting through e-commerce site.

There are lots of organizations in Bangladesh those who are producing product as well as offering varies kind of services to the market. The perception of the effectiveness of promoting product or service is same. The main and foremost issue is if the offer is very attractive than it does not vary whether it is service or a product.

Deal site is such a kind of promotional e-commerce site where merchant find out a extensive marketing tool for the organization. Ajkerdeal.com is providing some e-commerce based promotional services through which a merchant can gain a very good word of mouth about their brand. In addition to this the amount of money merchant spent for AjkerDeal to promote their brand is very nominal. An organization cannot have this kind of promotion by the amount they are paying to AjkerDeal.

Merchant are very optimistic about Bangladeshi deal site and their promotional activities. There are lot of people are living out of the city but they have access to internet and they like to buy the product/service through online if the delivery can be made. So that on the behalf of the company deal site should make home delivery out of the city. From now on to next seven years this kind of promotional deal site should offer various deal from every industry. That's how the end consumer will be more benefited. The existing promotional site in Bangladesh should have access to the every district, so that they can reach to the general consumer all over the country.

11. Recommendation

An offer which will be delivered to the consumer can be unlimited but it should be concerned that does it creating value to the consumer as well as the merchant. The deal site in Bangladesh such as AjkerDeal is doing every promotional activity to mass market. Ajkerdeal.com need to

have more promotion all over the country to obtain more customer and to make them understand about how deal site works and how they will be benefited by this site. The user rate of credit card and debit card are increasing day by day in Bangladesh but till now consumer cannot trust to pay through online. We need to make this online transaction very positive and valid accessibility, so that customer can trust on it makes transaction in online.

There are lot of small businessmen those who cannot do expensive promotion but they are potential to provide good product/service. Ajkerdeal.com and any other deal site in Bangladesh should find out this kind of businessmen and help them by doing e-commerce based promotion to the mass people. However, by getting some special discount consumer will able to know about their product/service.

12. Conclusion

E-commerce site such as deal has been creating some valuable feature for both consumer and merchant. Consumers are getting a special discount on a various branded product/service in the market on the other hand organization can retain more consumer and became loyal for their product. Moreover, people are getting knowledgeable about e-commerce.

AjkerDeal and other competitor in the market are entering in to different industry, so that this kind of deal site will be very resourceful as well as consumer will be very beneficial by getting very attractive offer in various kind of product/service.

Appendix – A

Survey Questionnaire

Perception of promoting product/service through e-commerce site in the perspective of ajkerdeal.com

Name: E-mail: Company name: Designation:

1. What does e-commerce promotion means to you?
2. How do you perceive e-commerce promotion as an effective marketing tool in the context of Bangladeshi market?
3. Tell me some of your recent e-commerce promotion?
4. What do you think about the effectiveness of promotion through e-commerce site in the perspective of new product/service or existing product/service in your organization?
5. What kind of extra millage you are getting by promoting your brand through e-commerce site with a special discount?
6. How would you justify the position of deal site for getting higher benefit in the perspective of product or service
7. What are the extensive benefits you are getting through ajkerdeal.com rather than doing your regular promotional activities?
8. Does AjkerDeal can retain more consumers to become loyal of your brand and your organization?
9. How do you evaluate the cost of promotion through e-commerce site for your organization?
10. What sort of improvement you are expecting for your organization in the field of e-commerce based website for the next seven years?

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