

## Bazar-Mama (Online Delivery Grocery)

### Prepared For

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Plot: 15, Block: B, Bashundhara R/A, Dhaka-1229

### Prepared By Group C

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### Date of Submission

May 24, 2023

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# Letter of Approval

Group C  
BUS 251 Section 15  
North South University  
Plot: 15, Block: B, Bashundhara R/A, Dhaka-1229

Date: May 24, 2023

Umme Hani Meem  
Lecturer, School of Business and Economics  
North South University  
Plot: 15, Block: B, Bashundhara R/A, Dhaka-1229

**Subject: Request for approval to work with Bazar-Mama (Online Delivery Grocery).**

Dear Madam,

On behalf of my group mates, I, Ayesha Momtaz Maliha, am writing to you to request your consent for work with Bazar-Mama, a nearby online grocery delivery service in Bashundhara R/A. The purpose of this report is to know about an under rated local company and how to expand its business. The proposal shows a detail scope of works, strategies and methodologies, work plan, breakdown of strategies and contractual condition.

We are hoping that you will grant this request.

Regards,

Md. Adnan Mozumder-1631661030  
Shah Raj Chowdhury-1912109630  
Ayesha Momtaz Maliha-2012640030  
Sayeed Al Mahmud-2013454620  
Jannatun Naima Islam-2031123630

# Letter of Transmittal

Group C  
BUS 251 Section 15  
North South University  
Plot: 15, Block: B, Bashundhara R/A, Dhaka-1229

Date: May 24, 2023

Umme Hani Meem  
Lecturer, School of Business and Economics  
North South University  
Plot: 15, Block: B, Bashundhara R/A, Dhaka-1229

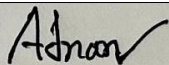

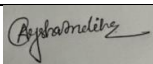
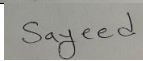
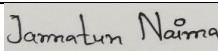
**Subject: Submission of report on Bazar-Mama (Online Delivery Shop).**

Dear Madam,

It is a tremendous honor for us to get the opportunity to produce the group project that has been prepared for the Business communication course (BUS251), which is part of North South University's BBA program.

In this instance, we concentrated on every facet of the specific Bazar-Mama firm that was included in our group project's blueprint. We sincerely hope that this situation satisfies the needs and is appropriate. The report is as comprehensive as we could make it. We want to express our gratitude for giving us this wonderful opportunity to keep advancing our education. We truly hope that you will find this study interesting to read.

Regards,

Name	ID	Signature
Md. Adnan Mozumder	1631661030	
Shah Raj Chowdhury	1912109630	
Ayesha Momtaz Maliha	2012640030	
Sayeed Al Mahmud	2013454620	
Jannatun Naima Islam	2031123630	

## **Executive summary**

Although it's a quick and easy alternative, shopping online might not have the same selection, freshness, or cost benefits as shopping locally. Here's where Bazar-Mama steps in; their goal is to save consumers time by performing tasks that they would often perform on their own. People may receive quality products while saving time and money. Due to the fact that they remain local, they can guarantee that orders are delivered to consumers as quickly as possible because there is no delivery time lost due to traffic.

From the neighborhood market or bazaar, Bazar-Mama buys groceries. To ensure freshness, quality, and savings after placing an order, the shopper buys goods from a neighborhood grocery store. Unfortunately, Bazar-Mama is only able to deliver to Bashundhara in Dhaka; they are unable to do so for other areas both inside and outside of the city. This is merely a temporary situation because they have plans to expand into more communities as the need for their services increases. Even on public holidays, they typically are open from 9 AM to 8 PM during the week. They will take a break from work occasionally during the year, such as on Eid ul Fitr. Text messages to customers as well as their website and Facebook pages will make this information known.

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## **Introduction**

Shopping for essentials is a chore for our busy lives. Online shopping is a very good substitute for it. But through online shopping, people may not receive the same advantages of shopping locally. For instances, they may not get the same variety of products, freshness or price advantages. Hence, Bazaar Mama brings the ultimate solution to address the problems. Bazar Mama tends to save the time of their customers by doing exactly what they do by themselves. It is an online delivery service only available in Bashundhara Residential Area. They purchase groceries from the local market and deliver it to the customer. Once the order is placed, Bazar Mama purchases the items from the local grocer to ensure freshness, quality and savings. After the completion of purchasing, their delivery man brings the order to the customer. Bazaar Mama does not have their own stores or merchandise. They are only dependent on the local market to provide the service. Bazar Mama aims to maximize the economies of scale and deliver the benefits to the consumer. As a result, they save time and money and get the same products their customers would have bought from the local market.

## **Company Overview**

Bazar Mama is an online delivery company which buys grocery items from local shops and then delivers them to the customer's home. They have no inventory of their own and only focuses on delivery. Customers can download the app or access their website and then order their groceries and then their shoppers will buy it from the local market and then deliver it within 2 hours. As their operations is small, they are currently only operating in Bashundhara R/A. Even on public holidays, they typically are open from 9 AM to 8 PM during the week. This is where Bazar-Mama steps in; their goal is to save time by performing the tasks that you would typically perform on your own. It is possible that an item someone ordered might not be available on rare instances because they rely on the local marketplaces to supply their inventory. When this happens, their customer will call and request to either choose a substitute item (such as one that is comparable but from a different brand) or to cancel the original order. This allows customers to save time and effort while yet having the same level of flexibility to choose as if they had gone shopping alone. They want to bring the advantages to you while maximizing the benefits of scale. As a result, consumers save time and money, acquire the same goods they otherwise would, and local markets benefit financially.

## Company's existing social media

Bazar-Mama has a Facebook page with 21K followers. Suggest some social media strategies that they might use to improve their social media presence

To improve their social media presence and engagement on their Facebook page, Bazar-Mama can consider implementing the following social media strategies:

1. **Engaging Content:** Create and share engaging and relevant content that resonates with their target audience. This can include recipe ideas, cooking tips, nutritional information, or updates on new products and promotions. They can also consider using visual content such as high-quality images or videos to capture attention and encourage sharing.
2. **Interactive Posts:** Encourage interaction and engagement from their followers by posting interactive content. This can include polls, quizzes, or challenges related to grocery shopping, cooking, or healthy living. By encouraging comments, likes, and shares, Bazar-Mama can increase their organic reach and generate more visibility on Facebook.
3. **Customer Testimonials and Reviews:** Highlight positive customer experiences by sharing testimonials and reviews on their Facebook page. They can encourage customers to leave reviews and ratings, and periodically feature these testimonials as posts or in dedicated sections. This can build trust and credibility among potential customers who are considering using their services.
4. **Contests and Giveaways:** Run occasional contests or giveaways exclusively for their Facebook followers. This can be done by asking followers to like, share, or comment on a post to participate. By offering attractive prizes such as discount coupons, free delivery, or gift cards, Bazar-Mama can incentivize engagement and attract new followers.
5. **Influencer Collaborations:** Collaborate with local influencers or bloggers who have a strong presence in the food and lifestyle niche. They can partner with influencers to create sponsored content, recipe videos, or product reviews that highlight the convenience and benefits of using Bazar-Mama's grocery delivery service. This can help



reach a wider audience and tap into the influencer's follower base.

3

6. **Respond to Comments and Messages:** Actively monitor and respond to comments, messages, and inquiries on their Facebook page. Prompt and helpful responses can improve customer satisfaction, address concerns, and demonstrate BazarMama's commitment to excellent customer service. This can also encourage positive word-of-mouth recommendations and customer loyalty.
7. **Facebook Advertising:** Consider running targeted Facebook ad campaigns to reach a broader audience beyond their existing followers. Utilize Facebook's advertising tools to define specific audience segments based on location, demographics, interests, or behaviors. By strategically placing ads and optimizing targeting, Bazar-Mama can increase brand awareness and drive traffic to their website or app.
8. **Collaborate with Local Communities:** Actively engage with local communities and groups on Facebook. Bazar-Mama can join relevant groups or create their own community where users can share recipes, cooking tips, or recommendations. This fosters a sense of belonging and positions Bazar-Mama as a trusted resource within the community.
9. **Consistent Posting Schedule:** Establish a consistent posting schedule to maintain an active presence on Facebook. Regularly sharing content and updates ensures that followers stay engaged and informed about Bazar-Mama's offerings. Using social media management tools or scheduling platforms can help streamline the posting process and ensure a consistent presence.

By implementing these social media strategies, Bazar-Mama can enhance their social media presence, increase engagement, attract new followers, and strengthen customer relationships on Facebook.

## Engagement and Unique Campaigns

1. **Referral Program:** Bazar Mama can create a referral program where they can reward existing customers for referring the service to their friends. This can be done by offering discounted prices or a cash credit for each referral.
2. **Social Media Posts:** Bazar Mama can create content campaigns on their social media accounts to create more awareness about their services. They should use creative visuals, discounts and exclusive offers to capture the attention of their target audience.
3. **Promotional Events:** Bazar Mama can also host promotional events in the Bashundhara RA area by providing free samples or discounts to new customers. This will help in raising awareness about their services and can help in creating a buzz.
4. **E-mail Campaigns:** Bazar Mama should also create an email list of customers and create e-mail campaigns to inform them about new products, discounts and special offers. They should also include customer feedback and reviews in their emails to make their customers feel special and appreciated.
5. **Community Involvement:** Bazar Mama should also become actively involved in their local community by sponsoring events, organizing giveaways and participating in charity drives. This will help to create goodwill and trust in the community towards Bazar Mama.
6. **Word of Mouth Marketing:** Bazar Mama should also utilize word of mouth marketing by leveraging existing customer base to pass on positive reviews about the services. They can also write blog posts or create engaging videos about their services to spread word about them. This will increase the trust and loyalty about their services.

Bazar-Mama is a delivery company that has the potential to grow its customer base and increase its visibility through improved social media branding and marketing. By developing unique

campaigns and a more consistent content strategy, the company can engage with customers and build its brand image in a crowded market.

## Current Strengths/ Weaknesses

### Strengths

Strengths of Bazar-Mama compared to other grocery delivery businesses:

1. **Local Focus:** Bazar-Mama's strength lies in its specific focus on serving the Bashundhara Residential Area in Dhaka, Bangladesh. By catering to a specific local area, Bazar-Mama can build a strong presence and understanding of the needs and preferences of its target customers.
2. **Timely Delivery:** Bazar-Mama has established a reputation for reliable and timely delivery. This is crucial for a grocery delivery business as customers rely on prompt delivery to meet their needs. By consistently delivering orders on time, Bazar-Mama can gain a competitive edge over its rivals.
3. **Customer Service:** Bazar-Mama emphasizes providing excellent customer service. They may offer responsive and helpful customer support, addressing queries, concerns, and resolving issues promptly. This focus on customer satisfaction can help build trust and loyalty among their customer base.
4. **Product Range and Quality:** Bazar-Mama may have a wide range of products available, catering to diverse customer needs. Additionally, they may prioritize offering fresh and high-quality products, ensuring customer satisfaction and loyalty.

### Weaknesses

Weaknesses of Bazar-Mama compared to other grocery delivery businesses:

1. **Limited Geographic Coverage:** While Bazar-Mama's focus on the Bashundhara Residential Area is a strength, it can also be a limitation. Their limited geographic coverage may restrict their potential customer base, especially compared to larger players like Chaldal or Shwapno, which have a broader reach.

2. **Brand Recognition:** Bazar-Mama might face challenges in terms of brand recognition compared to more established competitors like Chaldal or Shwapno. Building brand awareness and trust among customers outside of their specific area of operation could be a hurdle for Bazar-Mama.
3. **Competitive Pricing:** Pricing is a significant factor in the grocery delivery business. Bazar-Mama may face competition from other players who can offer competitive prices or discounts due to their larger scale of operations or established partnerships with suppliers. This can impact Bazar-Mama's ability to attract price-sensitive customers.
4. **Scalability:** Bazar-Mama's localized focus may limit their scalability compared to larger grocery delivery businesses. Expanding their operations to cover a broader area or enter new markets might be challenging for Bazar-Mama due to resource constraints and operational complexities.

Overall, Bazar-Mama's strength lies in its local focus, timely delivery, customer service, and product range. However, it may face challenges in terms of limited geographic coverage, brand recognition, competitive pricing, and scalability compared to larger and more established competitors.

## Recommendations

To redesign their business strategy, Bazar-Mama can consider implementing the following recommendations:

1. **Market Expansion:** While Bazar-Mama has been successful in serving the Bashundhara Residential Area, they can explore opportunities to expand their geographic coverage. By gradually extending their delivery services to nearby neighborhoods or areas with similar demographics, they can tap into new customer segments and increase their market share.
2. **Enhance Branding and Marketing:** Bazar-Mama should invest in building brand recognition and improving their marketing efforts. This can include designing a compelling brand identity, creating a user-friendly and visually appealing website or app, and implementing targeted marketing campaigns. They can leverage social media platforms, online advertisements, and partnerships with local influencers or bloggers to increase their visibility and attract a wider customer base.
3. **Loyalty Programs and Incentives:** Bazar-Mama can introduce loyalty programs and incentives to encourage repeat business and foster customer loyalty. They can offer discounts, special offers, or reward points for frequent purchases. Implementing a referral program where existing customers are rewarded for referring new customers can also help in expanding their customer base.
4. **Strategic Partnerships:** Bazar-Mama can consider forming strategic partnerships with local grocery stores, farmers, or suppliers. This can help them access a wider range of products, ensure a steady supply of fresh goods, and potentially negotiate better pricing. Collaborating with well-known local brands or businesses can also enhance their credibility and attract more customers.
5. **Embrace Technology:** Investing in technology can streamline operations and improve the overall customer experience. Bazar-Mama should focus on optimizing their website or app for easy navigation, seamless ordering, and secure payment options. They can

explore incorporating features like real-time order tracking, personalized recommendations, or chatbot support to enhance customer engagement and satisfaction.

6. **Continuous Improvement:** Bazar-Mama should actively seek customer feedback and implement improvements based on their suggestions. Regularly assessing their processes, delivery speed, product quality, and customer service can help identify areas for enhancement. They can also leverage data analytics to gain insights into customer preferences, purchasing patterns, and market trends, enabling them to make data-driven decisions and stay ahead of the competition.
7. **Sustainability Initiatives:** In response to growing consumer demand for sustainable practices, Bazar-Mama can adopt eco-friendly initiatives. This can include using biodegradable packaging materials, partnering with local organic farms, or promoting recycling programs. By aligning with environmental values, they can attract eco-conscious customers and differentiate themselves from competitors.

By implementing these recommendations, Bazar-Mama can revamp their business strategy, expand their customer base, improve customer loyalty, and enhance their overall competitiveness in the grocery delivery market.

## **Conclusion**

Online grocery delivery service Bazar-Mama offers consumers with a variety of purposes, such as providing products for specific markets or saving time when doing the monotonous shopping. The elderly and disabled who are confined to their homes can shop by having goods delivered to them. This strategy works well because it streamlines distribution and takes advantage of reputation, which is crucial for consumers to take into account given the perishable nature of many supermarket items. Bashundhara R/A people's lives are made easy by Bazar-Mama. People's expectations are occasionally met by their free home delivery services and discount offers. Their services benefit families, single males, working women, and students. They began in this specific region, but they are considering expanding. The modern age has improved our quality of life and given rise to a wide range of trustworthy commercial goods and services.

Focusing on the price of internet shopping makes it appear like this practice is actually bad for the environment. While it offers us considerable convenience, online shopping also promotes careless consumption patterns by encouraging us to take advantage of free returns and expedited shipping. Global warming, waste, and pollution are just a few of the many environmental issues we face today. To be more responsible, less exploitative, and environmentally conscious, we should modify the way we think about e-commerce.

## Appendix

### Appendix A: Questionnaire

1. What is the main vision in this year about expansion?
2. What challenges are you facing from starting?
3. How much you are confident about your service quality?

### Appendix B: Interview transcript

#### “Interview Details”

### Appendix C: Distribution of work

The screenshot shows the homepage of the Bazar Mamma website. The header includes navigation links: Home, Offers, Popular, Shop, FAQ, Contact Us, and Help. A search bar is present with the placeholder text "Search for products...". A call to action at the bottom of the header reads "Call us: 09 678 283 283".

The main content area features three promotional banners for different market segments:

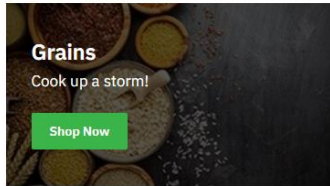
- Left Banner:** "১ম অর্ডারে ৳৫০ ছাড়" (1st order 50 Taka discount) for orders over ৳৩০০+ (300+ Taka). It includes a coupon code "MAMA50".
- Middle Banner:** "১ম অর্ডারে ৳১০০ ছাড়" (1st order 100 Taka discount) for orders over ৳১০০০+ (1000+ Taka). It includes a coupon code "BAZAR100".
- Right Banner:** "ডেলিভারি চার্জ ৳১৫০০+ বাজারে" (Delivery charge 1500+ Taka market). It includes a coupon code "FLAT RATE 29 801".

A small chat bubble on the right side of the banners says: "বাজার মামার পক্ষ থেকে স্বাগতম। আমরা আপনাকে কিভাবে সাহায্য করতে পারি?" (Welcome from the Bazar Mamma side. How can we help you?).



Select options Select options Select options Select options

View All



Popular this week

-4%

বাজার মামার পক্ষ থেকে  
স্বাগতম। আমরা আপনাকে  
কিভাবে সাহায্য করতে পারি?



Dismiss

Free Delivery!!! Over 1500 taka Bazar  
<https://bazarmama.xyz/product-category/grains>



No inventory

We stock nothing: you get every product from  
your local market.



Fast service

Shoppers standing by to get your order to you  
within 2 hours.



Freshness guaranteed

We fetch everything from your local bazaar  
when you place your order, no storage or  
freezing involved.

**Free shipping**  
Limited time only

**Questions?**  
09 678 283 283

**Guaranteed fresh**  
Or your money back.

**Neighbo**  
Without compromising quality.

বাজার মামার পক্ষ থেকে  
স্বাগতম। আমরা আপনাকে  
কিভাবে সাহায্য করতে পারি?



Dismiss

Free Delivery!!! Over 1500 taka Bazar

## Appendix D: Contribution Table

<b>Name</b>	<b>Contribution</b>
Md. Adnan Mozumder	1.Engagement and Unique Campaigns
Shah Raj Chowdhury	1.Introduction 2.Company Overview
Ayesha Momtaz Maliha	1.Compiling 2.Letter of Transmittal 3.Letter of Approval
Sayeed Al Mahmud	1.Executive summary 2.Recommendation 3.Conclusion
Jannatun Naima Islam	1.Company's existing social media 2.Current Strengths/ Weaknesses 3.Recommendation