

Sales Management of Lalamove Bangladesh

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This report is submitted to the School of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration.



United International University

Project Report

On

Sales Management of Lalamove Bangladesh

Subject (Code): Project (INT 4399)

Registration Trimester: Spring 2026

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Bachelor of Business Administration (BBA)

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Date of Submission: March 10, 2026

Letter of Transmittal

To
Mr. Muhammad Hasan Al Mamun
Assistant Professor
School of Business & Economics SoBE
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Subject: Submission of Internship Report on Lalamove Bangladesh

Dear Sir,

With due respect, I am pleased to submit my internship report titled 'Corporate Sales & Client Management Practices at Lalamove Bangladesh' which has been prepared as a part of the academic requirement for the Bachelor of Business Administration BBA program at United International University.

This report presents a comprehensive overview of my internship experience at Lalamove Bangladesh, focusing on sales operations, client onboarding, market insight, and the practical learning outcomes derived from working with a dynamic logistics company. I have tried my best to reflect the responsibilities I undertook, the challenges I observed, and the professional knowledge I gained during the internship period.

I would like to express my heartfelt gratitude for your valuable guidance and support throughout the report preparation process. I sincerely hope that this report meets your expectations and academic standards.

Thank you for your kind consideration.

Sincerely,
Afroza Chowdhury Monika
ID: 111-171-185
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Acknowledgement

First and foremost, I would like to express my sincere gratitude to the Almighty for giving me the strength, patience, and opportunity to successfully complete my internship and prepare this report.

I am deeply grateful to Mr. Muhammad Hasan Al Mamun, Assistant Professor, School of Business & Economics SoBE, United International University, for his continuous guidance, encouragement, and constructive feedback throughout the preparation of this internship report. His valuable suggestions helped shape the report and enhance its academic value.

I would also like to thank United International University for including the internship program as a part of the BBA curriculum. This opportunity has allowed me to apply my academic knowledge in a real-world business environment.

My heartfelt thanks go to Lalamove Bangladesh for accepting me as an intern and providing a supportive and professional environment to learn and grow. I am especially thankful to my on-site supervisors, team members, and colleagues in the Business Development Department for their cooperation, mentorship, and insights during my internship period. Their guidance helped me understand the logistics industry more deeply and develop essential skills in client management, sales strategy, and reporting.

Lastly, I would like to thank my family, friends, and well-wishers who supported me throughout this journey with their constant encouragement.

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Executive Summary

Lalamove Bangladesh is the local branch of **Lalamove**, a Hong Kong-based technology company that provides on-demand delivery and logistics services through a digital platform. Founded in 2013, the company operates in more than 12 countries and aims to simplify goods transportation by connecting customers with professional driver partners through a mobile application. By using modern technology, real-time tracking systems, and a flexible driver network, Lalamove provides fast, reliable, and efficient logistics solutions for both businesses and individual users.

In **Bangladesh**, Lalamove mainly focuses on providing delivery solutions for corporate clients and home shifting services for individuals. Customers can easily place delivery orders through the Lalamove mobile app or website by selecting the pickup and drop-off locations and choosing the required vehicle type such as motorcycle, car, pickup truck, or larger truck depending on their logistics needs. Once the order is placed, the platform automatically matches the request with nearby driver partners who complete the delivery while the customer can track the shipment in real time. This technology-driven system ensures transparency, convenience, and efficiency in the delivery process.

The logistics industry in Bangladesh is highly competitive, with both traditional offline transport providers and digital logistics platforms operating in the market. Lalamove competes with companies such as **Truck Lagbe**, **GIM Truck**, and **Porter**. However, Lalamove differentiates itself by offering a user-friendly platform, transparent pricing, reliable delivery services, and strong customer support for business clients. The company particularly focuses on building long-term relationships with corporate customers by providing customized logistics solutions that meet their operational requirements.

As a Sales Executive at Lalamove Bangladesh, my primary responsibility is to acquire, onboard, and retain corporate clients through a structured sales process. I generate potential business leads through personal networks, LinkedIn outreach, internal databases, and direct market visits. After identifying potential clients, I arrange meetings to understand their logistics challenges and present Lalamove's delivery solutions that can improve their operational efficiency. My role involves managing the entire client engagement process from the initial meeting to successful service implementation.

In addition to client acquisition, I also participate in **Go-To-Market (GTM) activities and marketing campaigns** designed to expand Lalamove's presence in different business segments. These campaigns aim to create awareness about the platform and encourage businesses to adopt Lalamove as their logistics partner. Another important part of my responsibility is conducting **layer-by-layer meetings within client organizations**, where I interact with different levels of management such as operations teams, procurement departments, and decision-makers. This approach helps ensure that all stakeholders clearly understand the service benefits and supports smooth onboarding and long-term collaboration.

Furthermore, I conduct regular **in-person sales visits** to commercial offices and SME shops to promote Lalamove's services and identify new business opportunities. After onboarding clients, I maintain regular communication with them to ensure service satisfaction, resolve operational issues, and strengthen long-term relationships. In addition, I prepare reports on onboarding progress, sales performance, and revenue contributions, which are shared with management to support strategic business decisions.

Through these activities, I contribute to expanding Lalamove's corporate client base and strengthening its position as a reliable logistics partner in Bangladesh's growing delivery and transportation industry.

Key Words: Sales Management, Lalamove Bangladesh

Introduction

Lalamove Bangladesh is the local operation of the international logistics technology company Lalamove, which was founded in Hong Kong in 2013. The company initially started as a technology platform designed to solve last-mile delivery challenges for businesses and individuals by connecting customers with available drivers through a mobile application. Over the years, Lalamove has expanded rapidly and now operates in more than 12 countries across Asia and Latin America. The organization has developed a strong reputation for providing fast, flexible, and cost-efficient logistics solutions through a technology-driven platform that simplifies the process of transporting goods.

Lalamove officially entered the market of Bangladesh in 2022 with the objective of modernizing and streamlining the country's logistics ecosystem. The logistics sector in Bangladesh has traditionally relied heavily on offline transportation services and manual coordination between businesses and truck drivers. This often resulted in inefficiencies such as delays, lack of transparency, price inconsistencies, and limited tracking capabilities. By introducing a digital logistics platform, Lalamove aims to address these challenges and provide a more organized and efficient delivery experience for both businesses and individual customers.

The company offers an app-based logistics platform that allows users to instantly book delivery vehicles through their smartphones or web interface. Through this platform, customers can easily select pickup and drop-off locations, choose the appropriate vehicle type, and track the progress of their deliveries in real time. In Bangladesh, Lalamove's services primarily focus on 1-ton and 2-ton pickup truck deliveries, which are widely used by businesses for transporting goods within urban areas. In addition to corporate logistics, the platform also supports home shifting services for individual customers who require reliable transportation for moving household items.

One of the major strengths of Lalamove's service model is its technology-driven logistics system. The platform integrates features such as real-time GPS tracking, transparent pricing, route optimization, and flexible scheduling options. These features enable customers to monitor their deliveries at every stage and ensure greater transparency in the logistics process. The route optimization technology also helps drivers choose the most efficient routes, which reduces delivery time and operational costs while improving overall service efficiency. Such innovations make Lalamove particularly suitable for modern businesses that require fast and dependable logistics solutions.

The logistics and transportation industry in Bangladesh is currently experiencing significant growth and transformation. This growth is largely driven by the expansion of e-commerce platforms, the rapid development of small and medium enterprises (SMEs), and increasing consumer expectations for faster delivery services. As urbanization continues to accelerate, businesses are looking for reliable logistics partners who can support their distribution and supply chain activities. In this evolving business environment, Lalamove positions itself as a smart and efficient logistics partner that helps companies streamline their delivery operations.

Lalamove's platform is designed to offer a convenient and user-friendly logistics experience. Through the mobile application, customers can book vehicles within minutes, track drivers' live locations, communicate directly with drivers, and manage multiple delivery orders simultaneously. This digital approach eliminates the need for traditional manual booking processes and reduces the time required to arrange transportation services. As a result, businesses can focus more on their core operations while relying on Lalamove for their logistics needs.

To ensure high service standards, Lalamove Bangladesh also invests in driver partner development and service quality management. Driver partners are trained on service protocols, customer interaction, and safety guidelines to maintain professionalism during deliveries. The company continuously monitors service performance through internal systems and customer feedback to maintain consistent service quality. In addition, Lalamove provides responsive customer support to quickly address operational issues and ensure smooth delivery experiences for users.

Lalamove operates in a competitive logistics environment where both traditional and digital service providers are active. Some of the notable technology-based competitors in the market include Truck Lagbe, GIM Truck, and Porter. Despite the presence of these competitors, Lalamove differentiates itself through its strong technological infrastructure, efficient service model, and strategic focus on the business-to-business (B2B) segment. The company emphasizes building long-term partnerships with corporate clients by offering tailored logistics solutions and reliable service support.

Since its launch in 2022, Lalamove Bangladesh has steadily expanded its customer base and strengthened its operational presence, particularly in major commercial areas of Dhaka. The company continues to collaborate with corporate clients, SMEs, and individual users who require flexible and dependable logistics services. By combining advanced technology with a network of professional driver partners, Lalamove aims to create a more efficient, transparent, and accessible logistics ecosystem in Bangladesh.

Looking ahead, Lalamove Bangladesh aspires to play a significant role in the country's logistics transformation by expanding its service coverage, improving delivery efficiency, and supporting businesses with scalable logistics solutions. Through continuous innovation and customer-focused service development, the company seeks to contribute to building a more connected and digitally empowered transportation network for the future.

Objective of the Study

The primary objective of this internship report is to gain practical knowledge about the operations, strategies, and market dynamics of the on-demand logistics and trucking industry in Bangladesh through hands-on experience at Lalamove Bangladesh. During the internship, I was assigned to the corporate sales and client management department, where I worked closely with business development activities, client engagement, and market expansion initiatives. This opportunity allowed me to observe how a technology-driven logistics platform operates in a competitive market environment and how companies develop strategies to acquire and retain corporate clients. The specific objectives of this study are outlined below:

1. To understand the operational model of an on-demand logistics platform
2. To analyze corporate sales and client management practices
3. To develop practical knowledge of the logistics market in Bangladesh
4. To examine the competitive landscape of the logistics industry
5. To enhance analytical and professional skills through practical experience

Methodology

This study is based on my practical experience during the internship period at Lalamove Bangladesh. I followed an observational and participatory approach by working directly in the corporate sales department. Data and insights were gathered through day-to-day client interactions, onboarding processes, field visits, and internal meetings. Secondary information was collected from company documents, official reports, and competitor research. The combination of hands-on involvement and internal resources helped me understand the business model, sales strategies, and the overall structure of the on demand logistics industry in Bangladesh.

Scope of the Study

The purpose of this report is to present a comprehensive overview of my internship experience at Lalamove Bangladesh, with a focus on the practical knowledge and insights gained during my time with the forwarding sales team. The main objective of the internship was to understand the real world working environment of a fast-paced logistics company and observe how strategic sales operations are executed within a growing market. Lalamove Bangladesh is currently focused on providing a one stop delivery solution within Dhaka city, offering reliable, on demand logistics services tailored for both corporate clients and individuals. The company's management plays an active role in guiding the sales team through structured planning and execution to meet business goals. Each part of this report reflects the activities, experiences, and lessons learned during my internship, based on close observation and engagement under the supervision of the corporate sales and operations teams.

Industry & Company Overview

Industry Overview

The logistics and transportation industry in Bangladesh is undergoing rapid transformation, driven by the rise of e-commerce, SME growth, urbanization, and increasing consumer demand for fast and flexible delivery services. Traditionally dominated by informal operators and fragmented supply chains, the sector is now seeing a shift toward digital platforms, app-based delivery services, and tech-enabled logistics models. This shift has opened up opportunities for companies like Lalamove, which offer on-demand, real-time, and customer-centric delivery solutions.

Dhaka, being the economic hub of the country, has become the core market for urban logistics. With its dense population, heavy traffic, and fast-paced commercial activities, the city poses both a challenge and an opportunity for logistics providers. Businesses ranging from online retailers and food suppliers to manufacturers and wholesalers now require reliable, timely, and affordable intra-city delivery services. This demand has led to the rise of app-based logistics platforms offering same-day or instant pickup and delivery, which significantly improve operational efficiency for clients.

Several local startups and service providers have entered the market to meet this growing demand. Notable competitors include Truck Lagbe, GIM Truck, and Porter, each offering their own version of app-based delivery and fleet solutions. While these companies have established local networks and brand familiarity, international entrants like Lalamove bring the advantage of global experience, proven technology infrastructure, and structured service models.

Despite its growth potential, the industry still faces challenges such as traffic congestion, fuel price volatility, regulatory hurdles, lack of trained drivers, and inconsistent service quality. However, with rising digital adoption, investments in infrastructure, and the shift toward organized logistics, the industry is expected to grow significantly in the coming years.

Lalamove Bangladesh is well positioned to benefit from this evolving market. By focusing on reliable service delivery, tech integration, and strong client relationships, the company is contributing to the modernization of Bangladesh's last-mile logistics sector and playing a role in shaping the future of urban delivery systems.



Background of the Company

Lalamove Bangladesh is the local operation of the international logistics technology company Lalamove, which officially launched in Dhaka in 2022. With a vision to simplify and modernize urban goods transportation, the company introduced its on demand delivery service focused on one-ton pickup trucks, aiming to meet the growing demand for fast, reliable, and tech enabled logistics within Dhaka city. Since its entry into the Bangladeshi market, Lalamove has targeted both corporate clients and individual users who require efficient delivery solutions without managing their own fleet. Through its mobile application, clients can book deliveries, track vehicles in real time, and receive flexible and cost-effective logistics services across the capital.

The company operates in a competitive local environment, with established players such as Truck Lagbe, GIM Truck, and Porter already active in the market. However, Lalamove seeks to differentiate itself by leveraging its global operational model, real time tracking system, customer centric approach, and a strong focus on B2B delivery. It has positioned itself as a one stop logistics partner for businesses looking to streamline their delivery operations in Dhaka's fast paced commercial ecosystem.

Globally, Lalamove was founded in Hong Kong in 2013 and has expanded its operations to over 12 countries across Asia and Latin America. Its core business model is built on connecting users with a network of trained drivers through a centralized mobile platform, offering services ranging from small parcel deliveries to large scale logistics. The company's success lies in its ability to adapt to local market needs while maintaining high standards of speed, reliability, and customer experience. In Bangladesh, Lalamove continues to grow by building partnerships with corporate clients, enhancing service quality, and expanding its presence in the urban logistics sector.



Objective of the Company

The primary objective of Lalamove Bangladesh is to become the most reliable, efficient, and accessible on demand delivery solution within Dhaka city. The company aims to bridge the gap between businesses and their logistics needs by offering a tech enabled platform that ensures fast, transparent, and flexible transportation of goods. Through its digital first approach, Lalamove focuses on helping corporate clients and individuals save time and operational costs while maintaining service quality.

Mission Statement

Lalamove's mission is to empower communities by making delivery fast, simple, and affordable. In Bangladesh, this mission translates into providing an efficient delivery ecosystem where customers can book, track, and manage goods transportation through a seamless app experience. The company is committed to supporting local businesses, creating income opportunities for driver partners, and improving last mile delivery reliability through technology and service excellence.

Vision Statement

Lalamove envisions becoming the leading last mile delivery platform in Bangladesh, known for its speed, reliability, and customer centric service. It strives to create a future where logistics is no longer a barrier for business growth or personal mobility but a dependable, scalable, and fully digital solution that supports the daily movement of goods in urban areas. In the long term, Lalamove aims to expand its presence and become a onestop logistics partner for businesses of all sizes in the country.

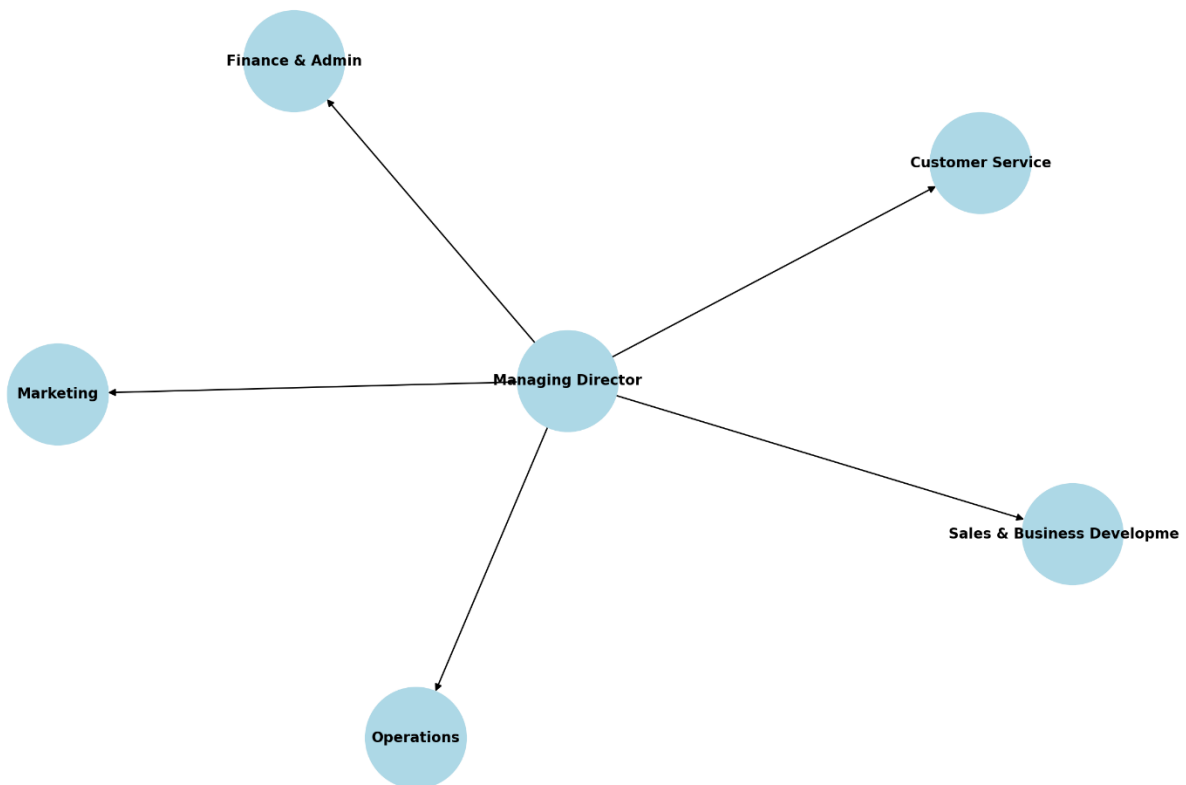


Organizational Structure

Lalamove Bangladesh follows a flat and functional organizational structure that supports collaboration across key business units while ensuring operational efficiency. The company is led by a Country Managing Director, who oversees all operations, reporting to regional leadership in Lalamove's Asia hub. Under the MD, the company is typically divided into the following departments:

- Sales and Business Development Team – Responsible for acquiring corporate clients, onboarding partners, managing relationships, and driving revenue growth.
- Operations Team – Manages fleet coordination, driver onboarding, service quality, route planning, and operational problem solving.
- Marketing Team – Handles brand promotion, digital campaigns, customer acquisition, and market positioning strategies.
- Customer Service Team – Provides real time support to both clients and drivers, ensuring smooth communication and service reliability.
- Finance and Admin – Oversees internal accounts, budgeting, compliance, and administrative tasks.

Organizational Structure of Lalamove Bangladesh



Services Offered

Lalamove Bangladesh offers on demand, intra city & sub city delivery services designed to support both corporate and individual logistics needs. Its primary service includes 1 ton pickup truck deliveries within Dhaka city, allowing clients to move goods quickly, reliably, and cost effectively without owning or managing their own fleet. The service is accessible through the Lalamove mobile application or website, which enables users to schedule deliveries, track vehicles in real time, Route Optimization and communicate with drivers directly.

Key service features include:

- Instant and scheduled delivery bookings
- Various Fleet
- Real time GPS tracking
- Multiple stop delivery options
- Affordable pricing
- Dedicated corporate accounts with service customization

Although the service is currently limited to Dhaka, Lalamove aims to serve a wide range of clients from e commerce businesses and retailers to manufacturers, wholesalers, and individuals shifting goods or household items. The company's flexible vehicle model, paired with its easy to use app, helps reduce operational complexity for businesses that require frequent and timely transportation of goods.



Your 24/7 delivery partner

**Fast. Simple.
Affordable.**



Affordable

Choose from motorcycle, sedan, or truck delivery options designed to fit your needs. Our pricing is transparent and straightforward, with no hidden costs



Safe delivery

Professional and trained drivers ensure all your goods safely reach their destination.



Real-time tracking

In-app tracking allows you and the receiver to track your order in real time during the delivery.

Operational Process

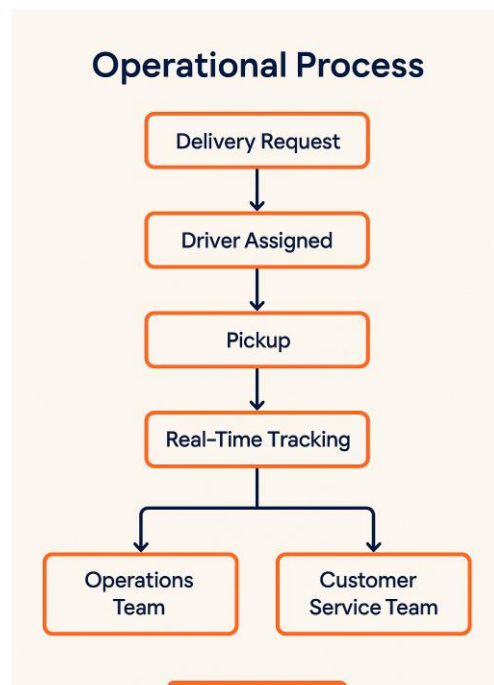
Lalamove Bangladesh operates through a tech enabled logistics platform that connects users businesses or individuals with delivery drivers using the **mobile app or website**. The core of its operational process is built around speed, flexibility, and real time coordination between the Sales, Operations, Customer Service, and Driver Network teams to ensure smooth and timely deliveries.

Order Placing: The process begins when a user places a delivery request through the Lalamove app. The user selects the pickup location, drop off points, vehicle type, and any additional requirements such as multiple stops or scheduled time slots. Once the request is submitted, the system automatically matches the order with an available and nearby driver based on location and capacity.

Driver assigning: After confirmation, the driver receives the delivery details and proceeds to the pickup location. Throughout the process, both the sender and receiver can track the delivery in real time using GPS features integrated into the app. This ensures transparency, improves communication, and helps manage expectations.

Operational Management: The Operations Team monitors the overall fleet performance and delivery flow. They ensure that drivers are following the service standards and intervene if any route or delivery issues arise. The Customer Service Team works in parallel to handle client inquiries, resolve problems, and provide live support to both clients and drivers.

Sales co-ordinations: On the backend, the Sales Team coordinates with corporate clients to understand their delivery needs, set up service plans, and provide onboarding support. They work closely with the operations and customer service teams to ensure service quality and smooth delivery execution for business accounts.





Comprehensive Scenario

SWOT Analysis

Strength	Weakness	Opportunities	Threats
<ul style="list-style-type: none"> Strong global brand presence and experience Technology-driven platform with real-time tracking Reliable corporate sales and operations team Flexible service model for corporate clients 	<ul style="list-style-type: none"> Limited to Dhaka city only Fleet limited to 1-ton pickups Low brand awareness among general users Service depends on driver availability 	<ul style="list-style-type: none"> Expansion to other major cities Rising demand from e-commerce and SMEs Fleet diversification bikes, vans, etc. Strategic partnerships with local businesses 	<ul style="list-style-type: none"> Intense competition Truck Lagbe, GIM Truck, Porter Highly price-sensitive market Traffic congestion and operational delays Regulatory and fuel cost challenges

Strengths

Lalamove Bangladesh benefits from the strong global brand **Huolala** recognition of its parent company, which operates in over 12 countries. Its core strength lies in its technology driven model, offering real time tracking, instant delivery booking, and a user friendly mobile app with affordable price. The company has developed a streamlined operational process that ensures timely service, making it an attractive option for businesses needing fast and reliable intra-city logistics and also reducing logistic cost compared to market analysis. Lalamove also boasts a growing network of trained driver partners, and a dedicated corporate sales team that focuses on building long term business relationships. The ability to customize delivery solutions for corporate clients gives Lalamove an edge in terms of flexibility and customer service.

Weaknesses

Despite its strengths, Lalamove Bangladesh faces several internal limitations. One of the main weaknesses is its limited geographic coverage currently operating only within Dhaka city, which restricts its market reach compared to competitors offering inter district services. In addition, the fleet is focused primarily on 1 ton pickups, limiting its ability to serve a broader range of logistics needs, such as smaller parcel deliveries or heavier cargo. Since it is still relatively new in the Bangladeshi market launched in 2022 , brand awareness is still growing, especially among non corporate or informal sector clients. Operational dependency on driver availability can also affect service consistency during peak hours.

Opportunities

There is significant opportunity for Lalamove to scale its operations beyond Dhaka, expanding into other major cities where demand for organized logistics is increasing. The rapid growth of e-commerce, SME businesses, and urban retail in Bangladesh creates an expanding customer base for last mile delivery services. There is also potential to diversify its fleet by introducing bikes, vans, and other vehicle options to cater to a wider range of delivery requirements. Additionally, forming partnerships with local businesses, e-commerce platforms, and logistics aggregators can enhance its market presence and revenue streams. As digital transformation continues, Lalamove is well positioned to take advantage of Bangladesh's shift toward app-based service models.

Threats

The logistics market in Bangladesh is becoming increasingly competitive, with **strong local players** and online platforms “Truck Lagbe, GIM Truck, and Porter” offering similar services. These companies often have deeper local networks and wider coverage, making market penetration

more challenging for newer entrants like Lalamove. Furthermore, price sensitivity among Bangladeshi consumers and businesses can create pressure on profit margins, especially in a low-cost, high-volume market. Other threats include traffic congestion, fuel price fluctuations, and regulatory challenges that can impact delivery efficiency. Dependence on third party drivers also introduces risk in terms of service quality and consistency.

Job Responsibility

My Responsibilities at LALAMOVE Bangladesh

During my internship at Lalamove Bangladesh, I worked closely with the corporate sales team, handling a wide range of responsibilities that spanned lead generation, client onboarding, retention, field sales, and reporting. My role was focused on supporting the company's growth by bringing in new corporate clients and maintaining strong business relationships with them. Below are the key areas of responsibility, explained in detail:

Lead Generation & Prospecting

- Actively searched for new potential corporate clients using various channels including personal corporate networks, LinkedIn searches, and Google search and Gmap.
- Conducted research on industries and companies that could benefit from Lalamove's delivery services, such as e-commerce businesses, distributors, and local retailers.
- Qualified leads by understanding their basic logistics requirements before approaching them for meetings or pitches.
- Focus on Companies logistic problem and providing solution through use USPs.
- Maintained an updated lead tracker to monitor outreach and follow ups.

Client Communication & Meetings

- Scheduled meetings online or in person with potential clients to introduce Lalamove's services and explore their specific delivery needs.
- Conducted detailed discussions to understand client requirements such as frequency of deliveries, typical goods volume, pickup/drop locations, and time preferences.
- Shared the Lalamove's service details via email and provided formal meeting minutes to clients to ensure clear communication and follow-up after each meeting.
- Presented tailored solutions, demonstrating how Lalamove's one ton pickup service, real time tracking, and app based system could meet their logistics challenges.
- Answered client questions and addressed initial concerns about pricing, service reliability, and driver handling.

Client Onboarding & Service Setup

- Supported clients through the full onboarding process, including account registration and service setup on the Lalamove platform.
- Walked clients through the features of the app such as vehicle selection, booking, scheduling, live tracking, and payment methods.
- Coordinated with the operations team to ensure seamless driver allocation for new clients' first deliveries.
- Ensured that all necessary information including pickup points, preferred timing, and delivery zones was properly set up.

Client Retention & Relationship Management

- Maintained regular communication with onboarded clients to ensure service satisfaction and gather ongoing feedback to get long-term profit.
- Proactively resolved any issues related to delivery delays, vehicle availability, or driver behavior in collaboration with customer support and operations.
- Built strong, trust-based relationships with clients by being responsive and consistent, which helped in retention and repeat usage.
- Identified upselling opportunities by suggesting regular scheduling or customized delivery packages for high usage clients.

Field Sales Visits

- Conducted door to door visits to offices, shops, and warehouses to introduce Lalamove's services directly to decision makers.
- Engaged clients in person, which helped establish trust and credibility, especially among traditional businesses.
- Distributed promotional materials and provided on spot demos or app installations when needed.
- Recorded feedback from these visits to improve sales targeting and follow up strategies.

Reporting & Performance Tracking

- Maintained daily and weekly records of client onboarding numbers, lead progress, and client engagement status.
- Prepared monthly reports showing onboarding to revenue conversion, client activity, and month over month MoM growth.

- Analyzed client behavior trends, peak usage times, and service feedback to generate insights for management.
- Participated in internal meetings where reports were presented, and contributed insights on client behavior and operational challenges.





Sales Department functions in LALAMOVE Bangladesh

The Sales Department at Lalamove Bangladesh plays a critical role in driving the company's growth by acquiring new corporate clients, nurturing relationships, and ensuring customer satisfaction through continuous engagement. As Lalamove operates in a highly competitive logistics market within Dhaka, the sales team focuses on developing personalized solutions, targeting high potential sectors, and maintaining a strong post onboarding support system. The department works in close coordination with operations, customer service, and management to ensure that sales activities are aligned with the company's broader strategic goals.

Department Structure

The sales department is generally divided into smaller functional roles:

- **Sales Executives** like my role : Focus on lead generation, meetings, onboarding, and daily client communication.
- **Sales Team Leader or Manager:** Oversees daily targets, assigns leads, tracks team performance, and coordinates with upper management.
- **Corporate Account Managers:** Maintain long term relationships with key business clients and ensure smooth communication between clients and internal teams.

The team operates under the supervision of the Head of Sales or Country Manager, who defines strategic goals and sales initiatives.

Lead Generation Process

The department uses both inbound and outbound strategies to generate potential client leads. Outbound strategies include researching potential businesses via LinkedIn, reaching out through personal corporate networks, and conducting field visits. Inbound leads often come through website sign ups, referrals, or leads generated by the marketing team.

Leads are assigned to individual sales executives, who are responsible for initiating contact, qualifying the prospect, and scheduling meetings to discuss the company's service offerings.

Client Engagement & Conversion

Sales executives contact potential clients through calls, emails, or in person visits. During meetings, they gather details about the client's logistics needs such as delivery volume, frequency, preferred routes, and budget and offer customized solutions based on Lalamove's services.

If a client agrees to onboard, the sales team helps them register on the Lalamove app or platform, guides them through the usage process, and ensures their first few deliveries are executed smoothly.

Coordination with Operations & Customer Service

Once the client begins using the service, the sales team continues to serve as a liaison between the client and the internal teams. For any delivery issues, vehicle availability concerns, or driver coordination, the sales department works with the Operations Team to find quick resolutions.

The Customer Service Team may handle day to day client queries, but the sales team remains involved in ensuring the client is satisfied and fully utilizing the service.

Retention & Relationship Management

Beyond onboarding, the sales department is responsible for building long term relationships with clients. This includes periodic check ins, addressing concerns, offering customized service plans, and upselling services based on client needs.

Clients with high delivery volumes are often assigned to Corporate Account Managers, who provide more focused attention and ensure consistent service.

Reporting & Strategic Planning

Sales executives are expected to maintain detailed records of client interactions, onboarding status, delivery volume, and revenue contribution. Weekly and monthly reports are submitted to the management team to evaluate:

- Number of clients onboarded
- Conversion rates from lead to client
- Revenue generated by each account
- Month over month MoM client growth

These insights help the management adjust sales strategies, define team targets, and identify high potential sectors for future outreach.

Use of Technology

Lalamove's sales department uses CRM tools, Excel reports, and performance dashboards (DSP) to manage and track sales activities. The mobile app itself is also a tool for demonstrating features to clients, tracking their delivery behavior, and identifying service issues in real time.

Major Findings

During my internship at Lalamove Bangladesh, I had the opportunity to observe and participate in a wide range of activities within the sales and client management department. From this experience, I identified several important findings related to the company's operations, client behavior, market positioning, and internal workflow. These findings not only helped me understand how a tech based logistics company functions but also offered practical knowledge about real world business challenges and strategies in the on demand delivery sector.

I also contributed directly to business growth by onboarding several corporate clients and SMEs who demonstrated consistent usage and revenue potential. These partnerships not only strengthened the company's client portfolio but also supported sustainable operational growth. Through prospecting, meetings, follow-ups, and solution presentation, I observed how strategic client acquisition plays a crucial role in long-term revenue stability and market expansion.

One of the most notable findings was the increasing demand for structured, app based delivery services among corporate clients. Businesses in Dhaka, especially SMEs, are actively seeking logistics partners that can offer reliability, transparency, and speed. Lalamove has positioned itself well to address this demand with its one ton pickup service, real time tracking, and user friendly mobile application. However, many potential clients still lack awareness of Lalamove's services, indicating a need for stronger market outreach and brand visibility.

I also observed that lead generation and client acquisition require a relationship based approach. Cold calls or random messages are less effective compared to personalized outreach through LinkedIn, referrals, or face to face visits. Field sales visits proved especially valuable in building trust, particularly with traditional businesses that prefer human interaction over digital communication.

Another finding relates to the internal collaboration between departments. Smooth onboarding and client satisfaction heavily depend on efficient coordination between the sales, operations, and customer service teams. Any delay or miscommunication in driver assignment, delivery timing, or service handling directly affects client perception. Therefore, cross functional alignment is essential for maintaining service quality and client retention.

Additionally, I found that detailed reporting and performance tracking are critical components of Lalamove's decision making process. The sales team is expected to maintain records of client onboarding, usage trends, and revenue growth, which are later analyzed to inform strategy and goal setting. This emphasis on data driven insights gave me a better understanding of how metrics influence business planning in real time.

Finally, I discovered that while Lalamove offers a highly scalable model, its current operations are limited to Dhaka city. Expanding beyond Dhaka could open new business opportunities and attract a wider customer base, especially in emerging urban centers across Bangladesh.

Market Share & Analysis

The logistics and delivery industry in Bangladesh is growing fast, especially in big cities like Dhaka. This growth is mainly driven by the rise of e-commerce, small businesses, and the increasing demand for fast, reliable delivery services. More and more businesses are choosing app based, on demand delivery platforms to manage their logistics needs efficiently.

In this market, Lalamove Bangladesh is a relatively new player, having launched in 2022. It currently operates only in Dhaka city and offers 1 ton pickup delivery services for both corporate clients and individuals, including home shifting. The service is focused on real time tracking, flexible delivery scheduling, and a tech based booking system.

Lalamove is competing in a market that includes other popular platforms such as:

Offline Trucks: Offline trucks remain the biggest competitors in the logistics market because many warehouse managers and businesses prefer to hire vehicles through direct phone calls and price negotiation. Since most offline trucks are privately owned, operators can set flexible or negotiable fares based on demand, which creates a pricing barrier for online platforms that follow standardized fare structures. Additionally, traditional business practices and long-standing relationships make offline truck services more widely used. As a result, the transition toward app-based logistics platforms will take more time as the market gradually adapts to digital solutions.

Truck Lagbe – One of the most established logistics platforms in Bangladesh, offering a wide range of vehicles and both intra city and inter district delivery options.

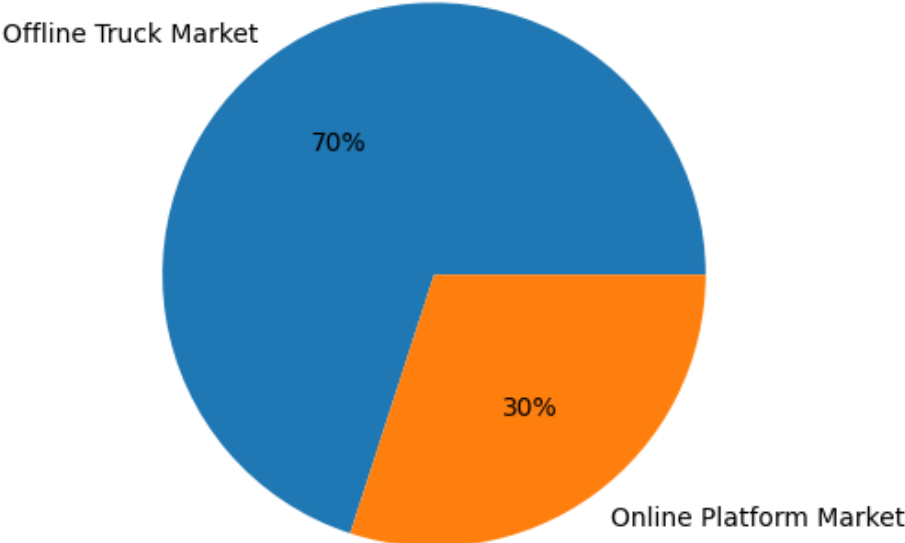
GIM Truck – Focused on organized logistics for businesses, with a growing base of corporate clients.

Porter – Another growing logistics company, mainly targeting urban delivery services similar to Lalamove.

Right now, Lalamove’s market share is relatively small compared to its competitors because it is still new in the market and operates in a limited geographic area only Dhaka. However, it is gradually building a strong presence, especially among corporate clients who value service quality, speed, and digital features.

Unlike Offline trucks, Truck Lagbe or Porter, which may offer wider vehicle options or operate in more cities, Lalamove focuses on quality service within Dhaka, aiming to provide a one stop logistics solution with app based simplicity. Its global experience and strong technology give it an advantage in building trust with professional clients.

Logistics Market Share Distribution in Bangladesh



Key Learnings

My internship experience at Lalamove Bangladesh has provided me with valuable exposure to the real-world dynamics of a tech enabled logistics company. Working closely with the corporate sales team helped me develop both practical business skills and a deeper understanding of the on-demand delivery industry. Through direct client interaction, field visits, and reporting activities, I gained several important insights:

I learned how to approach corporate clients effectively using personalized communication strategies. By observing and participating in meetings, I understood how to identify client needs, pitch tailored solutions, and handle objections with professionalism. This experience taught me the importance of building trust and maintaining long term relationships in B2B sales.

I also learned the importance of teamwork and cross departmental coordination. The sales department cannot function independently, it requires continuous communication with operations and customer service to ensure client satisfaction. I saw how internal alignment directly impacts service quality and client retention.

In addition, I developed practical skills in data reporting, client tracking, and performance analysis. I learned how to maintain sales records, track onboarding to revenue conversion, and present insights that support decision making. These tasks helped me strengthen my attention to detail and improved my ability to interpret business data.

Another key takeaway was the significance of fieldwork in building market presence. Visiting shops, offices, and warehouses gave me firsthand exposure to customer behavior and preferences, especially in traditional businesses that value face to face interaction.

Finally, I gained an overall understanding of the logistics industry in Bangladesh including its challenges, competition, and opportunities for digital transformation. I understood the role of technology in modern logistics and how companies like Lalamove are changing the way goods are moved within cities.

Recommendations

Based on my observations and involvement during the internship at Lalamove Bangladesh, I have identified several areas where the company can improve and grow further in the competitive logistics market. These recommendations are focused on enhancing client acquisition, improving service delivery, and increasing market visibility.

- **Expand Service Coverage Beyond Dhaka**

Currently, Lalamove's operations are limited to Dhaka city, which restricts its market reach. Expanding services to other major cities such as Chattogram, Sylhet, and Khulna could open up new business opportunities and attract a wider customer base, especially in underserved logistics markets.

- **Introduce More Vehicle Options**

At present, the service is limited to one ton pickups. Introducing other vehicle types such as bikes for small parcel delivery, vans for medium loads, or larger trucks for bulk goods will allow Lalamove to serve a broader range of clients with different logistical needs.

- **Strengthen Brand Awareness Campaigns**

Many businesses are still unaware of Lalamove's service offerings. Targeted marketing campaigns, social media engagement, and partnerships with local business associations can help raise brand visibility and attract more clients, especially SMEs.

- **Improve Client Onboarding Experience**

Providing a more structured and personalized onboarding experience such as offering demo sessions, app walkthroughs, or dedicated onboarding support can increase client confidence and reduce drop off rates after sign up.

- **Enhance Internal Communication Between Teams**

Coordination between the sales, operations, and customer service teams is crucial for maintaining service quality. Establishing stronger communication protocols or using CRM and workflow tools more effectively can reduce misunderstandings and improve response times.

- **Focus on Corporate Client Retention**

Rather than only focusing on new client acquisition, Lalamove should also invest in long term relationship building with existing clients. This can be achieved through loyalty programs, regular follow ups, customized service plans, and feedback based improvements.

- **Use Data More Strategically**

The company collects valuable data on client activity, delivery patterns, and service performance. Using this data to identify high value clients, peak delivery hours, and service gaps can lead to better decision making and more effective sales strategies.

Conclusion

My internship at Lalamove Bangladesh has been a highly rewarding experience, providing me with practical exposure to the inner workings of a fast paced, tech enabled MNC logistics company. As a Sales Executive Intern, I had the opportunity to observe and participate in a variety of real world business processes including lead generation, client onboarding, field visits, relationship management, and performance reporting.

Throughout this period, I developed a deeper understanding of the growing logistics industry in Bangladesh, particularly in the context of digital transformation and urban delivery services. I learned how to communicate effectively with corporate clients, offer customized logistics solutions, and coordinate closely with internal teams to ensure service quality. This experience also enhanced my skills in business communication, data handling, problem solving, and teamwork.

Lalamove's structured approach to logistics, combined with its modern mobile platform, showed me how technology is reshaping the way businesses manage their transportation needs. Being involved in this transformation, even in a support role, has helped me bridge the gap between theoretical academic knowledge and real-world application.

Overall, the internship has not only improved my professional abilities but also given me greater clarity about working in the logistics and tech driven service sectors. It has prepared me for future roles in sales, operations, and client management, and I am confident that the insights gained from this internship will contribute meaningfully to my career development.

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