

Internship Report
On
Evaluation of Marketing Strategies of Distribution
Companies: A Case Study on ShopUp Limited

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Spring 2025



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Date of Submission: March 10, 2026

Evaluation of Marketing Strategies of Distribution Companies: A Case Study on ShopUp Limited

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This report is submitted in partial fulfillment of the requirements for the Bachelor of Business Administration Program at the School of Business & Economics, United International University.

Letter of Transmittal

March 10, 2026

Dr. Md. Kaium Hossain
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Subject: Submission of Internship Report, “**Evaluation of Marketing Strategies of Distribution Companies: A Case Study on ShopUp Limited**”.

Dear Sir,

As a part of the internship course, I, Mubin Sheikh, am an intern of the Business Operations team under the Office of Strategic Projects (OSP) at ShopUp Limited. I have prepared an internship report titled “Evaluation of Marketing Strategies of Distribution Companies: A Case Study on ShopUp Limited” under your guidance and supervision.

I have done my level best to avoid any flaws. I hope this report meets your expectations, as I believe it is comprehensive and informative.

Sincerely,



Mubin Sheikh

ID: 111 192 057

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Declaration of The Student

I do hereby solemnly declare that the internship report “Evaluation of Marketing Strategies of Distribution Companies: A Case Study on ShopUp Limited” has been prepared by me as a part of my internship requirement for the completion of the Bachelor of Business Administration degree under the School of Business and Economics, United International University.

I also declare that this report is my own creation and it has not been submitted anywhere, either partially or in full, to any other institutions or organizations for academic purposes. The contents of the report came from my personal understanding and work. I have acknowledged any assistance I took during the preparation of the report accordingly.



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Acknowledgement

First of all, I would like to express my sincere gratitude to my academic supervisor, Dr. Md. Kaium Hossain, Associate Professor at the School of Business and Economics, United International University. I appreciate his assistance and guidance in preparing this internship report.

I am also thankful to my Line Manager, Mr. A. K. M. Fazlul Haque, for selecting me as an intern for the team and helping me to understand the business. Mr. Abu Sufiyan was my immediate senior, who helped me with the process and encouraged me to sharpen my technical abilities.

In addition, I acknowledge the OMNISHIP team at ShopUp for their consistent cooperation, information sharing, and contribution to my internship journey. Finally, I am also immensely grateful to my family and friends who cheer me on and support me throughout this journey. I dedicate this report to all the people mentioned above who have directly supported, directed, and inspired me.

Executive Summary

The distribution market in Bangladesh is growing rapidly as it gets digitized, and small to medium entrepreneurs (SMEs) are joining the party while supply chain dynamics are changing. The main purpose of this report is to analyze the marketing activities conducted by ShopUp Limited. The report thoroughly utilizes various secondary data sources, e.g., company reports, applicable publications, and experienced observations made during the company's internship duration. It has been divided into 6 sections: Introduction, Company and Industry Profile, Methodology, Analysis and Findings of the report, Internship Experience, and Conclusion, along with Key Facts. It is a descriptive research design. ShopUp Limited is a Bangladesh-based B2B commerce enabler that combines logistics, credit, and wholesale procurement services for small retailers. It uses a technology-driven distribution model to primarily target micro, small, and medium enterprises (MSMEs), especially neighborhood retail shops. According to findings, to boost retailer acquisition and retention, ShopUp is engaged with a couple of things: relationship marketing, digital distribution, trade promotions, and field-force activation. Its value proposition relies on trusted last-mile deliveries, working capital access, and competitive wholesale rates. The findings also suggest that companies like ShopUp Limited can enhance marketing efficiency through the establishment of a centralized market intelligence system, which would allow monitoring of retailer preferences, competitive activity, and up-and-down shifts in regional demand. It can reinforce the digital branding, which in itself enhances the customer loyalty, and a long-term commitment of the user remains existing product development solution made under highly targeted data. With a segmentation strategy based on retailer size, geographic coverage, and purchasing behavior, they have been able to develop targeted offerings to the various market clusters. Overall, the analysis shows that ShopUp Limited uses technology-driven distribution practices and consumer-focused service models to ensure competitiveness in the changing landscape of distribution and the supply chain industry in Bangladesh.

Keywords: marketing strategy, marketing practices, distribution, marketing, ShopUp Limited, Bangladesh.

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List of Acronyms and Abbreviations

Acronym	Full Form
B2B	Business to Business
SME	Small & Medium Enterprise
3PL	Third Party Logistics
CRM	Customer Relationship Management
CAGR	Compound Annual Growth Rate
FMCG	Fast Moving Consumer Goods
USP	Unique Selling Proposition
IoT	Internet of Things
CPG	Consumer Packaged Goods
GRN	Goods Received Note
SLA	Service Level Agreement

CHAPTER 1: INTRODUCTION

1.1 Background of the Study

Technological innovation, high mobile penetration, and rising consumer demand for digital solutions have, over the past years, made the startup ecosystem of Bangladesh grow at a rapid rate. ShopUp Limited is one of these companies that has contributed towards changing the retail distribution. ShopUp was established by Afeef Zaman and his co-founders in 2016 as a small social commerce project and transformed into a full-stack B2B commerce platform, which connects retailers with manufacturers and offers logistics and credit services. It has a closed ecosystem comprising Mokam to source its products, REDX to deliver them, and Baki to facilitate its digital finance, enabling more than 600,000 small retailers in Bangladesh to manage procurement, delivery, and working capital. ShopUp has emerged as an engine of digital inclusion through strategic alliances with several companies, including Unilever, Marico, Grameenphone, and other international investors like Sequoia India and Flourish Ventures. The company's contributions to employment creation, supply chain resiliency, and financial accessibility also demonstrate that socioeconomic development can be promoted through marketing innovation. This paper investigates how ShopUp plans and implements the marketing strategies to be able to maintain a competitive edge in the drastically changing distribution sector in Bangladesh. It seeks to connect the theoretical ideas of marketing with the practical world by showing how technology-based marketing can make micro entrepreneurship powerful and help to develop an inclusive business environment.

1.2 Objectives of the Study

Broad Objective

- ✚ To evaluate the marketing strategies of distribution Companies

Specific Objectives

- ✚ To examine the marketing strategies implemented by ShopUp Limited
- ✚ To know the organizational and departmental activities of ShopUp Limited.
- ✚ To analyze the Strengths, Weaknesses, Opportunities, and Threats (SWOT) of ShopUp Limited.
- ✚ To provide some recommendations on the marketing practices of ShopUp Limited.

1.3 Rationale of the Report

The industry of retailing in Bangladesh consists of about 4.5 million mudir dokans that are informal institutions without computers (Bangladesh Retail Federation, 2024). ShopUp takes this challenge by digitally bridging these shops with manufacturers and assisting them in accessing products, logistics, and financing effectively. An analysis of the marketing strategy of ShopUp will provide clues on how a technology-driven company can bring corporate growth into social contribution. It also shows how the marketing theories of segmentation, targeting, positioning, and integrated communication can be used in the framework of an emerging market (Rahman et al., 2025). This study is a contribution to scholarly literature as it investigates the concept of B2B marketing in the developing markets and the role played by innovation in digital media in empowering small businesses.

1.4 Scope and Limitation of the Study

Scope of the Report: The paper concentrates on the business of marketing at ShopUp Limited and how it relates to the three company verticals, which include Mokam, REDX, and Baki. The data were collected by means of the internship observations, informal interviews, and secondary sources, focusing on the digital marketing, CRM, and management of the relations with the retailers.

Limitations of the Report: Confidentiality limited access to proprietary information and internal strategic documents. The four-month term of the internship did not allow long-term observation of performance. As the study focuses on a single company, it is not possible that the research will reflect all distribution firms in Bangladesh.

1.5 Definition of Key Terms

- **Business-to-Business (B2B):** B2B is a type of transaction that occurs between two businesses, such as between a manufacturer and a wholesaler.
- **E-Commerce:** Online selling and purchasing; Mokam, the online store of ShopUp, offers e-commerce opportunities on a B2B basis.
- **Distribution:** The flow of products between the manufacturers and retailers, which is optimized by REDX. ShopUp is initially focused on the market of fast-moving consumer goods (FMCG).

- Mudir Dokaan: Local grocery stores, which make the core consumer base of ShopUp. SME/MSME: Small and micro-businesses that ShopUp has as its services.
- Marketing Strategies: works as the foundational plan ensuring efforts ultimately reach the target audience and convert them into customers by defining the company's value proposition, key brand messaging, data-driven target audience, and high-level goals.
- Marketing Practices: The tactical moves implemented to bring and maintain customers. Push vs. Pull Marketing: Push- direct promotion; Pull- establishing a customer need (Ahmed, 2024). CRM: The retailer relationship management systems. Embedded Finance/BNPL: Built-in credit solutions that allow flexible buying.
- Micro-Fulfillment Hubs: Small regional warehouses providing quicker delivery.

CHAPTER 2: COMPANY AND INDUSTRY PROFILE

2.1 Company Analysis

2.1.1 Overview and History: ShopUp Limited is the largest full-stack B2B digital-commerce platform in Bangladesh and was founded in 2016 by Afeef Zaman and a team of entrepreneurs who saw the inefficiency of the traditional retail supply chain in the country (ShopUp Annual Report, 2024). The business has a mission to transform the small retail sector through the implementation of product sourcing, logistics, and financial services on one digital platform. ShopUp is based in Tejgaon, Dhaka, and connects thousands of manufacturers with wholesalers to more than 600,000 neighborhood retailers in all 64 districts of Bangladesh (Dhaka Tribune, 2025). It has three complementary verticals that are used to construct its ecosystem: Mokam, a computerized wholesale trade application where retailers have the ability to order goods on behalf of large brands in the FMCG and consumer-goods industry. REDX – a subsidiary logistics company, which offers countrywide delivery services, warehousing, and last-mile services. Baki- an embedded-finance service providing small retailers with micro-credit and buy now pay later services. International investors, including Sequoia Capital India, Flourish Ventures, and Valar Ventures, partnered with ShopUp, as well as the cooperation with major FMCG brands like Unilever, Marico, and Reckitt Benckiser has helped the company to grow (Tech in Asia, 2024). These alliances have made ShopUp a vital connection between manufacturers and micro-enterprises, enabling them to enhance resiliency in supply chains and facilitate financial inclusion throughout the country.

Vision: To develop a non-discriminatory and smooth retail-commerce environment, bridging millions of small stores with manufacturers, and making required goods affordable within Bangladesh.

Mission: To enable small retailers to gain power by providing technology-based products in sourcing, logistics, and finance to help mitigate their competitiveness and build sustainable economic growth.

2.1.2 Trend and Growth: The revenue trend of ShopUp shows a continued growth. In FY 2022, the company registered revenue of USD 83 million, with an increase of USD 129 million in FY 2023, a 55 percent increase in revenue on a year-over-year basis (ShopUp Financial Report, 2024). BDT 1,800 crore from the Mokam CPG division alone is an indication that the division has more than 70 percent growth

annually. In December 2023, ShopUp recorded its first positive unit economics and operational efficiency, marking the first month with positive EBITDA (Financial Express, 2024). Its gross margin increased to 1.3 percent in FY 2023, which is not high but is sustainable as the volume of transactions is high on the platform. ShopUp can reach up to 31 million consumers each month now through 427 micro-fulfillment hubs and over 7,000 employees. The company also seeks to widen its B2B network outside South Asia through the expansion to the regional markets under the newly created SILQ Group (merger with Sary of Saudi Arabia) (Tech Crunch, 2024). The section presents a mix of products, services, and customers.

2.1.3 Product/Service/Customer Mix

1. Mokam: A Digital Wholesale Platform that connects manufacturers to retailers. Core features include:
 - Offers 10,000+ FMCG products.
 - Offers order entry, payment gateway, and delivery management.
 - It has more than half a million active retailers with 85 percent repeat purchase rates.
2. REDX: Logistics and Fulfillment Service of ShopUp Limited.
 - It operates in 64 districts and 493 sub-districts.
 - Manages 2-3 million deliveries each month, and 95 percent of them are on time.
 - Creates 8-12 percent first mile and last mile gross margin.
3. Baki: Built in Finance and Credit Service. Key features include:
 - Offers loans without collateral with BDT 5,000 to BDT 500,000.
 - Repayment rate of between 92 and 95 percent.
 - Collaborates with Eastern Bank, BRAC Bank, City Bank, and Lendable to get capital. ShopUp's customer categories are retailers using its services, manufacturers with direct access to the market, and final consumers who benefit indirectly from greater access to products.

2.1.4 Company Operations/Activities: The organizational structure of ShopUp consists of specialized departments that guarantee an effective coordination of the value chain:

- 🗺️ Operations: Processes the daily warehouse, delivery, and order fulfillment operations.

- ✚ Technology/Product: comes up with the app interface and analytics systems.
- ✚ Finance and Accounting: Manages budgeting, forecasting, and managing financial partners.
- ✚ Marketing & Business Development: Conducts brand promotion, retailer outreach, and partner acquisition.
- ✚ Human Resources/ Administration: Manages hiring, training, and employee relations.
- ✚ Customer Experience Team: Takes customer care and resolves disputes.
- ✚ Strategy & Growth: Processes market data and initiates long-term initiatives.

This multi-functional combination enables ShopUp to ensure that there is no mismatch between its marketing activities, operational competence, and technology innovation (Ahmed and Rahman2025).

2.1.5 SWOT Analysis: Strengths, Weaknesses, Opportunities, Threats.

Strengths

- Diversified business model (Mokam, REDX, Baki, CPG, Omniship, Porshi, 3PL)
- Extensive distribution network (427 hubs) throughout Bangladesh
- Strong brand trust and strategic partnerships with prominent global leaders like SilQ and Saari
- RedX moves 1000+ trucks every day.

Weaknesses

- High operating cost structure
- Dependence on external fund-raising
- Limited international brand awareness
- Unbanked retailers' financial inclusion

Opportunities

- Adoption of digital technology by SMEs
- Expanding the Gulf and South Asian markets

- Logistic – Data analytics & ensured CRM Front office: Penetration into the Gulf and South Asia, as ShopUp already has an office setup in Singapore, Saudi Arabia, and India.

Threats

- Competitive pressure from local and regional players like PriyoShop, Daraz, and Chaldal
- Economic instability and fuel price hike
- Regulation and policy empowerment, as the current political situation is vulnerable

2.2 Industry Analysis

2.2.1 Overview of the Industry: ShopUp operates in Bangladesh's growing B2B digital commerce, logistics, and distribution sector, a sector stimulated by the rise in e-commerce penetration, the accessibility of mobile financial services, and improved infrastructural development and connectivity of manufacturers, distributors, and retailers enabled through digital platforms for procurement and bifurcation.

Key sub-sectors are the following

- ✚ B2B commerce platforms that enable wholesale activities
- ✚ Last-mile logistics for delivery and fulfillment services
- ✚ FMCG distribution networks for fast-moving consumer goods are supplied all over the nation
- ✚ Embedded financial services for the use of credit and payment solutions.

2.2.2 Size, trend, and maturity: The Bangladeshi e-commerce sector was estimated at USD 9 billion in 2024, while B2B activities comprised USD 192 billion, significantly surpassing B2C exchanges. The FMCG distribution market generates USD 4 billion yearly and grows at a 16 percent CAGR. The sector is in a growth-to-maturity phase, when it undergoes a structural merging and distribution accompanied by advanced technology. Smart warehousing, automated solutions, and data-dependent demand

predictions boosted logistics-efficient solutions. Rural penetration remains a prospect, as around 73% of rural consumers still journey to cities to access the suppliers.

2.2.3 Industry SWOT Analysis

Strengths

- 3 Large consumer base of 170 million people.
- 4 Rapid urbanization and digital adoption.
- 5 Supportive government policies for digital commerce.
- 6 MFS platforms, bKash, and Nagad enable cashless trade.

Weaknesses

- Inadequate rural logistics infrastructure.
- Strong dependence on cash-on-delivery:> 90 percent of transactions.
- Low financial literacy and banking access.
- Workforce skills gap in digital logistics.

Opportunities

- Untapped rural and cross-border markets.
- Infrastructure development: Padma Bridge, expressways.
- Integration of IoT and AI for supply-chain optimization.
- Sustainability and green logistics initiatives.

Threats

- Competition from global firms DHL, Maersk.
- Economic instability and currency fluctuation.
- Cybersecurity and data-privacy issues.
- Reputation risks from previous e-commerce scandals.

2.2.4. ShopUp's Position within the Industry

ShopUp has established itself as a prominent B2B commerce platform through its integrated model, encompassing commerce, logistics, and finance, yet it is not Product-Market Fit. It's entering the growth phase with a Series B funding of \$198M,

including debt financing, in 2024. ShopUp has reached nationally through its different businesses (Mokam CPG, Mokam Fish, RedX, FTL, 3PL).

Its model may be used as a cultural struggle for other emerging-market B2B companies seeking to implement scalable and equitable business strategies.

CHAPTER 3: METHODOLOGY

3.1 Introduction: This chapter presents the methods utilized in the preparation of this internship report. Secondary sources have been used to gain a comprehensive understanding of ShopUp Limited's marketing function. The methodology provided is that of an applied qualitative design that is most appropriate for laboratory reflection and experiential learning.

3.2 Research Design: In the research of ShopUp Limited, a case study is used to investigate its marketing strategies. It's a parkwide investigation into how the top is managed, down to how workers are encouraged to interact and to serve customers. So, we have three major research design strategies in totality.

Exploratory Research Design: As the name implies, this design is used to explore an issue when a problem has not yet been clearly defined; it includes looking for new or fresh ideas (198). It is usually based on a qualitative approach, in which hypotheses are generated to be tested.



Descriptive Research Design: This research design is a quantitative method. It is a term that describes features of a populace. It responds to questions such as what, when, where, and how.

Casual Research Design: It is applied whenever it is necessary to find out the relationship of cause and effect between two variables. This is a systematic procedure for varying the independent variable and measuring its effect on the dependent variable.

This study is descriptive in nature.

3.3 Data Collection Methods: This report is primarily based on secondary data. So I went through the following methods:

Observation

-  Direct observation: this involves taking part in daily marketing and operational activities.
-  Personal experience: as the internship is based on practical exposure in the Office of Strategic Projects through involvement in the day-to-day marketing campaign and market communication.

Secondary Data

- 📄 Company reports, brochures, and official documents.

3.4 Data Analysis: The collected data were analyzed for thematic content involving the analysis of the patterns and relationships in the marketing strategy, retailer engagement, and brand communication, among others. The analysis was juxtaposed with the assertion in marketing theories such as the STP, 7Ps model, relationship marketing principles, and retailer engagement.

3.5 Limitation of Methodology: This study is a single case study of the data obtained for five months of the operation. This conclusion is context-specific, as there are not enough data to make an extensive statistical generalization. However, based on the marketing aspect of a fast-growing digital-commerce company, the findings are realistic.

CHAPTER 4: ANALYSIS AND FINDINGS

4.1 Overview: The following chapter presents an analysis of ShopUp Limited's marketing approach, obtained through internship observations and secondary research. It seeks to do more with less, concerning how ShopUp applies marketing principles in its practice and how and if these approaches meet the company's goals.

4.2 Marketing Department Structure: The Marketing Department operates as a group within the Business Development Department. The Marketing Department has four teams, as follows: 1 and 2. Brand & Communications and the Retail Marketing Team; 3. Partnership and Growth; 4. Content Creation. The teams collaborate to ensure a consistent corporate image and meet B2B and B2C organizational communication requirements.

4.3 Segmentation, Targeting, and Positioning (STP) of ShopUp

Segmentation

ShopUp uses segmentation to identify customer groups with common traits. By analyzing demographics, geography, psychographics, and behavior, these service providers can create services that ideally meet their clients' particular requirements.

Demographic Segmentation: It divides the market into segments based on variables such as age, gender, income, education, and occupation.

Entrepreneurs (usually aged 25–45)

Income group: Micro-entrepreneurs, small businesses, and family-run stores, mostly low-mid income owners.

Occupation: Retail shop owners, online business owners, and micro-business owners.

Business Stage: Early-stage startups and emerging SMEs.

Geographic Segmentation: Geographic segmentation is at a location level, which affects the accessibility and demand of products and services.

Urban vs Rural: ShopUp is aimed at both urban and rural areas, especially reaching out to remote locations where access to quality products, finance, and distribution are a struggle.

Location: Mainly targeting the Bangladeshi market, particularly outside the big towns, but increasingly the rural and semi-urban areas where SMEs prevail.

Infrastructure: ShopUp looks for areas where there is inadequate infrastructure around logistics and financing, and works to provide solutions that plug these gaps.

Psychographic Segmentation: It segments the market on the basis of lifestyle, personality, and social class.

Value-conscious entrepreneurs: ShopUp caters to business owners who prefer cheap and cheerful over fancy tech solutions.

Innovation Adopters: Small business people who are looking for technology-facilitated solutions, but aren't entirely "tech-of-age," requiring tools that are simple and available.

Social impact-conscious: ShopUp also resonates with dedicated localists, as the platform serves to promote both individual businesses and – indirectly – the economy at large.

Behavioral Segmentation: Behavioral Segment is based on consumers' behavior, such as product purchase, usage frequency, and the decision-making process.

Utilization rate: High utilization for small companies that need frequent restocking, logistic and financial support.

Customer retention: ShopUp encourages customer retention by being embedded in the daily operations of businesses (via purchasing, delivery, and credit facilities).

Benefit desired: Convenience, cost savings, tech support, and swift delivery to keep their businesses humming along — and grow in a competitive marketplace.

Seasons and Holidays: Stepped-up requirement in stock and delivery during peak business seasons or holidays.

Targeting: Targeting is the direct selection of a segment or multiple segments to target.

Undifferentiated Marketing (Mass Marketing)

ShopUp is focused on multiple segments, but they are more undifferentiated, playing to win over the broad market of SMBs with a standard offer. The idea is to develop a solution that can work across all sorts of small businesses, from mom and pop stores in the neighborhood to brands that sell online.

Differentiated Marketing

ShopUp also participates in differentiated marketing with tailored offerings for particular customer segments. For example:

For independent brick-and-mortar stores: Concentrating on sourcing, delivery, and straightforward financing.

For F-commerce merchants on the web: Providing logistics and credit support to help businesses grow.

Early-stage SMEs: In-depth data analytics, access to credit lines, and business insights.

Concentrated Marketing (Niche Marketing)

In particular instances, such as rural Bangladesh or small niche markets (for example, traditional craft shops), ShopUp applies a focused marketing strategy whereby all the resources are concentrated on delivering tailor-made solutions that these niche marketplaces do not have ready access to.

Positioning

It's about defining how ShopUp should be perceived in the mind of the targeted audience. Or, in marketing theoretical terms, here's how they position themselves.

Value Proposition

For merchants: ShopUp is marketed as a full-stack, tech-enabled commerce solution that eases the burdens of running small businesses by providing product sourcing, logistics, and financing all in one place.

Unique Selling Proposition (USP): "Simplify doing business for small retailers and online sellers with end-to-end solutions."

Positioning Statement

From a differentiated positioning perspective, ShopUp positions itself as the one-stop solution for small business owners who want trustworthy sourcing, reliable logistics, and affordable financing altogether in one place.

"With small business owners and entrepreneurs in Bangladesh largely overlooked by traditional financial services, ShopUp has designed a full-stack digital platform with supply chain financing, last-mile delivery, and B2B commerce features that solve the everyday commercial problems — purchasing, logistics, and credit — so that they can focus on growing their businesses without worrying about complex, lengthy or expensive processes.

Perceptual Mapping

ShopUp's perceptual map would position them:

On one axis, comparing traditional offline wholesalers between price-focused (limited reach) and comparing them to digital-first solutions (tech-enabled, complex).

And on the other axis, comparing against commoditized to high-end enterprise grade solutions.

ShopUp would fill the void as a compromise, offering something affordable, teched out with customer support but aimed at small businesses that don't need a complex solution.

Brand Positioning

ShopUp doesn't just think of itself as a service provider, but also a business partner. They tout the benefits of trust, simplicity, and empowerment in their messaging; see: "making business simpler," "scalable solutions," and "helping businesses grow" for examples. This makes them the business enabler for SMEs, simplifying and streamlining processes.

4.4 Marketing Mix (7Ps) of ShopUp

The 7 Ps of Services Marketing



As ShopUp is a service-based B2B Commerce platform, the 4Ps are not enough to plan and execute marketing tactics to meet business objectives and effectively reach its target audience.

Product: ShopUp's major product is the e-commerce platform that connects the retailer and vendor and integrates such logistics and financing. ShopUp's offering includes end-to-end supply chain solutions for small-scale retailers by combining sourcing, delivery, and finance.

Price: The company's pricing depends on the bargaining power of its suppliers and the volume of transactions. ShopUp's logistics rate is determined by the fulfillment zone. ShopUp bases Mokam's pricing on a supplier agreement and the Baki pricing model's dynamically adjusted opportunity cost. Mokam's Baki business unit operates under a multi-tiered dynamic pricing model with varying interest rates.

Place: ShopUp Limited employs both physical and online distribution channels. The Mokam app is provided to locate orders in regional micro-fulfillment areas and fulfill orders with REDX's nationwide delivery network.

Promotion: ShopUp's marketing communication mostly relies on its newspaper advertising and podcasts by the C-Suite management level. The only thing they promote is their fundraising news.

People: ShopUp has 3663 employees, including head office and field level, as it's a service-oriented organization. ShopUp believes that to maximize customer satisfaction and deliver excellent service, efficient people are required. They hire the best people and groom them to upscale their knowledge and expertise to the next level.

Process: ShopUp operates in a triangle business model. They are integrating Logistics, Finance, and Distribution. With this process, retailers order through the Mokam app. After that, the orders are processed through different hubs. Within a day, shipments and deliveries are being done by REDX. When retailers get the delivery, they pay for orders or can access credit through Baki with proper KYC documentation.

Physical Evidence: ShopUp provides excellent facilities, including regional and divisional hubs that cover more than 55 districts. More than 1000 trucks operate every day. The Mokam App is designed in a simple, intuitive, and user-friendly way. Proficient in packaging and delivering uniforms through REDX. Organized micro-fulfillment centers, reflecting operational excellence. These visual and physical details support customer perception and represent professionalism.

4.5 Relationship Marketing Practices: ShopUp practices relationship marketing through long-term retailer partnerships. Especially the project "Porshi" team practices, as they have to retain existing customers.

- Keep in contact with CRM notifications and SMS text
- Increases outreach and offers promotional discounts to regular retailers
- Financial aid for credit repayment and rewards through Baki.

This relationship-based model significantly improves customer retention and contributes to the company's overall sustainability business.

4.6 Retailer engagement: Retailers are the main stakeholders in ShopUp's partnership-based ecosystem. The elements of engagement include: The field visits and distribution event organized to introduce new app features. The seasonal campaigns, such as the Mokam Eid Bonanza. The individual offers are based on purchase time and frequency, and regional localization. The marketing coordination with REDX provided retailer liaison to ensure the message gets delivered in a temporally synchronized manner with the service quality.

4.7 Findings

The findings of the study provide valuable insights into the effectiveness and impact of the marketing strategies implemented by ShopUp.

- ShopUp describes itself as a digital B2B platform and an integrated solution provider that eases the retail supply chain and improves operational efficiency for small- and medium-sized businesses (SMBs). Its marketing emphasizes the seamless tech-enabled experience, from ordering products to inventory management.
- ShopUp is segmenting its market based on business (small vs. medium-sized retailers), area (urban vs. semi-urban), and technology-based readiness for adoption (tech-savvy vs. traditional retailer). The main focus for the company is on small and medium businesses (the typical SBP user), which want a one-size-fits-all solution for their operations.
- ShopUp has a strong online presence and provides a suite of services, such as inventory management, order fulfillment, and logistics, to retailers. The company probably prices its products in a way that makes them attractive to small retail shops with modest budgets. But the proof of the platform's stability is largely digital (website, mobile app).

- ShopUp is investing in 'connecting' with retailers, not just through communication, but also personalized and exclusive offers to retain them. But there may also be possibilities for something more profound than transactional or merely “in the menial.”
- ShopUp is dependent on a third-party doorstep delivery service for last-mile delivery, specifically 'AJR Courier'. For all its speed and efficiency, there may be times when retailers struggle with missing trucks or last-mile deliveries, the latter being trickier for brands operating in more rural locations.
- ShopUp presumably offers some sort of combination of promo markdowns, loyalty programs, and personalized deals to both acquire and retain merchants. Its price is competitive; however, it may not be fully optimized for retailers of different segments.
- ShopUp has an online presence, but is less visible in small towns and rural areas where physical retailers are still prevalent. The brand may ring a bell in Dhaka or other urban areas.

CHAPTER 5: INTERNSHIP EXPERIENCE

5.1 Introduction

Internship at ShopUp Limited presented an exciting opportunity to practically relate theoretical knowledge obtained from my major in marketing in a company set up towards a fast-paced, data-driven business. I joined ShopUp as a Business Operations Intern under the Office of Strategic Projects.

5.2 Job Responsibilities

During my internship at ShopUp from June 26th to November 25th, 2025, I worked with the Operations Team.

- Market research: I was assigned to assess the opportunity for a new beverage from Saudi Arabia named Kinza Cola. I had to visit the modern trade channels and acquire information for that initiative.
- Data documentation: Day-to-day sales tracking, deposit slips verification against the sales volume, and timely GRN completion
- Train up the distribution managers: Provided the appropriate training using DMS (Distribution Management System) on how to create a purchase order and validate it, picklist creation, and sales confirmation after returning the undelivered products.
- Relationship management: Handling different anchors was one of my responsibilities. I had to communicate with them and track the stock report to ensure product availability.
- Anchor payment: Ensuring payments to the partner companies to smooth the product availability and uninterrupted operation in the respective territory.
- SKU creation: I created around 300 SKUs over the period according to the demand.
- P&L: Monthly P&L creation to finalize the MIS that reflects the visibility of the business.

The task allowed me to gain exposure to a wide range of concepts, which include cross-functional teamwork, market analytics, and the possibilities and limitations of managing large distribution.

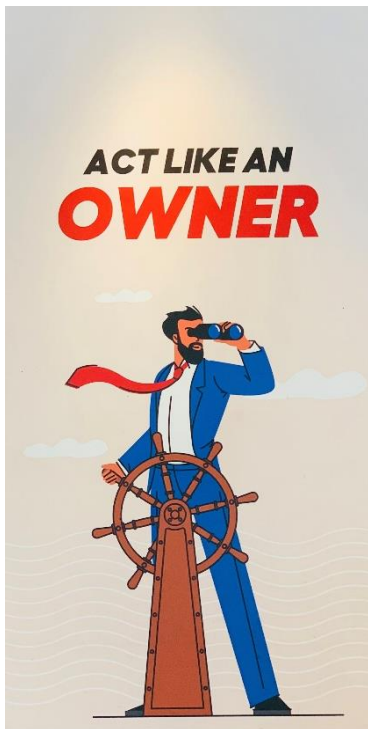
5.3 Training and Development

During my internship, I developed the following skills through training:

- **Analytical skills** – interpretation of sales data: I had to use Microsoft Excel. At the beginning of my internship, a short training was provided that helped with techniques like sorting, filtering, and lookup functions. After that, I was able to analyze data more efficiently.
- **Professional communication:** I learned how to write an email professionally. I had to work cross-functionally, so I learned how to approach a senior for assistance or to solve any challenges.
- **Time management:** I had to go through tight deadlines to complete individual tasks. Before 9:30 am, I had to collect the previous day's sales report. After analyzing, I sent it to my line manager, who had a morning huddle at 10 am. All the deposits must be completed by 11:30 am and be uploaded before 12 pm. Otherwise, we were being penalized for SLA breach. Before lunch, Anchor payments must be cleared so that they can receive the payment slip and order products accordingly. After lunch, I had to clear the backlog of pending tasks.
- **Teamwork and leadership:** An intern can be a decision maker by showing leadership. Sometimes, all of my team members were at a market visit, so I had to make decisions about the anchor payment through negotiations.

The field attachment provided me with a unique opportunity to develop the ability to think strategically and apply academic theories in real-world business settings.

5.4 Awards Received



I received the “Act Like an Owner” value card as I visited Domar, Nilphamari, and successfully set up a distribution house for Marico Bangladesh Limited, making it operational.

CHAPTER 6: CONCLUSION AND RECOMMENDATIONS

6.1 Recommendations: The internship analysis suggests that the following areas of ShopUp's marketing can be enhanced. These suggestions can help ShopUp to grow and stay ahead of the competition.

- **Improve Brand Awareness:** Informative content should be developed to attract more potential B2B customers and explain why ShopUp can provide a better solution for them. To increase visibility in smaller and underserved areas, they should spend money on regional influencers.
- **Focus on Niche Marketing:** ShopUp can position itself not just as a multi-category platform but also as the destination for some niche industries like fashion, electronics, or groceries. Commercial marketing campaigns can be developed to gain prominence on knowledge of key verticals and wider coverage among relevant retail cohorts.
- **Refine Segmentation Strategy:** The ShopUp can expand its segmentation strategy based on the type of retailer and retailer behavior. By personalizing products and marketing to these sub-segments, ShopUp will be able to tap into its customers more deeply.
- **Improve Customer Experience with Physical Evidence:** Despite having a strong digital presence, to be more trustable ShopUp can add some tangible elements, such as branded packaging and easy-to-understand training materials, which can be an opportunity to bridge the gap between the digital platform and the retailer it interacts with.
- **Establish Retailer Community:** ShopUp should help retailers on the platform where they come together. They can arrange regular webinars or workshops where retailers can learn from each other's best practices and successes and collaborate on issues and challenges.
- **Invest in Last-Mile Delivery Solutions:** To reduce delivery time and increase customer satisfaction, ShopUp should work shoulder to shoulder with local delivery services or introduce last-mile solutions. This would help facilitate faster, more consistent delivery across 64 districts.
- **Price Model Optimization:** ShopUp can customize its price models according to the type of retailers it is working with by implementing tiered pricing or volume based price model. Mom-and-pop retailers, for example, might be able to tap

into discount rates, and larger retailers might get perks like expedited shipping or premium features.

- **Improve Customer Support by providing Tech Training:** To strengthen customer service, ShopUp should introduce comprehensive tech training for new and less digitized retailers. This could include multi-channel support (i.e., phone, email, chat, and face-to-face) so that the retailers can get a lot more depth of service help for different industry retailer needs.

6.2 Conclusion

My internship at ShopUp Limited was a great experience with valuable exposure to learning. I had a chance to know how their marketing practices work, and they build their brand value among B2B distributors. ShopUp Limited is a new interdisciplinary marketing solution in the B2B distribution industry, utilizing technology to enhance convenience and efficiency in retail operations for SMEs in Bangladesh. ShopUp tackles the problems retailers face daily - from supply chain management to inventory control, and order fulfillment - through its platform of services. Essentially, the company's marketing turns it into a credible provider of industrial-strength tech solutions for retailers that not only come with competitive pricing but are also likely to get their problems solved in their own special way.

Along with that, ShopUp Limited's marketing is a testament to the need for orienting technology initiatives with a customer-centric approach while capitalising on market expansion efforts that are mandatory if you wish to remain competitive in a changing retail world. In the future, efforts to improve retailer engagement, increase brand awareness in new markets, and fill support gaps will be essential to ShopUp's expansion as a B2B distribution provider.

In conclusion, the internship at ShopUp Limited has improved my understanding of the distribution business, along with its marketing and operational activities. Also, how ShopUp is adding value to the economy with its diverse business portfolios.

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Internship Completion Certificate



January 11, 2026

To Whom It May Concern

Subject: Internship Experience Certificate

Dear Concern,

It is our pleasure to write on behalf of **Mubin Sheikh**, who completed his Internship at **ShopUp Limited** under **Office of Strategic Projects** department from June 26, 2025 till November 25, 2025.

Mubin Sheikh was fully committed to his role in the team. We found him to be reasonably active in every task that was assigned to him. During his tenure, he had been very sincere, efficient and reliable. He was also open to take up challenges.

We wish him all the best in his future endeavors.

Best Regards,

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