

Qualities assessment of delivery services, case study of Bangladesh

Qualities assessment of delivery services, case study of Bangladesh

Prepared by

Shihab Uddin Patwary

133011100

Supervised by

Ahmed Saad Ishtiaque

Assistant Professor School of Business

Submitted in Partial Fulfillment of the Requirements for the Degree

Bachelor of Business Administration

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Student Name _ Shihab Uddin Patwary _____ ID No.____ 133011100 _____

Major: Marketing _____ Year: _____
_2021____

Local Phone: _+8801717669511_____ Email: ____shihab.patwary.bba@ulab.edu.bd_____

INTERNSHIP/PROJECT INFORMATION

Internship

Organization/Project: _____

Internship /Project Report Topic: **Quality assessment of delivery services, case study of Bangladesh**____

Semester (Tick one): ☐ Spring 2021 ☐ Summer 2021 ☐ Fall 2021

SUPERVISOR APPROVAL

(Please place a Tick)

☐ X Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

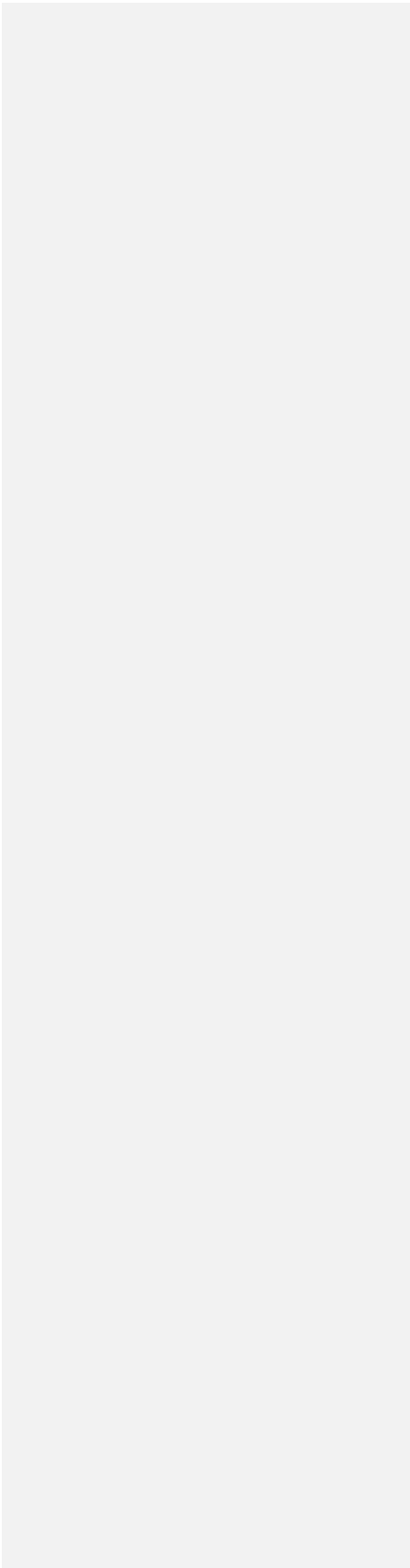
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Signature: Saad Ishaque Date: _____
6/62021_____

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Letter of Transmittal

June 06, 2021

Ahmed Saad Ishtiaque

Assistant Professor

University of Liberal Arts Bangladesh

Dhanmondi, Dhaka.

Subject: Submission of Project report.

Dear Sir,

It is a great pleasure that you have given me the opportunity to submit the project report on “Qualities assessment of delivery services, case study of Bangladesh” which was assigned by the carrier service office through a project proposal for the completion of the BBA course.

I have tried my best to avoid any deficiencies and hope that my report will satisfy you and also want to thank you again for giving me the opportunity to submit this report.

Best Regards

Shihab Uddin Patwary

ID: 133011100

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Chapter One: Introduction

Background

Courier service is one of the oldest services in the world. From the very early stage of human civilization after the barter system, when the currency system started people started feeling the need of business. As days passed people started thinking about their business expansion, and transporting their goods. From that day the courier service idea was invented, and within a short time the courier service business started.

By the word courier we understand, “a member of a diplomatic service entrusted with bearing messages (Courier, n.d.).” In other words, by using which service we send parcels or goods from one location to another location is known as courier service.

“As per records of history the first organized courier service was executed in Egypt in 2400 B.C. In this courier services, runners carried carved stones as the message from one point to another. In the present time, in the US in 1775, Revere rode through Lexington to pass the message to the residents. That courier service was from Fort Clendenin to Fort Savannah to bring gunpowder. After that the courier service continuously changes its formation and vehicles depending on geographical location, weather condition, availability of transportation, and different ages; like as, courier service by camel, courier service by dog, courier service by horse, courier service by bicycles, and modern courier service by cars and covered vans. (Tanwar, 2020).”

In the modern courier services with time many new courier services were introduced; like as; In 1907 Jim Cassey borrowed \$100 from a friend to start up in the U.S.A. UPS, In 1946 Ken Thomas founded K.W Transport in Australia, in 1946 DHL founded in the United States, In May 5th, 1971 FedEx was founded in the United states with 186 packages, in 1978 TNT opened in the UK (Secure Media, 2018). After that

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more businesses are opting for independent courier services, over the likes of Royal Mail, DTDC, DB Schenker, YRC Freight, Blue Dart, PostNL, and so on (1970).

The ranking of the courier service companies according to a revenue generation of 2019 is given bellow;

- | | |
|----------------------|------------------------------|
| 1. UPS Inc. | 6. LaserShip Inc. |
| 2. FedEx Corp. | 7. Dicom Canada |
| 3. Purolator | 8. Spee-Dee Delivery Service |
| 4. OnTrac Inc. | 9. Transportes Pitic |
| 5. TFI International | 10. Pace |

This list shows the top ten courier service companies of the world in the year 2019 (2019 Top Package/Courier Carriers, n.d.).

Even in Bangladesh there is an association of the courier service, which is also known as Courier Service Association Bangladesh (CSAB). The association was founded by Imamul Kabir Shantoin in 1994 under the article 1913(26). The CSAB have 13 members in their executive body, 15 associates, and 96 general members (About Us | Courier Services Association of Bangladesh, 2018).

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Objective

In the background of the courier service, we have seen how old the courier service business is. We have seen that in the 2400 B.C. the first organized courier service was found in Egypt. Since then with time a lot of courier services started their businesses in different parts of the world along with Bangladesh. But not every courier service company provides the best quality service. The objective of this research project is to assess the quality of the delivery services of Bangladesh.

General objective:

General objective of this research project is to do a survey and do the quality assessment of the delivery service of Bangladesh.

Specific objectives:

- Assess the quality of the service of the courier companies of Bangladesh
- Find out the satisfaction level of the customers
- Find out the reason of dissatisfaction of the customers

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Methodology

Research question

Quality assessment of delivery services provided by Bangladeshi companies.

Type of study

I am doing a mixed type of study of qualitative and quantitative study on the consumer, delivery people, and company executives. In this study there are some interviews which are qualitative and some questionnaire surveys which are quantitative. All of the interviews and surveys were done to measure the scale of the satisfaction level of the consumer of the service quality of the delivery companies of Bangladesh.

Study area and period

As a student of University of Liberal Arts Bangladesh, I am doing this study as a project report for University of Liberal Arts Bangladesh. For my qualitative study I have chosen Mirpur as my study area, and for my quantitative study I have chosen all over Bangladesh.

As a student of University of Liberal Arts Bangladesh, my course period is 4 months. For conducting this study, I took 3 months of that and the other 1 month for filtering the outcomes from the research data, analyzing the outcomes of the research, and writing the report.

Sampling method

As nowadays there are many online selling stores, billions of customers, delivery companies, and thousands of delivery men. So, for this research project I have chosen the random sampling method. Because I want a pure unbiased research report from this study.

Comment [s1]: Need to mention that you have a sampling frame here and show e-cab as a source of the sampling frame.

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Study population

The population of this study are those people who are customers of the delivery service industry of Bangladesh. For this research project study, I have taken the **population size 125**, where confidence level is 95 and margin of error +/- 10%. So, my sample size is 56 (Appendix-1). But I managed to get 53 responses, and 56 delivery men.

Comment [s2]: 125 is your sample size not population size, population size is the total number of online customers available in Bangladesh.
Find out this what this number in and Make the correction in the final version.

Data collection

I have done this study in two ways. In this study I had three different types of interviewees. Executives of delivery companies, consumers of delivery companies, and deliverymen.

In this study I had two interviews with the executives of the delivery companies, and the delivery men. And I have executed surveys by questionnaire of the consumers.

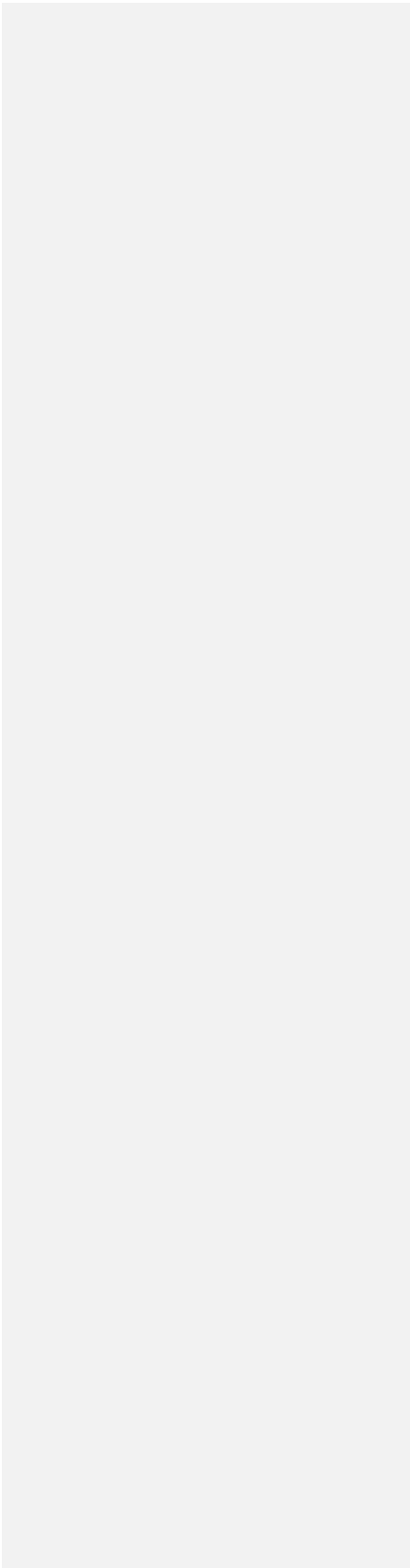
By these ways I took all the interviews of the delivery men from Mirpur, and the survey by questionnaire of the consumers all over Bangladesh by online.

Chapter Two: Theoretical Background

Literature review

The courier service is one of the first services in the history of mankind. The first organized courier recorded at Egypt back 2400 BC. In that courier there were documents, parcels, and carved stones (2019). Since the courier service began, the transportation of the courier service has changed with time as well. Like camels, dogs, horses, etc. In Australia people used different Camels as their carrier for courier. The use of camels continued till 1929. On the other hand, in Alaska and Canada from 1890 to 1963 people used to use Dogs for carrying their mail. Every carrier like that had 10 dogs and those 10 dogs could carry weight up to 700lbs. On the other hand in ancient times the empires used horses for their courier service, and this service was as ancient as 1274. The duty of this horse between the principal towns and castles. This delivery process expanded day by day. By the 16th century this service became popular in Western Europe, and in between 1860 to 1861 it was in the USA as well. Afterward the modern courier industry developed. Where many courier companies start developing day by day. From the 1907 till today many courier service companies came with different offers (Team, 2014). In today's modern time all the courier service companies are in heavy competition. In the ranking of the year 2019 we can see how heavy competition there is in the courier service companies based on their revenue (2019 Top Package/Courier Carriers, n.d.). In this competition of fame and revenue there are few factors which help the companies for being in the top, like as; delivery speed, shipping restrictions, weekend delivery, insurance, tracking, shipping rates, remote area delivery, customer service, etc. (1970). In Bangladesh the courier service companies created an association for them, named CSEBD (Courier Service Association of Bangladesh). This association was founded in 1994 by Imamul Kabir Shanto, under the article 1913 (26). Currently they have 15 associate members, 96 general members (About Us | Courier Services Association of Bangladesh, 2018).

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Chapter Three: Organizational profile and Industry mapping

SWOT

Comment [s3]: Instead of just bullet points explain these in 1 or 2 sentences.

Strength

- Faster delivery
- Low cost
- Pickup and dropping service
- Loyal customers

Weakness

- Not available outside of Dhaka
- Lack of trustworthy delivery men

Opportunity

- Can spread outside of Dhaka
- Can spread outside of Bangladesh

Threat

- Threat of new entry
- Threat of international courier services entering in Bangladesh

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Porter's five forces

Threat of new entrants

As per the Bangladeshi market of the delivery industry is not properly saturated. So, there are chances for new businesses to enter into the market.

Threat of substitutes

As the courier service is a very unique service, and there are no other substitutes for this service in Bangladesh. So, we can say that there is no threat of substitutes in Bangladesh.

Bargaining power of suppliers

The Bangladeshi market of the delivery industry is not properly saturated, there are not enough delivery companies in the country. So, the suppliers also don't have much power to bargain.

Bargaining power of customers

As there are not enough courier companies in the courier industry of Bangladesh. So, the customers don't have enough options to move to any other courier service. So, the customers don't have any bargaining power.

Competitive rivalry

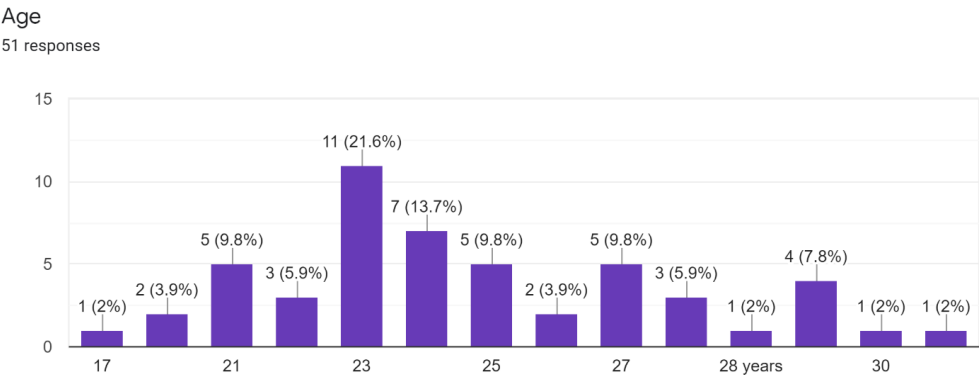
As there are not so many companies in the delivery services industry of Bangladesh. So, the companies do not care about their competitors that much, and do not decide their actions according to the actions of rivals. So, we can say that the competitive rivalry is not that high.

Chapter Four: Analysis and Findings

Analysis

1. Age

In this survey I wanted to see which age group of people do use the courier service most. From the survey we have seen that 1 person was aged 17, 3 persons was aged 18, 5 persons was aged 21, 3 persons was aged 22, 11 persons was aged 23, 7 persons was aged 24, 5 persons was aged 25, 2 persons was aged 26, 5 persons was aged 27, 4 persons was aged 28, 4 persons was aged 29, 1 person was aged 30.

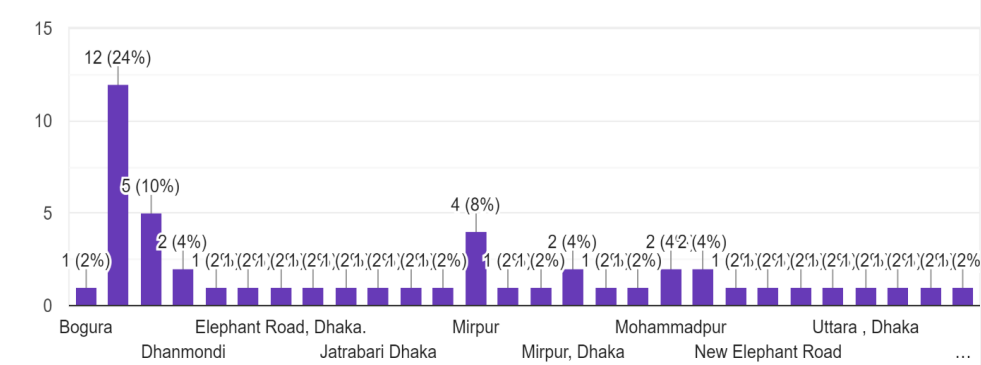


2. Location

I wanted to know which area people use this service most. After analyzing the answers of these questions I have found that out of 50 people only 4 are from outside of Dhaka city. Of which only 3 are from outside of Dhaka metropolitan city.

Where do you live (Location)

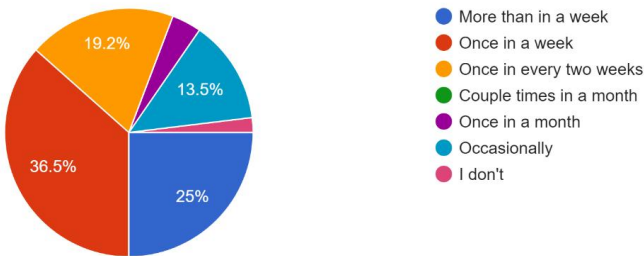
50 responses



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3. I tried to find out how frequently people do use the delivery services. 19 people ordered once in a week, 13 people ordered More than in a week, 10 people ordered once in every two weeks, 7 people ordered Occasionally, 2 people ordered once in a month.

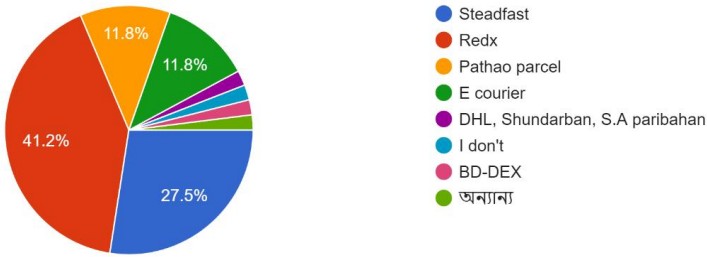
How frequently do you get or send delivery through regular delivery companies?
52 responses



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4. Here I wanted to know about which delivery service people use most. 21 people use Redx, 14 people use Steadfast, 6 people use Pathao parcel, 6 people use E courier, 1 person use DHL, Sundarban, and S.A. paribahan, 1 person use BD-DEX, and 1 person others.

From which delivery service you use mostly?
51 responses

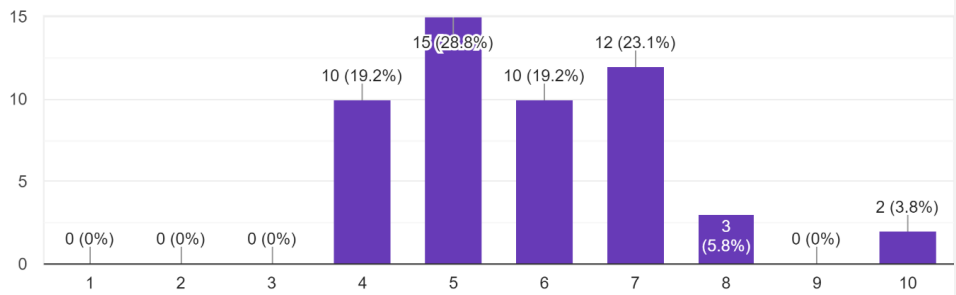


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5. Here I tried to find out the answer of my project question, “satisfaction level of the customers of the delivery services”. In the satisfaction level scale 10 people rated 4 out of 10, 15 people rated 5 out of 10, 10 people rated 6 out of 10, 12 people rated 7 out of 10, 3 people rated 8 out of 10, 2 people rated 10 out of 10.

How much are you satisfied are you with their service? (1 is lowest and 10 is highest)

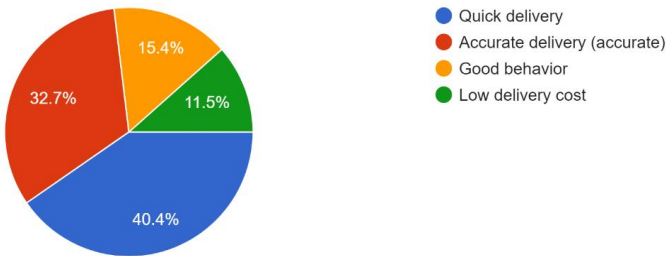
52 responses



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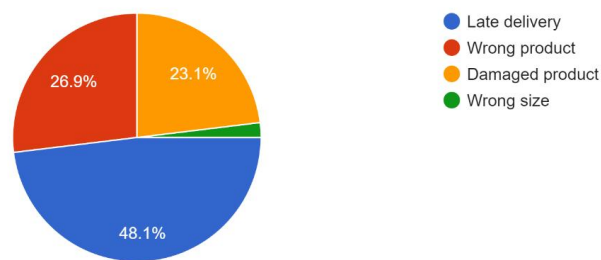
6. Here I tried to find out why people like the delivery service provider they take service from. After analyzing the answers of this question, I have found that 21 people like the service provider they take service from because of the quick delivery service, 17 for Accurate service, 8 for the good behavior, and 6 for the lower service charge of the courier service company.

Why do you like their service?
52 responses



7. Here I wanted to know about the complaints of the customers about the service providers of the delivery service providing company. Here I found that, 25 people faced the problem of late delivery, 14 people faced the wrong product, 12 people faced damaged product, and 1 person faced wrong size.

What type of problem you mostly face when you take delivery service from delivery companies?
52 responses



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Findings

After doing the customer satisfaction analysis of the survey I have found some insights for the answers of the questioner. The insights I have found are given below.

1. Most of the people who are seeking the delivery service are the young age group of people
2. Most of the service seekers of the delivery service company are from urban area
3. Most of the service seekers of the delivery service company are from the urban area
4. Redx and Steadfast are on the top demand
5. The customer satisfaction on the delivery service of Bangladesh is not good
6. Most of the customers are happy due to quick delivery service
7. Late delivery is the biggest reason why people are dissatisfied on the delivery service

Except for this survey on the customer, I have talked over the phone with the CEO of Oditiya and head of marketing of Steadfast. From the phone call what I have found is given below;

Steadfast

Journy started: Steadfast started in 2017.

Payment method: They always follow the cash on delivery as their payment method.

Distributing area: Currently they are providing their service in the divisional and district cities, and trying to spread their business all over the country.

Future plan: Most of the companies tie up with other companies to end the limitation of delivery due to border issues, like as; Redx and Paperfly. But Steadfast is opening a branch in India to solve this problem with the border problem with India.

Problems: Wrong product by merchant

Comment [s4]: Don't give the findings in bullet points, explain all of them in details giving an example or clarify it more. In this section you have to do most of the changes.

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Not sufficient trustworthy deliverymen against increasing order

Oditiya

Journey started: January 2020

Distributing area: Pick up Dhaka and Chittagong, but drop all over Bangladesh

Future plan: Will open more office and buy more delivery vans

Top priority: The top priority of Oditiya is their customer satisfaction

Marketing strategy: Word of mouth

Strength: 24/7 call center for customer and merchant care

For which even the merchant can contact the customer anytime if they face any problem.

UPS: Merchant payment (The merchant can get the payment of his/ her product even after 1 minute of their delivery)

Call center (Call center have touchpoint facility. So, that the whenever any merchant will call will get the most available customer care agent on line 24/7)

Problem: If the delivery is not prepaid, then the customers often stop responding on the call of the delivery person.

Except for that, I have done a survey on the delivery people. From that survey all of the incites I found is given bellow;

1. About the satisfaction on their salary, they gave mixed reaction

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2. Most of the delivery men received complains about delivery in alternative days
3. Most of the complaints the delivery men received is about late delivery
4. Most of the delivery men faced problems when the client complaint to their boss

Besides this answer I also asked the CEO of Oditiya and marketing head of Steadfast about how to get investment, and if how do they get the capital for their business. Both of the answers I got were similar. How to get investment: For getting investment first the proposal maker should have a good plan, then they should have a good team, then they should have good presentation with confidence, and at a minimum level of activities in the business (Clients, deals, success).

The CEO of Oditiya avoids the answer of the question, if they have any kind of investment or loan. But the marketing head of steadfast has answered that till now they are running the business on their own money. They haven't taken any loan.

Chapter Five: Recommendation & Conclusion

Recommendation

After analyzing all of the answers of all three questionnaires I have understood that, the biggest problem of all three types of participants is the late delivery and wrong delivery. For solving that problem my suggestion would be to arrange fast vehicles for their delivery. And for the wrong delivery I would suggest they continue what they are doing. Because banning is the only way to solve this problem. If this can be done, I think and hope that these problems will be solved, and they will be able run, and spread their business better.

Comment [s5]: You need to provide concrete action plan for each of the problems mentioned explaining in details how the problem will be reduced if we implement your plan.
Work on this section in details as it is important.

Conclusion

After doing this project report I have found all the answers I was looking for before doing this research. I have known about the quality of the delivery service of Bangladesh, the satisfaction level of the customer on the delivery service of Bangladesh, and what is the reason behind the dissatisfaction of the customer of the delivery service of Bangladesh.

Comment [s6]: Give an overall concluding discussion mentioning all the findings and your suggestions on how to solve them in a summarized form.

Need to make this into more detailed conclusion.

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Appendix

where Confidence Level is 95% and p=0.5.

Size of Population	Sample Size (n) for Precision (e) of:	
	±5%	±10%
100	81	51
125	96	56
150	110	61
200	134	67
250	154	72
300	172	76
350	187	78
400	201	81
450	212	82

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Bibliography

Questionnaire for the client satisfaction on the delivery service of Bangladesh

1. Name:

2. Age:

3. Where do you live (Area, District, Division)

4. How frequently do you get or send delivery through regular delivery companies?

- More than in a week
- Once in a week
- Once in every two weeks
- Couple times in a month
- Once in a month
- Occasionally
- Others_____

5. From which delivery service do you use mostly?

- Steadfast
- Redx
- Pathao parcel
- E courier
- Other_____

6. How satisfied are you with their service? (1 is lowest and 10 is highest)

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

7. Why do you like their service?

- Quick delivery
- Accurate delivery (accurate)
- Good behavior
- Low delivery cost
- Other_____

8. What type of problem do you mostly face when you take delivery service from delivery companies?

- Late delivery
- Wrong product
- Damaged product
- Other (Size/ pcs)

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Questionnaire for the delivery men satisfaction on their job

1. Name:

2. Which Company do you work for?

3. Which area are you working in?
_____dhaka city_____
4. How long are you doing this job?
 - 2 years
 - 3 years
 - 1 year
5. Are you satisfied with this job and salary?
 - Yes
 - Neutral
 - No
6. How frequently have you received complaints?

• More than once a day • Everyday • Almost everyday • Every other day	• Every week • Every other week • Every month • Every other month
---	---
7. What kind of complaints do you have to face? (You can choose more than 1)
 - Delayed
 - Damaged Product
 - Misplaced Product
8. How do you deal with these problems?
_____by contacting with supervisor _____and evaluating
customers complain _____
9. Does your boss make a problem for you, if client's complaint about your delivery?
 - Yes
 - No
 - Sometimes