



**COOPERATIVE EDUCATION REPORT**

**Understanding E-Commerce Operations Through Seller Support at Daraz  
Kaymu Nepal**

**Submitted by**

**Kushik Rangmang**

**Student ID: 6508040016**

**This report is submitted in partial fulfillment of the requirements of Co-operative  
Education. Faculty of Business Administration, Academic Year 3/2024**

**Siam University**

# Understanding E-Commerce Operations Through Seller Support at Daraz Kaymu Nepal

**Title:** Understanding E-Commerce Operations Through Seller Support at Daraz Kaymu Nepal

**Credit:** 5

**Written By:** Mr. Kushik Rangmang

**Academic Advisor:** Dr. Cheol Je Cho

**Degree:** Bachelor of Business Administration

**Major:** Marketing

**Faculty:** Business Administration

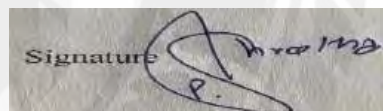
**Semester/Academic Year:** 3/2024

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2025.

Oral Presentation Committees



(Dr. Cheol Je Cho)  
Academic Advisor



Signature

(Mrs Prakriti Shrestha)

Job Supervisor

**Ashutosh Mishra**

(Mr Ashutosh Mishra)

Cooperative Education Committee



(Asst. Prof. Maruj Limpawattana, Ph.D.)

Assistant President and Director of Cooperative Education

# Understanding E-Commerce Operations Through Seller Support at Daraz Kaymu Nepal

## Understanding E-Commerce Operations Through Seller Support at Daraz Kaymu Nepal

**Written by:** Kushik Rangmang

**Position:** Seller Support Ops

**Degree:** Bachelor of Business Administration (BBA)

**Major:** Marketing

### Abstract

This cooperative education report, titled “Understanding E-Commerce Operations Through Seller Support at Daraz Kaymu Nepal,” summarizes my practical learning as a Seller Support Agent within the Seller Support Department during my CO-OP placement. Daraz Nepal, a leading e-commerce platform under the Alibaba Group, is a pioneer in the e-commerce industry, empowering millions of consumers and thousands of local sellers through advanced digital infrastructure in Nepal's growing online market.

Throughout the internship, I served as a primary liaison between Daraz and its vibrant seller community. Core responsibilities included delivering real-time chat and telephone support on product management, order fulfillment, campaign participation, financial operations, policy compliance, and technical troubleshooting. My involvement in these activities provided significant exposure to platform governance, cross-departmental collaboration, and the complexities of supporting diverse seller profiles in a digital marketplace.

Key responsibilities included:

- **Product Management:** Assisting sellers in optimizing listings, improving catalog accuracy, and aligning with platform standards to maximize visibility and conversion.
- **Order Fulfillment:** Addressing inventory synchronization, shipping delays, and return logistics, particularly handling challenges unique to Nepal's dispersed geographic context.
- **Campaign Management:** Supporting seller participation in major events such as the 11.11 Mega Campaign by facilitating campaign registration, inventory planning, and performance analytics.
- **Financial Operations:** Guiding sellers on commission structures, payout procedures, and tax compliance while resolving reporting issues.
- **Policy Compliance:** Educating merchants on platform regulations, authenticity requirements, and quality assurance to maintain a credible e-commerce ecosystem.
- **Technical Troubleshooting:** Serving as the first point of contact for account access, system errors, and integration issues impacting day-to-day seller operations.

## Understanding E-Commerce Operations Through Seller Support at Daraz Kaymu Nepal

The nature of the role necessitated continuous coordination with finance, marketing, technical, and compliance teams to provide timely and comprehensive support. This multi-faceted interaction fostered an understanding of Daraz's ecosystem and facilitated efficient seller support processes.

The intense operational demands of the annual 11.11 Mega Campaign offered a platform for practical skill enhancement, especially in communication, time management, problem-solving, and digital business acumen. Navigating hundreds of simultaneous inquiries during peak periods allowed for rapid professional development and cultural sensitivity, especially when addressing language and connectivity barriers faced by sellers nationwide.

This report identifies operational challenges such as rural language barriers and digital infrastructure limitations. It recommends enhancing platform localization, expanding outreach and training for rural sellers, and integrating technological solutions to address connectivity constraints.

Overall, the cooperative education experience strengthened my technical expertise in digital marketplace operations, developed essential soft skills in cross-cultural communication and crisis management, and deepened my understanding of e-commerce dynamics in emerging markets. My contributions resulted in improved seller satisfaction, reduced response times, and process optimizations—achievements that reinforced my aspiration to advance in the field of digital business and e-commerce operations.

**Keywords:** E-commerce marketplace, Seller support, Cooperative education, Daraz Nepal, Alibaba Group, 11.11 Mega Campaign, Digital operations, Customer service.

## **Acknowledgement**

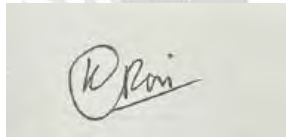
I would like to extend my heartfelt appreciation to Siam University and Kathmandu College of Management for providing me with the invaluable opportunity to participate in the Cooperative Education Program, which enabled me to bridge the gap between academic learning and practical corporate experience in one of Nepal's most dynamic digital enterprises.

My deepest gratitude goes to Slice Job for providing this job opportunity and Daraz Nepal for welcoming me as a co-op student and entrusting me with responsibilities within the Seller Support Department. I am profoundly thankful to my direct Manager, Mrs. Prakriti Shrestha, and esteemed colleagues for their unwavering guidance, exceptional patience, and consistent support throughout my internship journey. Their collective mentorship was instrumental in fostering my professional discipline, deepening my technical expertise, and building my confidence in navigating complex workplace environments.

The knowledge, skills, and insights gained through their dedicated mentorship have significantly contributed to my personal and professional growth, preparing me for future challenges in the rapidly evolving e-commerce industry.

Sincerely,

Kushik Rangmang



---

Student ID: **6508040016**

## Table of Contents

Abstract .....	3
Acknowledgement .....	5
Chapter 1: Introduction .....	9
1. Company Profile .....	9
1.1 Mission of the Company .....	9
1.2 Vision of the Company .....	9
1.3 Objectives of the Company .....	10
Empower Sellers Across Nepal .....	10
• Enhance Customer Experience Through Technology .....	10
• Maintain Strong Marketplace Standards .....	10
• Accelerate Innovation in E-Commerce Operations .....	10
• Strengthen Market Leadership in Nepal .....	10
• Promote Ethical and Responsible Digital Commerce .....	10
• Enhance Employee Growth & Workplace Culture .....	10
• Support Nepal's Digital Transformation .....	10
• Leverage Alibaba's Global Expertise, Localize for Nepal .....	11
1.4 Strategies of the Company .....	11
2. Organizational Structure .....	12
2.1 Diagram of the Organizational Structure .....	12
2.3 Job Responsibilities and Work Duties .....	13
2.3 Job Position in the Company's Organizational Structure .....	14
3. Intention and Motivation to Choose This Company as My CO-OP Studies Workplace .....	14
4. Strategic Analysis .....	15
4.1 SWOT Analysis .....	15
4.2 Porter's Five Forces .....	16
5. Objectives of This Co-operative Study .....	18
5.1. Significance of the Report .....	19
Chapter 2: - CO-OP STUDY ACTIVITIES .....	21
1. Job Description .....	21



## Understanding E-Commerce Operations Through Seller Support at Daraz Kaymu Nepal

2. Job Responsibilities and Work Duties .....	21
Duties & Responsibilities .....	21
1. Handling Live Chat and Phone Queries.....	21
2. Assisting in Account Registration & Verification .....	22
3. Supporting Product Listing & Category Placement.....	22
4. Campaign Participation Assistance (11.11, 12.12, etc.).....	22
5. Resolving Order Issues & Cancellation Requests .....	22
6. Explaining Fees, Commissions & Payout Cycles.....	22
7. Technical Troubleshooting.....	23
8. Case Documentation & Escalations.....	23
9. Educating Sellers on Policies & Best Practices .....	23
10. Managing Complaints & Stressful Situations.....	23
3. Activities in Coordinating with Co-Workers .....	24
4. Job Process Diagram.....	24
4.1 Sales & Distribution Workflow.....	24
5. Contribution as a Co-Op Student in the Company .....	25
CHAPTER 3 LEARNING PROCESS .....	27
1. Problems/Issues of the Company.....	27
2. Proposed Solutions .....	28
3. Recommendation to the Company.....	29
4. What I Have Learned During the Co-Op Studies .....	30
5. How I Applied the Knowledge from Coursework to the Real Working Situation .....	31
6. Special Skills and New Knowledge I Have Learned from This Co-Op Studies .....	32
Chapter 4: Conclusion.....	34
1. Summary of Highlights of My Co-Op Studies at Daraz Nepal .....	34
2. Evaluation of the Work Experience (Self-Assessment).....	34
3. Limitations of My Co-Op Studies.....	35
4. Recommendation for the company .....	36
Annex 1: Weekly Work Log.....	39
1st Week: Orientation & System Training .....	39

## Understanding E-Commerce Operations Through Seller Support at Daraz Kaymu Nepal

2nd Week: Assisted Live Support & Issue Identification .....	39
3rd Week: Independent Live Chat Handling & Process Learning .....	40
4th Week: Cross-Department Coordination .....	40
5th Week: Escalations & Detailed Case Handling .....	40
6th Week: System Mastery & Policy Application .....	41
7th Week: Performance & Analytics Understanding .....	41
8th Week: High Volume Handling .....	41
9th Week: 11.11 Campaign Support Preparation .....	42
10th Week: 11.11 Mega Campaign (Peak Period) .....	42
11th Week: Post-Campaign Support .....	42
12th Week: Document Handling & Process Improvement .....	43
13th Week: Independent High-Level Case Handling .....	43
14th Week: Review and Internship Period Evaluation .....	43
Annex 2 .....	44
.....	44



## Chapter 1: Introduction

### 1. Company Profile

Daraz stands as South Asia's premier online shopping marketplace, having launched its operations in 2012 with a vision to transform retail across the region. With a strong regional footprint spanning Pakistan, Bangladesh, Sri Lanka, Myanmar, and Nepal, Daraz has established itself as the leading e-commerce platform driving digital commerce adoption throughout South Asia's emerging markets.



*Fig: Daraz Logo.*

Daraz Nepal, under the Alibaba Group since 2018, has established itself as the leading e-commerce platform in the region, supporting 30,000 registered sellers, 500 brand partnerships, and serving 5 million active users with a continually expanding catalog exceeding 2.5 million products (as of 2025). The platform's diverse product ecosystem and integrated service infrastructure—including advanced data analytics and robust marketing solutions—deliver value to both sellers and consumers. Daraz adopts a customer-centric approach, ensuring seamless shopping and reliable support that drives strong brand loyalty. In Nepal, Daraz leads the digital commerce transformation by overcoming geographic and logistical barriers, empowering SMEs, and making online shopping accessible and convenient for urban and rural populations alike.

#### 1.1 Mission of the Company

Daraz Nepal's mission is to empower local sellers, deliver exceptional customer experiences, and advance Nepal's digital economy through comprehensive support, innovative technology, and seamless e-commerce solutions.

#### 1.2 Vision of the Company

A champion of South Asia serving 50 million by 2030.

### 1.3 Objectives of the Company

#### **Empower Sellers Across Nepal**

To provide seamless digital tools, reliable support systems, and continuous training—including Daraz University—to enable Nepali sellers of all sizes to grow their online businesses efficiently.

- **Enhance Customer Experience Through Technology**

To deliver a smooth, fast, and secure shopping journey via Daraz’s mobile app and website by upgrading platform technology, improving UI/UX, and optimizing search, recommendation, and checkout systems.

- **Maintain Strong Marketplace Standards**

To ensure platform integrity by enforcing product authenticity, seller compliance, and operational guidelines—protecting both consumers and sellers through strict quality control and transparent policies.

- **Accelerate Innovation in E-Commerce Operations**

To continuously advance logistics, payments, advertising tools, and seller dashboards by integrating Alibaba’s global expertise and localized Nepali market insights.

- **Strengthen Market Leadership in Nepal**

To retain its position as Nepal’s No. 1 e-commerce marketplace through strong nationwide presence, fast logistics networks, diverse product offerings, and the largest seller ecosystem in the country.

- **Promote Ethical and Responsible Digital Commerce**

To encourage fair pricing, transparent transactions, responsible selling practices, and customer-first service—upholding trust within the digital marketplace.

- **Enhance Employee Growth & Workplace Culture**

To create a safe, dynamic, and supportive workplace by offering learning opportunities, performance-based growth, teamwork culture, and the tools required for employees to excel.

- **Support Nepal’s Digital Transformation**

To actively contribute to Nepal’s shift from traditional commerce to digital commerce by expanding e-payment adoption, improving last-mile logistics, and enabling small businesses to reach nationwide customers.

## Understanding E-Commerce Operations Through Seller Support at Daraz Kaymu Nepal

- **Leverage Alibaba's Global Expertise, Localize for Nepal**

To combine Alibaba Group's global technological standards with Nepal's cultural, economic, and geographical context—ensuring that solutions, campaigns, and operations remain both world-class and locally relevant.

### 1.4 Strategies of the Company

Daraz Nepal implements integrated strategies across partnerships, sales optimization, supply chain management, and customer relationship management to effectively achieve its mission and long-term vision.

#### Core Strategic Initiatives

- **Empower and Develop Sellers:** Strengthen seller capabilities through Daraz University, training programs, and easy-to-use digital tools for growth and performance improvement.
- **Enhance Customer Experience:** Provide fast delivery, smooth app and website usability, secure payment options, and reliable customer service to build trust and loyalty.
- **Leverage Advanced Technology:** Continuously upgrade platform systems using Alibaba's global tech expertise to improve search, recommendations, order processing, and overall efficiency.
- **Drive Sales Through Mega Campaigns:** Boost platform activity and brand visibility with major events like 11.11, 12.12, and seasonal campaigns tailored to Nepali consumers.
- **Expand Market Reach Nationwide:** Strengthen logistics networks, open more hubs, and onboard rural and semi-urban sellers to extend access across Nepal.
- **Optimize Logistics and Fulfillment:** Improve warehouse operations, delivery speed, and last-mile efficiency through DEX and partner networks.
- **Ensure Policy Compliance & Platform Integrity:** Maintain marketplace quality by enforcing authenticity standards, seller performance rules, and transparent operational guidelines.
- **Promote Digital Payments Adoption:** Encourage e-wallet use, bank partnerships, COD options, and EMI services to support Nepal's digital financial growth.
- **Use Data for Smarter Decisions:** Apply real-time analytics to enhance seller performance, customer insights, and operational improvements.
- **Localize with Global Standards:** Combine Alibaba's international best practices with strategies customized for Nepal's culture, geography, and consumer behavior.

## 2. Organizational Structure

The organizational structure of Daraz Kaymu Nepal follows a hierarchical structure with a collaborative workflow, ensuring efficient communication and coordination among team members.

### 2.1 Diagram of the Organizational Structure



Fig: Organizational structure of Daraz Kaymu, Nepal.

Daraz Nepal maintains effective internal communication through structured weekly meetings lasting 20-30 minutes, attended by:

- **Regional Manager**
- **Operations Manager**
- **Category/Campaign Managers**
- **Department Heads**
- **Support Team Leads**

These meetings ensure alignment across departments, facilitate quick decision-making, and maintain transparency in operational objectives. The inclusive approach, involving personnel from diverse functional areas including logistics, category management, campaign operations, and customer support, creates a collaborative environment that directly contributes to platform efficiency and seller satisfaction.

This organizational structure enabled me to understand how cross-functional coordination impacts overall business performance and provided valuable insights into corporate communication strategies within Nepal's e-commerce sector.

### 2.2 Job Position: Seller Support Agent (Live Chat & Call Support)

During my cooperative education program at Daraz Nepal, I worked as a Seller Support Agent in the Seller Support Department, serving as the primary communication bridge between the company and its registered sellers. My core responsibility was to handle real-time interactions through live chat and inbound/outbound calls, assisting sellers with issues related to their online store operations. The role focused on maintaining seller satisfaction, ensuring smooth platform operations, and providing accurate, policy-compliant solutions.

On a typical day, I handled 80–150 queries, with volumes increasing sharply during major campaigns like Dashain Dhamaka, 10.10, and 11.11. This fast-paced environment required strong multitasking ability, patience, clear communication, and consistent professionalism. I used various systems such as Seller Center, Order Management System (OMS), Finance Panel, Campaign Dashboard, and Claims Management System to diagnose issues and assist sellers effectively.

Because many sellers were confused or stressed during operational or financial challenges, I relied on strong interpersonal skills to guide them with clarity and empathy. I also strictly followed internal policies, guidelines, and Service Level Agreements (SLAs), which strengthened my sense of responsibility, discipline, and ethical decision-making.

Overall, this role provided me with valuable exposure to e-commerce operations, seller behaviors, digital service processes, and customer relationship management—making it one of the most impactful learning experiences of my internship.

### 2.3 Job Responsibilities and Work Duties

During my cooperative education program at Daraz Nepal, I worked as a **Seller Support Agent** in the Seller Support Department, serving as a direct communication bridge between the company and its registered sellers. My role involved handling real-time interactions through live chat and inbound/outbound calls, addressing a wide range of seller concerns related to their daily business operations on the Daraz platform. The core purpose of this position was to maintain seller satisfaction, ensure smooth platform operations, and deliver accurate, policy-compliant solutions swiftly.

Working in a fast-paced digital support environment, I managed **80–150 seller queries per day**, with the volume rising significantly during major campaigns such as **11.11** due to high order flow and system traffic. This required strong multitasking abilities, patience, and clear communication.

## **Understanding E-Commerce Operations Through Seller Support at Daraz Kaymu Nepal**

The role demanded deep familiarity with Daraz systems—such as **Seller Center, Order Management System (OMS), Finance Panel, Campaign Dashboard, and Claims Management System**—as well as strong interpersonal skills to support sellers facing operational, financial, or technical issues. I was also required to strictly follow company policies, guidelines, and Service Level Agreements (SLAs), ensuring every decision aligned with marketplace standards.

Overall, this position provided hands-on exposure to **e-commerce operations, seller behavior, digital service marketing, and customer relationship management**, making it a key foundation for understanding Nepal's rapidly growing online marketplace.

### **2.3 Job Position in the Company's Organizational Structure**

During my internship at Daraz Nepal, I was placed under the direct supervision of the Seller Support Team Leader, who provided a structured learning environment and ensured robust oversight of my work. Closely collaborating with senior support staff, I actively participated in daily support activities, attended knowledge-sharing sessions, and observed best practices in customer relationship management. Whenever complex or escalated issues arose, I followed established protocols to escalate these matters to specialized internal departments such as technical support, finance, logistics, and account management.

This approach not only ensured that sellers received timely and accurate resolutions but also gave me valuable exposure to cross-departmental collaboration and an understanding of the operational intricacies of Daraz Nepal. Overall, this reporting structure facilitated efficient problem-solving, maintained high service standards, and significantly enriched my practical learning experience within the organization.

## **3. Intention and Motivation to Choose This Company as My CO-OP Studies Workplace**

I selected Daraz Nepal for my internship to gain experience with Nepal's leading e-commerce company, immerse myself in digital marketing best practices, master customer relationship management through the Seller Support role, and gain valuable insights into large-scale campaign operations such as the 11.11 Mega Sale—making it an ideal environment to align with my career goals and learning objectives.



### 4. Strategic Analysis

To assess Daraz Nepal's standing in the e-commerce sector and highlight potential areas for growth or improvement, a SWOT analysis and Porter's Five Forces analysis were performed utilizing both publicly available resources and insights from experienced team members. This strategic tool enabled a thorough examination of the company's internal strengths and weaknesses, as well as the external opportunities and threats that shape its operational decisions and long-term direction.

#### 4.1 SWOT Analysis

SWOT ANALYSIS TEMPLATE			
STRENGTHS		WEAKNESSES	
· Strong brand reputation		· High dependency on internet connectivity	
· Advanced technology		· Frequent system issues during peak sales	
· Large seller and customer base			
· Part of Alibaba Group(MNC)			
OPPORTUNITIES		THREATS	
· Growth in digital literacy in Nepal		· Competition from Facebook/Instagram sellers	
· Expansion in rural areas		· TikTok Shop and other e-commerce platforms	
· Small businesses joining online			

*Fig: SWOT Analysis*

#### Strengths

- **Strong Brand Reputation:** Daraz Nepal has established itself as the most trusted and recognized e-commerce platform in the country, commanding significant market share and consumer confidence through consistent service delivery and reliable operations.
- **Advanced Technology Infrastructure:** The platform leverages cutting-edge technology solutions inherited from its parent company, Alibaba Group, providing sophisticated tools for sellers and seamless user experiences for customers.

## Understanding E-Commerce Operations Through Seller Support at Daraz Kaymu Nepal

- **Extensive Network Effect:** The platform benefits from a large, active community of both sellers and customers, creating a self-reinforcing ecosystem that attracts new participants and drives transaction volume growth.
- **Alibaba Group Advantage:** As part of the global Alibaba ecosystem, Daraz Nepal gains access to world-class resources, proven methodologies, substantial capital investment, and international best practices in e-commerce operations.

### Weaknesses

- **Infrastructure Dependency:** The platform's effectiveness is heavily reliant on stable internet connectivity, which remains inconsistent across Nepal's diverse geographical landscape, particularly affecting rural and remote areas.
- **System Performance Limitations:** During high-traffic periods such as major sales events, the platform occasionally experiences technical glitches, server slowdowns, and system downtime that can impact user experience and transaction completion rates.

### Opportunities

- **Digital Literacy Expansion:** Nepal's rapidly growing digital literacy rates and increasing smartphone penetration present significant opportunities for market expansion and user base growth.
- **Geographic Market Penetration:** Substantial untapped potential exists in rural and semi-urban areas where e-commerce adoption remains low, offering opportunities for market leadership through early penetration.
- **SME Digital Transformation:** The growing trend of small and medium enterprises embracing digital commerce channels creates opportunities for platform expansion and increased seller diversity.

### Threats

- **Social Media Competition:** Intense competition from informal selling channels on Facebook and Instagram, where sellers operate with lower overhead costs and fewer regulatory constraints, poses ongoing challenges to platform dominance.
- **Emerging Platform Disruption:** New entrants such as TikTok Shop and other specialized e-commerce platforms are rapidly gaining market share by leveraging innovative approaches to customer engagement and social commerce integration.

## 4.2 Porter's Five Forces

### 1. Competitive Rivalry: High

The e-commerce landscape in Nepal features intense competition from emerging online platforms, including TikTok Shop, SastoDeal, and various international players entering the

## **Understanding E-Commerce Operations Through Seller Support at Daraz Kaymu Nepal**

market. This competitive pressure impacts pricing strategies, customer acquisition costs, and market share retention.

**Strategic Responses:** Daraz Nepal focuses on differentiation through superior customer service, exclusive seller partnerships, and platform reliability. The company invests heavily in brand building, loyalty programs, and unique value propositions such as guaranteed delivery times and comprehensive seller support systems to maintain a competitive advantage.

### **2. Threat of New Entrants: Medium**

While the e-commerce market presents attractive opportunities, significant barriers to entry, including technology infrastructure requirements, logistics network establishment, and regulatory compliance, create moderate entry challenges. However, digital-savvy entrepreneurs and international companies continue to explore market entry.

**Strategic Responses:** Daraz leverages its first-mover advantage, established logistics network, and economies of scale to create entry barriers. The company continues investing in technology platform development, seller ecosystem strengthening, and regulatory compliance frameworks to maintain its market leadership position.

### **3. Threat of Substitutes: High**

Social media platforms like Facebook and Instagram have emerged as popular substitutes for traditional e-commerce platforms, enabling direct peer-to-peer selling with lower transaction fees and simpler operational requirements.

**Strategic Responses:** Daraz integrates social commerce features within its platform, develops user-friendly selling tools, and reduces operational complexity for sellers. The company emphasizes trust, security, and comprehensive support services that informal social media selling cannot provide.

### **4. Bargaining Power of Buyers: High**

Customers have numerous platform options and can easily compare prices, switch between platforms, and demand competitive pricing, fast delivery, and superior service quality.

**Strategic Responses:** Daraz focuses on customer retention through loyalty programs, personalized shopping experiences, and value-added services. The company invests in logistics optimization to ensure fast delivery and maintains competitive pricing through efficient supply chain management.

### **5. Bargaining Power of Suppliers (Sellers): Medium**

Individual sellers have limited bargaining power due to platform dependency, but collective seller groups and established brands can negotiate better terms and conditions.

**Strategic Responses:** Daraz implements tiered seller programs that reward performance and volume, provides comprehensive seller support and training, and maintains transparent communication channels. The company balances seller needs with platform sustainability through fair commission structures and growth-oriented support programs.

While substitutes exist, they are generally less attractive and limited in scope within Nepal's evolving e-commerce ecosystem, as formal platforms such as Daraz offer greater security, reliability, and comprehensive service offerings compared to informal alternatives.

### 5. Objectives of This Co-operative Study

The main objectives of undertaking this CO-OP study at Daraz Nepal were carefully designed to maximize both academic learning and professional development outcomes:

1. **Comprehensive E-Commerce Operations Understanding:** To develop a thorough comprehension of end-to-end e-commerce business operations, including platform management, order processing, inventory systems, payment gateways, and logistics coordination that drive successful online marketplaces.
2. **Hands-On Customer and Seller Support Experience:** To gain practical experience in managing diverse customer and seller inquiries, resolving complex issues, and developing expertise in relationship management within a high-performance support environment that serves thousands of users daily.
3. **Skill Enhancement and Professional Development:** To significantly improve both communication competencies and technical proficiencies through real-world application, including written correspondence, verbal interactions, system navigation, and digital tool utilization essential for modern business operations.
4. **Academic Knowledge Application:** To effectively bridge theoretical classroom concepts with practical business scenarios, allowing academic principles in marketing, management, and information systems to be tested and refined through actual corporate experience.

These well-defined objectives served as a strategic framework that guided my daily activities, project involvement, and learning priorities throughout the internship period. By maintaining focus on these core goals, each task and responsibility contributed meaningfully to my overall academic advancement and professional skill development, ensuring maximum value from the cooperative education experience.

## 5.1. Significance of the Report

This report holds significant value for several important reasons:

**Academic Requirement:** It fulfills the mandatory CO-OP studies program requirement while serving as comprehensive documentation of practical learning achievements and professional development milestones.

**Professional Development:** The report systematically highlights the technical skills, industry knowledge, and professional competencies I acquired during my internship, creating a valuable portfolio piece for future career advancement opportunities.

**Industry Insight:** It provides detailed insights into Nepal's rapidly evolving e-commerce sector, including operational challenges, market dynamics, customer behavior patterns, and the complexities of digital platform management.

**Reference for Future Students:** This comprehensive documentation serves as a practical guide and reference resource for students considering similar CO-OP opportunities in e-commerce, digital marketing, or customer support fields.

**Contribution to the Company:** The observations, analyses, and recommendations presented in this report may offer Daraz Nepal valuable perspectives on operational efficiencies, customer interaction patterns, and potential enhancement opportunities from an intern's unique viewpoint.

## 5.2 Personal Interest in This Report Topic

I am particularly motivated to write this CO-OP study report because it enables me to critically reflect on my learning journey, document meaningful professional experiences, and conduct a detailed analysis of e-commerce business operations in Nepal's dynamic digital marketplace.

This topic aligns perfectly with my academic background and personal interests in understanding how large-scale digital platforms operate, manage seller relationships, and deliver exceptional customer experiences in emerging markets.

Writing this report also provides me with the opportunity to:

- Evaluate my professional growth and skill development throughout the internship period
- Analyze the operational strengths and improvement areas within Daraz Nepal's business environment

## Understanding E-Commerce Operations Through Seller Support at Daraz Kaymu Nepal

- Enhance my research, analytical, and critical thinking capabilities through systematic study of real-world business practices
- Create a structured, comprehensive record of my learning journey for future academic and professional reference

Ultimately, I chose this report topic because it directly supports my career aspirations in digital commerce, deepens my practical understanding of e-commerce operations, and allows me to present a meaningful, well-structured analysis of my valuable CO-OP experience at Nepal's leading e-commerce platform.





## **Chapter 2: - CO-OP STUDY ACTIVITIES**

### **1. Job Description**

During my internship at Daraz Nepal, I served as a Seller Support Agent within the Customer Service Division, working closely with both the Technical Support and Sales Operations Teams. My primary role was to assist in daily platform operations, monitor seller performance metrics, support sales activities, and facilitate smooth communication between sellers and various internal departments.

My key responsibilities included managing seller inquiries through multiple channels, assisting with account setup and verification processes, monitoring order fulfillment statuses, supporting promotional campaign execution, coordinating with logistics teams for delivery issues, and maintaining accurate documentation of all seller interactions. Additionally, I participated in daily team meetings, contributed to quality assurance reviews, and assisted in preparing reports on seller satisfaction metrics.

This position provided me with invaluable hands-on experience in e-commerce customer relationship management, digital platform operations, cross-functional team collaboration, and real-time problem-solving within a fast-paced online marketplace environment. The diverse nature of my responsibilities allowed me to develop a comprehensive understanding of how Nepal's leading e-commerce platform manages seller relationships while maintaining operational excellence across multiple business functions.

### **2. Job Responsibilities and Work Duties**

As a seller support agent at Daraz Kaymu Nepal, my role involved supporting both the manufacturing and sales departments. My responsibilities were designed to give me exposure to the company's full workflow—from handover to customer service. Below is a detailed description of my job duties:

#### **Duties & Responsibilities**

During my internship at Daraz Nepal, I carried out a wide range of responsibilities that required accuracy, professionalism, and quick decision-making. My major duties included:

##### **1. Handling Live Chat and Phone Queries**

Responding to seller inquiries in real time, offering clear and respectful solutions to both simple and complex issues.

## **2. Assisting in Account Registration & Verification**

Helping new sellers complete KYC, document submission, bank setup, and account activation without complications.

## **3. Supporting Product Listing & Category Placement**

Guiding sellers with:

- Product titles and descriptions
- Correct category selection
- Image and quality guidelines
- Variation setup
- Fixing listing rejections

## **4. Campaign Participation Assistance (11.11, 12.12, etc.)**

Providing step-by-step support for:

- Campaign agreement signing
- SKU uploads
- Discount and margin rules
- Stock preparation
- Rejected campaign items

## **5. Resolving Order Issues & Cancellation Requests**

Handling cases involving:

- Disputes and cancellation requests
- Orders stuck in “Ready to Ship.”
- Inventory or payment errors
- Fresh vs non-fresh order confusion

## **6. Explaining Fees, Commissions & Payout Cycles**

Clarifying:

- Marketplace commission
- Handling fees
- Logistics charges
- Tax deductions
- Settlement timelines

## **7. Technical Troubleshooting**

Helping sellers resolve:

- Login issues
- System errors or lag
- Missing orders
- Failed uploads
- Inventory mismatches

## **8. Case Documentation & Escalations**

Recording interactions and escalating unresolved issues to:

- Finance
- Tech Support
- Campaign team
- Compliance
- Logistics

## **9. Educating Sellers on Policies & Best Practices**

Explaining:

- Daraz policies
- Performance metrics
- SLA requirements
- Store improvement techniques

## **10. Managing Complaints & Stressful Situations**

Handling frustrated sellers by:

- Staying calm
- Listening actively
- Showing empathy
- Giving fact-based explanations
- De-escalating conflicts

### 3. Activities in Coordinating with Co-Workers

During my internship at Daraz Nepal, I had the opportunity to work closely with the Campaign Team and contribute to the planning and execution of several high-profile events, including the 8.8, 9.9, 10.10, Dashain Dhamaka, and the 11.11 Mega Campaign. My involvement included assisting with campaign operations, monitoring seller participation, and supporting promotional activities to ensure the success of each event. Additionally, I coordinated with the Finance Team to facilitate timely and accurate seller payments, ensuring seamless financial transactions and maintaining positive relationships with our partners. Whenever technical issues or system errors arose, I consulted the Tech Team to troubleshoot and resolve problems swiftly, thereby minimizing disruptions to the platform. I also engaged with the Compliance Team to address policy violations, ensuring that sellers adhered to Daraz's guidelines and maintained the integrity of the marketplace.

These cross-functional collaborations enhanced my understanding of e-commerce operations and provided me with practical experience in teamwork, communication, and problem-solving across various departments.

### 4. Job Process Diagram

#### 4.1 Sales & Distribution Workflow

Seller → Daraz Platform → Warehouse/Hub → Delivery Partner → Customer

The sales and distribution process at Daraz Nepal is designed to ensure efficient and seamless order fulfillment from the seller to the end customer. The workflow can be outlined as follows:

##### 1. Seller:

Sellers list their products on the Daraz platform, providing detailed information, pricing, and inventory availability. Once a customer places an order, the seller is notified to prepare the item for dispatch.

##### 2. Daraz Platform:

The order is processed through the Daraz system, which manages order confirmation, payment verification, and communicates pickup instructions to the warehouse or designated hub. The platform also keeps both sellers and buyers updated on the order status through notifications.

##### 3. Warehouse/Hub:

Upon receiving the order, the warehouse or hub team is responsible for collecting the product from the seller, or the seller will scan and drop off their packages at the nearest hub, performing necessary quality checks, and securely packaging the item. This step ensures products meet Daraz quality standards before proceeding to the next phase.

### **4. Delivery Partner:**

After successful packaging and verification, the order is handed over to an authorized delivery partner such as DEX (Daraz's own logistics team) or 3PLs (outsourced third-party logistics). The delivery partner manages the logistics and transportation, ensuring timely and safe shipment from the warehouse or hub to the customer's location.

### **5. Customer:**

The delivery partner completes the final leg of the journey by delivering the product to the customer. Upon receipt, the customer confirms delivery and provides feedback, completing the sales cycle.

This structured workflow not only optimizes operational efficiency but also enhances seller and customer satisfaction by ensuring timely and accurate order fulfillment across all touchpoints.

## **5. Contribution as a Co-Op Student in the Company**

During my internship as a Seller Support Agent, I made several meaningful contributions that positively impacted company operations and seller relationships:

### **Enhanced Seller Support Efficiency**

I played a key role in reducing the seller support backlog during high-traffic periods, particularly during major promotional campaigns. By efficiently handling live chat and phone inquiries, I helped prevent case accumulation and ensured sellers received timely assistance with their urgent concerns. This contributed to maintaining smooth platform operations even during peak demand periods.

### **Elevated Seller Experience Quality**

Through clear, professional, and empathetic communication, I consistently worked to improve seller satisfaction levels. I focused on providing easy-to-understand explanations, step-by-step guidance, and proactive follow-ups that helped sellers resolve their issues effectively. Many sellers expressed appreciation for the clarity and patience demonstrated in our interactions, which helped build stronger seller-platform relationships.

### **Critical Support During Campaigns**

My contribution was particularly valuable during the company's largest annual sales event. I successfully managed extremely high volumes of seller inquiries related to order processing,

## Understanding E-Commerce Operations Through Seller Support at Daraz Kaymu Nepal

inventory management, pricing updates, and campaign participation. By maintaining quality service standards under intense pressure and coordinating effectively with other departments, I helped ensure the campaign ran smoothly and sellers could maximize their sales opportunities.

These contributions not only supported immediate operational needs but also helped strengthen Daraz Nepal's reputation as a seller-friendly platform, demonstrating the positive impact that dedicated support agents can have on overall business success.





## CHAPTER 3 LEARNING PROCESS

### 1. Problems/Issues of the Company

During my internship at Daraz Nepal, I observed that the company faces significant operational challenges that hinder its ability to deliver consistent seller and customer satisfaction. These issues include overwhelming support demands during peak promotional campaigns, limitations in technical infrastructure leading to system slowdowns and outages, frequent order cancellations stemming from inventory discrepancies and payment failures, inadequate communication of platform policies to sellers, misunderstandings in payment processing timelines, and ongoing logistics and quality control concerns such as delivery delays and damaged goods. Collectively, these challenges highlight a need for process improvements, enhanced system capacity, and more effective communication strategies to improve overall platform performance and stakeholder experience.

During my internship period, I observed several significant operational challenges that Daraz Nepal faces in maintaining optimal seller and customer satisfaction levels.

#### Problem Statement

The operational processes at Daraz Nepal were impacted by support overloads during peak campaigns, technical system constraints, communication gaps, and logistics inefficiencies, highlighting the need for robust infrastructure upgrades and improved cross-functional coordination to enhance seller and customer satisfaction.

- **Peak Period Overload Management:** The company experiences an overwhelming volume of seller complaints and support requests during major promotional campaigns such as Dashain Dhamaka and 11.11 sales events. This surge often exceeds the capacity of the current support infrastructure, leading to delayed response times and increased seller frustration.
- **Technical Infrastructure Limitations:** System slowdowns and occasional platform outages become particularly pronounced during high-traffic periods, affecting both seller portal accessibility and customer browsing experiences. These technical constraints can impact transaction completion rates and overall platform reliability.
- **Order Management Complexities:** Multiple order cancellation issues arise from various factors, including inventory discrepancies, payment failures, and customer decision changes. These cancellations create operational inefficiencies and impact seller performance metrics.

## Understanding E-Commerce Operations Through Seller Support at Daraz Kaymu Nepal

- **Policy Communication Gaps:** Many sellers express confusion regarding evolving platform policies, commission structures, and procedural requirements. This lack of clarity often results in compliance issues and increased support ticket volumes.
- **Payment Processing Misunderstandings:** Payment delay concerns frequently stem from settlement cycle explanations and banking processing timelines, creating tension between sellers and support teams despite having established procedures.
- **Logistics and Quality Control Issues:** Damaged item claims and delivery delays continue to challenge the platform's reputation management efforts, requiring extensive coordination between sellers, logistics partners, and customer service teams to resolve satisfactorily.

These operational challenges highlight areas where process improvements, system enhancements, and clearer communication strategies could significantly enhance overall platform performance and stakeholder satisfaction.

## 2. Proposed Solutions

Based on my observations during the internship, the following strategic solutions could effectively address Daraz Nepal's key operational challenges:

- **Enhanced Support Infrastructure for Peak Periods:** Implement scalable support systems including automated chatbots for common queries, temporary staffing augmentation during campaign seasons, and tiered support structures to prioritize critical issues. This would reduce response times and improve seller satisfaction during high-volume periods.
- **Technical Infrastructure Upgrades:** Invest in robust server infrastructure, implement load balancing mechanisms, and establish redundant systems to handle traffic spikes. Regular stress testing and proactive maintenance schedules would minimize system slowdowns and ensure platform stability during critical periods.
- **Streamlined Order Management Processes:** Develop automated inventory synchronization systems, implement real-time payment validation protocols, and create clearer cancellation policies with immediate seller notifications. This would reduce order-related complications and improve operational efficiency.
- **Comprehensive Seller Education Programs:** Establish regular policy update communications, create interactive training modules, and develop a centralized policy knowledge base with search functionality. Monthly webinars and simplified policy documentation would help sellers better understand platform requirements and commission structures.

- **Transparent Payment Communication Systems:** Implement automated payment status tracking with real-time updates, create detailed settlement cycle explanations, and provide seller dashboards showing payment processing timelines. This would reduce payment-related inquiries and build seller confidence in the platform.
- **Improved Logistics Partnership Management:** Strengthen quality control measures with packaging guidelines, establish performance benchmarks for delivery partners, and implement seller rating systems for logistics providers. Enhanced tracking systems and proactive delay notifications would improve the delivery experience for all stakeholders.

These strategic solutions would require coordinated implementation across multiple departments but would significantly enhance platform reliability, seller satisfaction, and overall operational efficiency.

### 3. Recommendation to the Company

Based on my internship experience and observations, I recommend the following strategic initiatives to enhance Daraz Nepal's operational efficiency and stakeholder satisfaction:

- **Technology Infrastructure Enhancement:** Invest in advanced cloud-based infrastructure with auto-scaling capabilities to seamlessly handle traffic surges during peak campaigns. Implement predictive analytics to anticipate system load requirements and proactively allocate resources accordingly.
- **Seller Support System Optimization:** Deploy AI-powered chatbots for routine inquiries, establish dedicated campaign support teams, and create a comprehensive seller self-service portal. This would reduce manual workload on support staff while providing sellers with instant access to common solutions.
- **Policy Standardization and Communication:** Develop a centralized policy management system with version control, implement mandatory quarterly seller training sessions, and create multilingual policy documentation to ensure clear understanding across diverse seller demographics.
- **Performance Monitoring and Analytics:** Implement real-time dashboard monitoring for key performance indicators, establish automated alert systems for anomaly detection, and create detailed monthly operational reports to track improvement progress and identify emerging issues.
- **Stakeholder Feedback Integration:** Establish regular seller advisory board meetings, implement systematic feedback collection mechanisms, and create cross-functional task forces to address recurring challenges. This would ensure continuous improvement based on actual user experiences.
- **Quality Assurance Framework Development:** Institute comprehensive quality control checkpoints for order processing, delivery coordination, and customer service

interactions. Regular audits and performance benchmarking would maintain high service standards consistently.

These recommendations focus on sustainable, scalable solutions that align with Daraz Nepal's position as the country's leading e-commerce platform while addressing the specific challenges identified during my internship period.

### 4. What I Have Learned During the Co-Op Studies

Throughout my internship at Daraz Nepal, I developed several critical professional skills that will serve me well in my future career:

- **E-commerce Operations Knowledge:** I gained a comprehensive understanding of end-to-end e-commerce platform operations, including seller onboarding processes, order management systems, payment gateway integrations, inventory tracking mechanisms, and campaign coordination workflows. This hands-on experience provided valuable insights into how large-scale digital marketplaces function in emerging markets like Nepal.
- **Professional Communication Skills:** Working in a fast-paced customer service environment significantly enhanced my ability to communicate effectively with diverse stakeholders, including sellers, customers, and internal teams. I learned to adapt my communication style based on audience needs, maintain professionalism under pressure, and convey complex technical information in simple, understandable terms.
- **Stress Management During Peak Seasons:** Experiencing high-pressure periods during major sales campaigns taught me effective stress management techniques and time prioritization skills. I learned to maintain composure while handling multiple urgent requests simultaneously, make quick decisions under tight deadlines, and collaborate efficiently with team members during challenging situations.
- **Corporate Work Ethics:** The internship instilled strong professional values, including punctuality, accountability, confidentiality, and team collaboration. I developed a deep appreciation for organizational protocols, data security practices, and the importance of maintaining consistent performance standards even when facing demanding workloads.
- **Problem-Solving and Adaptability:** Regular exposure to unique seller and customer issues enhanced my analytical thinking abilities and creative problem-solving skills. I learned to quickly assess situations, identify root causes, and develop practical solutions within organizational constraints while maintaining positive stakeholder relationships.

## 5. How I Applied the Knowledge from Coursework to the Real Working Situation

### Application of Management Concepts

During my internship at Daraz Nepal as a Seller Support Intern, I was able to apply a range of theories and concepts from my marketing degree to real operations. My understanding of **Principles of Marketing, Marketing Management, and Strategic Marketing** was particularly valuable as I participated in the planning and execution of major campaigns. These courses helped me grasp consumer segmentation, positioning strategies, and the importance of aligning seller promotions with evolving market trends. Learning from **Consumer Behavior** enabled me to interpret buyer motivations and sellers' needs, allowing me to provide more effective support and recommendations.

Knowledge from **Integrated Marketing Communication and Advertising & Promotion** proved crucial when assisting with campaign briefings and ensuring that messaging across the platform was consistent and engaging. Exposure to **Digital Marketing and Service Marketing** gave me insight into the unique challenges of operating in a digital marketplace, such as building trust, ensuring service quality, and adapting to technological trends.

Analytical skills acquired from **Business Research, Marketing Research & Data Analysis, and Business Intelligence** allowed me to interpret campaign performance reports, make sense of seller feedback, and identify improvement areas based on data. Similarly, **Business Accounting I and Business Finance** supported my understanding of payment reports and financial transactions, which were essential when coordinating with the finance team on seller settlements.

Courses in **Organization and Management, Decision-Making, Supply Chain Management, and Distribution & Logistics** prepared me to navigate cross-functional projects, solve logistical challenges, and understand the end-to-end process from sellers to customers.

Finally, soft skills developed through **Human Relations and Personality, Developing Yourself and Personality, and Business Communication** were significant in drafting clear communication, working effectively in teams, and confidently interacting with both internal department staff and external sellers. My understanding of **Business Ethics** reinforced the importance of transparency and ethical problem-solving.

Overall, this co-op transformed abstract academic knowledge into practical wisdom, as theoretical concepts became meaningful through daily application at Daraz. This experience has

provided a solid foundation for my growth and career advancement in Nepal's dynamic e-commerce sector.

### 6. Special Skills and New Knowledge I Have Learned from This Co-Op Studies

During my internship period at Daraz Nepal as a Seller Support Agent, I gained hands-on experience in the operational, technical, and strategic facets of e-commerce marketing and platform management. The following are some of the key skills and knowledge I acquired:

#### Technical Skills Learned:

- **Campaign Management & Coordination:** By assisting in the execution of major campaigns such as Dashain Dhamaka and 11.11, I gained practical experience in campaign briefing, seller engagement, and coordinating promotional activities across teams.
- **Digital Platform Operations:** I learned to navigate seller portals, monitor campaign performance, and troubleshoot common system issues.
- **Data Analysis & Reporting:** My involvement in reviewing sales dashboards, monitoring order statuses, and interpreting campaign analytics reports honed my ability to assess performance using data-driven insights.
- **Seller Support Case Handling:** I developed expertise in managing seller queries related to order cancellations, payment settlements, and compliance, ensuring timely resolution and maintaining positive relationships.
- **Policy Communication & Compliance:** I gained hands-on experience in communicating policy updates to sellers and supporting compliance checks, informed by my background in Business Law and Business Communication.
- **Payment Processing Coordination:** Coordinating with the Finance Team on seller payouts improved my understanding of financial reconciliation, payment cycles, and digital recordkeeping.

#### Soft Skills Developed:

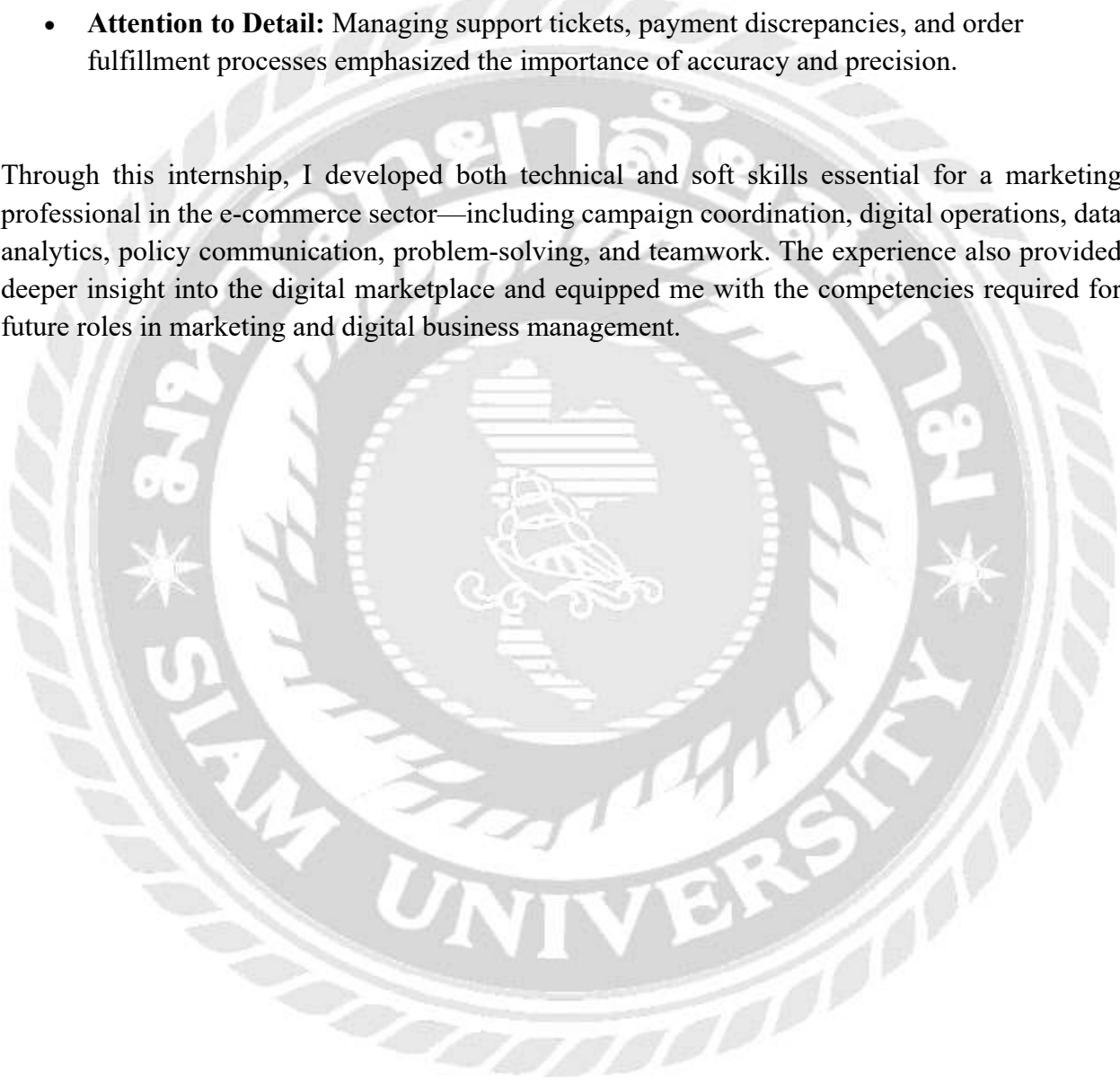
- **Professional Communication:** Drafting clear emails and support documents, as well as conducting effective virtual and written correspondence with sellers and internal teams, strengthened my business communication skills.
- **Analytical & Critical Thinking:** Evaluating seller feedback and campaign performance enabled me to offer data-backed recommendations aimed at process improvement.



## Understanding E-Commerce Operations Through Seller Support at Daraz Kaymu Nepal

- **Teamwork & Cross-functional Collaboration:** Working with campaign, finance, tech, and compliance teams allowed me to refine my teamwork and collaborative problem-solving abilities.
- **Adaptability:** Exposure to fast-paced campaign environments improved my ability to respond swiftly to new systems, urgent issues, and shifting priorities.
- **Attention to Detail:** Managing support tickets, payment discrepancies, and order fulfillment processes emphasized the importance of accuracy and precision.

Through this internship, I developed both technical and soft skills essential for a marketing professional in the e-commerce sector—including campaign coordination, digital operations, data analytics, policy communication, problem-solving, and teamwork. The experience also provided deeper insight into the digital marketplace and equipped me with the competencies required for future roles in marketing and digital business management.



## Chapter 4: Conclusion

### 1. Summary of Highlights of My Co-Op Studies at Daraz Nepal

Working at Daraz Nepal gave me direct exposure to digital business operations and real-time problem-solving, with the 11.11 Mega Campaign as the most impactful learning experience of my co-op program. My internship provided hands-on insight into dynamic e-commerce operations, as I worked directly with sellers assisting with store management, troubleshooting, and performance optimization, deepening my understanding of digital marketplace and customer support strategies.

- **High-Impact Campaign Experience**

Active involvement during the 11.11 Mega Campaign required decisive action, strong communication, and composure under pressure. I managed high volumes of live chat and calls, resolving urgent seller issues such as order processing, inventory, dynamic pricing, promotions, payments, and shipping. This sharpened my time management, multitasking, and strategic problem-solving skills in high-pressure settings.

- **Data-Driven Performance Optimization**

I developed expertise in seller performance analytics by monitoring cancellation ratios, dispatch rates, seller ratings, and fulfillment efficiency. Systematic analysis enabled me to provide actionable recommendations to help sellers improve results and avoid penalties, effectively bridging academic marketing and operations theory with practical execution.

- **Cross-Functional Collaboration Excellence**

Coordinating with logistics, campaigns, category teams, and technical support gave me valuable insight into internal communication and seamless operations, showing how interdepartmental collaboration enhances seller satisfaction and customer experience.

- **Professional Development Outcomes**

Overall, my co-op at Daraz Nepal fostered advanced communication, critical thinking, problem-solving, teamwork, and conflict resolution skills. Integrating real-time crisis management, data analytics, and exposure to large-scale e-commerce operations made this experience one of the most transformative of my academic journey and a solid foundation for future success in Nepal's digital economy.

### 2. Evaluation of the Work Experience (Self-Assessment)

My time and experience at Daraz Nepal as a Seller Support Agent marked a crucial step in my professional growth, bridging theory with practical application in a fast-paced e-commerce environment. It provided invaluable opportunities for self-assessment, helping me identify strengths and areas for improvement.

### • **Communication Excellence Achievement**

I experienced significant growth in communication skills, learning to handle diverse seller personalities and high-stress scenarios with calm, professional responses. By mastering active listening and structured problem-solving, I became more confident in managing live chat and calls, setting a strong foundation for future client-facing roles.

### • **Analytical Problem-Solving Maturation**

Regular exposure to technical, order, and payment issues allowed me to improve my problem analysis, data evaluation, and decision-making skills. Over time, I became more independent, reducing reliance on supervision and increasing my sense of responsibility.

### • **Operational Efficiency Development**

Working through peak periods like the 11.11 Mega Campaign improved my time management and multitasking abilities, as I learned to prioritize and handle multiple requests efficiently while maintaining service quality under pressure.

### • **Continuous Improvement Recognition**

The experience also revealed areas for ongoing development, such as optimizing response times under pressure and deepening platform technical knowledge, motivating me to pursue further training and continuous learning.

### • **Comprehensive Professional Evaluation**

Overall, my internship at Daraz Nepal was highly positive and transformative. It integrated theory with hands-on experience and fostered skills in accountability, teamwork, and operational resilience. Most importantly, I gained greater clarity about my strengths, work style, and career path, effectively preparing me for future roles in e-commerce and digital marketing.

## 3. Limitations of My Co-Op Studies

While I believe I performed my responsibilities with dedication and professionalism, adapting effectively to Daraz Nepal's fast-paced environment, I recognize several limitations that present opportunities for continued growth:

### • **Technical Expertise Constraints**

Despite significant improvement in platform navigation and seller support capabilities, my technical knowledge depth remained somewhat limited. Complex system integrations, advanced troubleshooting scenarios, and detailed API functionalities occasionally required supervisor intervention, indicating a need for more comprehensive technical training and hands-on experience.

## Understanding E-Commerce Operations Through Seller Support at Daraz Kaymu Nepal

- **Strategic Business Understanding**

While I gained valuable operational insights, my understanding of broader strategic business decisions, financial modeling, and long-term marketplace planning remained primarily observational. Limited exposure to senior management discussions and strategic planning sessions restricted my comprehension of executive-level decision-making processes.

- **Cross-Cultural Commerce Experience**

Although I interacted with diverse seller demographics across Nepal, my experience was geographically concentrated. Exposure to international marketplace dynamics, cross-border commerce complexities, and multi-regional platform variations would enhance my global e-commerce perspective.

- **Leadership and Mentorship Opportunities**

The workforce structure primarily focused on individual performance rather than team leadership or mentorship responsibilities. Limited opportunities to guide new team members or lead small projects restricted my leadership skill development and team management experience.

- **Advanced Analytical Capabilities**

While I developed basic data analysis skills for seller performance monitoring, exposure to advanced analytics tools, predictive modeling, and comprehensive business intelligence platforms remained limited. Enhanced analytical capabilities would strengthen my contribution to data-driven decision-making.

These identified limitations do not lessen my accomplishments but rather highlight specific areas where continued learning and professional development will enhance my future contributions to the dynamic e-commerce industry.

## 4. Recommendation for the company

Based on my co-op experience as a **Seller Support Agent** at Daraz Nepal, I would like to offer the following recommendations to further enhance the learning experience of interns, improve operational efficiency, and strengthen overall support quality for sellers:

## Understanding E-Commerce Operations Through Seller Support at Daraz Kaymu Nepal

- **Provide More Comprehensive System Training for Interns**

Offering in-depth and structured training—especially on Seller Center features, order lifecycle, campaigns, and performance metrics—would help interns gain confidence early and reduce reliance on supervisors. Advanced modules and simulations would further strengthen technical skills.

- **Allow Departmental Rotation Opportunities**

Allowing interns to rotate through Logistics, Category Management, Commercial, and Marketing departments would provide a fuller understanding of Daraz's ecosystem, build cross-team connections, and improve problem-solving during high-pressure events like 11.11.

- **Increase Knowledge-Sharing and Experience Exchange Sessions**

Regular sessions with experienced staff on seller issues, troubleshooting, and platform updates would benefit interns and new hires, while peer discussions and real case sharing would boost learning and teamwork.

- **Develop a Standardized Internal Knowledge Base**

A centralized, updated knowledge base covering frequent seller issues would enable faster, more consistent support—especially during large campaigns when prompt, accurate responses are vital.

- **Enhance Support Tools During High-Traffic Campaigns**

Adding temporary staff or AI tools during peak periods could handle basic inquiries, letting live agents focus on complex issues and reducing seller wait times.

- **Implement Regular Performance Feedback for Interns/New Hires**

Routine feedback sessions would help interns recognize their strengths, address improvement areas, and align better with company expectations.

- **Encourage More Collaboration with Senior Staff**

Opportunities to shadow senior employees and join in critical case handling would deepen intern learning, build confidence, and better prepare them for independent problem-solving.

## Reference

Daraz. (2023, January 20). *Who we are — Daraz*. <https://daraz.com/who-we-are/>

Daraz University. (n.d.). *Daraz University*. [https://university.daraz.com.np/?spm=Seller\\_NP.lu\\_course\\_learn.module\\_header.d\\_stick.309365c3uMYjls](https://university.daraz.com.np/?spm=Seller_NP.lu_course_learn.module_header.d_stick.309365c3uMYjls)



## Annex 1: Weekly Work Log

Daily Dairy

**Internship Company:** Daraz Kaymu Nepal

**Intern:** Kushik Rangmang

**Duration:** 6 Months

**Starting date:** 17 July 2025

**Ending date:** 17 January 2026

### 1st Week: Orientation & System Training

**Monday – Tuesday – Wednesday – Thursday – Friday**

- Orientation on Daraz policies, code of conduct, and data privacy
- Introduction to Seller Support role, responsibilities, and KPIs (AHT, CSAT, FCR)
- Training on Seller Center, chat (Zendesk/Freshdesk-like system), and internal tools
- Learned order lifecycle (Placed → Packed → Shipped → Delivered → Completed)
- Observed senior agents handling live chats and calls
- Introduction to common seller issues (cancellation, late dispatch, payment, listing errors)
- Practiced drafting professional responses using templates
- Supervised practice in handling mock chat and call scenarios
- Daily review and feedback session with team lead

### 2nd Week: Assisted Live Support & Issue Identification

**Monday – Tuesday – Wednesday – Thursday – Friday**

- Started handling basic seller queries under supervision
- Responded to issues related to order status tracking and cancellation requests
- Learned how to verify seller and order information in the system
- Handled queries related to payment cycle and deduction breakdown
- Assisted sellers with account verification and shop settings
- Forwarded complex issues to relevant internal departments (Escalation team)



## **Understanding E-Commerce Operations Through Seller Support at Daraz Kaymu Nepal**

- Maintained case notes and updated ticket status in system
  - Identified recurring issues and reported patterns to supervisor
  - Weekly progress meeting with supervisor
- 

### **3rd Week: Independent Live Chat Handling & Process Learning**

**Monday – Tuesday – Wednesday – Thursday – Friday**

- Independently handled multiple live chat sessions
  - Guided sellers on processing, scanning, and dispatching orders
  - Assisted in resolving listing errors and image rejection issues
  - Explained logistics procedures and pickup scheduling to sellers
  - Learned about seller rating system, cancellation rate & penalties
  - Handled basic conflict situations professionally
  - Improved multitasking (handling 2–3 chats simultaneously)
  - Cross-checked case history for informed responses
- 

### **4th Week: Cross-Department Coordination**

**Monday – Tuesday – Wednesday – Thursday – Friday**

- Coordinated with the logistics team on order pickup and failed shipment issues
  - Communicated with the campaign team regarding product visibility problems
  - Forwarded cases to the finance department for payment verification
  - Followed up cases with category & tech team
  - Updated sellers on escalation progress
  - Learned the internal workflow of case resolution
  - Tracked turnaround time (TAT) of different departments
  - Strengthened internal communication skills
- 

### **5th Week: Escalations & Detailed Case Handling**

**Monday – Tuesday – Wednesday – Thursday – Friday**

- Handled higher-level queries related to seller penalties and restrictions
- Assisted sellers whose products were auto-rejected for campaigns
- Explained commission, payment fee, and item handling fee clearly

## Understanding E-Commerce Operations Through Seller Support at Daraz Kaymu Nepal

- Managed multiple order number cases in one chat/call
  - Drafted and improved email responses to sellers
  - Reviewed previous escalated cases for learning
  - Daily performance discussion with senior agent
- 

### 6th Week: System Mastery & Policy Application

**Monday – Tuesday – Wednesday – Thursday – Friday**

- Gained a deeper understanding of SLA, SOP, and internal guidelines
  - Applied Daraz policies when accepting or rejecting seller requests
  - Checked customer/seller history to make decisions (e.g., cancellation not allowed)
  - Assisted sellers in improving store performance
  - Learned about blacklisting and the fraud detection process
  - Identified repeat issues and reported them
  - Fewer escalations needed due to increased confidence
- 

### 7th Week: Performance & Analytics Understanding

**Monday – Tuesday – Wednesday – Thursday – Sunday**

- Monitored seller performance metrics from the dashboard
  - Advised on reducing cancellation & late dispatch rate
  - Understood the impact of ratings on store visibility
  - Provided improvement tips to sellers
  - Assisted in data checking and documentation
  - Learned about seller segmentation
  - Supported sellers in campaign preparation
- 

### 8th Week: High Volume Handling

**Monday – Tuesday – Wednesday – Friday - Sunday**

- Managed a large volume of chats and calls
- Maintained response quality despite heavy workload
- Supported sellers with urgent order & delivery concerns
- Improved speed and efficiency

## **Understanding E-Commerce Operations Through Seller Support at Daraz Kaymu Nepal**

- Continued coordination with other departments
  - Assisted fellow agents when overload occurred
  - Strengthened stress management skills
- 

### **9th Week: 11.11 Campaign Support Preparation**

**Monday – Tuesday – Wednesday – Thursday – Friday**

- Assisted sellers in checking campaign eligibility
  - Explained campaign terms and conditions
  - Helped update stock and promotion pricing
  - Ensured products were properly listed
  - Solved technical issues affecting campaign listings
  - Liaised with campaign and tech teams
  - Recorded campaign-related cases
- 

### **10th Week: 11.11 Mega Campaign (Peak Period)**

**Monday – Tuesday – Wednesday – Thursday – Friday**

- Handled extremely high chat and call volume
  - Solved time-sensitive seller issues
  - Assisted with payment confusion and large order flow
  - Managed escalation priorities
  - Practiced fast and accurate decision-making
  - Maintained professionalism under pressure
  - Received appreciation for efficiency
- 

### **11th Week: Post-Campaign Support**

**Monday – Tuesday – Wednesday – Thursday – Friday**

- Resolved delayed order & shipment complaints
- Explained sales reports to sellers
- Managed payment settlement concerns
- Assisted in return & refund related cases
- Monitored scam and fraud attempts

- Compiled common post-campaign issues
  - Performance feedback session
- 

### **12th Week: Document Handling & Process Improvement**

**Monday – Tuesday – Wednesday – Thursday – Friday**

- Helped in organizing case data and reports
  - Identified recurring problems and suggested solutions
  - Contributed to internal knowledge base
  - Created response templates
  - Assisted in training new/other interns
  - Updated unresolved case list
  - Improved documentation & reporting skills
- 

### **13th Week: Independent High-Level Case Handling**

**Monday – Tuesday – Wednesday – Thursday – Friday**

- Independently handled complex seller cases
  - Reduced escalations significantly
  - Provided end-to-end support to key sellers
  - Demonstrated leadership and confidence
  - Reviewed system upgrades/features
  - Followed-up unresolved escalated cases
- 

### **14th Week: Review and Internship Period Evaluation**

**Monday – Tuesday – Wednesday – Thursday – Friday**

- Final performance review with supervisor
- Shared feedback and suggestions for improvement
- Documented key learning outcomes
- Completed pending tasks
- Reflected on skills gained
- Concluded internship period successfully

## Annex 2

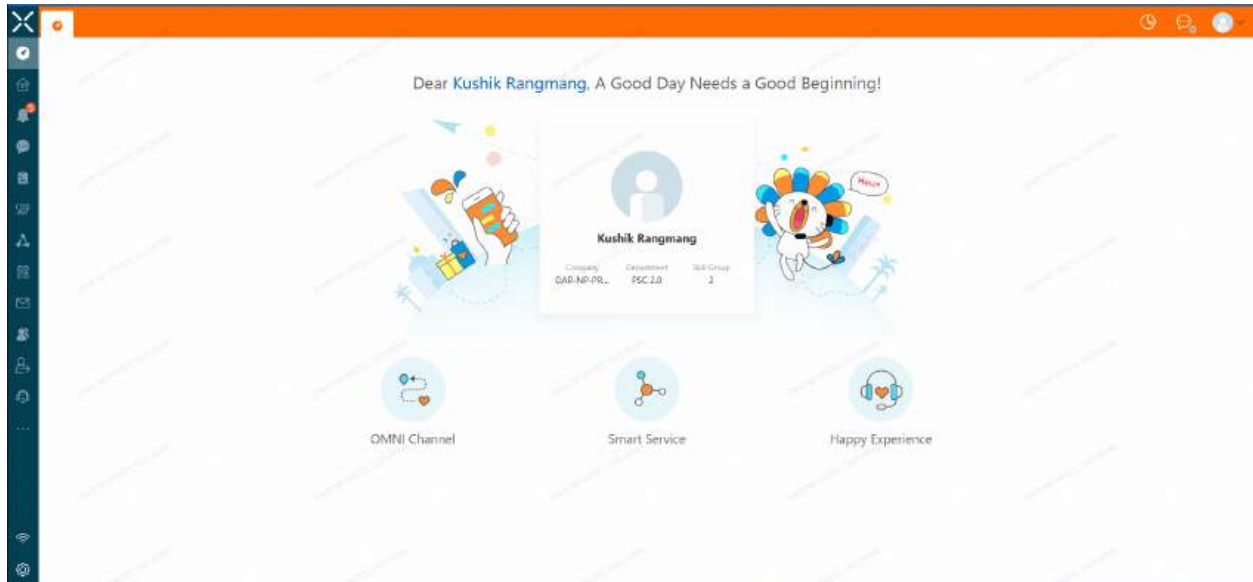


Fig: XSpace Interface Portal

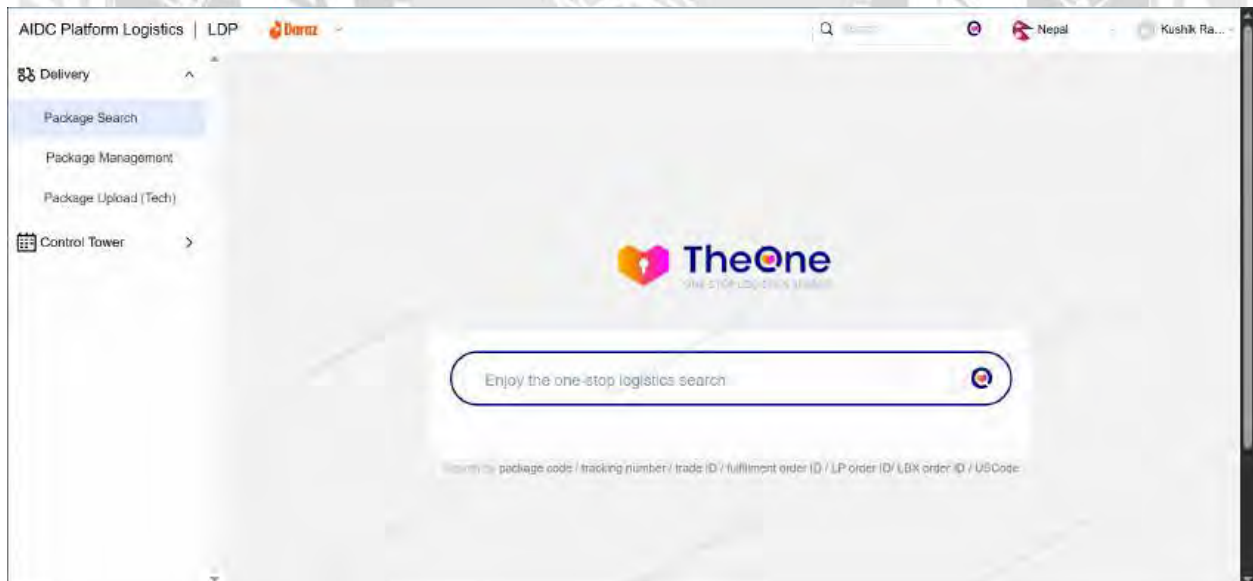


Fig: LDP Portal



## Understanding E-Commerce Operations Through Seller Support at Daraz Kaymu Nepal

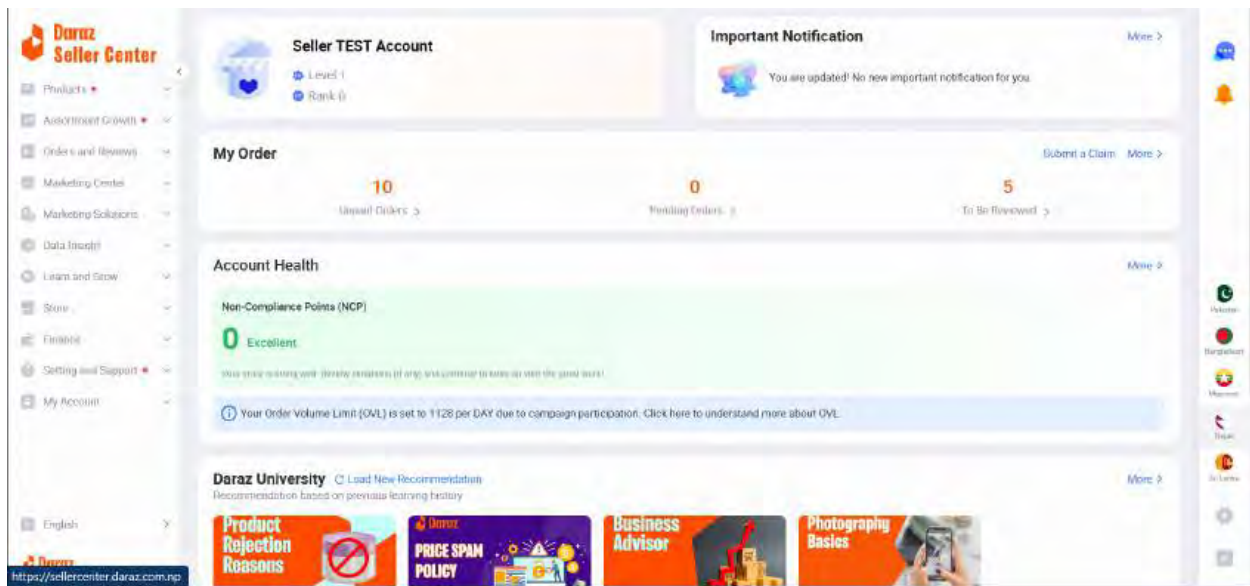


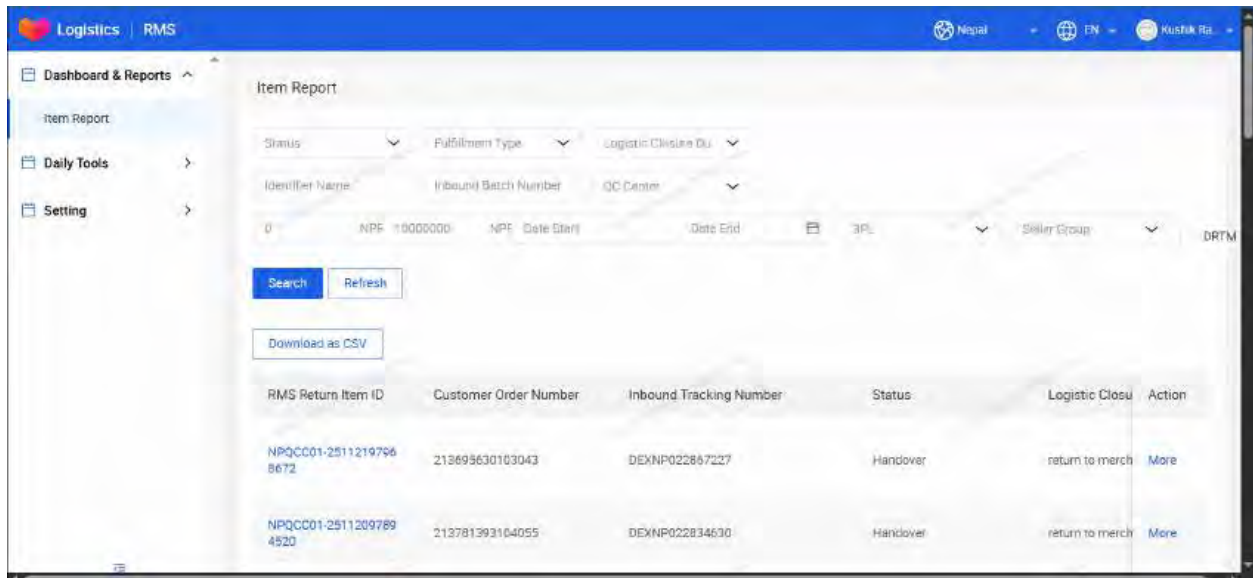
Fig: Daraz Seller Center Interface

The screenshot shows an Excel spreadsheet titled "PSC Cancellations - Orders Hold". The data is organized in columns: Ven Date, Shop Code, Shop Name, Order, Item Ids, Tracking, Cancellation Reason, Order Status, and Hold Status. The following table represents the data visible in the spreadsheet:

	Ven Date	Shop Code	Shop Name	Order	Item Ids	Tracking	Cancellation Reason	Order Status	Hold Status
316	NP 10/19/2025						Customer requested	RTS	To be Cance
317	ca 10/19/2025						Customer requested	RTS	To be Cance
318	NP 10/19/2025						Customer requested	Packed	To be Cance
319	NP 10/19/2025						Customer requested	Packed	To be Cance
320	NP 10/19/2025						Customer requested	Order Create	To be Cance
321	NP 10/19/2025						Customer requested	RTS	To be Cance
322	NP 10/19/2025						Out of stock	RTS	To be Cance
323	NP 10/19/2025						Customer requested		To be Cance
324	NP 10/19/2025						Scanning error		To be Cance
325	NP 10/19/2025						Scanning error		To be Cance
326	NP 10/19/2025						Scanning error		To be ? ?
327	NP 10/19/2025						Scanning error		To be Cance
328	NP 10/19/2025						Scanning error		To be ? ?
329	NP 10/19/2025						Scanning error		To be Cance

Fig: Cancellation Sheet

## Understanding E-Commerce Operations Through Seller Support at Daraz Kaymu Nepal



*Fig: RMS Portal*



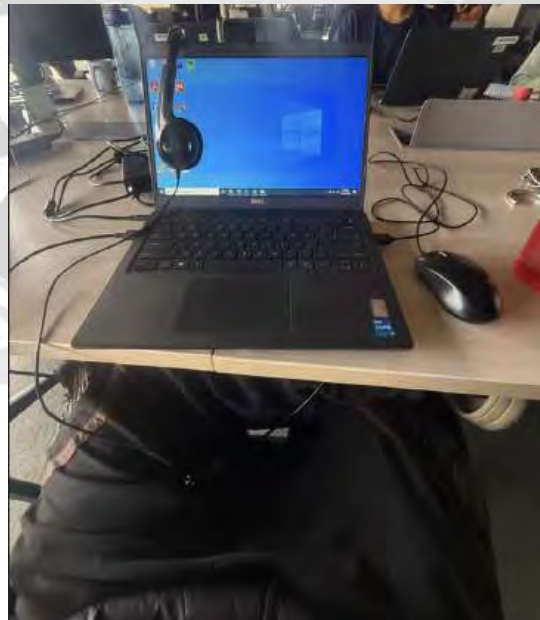
*Fig: Thapathali, Daraz Head Office, CX Department.*



## Understanding E-Commerce Operations Through Seller Support at Daraz Kaymu Nepal



*Fig: Thasikhel, Daraz Logistics Hub*



*Fig: Laptop, Headset, and Mouse provided by the company to fulfil duties*

## Understanding E-Commerce Operations Through Seller Support at Daraz Kaymu Nepal



*Fig: Daraz Nepal CX Team.*