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Internship Report
On
Product Innovation at Pathao Limited : Scaling Seamless
User Experience and Journey

Submitted to:
Islamic University of Technology
In partial fulfillment of the requirement of the degree of
BBA in Technology Management (BTM)

Submitted by:
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I understand that my final report will become part of the permanent collection of the Islamic University of Technology BBA in Technology Management Program. My signature below authorizes the release of my final report to any reader upon request.

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Date of Submission:



**Internship Report On
Product Innovation at Pathao Limited : Scaling Seamless
User Experience and Journey**

This internship report is submitted to the Department of Business and Technology Management at the Islamic University of Technology for the course BTM 4800.

Letter of Transmittal

Dr. Mohammad Shamsu Uddin
Associate Professor
Department of Business and Technology Management
Islamic University of Technology

Subject: Submission of internship report of “Product Innovation at Pathao Limited : Scaling Seamless User Experience and Journey”

Dear Sir,

I hereby submit my internship report on “Product Innovation at Pathao Limited : Scaling Seamless User Experience and Journey”. Since internship is an integral part of the last semester academic criteria of the students of Business and Technology Management, it is my ultimate privilege for me to work under your supervision.

For this report, I have put my time and effort into contemplating the organization and my personal experience as an intern. I have got the opportunity to work at Pathao Limited in the Product Department, which has helped me to develop my initial career journey which I am very much thankful for. This organization has sharpened me to increase my credibility and knowledge expansion to make decisions strategically.

Lastly, I would like to express my gratitude towards you for guiding and helping me out throughout this internship period. It is a great escapade for me to write this report under your supervision.

I will be highly obliged if you accept this report and provide me with any evaluation you may have for this report.

Sincerely,
Fariha Tasneem
ID: 200061122

Declaration

I, Fariha Tasneem, a student of the Department of Business and Technology Management of the Islamic University of Technology hereby declare that I have prepared this report all by myself, under the supervision of Md. Mohammad Shamsu Uddin, Associate Professor, BTM. I hereby also certify that this academic report is a product of my own research efforts and has not been previously submitted for any other assessment. Additionally, I have not breached any copyright infringement intentionally.

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Acknowledgement

The completion of the report is the culmination of significant academic effort, extensive research and critical analysis of the internship experience. Firstly, I would like to appreciate everyone who has supported me with their guidance to complete this report.

I extend my heartfelt appreciation to Allah for bestowing upon me the capabilities essential to successfully complete this internship and report, which is an integral part for Business and Technology Management students at Islamic University of Technology. I am profoundly grateful to my esteemed academic supervisor, Associate Professor Dr. Mohammad Shamsu Uddin for his expert guidance and unwavering support throughout the duration of the endeavor. Additionally, I express my sincere gratitude for the opportunity to undertake my internship at Pathao Limited and I am especially grateful towards the Product and Engineering teams for their collaboration. A special acknowledgement to my line manager, Omran Jamal, Product & Engineering Lead who guided and provided me with invaluable assistance throughout the journey. Furthermore, I wish to recognise Shifat Adnan (Chief Technical Officer), Abdullah Anwar (Vice President Engineering), Tasmeet Iqbal (Product Manager), Shafin Ashraf (Software Engineer), Toki Tajwar Islam (Associate Product Analyst), Zarin Tasneem Puspita (Product Analyst) and Hasin Junayed (Product Analyst) for their collective support and assistance during my tenure at Pathao Limited. Their dedicated contributions were instrumental in enhancing my expertise and deepening my understanding in this domain. I am deeply appreciative of their mentorship and positive influence they have had on my personal and professional development. I sincerely thank them for enriching my internship experience and making it truly meaningful.

The internship report on “Product Innovation at Pathao Limited : Scaling Seamless User Experience and Journey” has enabled me to engage in extensive research and acquire profound insights of the domain and the industry.

Lastly, I would like to convey my deepest gratitude and appreciation to all the people who have contributed to this report. I sincerely thank and appreciate their involvement in the report and unwavering supportness towards me.

Executive Summary

This report elucidates my internship experience at Pathao Limited, a prominent fast-paced startup industry that provides solutions for transportation and logistic support in Bangladesh. With a very short span of time, Pathao developed itself with the nation's digital infrastructures for example, ride sharing services, food & courier delivery, e-commerce platform and digital payment services. Being an intern at Pathao in the Product department has elevated me with opportunities to expand my knowledge and broaden my skills in promoting innovations. In the Innovations team, I got the scope to be a part of launching an upgraded e-commerce platform, do market research on customers all over Bangladesh and learn backend functionalities on how an e-commerce platform and digital services should perform. The department's commitment towards enhancing customer experience with data driven strategies promises Pathao's credibility towards its users. It is fueled by the constant technology improvement towards urban mobility and convenience that strengthens Pathao to be a dominating market leader in Bangladesh and Nepal as well. The company is well known for their ride, food and courier services to sustain in the Bangladeshi market by providing more enhancement scopes to the customers. The Product department is the key decision maker here to see business and tech beyond its ceiling. My internship tenure offered valuable insights into the process of product development with the alignment of technological aspects for customer needs. Pathao is highly dynamic and innovative to bring out solutions for everyday life in Bangladesh and it aims to grow more in near future while being competitive and compassionate towards people

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Chapter 1: Introduction

1. Introduction

The internship report is an integral part of the eighth semester academic course of Business and Technology Management students. The course is titled as “Internship 4800” in the academic syllabus. For this course, this report has been prepared containing all the information regarding the organization, its strength and weakness, its opportunities, tasks and activities and last but not least recommendations. I have completed my required three-month internship at Pathao Limited, and in this report, I have scrutinized the origin, objectives, background, methodologies and limitations.

1.1 Origin of Study

Internship which is a professional learning experience that offers meaningful practical experience for career exploration and development. For the students of Business and Technology Management it is a crucial and mandatory requirement of the curriculum. As a result, to complete this requirement, I have undertaken a three-month internship period at Pathao Limited in the Product Department and applied my theoretical knowledge in the practical world. Through this internship, I got this opportunity to derail real world problems and how to create impact and solve those. By working in the department, I have faced real life practical problems that product departments along with engineers face everyday but yet choose to solve them for better customer experience. The experience along with the knowledge I gather at Pathao Limited, this internship report is the summation of that. It summarizes my internship experience, highlighting my core activities and professional growth. This report seeks to provide a thorough account of the internship’s advantage and offer insights into pertinent industry.

1.2 Objective of Study

In today’s competitive landscape, Product Management has emerged as a pivotal role in the success of many companies from tech-giants like Google, Amazon to fast-growing startups like our very own Bangladeshi startups Pathao & Bkash. Product management is the process of guiding the development, market introduction and continuous improvement of a product throughout its lifecycle. Product managers work at the intersection of business, technology and user experience. The main aspiration is to build products that solve real problems for users while vitalizing value for business.

Pathao being one of the successful startups in Bangladesh has opened me doors with opportunities to gain an in-depth knowledge and comprehension of the product management role. In Bangladesh, there are only a few organizations that have a product management role and Pathao is one of them. As a result, for any intern it is a place for great learning as well as for me.

The initial training one can get from Pathao for Product role is in-depth knowledge more than working on impacts. They focus highly on their dynamic environment and improvement on strategic decision making and refurbish on product visibility. During my internship, I encountered how Pathao Limited moves with the fast paced technology and profound knowledge and carry it out in the business spheres effectively with the mission to sustain customers and create employment opportunities. In Pathao Limited, there are seven vertices where the Product department operates. All these verticals have dedicated product teams assigned who efficiently operate the day-to-day task-based operations. This report, highlighting my tasks, observations, and contributions to improving product-based efficiency in the company, will be a testament to my knowledge and expertise in product management. Here are some in-depth objectives from my analysis at Pathao Limited;

- **General Objective:** To explore and analyze the strategic role and key decision making areas of product management in enhancing digital, real-time platforms and supporting user journey, satisfaction and operational efficiency.
- **Specific Objectives:** Below are some specific objectives that have been placed from my observations;
 1. Identify and comprehend core responsibilities and impact of product management in a fast-paced tech environment.
 2. Monitor and deep observation on how the product team works at its operational level and business centric approach.
 3. Assess key strategic decision making processes and where one should look for while making decisions.
 4. Evaluate the training and learning opportunities that one gets in Pathao.
 5. Document personal contributions and observations that reflect on practical contributions.

1.3 Methodology:

This report is constructed of first-hand observation made throughout the course of internship containing both primary and secondary knowledge that I gathered from my experience at Pathao Limited. I meticulously interpreted these data and logically presented them, emphasizing key points. All the primary and secondary data are chronically categorized below;

Primary Data Sources:

A significant portion of the primary data was gathered through direct collaboration with employees of Parhao Limited. Since Pathao Limited uses plenty of internal tools, there was no

better way to gather knowledge than having face to face conversations with co-workers. The sources are;

- Conversation and learning with the Company Supervisor.
- Collaboration with team members of Product, Design, Engineer, Analyst on a regular basis.
- Hands-on experience with closely working diverse teams like Commercial and Courier departments.
- Personal conversation with fellow intern colleagues regarding their sphere of work area.
- Townhall meeting with every member of Pathao Limited.
- Workshop sessions with fellow colleagues.

Secondary Data Sources:

In spite of the fact that primary sources of data covers the majority of information in this study, secondary sources of data also contributed significant areas of this study. The secondary sources of data dropped the below support;

- Official company website
- Personal journals and notes maintained during the internship tenure
- Newspapers articles.
- LinkedIn post regarding Pathao.
- Pathao Limited report of other university's students.
- Previous internship reports
- Company documentation

1.4 Scope of the Study

The scope of the study refers to boundaries and extent of research projects and clarifies the focus and parameters of the research. This report offers a comprehensive and coherent overview of Pathao Limited's Product Department. The report emphasises on the company's scoping opportunities to provide deals and benefits, better customer experience and journey so that users will be able to use Pathao app seamlessly. Additionally, it delves into the various activities undertaken by the Product Department at Pathao Limited, how the product department is expanding with advanced tech tool kits along with better visualization. While working in the product department, I have explored how aligning and cross-working results in better outcomes. As a result, a product manager must delve oneself with technical expertise, customer experience, marketing, designing and definitely understanding customer point of view. Furthermore, it delves into my specific vertical Pathao Shop in which I have worked on. Pathao Shop is an emerging E-Commerce platform which intends to sell from high-end products to low-end household

products and merging brands into selling their products in Pathao Shop. Lastly, it provides insights into my entire internship tenure and the knowledge acquired during this period. While working there, I have been exposed to their limitations as well and from my perspective I've put recommendations stemming from the experience.

1.5 Limitations

Limitations which are a part of any report and offer a constraint to generalize the results from analysis. While gathering information and report, I have faced and realized companies prefer to maintain confidentiality and security of their information. Additionally, being there as an intern for 3-month tenure, my time also speaks of limitation. As a result, this impediment results in conducting a longitudinal followup for later analysis. During this research, the below challenges were encountered;

- **Time Constraint:** The limited duration of three months internship tenure posed challenges and nuanced understanding of full capabilities and company's internal policy.
- **Confidentiality Constraint:** Certain credentials could not be accessed due to confidentiality, which results in some aspects remaining in-depth evaluation.
- **Data Insufficiency to Authentic Data:** A shortage of authentic data and information regarding certain specific concerns was experienced, particularly those not readily available on the internet, which hindered thorough exploration and analysis.
- **Nascent Product Phase:** While working on my particular vertical, Pathao Shop since it was formulating the product but yet not an established one to work on improvement, the sources were limited as we were building rather than working like a traditional product way. Additionally, the decisions were changing radically and were experimentation instead of sticking on one thing.
- **Dynamic Work Environment:** Pathao highly moves with their dynamic and cross-team work culture as a result, there are many dependencies while working to get revised and feedback. For this reason, it is quite a barrier to track on-going initiatives in a short span of time.

Despite these limitations, Pathao Limited offers valuable and continuous learning opportunities and growth impact one can create within the organization and oneself, while paving the way more in a comprehensive future deliverable.



pathao

Chapter 2: Company Overview

2. Company Overview

This chapter is allocated to the company's background, its industry, the services it provides, the offering and lastly success metrics national and international. It conducts a result on the history of the organization, the role it plays within the industry, the domain of services that delivers to customers and the accomplishment in both domestic and global market scale.

2.1 About Pathao Limited

Pathao is a bengali word meaning “*Send*” where it tells people to send over something. It is an app based digital platform that operates with the services that it provides. Pathao is the first ride sharing company in Bangladesh to get an enlistment certificate from the authorities. It has ride sharing services like Bike, Car, Rental, food delivery, courier & parcel services and last but not the least E-Commerce site.

2.2 Brief History of Pathao Limited

According to *The Daily Star*'s article: ‘*3 Years of Moving Bangladesh*’; in 2015, Pathao commenced its operations by creating a Facebook group by offering the first service Pathao Bike only with 5 bikes. Rapidly, when it reached to mass people the three founders Fahim Saleh, Hussain Elius, and Shifat Adnan started delivering services utilizing a fleet of bicycles and motorbikes. Initially, they had only 30 employees which by this time reached more than 500 people working in Pathao, separated by four large offices in Dhaka and one large office in Chittagong and an office in Sylhet. By October 2017, it had launched their ride services in Chittagong and Pathao Car in Dhaka. By March 2018, Pathao had successfully onboarded over 1 lac drivers and accumulated around 1 million riders across the nation.

Hussain M. Elius, one of the co-founders, disclosed in an interview with TechCrunch in *Future Startup* newspaper on ‘*How Pathao Was Created*’ that by April 2018, Pathao's valuation had exceeded \$100 million, with over 50 thousand bikes registered on its platform. In September 2018, Pathao extended its services to Nepal, marking the first Bangladeshi business to offer on-demand transport-sharing services beyond its borders. On December 3, 2019, the company received an enlistment certificate from Bangladeshi authorities, solidifying its position as the country's foremost ride-sharing service provider. On November 1, 2021, Fahim Ahmed, Pathao's chief financial officer, assumed the role of Managing Director & CEO of the ride-sharing platform. Presently, Pathao operates offices in four cities in Bangladesh: Dhaka, Chittagong, Khulna, and Sylhet. Additionally, it has established a presence in three cities in Nepal: Kathmandu, Pokhara and Chitwan.

In the newspaper, Hussain included that the turning point of Pathao was introducing the app with prior no engineers rather than 3 founders who embraced the philosophy of “*Done is better than perfect*”. The team prioritizes execution over extensive plans, allowing themselves in the market. The early growth of Pathao came with the grassroots efforts for example personally offering bike-ride services near universities. This hand-on approach led them to a strong market fit and brand loyalty. They intend to address real customers' needs in an emerging market.

2.3 Evaluation of Pathao Limited

From the beginning of the journey, Pathao has outcasted many achievements after accomplishing one to one success journey for customers. Starting from “*Your journey, our responsibility*”, it has established a benchmark offering safety and affordability. The changes from the initial stage includes expanding business, forming strategic collaboration with global bike sharing companies and lastly evolving user experience which eventually saw Pathao creating more solutions to the customer problems. The below figure provides a complete overview of the company’s evolution;

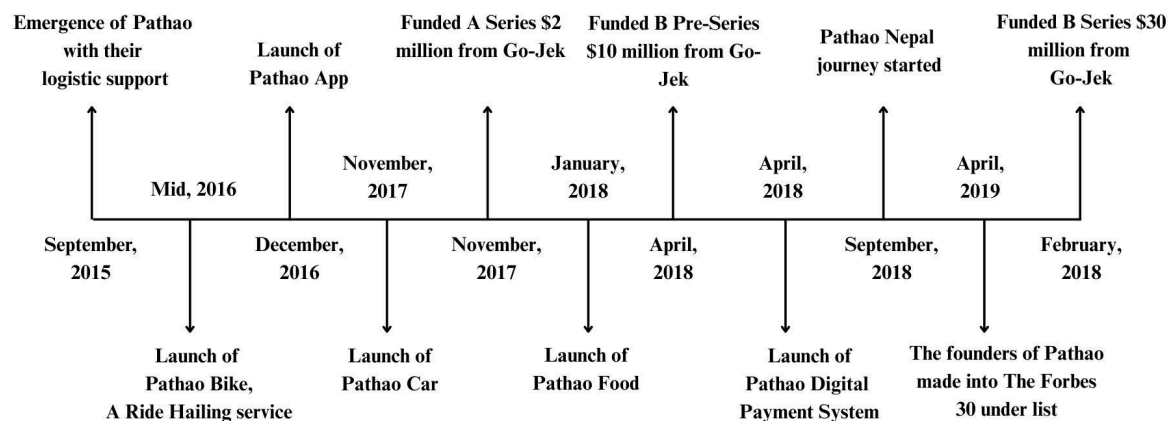


Figure 1: Fishbone Diagram of Pathao’s Evolution Journey

2.4 Pathao’s Logo and Tagline

Pathao which translates in bengali as ‘Send’, reflects in their logo about the growth inducing from logistic support to technology platform. Initially, when it started its journey in Pathao App, the logo featured a bicycle courier, symbolizing the early focus station on ride sharing and delivery app. It represents the Bangladeshi roots by using a red coloured bicycle wheel. *The Prestige Magazine* cited, the logo initially came from the idea of courier service and later on became Pathao’s standalone logomark and app icon. In the logotype it composed four pieces of;

the bag, the courier, the letters ‘O’ and ‘A’ as a metaphor of wheels moving for bicycles. The red mark derived from the national flag, referring to pride and passion of ambitious Bangladeshi startups



Figure 2: Pathao's First Logo

The Prestige Magazine cited, the logo initially came from the idea of courier service and later on became Pathao's standalone logomark and app icon. In the logotype it composed four pieces of; the bag, the courier, the letters ‘O’ and ‘A’ as a metaphor of wheels moving for bicycles. The red mark derived from the national flag, referring to pride and passion of ambitious Bangladeshi startups.

In 2023 it launched the new logo, a lot similar to the Pinterest app's logo as a marketing strategy to create confusion among people. According to *The Financial Express*, the founders revealed it signifies their expanded services along with a steadfast companion in users' life. The new tagline was first promoted on Facebook in a teaser with a phrase, *"Who's always with you?"*, including their key services in Bangladesh. With the logo, it symbolizes the tagline *"Here With You"* referring to the brand promise and commitment to ensuring an easy life. The official press revealed in *The Daily Star* magazine, their reimagined logo strives to capture the essence of seamless connections and unshakeable companionship. Additionally, it symbolizes the wide spectrum of their offerings in Bangladesh.



Figure 3: Pathao's Rebranding with 'Here With You' Tagline

2.5 Mission, Vision and Goals

2.5.1 Mission

The mission of Pathao is *“To empower individuals and businesses by providing convenient, reliable and affordable service in our one-app platform. We strive to transform the way people move, eat, shop and transact by offering a wide range of services that cater to the diverse needs of our customers. We are committed to do innovation and excellence in everything we do, constantly seeking ways to improve and enhance user experience. Our mission is to create value for our customers, partners and society by connecting people and business in a seamless manner.”*

Pathao with their slogan of **‘Moving Bangladesh’** signifies the changing lifestyle people get after using their services with trust and loyalty. For the most reliable source and community-driven media transit, parcel delivery, carpooling, food supply, cashless digital payment and shopping all over Bangladesh is where Pathao taps in while making fast and cheap daily travel through home delivery. The company is preparing a big transformation in the system about how Bangladesh should adopt logistic support. Pathao’s mission statement is supported by their vision and core values.

2.5.2 Vision

‘One App, All Solution’ is the current vision of Pathao. They prefer to present themselves as ambitious, aiming for regional market leadership in transportation and courier services. It reflects on creating a seamless and integrated platform with a future oriented approach. Through their vision, they are ensuring that within one app platform or typically called as a super, they are aspiring to provide all solutions that people face problems in Bangladesh.

The organization is generating a realistic approach to tackle the major infrastructural drawbacks in Bangladesh. Initially, in Bangladesh people had to travel through CNG, yellow-taxi or bus for transportation. It is where Pathao came to solve the problem, Pathao made home delivery services for courier, parcel within Dhaka and food delivery within range so that customers don’t get cold food. Then comes, providing an E-Commerce site, people from all over Bangladesh can shop with just one tap and now providing a cashless digital payment system.

2.5.3 Goals

Pathao Limited envisioned a tech-world future in which mobility is seamless and accessible to everyone, granting people and communities to grow vigorously. The main goal is to shape the

future of transportation and logistic support all over Bangladesh through innovation, customer-centric and collaboration approach.

2.5.4 Values

Pathao aims to create value for its customers, partners and society.

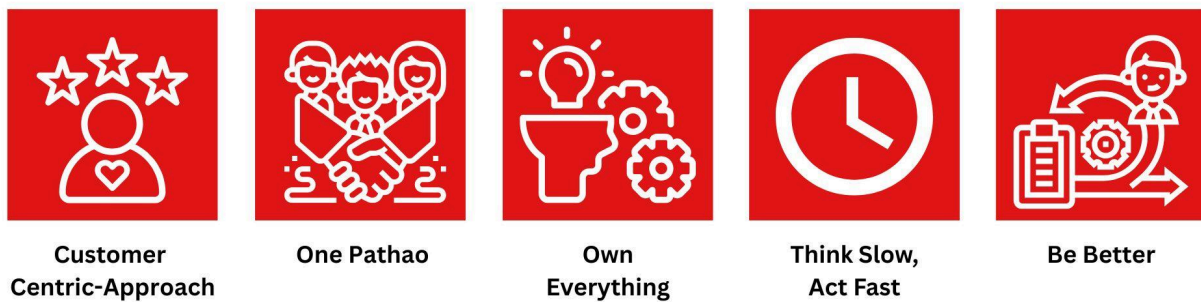


Figure 4: Values of Pathao

2.6 Company Vertical

When it says ‘**Pathao: One App, All Solution**’, it states that within Pathao, one can get many solutions to their problem. Whether someone wants to order food or call a ride or send a parcel from home to certain destinations, one can get everything in the Pathao app. This is where Pathao introduces its verticals for all its services.



Figure 6: Pathao's Verticals

2.6.1 Pathao Rides

Pathao commenced its Rides journey in 2016 with 100 bike-riders which by this time expanded exponentially over the years to 100,000 riders nationwide. It started with the tagline of '**Moving Bangladesh**'. Pathao Rides has services for Car, Bike and Rental services. The most popular startup is Bike in Bangladesh and this service has taken over Bus and CNG services in Bangladesh. In 2016, other ride-hailing companies **Uber** and **Amar Ride** emerged in Bangladeshi Market with their services. Although, Pathao has made it very clear about their operation and successfully made their business model so that people can easily get their services during office time or certain places and be safe during the journey. Adopting a similar model plan like Pathao bike service, Uber as well as introduced UberMoto in 2017. Then there comes another ridesharing app, **InDrive** who followed the same business model plan of services for car and bike. Right now, Pathao Rides sharing services help people in traffic congestion and give employment opportunities to the drivers. Below a comparative cost structure has been estimated between Pathao and Uber;

Table 1: Cost Comparison Between Pathao and Uber

	Pathao Car	Uber X	Pathao Bike	Uber Moto
Base Fare	50	40	25	30
Per Minute	2.5	3	0.5	1
Per KM	20	18	12	12

As shown in *Table 1: Cost Comparison Between Pathao and Uber*, this data has been taken from another report '*Pathao: A Tech Start-Up That Shook Bangladesh*' by North South Business Review. This table contains the comparison of base fare, per minute and per KM differences between Pathao Car and Uber X (Car) and between Pathao Bike and Uber Moto.

2.6.1.1 Pathao Bike

Among all the ride hailing services, Pathao Bike is the most popular service in Dhaka city, where users take this service on a daily basis and consider it as one of the cheapest and fastest methods of transportation due to traffic congestion. The bike culture wasn't that much popular in Dhaka city before Pathao Bike came, people used to transport via bus, CNG or Khaep. Khaep which is described as bike contact riding but with less security. People who used to travel through this service are always taking a risk over their life and a lot of people were also mugged by this. The comparison between car and bike in speed, the average speed of a car is 14km/h whereas a bike can go fast with 16km/h. Additionally, the cost of a bike service is much cheaper than a car.

2.6.1.2 Pathao Car

Another popular service of Pathao is Pathao Car. People in Dhaka city consume both Uber and Pathao Car, in response to their timing and availability. People who need a car during working hours search for Uber and Pathao, and here Uber is considered as a winner since the availability option is greater than Pathao. Pathao Car is only available in Dhaka and Chittagong.

2.6.1.3 Pathao Rental

In 2024, Pathao launched Pathao Rental, it is a service where users can book a car beforehand for long distance trips, intercity travel and special events. It offers flexible booking options prior to timing, allowing customers to schedule any trip and if customers want they can make this trip one-way or two-way. Along with this, it has a bidding system where users can propose their fare and ensure a fair deal between user and driver. This service is also considered as a convenience, safety, hygienic and transparent pricing maintained service.

2.6.2 Pathao Food

Pathao Food is leading **80%** of market share of the food delivery industry while leaving behind giant companies **Food Panda**, **HungryNaki**, **Shohoz** and **Foodi**. It covers area-wise the whole Dhaka city. Whereas Food Panda dominates the food delivery industry, Pathao Food remains the next leading food delivery.



Figure 7: Pathao Food News Featured by *The Daily Star*

Pathao Food covers area-wise the whole Dhaka city. Pathao Food mainly functions by focusing on area wise distance, for example people from Uttara can't order food from restaurants in

Mirpur or Banani and a Pathao Food rider can only take up to 5 different orders in similar area zones. This has been strategically placed in the market since in Food Panda, a delivery man can take around 7 or 8 orders and this is why the warm food becomes cold. For this reason, Pathao Food covers area-range wise delivery service so that they can deliver warm food within 15-20 minutes.

Pathao partnered with 3000+ restaurants in Dhaka city where every day 20,000+ orders are delivered across the city. The average delivery cost is BDT 40tk to 60tk. The number of the order is increasing 10 times per year and at the same time, Pathao Food has been launching discount offers or cashback offers to expand business ROI. Along with that, Pathao Food offers diverse promo codes and discounts on restaurants for customers. They partner exclusive deals with popular restaurants for collaboration and as a market strategy. Additionally, they set campaigns on certain festivals like Ramadan/ Iftar offers or Victory Day or full fledged February month campaigns; where they offer participants in the contest with lucrative discounts on shops like Apex or places like Mana Bay.

2.6.3 Pathao Pay

“Your YOUNiverse, Your Way” with this tagline Pathao Pay launched recently in July, 2025 marking a major milestone for the company’s mission in the digital payment system across Bangladesh. It brings innovation, security and lifestyle. The CEO, Fahim Ahmed claimed *‘Pathao Pay is a step towards true financial freedom and digital convenience. It allows users to access their funds when they need, transact how they want and manage their fund how they should. This is digital finance, reimagined for Bangladesh, designed for you.’*



Figure 8: Pathao Pay Digital Wallet

This card is designed in three vibrant and personalised designs; **Starlit Horizon**, **Purple Haze** and **Sunshine Beach**. The card connects in real-time with users' Pathao Pay balance, supports dual currencies, allows NFC Tap & Pay up to Tk 5,000 without requiring a PIN, and offers free ATM withdrawals from all MTB branches. Users can spend this card on shopping, subscription and travel as well as availing Pathao’s services. Strategically, launching in the market Pathao is offering over Tk 3,000 cashback across its primary services where Tk 1,000 on cars, Tk 500 on bike, Tk. 300 on food and lastly Tk 500 on parcel delivery services.

2.6.4 Pathao Shop

Pathao Shop defined itself as *'Your one stop shop, with just a few clicks'*. Pathao Shop is an E-Commerce platform where users will be able to shop from lifestyle products to smallest household items. It aims to provide a pleasant shopping experience by providing different spheres of product and seamless easy shopping experience with lucrative UI designs and offering products with an incredible discount offer. Pathao Shop is preparing for a second launch **Pathao Shop 2.0** throughout Bangladesh after previously only serving Dhaka. The competitors include **Daraz** and **Cartup**, while Pathao Shop is strategizing ways to surpass them. Now, it plans to provide accessible shopping for people nationwide, allowing consumers to shop with just a single tap and receive their products swiftly.

2.6.5 Pathao Courier

The country's No.1 courier service system is Pathao Courier which enhances E-Commerce and F-Commerce business delivery all over Bangladesh. To satisfy the increasing demands of both merchants and customers, Pathao Courier provides quick, secure, and budget-friendly delivery across all 64 districts of the nation.



Figure 9: Pathao Courier Service Throughout Bangladesh

The effective delivery service from Pathao Courier guarantees the swift and safe transport of goods from approximately 200,000 Pathao merchants to their customers. By leveraging cutting-edge technology like a merchant panel and real-time tracking, Pathao Courier delivers within the same city in under 24 hours. Maintaining quality delivery at cost-effective rates, Pathao Courier ensures that every package arrives in excellent condition. As a reliable delivery partner in Bangladesh's e-commerce landscape, Pathao Courier is dedicated to offering the quickest and safest service at competitive prices. Pathao Courier continues to support the

expansion of e-commerce ventures in Bangladesh. With Pathao's innovative logistics and delivery solutions, merchants can enhance their sales and improve customer satisfaction by reliably delivering products to a broad audience. Pathao's customer service is always available to resolve any questions or issues, making Pathao Courier the most trusted partner for customers and merchants alike.

2.6.6 Pathao Parcel

In 2017, Pathao Parcel gave assurance to deliver packages within three hours in Dhaka city. For delivery, customers can choose options between Express Delivery and Normal Delivery where Express delivery states deliver in urgent time with few extra charges and in Normal Delivery riders can deliver within the day. The parcels must maintain this proportion of 12 inches x 12 inches x 12 inches in dimensions and two kilograms in weight. Range-wise, the nearest rider will pick up the parcel product from the customer doorstep and deliver it to the preferred location. The delivery charge contains BDT 135 for 7 km and BDT 15 for extra km. The service can be availed from 9am to 9pm every day except government holidays. The Dhaka city congested with traffic, Pathao Parcel gives the solution to delivery products as well as food for consumers.

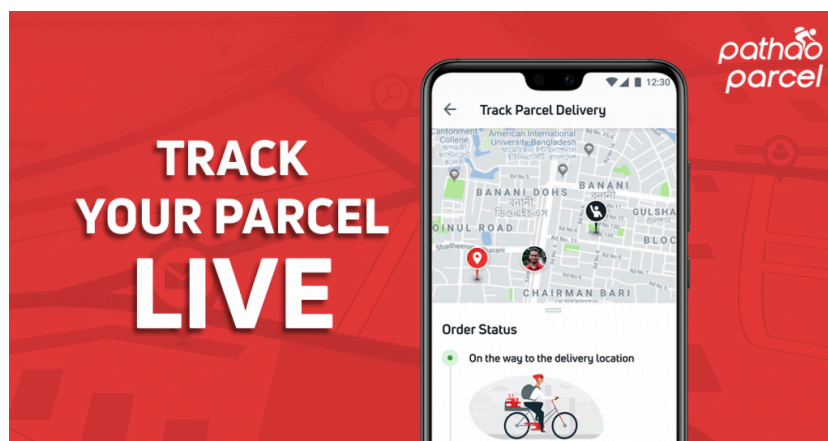


Figure 10: Pathao Parcel Live Tracking Order

2.7 Organization Division of Pathao

Pathao Limited, boasting a variety of over seven verticals and a workforce of more than 1500 employees, has organized its organizational network into separate categories to promote an efficient and unified working atmosphere. Each vertical has its own specific operating team, which encompasses various divisions. The company has 2 head offices located, six hubs for

courier services and one for training office in Dhaka city whereas, Chittagong, Khulna and Sylhet has 1 corporate office within the city. In Dhaka city the head office, located in Gulshan and acts as the central hub for all these verticals, serving as the main platform for business operations. Below are the organizational division of Pathao Limited:



Figure 11: Organization Division of Pathao

In Pathao the organizational functions have a diverse spectrum of responsibilities and work and they all equally contribute to the business growth with innovation. Some of the important functions have been described below;

➤ **Engineering**

Pathao is considered and registered as a tech company, one of the main departments who works back-behind to run this constant innovation work is the Engineering department. Under the Engineering department, there are sub-department as well. These are,

- ➔ **Development and Operations:** Often known as ‘Devops’ and work on building, testing and deploying software.
- ➔ **Quality Assurance:** This team is known as ‘QA’ who are responsible for testing every single feature throughout their development lifecycle.

- **IOS and Android Team:** Pathao app is used extensively in ios and android devices. As a result, there are two different teams IOS and Android who work rigorously on solving bugging issues or testing on certain device development features.
- **Web Development Team:** In the engineering team, there are three types of engineers; backend, frontend and full-stack. They all work cohesively in the web development team for Pathao app webpage device.
- **Data Scientist Team:** Another core department of engineering is the Data Scientist team who work on statistical data , analyze and predict value.
- **Data Engineering:** Data Engineering team focuses mainly on building and maintaining software pipelines.
- **Data Analyst:** Data Analyst focuses on analyses of the backend data running on Pathao app.

➤ **Product**

After Engineering department, Product department is considered as one the core department of Pathao since they take decisions in-respect of business and technical growth of Pathao. The Product department is divided into all the verticals. For example, there are Product teams in Pathao Food, Map, Parcel, Rides, Shop, Courier and Pay.

➤ **Design**

To provide users, seamless design and integration in the Pathao app, the Design team is the one who works behind the scenes, working in the wireframe and features of the platform and other vertices of the Pathao App.

➤ **Operation**

If Pathao is able to run app while fetching numerous data from background and has so much significance, then there's another department who works in the frontend to ensure customers all the logistic support that Pathao provides for its services. The Operation teams run hugely and diversely on the ride-sharing, food delivery and parcel and courier delivery platforms. The team is immense but the sub-teams are compact. These are;

- **Business Intelligence:** This team known as 'BI' and Operation team provide BI for each verticals as in BI in Food or Map or Courier and so on. They are mainly responsible for queuing dataset and provide actionable insights.

- **Customer Experience:** This subteam known as ‘CX’ and responsible for providing customer service and support from all touchpoints.
- **Rides and Supply Operation:** The core focus of the Rides and Supply operation is on the merchant and driver portal and giving them training so that they are able to work and behave professionally.

➤ **Marketing**

The marketing team works on the brand visibility of Pathao. It works cross functionally with all departments both in Bangladesh and Nepal. This department also has few intersections. These are;

- **Commercial Team:** Commercial team focuses on the business development strategies and revenue generation ways through their services. Additionally, they work on generating ROI with their campaign strategies.
- **Public Relation:** The PR team of Pathao works constantly on creating a positive image of Pathao in the Bangladeshi market.

➤ **Finance**

For every service, Pathao supports cash and cashless payment both and for this Finance department works closely. Along with the recent launch of *Pathao Pay*, it brings more value generation to the finance team. The under-divisions are;

- **Financial Analyst:** This team focuses on decisions about expending money to attain profit.
- **Finance and Accounts:** This department processes salary disbursement, records transactions and makes reports.

➤ **Human Resource and Culture**

The Human Resource and Culture department focuses on creating a positive environment for the organization, working on a finer sustainable environment along with fostering employee development. This department also has some few subsections;

- **Talent Management:** Talent management team is specialized on finding right talent and skillful people for the organization. They are responsible for recruiting and developing people.

→ **HR Payroll and Operations:** The HR Payroll and operation is responsible for maintaining HR compliance along with tax compliance, paycheck processing, attendance and time and so on.

→ **Human Resource Business Partner:** This department also known as HRBP who works on aligning organization's people strategy with people's goals and strategy.

➤ **Administration and IT**

It focuses on managing IT infrastructure and overview administration & organization's work to fulfill the requirement of software development. The administration handles the logistical work that Pathao needs within the organization.

➤ **Legal, Regulatory and Corporate Affairs**

This department is responsible for the organization's legal matters that ensure the compliance laws, disputes and risks. It protects Pathao legally and reputationally.

In Pathao, every department works cross functionally to maintain the alignment with each other for the strategy goal. In spite of that, Pathao Courier along with Pathao Pay works totally individually and diverges from other departments.

2.8 Organigram Of Pathao Limited

Pathao Limited maintains a simple organizational structure throughout all its functions. The company's founders take charge of delivering overall strategic guidance and leadership. Below is the streamlined organizational chart of Pathao Limited:

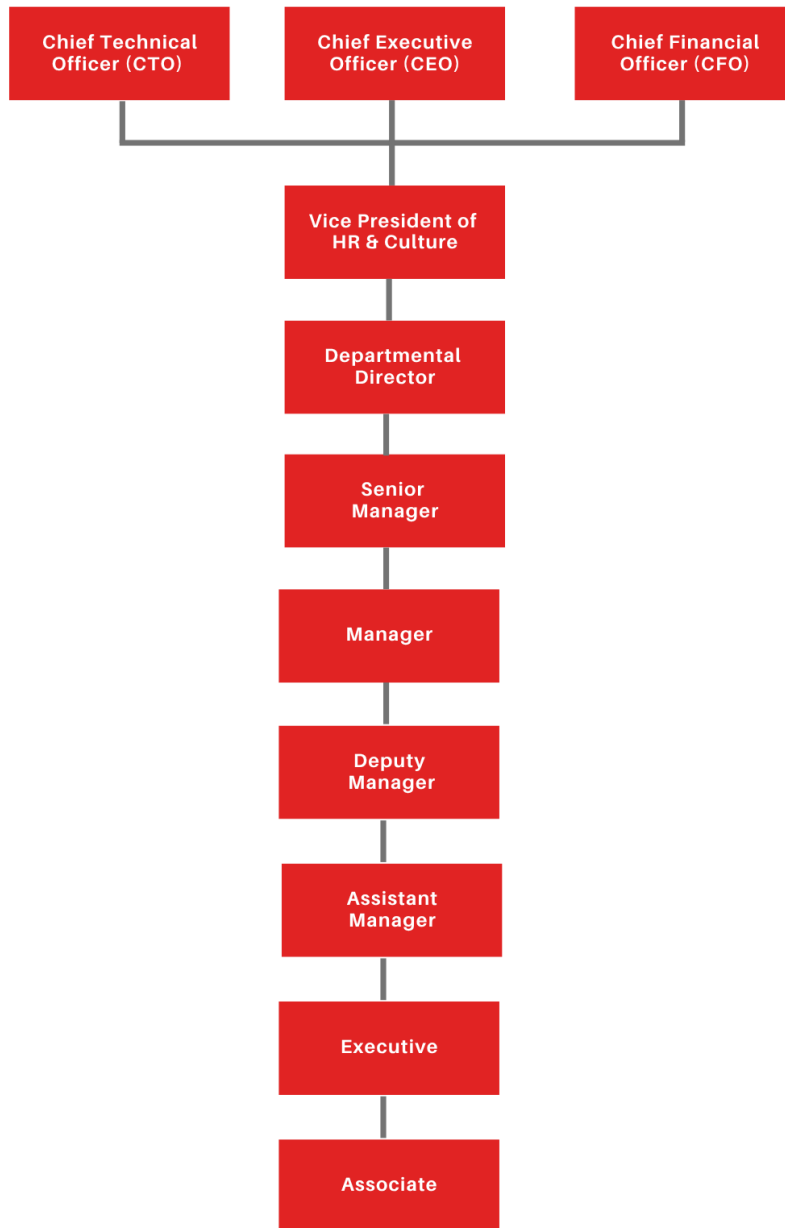


Figure 12: Pathao Organizational Hierarchy Structure



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Chapter 3 : Industry Analysis

3. Industry Analysis

Industry analysis refers to the strategic assessment of an industry's overall health, structure and competitive environment. By doing industry analysis, one can get a comprehensive picture of the specific industry's landscape and their operation structure that help them to make strategic decisions. This chapter is specifically designed for Pathao's industry analysis brief discussion.

3.1 Logistic and Transportation Industry of Bangladesh

The ride sharing market in Bangladesh has seen remarkable growth over the years, fueled by rapid urbanisation, an increase in smartphone usage, and a greater demand for accessible transportation options. As cities like Dhaka grapple with severe traffic jams and inadequate public transport systems, ride-sharing platforms such as Uber, Pathao, and inDrive have become significant players in the urban mobility arena. Pathao has capitalized on this trend by providing ride-sharing options that are not only convenient but also more affordable than traditional transportation methods. Given a population exceeding 160 million and a growing urban environment, the need for effective mobility solutions is on the rise.

Since its introduction in Bangladesh in 2016, Uber has established itself as the foremost ride-sharing service, securing a considerable share of the market thanks to its strong brand presence, dependable service, and widespread availability in key cities like Dhaka, Chittagong, and Sylhet. Uber has effectively provided a consistent, high-quality experience for urban travelers, capitalizing on the increasing demand for cost-effective, efficient transportation options. Nonetheless, local competitors like Pathao and inDrive have surfaced as significant challengers, each striving to gain a portion of the market. Pathao, which began by focusing on motorcycle rides, has expanded its services to include cars, deliveries, and courier solutions, taking advantage of its strong local brand image. Conversely, inDrive, a more recent newcomer, has implemented a unique fare-bidding mechanism, enabling passengers to propose their own prices, while drivers can choose to accept or negotiate those offers. Although this pricing model has attracted attention in certain global markets, it has encountered pushback in Bangladesh, where consumers typically prefer fixed pricing systems.

On the other hand, The market for online food delivery in Bangladesh has experienced considerable expansion, propelled by companies such as Foodpanda, Pathao Foods and HungryNaki. Foodpanda has become a major competitor to Pathao's food delivery service, providing users with a wide variety of dining choices from both local eateries and international chains. Additionally, Shohoz Food, a branch of Shohoz, competes directly with Pathao in the food delivery sector, striving to excel in menu variety, speed of delivery, and customer satisfaction. Furthermore, HungryNaki, another prominent food delivery service, fiercely competes with Pathao and its rivals, providing customers with an extensive assortment of

cuisines and prompt delivery services. Recent statistics reveal that Pathao has more than 10 million active users, while its closest competitor, Uber Bangladesh, boasts over 8 million active users. Nonetheless, the meal delivery industry continues to be intensely competitive, with Foodpanda holding the largest market share at **35%**, followed by Pathao Food at **30%**. But again, Pathao Food holds a significant market differentiation by offering warm & time steady food.

3.2 Competitor Analysis

The competitive environment for Pathao is intricate, involving both direct and indirect competitors across its diverse range of services. The company encounters considerable rivalry in areas such as ride-sharing, food delivery, and logistics, in addition to emerging fintech sectors like payment solutions and Buy Now, Pay Later (BNPL). Gaining insight into the dynamics of these competitors is essential for Pathao's market positioning and strategic decision-making.

3.2.1 Competitor Analysis on Ride-Hailing Services

With the substantial market share, Pathao is the dominant ride-hailing service due to Pathao Bike availability and convenience. After this, Uber is leading the next market percentile, the significant player of the ride hailing industry and lastly is Indrive.

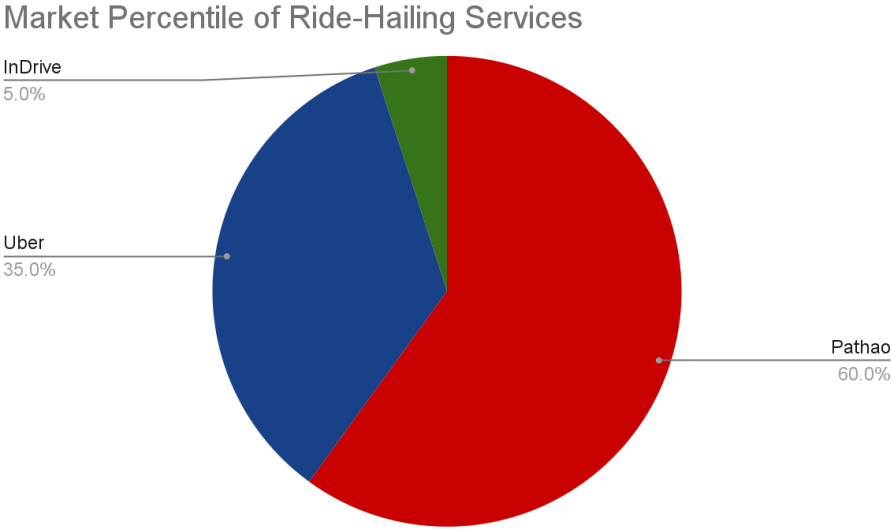


Figure 13: Market Percentile of Ride Hailing Services

Figure 13: Market Percentile of Ride Hailing Services contains the percentage of market share of Uber, Pathao and inDrive. The ride industry in Bangladesh, Pathao dominates the market with

60% share where Pathao Bike dominates this sector as an early mover. Whereas, Uber remains the second leading ride industry service provider with 35% market share and the strong sector is car rides and operation. And lastly, InDrive which is a new entrant in Bangladesh market with very less percentile of share. Now to talk in-depth, a table is shown below with a specific sub-sector between Pathao and Uber ride-hailing services.

Table 2: Market Breakdown of Pathao and Uber

Section	Pathao	Uber
Motorbike	70% of total rides	30% of total rides
Car	40% of total rides	60% of total rides
Number of Driver	200,000 + (Mostly bikes)	High focus on car
User Preference	Fast and affordable	Comfortable and premium.

In Table 2: Market Breakdown of Pathao and Uber consist of a deep analysis of different sections between Pathao and Uber. It includes the percentage of motorbike and car share, the number of drivers and what Bangladeshi users prefer more in what condition.

3.2.2 Competitor Analysis on Food Delivery Services

In Bangladesh, there are four major food delivery services; *Pathao Food*, *Food Panda HungryNaki* and *Foodi* industries account for 90% of the industry. According to the market industry, the market size of the Bangladeshi food delivery industry is around 30-50 million. In these overpopulated cities, the dwellers depend on food delivery services since for people it's easier to order than make the food.

Table 3: Market Percentile of Food Delivery Services

Services	Market Percentile	Impact
FoodPanda	65%	Dominate player with nationwide reach.
Pathao Food	32%	Profitable and growing.
Hungry Naki & Foodi	3%	Small market player.

The *Table 3: Market Percentile of Food Delivery Services* is the summarization of the percentage that food delivery services hold in Bangladesh.

Among all the competitors, Pathao Food has the highest number of orders and affiliated restaurants. Where else, Food Panda dominates the market share followed by Pathao Food and HungryNaki & Foodi belongs to the small portion of market share.

FoodPanda dominates the food delivery industry along with their grocery shopping option with Panda Mart. As a result, they have huge investment opportunities globally and are popular among Bangladeshi people. For any inconvenience at home, people can buy their most wanted products starting from raw fish, chicken, lentils to perfume, books on FoodPanda app. For Pathao, the option is quite limited, contained with restaurants mostly but they can deliver fresh packet products from Unimart supershop. To compare these two, a table has been placed below;

Table 4: Comparison between FoodPanda and Pathao Food

Benefits	FoodPanda	Pathao Food
Ownership	Delivery Hero (Global)	Local startup
Coverage	Nationwide	Only in 3 cities- Dhaka, Chittagong & Sylhet
App Experience	Highly optimized and lucrative	Seamless integration
Partnership with restaurants	Extensive	Strong to moderate based on area wise
Investment Opportunity	High	Moderate

The *Table 4: Comparison between Food Panda and Pathao Food* is a deep analysis between two dominating food delivery services in Bangladesh. Since users use mostly these two services, it consists of the differences of ownership, coverage, app experience, partnership with restaurants and investment opportunity.

3.3 SWOT Analysis

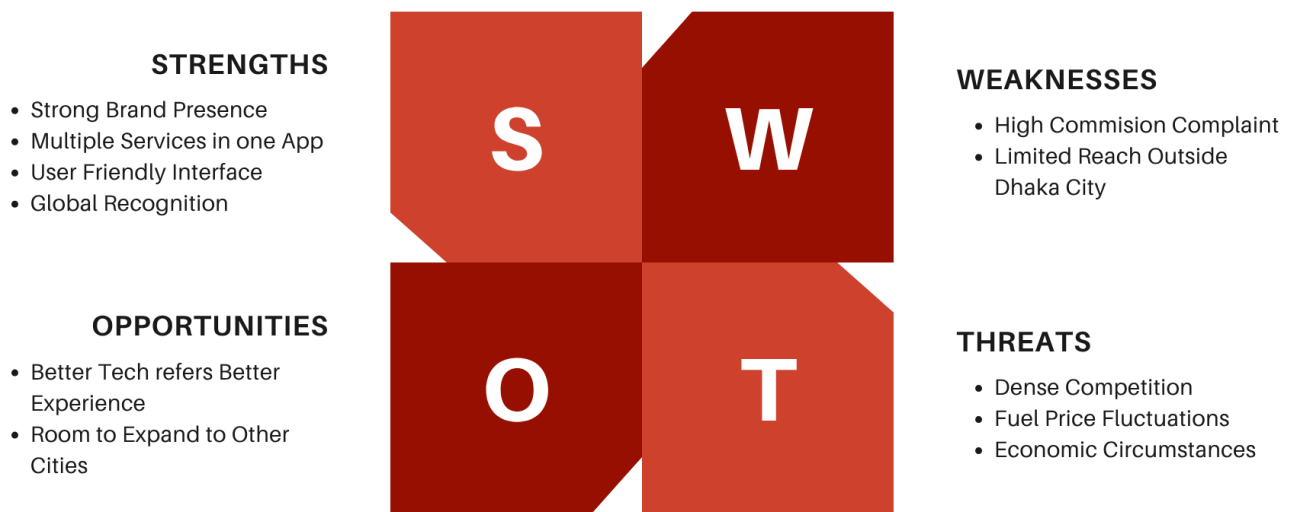


Figure 14: SWOT Analysis Diagram

3.3.1 Strengths

➤ **Strong Brand Presence:**

Within 10 years of presence, Pathao has reached the top level of providing its services in Bangladesh whether it's food delivery or ride sharing service or parcel or courier delivery. As a result, it has developed a loyal customer chain which values the dependability and convenience of the services.

➤ **Multiple Services in One App:**

Pathao with the core value of; 'One Pathao' establishes with the fact that in one mobile app, customers can get as many services as they want. Within the one app, customers can call a ride, order food or send parcels. The biggest advantage of Pathao is the ability to provide all the service within one app and in reference to business it is known as 'Umbrella'. At the same time, it is convenient to use and fits perfectly for the city dwellers.

➤ **User Friendly Interface:**

Pathao App is designed smoothly and simple to navigate for all kinds of people. From the starting to log-in the app, the user can easily translate to English/Bangla upon his/her choice, with the very easy process user can sign-in the app and don't even have to create any password for this. It makes it very accessible to people to use the app in everyday life.

➤ **Global Recognition:**

Pathao has attracted financing and investment from various clients globally, which helped them to expand their business broadly as a developing IT startup company in Bangladesh.

3.3.2 Weakness

➤ **High Commission Complaint:**

Pathao faces criticism due to the commission structure among the riders and delivery man, often they are not satisfied with the rate and they raise their voice regarding this as well. As a result, there are higher dropout percentages of riders and delivery-men. However, in 2024 Pathao adjusted its commission rate to balance satisfaction and profitability.

➤ **Limited Reach Outside Dhaka City:**

Pathao services are only available to three cities in Bangladesh; Dhaka, Chittagong, Khulna & Sylhet. For this reason, people outside of these cities can not avail this opportunity. This geographic concentration indicates that there is a considerable market that has yet to be explored in more rural areas. For example, a large portion of rides comes from Dhaka and Chittagong, with growth in secondary cities being limited, which affects overall expansion. Data from late 2024 revealed that under 15% of Pathao transactions took place outside these two largest cities.

3.3.3 Opportunities

➤ **Better Tech Refers Better Experience:**

Pathao has this incredible scope to improve features like to reach more people and grow its bases in Bangladesh. To work in the technical team, every individual needs to be knowledgeable enough to comprehensively understand what is going on behind the scenes and as a result, through the continuous technical improvement they can provide better experience to consumers.

➤ **Room to Expand:**

Pathao can grow dynamically by entering new cities and expanding business worldwide. This also enhances the customer base and income. Not only with the services, in the fast paced world, where our neighbouring countries have digital payment systems in small tea stalls, Pathao Bangladesh has the chance to do this as well in Bangladesh.

3.3.4 Threat

➤ **Dense Competition:**

Pathao's transportation and delivery services encounter significant competition. Rivals such as Uber and InDrive local competitors are continuously competing for a share of the market. This

strong competition can result in price reductions, affecting profit margins. For example, in 2024, ride-hailing fares in Dhaka dropped by 10-15% because of this rivalry.

➤ **Fuel Price Fluctuation:**

Pathao's business model mainly depends on vehicles that run on fuel, meaning that changes in fuel prices can significantly affect operations and may lead to adjustments in service rates.

➤ **Economic Circumstances:**

Pathao encounters regulatory challenges in its ride-sharing and delivery services. Changing regulations in different areas may interfere with its operations, requiring adjustments to ensure compliance. For example, recent labor legislation in Bangladesh, a key market for Pathao, could increase expenses. In 2024, alterations in regulations across Southeast Asia, particularly regarding possible changes to driver classifications, pose continuous challenges. The costs associated with compliance and necessary adjustments to operations remain persistent issues.

3.4 Porter's Five Forces Analysis



Figure 15: Porter Five Forces Diagram

3.4.1 Threat of New Entrant

➤ Low Barriers to Entry in Some Service Area

New competitors can attract customers with their unique offering that remains a high threat to Pathao market. Since, Bangladeshi ride-sharing app along with delivery services appealing with new strong development process it is a threat.

➤ Need for Significant Capital and Network Effect

Creating a super-app platform similar to Pathao requires significant financial investment. New players encounter high expenses when trying to build a user base and service network. Pathao enjoys network effects, which complicate competition for new entrants. In 2024, the global ride-hailing and delivery industry attracted more than \$5 billion in investments, underscoring its capital-intensive characteristics. These factors establish formidable barriers to entry.

3.4.2 Bargaining Power of Suppliers

➤ **Diverge Range of Suppliers for Ride, Food & Delivery Services**

Pathao possesses significant bargaining power over its suppliers. They rely on a large network of drivers, which minimizes the impact of any single driver. This variety in suppliers is further strengthened through collaborations with numerous restaurants and logistics providers. In 2024, Pathao's application experienced a 20% rise in the number of registered drivers.

➤ **Limited Number of Suppliers for Specialized Technology:**

Pathao, while dependent on various service providers, might experience supplier influence from the technology companies that supply its platform. In 2024, the costs of tech infrastructure for comparable platforms will increase by roughly 10-15%, which could affect Pathao's profit margins if they fail to negotiate well. This reliance on particular technologies may lead to higher operational expenses.

3.4.3 Bargaining Power of Customers

➤ **Large and Diverse Customer Base**

Pathao's wide customer base, which includes ride-sharing, food delivery, and e-commerce, reduces the influence of customers. With a varied user demographic of more than 5 million in 2024, the company avoids reliance on any one segment. This distribution assists in alleviating the effects of customer-driven price sensitivity or service expectations.

➤ **Price Sensitivity of Customers:**

The sensitivity of customers to prices is an important consideration. They frequently change applications to find lower fares or delivery charges. Research indicates that in 2024, 60% of users will opt for the least expensive option. This trend provides customers with the power to push for reduced prices, impacting Pathao's income.

3.4.4 Threat of Substitute

➤ **Traditional Transportation Option**

Traditional transportation has always been a substitute option for Pathao. A lot of customers prefer to save money instead of using ride-services when there's no hurry. There's also a little benefit that people can get CNG or bus easily and they don't have to wait for the service to come. But again, the disadvantages also lie in time consuming, crowded and sweltering heat in summer. While Pathao offers affordable cost in bikes, the traditional system still remains a threat to the market share.

3.4.5 Competitive Rivalry

➤ **Multiple Local and International Competitor**

Pathao encounters strong competition from both domestic and international players. Companies like Uber and Shohoz compete for a portion of the ride-hailing market. In the food delivery industry, Pathao contends with Foodpanda, HungryNaki and various other rivals. Even for courier service, there are competitors like FedX, Steadfast, DHL. By 2024, ride-hailing revenue in Bangladesh soared to \$500 million, underscoring the competitive environment.

➤ **Price Based Competition**

Pathao Porter, operating in a highly competitive environment, encounters significant competition based on pricing. Services in ride-sharing and food delivery often participate in price wars, which diminish profit margins. For example, in 2024, the promotional expenditures by rivals rose by 15%. This ongoing challenge requires effective cost management to remain viable. The implementation of aggressive pricing strategies affects Pathao Porter's profitability.

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3.5 PESTEL Analysis



Figure 16: PESTEL Analysis Diagram

3.5.1 Political Factors

➤ Government Regulation

Government regulation plays a key factor for ride-sharing services since BRTA mandates vehicle and driver registration. In Bangladesh, a lot of cars and driving licenses have not been registered due to the hassle. Strict compliance is necessary for legal operation.

➤ Political Instability

Since 2024, Bangladesh is going through a crucial time due to political instability and as a result it is difficult to get big funded investment as well. Bangladesh gets a lot of support from foreign countries for tech reliability. Even for Pathao, it has got the support from foreign industry previously.

➤ Fuel Price Instability

Recently, in Bangladesh and worldwide, the fuel price is rising rapidly. As a result, the transportations runs on fuel like diesel or oil, going through a crucial moment. Everyday in the morning, drivers have to suffer to charge fuel in their transportation through long line of queue and extra charges of money.

3.5.2 Economic Factors

➤ GDP Growth and Consumer Spending

Economic growth in Bangladesh experienced variations, which influenced consumer habits. Urban centers, crucial for Pathao, react noticeably to these changes. In the fiscal year 2023, Bangladesh's GDP experienced a growth rate of 5.78%. Consumer spending accounts for approximately 70% of GDP.

➤ Inflation and Interest Rate:

Inflation and variations in interest rates have a considerable impact on Pathao. The current high inflation rate in Bangladesh, recorded at 9.73% in March 2024, leads to increased operational costs. Additionally, through the report it is known that, the central bank's interest rate increases, such as the current 8% policy rate, raise the costs of borrowing. These elements directly influence Pathao's pricing strategy and investment choices.

3.5.3 Social Factors

➤ Increasing Urbanization

The rise of urbanization increases the need for ride-sharing platforms such as Pathao. Bangladesh is experiencing a swift increase in its urban population, with Dhaka having one of the highest population densities in the world. Pathao addresses traffic congestion by providing an effective solution for residents in the city. In 2024, Pathao broadened its range of services to cater to the growing demands of urban transportation.

➤ Customer Behaviour Shift

Consumer habits are evolving in favor of convenience, leading to an increase in super-app usage. Mobile applications have become essential for various services, positively impacting platforms such as Pathao. In 2024, the global mobile commerce sector reached \$4.5 trillion, underscoring this trend. Pathao experienced a 30% growth in its user base during the first quarter of 2024, illustrating this shift.

3.5.4 Technological Factors

➤ Major Upgrade in Future

Cutting-edge technologies have the capability to significantly revolutionize the ride-sharing and delivery industries. These advancements include self-driving vehicles, electric cars, and AI-driven logistics management. Embracing these innovations would allow Pathao to stay

competitive and improve its offerings. In accordance with the growing trend of digital payments, effectively incorporating mobile payment options into the Pathao app can enhance user convenience and encourage cashless transactions. Given that Pathao relies heavily on its digital platform, cybersecurity threats such as data breaches can negatively impact the company's reputation and user base. It is crucial to invest in robust cybersecurity measures.

3.5.5 Environment

➤ Constant Traffic Congestion

Traffic congestion in major cities could reduce the reliability of Pathao's services by increasing travel times and causing delays in deliveries. To address their ecological footprint and assist with traffic reduction efforts, Pathao could explore partnerships with ride-sharing programs or promote the use of electric vehicles in future.

➤ Sustainability

The world is progressing towards sustainability and working on methods to ensure a sustainable future. Pathao can demonstrate its commitment to sustainability by implementing environmentally friendly initiatives, like promoting the use of electric vehicles or carbon offset programs.

3.5.6 Legal Factors

➤ Government Privacy Law

Pathao's expenses and the recruitment of drivers could be influenced by labor regulations that govern minimum salaries, benefits, and the working environment for drivers. Laws concerning data privacy might impact how Pathao collects, stores, and uses customer information. Maintaining customer trust necessitates compliance with these regulations. Strong intellectual property laws can protect Pathao's technology and brand identity from competitors.



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Chapter 4 :
Description of Main Duties

4. Description of Main Duties

This chapter discloses my key responsibilities and activities during my three-month internship tenure in the Product Department at Pathao Limited. As a Product department intern, I was assigned to a specific vertical to work and my work criteria was not only to sustain my team, I had to interconnect with other teams as well for better alignment.

4.1 Position and Department

Over the course of three months, I had the chance to work in the Product Department at Pathao Limited. This department is one of the essential departments to the company, since Pathao is a tech based super App startup the key players are Engineers and Designers to manufacture any product or service and here comes Product Department who works as a bridge medium between this two department and bring out customer point of view to make it seamless. This department works closely with all the different areas, ensuring effective coordination and integration of their daily operations. It serves as a central hub, enabling communication and collaboration among various teams to enhance the company's overall success. Throughout my internship, I observed how the efforts of the department contribute to the smooth operation and strategic alignment of the organization.

4.2 Working Conditions and Functions

Working as a fresh intern at Pathao Limited was a wonderful experience for me, one hand the place was filled with culture and on the other hand I got the opportunity to work in the Product team, a mixture of business and technical perspective. My internship tenure started from 15th January, 2025 to 15th April, 2025. The office has a timeline of working hours starting from 9:30 AM to 6 PM for five days in a week. The location of my workplace was in Pathao Head Office, 49 Kamal Ataturk Avenue, Gulshan 2, Dhaka. During my three month internship, I got the chance of grooming up with incredible mindset individuals. Although, I also got the chance to experience the sessions they held for AIM (Anticipate Ideate Manage) interns. The working culture in Pathao is also fulfilled with functions they organize whether it's Boshonto Uthshob or Pitha Uthshob or Fruit Festival. All the functions bring people together outside of the workplace. Lastly, in the Product Department, I was handed over to work in Pathao Shop and since they were going to launch it, I was part of the pre-launch team.

4.3 Tasks

4.3.1 Understanding Pathao Shop Operations

Pathao Shop is an E-Commerce site where users will be able to purchase high-end products to low-end products in one app. In my tenure, my team was working on launching Pathao Shop 2.0. Since Pathao was launched previously, but Pathao 2.0 remains as a new popular E-Commerce app, we had to think uniquely to create differentiation and penetrate in the market. While Pathao is considered a super-app, my team wanted to put Pathao Shop within the Pathao app but for the webpage, we want to introduce Pathao in a totally different way. For this reason, as an intern, I had to go through many technical terms like Hermes, Auth for the sign-up or log-in integration process. To work in the team, I had to learn how it works, how my supervisors want to operate and work according to that.

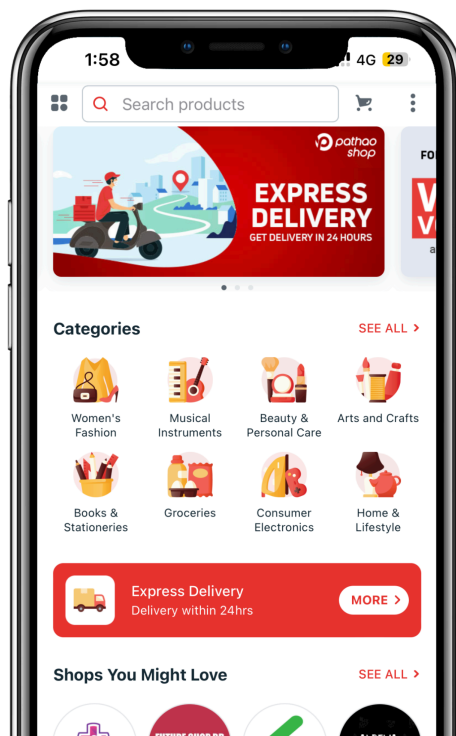


Figure 17: Pathao Shop Mobile App Homepage

Our main goal was to establish a platform where users are able to trust product value and quality which is accessible to mass people with seamless design and comprehensiveness.

4.3.2 Pathao Shop Competitor Analysis

In the Bangladeshi marketplace, online shopping is something which has been populated in very recent times. Sellers are more active on platforms like Facebook or Daraz to interact with people more closely. To launch Pathao Shop in the Bangladesh marketplace in today's time is easier than 10 years back. But to launch this platform, we had to look out for competitions near Pathao Shop. To tackle with competitors and gaining trust and establishing a market share is a big objective. Daraz which is the biggest competitor of Pathao Shop, owned by Alibaba. One of the key strengths of Daraz is product availability. In Daraz, one can find any product one wants but it is known to people that the product quality is not up to the mark, here comes the weakness of Daraz. Cart-up is a new entrant in E-Commerce site, owned by US Bangla. As a result, it has very less brand awareness among people.

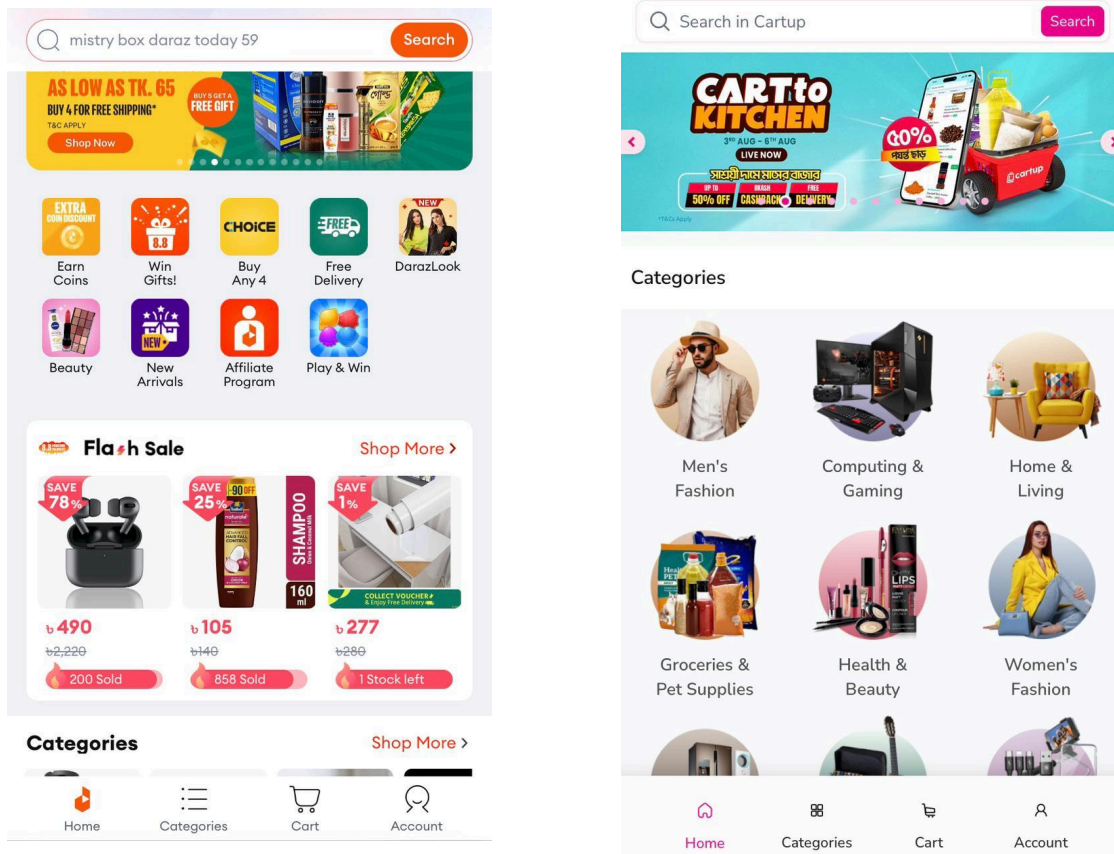


Figure 18: Daraz and Cartup Homepage

4.3.3 Market Research

For market research, I had to follow other E-Commerce platforms across the border for example; our neighbouring country India has some E-Commerce sites that ensure product quality, availability and uniqueness that covers their people. For Pathao Shop, we had similar ideas beforehand, as a result my team was doing market research on other countries' E-Commerce sites like *Flipkart*, *Swiggy*, *Target* to brainstorm ideas and incorporate them into Pathao Shop.

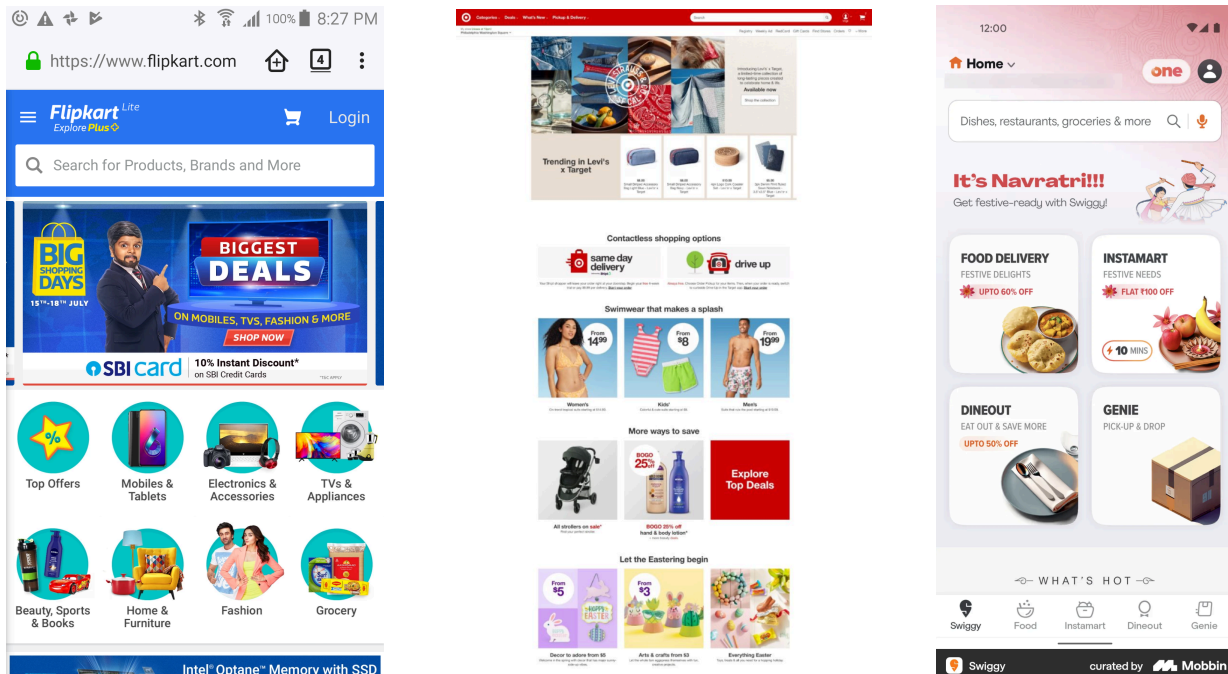


Figure 19: Market Research on other E-Commerce Platforms

The market research task had more following on in-depth research on Product Led Growth (PLG) which is a business methodology for user acquisition, expansion, conversion and retention primarily driven by product itself. Some of the examples of PLG companies are; Zoom, Etsy, Shopify, Figma and so on. For this, my activities were these followings;

- Creating Go-To-Market (GTM) strategy for PLG companies.
- Research on other Product companies user experience and user interface.
- Contribute ideas on Pathao Shop.
- Incorporate successful PLG companies stories and ideas for Pathao Shop.

4.3.4 Working on Pathao Shop Mobile Page

In the Product role, my activities were more grooming on learning technical skills. To work on the mobile app page, I had to constantly follow up with the backend and frontend engineers in my team. For any operation, the backend engineer fetches data and frontend works on that. For this followup, I had to learn new technical tools like Hermes and Auth bridge, advanced coding language functions like HTML, CSS, SQL and Java Script. For this, I had this opportunity to apply my knowledge in a real life scenario in Pathao.

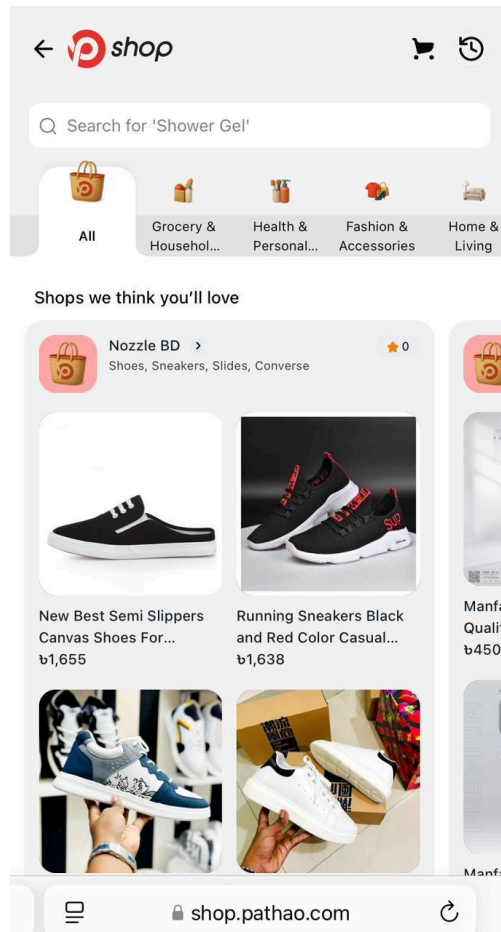


Figure 20: Pathao Shop Upcoming Homepage

4.3.5 System Workflow Development

A system workflow development often represents a structure of sequences for tasks and processes that developers follow to create, understand, test and deploy software. It is a roadmap for a process to know what will happen after what, what probable outcome one will achieve and

what will be the result for negative outcome as well. During my internship, as we were experimenting with many processes for our E-Commerce platform, I had to work in workflow development for any scenario. Throughout my tenure, I worked below these workflow developments;

- Digital payment or cash workflow development for product refund.
- Logistic support workflow for delivery service.
- User app sign-in process.
- User app payment procedure workflow.

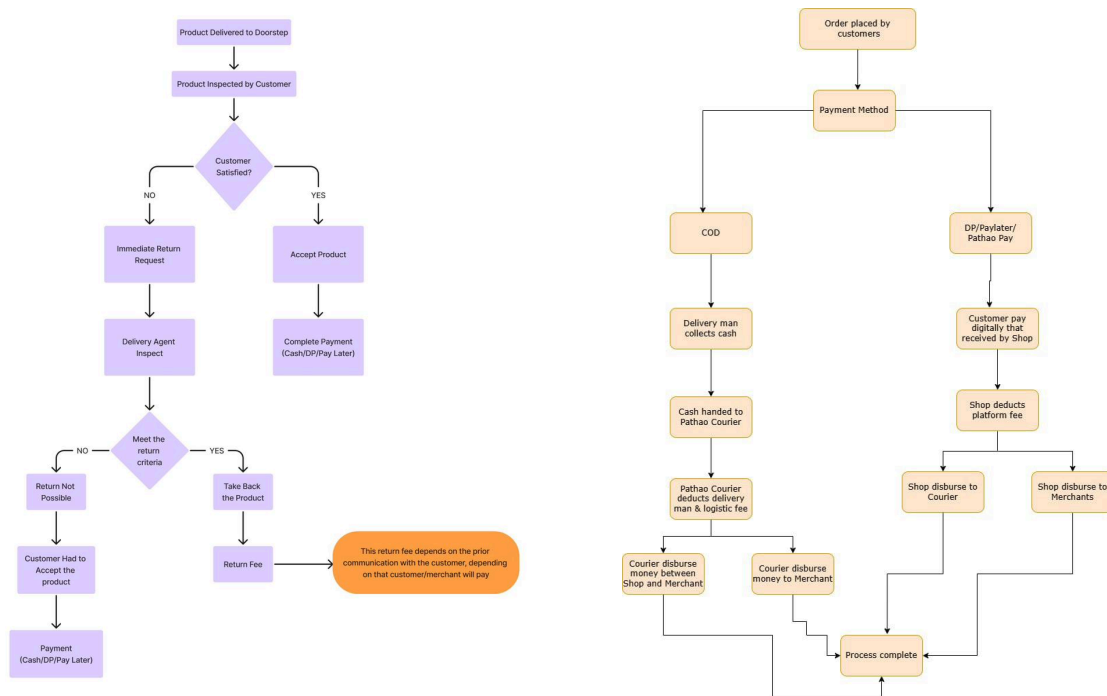


Figure 21: System Workflow Development Diagram

4.3.6 Technical Product Requirement Documentation

A Product Requirement Document (PRD) serves as the primary communication tool that outlines what needs to be developed and helps ensure all stakeholders are aligned. The success of a PRD is essential for efficiently utilizing resources when creating a new feature or module. For any new & upcoming features, I had to write PRD to communicate with the designers and developers. In the PRD one has to mention what to do, where to do, what could be the success metrics for this and lastly needs to get approval from the lead. In PRD, from the higher level to junior level, everyone gets the simultaneous update of what will happen in the feature, how much

it has been done, what changes will occur and how we can measure our success metrics to consider the feature to be successful. Some of my Product Requirement Document is listed below;

- Saved address integration PRD
- Create, Update, Read integration PRD
- Pathao Shop user interface PRD
- Authentication system for log-in/sign-in in webpage PRD

Here's a sample PRD is given,

PRD - Saved Address Integration

Initial Version:

Target Release	Apr 14, 2025
Document Status	Under review ▾
Author	Omran Jamal Md. Hasin Anjum Junayed farihatasneem02@gmail.com
Biz Lead Approve?	Not started ▾
Product Owner	Omran Jamal
Product Design	Emran Aziz
Development Lead	
QA	

#	1
Title	Create, Save, Update, and Delete Addresses
Description	<ul style="list-style-type: none"> • Users can create, save, update, and delete addresses for a seamless checkout experience. • Saved addresses should be accessible from the checkout screen and profile section. • Users should be able to set a default address for faster checkouts.
Priority	! - P00 - Critical to Have
Design	
Acceptance Criteria	<ul style="list-style-type: none"> • Users can create a new address with details like location, label, address name, and additional information (like floor/flat no). • Users can save an address during checkout for future use. • Users can edit an existing saved address. • Users can delete a saved address from their list. • Before deleting a saved address, there should be a confirmation prompt.

Figure 22: Sample PRD Example

4.3.7 Strategic Business Development Initiative

For Pathao Shop, my team has been consecutively working with the Business Development team so that we can give customers and merchants a better experience and understanding. For this reason, we had to look out options and flexibilities on the commercial perspective of onboarding merchants, product picture result, communication channel enhancements and financial perspective on business ROI. During my tenure, I was assigned to overview some of the business works hand-in-hand with the commercial team. These were;

- Merchant panel onboarding list.
- Estimate collaboration with brands.
- Payment system of Pathao Shop.
- Creating merchant criteria list.
- Pathao Shop limitation on merchant panel product photos and qualities.

4.4 Challenges Faced During the Internship Period

Coming from a combination background of Business and Technology Management, I had the scope of applying my academic knowledge here but yet I faced some challenges during my initial period. Rather than taking it as a challenge, I took it as a learning for my career growth. These challenges are;

4.4.1 Adaptation on a Fast Paced Environment

Pathao is a dynamic and fast paced industry where every team works constantly. As a result, on my initial days, I was facing problems adapting to the rapid workflow and tight deadlines environment. To work in a new environment, one needs to understand how the organization operates and then start working according to it. But due to the limitation and shortage of time, I had to move on tightly to my work schedule and learn new things to adapt.

4.4.2 Technical Challenges

One of the key challenges that I believe face in longer terms is that every individual in Pathao is highly adept at technical parts. Even though one needs soft skills, in Pathao individuals are more focused on hard skills and every team has internal tools that outside of the organization might not know about it. For example, Alexander is a technical tool that the map team uses whereas Dakpeon works as a push notification, Pathao Food uses Resto alert for getting alerts on restaurants which are closed. I had to learn and adapt to using the technical tools everyday during my internship.

4.4.3 Comprehension the Work Structure

Every department in Pathao works completely differently than others, even verticals work differently as well. As a beginner working on a vertical that was still on the verge to launch is where I faced rigorous complications. In the Product department where other verticals had some established structure for everyday life, in Pathao Shop I had to face drawbacks since it has not been established yet. Thus, communication is the essential key to maintain the alignment of the same page.

4.5 Fundamental Learning Objectives

During my internship, I collaborated with various individuals from the organization, which allowed me to acquire a comprehensive understanding of the activities carried out by the whole business. The key lessons I learned are outlined below;

- Recognizing the significance of consistently paying attention to user feedback
- Obtaining knowledge and insights about the extensive startup industry
- Grasping the complete knowledge on E-Commerce platform
- Holistic understanding on Product Life Cycle and Product Led Growth
- Familiarizing myself with internal tools and user & merchant facing applications
- Transforming ideas into visual representations
- Gaining a thorough understanding of internal tools like Resto Alert, Dakpeon for push notifications and service model business in Bangladesh.

4.6 Expertise Areas During Internship Tenure

Working in the Pathao Shop and Product team, I had familiarized myself with new skills and worked on expertizing them for future purposes. Upon working in this structural view, I have gained competency in the below mentioned skills;

- Product Management
- Comprehensive knowledge on design for user interface
- Work-Flow System
- Programming Languages eg HTML, CSS, SQL & Java Script
- Extensive knowledge on Marketing & Business Development
- Prevailing ken on Backend Workflow
- Application Programming Interfaces (API) understanding
- Collaboration
- Negotiation
- Teamwork
- User Research
- Design: Figma, Whimsical



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Chapter 5 : Analysis

5. Analysis

For analyzing a company, the research is conducted in three spheres of area Company, Market and Professional. While being an intern at Pathao Limited, I have observed the differences Pathao Limited plays a key role in the three areas and continuous process to make improvement. This chapter highly focuses on the analysis of the company.

5.1 Company Level Analysis

During my internship tenure at Patho Limited, I had the opportunity to observe and participate in various internal processes. Throughout the time, I have identified how they operate, what is their strength and weakness and after any negative feedback how they seamlessly work on getting positive feedback.

5.1.1 Operational Strength and Innovations

As a dynamic tech driven startup, Pathao focuses highly on their continuous advancement in technological skill. For this they follow a rule '*Learn and Action*'. It refers to one who has to learn all the technological terms along with necessary skills and in the meantime, they can put their learning on action items. Apart from the innovation, Pathao as an organization puts effort on the employees wellbeing and ensures to make a flexible workplace so that employees can work and enjoy.

5.1.1.1 Technological Advancement

➤ Agile Workflow

Pathao implements their work on agile methodology, following Scrum, Kanban or Scrumban methodology while working. The scrum method project workflow is broken down into one to four weeks workflow, within this time period, engineers or product managers can change updates or way of working. However, it also has drawbacks on dependency in communication and as a result, it delays the timeline. After finishing this sprint, if there's any time available then teams look forward to Kanban methodology to have a continuous flow.

➤ Security Management

With a heavy loft of data, Pathao relies heavily on the in-house proprietary software to fetch data from the background. Additionally, for this they require high management on devices and each team has their own toolkit. For example, Pathao uses Pathao Talk as its own communication channel, *RESTO* for Pathao Food restaurant alert, *ALEXANDER* for Pathao Map and so on. For

this, people outside the network channel don't know about the toolkits. Pathao leverages tools like Jira, Notion, Cloudflare to maintain cross-functional work.



Figure 23: Pathao Talk

To control over sensitive data in Fintech and other departments, Pathao uses this device, Pathao Talk. It is built on Mattermost and also used by major companies and institutions worldwide. For effective collaboration, it gives Pathao security and productivity tools.

5.1.1.2 Employee Empowerment and Culture

➤ Training Sessions

For employees skill-wise betterment, Pathao focuses on giving training sessions for tech enthusiastic people along with employees. Additionally, it also provides insights sessions on leadership and communication.

➤ Culture Impact

Pathao is always trying to create a positive culture within the organization, while maintaining gender diversity and a skillful workplace to create impact on their work.

➤ Townhall Achievement

This corporate meeting, which is widely known as Townhall, focuses on a company's wide gathering where leaders share updates about what they are working on, what new features are coming soon and what they are planning to do in future.

5.1.1.3 Corporate Social Responsibility

For this, Pathao focuses on the CSR activities for their employees. Some of their activities are;

- Provide employee health benefit with medical checkup
- Organize fire safety and civil defense training sessions
- Offers service discount on national crisis
- With the collaboration of Unilever, it provides a 50% discount on U-Shop product items.



Figure 24: Pathao CSR Activities

5.1.1.4 Cultural Festivals and Engagement

Pathao fosters a vibrant cultural engagement with their employees by arranging Bengali and seasonal festivals to create a bond outside of the workplace as well. Some of their activities are the followings; Boshonto Festival, Boishak Pitha Festival, Fruit Festival, Team outing day and so on.

On the other note, Pathao tries to revolve and change its culture to bring more new innovations to all levels. While focusing on continuous improvement, it maintains its hierarchical structure.

5.2 Market Level Analysis

In the Bangladeshi market industry with the presence of competition, Pathao is trying its hard pace to dominate the industry. By emphasizing service excellence, timeliness, customer input, and cost-effective options, Pathao can create a positive user experience that fosters customer loyalty and drives business growth. The core message lies on convenience, efficiency, reliability and aiming to make it easier for customers. For this it follows,

- Expanding service verticals in their super-app.
- Localized strong marketing strategies within their operating cities and along with that, planning to expand their operation throughout Bangladesh.
- Creating affordable price models in ride, food, parcel and courier systems.

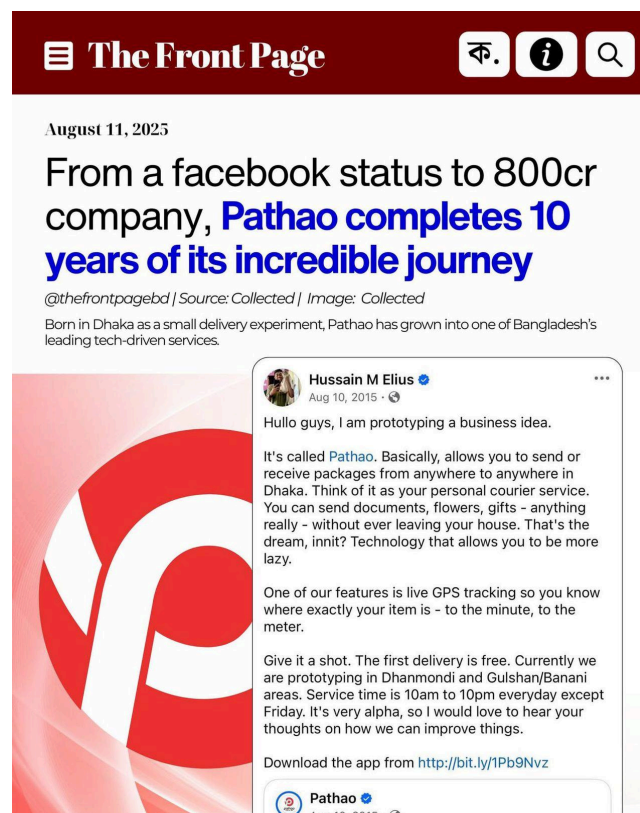


Figure 25: Pathao Success Story Journey

In the market, Pathao has established itself as a key dominant player and from just a Facebook post, it completed its 10 years journey with 800cr as a startup in the Bangladeshi market. While competitors like Uber, InDrive or Sohoz or FoodPanda are doing the same, Pathao is trying to be compassionate with their warmth and humaneness towards people. They try to make little initiative for human care. For example, the recent airplane crash on Milestone School in Dhaka,

Pathao is offering discounts for ride services. Even towards any fire explosive they try to work with mass people to build trust and this is how Pathao is thriving in the market. Pathao's market positioning is significantly shaped by its primary audience, mainly the tech-savvy youth of Bangladesh but it is focusing on overall Bangladeshi people's benefit. It includes;

- Emergency response discounts during crisis support communities.
- Community social engagement for safety.
- Social media awareness outreach program.
- Youth-Centric visual branding in Pathao Pay advertisement.
- Educational partnership with other organizations and support of AI and machine learning.

The super-app Pathao works like a real time exposure device for people by tracking their order, food and driver distance. In that essence, Pathao brings loyalty and trust to their customers. For their easy interface, people of all ages are able to use this app very easily. To stay ahead in the market, it follows the below;

- Analytical approach to personalize its offering.
- To improve efficiency, predictive analysis and statistics.
- For refine marketing strategies in Bangladesh and Nepal both, it follows A/B testing method.
- For user location, accessibility it follows the Geo-location worldwide setting.
- Bringing global collaboration, it connects stakeholders across the world.

The company wisely uses its mobile app as a key marketing instrument, tailoring it for mobile-first consumers. The app features include ride scheduling, payment integrations, and live tracking to enhance the overall user experience. Pathao also leverages data-driven marketing, applying insights from customer behavior to develop targeted campaigns and improve their services. This data-centric approach enables more efficient and personalized marketing initiatives.

5.3 Professional Level Analysis

Certainly, the experience of internship at Pathao Limited has really outgrown professionalism. The knowledge I have gained there about product management, customer service analysis and E-Commerce market penetration helped me to understand the market analysis and also gave me the exposure of Pathao Employee where they seek solutions and how they always dive in deep knowledge to take any decisions and outperform others technically. Pathao Limited runs many technical tools that external companies might not know, this enhanced me into learning more about the technical tools and aligned coding languages to communicate better with engineers

along with UI/UX designers. I have experienced tools like Jira, PRD, Scrum, Java Script along with internal tools like *Auth & Hermes Bridge*, *Dakpeon*, *Alexander* and so on. However, my colleagues along with seniors also played a key role in enhancing my knowledge gap from being a fresher to an experienced person in product management.

Additionally, my communication and leadership skills got better when I came across people from different teams like Commercial, Engineering and Design teams. In Pathao, to communicate with others one has to understand their point of view along with the negotiation power so that whenever a product manager seeks for a new feature, engineers or designers agree upon working on that. As a result, when I had to communicate with the engineer team or design team for any feature that my vertical was looking for, I had to write Product Requirement Documents (PRDs) for communication.

Furthermore, the internship expanded my knowledge of product management and equipped me with the technical tools it played in my career. I have been fortunate enough to apply my knowledge span to what I had learnt on studying Business and Technology Management academic courses that were relatively similar with the role I got on my internship. This has broadened my vast opportunity to apply for the most acquiring career role from studying in the Department of Business and Technology Management.



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Chapter 6 : Conclusion and Recommendation

6.1 Conclusion

To recapitulate, my experience in Pathao Limited was more than just an internship, this is the place where my first corporate journey begins and at this stance, I got the opportunity to learn and work in the fast-paced technology industry that helped me to grow and see perspective in a different way. Speaking about the invaluable exposure that I got first-hand, I doubt one will ever get that without working in the industry. First, the environment makes you feel comfortable and adequate that you can communicate with anyone and gain exposure of their work and journey at Pathao. For instance, my line managers along with backend and front-end engineers gave me an outlook of their previous journey and how to look at problems in a different perspective and how I can lead with my initiative. As an intern, I got the chance to work with different teams for my vertical, that enhanced me to view Pathao product team's journey and skilled myself towards it for better performance, product and project management, feature development, UI/UX design illustration, courier operation, commercial team process for business development, financial team for budgeting and sales inspective and lastly engineers first-hand support for any technical issues. Observing the commitment and creativity within the teams at Pathao was truly motivating.

My internship experience in the product department at Pathao Limited allowed me to gain knowledge and insights into how user requirements are fulfilled for their products. I learned extensively about how the company values customer feedback and leverages it to improve its app-based services. Pathao maintains its leading position in the market by integrating advanced corporate tools and software into its product management. I feel extremely fortunate to have the opportunity to work at Pathao Limited and complete my internship here. My key learnings were;

- Cross-functional clear communication and collaboration with Engineers, Designers and other teams.
- First hand experience on software development with agile methodologies workflow.
- In-depth knowledge on User Experience/ User Interface.
- Insights into budgeting and financial forecasting through collaboration.
- Customer centric product development.
- Real world understanding of tech companies.
- Global companies working process understanding.
- Working on learning something new and fast to work on the ideas.

6.2 Recommendations

My internship at Pathao offered significant insights into the E-Commerce sector and the internal operations of Pathao's products. Through my observations, I've pinpointed multiple areas that could be enhanced to boost user experience, operational efficiency, and teamwork. These recommendations aim to strengthen team communication, ensure accurate delivery of product specifications, promote a proactive collaborative spirit, and reduce reliance on manual processes.

➤ **Enhancing Cross Team Communication:**

Boosting the clarity and regularity of interactions among departments is crucial for reducing misinterpretations and speeding up decision-making. Creating regular check-ins like daily Standup, two-week Sprints, or joint dashboards can promote coherence, facilitate context sharing, and assist teams in progressing together towards common objectives.

➤ **Establishing More Cohesive Workflow System:**

A fragmented workflow system creates data repitance or delay processes. As a result, an optimised workflow is more necessary than working daily from scratch. Implementing a structured workflow system will give better results in clear role delineation, sprint based execution, adapting Agile methodology and visible progress tracking will reduce friction, prevent duplication of efforts and accelerate delivery timeline.

➤ **Establishing Structured Learning Objective:**

A clearer onboarding and training structure could improve the experience for interns and new hires. By establishing defined learning objectives, pairing mentors with newcomers, and providing regular feedback, Pathao can promote quicker skill enhancement and smoother integration into the teams.

➤ **Minimizing Dependence on Inter-Team Interactions:**

Constant reliance on collaboration between different departments can hinder progress and lead to operational delays. Promoting modular task ownership, establishing clearer handoff procedures, and utilizing asynchronous collaboration tools can assist in alleviating these limitations and enable teams to work with increased independence.

To sum up, improving communication between departments, creating a more streamlined workflow system, establishing clear learning goals, and alleviating dependency pressures can enable Pathao to attain increased internal flexibility, efficiency, and creativity.

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20. [About Us - Our Core Values](#)

Appendix

This section provides an overview of a similarity report on the Product Innovation at Pathao Limited : Scaling Seamless User Experience and Journey by Turnitin verification. Additionally, the weekly report summarization of 12 week internship tenure has been attached. The weekly report has been overviewed and signed by supervisors; academically and company-wise supervisor. The entire report along with 12 week activities summarization have been made with utmost effort, integrity and caution.





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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 1st Week

Date: From 15th January from 23rd January

I have completed my first week of internship tenure as a Product Intern, at Pathao Limited.

List of Activities with Brief Description:

During my first week at Pathao Limited , I encountered these following experiences :

1. Attending an Induction Ceremony:

Pathao Limited organized a very enjoyable and insightful induction ceremony for the newly joined 17 Pathao AIM interns induction program. This is where we got to know about the history of how Pathao started its journey as a startup in Bangladesh and also in Nepal. Apart from this, we learned about how Pathao runs its operation with the 7 running verticals. These verticals are Ride, Courier, Rental, Food, Shop, Pharma and Tong. Nonetheless, we got to know about the company culture & policy and our point of contacts as interns.

After the enjoyable session, I was assigned to Pathao Shop vertical under Omran Jamal, my line manager. Later, I met up with my line manager, my team and some co-workers who shared their valuable experience and insights how Pathao and their specific team works.

2. Working on Improving Pathao Shop:

Pathao Shop started its journey just a few time ago and for the next quarter it is trying to revamp fully. My first task from my line manager was to first explore how Pathao Shop works and then what can be improved here to have a seamless user's journey. I explored the Pathao app thoroughly and tried to understand how one vertical is linked with another one. In addition, I worked on areas for improvement based on introducing new features and designing the app in a new way.



Company Supervisor
Omran Jamal
Product Engineering Lead
Innovation Team
Pathao Limited



Academic Supervisor
Dr. Mohammad Shamsu Uddin
Assistant Professor
Department of Business and Technology Management
Islamic University of Technology

WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 2nd Week

Date: From 26th January from 30th January

I have completed my second week of internship tenure as a Product Intern, at Pathao Limited.

List of Activities with Brief Description:

During my second week at Pathao Limited , I encountered these following experiences :

1. Studying on Important Terms of Product Management:

In my second week, I had to study and understand several terms that are used in product management and engineering. As, I was in product team and my whole work in that department I studied and worked on PRD which is Product Requirement Document that refers to a tool to communicate with engineers and designers to know the core reason why are we building the feature, how are we doing this and how to measure the success of this. I studied the whole week on this and started working on drafted PRD.

In addition, I had been studying the various technical phrases used by front-end and back-end developers. To my amazement, there were also terms related to SQL, a programming language that I had encountered in my academic journey for a CSE course in the Department of Business and Technology Management.

2. Meeting with Design and Platform Team:

In the Pathao app, there are different verticals and everyone has to work coherently. I had to work coordinately with the Platform team and Design team regarding what changes will be there Pathao Shop and how we will do the interfaces. For this reason, my team had to sit with the Design and Platform Team for syncing. Here, I also got to know the initial ideas and journey for Pathao Shop. However, we also discussed our future plans regarding Pathao Shop.

3. Brainstorming on Cart Design Idea:

For my second week, my last task was giving some innovative ideas for the Cart design for example; how can we address the 'Add to Cart' button in our app and web page. I also collaborated on drafting this feature as well as the checkout page.



Company Supervisor
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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 3rd Week

Date: From 2nd February from 6th February

I have completed my third week of internship tenure as a Product Intern, at Pathao Limited.

List of Activities with Brief Description:

During my third week at Pathao Limited , I encountered these following experiences :

1. Writing a PRD (Product Requirement Document):

A Product Requirement Document (PRD) is essential for communicating feature requirement, purpose, benefits and success metrics to engineers and designers.

To develop my PRD writing skills, I reviewed past documents and was tasked with writing PRDs for Saved Address feature and Integration with Courier Webhook. I collaborated with different teams to explore how these features could be integrated into Pathao Shop. Specifically, for the Saved Address feature I had to familiarize myself with CRUD(Create, Read, Update & Delete) functions. As I delved into more technical concepts, I applied my learning to structure a comprehensive and effective PRD.

2. Learning about Bridges:

In Pathao App, the backend operations communicate with the interface through Bridges. These bridges serve as connectors between different systems, ensuring smooth functionality. For my vertical, four bridges were involved; Authentication, Saved Address, Loyalty Point and Courier bridge. After gaining insights into their functionality, I explored how to align them with my work to enhance user experience and operational efficiency.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 4th Week

Date: From 9th February from 13th February

I have completed my fourth week of internship tenure as a Product Intern, at Pathao Limited.

List of Activities with Brief Description:

During my fourth week at Pathao Limited , I encountered these following experiences :

1. Writing a PRD (Product Requirement Document):

The Pathao App only operated in four cities; Dhaka, Chittagong, Khulna & Sylhet. This posed a challenge for Pathao Shop, as we are preferring to operate in the whole Bangladesh.

To address this, I made a PRD for a feature that allows users to select and save addresses from any location in Bangladesh, ensuring seamless integration with Pathao Shop and enhancing accessibility. I collaborated with different teams to ensure smooth integration considering; factors like backend modification, accuracy and user experience enhancements. By implementing this feature, Pathao Shop can have a wider customer base and more engagement in the overall platform.

2. Attended Employee All-Hands Q1:

Pathao organized **Employee All Hands-Quarter 1**, where different teams showcased their achievement from the first quarter and outlined their plans for the next. Each team shared their core values and upcoming features to ensure cross-functional awareness and alignment. Additionally, our Human Resource team introduced a social campaign aimed at making a positive impact on society. The event concluded with a special recognition segment, honoring employees who have dedicated five years to this organization.

3. Attended Pitha Utshab:

Pathao hosted a Pitha Utshab on February 13th to celebrate Boshonto, a vibrant Bengali culture festival. On this occasion, our Human Resource Department organized a delightful gathering, featuring a variety of traditional foods for all employees. This event provided a wonderful opportunity for colleagues to connect and engage in a warm, festive atmosphere. I thoroughly enjoyed being a part of this celebration and embracing the culture.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 5th Week

Date: From 16th February from 20th February

I have completed my fifth week of internship tenure as a Product Intern, at Pathao Limited.

List of Activities with Brief Description:

During my fifth week at Pathao Limited , I encountered these following experiences :

1. Studying Refactoring UI Book:

Refactoring UI is a comprehensive book on user interface design that focuses on creating visually appealing and highly functional interfaces. It provides practical insights into what looks good, where and how to ensure a seamless user experience.

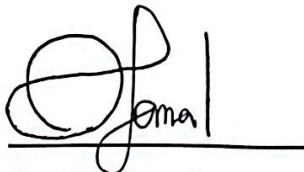
My line manager assigned me this book to deepen my understanding of UI designs principles and it has been an invaluable resource. Through this, I gained knowledge about selecting appropriate fonts & weights, mastering colour grading & shading, optimizing layout & spacing and creating depth to enhance visual hierarchy.

This has significantly improved my knowledge, allowing me to design more intuitively and aesthetically pleasing interfaces.

2. Working on Courier Bridge:

To develop the Courier PRD, my team collaborated closely with the Pathao Courier team and their engineers to understand the workflow. It helped us to assess how integrating Pathao Shop with Pathao Courier for logistical support would impact both the backend & frontend engineering teams.

Additionally, I created a PRD focused on enabling real time synchronization for updates and tracking, ensuring seamless communication in both platforms. This collaboration provided me with valuable insights into operational and technical workflow, enhancing my understanding of logistic integration.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 6th Week

Date: From 23th February from 27th February

I have completed my sixth week of internship tenure as a Product Intern, at Pathao Limited.

List of Activities with Brief Description:

During my sixth week at Pathao Limited , I encountered these following experiences :

1. Conduct Research on Product Led Growth Companies:

To acquire customers, many companies follow Product Led Growth strategy where users can have free access to the product and the product will itself persuade users to pay for the product. My vertical relates to other product-led growth companies and as a result, I had done a thorough research of companies who follow product-led growth strategy or become PLG companies later like Amazon, Zoom, Figma, Etsy and so on. This research helped me to gain more knowledge on the drive user acquisition, retention and revenue growth while also analyzing the challenges they faced, optimizing user onboarding and scaling their growth sustainably.

2. Competitive Analysis:

Pathao Shop is targeted for customers all over the country and the focus is customers are getting a quality product or branded product wherever one needs. In the market, there's already Daraz which is a big competitor of Pathao Shop and the newly launched Cart-up, I had done a competitive analysis of what Daraz or Cart-Up follows now, how they bring the trendy things to the customer or how they are maintaining their product line.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 7th Week

Date: From 2nd March from 6th March

I have completed my seventh week of internship tenure as a Product Intern, at Pathao Limited.

List of Activities with Brief Description:

During my seventh week at Pathao Limited , I encountered these following experiences :

1. Attending Meeting Regarding Promo System:

Pathao promo system is a feature for adding points after per usages on the app, either the points can be added by using ride or food ordering or parcel and courier. For our Pathao Shop we also want to integrate this promo system for our users and this is why, We have done a thorough meeting with the Platform team regarding how the Promo System works in app, how to do this in dashboard or stage app how it will look like, the meeting focused on these necessary things. This meeting helped me to understand how Pathao structures its promo system to enhance customer engagement and business growth.

2. Attended Meeting with Commercial Team:

The commercial team of Pathao is responsible for the business development side, how the merchants are preferring the platform, how they can be aboard alongside with giving training to them. My team had this meeting with the Commercial Team and we focused on our revenue planning, competitive analysis and our future plan about running the Pathao Shop after launch. This session helped me develop a deeper understanding of how commercial strategies are structured to drive long term success.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 8th Week

Date: From 9th March from 13th March

I have completed my eighth week of internship tenure as a Product Intern, at Pathao Limited.

List of Activities with Brief Description:

During my eighth week at Pathao Limited , I encountered these following experiences :

1. Worked on Sign-Up Feature in Flowchart System:

I worked on designing a flowchart system for the sign-up process, mapping out each step to ensure a seamless user journey. I created a structured flowchart outlining the process, detailing how each action leads to the next, from user input to verification and completion. This helped visualize the workflow and optimize the sign-up experience for better efficiency.

2. Worked on Flowchart Development For Courier System:

For our Pathao Shop logistical support, we are taking help from our very own Pathao Courier and for this, I had the task to work on a flowchart development and the ways-out from receiving from the hub or merchant to how it will reach customers. It focused on Cash on Delivery (COD) and Delivery Personnel (DP) processes. This required outlining every stage, from placing the purchase to settling payments and resolving problems. For both couriers and clients, the organized flowchart ensures a seamless and effective process by streamlining operations.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 9th Week

Date: From 16th March from 20th March

I have completed my ninth week of internship tenure as a Product Intern in Pathao Shop vertical, at Pathao Limited.

List of Activities with Brief Description:

During my ninth week at Pathao Limited , I encountered these following experiences :

1. Pathao Shop Sync:

Our team held a sync-up session to plan for Pathao Shop's future, during which we talked about the roadmap, delegated work, and listed upcoming projects. It was an enlightening experience that helped us better grasp the technological collaboration between the frontend and backend teams and as from Product background how much impact we can create pre and after launching of our product through collaboration.

2. Discussion on Merchant Panel System:

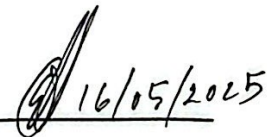
The Merchant Panel is the system we provide for merchants to manage and sell their products on Pathao Shop. It allows them to view and update their warehouse inventory and integrates seamlessly with the main Pathao Panel through API requests. In our recent discussion, we focused on designing the user flow from a merchant's perspective starting from signing up and creating a store, to understanding the payment processes involved.

3. Discussion on Shipping Method

We had a detailed discussion with the courier team about our shipping methods, including the importance of using volumetric dimensions and how the bulk and hub systems work. Since Pathao Shop is integrating with Pathao Courier, it's essential for us to fully understand their processes so we can align both systems and ensure everything runs smoothly and efficiently.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 10th Week

Date: From 23rd March from 27th March

I have completed my tenth week of internship tenure as a Product Intern in Pathao Shop vertical, at Pathao Limited.

List of Activities with Brief Description:

During my tenth week at Pathao Limited , I encountered these following experiences :

1. Video Tutorial on Software Development and IT:

To deepen my understanding of technical concepts, I enrolled in a comprehensive Udemy course on Software Development and IT. The course covered a wide range of topics, including software programming, application architecture, how apps function, project management methodologies, and the various technical roles involved in product development. This learning experience was incredibly valuable in helping me grasp the technical foundations that are essential for effective collaboration with engineering teams. It has significantly improved my ability to understand technical discussions, contribute more meaningfully in cross-functional meetings, and bridge the gap between product and engineering.

2. In-Depth Understanding on HTML and CSS:

HTML and CSS are key tools in front-end development. At my line manager's suggestion, I explored these languages in more depth to better understand the engineering process and improve communication from a product perspective. This has helped me collaborate more effectively with developers and contribute more meaningfully to technical discussions. It also gave me a clearer view of how design decisions translate into actual user interfaces.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 11th Week

Date: From 6th April from 10th April

I have completed my eleventh week of internship tenure as a Product Intern in Pathao Shop vertical, at Pathao Limited.

List of Activities with Brief Description:

During my eleventh week at Pathao Limited , I encountered these following experiences :

1. Flowchart on Promo System for Pathao Shop:

To enhance the user experience, Pathao Shop offers two key systems Promos and Benefits that users can take advantage of. To support this, I worked on designing a flowchart and building the relational structure that connects promotions to specific shop IDs and user IDs. This system ensures that promotions are accurately targeted and tracked. It also helps maintain consistency across the platform, making it easier to manage offers and improve engagement through personalized experiences. Collaborating with the engineering team on this gave me a deeper understanding of data relationships and backend logic.

2. Working on Staging access:

To properly test and validate our product, it's essential to ensure that our web servers and all integrated features perform smoothly on both Android and iOS devices. To support this process, we coordinated with the Android and iOS teams to gain access to the Pathao Staging app. This allowed us to test features in a controlled environment, understand how API calls are being handled, and simulate scenarios using a fake location setup. This hands-on testing process not only helped identify potential issues early but also gave us deeper insight into cross-platform behavior and backend integration.



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WEEKLY OVERVIEW OF INTERNSHIP ACTIVITIES

Week: 12th Week

Date: From 13th April from 17th April

I have completed my twelfth week of internship tenure as a Product Intern in Pathao Shop vertical, at Pathao Limited.

List of Activities with Brief Description:

During my twelfth week at Pathao Limited , I encountered these following experiences :

1. Building Shop-Stage-Router-Innovation webpage:

To support feature validation and ensure everything functions as expected, my teammate developed the **Shop-Stage-Router-Innovation** webpage. This tool was designed specifically to test how different features behave in a staging environment, particularly what happens after a user interacts with specific pages or components. By using this setup on staging devices, we were able to trace the flow, identify inconsistencies, and validate whether certain functions triggered the intended outcomes. This approach not only helped us test more efficiently but also gave us better visibility into how different modules are connected within the system.

2. Review Feedback:

At the end of our internship, our line manager evaluated our performance through a feedback session, asking questions about our work, learning, and overall experience. It was a great opportunity to reflect on what we had accomplished and how much we had grown. I'm truly grateful for this internship. It provided invaluable learning, hands-on experience, and a deeper understanding of product development and cross-functional teamwork.



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