

Chapter IV: Conclusion

According to the analysis and finding in Black Friday and Christmas project that have been done by e-merchandising department, the problem of search bar, bad deals and reinsurance/ trust could be done by the collaboration of the intern with the e-merch's manager and the also other team in BM. The execution of the task is essential for the fluidity of the process in Back Friday and Christmas project. This deed is contributed on the preparation of BM on Black Friday to compete the other e-commerce.

The solution over the Black Friday and Christmas project's tasks:

1. By having a good performance of search bar, the user could easily find the product that they need, thus increase the potential of CVR rate.
2. On the bad deal side, by having the great deal only on the website it makes the user attracted to purchase it directly to BM than other e-commerce. Moreover, it will avoid the confusion of user from the issue that BuyBox price seems cheaper than the deal in event page.
3. Thus, regarding the reinsurance part for the issue in emerging country like Sweden, Slovakia and Greece, by having the Trustpilot stars on the website can create the trust from customer because it shows the reviews from other customers that already brought the product from BM.

Chapter V: Self-Assessment

The internship at Back Market has been a thoughtful journey for me. The work environment in BM was very conducive and it created the comfort among employees. My manager Ines PAULAT has tutored me to be a good e-merchandiser. I have learned a lot of knowledge that I believe is very useful for my future carrier. That knowledge is corelated with my studies in digital marketing and e-commerce in Toulouse business School.

The experience that I got form this internship are the experience on working in team, having a critical thinking in every meeting, and working on the fast forward business. I believe that I would not have this kind of experience if I do not join Back Market form the first place. This experience will be useful for my self-development.

The technical improvement that I got from this internship are the ability to creating complex data studio tabs, create a content-full blog pages, upload the blog pages, update press article from "back office" of BM and many others. This technical improvement is needed in digital-marketing work field in any company worldwide.

In the end, I had an exceptional time working as an intern in Back Market. I will use all of the knowledge that I got from this internship in my future job. I will keep my connection with all my co-workers in order to have a good relationship with my former job place.

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