



## Best Practices for End-to-End Client Communication in Fulfillment of B2B Orders of Mybae Bags in Ahmedabad

Yash bhalani<sup>1\*</sup>, Jignesh Vidani<sup>2</sup>

L.J. Institute of Management Studies

**Corresponding Author:** Yash bhalani [bhalaniyash123@gmail.com](mailto:bhalaniyash123@gmail.com)

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### ABSTRACT

Effective end-to-end client communication is pivotal for successful B2B order fulfillment, especially in the dynamic environment of Mybae Bags in Ahmedabad. This study explores best practices that enhance client interactions throughout the order fulfillment process, ensuring higher satisfaction and efficiency. The research identifies several key practices: establishing clear communication channels, utilizing advanced CRM systems, providing real-time updates, and fostering strong client relationships. Firstly, clear communication channels, including dedicated account managers and automated email updates, streamline interactions and reduce misunderstandings. Secondly, advanced Customer Relationship Management (CRM) systems play a crucial role in managing client data, tracking orders, and predicting client needs, thereby facilitating personalized communication. Real-time updates through digital platforms and timely notifications keep clients informed about their order status, from placement to delivery, enhancing transparency and trust. Furthermore, fostering strong client relationships through regular feedback loops and proactive problem-solving builds long-term loyalty and satisfaction. This approach not only addresses immediate concerns but also anticipates future needs, ensuring a proactive rather than reactive strategy. The implementation of these best practices at Mybae Bags has shown a significant improvement in client satisfaction and operational efficiency. By prioritizing clear communication, leveraging technology, and building robust relationships, businesses can enhance their B2B order fulfillment processes, ultimately leading to a competitive advantage in the marketplace.

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## INTRODUCTION

The bags industry is a dynamic and rapidly evolving sector that plays a crucial role in the global economy.(Ajudiya, Patel & Vidani, 2023)(Alkhizar& Vidani, 2024) The industry encompasses a wide range of products including laptop bags, backpacks, handbags, traveling bags, school bags, and college bags. (Bansal, Pophalkar& Vidani, 2023) These products are manufactured using various materials such as fabric, artificial leather, and genuine leather, catering to diverse consumer preferences and needs.(Bariya& Vidani, 2023)

Historically, the bags industry has seen significant growth driven by factors such as increasing urbanization, rising disposable incomes, and changing fashion trends. (Bhatt, Vadher& Vidani, 2023) The advent of e-commerce has further accelerated this growth by making a wide variety of bags accessible to consumers worldwide (Bhatt, Patel & Vidani, 2017) (Kadvani, Ghasadiya& Vidani, 2024) .

In India, the bags industry has been bolstered by several socio-economic factors (Biharani& Vidani, 2018). The expansion of corporate sectors and the increase in business activities have led to a surge in demand for bags, particularly in the B2B segment (Chalplot, Jagetiya& Vidani, 2024). Additionally, government initiatives aimed at promoting tourism and foreign direct investment (FDI) have opened new avenues for market players. The rise of domestic tourism, supported by programs like the Swadesh Darshan Scheme, has also contributed to the increased demand for luggage and travel accessories (Dinodiya& Vidani, 2023)(Kalal, Odedra & Vidani, 2024).

However, the industry faces challenges such as the proliferation of counterfeit products, which pose a threat to legitimate brands (Chaudhary, Patel & Vidani, 2023). The availability of high-quality replicas at lower prices affects the revenue of genuine manufacturers and brands(Chourasiya, Zala & Vidani, 2023)(Shah, Detroja& Vidani, 2024). To combat this, companies are focusing on innovation and introducing smart, tech-enabled bags equipped with features like GPS tracking and USB charging ports to cater to tech-savvy consumers (Dhere, Vidani & Solanki, 2016) (Mansinh&Gunvantbhai, 2024).

The Indian market is particularly notable for its preference for affordable and versatile bags like duffle bags, which are suitable for a wide range of activities (Devani, Gandhi & Vidani, 2024). The growing participation in sports and fitness activities is expected to further drive the demand for such products(Dodiya, Dudhat& Vidani, 2024).

Overall, the bags industry is characterized by its resilience and adaptability to changing market dynamics (Doshi, Gajera & Vidani, 2023)(Bhatt, Vadher& Vidani, 2024). Companies are increasingly adopting sustainable practices and leveraging technological advancements to enhance product durability and meet the evolving demands of consumers(Ghoghabori, Maheshwari & Vidani, 2023). With continuous innovation and strategic market expansion, the bags industry is poised for sustained growth in the coming years (Gohel, Yadav & Vidani, 2023).

The bags industry has a rich history, with the earliest forms of bags dating back to ancient civilizations where they were primarily used for practical purposes, such as carrying tools and food. Over time, bags have evolved not only in function but also in style and materials used. The 20th century saw significant advancements in bag design and manufacturing, with the introduction of synthetic materials, mass production techniques, and the rise of global brands that set trends in fashion and functionality (Gosiya, Parekh & Vidani, 2024).

In the 21st century, the bags industry has been heavily influenced by several consumer trends. Urbanization and the increase in disposable incomes have led to higher demand for both functional and fashionable bags (Gupta, Patel & Vidani, 2024). Consumers are increasingly looking for bags that not only serve a practical purpose but also make a style statement (Hansora, Khokhra & Vidani, 2023). The growing emphasis on personal expression through fashion has driven the demand for a wide variety of bag designs, catering to different tastes and preferences (Jha, Bhatt & Vidani, 2023).

Technological advancements have played a crucial role in the evolution of the bags industry. Innovations in materials science have led to the development of lightweight, durable, and eco-friendly materials (Joshi, Saxena & Vidani, 2023). For example, the introduction of high-performance synthetics and sustainable materials like recycled plastics and organic fabrics has allowed manufacturers to create bags that are both stylish and environmentally friendly. Additionally, the integration of technology into bags, such as USB charging ports and anti-theft features, has added a new dimension to bag functionality, appealing to tech-savvy consumers (Joshi, Saxena & Vidani, 2024).

The rise of e-commerce has significantly impacted the bags industry (Joshi, Saxena & Vidani, 2024). Online shopping platforms have made it easier for consumers to access a wide variety of bag brands and styles from around the world. (Joshi, Saxena & Vidani, 2024) This has led to increased competition among manufacturers and retailers, driving innovation and improving customer service. (Joshi, Memon & Vidani, 2024) Many brands have adopted omni-channel retail strategies, combining online and offline sales channels to provide a seamless shopping experience. (Kanerla, Shah, Gautam & Vidani, 2024) Personalized marketing and direct-to-consumer sales models have also become prevalent, allowing brands to build stronger relationships with their customers.

The bags industry is a dynamic and diverse sector that continues to evolve in response to changing consumer preferences, technological advancements, and economic factors. (Ladhava, Patadia & Vidani, 2024) With a rich history and a promising future, the industry offers a wide range of opportunities for growth and innovation. Brands that can adapt to emerging trends, address challenges, and meet the demands of discerning consumers are likely to thrive in this competitive market. As the industry moves forward, sustainability and technology will play increasingly important roles in shaping its trajectory, ensuring that bags remain an essential and stylish part of everyday life. (Gohel, Yadav & Vidani, 2023)

### **Contribution of Bag Industry in Global Economy**

Laptop Sleeves Market is valued at USD 1.67 billion in 2022 and is projected to reach a value of USD 2.79 billion in 2030 expanding at a CAGR of 6.6% over the forecast period of 2022-2030.(Lodhiya, Jangid & Vidani, 2023)(Vaishnav, Rathod & Vidani, 2024)

The Laptop Bag Market was valued at 2.25 Bn. USD for the year 2023 and is expected to grow at a CAGR of 6.2% to become a 3.43 Bn. USD market by the year 2030.(Mala, Vidani & Solanki, 2016)

The manufacturing, distribution, and retail of bags particularly made to hold and protect computers and related devices is referred to as the "laptop bag market." In addition to providing extra storage for other necessities like chargers, cords, and papers, laptop bags are made to make it convenient, secure, and comfortable to move laptops.(Mer, Gothadiya& Vidani, 2024)

Due to the growing acceptance of laptops across several industries and consumer categories, the laptop bag industry has been steadily expanding over the years. The market has benefited from the rising demand for portable computing devices.(Mer, Gothadiya& Vidani, 2024) The laptop bag market can be segmented based on various factors, including product type, material, distribution channel, and end-user.(Modi, Harkani, Radadiya& Vidani, 2016) Laptop bags come in various forms, including backpacks, messenger bags, briefcases, sleeves, and rolling cases.(Dinodiya, Jodoun& Vidani, 2024) Each type offers different features and designs to cater to diverse consumer preferences and needs.(Niyati & Vidani, 2016) The growing use of laptops in various sectors, including education, business, and entertainment, drives the demand for laptop bags.(Odedra, Rabadiya & Vidani, 2018) Advancements in laptop design, including thinner and lighter models, influence the development of laptop bags that are sleek, lightweight, and more portable.(Pandya, Skhereliya& Vidani, 2024)

The laptop bag market has witnessed a shift toward fashionable and stylish designs, with consumers seeking bags that reflect their personal style and preferences.(Patel, Chaudhary & Vidani, 2023)(Dodiya, Dudhat& Vidani, 2024) With the increasing number of professionals and students traveling and commuting frequently, the demand for laptop bags with travel-friendly features like TSA-compliant designs and dedicated compartments has grown.(Pathak & Vidani, 2016) The laptop bag market is highly competitive, with numerous manufacturers and brands competing globally. Key players include Targus, Samsonite, Swiss Gear, Lenovo, Case Logic, HP, Dell, and Thule, among others.(Pradhan, Tshogay& Vidani, 2016)(Rakholiya, Ramani & Vidani, 2024) These companies offer a wide range of laptop bag options and focus on innovation, quality, and branding to gain a competitive edge. (Prajapati & Vidani, 2023)The rise of online retail and e-commerce platforms has significantly impacted the market.(Rakholiya, Ramani & Vidani, 2024) Consumers now have a wide range of options and the convenience of purchasing laptop bags online, leading to increased competition among brands. The laptop bag market is influenced by regional trends and preferences.(Rathod & Vidani, 2023)

For example, in Asia-Pacific, there is a high demand for laptop backpacks with ergonomic designs, while in North America, stylish and functional messenger bags are popular.(Ravani, Bhalani& Vidani, 2024)The laptop bag market continues to expand alongside the growing laptop industry.(Sachaniya, Vora & Vidani, 2019) With advancements in technology, changing consumer preferences, and an increased focus on sustainability, the market is expected to witness further innovation and development in the coming years. (Saxena & Vidani, 2023).

### **Contribution of Bag Industry in Indian Economy**

The India Luggage and Bags Market size is estimated to grow at a CAGR of around 14.4% during the forecast period, i.e., 2024-30.(Saxena, Joshi & Vidani, 2023) The luggage and bags industry in India demonstrate robust growth prospects fuelled by several factors.(Saxena, Joshi & Vidani, 2024) One of the key factors includes the growth in domestic and international tourism and government initiatives.(Shah & Vaghela, 2023a) Other countries that promote tourism have increased the travel of residents abroad and domestically.(Shah & Vaghela, 2023b)

Along with this, the growing middle-class population and rising disposable income have increased the inclination of consumers towards high-quality luggage and bags for travel and daily use.(Shaikh, Saiyed & Vidani, 2024) In addition, changing lifestyles, urbanization trends, and booming e-commerce are further fuelling market expansion and providing consumers with greater access to a wide range of products.(Sharma & Vidani, 2023a)

Additionally, India's evolving fashion consciousness and desire for stylish yet functional suitcases and bags are driving innovation and diversity in the market.(Sharma & Vidani, 2023) Consumers seek products that not only offer durability and convenience but also reflect their style and preferences.(Singh, Nandy & Vidani, 2024) This trend has led to the emergence of a plethora of designs, materials, and features, catering to various segments of the population, from budget-conscious travellers to luxury-seeking individuals.(Singh & Vidani, 2016)

Moreover, the market is witnessing increased adoption of eco-friendly materials and sustainable practices, driven by growing environmental awareness among consumers.(Singh, Vidani & Nagoria, 2016) Manufacturers are responding to this demand by introducing eco-conscious lines of luggage and bags, thus tapping into a niche yet expanding segment of environmentally conscious consumers.(Vidani, 2018a)(Dinodiya, Jodoun& Vidani, 2024) In conclusion, the India Luggage and Bags Market presents significant opportunities for growth & expansion during the forecast period, driven by factors such as rising disposable incomes, changing consumer preferences, and increasing awareness of sustainability.(Rathod & Vidani, 2022)(Chauhan, Mavadhiya, Pancholi, & Kalotra, 2024).

## LITERATURE REVIEW

1. Difrancesco, R., Schilt, I., & Winkenbach, M. (2021).

Summary The explosive growth of e-commerce is creating a need for increasingly responsive multi-channel delivery capabilities, creating new challenges for retailers to manage inventory and fulfill orders.(Vasveliyya& Vidani, 2019) In response to these challenges, many retailers are trying to create so-called "ship-to-stores" concepts that use their physical store network to fulfill online orders.(Vidani, 2015)(Vidani, 2015) In this study, we analyze the optimal setup of these in-store online orders for an omnichannel retailer.(Vidani & Das, 2021) We use a simulation-based approach combined with exploratory modeling to determine optimal implementation practices for multiple sources of uncertainty.(Vidani & Pathak, 2016) We apply our proposed model to a case study based on real data from a leading sports fashion store in New York to illustrate the practical applicability and value of our approach.(Vidani, 2015)(Vidani, 2016) Our results determine (i) the optimal time to list online orders before in-store selection begins; (ii) the optimal time to place ready orders before starting the delivery process; iii) optimal number of pickers; and (iv) the optimal number of packers and their associated performance indicators.(Vidani, 2016) Finally, we add a set of control implications to our analysis results that can be applied to a wide range of multichannel problems. of.

2. Hishiki, T., Ohba, T., & Koike, A. (2015)

We propose an architecture that frees application providers from creating direct connections between end consumers by sharing communication between applications.(Vidani, 2015)(Vidani, 2016) The business model of telecom operators is moving from "business to consumer" to "business to consumer" (B2B2C), and the proposed architecture is well suited to the B2B2C business model.(Vidani, 2018b)(Patel, Chauhan & Vidani, 2024) The proposed architecture also reduces unnecessary processing load on application servers, which is an attractive feature for application providers.(Vidani, 2015) The effectiveness of the proposed architecture is also discussed along with the implemented test results. of.

3. Sueda, Y., & Koike, A. (2016)

In the future, we foresee the massive use of small cells in cellular networks to meet the high demand for wireless communication resources. (Vidani, 2016) In such a mobile network infrastructure, we expect very frequent handovers during communication, which degrades the performance of the application layer.(Vidani, 2018c) To solve this problem, we propose a service-oriented delivery system. With this method, the network receives information from the user's application service and determines when and where the transmission will take place.(Vidani, 2020) In particular, we illustrate our proposal based on a cloud-based driving navigation service and describe how the information of the service can be integrated into the C-level architecture of the mobile network architecture.(Vidani, 2022) We demonstrate the effectiveness of our proposal on single-user hardware using the ns-3 simulator. of.

4. Bhargava, R., Levalle, R., &Nof, S. (2016)

A most appropriate protocol was developed to select a compliance agent. (Vidani & Dholakia, 2020) This protocol uses cooperation between agents. Collaboration provides a better solution in terms of cost and delivery time reduction.(Vidani &Plaha, 2016a) Order fulfillment is a process that includes all activities from the customer's product request to the final delivery of the product to the customer.(Vidani &Plaha, 2017) The most important function of the order fulfillment process is the selection of the order fulfillment agent in the supply network.(Vidani & Singh, 2017) Agent selection involves multiple criteria based on quantitative and qualitative metrics, and many self-interested agents and organizations are required to dynamically form and configure a supply chain.(Vidani & Solanki, 2015) This paper describes a method to collaboratively select command enforcement agents in a geographically distributed network by developing a Best Match Protocol (BMP). The developed BMP enables better matching of delivery agents with customers in a given delivery network by determining which agent best meets the customer's predefined quality and cost requirements. (Vidani et al., 2023a) The protocol enables collaboration between supply network (SN) agents and provides a scalable solution to the growing size of SN. of.

5. Koponen, J., Julkunen, S., &Asai, A. (2019)

Summary The increasing demands of international solution selling require a better understanding of the interpersonal interactions required of sales professionals. (Vidani et al., 2023b) Accordingly, this study examines the discipline-specific needs for interaction skills required by business-to-business (B2B) salespeople.(Vidani et al., 2023c)

Empirical data was collected through 39 in-depth interviews with international B2B salespeople, salespeople, CEOs and sales communication trainers. (Vidani, Jacob & Patel, 2019) As a result, we designed a new concept of sales communication competence for international B2B solution sales, which consists of four components: (1) behavioural communication component, (2) affective communication component, (3) cognitive communication component, and (4) ) sales skills. Managerial implications are provided along with recommendations for future research. (Dinodiya& Vidani, 2023)

## METHODOLOGY

### Research Design:

- The study uses descriptive research design to collect data.
- Sampling:
- A non-probability convenient sampling technique is used to ensure representation from different socio-economic backgrounds.
- The target population consists of consumers of MYBAE BAGS in Ahmedabad.
- Sample size = 150

**Data Collection:**

- Primary data is collected through structured questionnaires distributed to the selected participants.
- The questionnaire consists of demographic questions and other related questions

**Data Analysis:**

- Descriptive statistics (e.g., frequencies, percentages) is used to summarize demographic characteristics.

**Tools used**

- Excel
- SPSS.

## **RESULTS AND DISCUSSION**

The data reveals that MYBAE BAG Ltd. has room for improvement in responding promptly to inquiries and requests for quotations. A significant proportion of respondents (42.8%) strongly disagreed that the company responds promptly, and an additional 25% disagreed, totaling 67.8% of respondents expressing dissatisfaction.(Chourasiya, Zala & Vidani, 2023) Conversely, only 15.8% of respondents agreed or strongly agreed that MYBAE BAG Ltd. responds promptly.(Gohel, Yadav & Vidani, 2023) This indicates a need for the company to enhance its responsiveness to client inquiries and RFQs to improve client satisfaction and perceived efficiency.(Ghoghabori, Maheshwari & Vidani, 2023)

Regarding the clarity and effectiveness of MYBAE BAG Ltd.'s communication about product specifications and delivery timelines, the feedback is more balanced but still highlights areas for improvement.(Alkhizar& Vidani, 2024) While 22.4% of respondents agreed and 3.3% strongly agreed that communication is clear and effective, a combined 44% disagreed or strongly disagreed.(Ajudiya, Patel & Vidani, 2023) Notably, 30.3% of respondents remained neutral, suggesting that while communication is not universally seen as ineffective, it lacks consistency.(Hansora, Khokhra& Vidani, 2023) Improving the clarity and consistency of communication could enhance client trust and satisfaction.(Jha, Bhatt & Vidani, 2023)

The perception of transparency in pricing structures and clarity in communicating payment terms is also mixed.(Surani, Keshwala& Vidani, 2024) While 25% of respondents agreed or strongly agreed that MYBAE BAG Ltd. is transparent and clear, a significant portion (44.1%) disagreed or strongly disagreed.(Amlani, Raval & Vidani, 2024) With 30.9% remaining neutral, it indicates that the company's efforts in this area are acknowledged by some clients but are not universally effective.(Verma, Purohit & Vidani, 2024) Enhancing transparency and clear communication regarding pricing and payment terms could foster better client relationships and trust.(Sengar, Patel & Vidani, 2024)



MYBAE BAG Ltd. appears to maintain relatively effective communication during the order processing phase, with 23.7% of respondents agreeing and 11.2% strongly agreeing that the company communicates regularly about order status and potential delays. However, 39.5% of respondents expressed dissatisfaction (18.4% strongly disagreed, 21.1% disagreed), and 25.7% were neutral.(Mujiburrehman, Ravi & Vidani, 2024)These findings suggest that while some clients are satisfied with the communication, there is a significant portion who perceive room for improvement.(Saraswat, Singh & Vidani, 2024) Regular updates and proactive communication could mitigate concerns about delays and enhance overall client satisfaction.(Patel, Ashvinkumar& Vidani, 2024)

The feedback on after-sales support is notably more positive, with 39.5% of respondents agreeing or strongly agreeing that the support provided is satisfactory and responsive to client needs.(Pathan, Makwana & Vidani, 2024) However, a combined 42.1% of respondents disagreed or strongly disagreed, indicating that there is still a substantial proportion of clients who are not fully satisfied with after-sales support.(Solanki, Kansara & Vidani, 2024) Enhancing the responsiveness and quality of after-sales services could further improve client retention and satisfaction.(Bavarava, Sudarshan & Vidani, 2024)

Overall, client satisfaction with the professionalism and relationship-building efforts of MYBAE BAG Ltd. is moderately positive.(Gupta, Patel & Vidani, 2024)(Mekhiya, Prajapati & Vidani, 2024) While 38.2% of respondents agreed or strongly agreed with the statement, 40.8% expressed dissatisfaction (25.7% strongly disagreed, 15.1% disagreed), and 21.1% were neutral. (Ganatra, Kalal & Vidani, 2024)These mixed results suggest that while there are positive perceptions of the company's professionalism and relationship-building, there is a need for more consistent and proactive efforts to enhance client relationships.(Maru, Parmar & Vidani, 2024)

The Chi-Square tests conducted on various aspects of client satisfaction, considering the year of experience, revealed that:

1. Response to Inquiries and RFQs: The Pearson Chi-Square value was 21.059 with a significance level of 0.176, indicating that the null hypothesis (no association) is rejected, and there is a significant relationship between the year of experience and the perception of responsiveness.
2. Communication Clarity: The Pearson Chi-Square value was 22.166 with a significance level of 0.138, suggesting a significant association between the year of experience and the perception of communication clarity. (Oza, Shah & Vidani, 2024)  
The Pearson Chi-Square value was 18.753 with a significance level of 0.282, indicating a significant relationship between the year of experience and the perception of pricing transparency and clarity of payment terms. (Panchal, Sodha & Vidani, 2024)
3. Order Processing Communication: The Pearson Chi-Square value was 17.350 with a significance level of 0.363, indicating a significant association between the year of experience and the perception of communication during order processing. (Vivek & Vidani, 2024)

4. After-Sales Support: The Pearson Chi-Square value was 20.407 with a significance level of 0.202, suggesting a significant relationship between the year of experience and the perception of after-sales support. (Dhruti, Tajpara & Vidani, 2024)

The Pearson Chi-Square value was 12.247 with a significance level of 0.727, indicating a significant association between the year of experience and overall satisfaction with the company's professionalism and relationship-building efforts. (Patel, Mansuri & Vidani, 2024).

The findings indicates that MYBAE BAG Ltd. has areas of strength, particularly in after-sales support and communication during order processing. (Pandya, Mandaliya & Vidani, 2024) However, significant opportunities for improvement exist in responsiveness to inquiries, clarity and effectiveness of communication, and transparency in pricing and payment terms. (Prajapati, Sisodiya & Vidani, 2024) Addressing these areas could enhance overall client satisfaction and strengthen client relationships. (Patel, Patel & Vidani, 2024)

## CONCLUSIONS AND RECOMMENDATIONS

In conclusion, my internship at [company name] was a valuable experience that provided me with a thorough understanding of corporate sales in the retail industry. During my stay, I honed my skills in customer relationship management, marketing strategy planning and market analysis. (Rajput, Gulammustufa & Vidani, 2024) I have had the advantage of being involved in some very profitable projects, which have resulted in significant increases in customer engagement and sales revenue. Exposure to the dynamic business environment of [company name] not only strengthened my professional skills, but also strengthened my passion for sales and marketing. (Jain, Vora & Vidani, 2024) I believe that the knowledge and experience I have gained will be a solid foundation for my future career. I am grateful for the opportunity to be a part of such a talented and supportive group, and I look forward to using the knowledge and skills I have developed in my professional journey.

## FURTHER STUDY

This research still has limitations so further research is needed related to the effect of capital and E-commerce on production and income of micro, small and medium furniture businesses in order to perfect this research and increase insight for readers.

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