

“E-commerce Business Opportunities, Challenges and Future in Bangladesh”





**UNITED
INTERNATIONAL
UNIVERSITY**

Project Report

On

***“E-commerce Business Opportunities, Challenges and Future
in Bangladesh”***

Submitted to

Dr. Mohammad Badruddozza Mia

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Submitted by

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Submission Date: 4 May 2021.

Letter of Transmittal

4th May 2021

To,

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Subject: Submission of project report on “**E-commerce Business Opportunities, Challenges and Future in Bangladesh**”

Dear Sir,

I am delighted to have completed my project study on "**E-commerce Business Opportunities, Challenges, and Future in Bangladesh**" under your close supervision and guidance. And now I'd like to apply the study to you in order to fulfill a prerequisite for my BBA degree.

I would appreciate it if you could take the time to read this article, and I would be very grateful if you could obtain this project report. I hope it lives up to your high standards.

Sincerely,

Sabbir Hossain.

Signature  _____

Certification of Similarity Index

Title of the Report: “E-commerce Business Opportunities, Challenges and Future in Bangladesh”


Name of Student: Sabbir Hossain.

Supervisor: Dr. Mohammad Badruddozza Mia.

Department: BBA

I hereby affirm that the project report I am sending is my original work and does not include any plagiarized content.

Signature _____



Sabbir Hossain

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Acknowledgement

This project report is the upshot of the BBA program commenced by Dr. Mohammad Badruddozza Mia, Professor, United International University. At the very beginning, At the outset, I'd like to express my gratitude to the benevolent Almighty Allah for providing me with the power and patience to finish the project report on time.

Thereafter, I am very much grateful to my honorable sir Dr. Mohammad Badruddozza Mia for giving his excellent guidance and careful supervision. His guidance has been of extreme help to me. I am thankful to him for all the times he gave and answered my every query with absolute patience and perseverance.

Finally, I want to thank all those people who helped me to assemble fundamental data without which this report can't be readied.

Executive Summary

At the moment, this E-Commerce website has ushered in a new age and layer in the development of Bangladeshi shopping patterns. It has paved the way for new opportunities for both buyers and sellers in our region. As a result, our country is being linked to a digital purchasing environment. In this research paper, I will primarily focus on the benefits and drawbacks of this country's E-commerce scheme, as well as opportunities and risks. Also, the history and development of the E-commerce industry in Bangladesh, goals, methodology, drawbacks, and a variety of other topics are illustrated at the beginning of this article. The current market conditions and opportunities in this sector have been briefly listed based on primary and secondary data. Furthermore, risks to this business sector have been established, as have significant strategic, legal, and regulatory facets of this specific business sector.

This article concludes with a SWOT review to determine the system's strengths and weaknesses. Based on that, a few suggestions will be made to develop this E-commerce site in Bangladesh. I've also included some tips and tricks for improving the E-commerce site in Bangladesh.

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Chapter 1: Introduction

Background of the Report:

The online market is now booming day by day. We have become modern with inventions in the modern century, and these technologies are making our lives simpler. In our everyday lives, we have used new technology to make our lives easier and more secure. Every day, we grow more reliant on these innovations. As a result, E-commerce or online company generates a plethora of scopes, questions, answers, and threats daily. In this article, I will investigate the scopes, issues, solutions, and challenges of the Bangladesh E-commerce market. As a result, this project study is a prerequisite for the “United International University” Bachelor of Business Administration degree. A study must be written and forwarded to the esteemed faculty and supervisor of "United International University" as part of this initiative.

Scope of the Report:

I need to read about the opportunities, obstacles, and threats in Bangladesh's e-commerce market in order to work on this article. I often attempt to define the primary problems with the E-commerce business's sites and system, as well as include all relevant recommendations and remedies. In this article, I also address potential prospects in this specific market field, as well as how to develop them.

The objectives of the study:

Primary Objective: The main or primary objective of this report is to learn and find out the challenges, opportunity & threats in E-commerce business platforms and provided necessary guidelines according to the management information system. How to make a sustainable E-commerce market in Bangladesh. The specific and important object of this report is given below:

- Find out the main challenges in the E-commerce business.
- Find out the new opportunity in the E-commerce business.

Secondary Objectives: After the primary objectives there are some secondary objectives that's helps to make this report. Here are the other secondary objectives:

- To find out the basic requirement for an E-commerce business.
- To analyze the current situation of the E-commerce sector in Bangladesh.
- To find out the improvements of the E-commerce platform in Bangladesh
- To recommend necessary steps for overcoming the problems in the E-business sector.

Research Questionnaires:

- How is the E-commerce market growing in Bangladesh?
- Are our country's citizens happy with the E-commerce platform?
- Did the coronavirus have a positive or negative effect on E-commerce?
- Is there are any laggings in E-commerce business in our country?
- How can we fix the problems and laggings of our country's E-commerce sites?

How do we enhance the E-commerce business in Bangladesh, according to Management Information System?

Based on these issues, I will determine the research topic and contribute to the development of a long-term strategy for the Bangladesh E-commerce sector and its future.

Methodology:

Primary Data:

The survey questionnaire was used to collect the primary data. Here, I will discuss the report topic in-depth with a few people to learn about how they are used with E-commerce sites and collected through participation, interview, and practical work experience.

Secondary Data:

Here's the secondary data source is listed below:

- Official online business websites
- Internet
- Newspaper's articles

- Various research reports
- Various publications relating to this subject accessible on the internet
- Relevant books and far more.

So, this study is primarily focused on primary and secondary data pertaining to the E-commerce sector.

- Find out the material cost and implement an E-commerce business.
- Provide necessary information about the websites.
- Find out the new opportunities in Bangladesh.
- Find out the threats and weakness of E-commerce platform
- Way to recover the E-commerce business challenges.

Limitation of this study:

Even though the research and analysis were successful, there were some unforeseen issues or circumstances. The following are the big shortcomings that have the most impact:

- Since COVID-19 is a new issue that happened in 2020 there was an insufficient source of secondary data. And also, for the same reason, the sources may contain some wrong, obsolete or incomplete information.
- Due to the barrier of the information disclosure policy of the organization, respective personnel could not provide all information.
- All recommendations stated in this report are based on academic learnings and work experience. There might be other solutions to resolve the challenges of the E-commerce platform business.
- There is limited access to the information and those are confusing data also.

Chapter 2: Literature Review

Internet and E-commerce are closely wrapped towards developing countries. Because of that, nowadays E-commerce has become a more popular shopping system in the shopping history of Bangladesh. Besides, the Bangladesh government is taking various steps to digitize the country, in which the country's technology sector is gradually improving. Whose touch is now entering our business sector. With this system, consumers can easily make a huge number of orders from their homes and they can also receive the product from home. So here a huge number of transactions of product and services occurred. Business plays a huge vital role in our economy. Recently the COVID-19's pandemic situation and lockdown situation are impacted businesses around the world. And also, as governments in various countries shut down borders and sealed down entire economic sectors. But in 2020 global economy statistics said that global retail sales of E-commerce increasing by 16.5% in this pandemic period E-commerce sales become more increase than before. In Bangladesh, the E-commerce business grows very fast, especially this year. This helps to grow our economy also.

Here in Bangladesh, there are six types of E-commerce business opportunity. Those are:

- B2B (Business to Business)
- B2C (Business to Customers)
- C2C (Customer to Customers)
- C2B (Customer to Business)
- B2A (Business to Administration)
- C2A (Customer to Administration)

These types of E-commerce business sectors are most in-demand in Bangladesh. Nowadays its growth more so that it creates more opportunity for earning. Here are the most popular E-commerce business companies in Bangladesh are:

- Daraz Bangladesh
- Evaly
- Chaldal

- Meenacllick
- Rokomari
- Foodpanda
- Pathao
- Sheba xyz
- Rokomari
- Bikroy.com and many more.

According to BASIS (Bangladesh Association of Software and Information Services), they said that there is more than two thousand online business has started in Bangladesh from 2014. But now it has 35000 individuals and above 25000 small and medium enterprises are now part of this sector. And this has only been possible because of the efficiency of our country's entrepreneurs in using web systems and transforming smart devices into a simple and modern business platform. This platform is also influencing customers' purchases of products.

Although E-commerce has created numerous jobs in Bangladesh, it still employs a large number of people. E-commerce companies are also confronted with several obstacles. One of the main problems that E-commerce faces is the exchange of knowledge within the same sector and from companies to consumers. Furthermore, security problems and difficulties emerge, and they must be addressed before the launch of the company because thousands of hackers are waiting to steal the information, especially debit or credit card information or the password to a digital payment system. Customer retention, on the other hand, must be strongly prioritized, since there are many rivals out there. To meet customer expectations, E-commerce companies must be able to respond to consumer needs and conduct operations in a timely, dependable, and safe manner. Furthermore, E-commerce firms must adhere to security requirements and disciplines to gain and maintain customer trust and confidence and remain competitive in the industry. Furthermore, the government of Bangladesh is taking various measures to digitize the region, and the country's technology sector is steadily improving. What touch is now making its way into our business sector.

For developers to create E-commerce business platforms, appropriate guidelines for security mechanisms and networks for E-commerce systems are available. However, several virus applications are still in operation, and new viruses are being distributed by hackers to gain access

to the majority of E-commerce device security and authorization. This study would address various security risks and challenges of the e-commerce industry, as well as available solutions. Security and confidence are essential for creating an atmosphere that is conducive to E-commerce companies. Unless consumer security, consumer data protection, and cybercrime are ensured, the E-commerce market will fall behind and will be unable to retain new customers.

On the other hand, the growth of E-commerce is reliant on the existence of secure, user-friendly, and cost-effective payment methods. Secured monetary exchange technologies are critical for instilling confidence in customers. The E-commerce business value is currently Tk 300 crore taka per year. However, in Bangladesh, cash-on-delivery is the most common payment form among customers. Around 90% of internet shopping transactions are paid for with cash on arrival. We will need to expand the technology market and the overall E-commerce infrastructure before it can be a great industry for our society and the economy.

Chapter 3: E-Commerce

Information technology has been playing an important role in the future development of financial sectors and the way of doing business in a turn-up economy like Bangladesh. Smartphones or the other smart devices and the internet worth of our country are going to reduce the day by day and in the purchase of people, it is increasing the use of technology among us. Because of that, during recent years E-commerce has opened a new dimension in the history of shopping trends in Bangladesh. It has created a huge opportunity for both consumers and sellers. Now the whole world is in a challenging moment, that is the coronavirus. So that's why we all have to stay at a safe distance for this epidemic. At this current moment, we are not going to go out to buy our daily necessities goods, and at the moment the online shopping system or E-commerce is working as a good platform. People will gradually become dependent on online shopping. So, to speak that E-commerce is a boom in modern business.

What is E-commerce:

E-commerce means electronic commerce or business system. E-commerce platform business is a term for a business transaction that is performed via the internet. Using E-commerce consumers can exchange goods or services electronically without any hassle. We can also say that E-commerce is the use of electronic communication and digital information processing technology in a business transaction to create, transformation and redefine relationships for value creation between or among organizations and between organizations and individuals.



Nowadays, numerous numbers of sellers are selling their tangible and intangible goods through the E-commerce system.

History and Evolution of E-commerce:

E-commerce is a method of conducting business that takes place electronically through the internet. It is becoming a common business system or business medium all over the world. Here is the timeline of the history of E-commerce and its evolution:

Years	History
1969	Dr. John R. Goltz and Jeffrey Wilkins create CompuServe, the first major E-commerce firm, using a dial-up link. This is the first time E-commerce has been introduced.
1979	Michael Aldrich is credited for inventing electronic shopping. This was accomplished by linking a transaction-processing device to a modified television through a telephone line. This was intended to ensure safe data transfer.
1982	Boston Computer Exchange launched the first E-commerce platforms as a result in the continued advancement of technology, especially in electronics.
1992	The introduction of Book Stacks Unlimited as an online retailer by Charles M. Stack in the 1990s brought the online market to the next level. It was one of the first online shopping sites to be established at the time.
1994	Marc Andreessen and Jim Clark developed Netscape Navigator's web browser tool. It was included on the Windows operating system.
1995	The year saw the debut of Amazon and eBay, two landmark developments in the history of E-commerce. Jeff Bezos founded Amazon, while Pierre Omidyar founded eBay.
1998	PayPal introduced the first E-commerce payment system as a tool for money transfers.
1999	Alibaba launched its online retail website in 1999 with a budget of more than \$25 million. It gradually grew into an E-commerce behemoth.
2000	Google AdWords was the first internet advertisement tool introduced by Google to assist marketers in using the pay-per-click (PPC) sense.

Following that, this is the start of the evolution and development of E-commerce. It continues to grow and has become the primary market medium. This scheme has now become the dominant mode of business in developed countries. Amazon, eBay, Ali Express, Flipkart, Uber, Grab, and other global online business examples include Amazon, eBay, Ali Express, Flipkart, Uber, and Grab. There are reportedly over 24 million online retailers worldwide.

Chapter 4: E-commerce of Bangladesh

History of E-commerce in Bangladesh:

E-commerce business platform is not the oldest business platform in business history and around the world. But in Bangladesh, it starts the journey a few years ago, after declaring digital Bangladesh. But now a day it's become the most popular shopping platform in Bangladesh. In 1994 banking sectors fast started collecting data and necessary information about their banking system and customers. Few numbers banks started to provide their limited numbers of services online. Banking transactions have started the journey of E-commerce business platforms in Bangladesh. After that, in 2014 through Facebook marketing and online marketing, today's E-commerce business gets this popular platform. In 2017 Business to Business (B2B) become more popular and from then online pages, websites, and apps of the different companies opened to provide their products and services to the customers. Now a day's most companies have their website for their online services. In Bangladesh E-commerce business payment systems become easier day by day by using the banking online payment policy. Internet spread also plays the most vital role for this business. Though Bangladesh now has the 4G internet spread available.

In 2012, internet access was significantly expanded throughout the world. Since then, almost 50 districts have been able to access the internet to effectively engage in E-commerce without any restrictions. Daraz, Evaly, Pathao, Foodpanda, and several other famous online E-commerce sites in Bangladesh.

Traditional Commerce Vs E-commerce:

Traditional trade or commerce has been going on in our country since ancient times. But with the passage of time and the advancement of technology, people are now turning to online commerce platforms. It saves both time and labor. And the product or service is reaching people door to door. Here are why people are leaving that traditional commerce and moving towards E-commerce.

Here's the difference between traditional commerce and E-commerce:

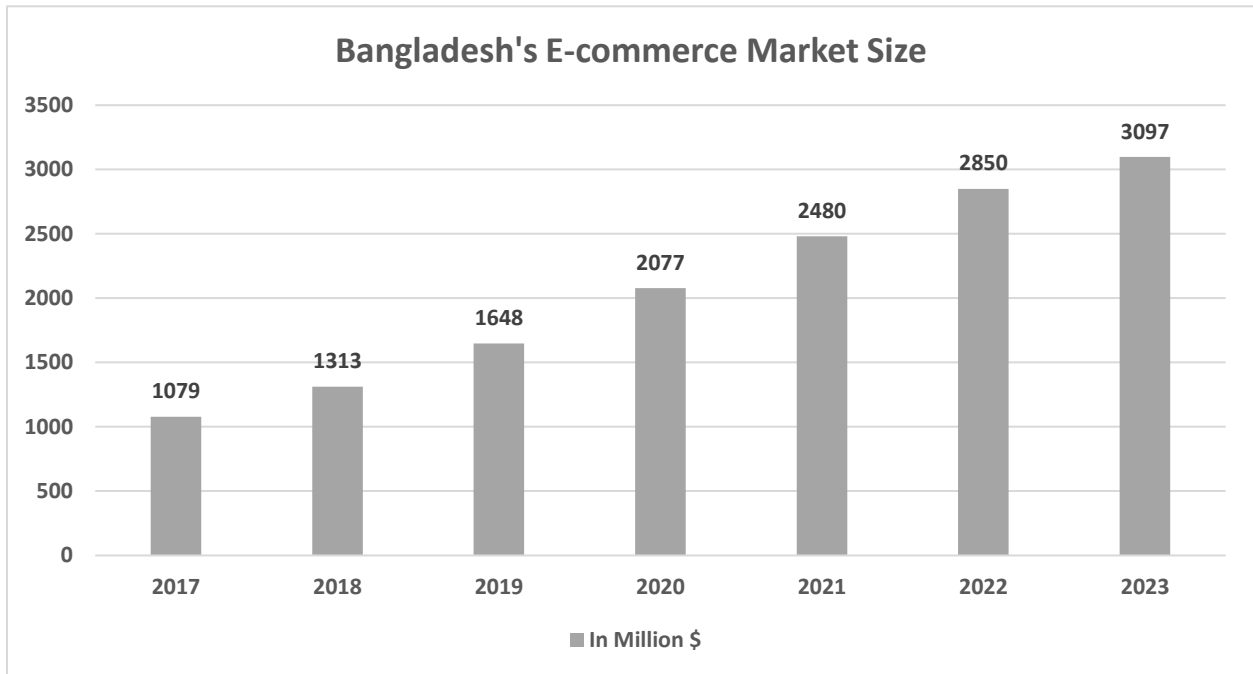
Traditional Commerce	E-Commerce
Customers in traditional business may purchase or take goods or services directly or by face-to-face trading.	You can only purchase goods or services on an E-commerce website by accessing the internet or the world wide web.
In traditional commerce it is difficult to establish and maintain standard practices.	It is simple to define and maintain best practices in E-commerce.
Its accessibility is for limited time in a day.	It is available 24 hours a day, seven days a week.
To purchase some product or service, you must go physically shopping.	However, you do not need to go shopping because the items will be delivered to your home by a delivery person.
For customer support, information exchange there is no such uniform platform.	For customer support, information exchange there is exists uniform platform.
A very ancient addition is also a waste of time and labor.	It is used to save valuable time and money.
It may be in either non-electronic or manual format.	It only works in electronic or digital form.
It is difficult to perform more business in this model.	But E-commerce business can be done easily without any hassles.

There are many more benefits to this E-commerce business platform. That's not to say that traditional business isn't bad at all, but that digital business is about to evolve among us. The businessmen of our country are now giving a big importance to this E-commerce in addition to their traditional business. And it is safe to say that this E-commerce revolution will happen in the future in the world.

Current Outlook of Bangladesh E-Commerce:

Bangladesh's E-commerce sector is currently worth \$1.6 billion and is expected to double to \$3 billion by 2023, thanks to the government's digital infrastructure and a young, tech-savvy

population. Bangladesh is ranked 46th in the world in terms of E-commerce sales. According to the Bangladesh Telecommunication Regulatory Commission (BTRC), there are 103.193 million mobile internet users and 9.522 million ISP broadband network users in Bangladesh, with a total of 112.715 million internet subscribers. Here is statistic of current and the future of Bangladesh's E-commerce market size:



(Source: STATISTA.COM)

Bangladesh's E-commerce has improved, especially during the lockdown imposed to slow the spread of the coronavirus, as people staying at home purchased almost all types of items via online shopping platforms.

The online shopping platforms like Chaldal.com, Shohoz.com, Foodpanda, Ghorebazar.com, Bdticket.com, Sheba.xyz, Bdshops.com, Daraz.com, Pathao, Bikroy.com, Ajkerdeal.com, and Bagdoom.com are popular shopping and E-commerce sites in Bangladesh.

Types of E-commerce Sites in Bangladesh:

In our country, there are a variety of E-commerce sites. Some of them are banking apps, others are retail sites, even others are online ticket booking platforms, and so on.

So, according to these, here's how they're broken down:

- Online Shopping
- Online Banking
- Online Ticket Booking
- Online Book Shop
- Online Health Service
- Online Groceries Site
- Ride Sharing Service
- Food Delivery Service and many more.

Kinds of E-commerce Sites in Bangladesh:

As far know, there are three kinds of E-commerce or business are prominent in Bangladesh. Those are:

- Business to Business (B2B)
- Business to Consumer (B2C)
- Consumer to Consumer (C2C)

Business to Business (B2B):

Any electronic exchange of goods or services between business entities is included in this type of E-commerce platform. Producers and traditional business wholesalers also engage in this form of electronic trading. www.sindabad.com or www.alibaba.com are examples of B2B E-commerce sites.

Business to Consumer (B2C):

The electronic trading of goods and services between vendors and consumers is referred to as the Business to Consumer (B2C) E-commerce business model. It is analogous to the retail field of online industry, where daily retail trading is normally carried out. The Business-to-Consumer business model is used by Daraz.com, Evaly.com, and Rokomari.com. Pathao food and Foodpanda's food distribution systems in Bangladesh are also following the same business model.

Consumer to Consumer (B2C):

When the trade of goods or services occurs electronically between one consumer to another consumer, it's called the Consumer-to-Consumer business model. Here, a communication platform is an online website where both interested parties get connected and exchange goods and services. For example, Bikroy.com and Cellbazar.com are Consumer-to-consumer (C2C) E-commerce business sites.

So, in our region, these three forms of E-commerce industry are commonly practiced. However, in addition to these three, there are other categories of E-commerce schemes, such as customer-to-business, business-to-administration, and customer-to-administration, among others. However, they are not very popular in our country.

Revenue Model:

The main purpose of business is to make profits. And without this profit business cannot be run. So here we are going to discuss the revenue model of the E-Commerce platform. A revenue model is a framework for generating financial income. It identifies which revenue source to pursue, what value to offer, how to price the value, and who pays for the value. It is also a key component of an E-commerce based business model. It can work for both Business to Consumer and Business to Business. We have divided the web business revenue generating models into five parts. They are:

- Web catalogue
- Digital content
- Advertising-supported
- Advertising-subscription mixed
- Fee-based

Web Catalogue:

This model is made in the style of the traditional catalog-style or ideas taken from there. The advantage of this is that the name of the product, as well as its full details, are mentioned here which is convenient for the buyers. It can be updated at any time and payment can be made online. Here are some examples of the web catalog revenue model of Bangladesh.

- Computer and consumer electronics:
 - Samsung Bangladesh, Techland BD, Rayns and many more.
- Books or Videos

- Rokomari, Panjeree Publications and many more.
- Clothing retailers
 - Bata, Cats Eye, Apex footwear, Ecstasy, Yellow, Arong and many more.
- Grocery shop
 - Swapno, Menna Bazar, Agora and many more.

Digital Content:

It is also called subscription-based revenue models. I offer content to the website visitor who then agrees to pay a subscription fee for ongoing access for contents. The Content can be in the form of online streaming video or digital news services, or anything else of value to the website visitor. ZEE5, Binge, GP music, Splash are the example of digital content revenue model in Bangladesh.

Advertising-supported:

An advertising-supported revenue model is a business approach that emphasizes the sale of advertising as a major source of revenue. This structure is most prominent in traditional broadcast and print media as well as online media.

In Bangladesh, online news portals are an example of an advertising-supported revenue model.

Advertising-subscription mixed:

In an advertising-subscription mixed revenue model, which has been used for many years by traditional print newspapers and magazines, subscribers pay a fee and accept some level of advertising.

Canvas Magazine, Ice Today, E Bizz are following advertising subscription, mixed revenue model.

Fee-based:

A company receives commissions based on volume for enabling or executing transactions. The revenue is generated through transaction fees by the customer paying a fee for a transaction to the operator of a platform. This is called the fee-based revenue model.

Biman Bangladesh Airline's or Novo Airline's ticket booking system and the online-based travel agency like Share trip, Desi trip, Obokash are examples of fee-based revenue model.

Rules and Regulations:

In our country, there are some rules and regulations for doing business on the E-commerce platform. Which is done by e-Cab Bangladesh, ICT Division of Bangladesh, and National Board of Revenue Bangladesh. The rules and regulations are described below:

- To do or start an online or E-commerce business you must have a trade license and renew it in a timely manner.
- VAT and TIN numbers are mandatory. And timely payment of VAT and renewal of TIN number is mandatory.
- It is strictly forbidden to sell or import any type of illegal goods to be online.
- It is mandatory to provide an invoice or receipt paper for each transaction. Also, the seller's address and other information must be mentioned in the receipt.
- Smart card or National ID card must be included in the E-wallet system. It makes the transaction trustworthy.
- Any rules related to the Cyber Crime Act and E-Commerce must be complied with.
- E-commerce sites must use security software and update it on time to ensure security and secure money transfers.
- Every year e-Cab makes some rules and regulations every year to keep this E-commerce system running smoothly. All E-commerce organizations must abide by those rules and regulations.

Chapter 5: E-commerce Organizations in Bangladesh:

There are many E-commerce sites or businesses scattered like spider webs in Bangladesh at present. I had to work on some popular E-commerce sites in Bangladesh for this research paper. Such as how they are conducting their business, what type of business they are doing, what they are doing to customers, delivery service, payment system, etc. So below here is a brief discussion of some of these popular sites of Bangladesh.

Daraz Bangladesh:

Daraz Bangladesh started its journey in 2012 as an online shopping marketplace in our country. They now have 30,000 sellers, over 500 brands, and over 5 million customers. Daraz Bangladesh has more than 2.5 million products to offer, growing at a very fast pace. It offers a diverse assortment in categories ranging from consumer electronics to household goods, beauty, fashion, sports equipment, and groceries. Daraz Bangladesh is also focused on providing an excellent customer experience, ease-of-purchase, comprehensive customer care, and hassle-free shopping and return experience.



How Daraz Bangladesh works:

They make deals with local vendors in Bangladesh that in return for some of their profits, pictures of the product are uploaded to their E-commerce platform. Customers then go to their website to view the products displayed and order the products of their choice. Daraz then informs the local seller that he has to deliver those products now. The seller then delivers the goods to Daraz's delivery point and then Daraz's delivery service delivers the goods to the customer's home within 3-7 days. This is the way how Daraz works.

Payment Method:

Daraz Bangladesh has two types of payment methods.

1. Online Payment
2. Cash on Delivery

Online payments can be made through systems like Bkash, Nagad, or other E-banking systems. Sometimes they also offer discounts during this digital payment. It is also possible to pay the delivery man at the time of product delivery.

Customer Services of Daraz Bangladesh:

They give the most priority to the customers. Customers will be able to return if they do not like the product they have ordered. They also have 24/7 customer call service. Currently, they have an app for smartphones which is very customer friendly and also very easy to use. Besides, they organize various offers or campaigns on different occasions in Bangladesh.

E-valy Limited:

This E-valy is currently the most popular E-commerce site in Bangladesh. It is now the top E-commerce site with various offers and interesting campaigns. Launched in 2016, it now has 3.5 million registered users and more than 10,000 small and medium entrepreneurs.

**How E-valy Limited works:**

This also works exactly like Daraz Bangladesh or other online shopping sites. They also have their own smartphone app with which to order products online. But they have a campaign called "Cyclone Offer", which's why they have become the most hyped E-commerce platform in Bangladesh. The products displayed in this offer are sold at half the market price. Lots of orders come because of this half price. According to this E-commerce site, they are able to make such an offer because they have to buy the product in bulk.

Payment Method:

It also takes payment through these two systems online and Cash-on-Delivery. But most of the time they use the online payment system more. At the time of the offer, they take advance money payment online.

Customer Services of E-valy Limited:

There are many complaints about E-valy customer service. There are allegations of product delivery on time, in addition to their activities, many have been accused of fraud. But they have promised to solve all the problems at present.

Pathao:

Pathao is a Bangladeshi on-demand digital platform and vehicle for hire company in Bangladesh. The company operates in three cities of Bangladesh: Dhaka, Chittagong, and Sylhet. Pathao has ride-sharing services, food delivery, courier, and E-commerce services. Pathao is the first major ride-sharing company in Bangladesh to get an enlistment certificate from the authorities.



“A glimpse of Pathao application”

How Pathao works:

They share a ride through their app and create a network between the two people who are willing to take the service. Through which the service recipient now pays the fare on arrival at his / her destination, some part of which gets Pathao, and the rest is shared by the one who shares the ride. Traffic jams in cities like Dhaka, Chittagong, or Sylhet are a time-saving affair for commuters by this platform.

They also have food delivery service and parcel delivery services. They have contracts with most of the restaurants in Dhaka, Chittagong, and Sylhet. When the customer goes to the app and orders any food from the restaurant of his choice, the people of Pathao's delivery service deliver it to the specified destination. This is exactly how their parcel delivery service works.

Payment Method:

They have Two type of payment method.

1. Digital Payment by Bkash
2. Cash on Delivery

They are also giving some reward points every time you use their service. With which you can take advantage of the discount later.

Customer Services of Pathao:

They are very good with customer care service. They deliver food and parcels as quickly as possible. But there were some problems with their rider shares, such as some vicious cycle using this service to the detriment of many passengers before. Here Pathao solved the matter with the help of the police. If any passenger faces any problem, then the police are informed by showing the real-time location of the passenger. In this way, they solve this problem.

Foodpanda:

Foodpanda is a food delivery service or an E-commerce platform. This E-commerce platform has been working as a medium to bring restaurant food home. They act as a means of communication with the restaurant business owners and the customer. At present Foodpanda is delivering food delivery as well as daily necessities of the house which is a good initiative in the Covid situation at present.



How Foodpanda works:

Find a restaurant and enter your areas on the home page. Browse from our extensive list of restaurants that deliver to your area. Pick a restaurant you like and browse its menu. Order what you want. Build up your meal by choosing from any of your favorite restaurants, browse the menu and select the items you will like to order. Once you are happy with your order, click on the "ORDER NOW" button and enter your delivery address. Simply follow the checkout instructions from there. they currently only accept cash on delivery. We will send you an SMS confirming your order and delivery time. Sit back, relax and wait for piping hot food to be conveniently delivered to you!

Payment Method:

Currently, they are only accepting the cash-on-delivery system but in the future, they also added the online payment method.

Customer Services of Foodpanda:

They have a customer service system if any customer faces any kind of problem, they can inform that the customer care service and they will take action.

RedX Delivery:

RedX Delivery is a logistics company that aims to aid Bangladesh's expanding E-commerce sector by providing tech-first courier service and parcel delivery. With exclusive features and a talented workforce, RedX gives the delivery service industry of Bangladesh a brand-new pace. Any business organization can use their courier service/parcel delivery to deliver across Bangladesh.

RedX delivers for both businesses and individuals. For courier service in Bangladesh, rely on us for fast and effective delivery.



How RedX works:

They usually do delivery work for online businesses. They have their app in which when they say what you want to deliver, their delivery man comes and takes you to the destination. This is how the RedX delivery works. They deliver all valid portable products. It is a courier service and parcel delivery service that offers the flexibility merchants and customers need.

Payment Method:

The regular delivery charge for parcel delivery (up to 1 kg) is as follows:

Inside Dhaka – Taka 60

Dhaka Suburb – Taka 100 + 1% COD

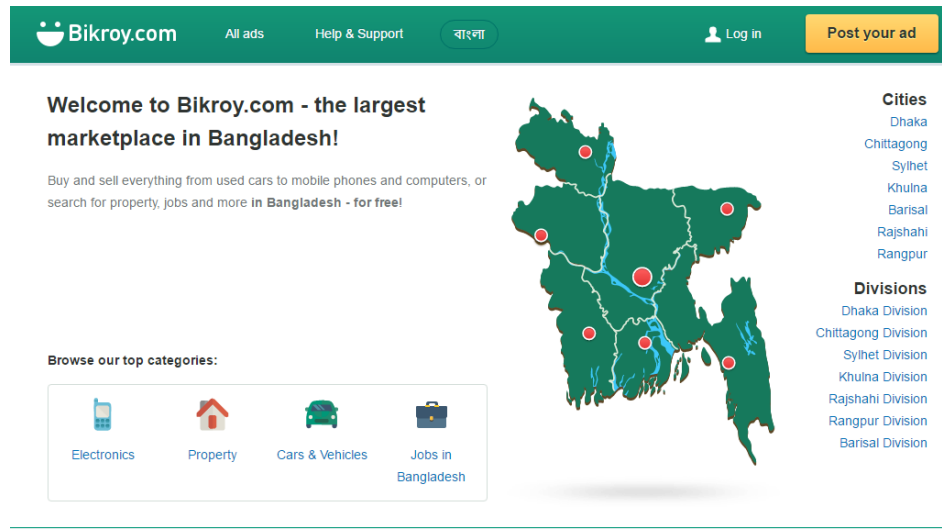
Outside Dhaka – Taka 130 + 1% COD

Customer Service of RedX:

RedX has its customer service system. If the product is lost or damaged, they will inform the customer and take action. They deliver the parcel within 3 days.

Bikroy.com:

Bikroy.com is a website where you can buy and sell almost everything. The best deals are often done with people who live in your own city or on your own street, so on Bikroy.com it's easy to buy and sell locally. All you have to do is select your region. It's a customer-to-customer business system.



“Bikroy.com Webpage”

How Bikroy.com works:

Bikroy.com is a marketplace for selling used items. It works a lot like the barter system of the previous day. You can advertise here to save anything you use. For this you have to pay a certain amount of money then you can display your product on their page. Then another customer will contact you and take the product with payment. Here bikroy.com is just going to establish a relationship between two customers.

Payment Method:

There is usually no payment system in this system because you have to pay for the product face to face. But you have to pay some money for product promotion which can be done through credit card or online payment.

Customer service of Bikroy.com:

This E-commerce platform does not require any customer service. However, if you have difficulty seeing the advertisement, you can get a solution by contacting customer care.

So above are the descriptions of some of the most popular E-commerce sites in Bangladesh. How they work, their payment method, or customer service are discussed. This discussion gives a rough idea of how the traditional E-commerce sites in Bangladesh are working. Later we will discuss

how to use these to improve this platform or solve its problems. We have some other E-commerce systems in our country which is not to say. The payment system is running on all these E-commerce, such as BRAC Bank's Bkash or Bangladesh Postal Department's Nagad etc are the Digital payment system. Payment is going to be made through this system at the moment. For these, our business system is becoming increasingly digital today. It is because of these digital finance systems that many businesses today are moving towards their traditional business as well as this digital business.

Digital Finance System in Bangladesh:

In addition to the E-commerce business site, several digital finance systems cover the E-commerce platform. Online shopping systems or businesses have become more and more popular in our country because of these digital financial systems. Among them, Bkash and Nagad are quite popular. Here's how they work and how they play a key role in the e-commerce platform:

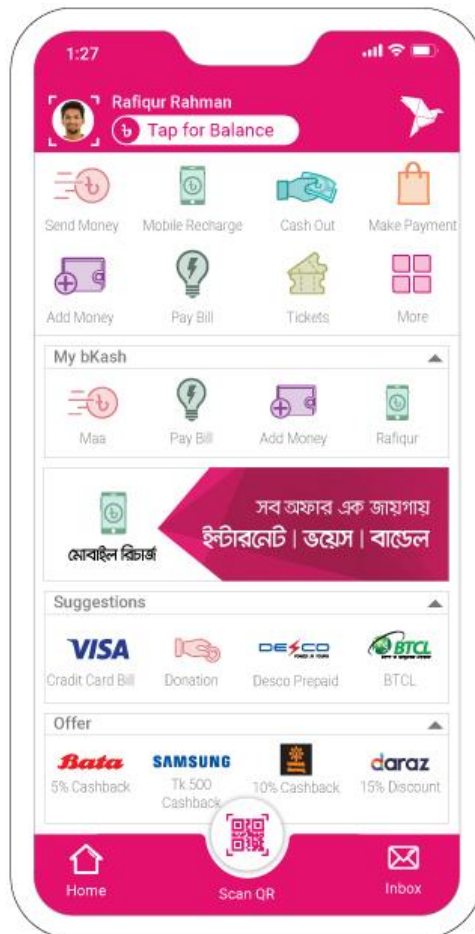
Bkash:

Bkash is a digital financial services provider by Brac Bank. Through this, a customer can easily transfer money from any part of the country through the internet. This system can be used to pay any type of bill starting from purchase payment. Bkash is very popular as a means of payment in our country's online shopping systems.



This platform is very easy to use. Anyone can be done by opening an account using the National ID card and with their mobile phone number. They have an agent system for withdrawing money from which money can be easily withdrawn and paid. If you have to make a payment after buying something from any E-commerce site, you need to go to the payment option after selecting the

product and make a payment using your mobile number or Bkash account number. It is secure and safe because it provides an OTP code or One-Time Password when the money has to be paid, and it is only paid when a user sees the message on his phone and conforms to the OTP code.



“A glimpse of Bkash Mobile Application”

Bkash has created a smartphone app with its customer in mind. Which is very easy to use and any user can use it. Thinking of all kinds of customers, they have created a system of two languages, Bengali and English. Which is also an example of a usable online platform.

Nagad:

Nagad is the digital financial service of the Bangladesh Post Office. It is also a little popular financial E-commerce platform like Bkash. Many more digital financial services are available through this system, including money transfer, mobile recharge, digital payment, or online

shopping payment. They also have their smartphone application that can be used to do the above tasks easily. Their application is also user-friendly.



“A glimpse of Nagad Mobile Application”

In addition to these two E-financial systems, there are many more online banking systems in Bangladesh. City Bank's City-touch online system, Dutch-Bangla Mobile banking & Rocket, United Commercial Bank's U-cash, Islami Bank Bangladesh Limited's iBanking are also notable as an online financial services provider

Chapter 6: Requirements for E-commerce Platform:

So far, what is E-Commerce? or the E-Commerce system of Bangladesh, and several E-commerce sites and financial systems have been discussed above. But what is needed to open or create an E-commerce site will still be told. As a student of Management Information Systems, I have some ideas on website development and how to manage it. I will give a summary of a requirement here based on that idea.

Basic requirement for E-commerce platform:

This area gives an exceptionally concise outline of the necessities to make an E-commerce business platform. In any case, perceive that these are not required for all levels of web-based business. Necessities generally contrast with various types of online business exercises. However, fundamental prerequisites to begin an E-commerce business are:

- Domain Name
- Web Server System
- Server OS and Server Software
- Web Tools
- Database System Software
- Secure Socket Layer
- Payment Gateway

Domain Name:

A domain name is an identification string that defines a realm of administrative autonomy, authority, or control within the Internet. Domain names are used in various networking contexts and for application-specific naming and addressing purposes. For any website, a domain name is required which can be purchased from any domain registration provider. GoDaddy, Bluehost, HostGator, Web.com, Squarespace, Network solution are the most common domain sellers. There are a lot of domain sellers but Among all domain and hosting service providers, GoDaddy is the best among all other domain registration and hosting providers in terms of cost and service.

Web Server System:

It refers to hardware and software or both of them working together. On the hardware side, a web server is a computer that stores the webserver's software and other component files. A web server connects to the Internet and supports physical data interchange with other devices connected to the web. On the software side, a web server includes several parts that control how web users access hosted files.

To go online, a web server is needed, where all of the website's files such as HTML, CSS, PHP, HTTP, XLM, Database and media files, and plenty more files are stored on the server computer. The web server can be run on either Windows or Linux operating systems. Website production firms that run a website either store the website on their hosting server or pay another hosting server. Since E-commerce is internet-based, the first prerequisite for an E-commerce site is a database server.

Server OS and Server Software:

To run the whole system, you must install the server software on the server machine or device. When a user visits a website, the hosting server is notified that the customer wishes to obtain relevant information or data, and the webserver shows the available data inside the viewport of the client's laptop, such as a personal computer or tablet, depending on the visitor's order. There are many forms of web server applications available to carry out the whole process. Microsoft Windows Server, Ubuntu Server, CentOS Server, or Red Hat Enterprise Linux Server are excellent options for E-commerce pages.

Web Tools:

Web tools are tools used for testing the user interface of a website or web application. To make a website you need to use a different programming language like PHP, JavaScript, jQuery, MySQL, HTML, CSS, and many more to make an E-commerce website to develop. If you use custom code then it will take a huge time to develop. So, to save time and become more efficient different web tools and content management system is being used to develop E-commerce platform. You can find a lot of codes on GitHub and it's free, just use and modify them and create the website for the business. WooCommerce, Shopify, Wix, Magento are the most popular E-commerce content management system.

Database System Software:

A database is a centralized list of information or data that is usually stored electronically in a computer system. An information management system is normally in charge of a database. It is a necessary component of any E-commerce website. The database contains all of the information such as prices, images, product videos, descriptions, statistics, sales, and many other forms of valuable data. In addition, consumer information such as what kinds of products they liked or purchased, their payment system and information, delivery information or contact information, and so on were saved in the database.

The most used database program for storing data by using Oracle's MySQL database server software. Programming languages like Hypertext Preprocessor (PHP) or Structured Query Language (SQL) are the communication way through the website and the Database Management System (DBMS).

Secure Socket Layer:

It is one of the important components for online E-commerce sites, it creates a trusted website for potential customers and feels them confident in making purchases. It is a security system that establishing an encrypted link between a server and a client. Secure socket layer or SSL is the business standard technology for performing safe and secure monetary transactions online. It also ensures that any customer provides to the selling website such as credit/debit card information, phone number or other sensitive data will be protected and private. There are numerous numbers of vendors who provide secure socket layer SSL certificates.



(Green one is SSL certified and the red one is not SSL certified)

After implanting a secure socket layer or SSL system into the website's URL will be HTTPS (Hyper Text Transfer Protocol with Secure Socket Layer) and there will be a green padlock displayed before the HTTPS. It means you are secured to share your information to that online shopping website and good to go.

Payment Gateway:

A payment gateway is a money transfer technology that used by sellers to accept debit/credit card or digital payment (Bkash, Nagad) after purchases from customers. It is final and also importantly a payment gateway is required to perform transaction because transaction is the main vital thing in business.



(Payment Gateway's System)

There are many payment gateways available in Bangladesh. SSLCOMMERZ, PortWallet, AmarPay, ShurjaPay, Authorize.net, PaySpace, Easy Pay Way, 2Checkout are the most familiar and secured payment gateways in Bangladesh.

So, in the end it can be said that these requirements are needed to create an e-commerce platform. If you can maintain all these requirements properly, you can run a business with a successful E-commerce site.

Costs Related to Implement an E-commerce Business Platform:

All of the specifications for an E-commerce platform have already been listed. So now a rough plan will be shown, along with the expense of fulfilling or building these specifications in Bangladesh. Since there is no flat fee for E-commerce platforms, various web development firms bill differently for E-commerce platforms based on different specifications. However, a rough cost plan for an E-commerce platform is given below based on minimum requirements:

Domain Name Registration Cost:

There are many domain host companies are available in Bangladesh. But here are some according to the offering by different web hosting companies registering a “.com” domain cos is as follows:

Domain Provider's Name	Cost
Xeonbd.com	1099 BDT per year
Alpha.net.bd	895 BDT per year
Hositngbangladesh.com	950 BDT per year
Greenweb.com.bd	900 BDT per year
DomainDokan.com	1,000 BDT per year

(Domain registration cost offered by different domain companies)

Here are some domain companies and their costs. An E-commerce company can take a domain from any company of its choice. Thus, roughly here I choose around 1,000 BDT is required for purchasing domain for 1 year.

Online Server System Hosting Cost:

This cost varies with the technology that used by hosting companies and their business strategy and system. Following prices are comprises similar facilities for 1 year of web hosting.

List of web hosting companies and their cost:

Web host companies	Cost
webhostbd.com	10,000 BDT per year

xeonbd.com	9,000 BDT per year
Hositngbangladesh.com	9,324 BDT pr year
EBNhost.com	4,788 BDT per year

Here if we average these values, we get 4,788 BDT is required for purchasing hosting server for 1 year.

Secure Socket Layer System Cost:

Basically, most of the hosting providers provide free secure socket layer with their hosting package. However, SSL cost starts from 1,430 BDT per by Comodo SSL certificate company and here we choose this one.

Web Design and Development Cost:

There is no set amount of money required to create an E-commerce website for design and growth. The prices charged by various suppliers or developers vary greatly depending on a variety of factors such as the scale of the business, the nature of the design that the client requires, and so on. However, according to the consultants of various web development companies, a minimum standard for designing and developing an E-commerce website is 30,000 - 40,000 BDT. We take 35,000 BDT for website construction in this case.

Payment Gateway Cost:

There are a lots of payment gateway companies are providing the services. Here is a list of them with their setup cost, annual fee and payment methods:

Payment Gateway	Setup Fee	Annual Fee	Payment Methods
SSLCOMMERZ	15,000 BDT	Free	Visa, Master Card, Nexus Pay, City touch, Islamic bank & Mutual trust bank online banking, Bkash
PortWallet	25,000 BDT	24,000 BDT	Visa, Mastercard, Bkash, Nexus
AamarPay	15,000 BDT	Free	Bkash, Rocket, Sure Cash, Visa and MasterCard, UnionPay, Amex

Authorize.net	Free	25,450 BDT	Visa, MasterCard, American Express, JCB, PayPal, Visa SRC, Apple Pay
PaySpace	Free	Free	All International Credit/Debit cards

(Payment gateway pricing and their payment method)

Approximate Total Cost to setup an E-commerce platform:

Domain Name Registration Cost	1,000 BDT
Hosting Cost	4,788 BDT
Secure Socket Layer Cost	1,430 BDT
Web Design and Development Cost	35,000 BDT
Payment Gateway Cost	15,000 BDT
Total Minimum Cost	57218 BDT

(Average total cost)

So, we can estimate that it would cost about 57,500 BDT to build or set up an E-commerce website for a company in Bangladesh. However, the costs associated with developing an E-commerce website for any company do not include the costs for the business's goods.

Chapter 7: Analysis:

Data analysis is essential for any study because it offers an overview of different ideas, hypotheses, approaches, and methods involved. Ultimately, it helps to draw conclusions and prove the theory. For instance, quantitative analysis can help to explain qualitative assumptions.

To make this report I have prepared a google form questionnaire that includes some questions relevant to the project topic which helped me to find insight into the E-commerce sector and online business's current situation in Bangladesh. In addition to asking questions, I also discuss this E-commerce business with a lot of people from which a lot of important information comes out. Through that survey, I could find the main challenges and new opportunities in the E-commerce sector. Ans also find out other relevant facts and objectives for this report. I have exhibited and explained the obtained information in a graphical method below:

Question 1:

What is your preferred method for shopping?

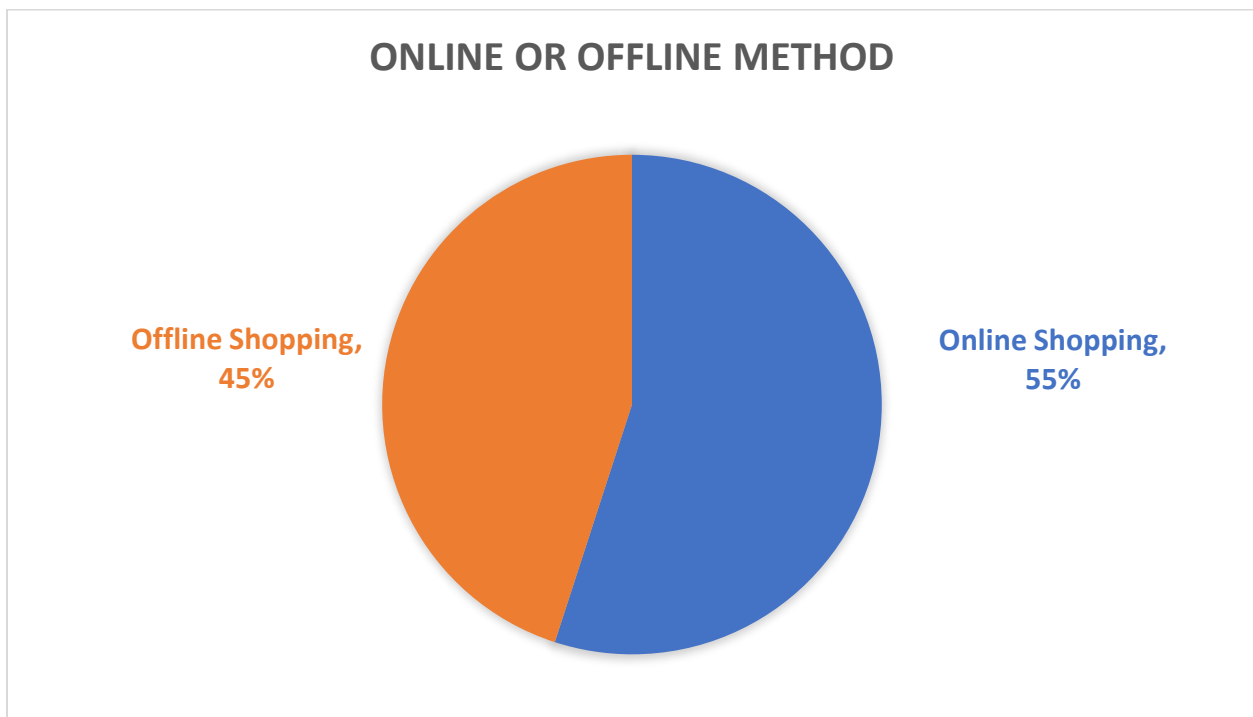
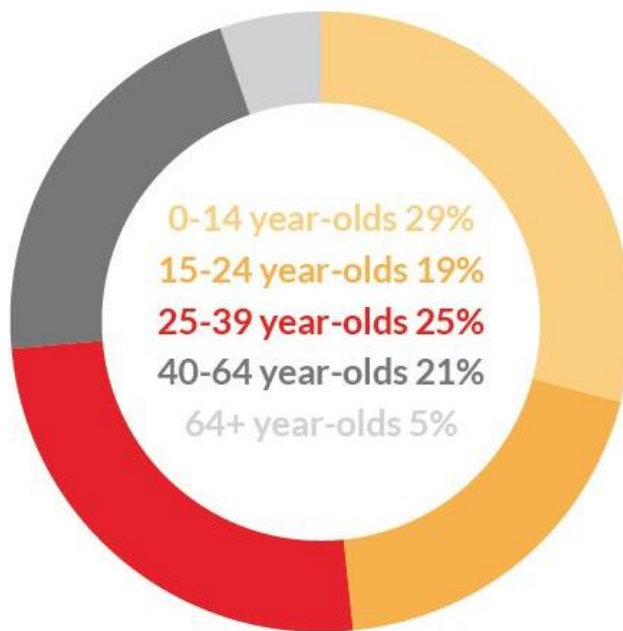


Figure 7.1

Interpretation:

There are many answers and information available through this question and this was the first question of the survey. Age and gender were also asked during this survey. So, it turns out that 55% of people are interested in online shopping systems or E-commerce. Most of them were girls who relied on E-commerce. Because they don't feel safe going to the market or shopping mall and shopping online saves them both time and labor. Another thing that has been noticed is that the young generation between the ages of 25 and 39 means that most of online shopping or E-commerce platforms are preferred. And those who are dominating the traditional tradition are the people of 45+ years. They are not only in favor of online systems due to a lack of technical knowledge.



“Online customer’s age graph”

Question 2:

Are you feel okay with the delivery services?

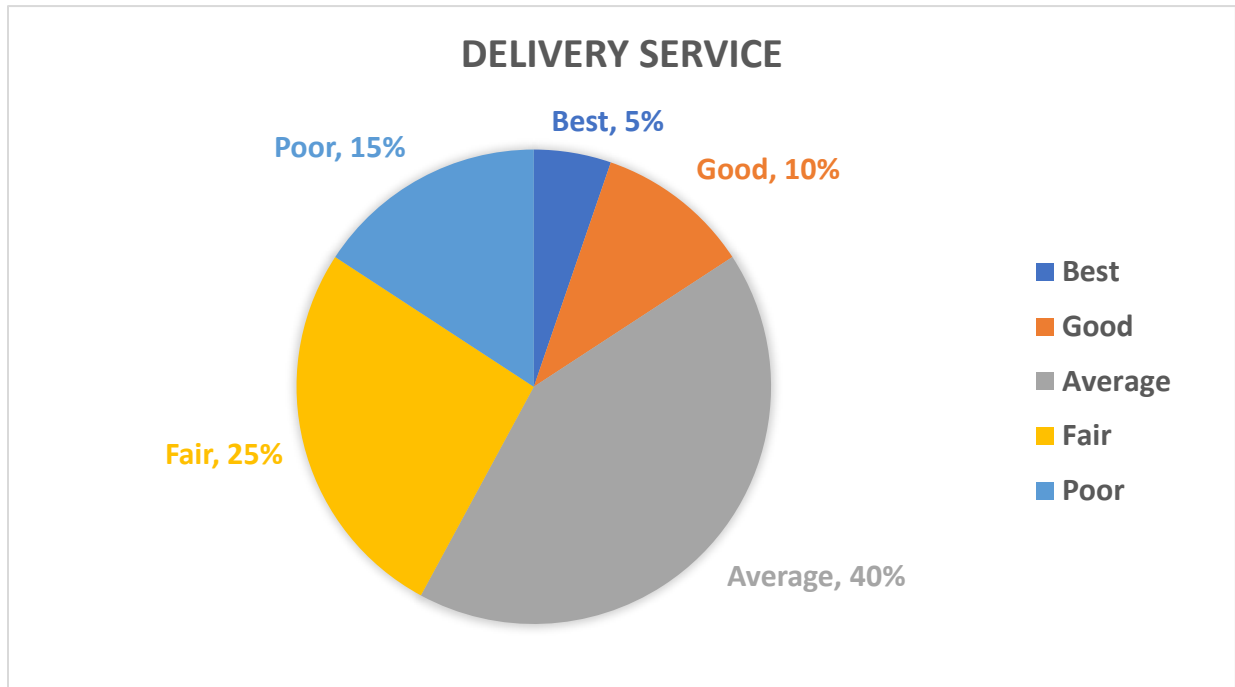


Figure 7.2

Interpretation:

The biggest complaint among those who shop online was about the delivery service. Because the product takes more than 7 days to reach the customer's home. Then after receiving the product, the problem is seen in the product. However, this problem is mainly due to the whims of the sellers, it is known that they often do these things on purpose. Which is a bad thing. Looking at your question, it can be said that we need to bring a lot of improvement in the product delivery system of our country. Here, 40% of people in this survey are fairly satisfied with this delivery system but 35% of people are not getting what is expected which is a very bad thing. So, we need to improve this delivery matter.

Question 3:

Do you think that the customer care service of online shopping is as expected?

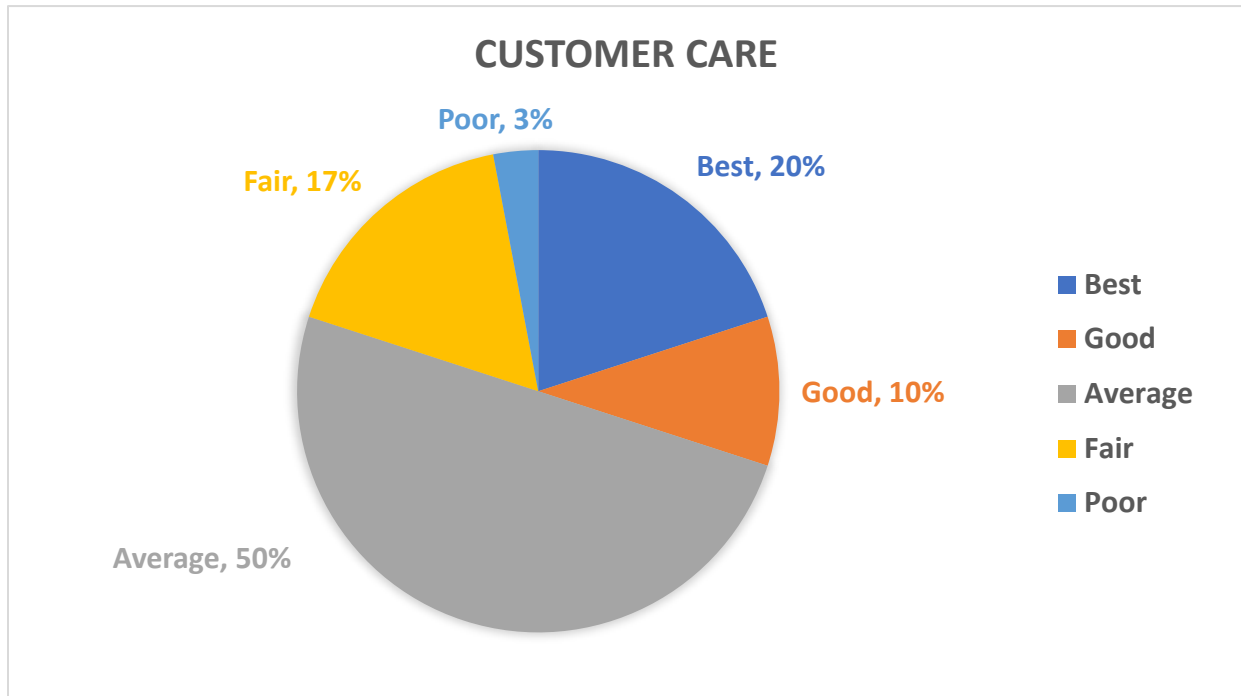


Figure 7.3

Interpretation:

The condition of customer care service in our country is very good. If the customer has any problem, they help with their helpline. Most of the buyers call with the problem of product fault or delivery. However, due to the extra pressure, the customer care lines are busy, which makes the customers disappointed. Again, the customers are a little annoyed that the people engaged in customer care do not provide much information. But here, up to 50% of people in this survey are satisfied with the customer care service of E-commerce businesses which is a good thing.

Question 4:

Are you satisfied with the available payment methods?

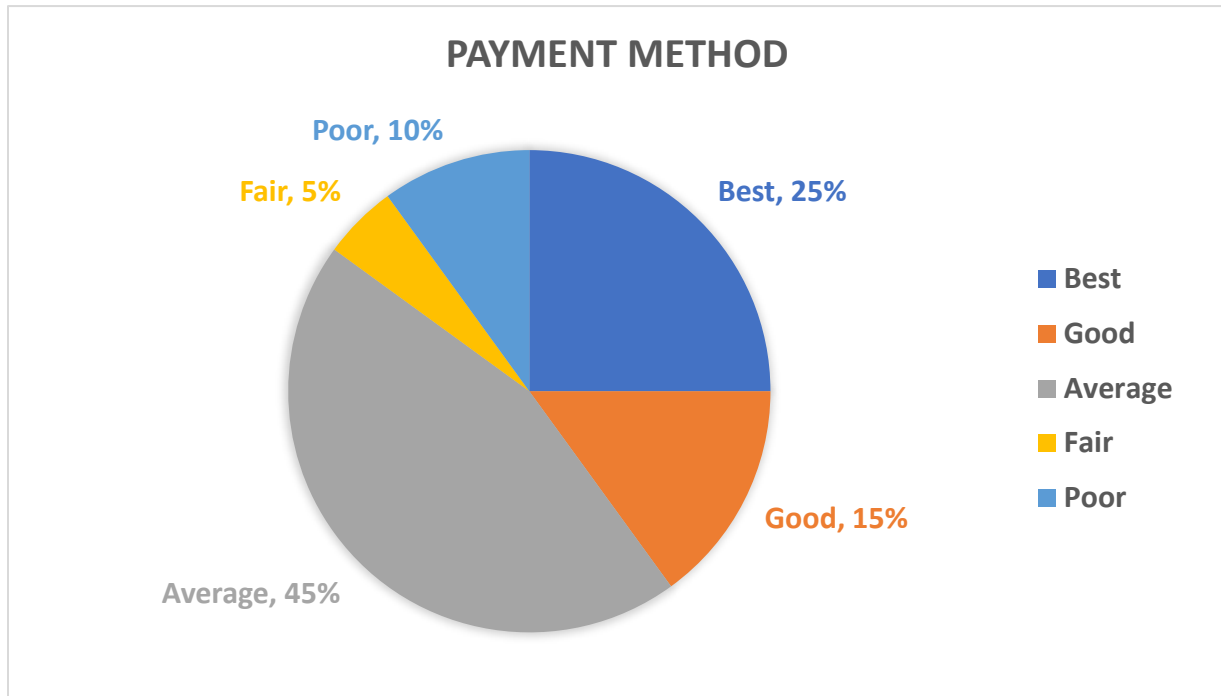


Figure 7.4

Interpretation:

There are no complaints about the transaction system or payment method. However, some of the topics that come up with this question are the issue of fraud. Many customers have been the victims of online business fraud. The money did not come even after the payment or the trouble to transfer the payment online has been the victim of many more types of fraud. There have been many incidents like debit or credit card passwords being hacked. However, these problems have been fixed gradually. Here, many survey providers did not live up to expectations due to some of the complexities of international transactions.

Besides, e-commerce businesses send money to the customer's online finance system (Bkash or Nagad) or bank account within 7 working days for a refund. Above 80% of the people surveyed in the chart do not have a complaint about the payment system, they feel better with the payment systems.

Question 5:

Did you find the online websites or the E-commerce sites are useful?

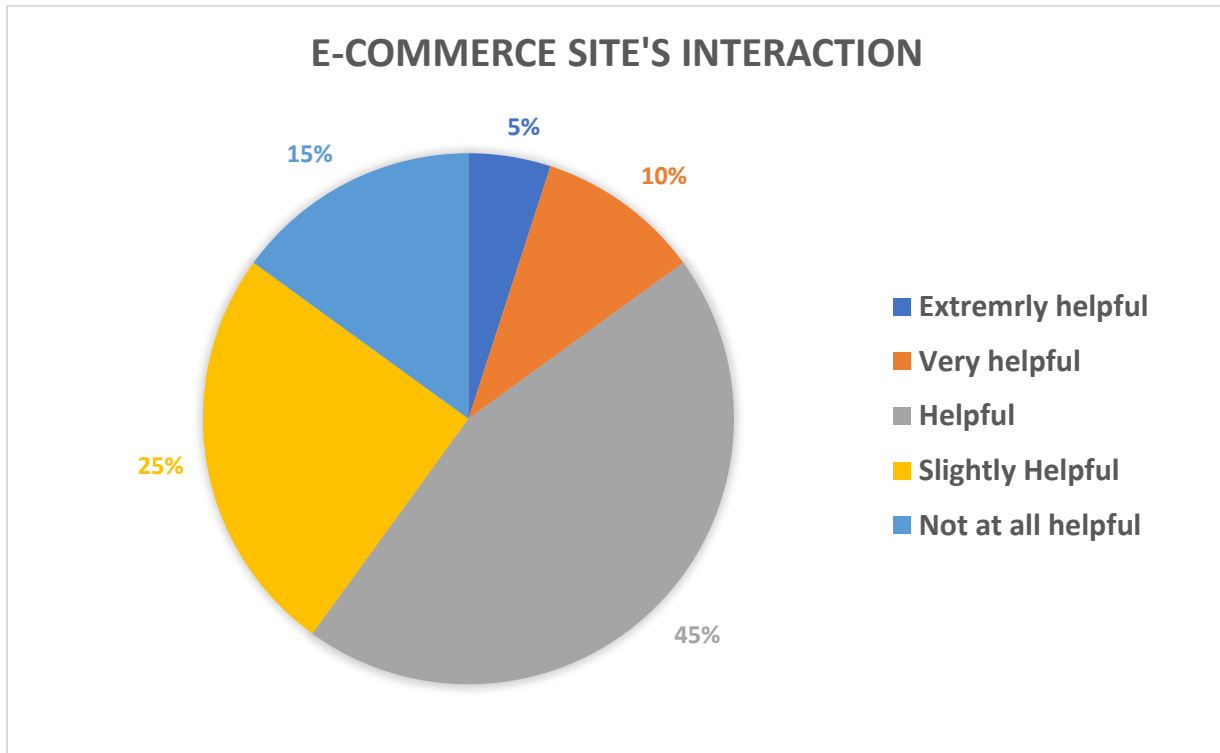


Figure 7.5

Interpretation:

Our country's most of the websites are not so user friendly. There is also the problem of internet traffic. When many users log in at once, the website server goes down. In addition, the information of the websites is not updated in a timely manner so that the customers get annoyed at one time. And most of our businesses do it with social media apps that are not so user-friendly and cannot be customized. This is having trouble using the sellers. At present, websites are also not created without smartphone-friendly, which is a problem to use.

However, there are several E-commerce platforms whose websites are updated and also user-friendly. Customers are shopping from those sites. From the above survey graph, it can be said that the people of our country are quite satisfied with the e-commerce sites. However, the survey providers have said that special attention needs to be paid to the UI of the website.

Question 6:

What kind of problems you face in online shopping?



Figure 7.6

Interpretation:

This question shows what kind of problems the customers have faced. Many complained that it takes too long to deliver the product and sometimes it is broken after receiving the product. But most of the complaints were about sending wrong products and with low-quality products. Send worse or lower quality products than shown in the picture. Which is a lot like cheating.

Also, some of the problems that have arisen are that like: there are not many things inside the product or the box that is supposed to be delivered is not there at all, there are problems with the guarantee, there are problems with the return policy, there are extra hidden charges and so on.

Question 7:

During critical situation like pandemic which shopping method is convenient to you?

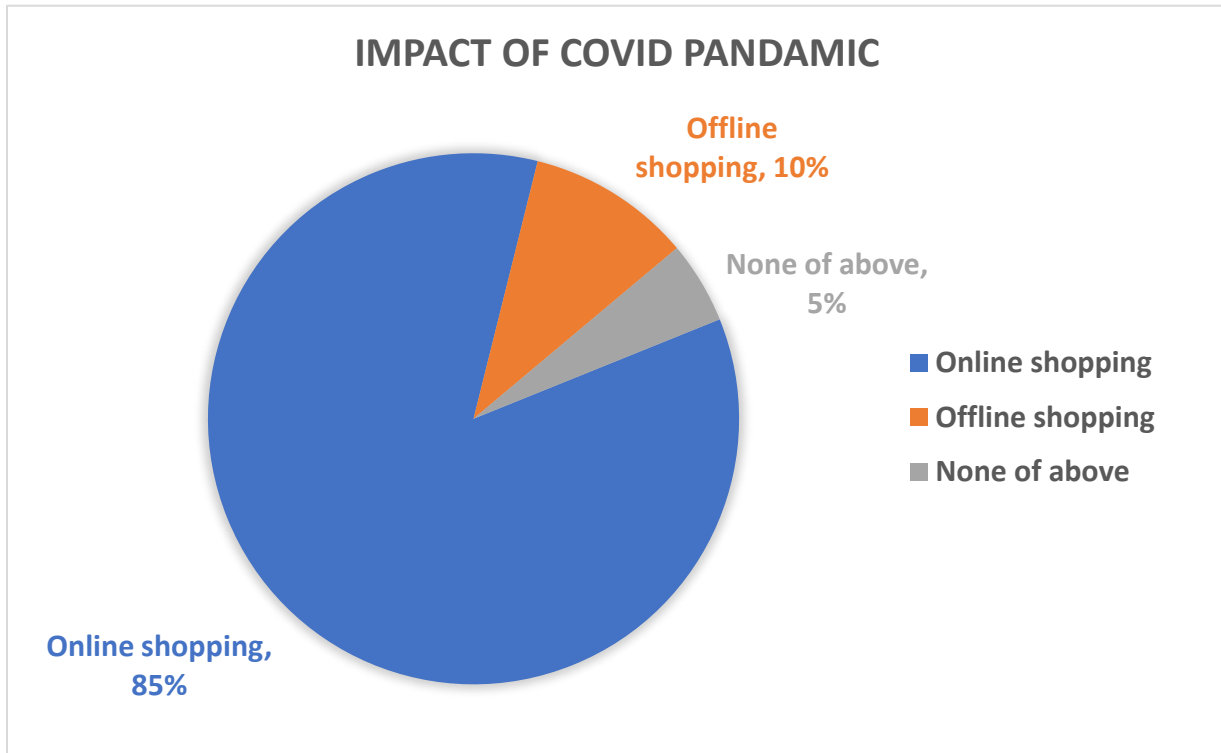


Figure 7.7

Interpretation:

About 85% of people have chosen the online system for the current coronavirus. Shopping for everything from daily necessities to other shopping items from online platforms. However, some people do not like the online platform thinking that it will be a fraud. But, if all goes well, they also have no problem trusting this platform.

Question 8:

Do you hesitate purchase expensive product on online?

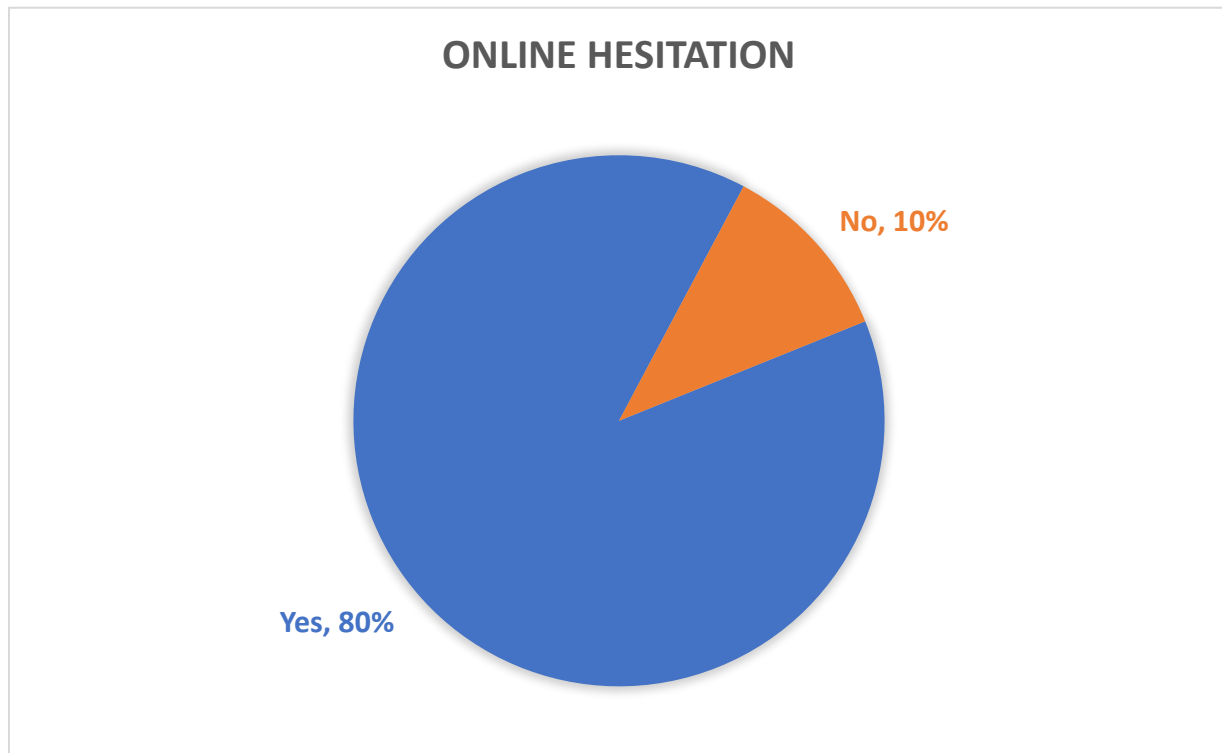


Figure 7.8

Interpretation:

Many people are reluctant to buy a product because it is not immediately available online or can be bought by watching or seeing the product in person. Many people buy products with risk. Over 80% of customers feel hesitation when shopping online. The only reason for this is the frustrating trust issue.

Question 9:

Do you think that the price of online product or services is higher than offline?

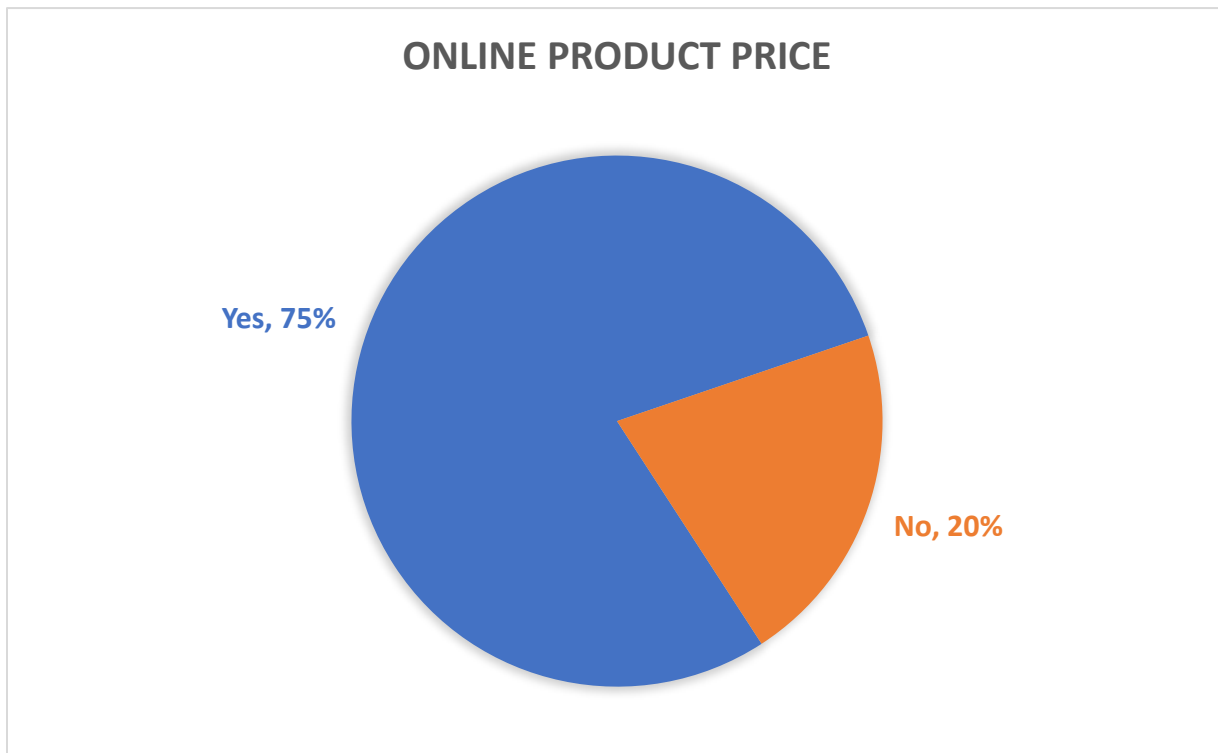


Figure 7.9

Interpretation:

Most people think that online products are priced higher. According to them, the reason behind this is that since the customers cannot go directly to the market and verify the price, the online sellers take advantage of this opportunity. Again, many have complained that some sellers are bringing some unique products at once and selling them at the extra price in the market. However, from this survey, it is understood that the price of the product or service is higher on e-commerce business sites.

Question 10:

Have you encountered a server busy or connection error while shopping online?

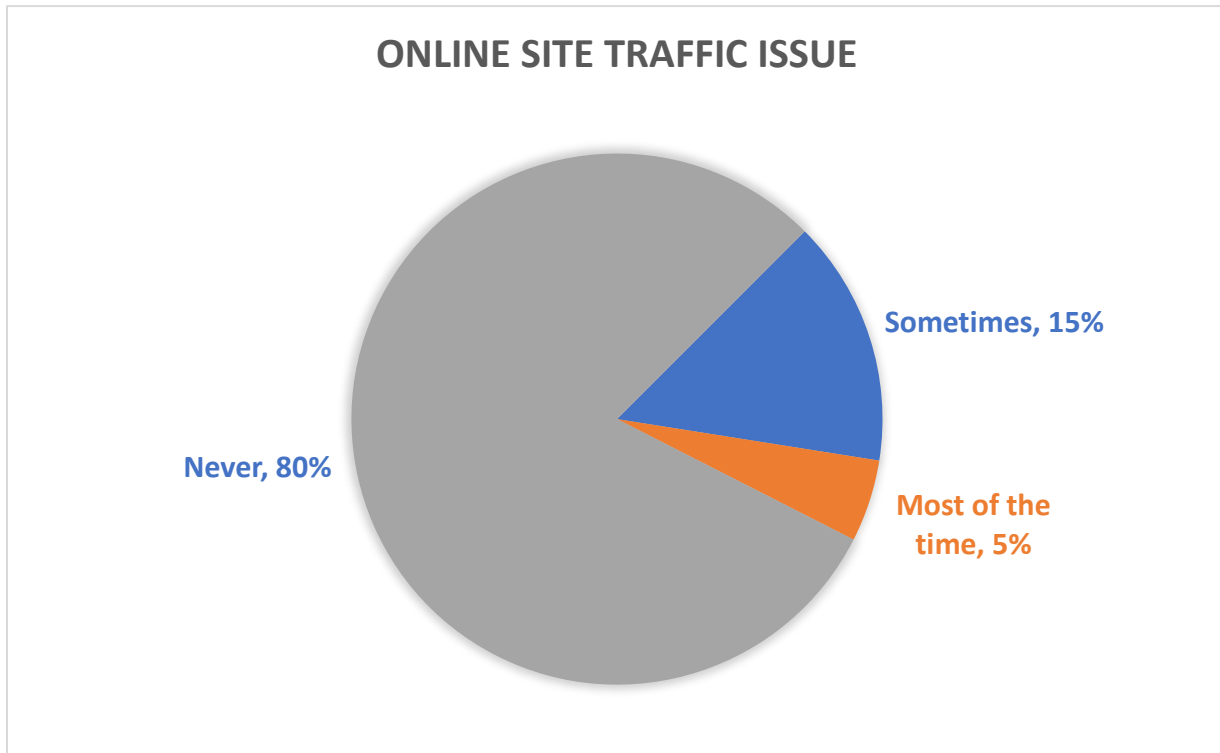


Figure 7.10

Interpretation:

E-commerce sites do not show such a traffic issue or server busy. 80% of people have not experienced this problem. However, they say that sometimes websites or applications cannot be accessed while maintaining applications or servers. Besides, those who have encountered the problem issue have said that when an offer or promotion program is organized on the E-commerce sites, internet users are overwhelmed by all those sites. That's why it makes the server busy or a connection error problem.

Question 11:

Do you ever encounter problems with product availability on any E-commerce sites?

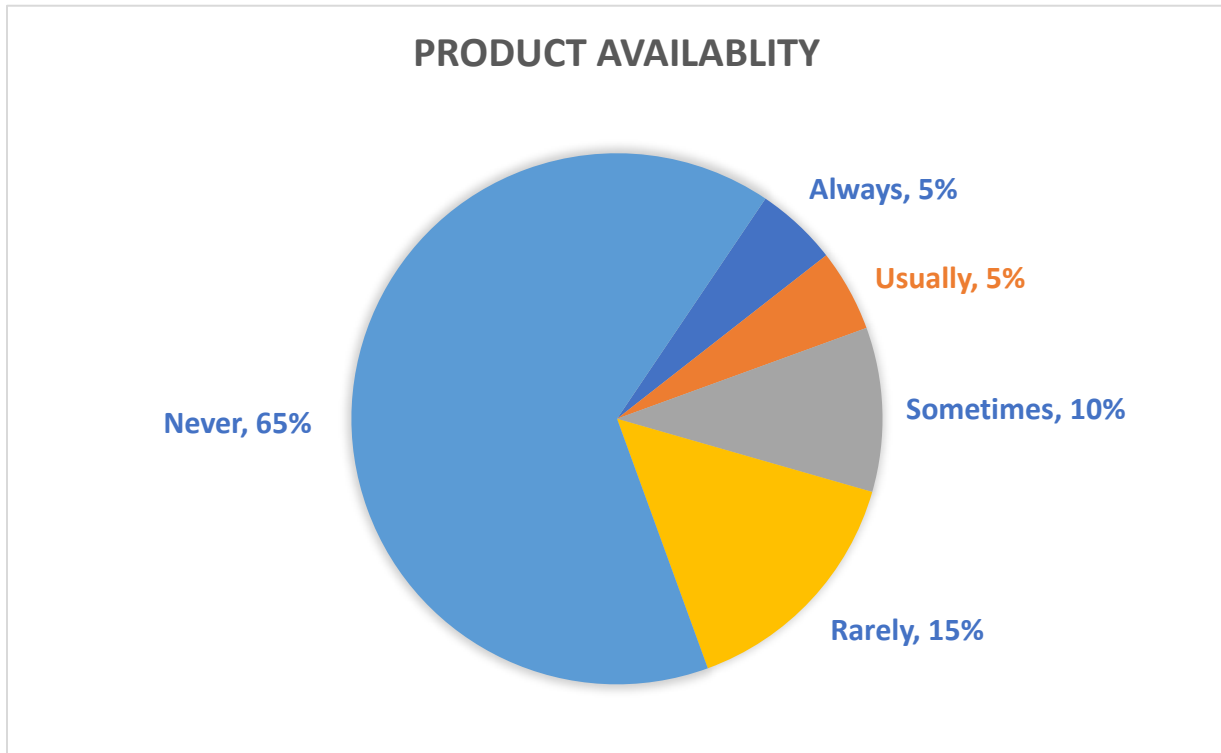


Figure 7.11

Interpretation:

Most of the time the product is available at the time of delivery to the customers. However, in some cases, the stock of the product of the website is not updated according to the inventory. As a result, if the customer orders, the stock will be available, but the seller will not be able to pay for it as it is not available. The survey found that 20% of people who visit a website despite not having a product have problems with ordering, mainly because of this problem.

Question 12:

What is your overall satisfaction with the product purchase using the website?

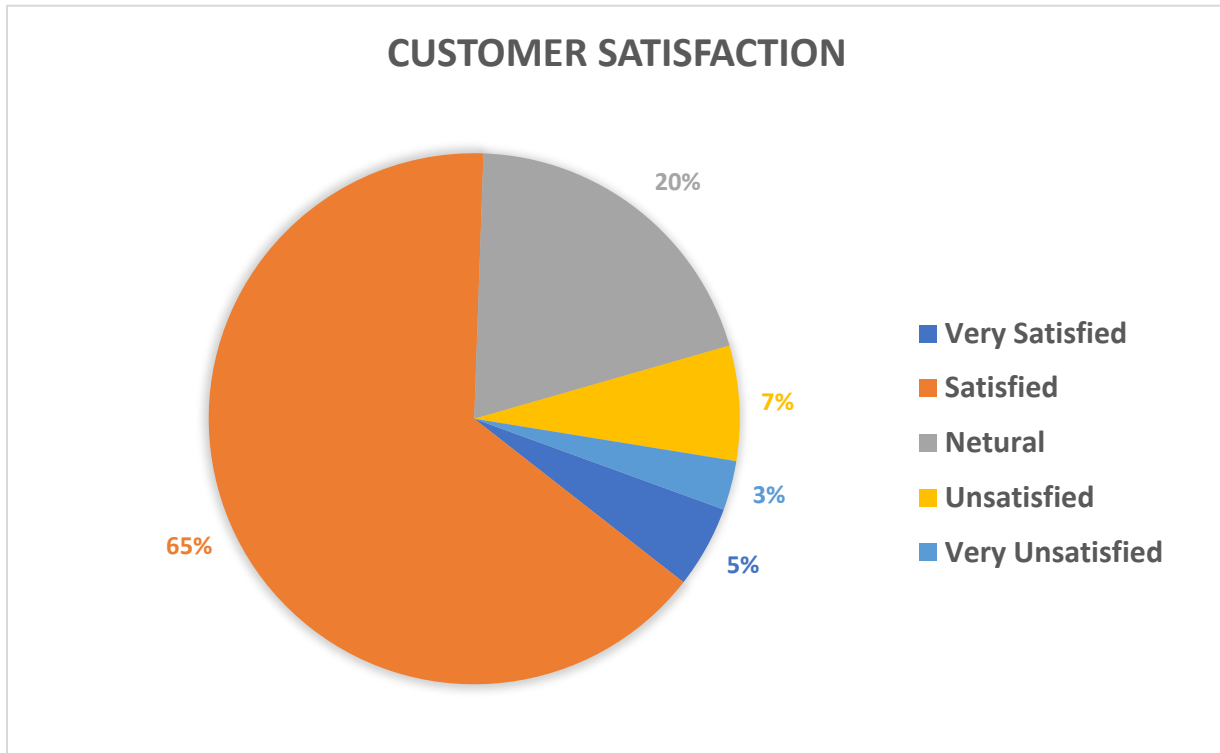


Figure 7.12

Interpretation:

Almost everyone is satisfied with online shopping. According to them, overall, every customer is very satisfied without any problem because they do not have to go to the shopping mall with difficulty. Delivering the opposite product at home is reducing both time and labor. Over 80% of people are satisfied with this e-commerce system.

Question 13:

Do you agree that E-commerce as commercial means has its advantages over the traditional commercial methods?

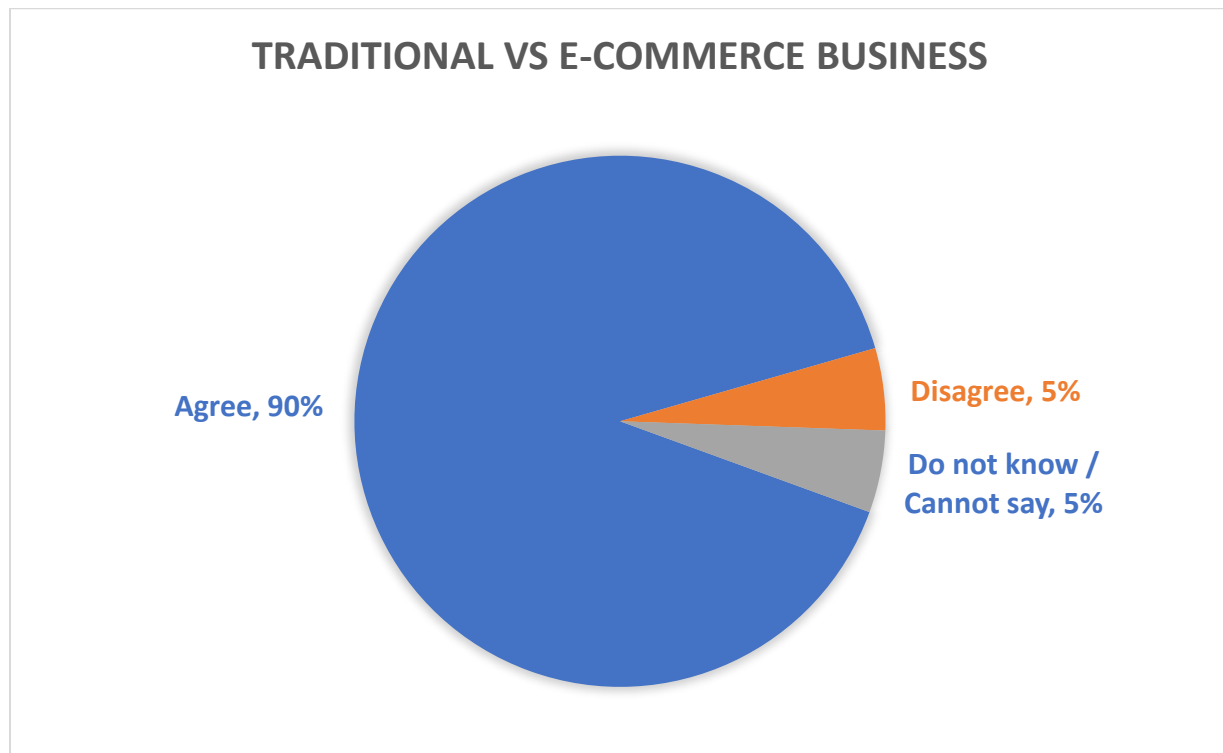


Figure 7.13

Interpretation:

90% of people think that this e-commerce platform has many big advantages over traditional business. According to them, since this E-commerce system is a new chapter for business platforms. By making this platform more advanced and credible and integrated with the current conventional business, our country's business will evolve.

Question 14:

What are the challenges to the implementation of E-commerce in Bangladesh?

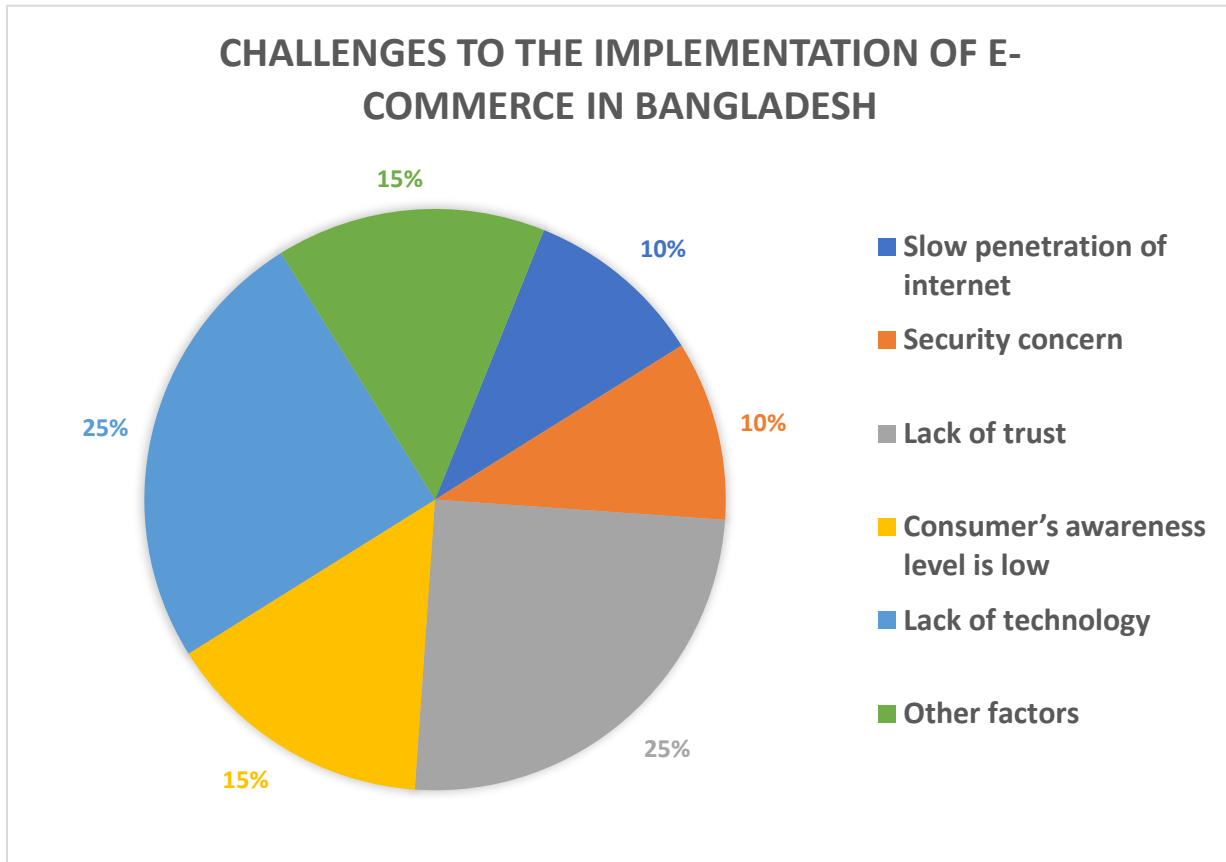


Figure 7.14

Interpretation:

From this question, many answers have been found on the challenges to be faced in creating an e-commerce platform in Bangladesh. This question has been asked to people related to many E-commerce platforms here. So below is its interpretation.

Security is also very low in our country for this E-commerce platform. Hackers harass customers by stealing credit or debit card information or other personal information. 10% of people are agreeing with this opinion.

The biggest hurdle or problem of E-commerce platforms in our country is the lack of trust issue. The most important thing about business is trust, the more the customer trusts, the more the business will grow. But businesses in our country do not have it. No one can trust the e-commerce

platform for everything from counterfeit sellers to counterfeit products. As a result, 25% of people agree that this issue is the main reason.

In addition, customers need to be aware of the problem by contacting customer care. This is why our country does not have customers. 15% agree with this opinion.

If there is any problem after the trust issue, it is the technology system of our country. Where people from outside the country inspire everyone to develop technology, the price of technology in our country is skyrocketing. Besides, there is a lack of skilled people. 25 percent of people agree with this opinion.

In addition to the above views, there are some other issues that are noteworthy:

- The legal system in our country is not good either. There are various steps to launch an E-commerce platform that many business people in our country are not aware of. The result is legal complications.
- Then there are some fake buyers who order the product and then forcibly take the product from the delivery man. I mean, it's kind of like stealing. The sellers are at a loss.
- Another thing is that diverting customers online with fake product reviews is usually done by other business competitors.

So, it can be said that it is difficult or challenging to do online business in Bangladesh due to all these reasons.

Question 15:

In future are you like to use E-commerce sites and also encourage others?

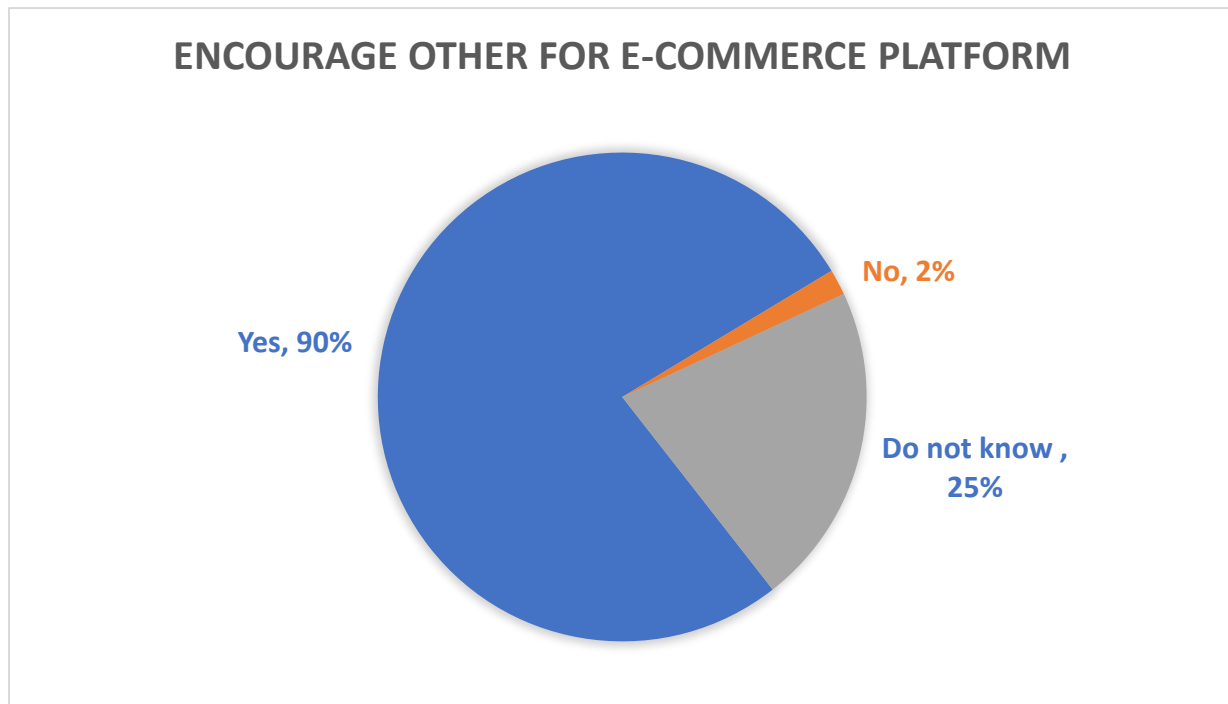


Figure 7.15

Interpretation:

More than 90 percent of people will later inspire others to use E-commerce. However, they say that if the current state of E-commerce sites is the same, then they cannot advise others. But if it is all right, then they do not mind suggest to others.

So, the next part of my report will be, I will try to solve the problems based on the answers to this survey and try to solve and give advice on how to improve this e-commerce platform.

Chapter 8: Findings:

In this results segment, we will attempt to discuss E-Commerce SWOT analysis and how to resolve challenges and vulnerabilities. Here are few pointers on how to improve the E-commerce site.

SWOT Analysis:

SWOT analysis is a report that identifies an organization's internal strengths and vulnerabilities, as well as external openings and risks. For your ease, the knowledge is presented in the SWOT process.

Strengths:

- The number of E-commerce platform users is increasing day by day in our country.
- This E-commerce is playing a vital role in the growth of the country's economy.
- The condition of online business customer care service is very good.
- The online payment method or money transfer system is good enough in this E-commerce platform.
- The issue of online traffic of E-commerce websites in our country is very low.
- Products or services which are displayed online are often available.
- Easy to set up this business.
- Customers are quite satisfied with the system of E-commerce platforms in Bangladesh.

Weaknesses:

- The condition of the delivery service is very poor quality.
- The interface and UI design of most E-commerce sites are not customer friendly.
- Occasionally and intentionally provide poor quality products or services.
- Customers have a lack of trust issue with the E-commerce platform.
- Customers feel reluctance when buying the product.
- Online products or services prices are higher from the market.
- In our country, there is too much lacking in the technology sector.

Opportunities:

- The digital development of the country's business sector is taking place for this platform.
- Like pandemic situations or any other bad situations, online commerce systems are a good deal.
- It creates a new opportunity with the traditional business.
- The demand for E-commerce business platforms rises up.
- Technical Infrastructure is growing up in our country.
- This is creating new employment opportunities.
- Our country's delivery channel is being developed.
- Online health care or freelancer programs reflect new opportunities.

Threats:

- Hackers have trouble stealing data or information.
- The trouble of leaking data or information.
- Trouble leaking data or information.
- Cybercrime
- Online fraudulence
- Lots of scattering has become a competitor.

Solution for Threats and Weakness:

Above were the good, bad, new opportunities, and other threats to our country's E-commerce business platform. So now we will discuss how to overcome its weaknesses and how to prevent threats.

- The delivery service needs to be done faster and the packaging needs to be done better.
- Make sure that, every website will be attractive and people of all ages should be able to use E-commerce platforms.
- Of course, the government has to keep an eye on the genuine product to be sold. Also, buyers need to gain trust.

- We need to make the technology sector of our country more developed and accessible. In addition, every effort must be made to digitalize the country.
- Gaining consumer satisfaction by different policies and Creating awareness among consumer and gain their trust by ensuring them purchasing online is secure.
- Ensuring fast and reliable internet connection countrywide.
- Security needs to be tightened to prevent hackers or information theft, and legal action must be taken to prevent cybercrime.
- E-cab which is monitoring organization E-commerce sites in Bangladesh needs to be stronger.
- When creating an E-commerce platform, make sure that they are using SSL certificates or Database Security in their system.

Hopefully, by following these solutions, the weaknesses of our country's E-commerce websites can be overcome and the threats can be largely prevented.

How to Improve E-commerce Platform:

E-commerce sites or businesses in our country need to bring more improvement. Businesses are not doing as well as expected due to some of their whims. We need to use social media platforms like Facebook, YouTube, or Instagram more properly. Then the delivery system needs to be further improved. Here I am going to discuss how to do this and how to bring it to a better form:

Social Media:

We all connect with everyone using social media and most of them are using it almost every day. These platforms like Facebook, Instagram, or YouTube are very popular in our country. And these platforms are the biggest marketing tool for our E-commerce platform.

- **Facebook:**

- It can be used as an advertising medium. Advertisement can be displayed according to the needs of customers by using cookies or bots.
- Marketing can also be done with various promotional ads. it will also attract customers.

- It is better to open an official page for the E-commerce businesses and make it like a display showcase.
- They can take advantage of customer care services using the Facebook chatting system.
- **Instagram:**
 - Instagram can influence customers by the Instagram's influencers.
 - Like Facebook, it can be used as a medium for advertising or promote products.
 - Marketing can be done by displaying short video footage.
- **YouTube:**
 - Now everyone watches videos on YouTube instead of TV. So, this platform has to be used as a medium for TV advertising.
 - Need to attract customers by showing product reviews.
 - Customers can be attracted by small ads in different places on YouTube.

Packaging and Shipment:

Product shipping and delivery are the last two-stage of the relationship between E-commerce and buyer. But it is the biggest problem of our country's E-commerce business platform. Here are some tips and tricks for how to overcome this problem:

- Manage your stock efficiently and correctly, no matter if you have in your own warehouse or if you do drop shipping.
- Pack the product properly, without that product will be damaged.
- You need to beware of labelling; it is a part of packaging. Label the proper information onto the packet.
- It is highly recommended choose your suppliers well. That supplier will delivery the product to the customer.
- You need to think about securing your shipment. Cause your packages travel a lot and every journey has its risks. We strongly recommend that you consider insuring them against risks of loss or damage.
- You also need to optimize the collection of the package by the carrier.
- You need to inform your customers. It is one of the essential elements when sending a package is that the customer is aware of what is happing.

Chapter 9: Conclusion:

Many conventional modes of exchange have been altered by E-commerce industry platforms, resulting in a transformative shift in the economy market. Bangladeshis are now using the internet and technology to improve their quality of life. Suppliers can also receive orders from an internet delivery system, and shoppers can save time and resources by buying online or using E-commerce sites. People are enhancing their quality of life by importing or exporting goods from one country to another thanks to the E-commerce system. Furthermore, the medium of international trade plays an important role in the country's economy by generating a large amount of foreign currency. According to figures from the last few years, this sector has seen rapid growth. To make it competitive, both the government and entrepreneurs must be more aware and take appropriate action.

This study illustrates briefly existing E-commerce network market problems, threats, and optimal solutions in Bangladesh. Businesses can be more quality-oriented to achieve customer loyalty and a trusted E-commerce network. If E-commerce firms cannot provide protection and offer the best service to their customers, this industry will not be able to expand more.

So, in order to make our country's E-commerce site more mature and popular, our merchants must be more honest, and if we can make timely arrangements for customers, I am optimistic that we will be able to digitally transform Bangladesh's business sector in the same way that other developed countries do.

Chapter 10: Appendix

Questionnaires:

1. What is your preferred method for shopping?

- Online Shopping
- Offline Shopping

2. Are you feel okay with the delivery services?

- Best
- Good
- Average
- Fair
- Poor

3. Do you think that the customer care service of online shopping is as expected?

- Best
- Good
- Average
- Fair
- Poor

4. Are you satisfied with the available payment methods?

- Best
- Good
- Average
- Fair
- Poor

5. Did you find the online websites or the E-commerce sites are useful?

- Extremely helpful
- Very helpful
- Somewhat helpful
- Slightly helpful
- Not at all helpful

6. What kind of problems you face in online shopping?

- Product did not arrive at all
- Product arrive in damage condition
- Wrong product was sent
- Not quality goods and services
- Others

7. During critical situation like pandemic which shopping method is convenient to you?

- Online Shopping
- Offline Shopping
- None of above

8. Do you hesitate purchase expensive product on online?

- Yes
- No

9. Do you think that the price of online product or services is higher than offline?

- Yes
- No

10. Have you encountered a server busy or connection error while shopping online?

- Sometimes
- Most of the time
- Never

11. Do you ever encounter problems with product availability on any E-commerce sites?

- Always
- Usually
- Sometimes
- Rarely
- Never

12. What is your overall satisfaction with the product purchase using the website?

- Very Satisfied
- Satisfied
- Neutral
- Unsatisfied
- Very Unsatisfied

13. Do you agree that E-commerce as commercial means has its advantages over the traditional commercial methods?

- Agree
- Disagree
- Do not know / Cannot say

14. What are the challenges to the implementation of E-commerce in Bangladesh?

- Slow penetration of internet
- Security concern
- Lack of trust
- Consumer's awareness level is low
- Lack of technology
- Other factors

15. In future are you like to use E-commerce sites and also encourage others?

- Yes
- No
- Do not know / Cannot say

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