

INTERNSHIP REPORT

Present E-Commerce Scenario of Bangladesh & Integrating ACI

Limited Brands with their own Websites.



ACI Limited



Internship Report on

Present E-Commerce Scenario of Bangladesh & Integrating ACI Limited Brands with their own Websites.

Submitted to

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Submitted on 5th september, 2018

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Subject: Submission of Internship Report on Present E-Commerce Scenario of Bangladesh & Integrating ACI Limited Brands with their own Websites.

Sir,

I would like to submit this report prepared as a mandatory requirement for the completion of my internship at ACI Limited (Consumer Brands) under the BBA Program of United international university.

I have completed my internship in the Consumer Brands Division of ACI Ltd. during the organizational attachment period for 3 months. In this period of time, I have acquired some working knowledge on Marketing as well as Sales Development.

This report has been prepared under direct supervision of my internship faculty advisor Mohammad Tohidul Islam Miya. No part of this report can be used or shared without your authorized permission.

Working on this report has been a delightful experience for me. I really appreciate the opportunity to work on this project. I sincerely hope that this report fulfills the objectives and requirements of my internship and that it finds your acceptance.

Sincerely yours,

Md. Ibrahim Khan

ID: 111 141 146

School of Business & Economics
United International university

Acknowledgement

For the making of this report, I would like to convey my sincere thanks to Mr. Gazi Mahfuzur Rahman, Director (Sales Development), ACI Ltd. While I was working in this company, I was attached to the team led by him. He has given me his valuable time and full support while carrying out the steps that were required to make this report. Also, he has given me the access to ask for any resources that I may require while preparing the internship report.

Secondly, I would like to thank Mr. Rashid Sayeed (Market development manager -Finance) and Mr. Rahul Saadat (Market development manager) for giving me their valuable time to talk about different business activities and aspects of the e-commerce industry of Bangladesh. They have shared their knowledge and in-depth understanding of the topic which has helped me a lot to get a clearer picture about the process and different aspects related to it.

Thirdly, I would also like to acknowledge the help of the entire group of employees at ACI Ltd. Consumer Brands as a whole, as all of the people working there accepted me as a part of their working family for the short tenure of my time and cooperated with me whenever necessary.

Lastly, and most importantly I would like to thank , my internship supervisor Mohammad Tohidul Islam Miya at United International university for giving me his valuable insights into the project and supporting me throughout with his time and valuable experience.

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EXECUTIVE SUMMARY

Technology is slowly eradicating the physical existence of a market and placing it on our fingertips. With e-commerce ushering in our daily lifestyle, it isn't unbelievable anymore to think that there won't be any actual marketplace in the near future. E-commerce – the process of buying and selling through Internet is the new technological trend. With rapid Internet penetration and easy access to online shops, people are now engaging in e-commerce – from social network sites to job sites. With an estimated 3.2 billion Internet users by the end of 2017, online business is ready to redefine what we call “shopping”.

With around 6.5 million internet users and more than 100 million mobile phone users in the country, Bangladesh is taking active participation in the e-commerce scenario in the recent years. With the constant improvement measures taken by the government to digitalizes the entire nation, online shopping is taking a new shape everyday – which is further backed by more than 200 registered ISPs and multiple mobile phone companies.

Annual online transaction volume has seen a massive increase from 450 million bdt in 2012 to around 2000 million bdt by the end of 2013. With a rapid boom in the smartphone sector, mobile shopping is being intensified as well. More and more smart phone companies are entering the Bangladesh market to gain market share. All these facts prove that Bangladesh has a strong potential to be a huge e-commerce based market.

This allows the major local and multinational companies to gain competitive advantage over each other. ACI Ltd being one of the prime conglomerates of the country isn't far behind from others. It has been conducting business with few e-shops for quite a while now. But even they realize it's time to step up the game to stay strong in the ever growing competitive market. The likes of local competitors such as Square, Pran etc and MNCs like Unilever, Reckitt Benckiser etc, it will be difficult to get a hold of the market share unless new business strategies aren't introduced. Marketing and innovation is what leads to growing competitive advantage. With huge opportunities in the e-commerce sector, ACI is ready to take up the challenge. As a result, a complete personalized website of its own is in the process to not only help the busy local customer base but also the NRBs.

PART - A

COMPANY OVERVIEW

ACI Limited

ACI Constrained was begun while the backup of Imperial Chemical Industries (ICI) in the East Pakistan in 1968. After independence, the organization was begun their business in Bangladesh in 1973 as ICI Bangladesh Makers constrained as an Open Restricted Organization. In 1992, the organization was stripped to neighborhood administration and the name of the organization transferred to Advanced Chemical Industries (ACI) Constrained. ACI acquired the rich ICI culture of item quality, client administration and social obligation.

ACI is the main organization in bangladesh to accomplish ISO S001 in 1995 for standard administration and furthermore the principal organization to accomplish ISO 14000 of every 2000 for natural administration framework. ACI is likewise the principal organization from Bangladesh to wind up the respectable individual from Joined Country Worldwide Conservative. It is the main Bangladeshi organization which was announced as a prominent COP known by UNGC. ACI has been acknowledged as an establishing individual from network of Worldwide Development Organizations by the World Monetary Discussion which is the most renowned business organizing association on the planet.

At first in 1992, ACI began quickly with pharmaceutical business with a turnover of BDT 80 million just at any rate later the new association recognized basic changes in the methodologies and in the year 2008 turnover additions to over BDT 7,365 million. The Organization has improvement business energy for pharmaceuticals, cultivating including fishery and creatures and client brands. At display, ACI has three crucial claim to fame units close by 11 reinforcements, 3 joint undertakings and 1 relate.

GOVERNING BODY

1. Mr. M Anish Ud Dowla	Chairman
2. Dr. Arif Dowla	Managing Director
3. Mrs. Najma Dowla	Director
4. Mr. Golam Mainuddin	Director
5. Mr. Md. Fayekuzzaman	Director
6. Mr. Waliur Rahman Bhuiyan, OBE	Director
7. Ms. Shusmita Anis	Director
8. Ms. Sheema Abed Rahman	Director
9. Abdul-Muyeed Chowdhury	Director
10. Mr. Juned Ahmed Choudhury	Director

MISSION

To upgrade the standard of life of people through tried and true utilization of data, aptitudes and development. ACI is focused on the enthusiasm of remarkableness through world-exercise things, innovative structures and empowered laborers to supply the most imperative level of satisfaction to its customers.

VISION

- Try to accomplish a place of expert in every classification of its organizations.
- Accomplish a tall level of effectiveness in the entirety of its activities through fruitful and capable use of advantages, determination of reasonable development and course of action with our inside abilities.
- Build up its agents by engaging reinforcing and satisfying development.
- Provide items and administrations of tall and reliable quality, guaranteeing esteem for cash to its buyers
- Encourage and help within the subjective change of the administrations of its providers and distributors.
- Build up amicable association with the network and advance more noteworthy characteristic obligation inside its hover of impact.
- Advance a situation for learning and individual improvement of its laborers.

VALUES

- Quality
- Customer Focus
- Fairness
- Transparency
- Continuous Improvement
- Innovation

BUSINESS UNIT:

Pharmaceuticals

In Bangladesh pharmaceutical plant, ACI limited has proved their adroit strategy and also brought tremendous changes, which made Bangladesh Pharmaceutical plant a sophisticated representative for entire pharmaceutical sector globally. From the beginning, ACI Limited provides wide range of quality Medicines and Health-care products to the people of Bangladesh. The comprehensive product range includes all real restorative classes of items and different measurement frames like Tablets, Capsules, Dry Powder, Liquid, Cream, Gel, Ointment, Ophthalmic and Injectable. ACI Pharma likewise has set up its stamp on Novel Drug Delivery System (NDDS). ACI Limited satisfies the request of necessity of pharmaceutical makers of both national and worldwide market and along these lines it sends out their astounding pharmaceuticals to various nations of Asia, Africa and South Africa. (ACI Limited, 2016).

Consumer Brands and Commodity Products

Consumer brands contain a wide range of commodity products required in a person's day today life. ACI Limited comprises of market driving brands like ACI Aerosol, ACI Mosquito Coil, Savlon, Freedom, Cleanit, Smart and some more. These products are tenacious performers in keeping one's households clean and live a healthy germ-free life. ACI limited, ensured the leading position in commodity goods in Bangladesh. They effectively are providing Salt, Flour, Noodles, and Spices under the brand name „ACI Pure“. In addition, however, they are working as a representative of world renowned product categories like Colgate, Nivea, Tetley, Godrej and Dabur in Bangladesh through different distributions and joint ventures. (ACI Limited, 2016)

Agribusiness

Farming is the biggest segment governing in Bangladesh and along these lines ACI's Agribusiness is the biggest integrator in Bangladesh in Agriculture, Livestock and Fisheries and manages Crop Protection, Seed, Fertilizer, Agri Machineries, and Animal Health items. These organizations have celebrated nearness in Bangladesh. CC and PH supplies edit insurance synthetic compounds, Seed supplies Hybrid Rice, vegetable and Maize seeds, Fertilizer Supplies Micronutrient and Foliar compost, Agri Machineries supplies Tractors, Power Tiller and Harvester and Animal Health supplies brilliant Nutritional, Veterinary and Poultry prescriptions and antibodies. ACI Agribusiness is having strong relationship with national and overall R and D associations, schools and research associations. Prior to presenting any item, it is extravagantly tried in the research center and agriculturists field. ACI gives response in due order regarding the farmers through a gigantic gathering of scientists and gifted specialists. (ACI Limited, 2016)

SUBSIDIARIES

ACI Limited is effectively and efficiently coordinating the Subsidiaries and along with maintaining a good relationship with Joint Ventures.

Subsidiaries

- ACI Formulations Ltd (ACI FL)
- ACI Salt Ltd
- ACI Pure Flour Ltd (APFL)
- ACI Foods Ltd
- Premiaflex Plastics Ltd
- Creative Communication Ltd.
- ACI Motors Ltd
- ACI HealthCare Ltd
- ACI Chemicals Ltd
- ACI Logistics Ltd

Joint Ventures

- ACI Godrej Agrovet Private Ltd.
- Tetley ACI Ltd (Bangladesh)
- Asian Consumer Care Ltd (Pvt.)

SUPPORT FUNCTIONS

Basically, strategic business unit and joint venture are operated individually but both are strongly controlled by ACI Center. ACI Center (ACI Headquarter) is the accountable for HR, Financing and arranging and business activities, Training and advancement, Distribution and Management information system.

Organizational Structure of ACI Limited:

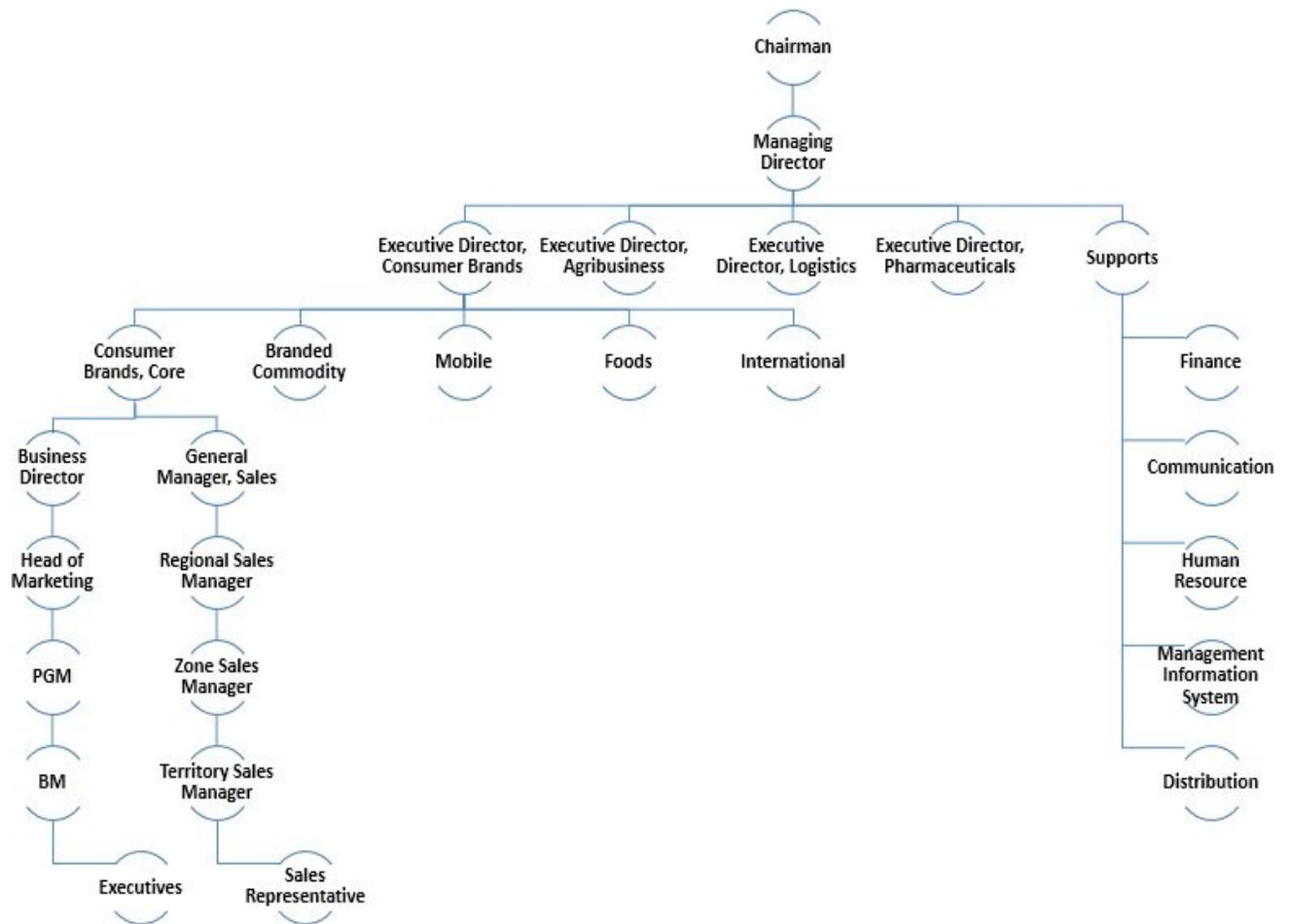


Figure 1: Organogram of ACI Limited

ACI CONSUMER BRANDS

ACI Consumer Brands was begun in 1995 with two important brands of the association – ACI Aerosol and Savlon. These are two of most grandiose things which are getting a charge out of the activity position in the market. The division started to take new associations through toward the ocean trading and likewise neighborhood creating. In this system ACI Consumer Brands moved various new things and moreover strengthened with Joint Venture business relationship with 'Dabur India' and 'Tetley UK' and accomplished worldwide associations with extraordinarily renowned associations The Consumer Brands Division brags in having an unequivocal proximity in clients' heart with the market driving brands like ACI Aerosol, Savlon, ACI Mosquito Coil and ACI Pure Spices and Flour. With close to 80% bit of the pie in assert orders, ACI Aerosol and Savlon are the constant performers in keeping the nuclear family flawless and free from germs and destructive bugs. The ACI mosquito circle has in like manner ascended as an amazing enemy to both the mosquito and the restriction, by giving feasible and direct response for the conscious people of Bangladesh.

ACI has entered in to the thing sustenance business with "ACI Pure" Brand. The fact of the matter is to give absolute best of the sustenance things to Bangladeshi buyers at direct cost for which ACI has placed assets into broad scale in best in class creating workplaces for step by step kitchen nuts and bolts like vacuum disseminated acceptable Salt, Spices and Flour. The things are charming the clients by giving 100% earth free, unadulterated and typical sustenance fixings which can battle with any all inclusive things.

ACI CB is successfully serving the client enthusiasm for outside things in nuclear family and individual care class with the unfathomably well known thing extent of Colgate, Nivea and Dabur. With the most ideal apportionment and advancing by ACI customer denotes, the world's No. 1 tea stamp "Tetley" is directly open to the customers of Bangladesh.

As a successful business, The ACI CB is revolved around achieving the unfaltering advancement required to continue with the accomplishment and to make ACI an altogether more grounded association. The Consumer Brands trust this is the best way to deal with benefit the customers, people and the investors of them.

Origin

This report is prepared as a mandatory requirement of the internship program under the bba program at united international university. The organization this report represents is aci ltd. The preparation of the report was done under the supervision of Mohammad Tohidul Islam Miya, united international university.

Scope & objectives

This report mainly covers the involvement aci consumer brands in the country's e-commerce network. The current global and local condition of the industry has been discussed here. A online survey was conducted on a random pool of facebook users to understand their behavior pattern and perception about online shopping.

- To understand how e-commerce works
- To analyze the global and local condition of this sector
- To find out aci ltd's involvement in this industry so far
- To find out the future measures the company can take to strong its position in this particular business area

Methodology

Both the essential and in addition the auxiliary type of data was utilized to get ready the report. The points of interest of these sources are featured below:

Primary sources

Essential information were I gathered specifically from the authorities. I have talked about some issue with them and utilize their reactions as essential information.

Secondary sources

The secondary data were, company's yearly business review report, managers of e commerce site, marketing report, company manual, text book and information from internet etc.

Limitations:

- Time allotment for the research is constrained. The appropriation to the association takes a considerable measure of time.
- Detailed examine was unrealistic because of requirements and limitations presented by the association.
- The report was composed from a person's observation. Along these lines, every one of the discoveries probably won't be objective.
- Getting pertinent papers and reports have been to a great degree troublesome.
- To secure the authoritative secrecy, a few sections of the report will be altered.
- Several website personnel were not eager to openly talk about their business methods.
- The management seems to get woks out of the intern rather than helping in the academic pursuit.

PART - B

E-Commerce:

Electronic business, or E commerce, is the buying and offering of stock and ventures on the Internet. Web business overseas electronic a trade which is the arrangement or purchase of stock or organizations, paying little respect to whether between associations, nuclear families, individuals, Governments, and other open or private affiliations, coordinated over PC interceded frameworks. The items and endeavors are asked for over those frameworks, yet the portion and a conclusive transport of the considerable or organization may be driven on-or separated. With the end goal of this examination, the setting of web based business has been set with this definition and in that capacity the report will center around the enhancing the development and intensity of the online deals sites in Bangladesh and their related esteem chains.

E COMMERCE BUSINESS MODELS

There are basically three types of business models:

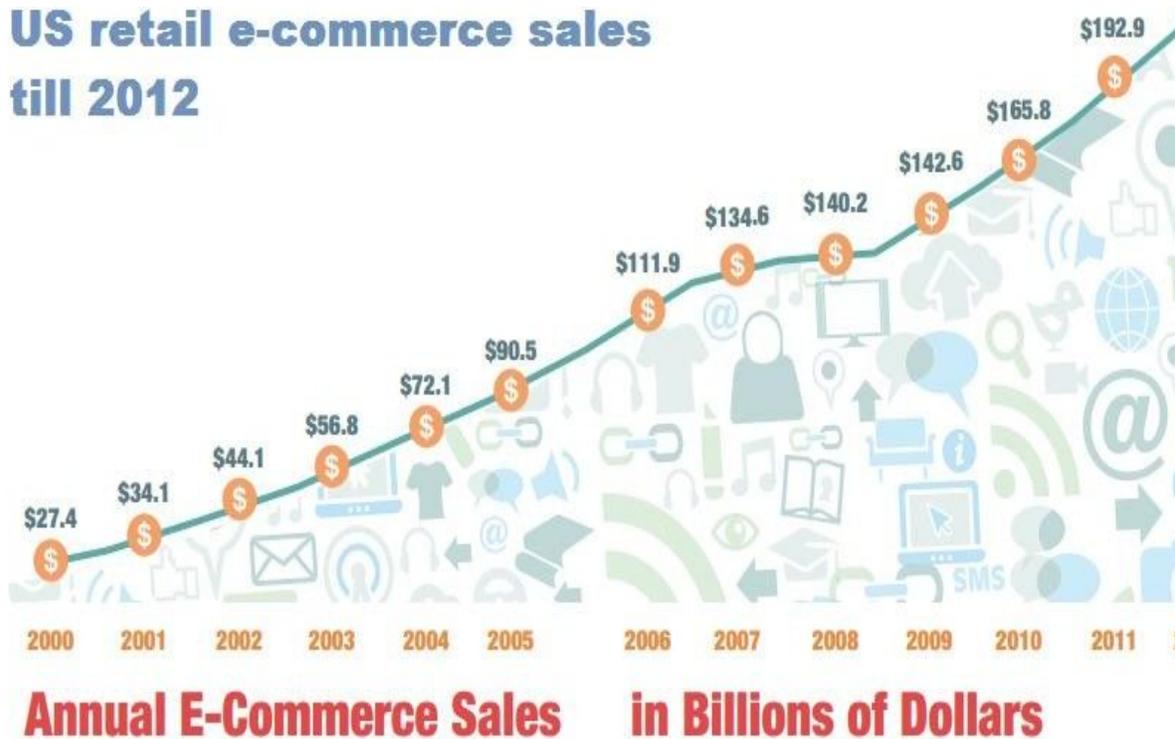
B2C (*Business to Consumer*): In a Business-to-Consumer E-trade condition, organizations pitch their online stock to clients who are the end customers of their things or administrations. For the most part, B2C E-business web shops have an open access for any guest, implying that there is no requirement for a man to login with a specific end goal to make any item related enquiry. This alludes to web based shopping where the clients are given unending data via web.

B2B (*Business to Business*): Here , associations pitch their online items to various associations without being possessed with arrangements to customers. In most B2B E-business circumstances entering the web shop will require a sign in. B2B web shop usually contains customer specific assessing, customer specific mixes and customer specific discounts.. This includes exchange between organizations B2B accounts. For the greater part of web based business here security plays a crucial issue.

B2G (*Business to Government*): B2G is business-to-government (an assortment of the term B2B or business-to-business), the possibility that associations and government workplaces can use central Web goals to exchange information and work with each other more capable than they generally can off the Web. For example, a Web website page offering B2G organizations could outfit associations with a lone place to discover applications and duty records for no less than one levels of government (city, state or region, country, and so on); enable to send in adjusted structures and portions; revive corporate information; request answers to specific request and so on.

WORLDWIDE E-COMMERCE INDUSTRY

US retail e-commerce sales till 2012



In the last decade, some convenience factors have led to the continuous and strong growth in the global e-commerce market - wide reaching web entrance and a developing pattern toward dependence on online choices being two noteworthy ones. From informal communication to shopping, customers are progressively in the propensity for completing a developing number of exercises on the web. Rapid advancement in mobile and portable communication devices has resulted in a radical consumer growth in this particular area. This is allowing the general people to access internet from anywhere and everywhere, making online shopping far more accessible. Making shoppers mindful of the wellbeing of versatile installment will be an essential factor for online business showcase development pushing ahead.

Some astonishing facts show that:

- The world B2C internet business industry produced between \$400 billion and \$600 billion out of 2010, as per yStats.com.
- This gauges the market will produce some place from \$700 billion and \$950 billion of every 2015.
- There were more than 2 billion web clients worldwide in 2011, and it is figure this number will surpass 3 billion before the finish of 2015.

Bangladeshi scenario:

E commerce in Bangladesh emerged in the late 90s when the shopping was limited to the Non Resident Bangladeshis (NRB) only. They were mostly gift item based websites back in the days which had branches in Bangladesh but were run from abroad. NRBs would buy gifts for their relatives in Bangladesh; the websites would collect the orders and inform their branches located Bangladesh to perform the delivery. All of the payments were done by credit cards. This went ahead till mid 2000 after which the market saw an enormous decline in development. There were few E-business destinations anyway there were no system for online trade which is the primary condition for E-trade. Moreover, surprising expense of Internet and lower invasion suggested that couple of people contemplated these goals. As demonstrated by Bangladesh Bank, portions and trades by Visas were nearly Tk11 billion in June 2008; a standout amongst the most insignificant on the planet. The nation had just around 400,000 Visa holders toward the finish of June 2009. (Hossain N., 2000)

The sun at last began to sparkle more brilliant since 2008 as Bangladesh Bank took different activities including usage of e-Payment Gateway. The genuine change came in 2009 when Bangladesh Bank permitted online installment in the nation subsequently, authoritatively opening up the E-business area. (Bangladesh Bank, 2014)

Bangladeshi model of e business:

B2C online business faces a significant proportion of constraints in Bangladesh because of low per capita pay, a slight infrastructural and lawful condition, nonattendance of trust among business and purchasers. What's more, inaccessibility of International charge cards, outside cash settlement limitations, delays and casual installments at traditions leeway notwithstanding for little esteem and amount things will dishearten B2C. (Debnath and Mahmud, 2007) The B2B application starting at now exists in the passage fragment of Bangladesh, especially in the Ready Made Garments (RMG) industry. The RMG part has begun to use the Internet, and its dependence on electronic business is likely going to create in the coming years. The Internet would enable them to search for information about potential buyers and moreover a material providers. B2G online business is possible in Bangladesh, anyway on an obliged scale at this stage. The organization is an essential buyer of items and endeavors from the private fragment. Regularly, the legislature secures merchandise and enterprises by welcoming tenders. The accessibility of the RFP (Request for Proposal) and other pertinent records online gives a substitute decision. Trades including data gathering, getting distinctive administrative structures, enlisting activities can likewise be directed on the web. This will diminish time costs, degradation and the need of encountering broad bureaucratic approach and extending straightforwardness.

CURRENT E-COMMERCE SCENARIO & FUTURE OUTLOOK

Due to the constant effort by the government to bring the entire nation under complete “Digitalization”, things are now shaping up well as the e-industry is rapidly increasing. This is further being catalyzed by the mobile phone companies as they are trying to outperform each other every day with the improvement in mobile internet system. Some of the facts found are:

- Presently a days in excess of 6.5 million individuals are utilizing web in the nation with the assistance of around 200 enrolled isps and dial-up administrations and the cost of utilizing web is low.
- Around 100 million individuals utilize versatile administrations and 15 or 20 percent individuals take portable saving money administrations. As per information of bangladesh bank, around 1 million versatile clients take the portable saving money administrations and generally more than 100 crore exchange is made through the portable saving money consistently.
- According to premise (bangladesh relationship of programming and data administrations), in just three years more than 2000 electronic trading stages have progressed toward bangladesh. Checking e-ticket arrangements and arrangements on facebook the market has yearly trades around tk 10 billion.
- Counting e-ticket deals and deals on facebook the market has yearly exchanges around tk 10 billion.

Furthermore, it increases at a tremendous pace with a monthly growth of 20-25 percent according to data from basis disclosed to financial express, the leading financial newspaper in bangladesh.

MAJOR E-COMMERCE WEBSITES

Despite different obstructions numerous web based business sites are built up in our country. July,2103 an article distributed on Financial Express with title "Online business growing at quicker pace; yet no PayPal task permitted in Bangladesh". Web based business in Bangladesh is extending quickly, on account of a quickly developing number of Internet and versatile clients, individuals acquainted with the business. The volume of web business to the extent trades in cash related regard is depended upon to accomplish BDT-2000 million out of 2013 against around BDT.450 million of 2012. The items and administrations that currently command the nation's online business are railroad tickets, residential air tickets, lodging booking, electronic items, books, blessing things, employments, inn reservation apparel and some sustenance things. Real web based business sites in Bangladesh are given below:

- Akhoni (www.akhoni.com)
-
- iFeri (www.iferi.com)
-
- Ekhanai (www.ekhanai.com)
-
- Bikroy (www.bikroy.com)
-
- Ajkerdeal (www.ajkerdeal.com)
-
- ClickBD (www.clickbd.com)
-
- Kaymu (www.kaymu.com.bd)
-
- Daraz (www.daraz.com.bd)
-
- Chaldal (www.chaldal.com)
-
- BDJobs (www.bdjobs.com)
-
- Rokomari (www.rokomari.com)

BUYING PATTERNS OF THE ONLINE CUSTOMER BASE

An online survey was conducted on a pool of Facebook users, who were chosen on a random manner. They were given a specific set of questions related to e-commerce activities of Bangladesh. Following is a summary of the survey findings (the questionnaire and graphical representation of the survey results have been included in the appendix):

- About 76% of the respondents have bought/sold a product online at least once. Moreover, 36% of the respondents visit an online shop at least once a week.
- Boom in the smartphone industry have caused the people to embrace the technology at such a level that they are now addicted to using their smartphones as part of their shopping ritual. It has been found that more than 75%—rely on smartphones to browse or buy products. This number is now almost the same as PC/laptop users which was unthinkable even 2/3 years back. The lightning-fast penetration of smartphones in Bangladesh has accelerated adoption of digital retailing.
- They are comfort-seekers. 43% people go for online shopping because they can easily get access to the market which is just a simple touch away. Supporting that fact, 68% people prefer home delivery option.
- Daraz has topped the list of the most popular websites. 67% of the respondents know about this website, which probably because of its recently widespread promotional activities. Bikroy.com is 2nd in the list with 61% people aware of its existence in the e-market.

CONSTRAINTS TO E-COMMERCE IN BANGLADESH

Stood out from various countries, Bangladesh is a late competitor in E-Commerce. However, this division watched huge development inside a brief span. Web based business can be the following significant driver of financial advancement however there are a few issues that should be tended to. Something else, this division could never achieve its maximum capacity.

- **Inefficient Delivery System:** Delivering the item or administration on time to the client is presumably the greatest test for the Bangladeshi E-Commerce division. This issue can't be resolved unless ever-growing problem of traffic jam and faulty transportation systems aren't gotten rid of. Building up an appropriate administration conveyance channel is an unquestionable requirement for the change of the E-Commerce Industry.
- **Inadequate Internet Penetration:** Aside from few divisional cities, there is no good Internet connection in rural areas. Even in big cities it is impossible to have uninterrupted Internet connection. Despite the fact that Bangladesh Telecommunication Company Limited (BTCL) cut down data transmission cost altogether, normal clients are yet to receive the reward. The

government and Internet service providers must work together to make Internet more affordable. No doubt, this will definitely increase the usage of Internet among people.

- **Lack of Smooth Online Banking:** Internet Banking is yet to wind up prevalent in Bangladesh. According to 2013 news reports, there were 4.6 million debit or credit card holders. This number is very small. Many card holders do not feel safe to do transactions online. “Cash on Delivery” is the most popular mode of payment.
- **Online Fraud:** The whole procedure of E-Commerce is done through PCs. Purchasers, venders don't meet eye to eye. Online misrepresentation will prevent the development of this segment. The fake movement of one organization or individual will influence the whole business.
- **Piracy:** Numerous organizations offer items, for example, applications, programming, melodies, books and motion pictures that are scholarly properties. Online piracy is a big threat for these companies. There are many websites that allow visitors download books, songs and movies for free. It deprives the producers from their revenues. There must be strict copyright laws in place to stop online piracy.



PART – C

ACI BRANDS & E-COMMERCE INTEGRATION

ACI Limited Consumer Brands are in the e-commerce scenario for quite a while now. There are a handful of websites in the industry who have a healthy business relationship with ACI limited such as – Chaldal, Akhoni etc. The e-commerce websites which conduct business with the corporate giants of the country usually follow 2 types of approaches:

Advertisement based business:

The e-commerce websites of the country provide the corporate world with the opportunity to promote themselves to a wide range of public who visit the sites. This advertisement opportunity comes in different packages and combinations from which the companies can choose from. For Example, Bikroy.com, a leading e-commerce website of the country allows a company to choose either the home page or the inside pages, or maybe both to give the visitors a complete visibility of the company's name. In another type of combination, they sell out different rows or columns of their pages at different rates. This way the company can opt for either highlighting them on the page header or go for minimal visibility on the sidebars of the page.

This type of business method only allows the company to exhibit their name, logo or tagline on the websites but not their products. Payment policy goes from monthly to yearly, all of which are decided after negotiation between the parties.

E-store system:

The e-store is like a virtual shop completely consisting of a company's own products. Other than ACI, many other local and MNCs of the country have started following this approach to capture a huge share of the emerging e-commerce industry. Unilever, P&G, Square are some of the big names in that list. Most of the websites prefer this approach since it gives complete freedom to the companies to run their e-store in their own ways. The websites merely work as a platform for the buyers to meet the sellers.

This method has some key characteristics:

Inventory: The Company can manage the inventory themselves in their regular form of business or let the website authority manage it for them. But for this, the website owners must have the willingness and the capacity to manage the inventory. They will give a primary requisition to the company to supply them with the products which will be stored at their supervision. Or, the company will receive the order through the website and will provide the products from their own inventory.

Delivery process: The delivery process works just like the inventory management. The website will receive the orders and pass them on to the company. The company will use their own delivery system to supply the products to the respective customers. Or, the website will take the delivery responsibility on them. Websites like Chaldal.com collect orders through their website and use their own delivery system to reach the customers with the products.

Payment policy: If the website only works as a connecting platform between the buyer and the seller, it will only charge a certain commission, in most cases based on the total sales volume. There will be additional costs if they take the responsibility of inventory and delivery. But these are all decided upon negotiation with company.

ACI LIMITED'S PERSONAL WEBSITE

Upper hands decide if an organization can advance. Online business is the correct instrument for increasing upper hand these days in Bangladesh. To keep pace with the increasing competition in the market, ACI limited Consumer Brands is preparing to launch its own ecommerce website.

Goal / Expectations of the Website:

Amidst this digital era, consumers are getting dependent on technology for quick & cost-effective service like; online banking, bill payment, online shopping etc. Thereby to understand the consumer needs & to enhance customer satisfaction, retention & loyalty it is necessary to develop a module as ecommerce website. The proposed development of the website is to creating an ecommerce website for Consumer Brands. This website will represent variety of consumer products where consumers will be able to purchase products through online payment gateway service (e.g. Visa, Master Card, DBBL Debit / Credit Card). The website will be designed with all the dynamic functionality to manage the product and stock etc, so that consumer will get the feel to touch a product and wish to buy. By this system consumer perception towards the company brands will improve. Online presence indicates a step towards embracing global trends and modernization.

Background:

Web based shopping has been a developing marvel in each of the four corners of the world, specifically among nations possessing highly developed infrastructure available for marketing activities through the internet. Recently our country has highlighted herself as "DIGITAL BANGLADESH" and the government is taking great initiatives to provide easy and affordable technology all over the country. According to the World Internet Users Statistics 2012 Bangladesh has 10,148,280 internet users active in the country, which represent a great amount of potential consumers. Thus, for ACI there is a huge possibility of online shopping. Since people are now becoming busier, and as they prefer home delivery a lot (based on our survey findings), so there is a huge market for ACI to tap in. There are various kinds of websites in Bangladesh who are providing online shopping experience and the daily no of visitors in these sites are remarkable.

Business Description:

This section will concisely communicate the basics of entire business plan. The plan will consider the new opportunities provided to customers living abroad as well as the local customers who are highly occupied with their work life and barely get a chance to go outside for shopping. A website entirely based on ACI consumer products will help this section of the people with their daily necessities.

There will be two phases of this business

- ❑ Phase 1- Online selling (will be initially implemented)
- ❑ Phase 2- Trading. (will be implemented later after successful pilot phase)

Phase 1 will include:

- Electronic products
- Consumer Brands products
- Fashion products
- Furniture products
- Others

Phase 2 part will be trading site. On this site there will be some categorized products. People can buy and sell these categorized products through this website.

Customers:

Mainly there will be two types of customers for our website.

Local customers:

Our local target customers will be the busy ones who are always outside home with a cell phone in their hand. Since this people don't have the luxury to go to a market on a regular basis, our website will serve the purpose to facilitate them with products at their doorsteps.

International customers:

These are basically focused on the NRB customers. The website will work as a platform for the NRBS to buy a product for their people in Bangladesh and ACI will merely work as a delivery channel for them.

Customer Benefits:

We will update our web pages and their content frequently for the customers so that our website reflects recent events or current trends.

We will provide a way for people to reach their desired products.

We will make a strong effort to follow up every contact that places an order on a regular basis. Our first follow up will be made within 24 hours of initial contact.

Benefits of E-Marketing:

- ❑ It elevates and extends strong existing brands.
- ❑ It is cost-effective for customer self-service and ongoing business.
- ❑ It opens the market to new groups of customers.
- ❑ It customizes powerful extranets to the company and individuals.
- ❑ It allows for profitable strategic business alliances and affiliations.
- ❑ It offers unique ways to present information and increase sales and profits.
- ❑ It allows unprecedented one-to-one communications and dynamic personalization during an online session.
- ❑ E-Marketing provides a research resource for buyers, sellers and learners.

Features of the Website:

- ❑ Interactive homepage with image slideshow.
- ❑ Different subpages contain company information and contacts information.
- ❑ Product list with product categories.
- ❑ Product selling facility with Shopping cart solution.
- ❑ Wish list for customer.
- ❑ Different payment method solution.

Creating Product Detail Page:

We want to create a product detail page for every individual product which includes:

- A big image of product along with other different images, which can be viewed in popup by customer.
- Product price.
- Detailed description of the product.
- Buy now option, which will add the product to customers shopping cart.
- Related product at bottom, which will display product, related with the current product.
- Product comparison facility.

Creating Shopping Cart:

We want to create a shopping cart for the website with which customer can buy product. Cart Include:

- Selected product list from user along with price.
- Coupon code option (User can enter any coupon code, or gift card code or discount code).
- Checkout option, which will take user to payment method selection page.

Creating Login and Registration:

In this process we want to create a private area for visitors where user can register and login. This process includes.

- User login panel in homepage.
- User registration page.
- User profile.

Creating Backend Admin Panel for Website:

In this process we want to create an admin panel from where the website can be managed and update. This process includes:

- Creating admin panel for the website.
- Creating content and image upload section with facility to manage/edit/add content.
- Creating menu-editing section from where new menu can be added and edited.
- Creating user management section.

Creating Product Management Section:

In this process we want to create a product management panel from where-

- Admin can create product categories.
- Admin can add products in stock.
- Admin can manage stock.
- Admin can manage inventory.
- Admin can check orders.
- Admin can manage payment methods.
- Admin can manage coupon.
- Admin can generate revenue report.
- Admin can manage shipment method.
- Admin can manage currencies.

Product Verification by Mobile Message:

- After purchasing a product user will get a security code via his mobile.
- Users have to verify his security code with product security code upon product delivery.
- By this method company can trace appropriate delivery of product.

Importing Product from Main Warehouse System:

- Warehouse system administrator will select specific set of products to sell online.
- Online store administrator will import product from main warehouse.
- Warehouse system will be automatically updated upon import.

Facebook Connectivity:

Social media keeps on stimulating the B2B online business showcase, which intends to help electronic business process adequacy. Online business is being considered as a different, beneficial field of business, and mediator performers are refreshing their B2B plans of action, while grasping parts of internet based life. Our website will be linked with Facebook so that the customers can easily access the website using those credentials:

- User can register and login with Facebook.
- Facebook like box at any side of the website.
- Facebook like option on every product detail page.
- Customer can buy product through Facebook application page.

CONCLUSION

From Bangladesh point of view, FMCG showcase is becoming quickly. Step by step numerous nearby and global organization are turning out with their diverse items and redesigning their old items too to keep up presence in the focused market. Yet, nobody has presence over the online business. though computerized showcasing and advanced business are occurring rather than conventional production network everywhere throughout the world. ACI Limited has a great deal of business in numerous parts everywhere throughout the nation. ACI buyer brands are one of the greatest business of ACI Limited. In FMCG Market ACI has colossal piece of the overall industry in Bangladesh. On the off chance that ACI Limited, step up with regards to go online to offer their items than they have the opportunity to keep their rivals behind and achieve their customers all the more effortlessly. In my investigation I endeavored to turn out with another supply framework for ACI consumer brands will have finish presence over the web. From my investigation, I can state that online presence can be a simple method to diminish limited time taken a toll by decreasing human asset as most extreme web utilizing retailers are prepared for arrange over on the web and gather their item.

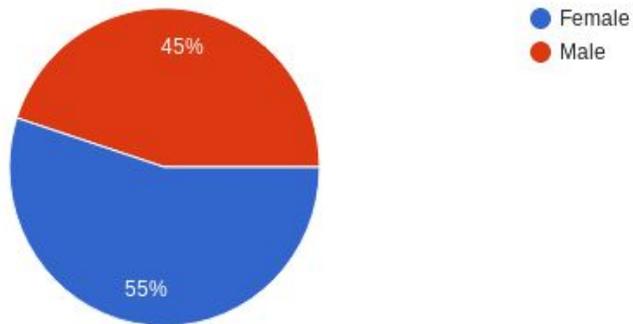
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Appendix (Questioner & Response)

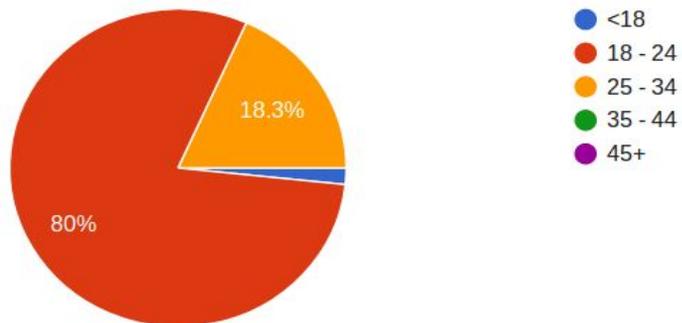
1. Gender

60 responses



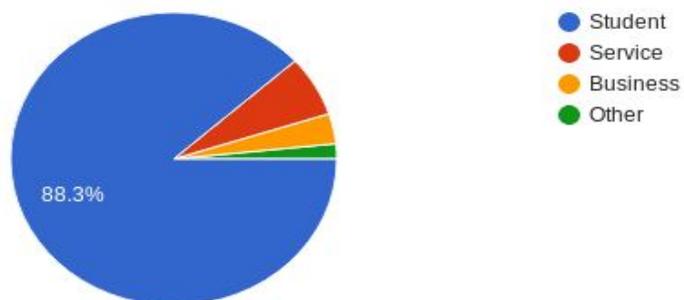
2. Age

60 responses



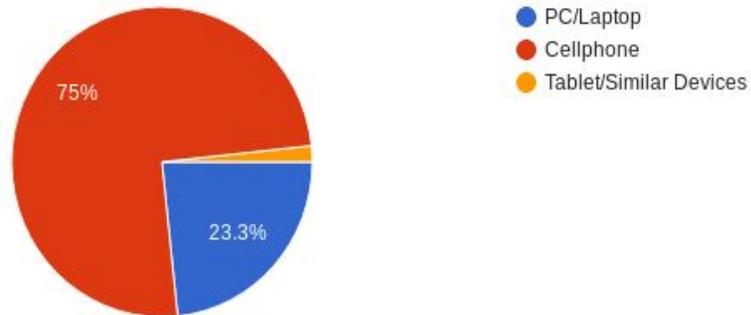
3. Occupation

60 responses



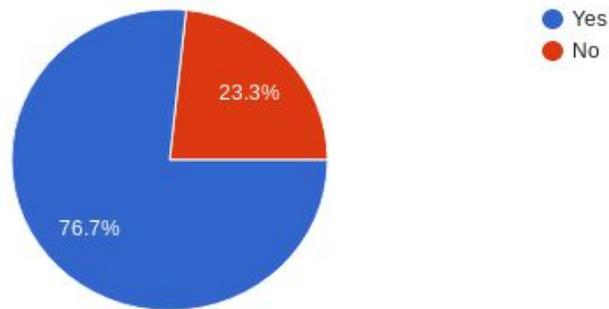
4. What is your medium for using Internet?

60 responses



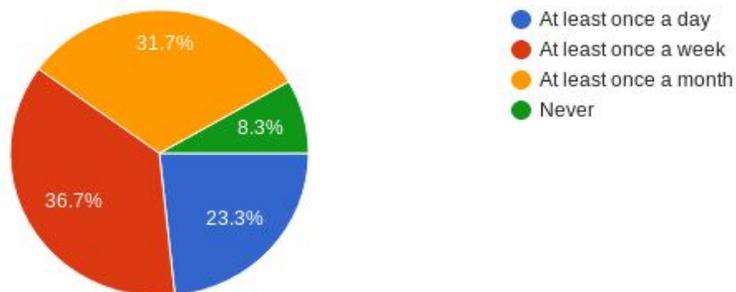
5. Have you ever bought/sold a product through an e-commerce website?

60 responses



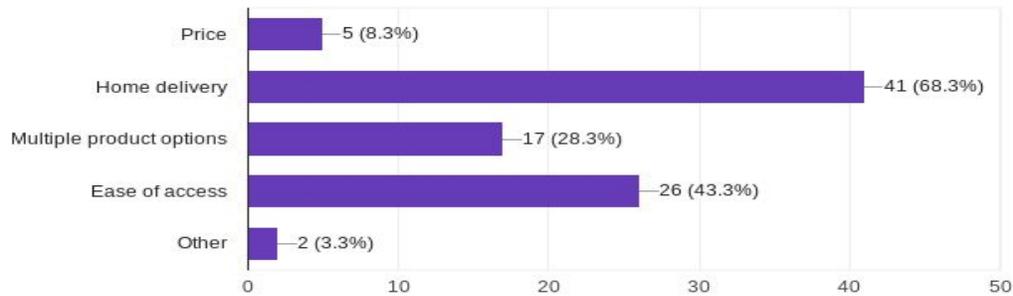
6. How often do you visit an e-commerce website?

60 responses



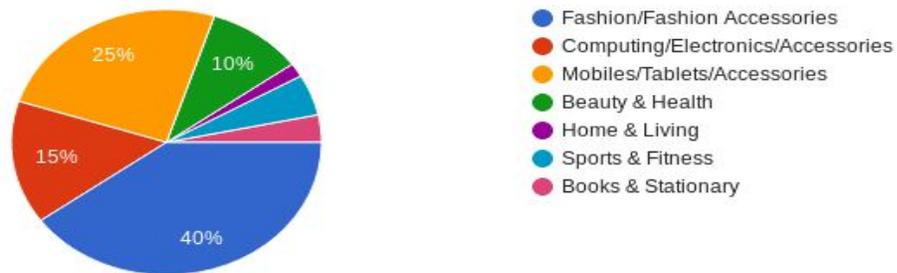
7. Why do you prefer online shopping? (You can choose multiple reasons)

60 responses



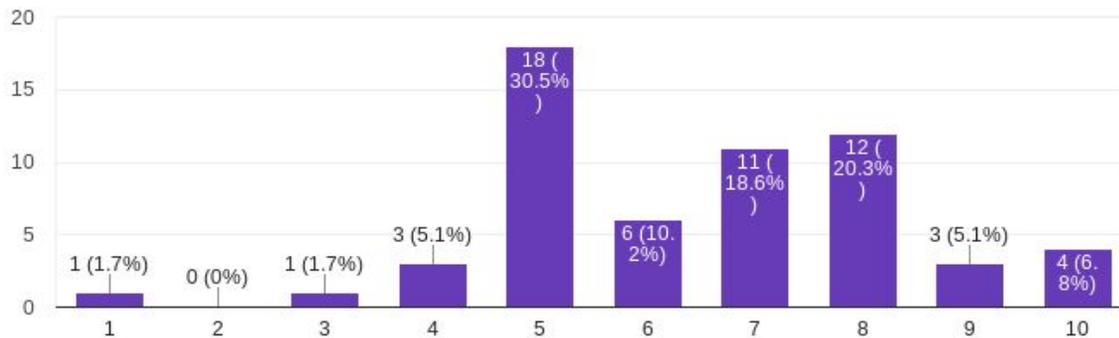
8. What do you frequently search for in an e-commerce website?

60 responses



9. on a scale of 1 to 10, how useful do you think the websites are? Where 1 = least useful, 5 = moderately useful, 10 = highly useful

59 responses



10. Which of the following sites are you familiar with?

59 responses

