

Internet and E-Business of Daraz Bangladesh Limited

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Date of Submission-26th January,2021

This report is submitted to the school of Business and Economics, United International University as a partial requirement for the degree fulfillment of Bachelor of Business Administration

Internet and E-Business (Daraz Bangladesh Limited)

Submitted To

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Letter of Transmittal

26th January 2021

To

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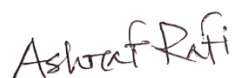
Subject: Submission of Report on "Internet and E-business (Daraz)".

Dear Sir,

This is to inform you that I have completed the report on "Daraz Bangladesh" for the trimester of winter 2020. In writing this report, I have followed the instruction that you have given me on your counseling hour and have also applied relevant concepts that I have learned throughout my various academic course at MIS. Though I am on the learning curve, this term paper has enabled me to gain insight into the writing process of statistical review. Throughout the completion of this paper, I have earned in-depth knowledge

However, I will be glad to clarify any discrepancies that may arise. Finally, I would love to express my gratitude for your supportive thoughts and kind consideration throughout the PROJECT period.

Yours Sincerely,



Ashraf Islam

ID- 111-161-224

Date of Submission-26th January, 2021

Declaration of student

I am Ashraful Islam, bearing ID- 111-161-224. I declared that this project topic- Internet and E-business (Daraz Bangladesh Limited) is my original work. I have not copied from any other students' work or any other sources except where due reference or acknowledgment is made explicitly, nor has any part been authored by another person.

Acknowledgment

Report making is a very important part of BBA along with the successful completion of the BBA period. It is not an easy task to report on "Daraz Bangladesh" and it is almost impossible to do it alone without the proper guidance. Finishing this report consumed a huge amount of work, research, and dedication. Still, implementation would not have been possible if I didn't have enough support from my supervisor Mr. Ahmed Imran Kabir Sir. First of all, I would like to show my gratefulness to my supervisor Mr. Ahmed Imran Kabir (Adjunct Lecturer SOBE, United International University) for making me successful to complete this challenging task and for giving proper instruction to complete this analytical report. There is no doubt about without his help and instruction I would not be able to make this report happen. Then I would like to convey thanks to many other people from Daraz Bangladesh who provided me with valuable information which was much needed for the completion of this report successfully.

Abstract

The project paper contains the information about my internship in Internet and E-business (Daraz Bangladesh Ltd). Daraz Bangladesh Ltd is one of the largest e-commerce businesses in Bangladesh. As any other larger companies Daraz also organises the responsibility by different departments. I also discussed how internet and E business is involved with each other's activities. I provided as much as information I could. E-commerce businesses are easy to conduct but there is some process like online order processing, supply change management, CRM and many more. E-business is playing a huge role in the world economy. I described the current situation of e-commerce business in Bangladesh, to collect those data I faced limitations like limited access to the data, corrupted data etc. I choose Daraz for providing reflective scenario for online platform in Bangladesh. Daraz is an online platform where buyer and seller meets, communicates and seller sales his product or services to the customers.

In conclusion, this was an opportunity to develop and enhance skills and competence is in my career field which I actually achieved.

Table of Contents

Letter of Transmittal	3
Declaration of student.....	4
Acknowledgment.....	5
Abstract.....	6
Table of Contents.....	7
List of Figures	9
List of Tables.....	10
Chapter 1- Introduction.....	11
1.1 Background of the report.....	11
1.2 Objectives of the report.....	12
1.3 Motivation of the report.....	12
1.4 Scopes and limitation of the report	12
1.5 Research Question.....	13
Chapter-2: Company and Industry Preview	14
2.1 Company analysis	14
2.1.1 Overview and history	14
2.1.2 Trend and Growth	16
2.1.3 Customer Mix.....	17
2.1.4 Product/Service Mix	20
2.1.5 Operations.....	22
2.1.6 SWOT analysis.....	26
2.2 Industry analysis	26
2.2.1 Specification of the Industry.....	27
2.2.2 Size, trend, and maturity of the industry	27
2.2.3 External Economic Factors.....	28
2.2.4 Technological Factors.....	29
2.2.5 Barriers to entry	29
2.2.6 Supplier Power	29
2.2.7 Buyer Power.....	30
2.2.8 Threats of Substitutes.....	30
2.2.9 Industry Rivalry	30
Chapter-3: Benefits and Barriers of E-business.....	32

3.1 Benefits of e-business.....	32
3.2 Barriers of e-business.....	34
3.3 Security and legislation of e-business.....	36
Chapter Four: Statistical analysis.....	38
Chapter Five: Conclusion and Key Facts.....	53
5.1 Recommendation for improving departments facts.....	53
5.2 Key Understanding.....	54
5.3 Conclusion.....	55
Bibliography.....	56
Appendix.....	57

List of Figures

- Figure 1- Daraz Logo..... 16
- Figure 2- Daraz Customer Mix..... 18
- Figure 3- Daraz Organogram 23
- Figure 4- Daraz Growth Rate 44
- Figure 5- Daraz Adaptations Percentage..... 47
- Figure 6- Market Acquisition..... 50

List of Tables

Table 1- SWOT Analysis of Daraz.....	26
Table 2- Daraz and competitors growth.....	39
Table 3-Dependent variable	39
Table 4- Growth analysis	41
Table 5-Anova Analysis of Daraz	41
Table 6- Anova Analysis of Evaly	42
Table 7- Anova Analysis of Chaldal	42
Table 8- Increasing Growth Rate.....	44
Table 9- Descriptive Increasing Statistics of Daraz	45
Table 10- Summary Output of Increasing Statistic	45
Table 11- Anova Testing of Sustainable Market	46
Table 12- Daraz Adaptations by new user	47
Table 13- Daraz Adaption Descriptive Analysis	48
Table 14- Daraz Regression Statistic.....	48
Table 15- Daraz Anova Testing Analysis	49
Table 16- Market Acquisition of Daraz.....	50
Table 17- Market Acquisition Summary Output.....	51
Table 18- Market Acquisition Anova Testing	51

Chapter 1- Introduction

1.1 Background of the report

Electronic business (e-business) is the administration of conducting any business using the Internet, extranet, web, and Internet. Providing services or goods through commercial electronic transactions in interest is also included in e-business. Sometimes, people mistake e-businesses for e-commerce. There's a difference between e-commerce and e-businesses. E-business is the simple structure of buying and selling goods and services and on the other hand, e-commerce is a more organized and categorized business structure, but mostly e-business and e-commerce are both have similarities. From strategic planning to strategic implementation e-business utilizes digital information and advanced technologies. E-business was first started in the year of 1996. In 1996, the reason behind the start of e-commerce is that the buyer and the seller don't have to meet personally. Since its emergence, it has grown by leaps and bounds. E-commerce businesses are easy to conduct but there is some process like online order processing, supply change management, CRM and many more. E-business is playing a huge role in the world economy. Many predict that after somewhere there will be no existence of physical stores. In early 2010 the rise of e-commerce business has started globally but in Bangladesh, it was a bit late. In the current year e-commerce businesses went to a different level because of the pandemic situation. Giants of e-commerce businesses like Amazon, Alibaba, Aliexpress, and eBay, etc provided their best in the current year. 2020 was the turning point of the e-commerce business of Bangladesh. People of Bangladesh started to buy products and services from e-commerce businesses like Daraz, Evally, Ajkerdeal, etc. This report contains the mission, vision, and company overview, background of the company, strategic planning, and work processes of Daraz Bangladesh limited.

1.2 Objectives of the report

There is no risk-free business. Every business has advantages, disadvantages, opportunities, and threats. The main target of this report is to identify the opportunities and threats of the Internet and e-commerce in Bangladesh. The main objectives of this report are

- Find out the primary requirement of a business
- Calculate the expenses to implement an e-commerce business
- Advantages and disadvantages of e-commerce business in Bangladesh
- Opportunities of using the Internet and e-commerce in Bangladesh
- To know the government policy of using the Internet
- Identifying the challenges of before and after the implementation of equals business in Bangladesh

1.3 Motivation of the report

This report contains information about my internship (project) program. I am thankful to my supervisor MD Ahmed Imran Kabir Sir for teaching me the techniques to make a decent report and I tried my best to meet the expectation of my supervisor through this report. The report provides information about Daraz Bangladesh limited. Nowadays e-commerce businesses are playing important role in the economy. E-commerce businesses reducing unemployment, which is a good sign for any country.

1.4 Scopes and limitation of the report

In this report, I have tried my best to provide accurate and correct information. I didn't use any illegal or confidential information in this assignment. However, there are some scopes and limitations that exist in this report. The reasons behind this are scopes and limitations are

- Limited access to the information
- Confusing information and data

- The short period to conduct the report
- Confidential information and data
- Big data
- Unavailability of data and information

1.5 Research Question

- a. How was e-commerce affected by the coronavirus, positive or negative?
- b. What viewpoint will be comparable to Daraz's with other competitors?
- c. What are the quantitative ways to measure strategic implementation for the success of e-commerce?
- d. E-Commerce Adaptation among SME's in Developing Countries?
- e. How does the "Marketing Strategy" affect the overall market acquisition of the E-commerce industry?

Chapter-2: Company and Industry Preview

2.1 Company analysis

Nowadays, the e-commerce business is booming worldwide. Bigger companies like Amazon, Ali Express, Alibaba, eBay, etc. are from the e-commerce business sector. Nowadays entrepreneurs are heavily attracted to the e-commerce business. The reason behind this is e-commerce business is easy to build, comparatively less expensive than other businesses, easy to conduct, and time-saving. Anyone can start an e-commerce business with small capital and in a short period. These are the reason behind the booming of the e-commerce business (Robertson, 2014). The scenario of e-commerce business in Bangladesh is a little bit different than worldwide. We know Bangladesh is far behind in the technological sector from developed countries. In developed countries, the Internet was first introduced in 1970. In the early 90s, The Internet was visible for general people in developed countries. In Bangladesh the scenario is completely different, Internet first showed up in 1993 and general people started to use the Internet in 2005 in Bangladesh. So there is a gap of 10 to 15 years between developed countries and Bangladesh. This gap is affected the e-commerce business of Bangladesh. Still, e-commerce businesses like Daraz Bangladesh limited, Evely, Ajkerdeal, Rokomari, Chaldal are performing well and growing day by day.

2.1.1 Overview and history

Internet technology and its importance in making an E-business successful:

Internet was first introduced in 1970. In developing countries, general citizens started to use the Internet in the early 90s. In Bangladesh, the Internet was first introduced in 1993 and general people are started to use the Internet in 2005. The Internet has some basic and complex technologies; I will describe the basic technologies of the Internet. Basic Internet technologies are-

The Internet is the network of networks:

The Internet connects a large number of local area network (LAN) through a network. when some computers are connecting it's called local area network (LAN).

TCP / IP: is the name of a layered set of protocols which is designed to work well in both local area networks (LAN) and wide area network (WAN).

Internet Protocol address: a large number of computers are connected to the Internet each of the networks has a unique IP address.

Internet Protocol:

Through Internet Protocol, the data transfers from one computer to another computer. It's the most fundamental part of TCP / IP. To send information from one network to another network Internet Protocol uses a packet of information which consists,

- Senders and recipients IP address
- The information
- The simple checksum allows the recipients to cheque the information was corrupted or not.

Transport control protocol:

The transport control protocol (TCP) establishes the connection between processes. The transport control protocol (TCP) sends bytes from one network to another network. TCP mix a sequence of the information and since to the other network (Anderson, 2011). The service of TCP is comparatively valuable than IP. Internet is the pillar of e-business. There are some basic and complex technologies on the Internet. Simply, Internet technologies provide security to the e-business. Internet technologies are making e-business convenient and user friendly for the customers.

Current E-commerce situation in Bangladesh:

There are a lot of e-commerce businesses is currently operating in Bangladesh. I have already mentioned much successful e-commerce business of Bangladesh. Nowadays the biggest and successful e-commerce business in Bangladesh is daraz Bangladesh

limited. Daraz Bangladesh has started their journey in 2013 Bangladesh. In early 2013 Daraz was competing with olxbd, ekhanei.com. Daraz is a multinational e-commerce business. In 2012 Daraz was founded by Muneeb Maayr as a fashion e-commerce marketplace in Pakistan. Daraz also operates in Myanmar, Nepal alongside Bangladesh. The main targeted marketplace of Daraz is in South Asia (Daraz History, 2021). Recently Daraz started to operate in Sri- Lanka. In 2018 the Alibaba Group acquired and brought 100% share of Daraz. Nowadays, Daraz has a huge customer base in South Asia as well as in Bangladesh. Daraz is leading the e-commerce business sector of Bangladesh. The closest competitors of Daraz are, Evely, Ajkerdeal, Rokomari, etc.



Figure 1- Daraz Logo

2.1.2 Trend and Growth

Competitors: Daraz is the leading online platform in Bangladesh with a few small indirect competitors and a few big fish that are recently doing good in the market. Also, now Daraz is financially strong as Alibaba is the investor. None of the competitors has this many financial resources as Daraz has. As the largest online company having Alibaba above the head as an investor, it has access to great financial resources and human resources.

Regulatory trends: Daraz doesn't do any type of business that goes against and conflict with the regulatory system of Bangladesh as well as its business. Daraz is doing

business with the products that are authorized by the Bangladesh government. On the other hand, you must consider tax law, customer law, and domestic law before searching for market opportunity.

Target market: This is the main factor that brings the revenue and the target market is the ultimate market scope for a business organization. If you don't select your target market properly according to your product, you won't be operating in the market in the long run. 20 As Daraz is doing business of all kinds of products, Daraz's target market is very diversified and huge. So, the market opportunity is also good for Daraz

2.1.3 Customer Mix

Daraz is an online business platform that can be operated through computers, laptops, tab, and android cell phones with a connection to the internet. There are 2 types of portals

Seller Center (seller's portal): This is the back-end portal where sellers upload their products with price, manage their products, manage orders, manage the store, use promotional tools, join the campaign, and manage their finance.

Online Portal: (customer's portal): When the sellers upload any product from their backend portal that becomes live or visible in the online portal after QC (Quality Control) verification. Once the product becomes live in the online portal, customers can see the product on the Daraz website (<https://www.daraz.com.bd/>) and can make orders.

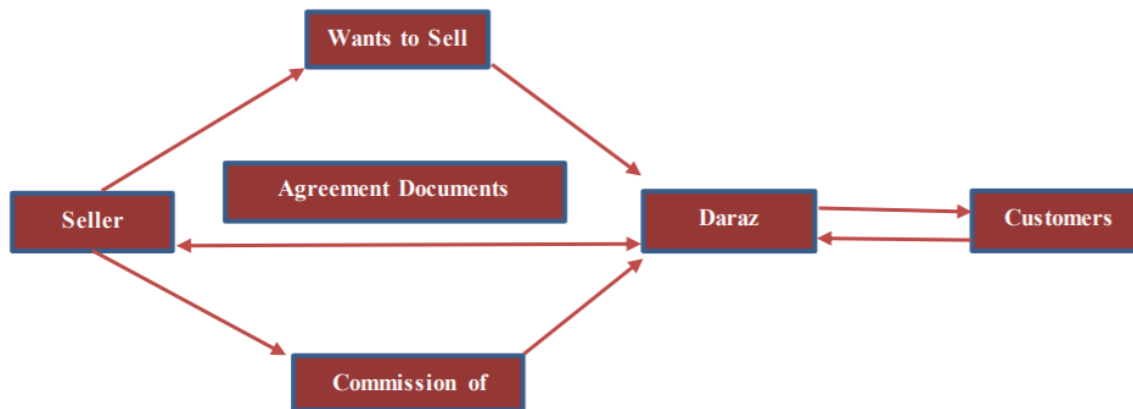


Figure 2- Daraz Customer Mix

To customers: People are getting busy these days and becoming more and more dependent on the internet. Now they can't even manage time for shopping. Even if they have time for shopping, they don't have that energy or willingness to physically store and shop for them (Ahmed A. , 2019). So now as they are using the internet and Daraz is also serving customers through the internet, people can buy anything they want from Daraz by placing online orders. In this way, customers can get the following benefits-

- Save money: If the customer buys the intended item from home, he can save the conveyance bill to some extent as Daraz only takes 45-60 Taka as the delivery charge. If the customer would go to the physical store to purchase, then he might have spent more than 60 Taka and if he wouldn't find the product in that particular shop then he also might have to go somewhere else to purchase the product. On the other hand, there is 20% instant cashback if the customer makes payment in 'Bkash'.
- Save physical and mental energy: As the customer is not going to the physical store, he/she won't have to move outside in this adverse weather and traffic. So, he/she doesn't have to take the hassle and can be relaxed physically and mentally

To sellers: Sellers can be benefited in the following ways-

- **Business expansion:** A seller can expand his business alongside his physical if he can make things sell online. For example: If a seller runs his business through a physical store in Dhanmondi, then his customers are people in and around the Dhanmondi area. But, if he sells things online, he can get customers from different areas and even outside Dhaka. His customer base will expand; as a result, his profit will increase.
- **Start-up sellers:** The sellers who want to start a business and have a nice business idea as well as products but can't due to lack of capital or finance to take rent and manage the physical store. As a result, they can't reach their target customers with their products (Basu, 2011). But they can carry on their business through this Daraz online portal and they won't have to bear the cost of renting and managing a physical store.

The market strategy involves certain things to get long-term customers, survive in the business, sustain in the business for the long run, and to reach to the intended goal of the organization. Those things are discussed as follows from the perspective of Daraz.

Market segmentation: Market distribution is a process where must be included consumer's division with their district particularly. Selecting the market is executing to start the business as well as make different types of marketing programs which is effective to reach the target market. The virtual platform Daraz has also some segments which are the most diligent marketing techniques for the different types of industries. It utilizes various variables to segment its market as follows:

Demographic Segmentation: It categorizes its client according to different features including gender, age, earnings, and education.

- a. **Gender:** Different sexes tend to have different needs. Daraz is therefore dividing its market into males and females. It provides both sexes different types of products such as garments, shoes, and accessories.
- b. **Age:** Daraz has split its market into various age groups such as kids, adolescence, youth, and adults. It has concentrated primarily on young people as

they are fonder of using the internet so that most of the products on the site attract them.

- c. Income: It has split the market based on income groups such as low-income groups, middle-income groups, and high-income groups. Daraz provides premium products at the highest cost so that individuals from the upper class as well as the middle class can buy their products.
- d. Education: Daraz also uses education as the basis of segmenting its market as it tends to attract individuals who are internet users and can access its website without having any trouble.
- e. Occupation: Daraz has categorized its client as a university student, staff, and experts.

Geographic Segmentation: Daraz segmented its market based on different towns and areas. It offers distribution services in the distinct of Bangladesh.

Psychographic Segmentation: This strategy focuses on the customers' lifestyle activities, attitudes, values, and opinions and examines how these affect the purchasing judgment of the customers. Daraz has primarily targeted clients of Tech-Savvy to construct on their high basket value. It only sells premium brands so that individuals with moderately elevated lifestyles can be attracted.

Behavioral Segmentation: Daraz focuses mainly on occasion variables under behavioral segmentation. Buyers can distinguish according to occasions when they develop a need, purchase a product or use a product. During occasions such as Dashain and Tihar, Daraz is planning for “Dashain and Tihar Sale” as people tend to buy new goods during this time. Similarly, it also keeps track of people who regularly use the internet so as to identify its potential customers.

2.1.4 Product/Service Mix

Availability and type of products: You must know the type of products that you want to do business with. Because all types of products will not bring you the same type of opportunity. For example: Though many people buy electronics items online yet people don't find buying electronic items reliable from any kind of online platform as people

can't test it physically. On the other hand, clothing fashion products are running very well. You also have to be aware of the availability of the products you are doing business with. If you don't have available products in hand you won't be able to meet the demand of the customers. In Bangladesh, not many companies are doing business of all kinds of product categories (Shepard Sons, 2013). Maximum companies are doing business with 2 or 3 product categories where Daraz is doing business with more than 10 categories of products. So, the scope is huge.

Daraz is an online platform where buyer and seller meets, communicates and seller sales his product or services to the customers. According to the customers, the business model varies. Normally there could be 4 business models,

- B2B
- B2C
- C2B
- C2C

Here Daraz follows B2B and B2C models

B2C: The most common business model. Consumer buys from the business. For example, anything consumer buys from an online store.

B2B: One business buys another business products or services, business to business. For example, a retailer buys the product from the wholesaler for business purposes.

We know Daraz is an e-commerce business. For this reason, they have to organize and categories their product or service according to the category. The categories of Daraz are

- Electronic devices
- Electronic accessories
- TV a home appliance
- Health and beauty
- Babies and toys
- Groceries and pots

- Home and lifestyle
- Women's fashion
- Sports and outdoor
- Automotive and motorbike

Daraz Bangladesh Ltd generates basically no products at all. It is an online marketplace selling its products by distinct kinds of vendors. Customers can buy the products they want from Daraz. They can find it in various categories like Men's Fashion, Women's Fashion, Phones & Tablets, TVs, Audio & Cameras, Computing & Gaming, Appliances, Home & Living, Sports & Travel, Beauty & Health, Baby, Kids & Toys, Grocer's shop, Other Categories. In a column on the website, customers can discover all these categories mentioned above. They can search in a search box on the website for their required products. Daraz sells all these products from various vendors by charging the vendors with separate commission rates

Daraz sets no cost what so ever on the product. It provides prices based on the seller's price. Due to the price set by the vendors, the prices of the same products in Daraz sometimes differ. Sometimes the vendors offer a discount on their product's price.

2.1.5 Operations

Daraz is an online platform. In Bangladesh, more than .5 million people are buying products from Daraz regularly. For organizing, processing, categorizing, and delivering the order Daraz has different departments. Outside taka, there are 19 hubs operating continuously. Daraz has started their journey in 2013 in Bangladesh. The difference between 2013 Daraz Bangladesh and the current position of Daraz Bangladesh is huge. From the beginning Daraz continuously increasing and is spreading their businesses, "either you're increasing or you're dying" that's the theory Daraz follows. Daraz is carrying out multiple kinds of promotional operations. For their promotions, they concentrate primarily online. By displaying their advertisement there, they are frequently

active on social media sites. They also offer on YouTube. Daraz has maintained their private database of emails. They also retain customers' phonebook database. They send SMS to clients in order to reach them and promote them. To maintain this huge business Daraz has strong management structures, which helps them to increase the business regularly. There are three management levels in Daraz these are-

Top-level management

High-level managers analyze the previous records and make decisions. Top-level management sets the goals and objectives for the lower level management and mid-level management and mix plants. To achieve these goals and objectives. In Daraz the current top-level manager is Syed Mostahidul Haque (MD).

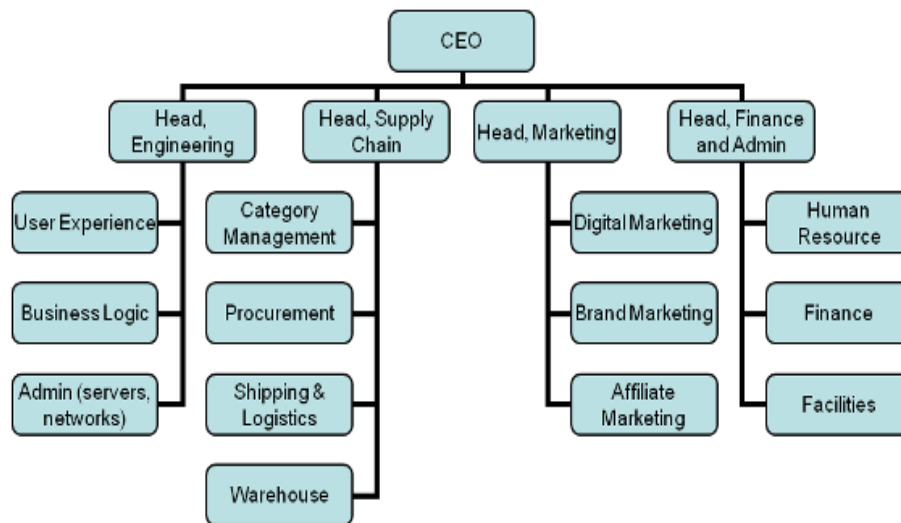


Figure 3- Daraz Organogram

Middle-level management

Middle-level management works as a connector between higher-level management and lower-level management. Middle-level managers take orders from the top-level management and provide the order to the lower level management. Mid-level management also helps top-level management in decision-making. Head of the engineer, head of marketing, head of finance at the example of mid-level management.

Lower level management

Lower level management implements the plans and takes orders from the mid-level management. Lower level management doesn't participate in decision making and can't communicate with the upper-level management. Lower level management is also known as Frontline management. Field workers are the lower-level management.

Crucial departments

Daraz divides the works and responsibilities according to the departments. It helps them to categorize and organizes the products, also when the Department takes their own responsibility it reduces the risk. There are advantages and disadvantages of dividing departments, I will describe this later. Some crucial departments of Daraz are

- Finance Department
- Marketing Department
- Human Resource Department
- Commercial Department
- Business Development Department
- Administration Department
- Sales management Department
- Information technology Department

Commercial Department of Daraz

The Commercial Department of Daraz deals with the sellers. The commercial department hires sellers, trains them, controls product quality, organizes products, etc. Simply from hiring sellers to receive seller's opinion after they sell all this work is for commercial Department. There are some processes or sub Departments of commercial Department, these are,

Acquisition

The main work is Hiring the seller. Daraz is the online marketplace. Any seller can sell their product here. First, the seller has to register in Daraz. Daraz will provide a form to the seller to register and this is the responsibility of the acquisition Department.

Partner support center

This Department verifies the information which is given by the seller in the registration. If the seller is authentic then they activate the account and provides support to the seller.

Seller support unit

The work of this Department is to monitor all the sellers and identify the underperforming sellers. After identifying the underperforming sellers, the next work of this Department is to make a list and send the list to the vendor excellence Department to improve the performance of underperforming sellers.

Vendor excellence

The vendor excellence Department takes the list of underperforming sellers from the seller support unit. After that, the vendor excellence Department communicates with the sellers of the list individually. According to the problems of the seller's vendor excellent sends them to different Department to solve the problems. Also, this problem helps Daraz to improve their system. To solve the problems, Dodge also provides training to the sellers,

- Webinar: online training
- Boot-camp: offline training

Content management

Daraz is in a position, now it's all about reputation. Daraz can't sacrifice their product quality. Content management checks the product quality of the seller and if the seller passes the product quality taste then the content management team gives the green light to the sellers.

Category management

After the seller passes the product quality test, then the content management team handovers the seller to the category management team, and the category management Department organizes and categorizes the product according to the category.

2.1.6 SWOT analysis

Strength	Weakness	Opportunity	Threats
High Security	Lacking's of product delivery	Flourishing e-commerce sales	Security concern
Feasible payment	Low-profit margin	The rapid growth of the internet user base	Increased online retailers
Offers availability to the customer	Insincere staff		Social media business
Vibrant banded product collection	Lack of proper surveillance		Clarification and Clarification

Table 1- SWOT Analysis of Daraz

On the other hand, the business also refers to a series of plans to achieve a long-term return on the capital invested or a profit-making plan for the firm. There are five generic business strategies in place. Now we will see these five strategies related to Daraz, and also the strategy Daraz is pursuing to make profits.

2.2 Industry analysis

Industry structure reflects the nature of the competitors in the sector, the nature of the substitutes, the entry barriers, and the relative strength of providers and customers. For analyzing the whole industrial layout of Daraz, these stated components are going to be discussed. Strategic analysis is a method that includes studying the market environment of an entity under which it performs. In order to formulate strategic planning for making the decision and the smooth running of the company, strategic analysis is necessary. The targets or priorities that the company sets can be accomplished with the aid of strategic planning.

2.2.1 Specification of the Industry

The sellers with interest to do business with Daraz first make an agreement on Daraz's business policy and commission. The commission varies depending on the product's category. When a customer orders any product from any particular seller through the Daraz portal then the seller packs the product and sends it to Daraz hub or Warehouse near him. It is told to the sellers to make the Seller Agreement Documents Daraz Commission of Daraz Customers Wants to Sell 16 ordered product ready to ship within 24 hours (at a maximum of 48 hours) so that Daraz can make the delivery complete within a short period of time to ensure faster delivery. When Daraz gets the ordered product from the seller, then Daraz sends it to the customer either with its own delivery man or through third party logistics.

2.2.2 Size, trend, and maturity of the industry

In early 2013 Daraz was competing with olx.com.pk, ekhane.com. Daraz is a multinational e-commerce business. In 2012 Daraz was founded by Muneeb Maayr as a fashion e-commerce marketplace in Pakistan. Daraz also operates in Myanmar, Nepal alongside Bangladesh. The main targeted marketplace of Daraz is in South Asia. Recently Daraz started to operate in Sri Lanka. In 2018 the Alibaba Group acquired and brought 100% share of Daraz. Nowadays, Daraz has a huge customer base in South Asia as well as in Bangladesh. Daraz is leading the e-commerce business sector of Bangladesh. The closest competitors of Daraz are, Evaly, Ajkerdeal, Rokomari, etc.

The theory of every business is “either you’re progressing or you are dying” there is no alternative like floating in the market. Every business has to increase day by day. Daraz also follows the same theory.

We know that market opportunity refers to the scope and space where the company wants to operate from which it wants to avail all the financial opportunities. Now we

know that Daraz is online marketplace retail and it runs its business all over the place of the market. It is not a highly concentrated market or a market niche. This website includes all types of products and categories, so the whole online marketplace is its field of operation and it generates all the revenues from here.

2.2.3 External Economic Factors

Daraz is the leading online platform in Bangladesh with the mother company above its head. It is also the first biggest online company that is conducting business in the market. Some competitive advantages are giving it the edge to be the number one in the market. Those advantages are described as follows.

Though AjkerDeal started as the first online business in Bangladesh in 2011 it could gain trust and reliability as many people were not comfortable with an online business. Many people knew about Daraz and its business as it was a multinational. After Daraz's arrival in Bangladesh, the trend of online shopping started and people started shopping from Daraz. As a result, Daraz got the first-mover advantage, and it has also got access to different resources.

This is the most important resource that an organization must have access, in order to survive in the market. A talented and hard-working pool of employees can push an organization to the edge and beyond. As a fast mover and being a multinational company, it already has a big pool of talented employees and the company is hiring many more. Also, talented applicants are getting eager to join this company as online business is booming in our country and we are hoping that most part of the business will be online based in the near future.

Daraz was already a multinational company before the acquisition of Alibaba Group as it was and still is operating its business in Pakistan, Myanmar, India, Srilanka, and Nepal. So, it came to Bangladesh with huge finance. And now it has Alibaba Group as its parent company to invest in it.

2.2.4 Technological Factors

Daraz is operating its business with a very detailed, user-friendly, and intelligent website. Sellers can list their products with ease, can manage their products, orders, and finance. Customers can search and order various products very easily that they want to buy by searching product's name, seller's shop and also by searching category wise. For the entrepreneurs, who are looking forward to starting an e-commerce business, they should take a glance at the bunch of benefits of the e-commerce business. The sector of e-business is rapidly booming for its benefits and advantages. Entrepreneurs are taking e-businesses as a valid option.

2.2.5 Barriers to entry

There is a high risk to enter the e-commerce industry in Bangladesh because this sector is now rising and flourishing. Nowadays people are more comfortable with online shopping rather than physical shopping. Almost every new business and existing one is trying to open an online buy-sell platform. The e-commerce industry gives them a chance to open a website and do online business. Those people are generating interest over it. That is why the industry becoming very competitive. Daraz is an online-based buy and sells platform, in this app people have to get registered. Also, people have no pressure to do business physically, don't have to manage stock, and don't have to price, and so on. The seller undertakes the activities by himself. Buyers now rely more on online shopping. It is comfortable as well as saves time.

2.2.6 Supplier Power

Actually, Daraz does not have any relation with the suppliers. Because the sellers do the business with their own product through the Daraz app and give a payment as they are using the system. It does not have their own goods or products; they are just offering a service. So there is no issue with the product and suppliers with Daraz. The

seller can have alliances with suppliers, so they can be influenced by the supplier, but not with Daraz or another e-commerce platform that is doing business in a similar way.

2.2.7 Buyer Power

Doing bargain is always being an important part of shopping. In physical shopping we always do bargain and we freely do this. But the e-commerce section takes the power of bargaining from the buyers. Almost all online shopping pages, the sellers fixed the price of their product. Buyers could see that many suppliers doing business along with similar products and buyers could see the prices of each page because the price is mentioned with the product. And almost all sellers set mostly the same price for the same product for getting established in the competitive industry. This technique limited the buyers' options and they cannot easily move. Though buyers can buy from different sellers the platform is the same. They have many options for exploring different products but on different platforms.

2.2.8 Threats of Substitutes

Alternative products are compromised in the Intuition that a person can buy a product or goods physically or through different portals, such as e-commerce. So, we can trace the industry of e-commerce, as we can guess that goods or products easily purchased by benefiting from some portals or some through. That's why we can say that a buyer has different sectors to purchase his/her kinds of stuff. One can purchase commodities from these alternatives as they have to need to purchase replacement goods that are direct competitors. Actually, one can search both the replacement and original goods from Daraz or from direct competitor portals.

2.2.9 Industry Rivalry

After analyzing the market, we can see that Daraz occupied approx. 40% share out of 100% share. There is no competitor, unfair Daraz, keep many shares in the market or industry of e-commerce. So, we can say that Daraz is the prime chief in the whole market. Opposite may work different field besides Daraz role over the whole economy

without any strong competitors. For example, we can see that every business has their different sites such as for books Rokomari is the best, for medicines we search for pharmacy. Com, on the other hand, Daraz conducts business within all types of commodities. Mentioned that, the location of Daraz is a completely virtual platform. They are giving and take activities are done within the daraz website. So, the address of the website is www.daraz.com.bd.

Chapter-3: Benefits and Barriers of E-business

Today, e-business has revolutionized the way companies are doing business. Especially, in 2020, e-business is playing a huge role in the economy. E-business is a 24 into 7 business. Customers can buy their desired product anytime. That's one of the benefits of e-business. Just like that, e-business has a lot of benefits as well as some barriers. The benefits of e-business are convenience and easiness, attract new customers with search engine visibility, decreasing cost of inventory management, selling product across the World, open for 24 into 7, advertising and marketing cost. The business of e-business is search engine rankings, web design, mobile browser compatibility, slow upset performance, security, etc. When we look into the E-commerce industry we undoubtedly find nothing but these healthy signs. In the era of technology, shopping has turned into a total new employment sector. Staying at home and shopping at your own comfort has added a new dimension for the people of e-commerce. This industry is booming with repeated customers & having potential one's day by day. Followed by the quantitative analysis later on in the project, we will prove it by numerical values. Strategic implementation has been carried out properly in the sector that has brought a ton of success in the industry.

3.1 Benefits of e-business

For the entrepreneurs, who are looking forward to starting an e-commerce business, they should take a glance at the bunch of benefits of the e-commerce business. The sector of e-business is rapidly booming for its benefits and advantages. Entrepreneurs are taking e-businesses as a valid option. The advantages and benefits of e-business are described below-

Convenience and easiness

E-business is the easiest business to conduct. For e-business, there is no physical list required (Ahmed D. K., 2017). So, entrepreneurs can conduct the business from their home. The most important thing is buying the product from an e-business is time-

saving, convenient, and user friendly. Because of this convenience and user-friendly behavior of e-business, it's getting the attention of new customers.

Attract new customers which search engine visibility

For physical stores, there are a lot of advertisements and marketing processes are required to attract customers. On the other hand, in e-business entrepreneurs can attract customers with search engine visibility. Entrepreneurs just have to put authentic content and product to get more traffic from search engines.

Decreasing cost of inventory management

In physical stores, a special working team is required for inventory management. On the other side in e-business, web-based management does the inventory management job automatically. For this reason, the cost of inventory management decreases automatically.

Selling product across the world

One of the most important benefits of the business is selling the product across the world. Users can easily get their desired services or products through Courier service across the world. The unlimited geographical area of the business increases the potential customers, for this reason, the sale increases.

Open for 24 into 7

There are few physical stores in the market that provides 24 into 7 services. E-businesses are far ahead of physical stores in this area. E-business can easily run their e-commerce website all the time with convenience. The consumer gets the option to buy their desired product whenever they want. This strategy increases the sales of the businesses.

Advertising and marketing cost

I mentioned earlier that e-business doesn't need much of marketing processes or advertisement comparatively than physical stores. The advertisement or marketing of e-business is most of the time totally free and sometimes paid. There is a lot of free

platforms are available for the advertisement of the e-commerce business. This minimizes marketing cost, reduces the cost of production per unit, and increases profit.

3.2 Barriers of e-business

Conceptualizing customer expectations of e-Commerce efficiency In a challenging economy like the one we are currently witnessing, it is a valid way for a company to increase its market share to participate in the pursuit of internet sales. An online presence upgrades a company to a multinational supplier with access to potential buyers around the world from a local agency. If a company failed to diligently follow an e-commerce plan, it would usurp a big opportunity. If a company does not take advantage of online business opportunities, so many of its rivals would be, they are at a strategic disadvantage. But two distinct aspects are choosing to do online business and actually getting it. As it turns out, it is an important part of finding and maintaining online customers to conceptualize a consumer's view of e-commerce efficiency. Implementing the right business strategies is a crying need for an organization. E-commerce is really helpful to target the right customer base for the business.

There are many benefits of e-business, some of which I have already described. There are also some barriers to e-business. Entrepreneurs have to take a look at the barriers of the business before investing their money in the e-commerce business. Some of the barriers of e-business are described below-

Search engine ranking

Search engine helps people to find the e-commerce website. The search engine provides completely new customers for free but there is an issue that every e-business is looking for customers from the search engine (Sarker, 2015). So there is a huge competition. The competition is for to get up in the ranking of the search engine, but it's really difficult for a completely new e-commerce website to get up in the ranking of the search engine.

Web design

To start an e-commerce business an e-commerce website is required. The website of the e-commerce business gives the first impression to the consumers. More than 40% of the customers are changing their brand perception according to the web design.

Mobile browser capability

Day by day, whilst sales of Desktop PCs are dropping, on the other side mobile and tablet users are increasing. The number of mobile, tablet using consumers is increasing also. So, the web developer of the e-commerce website has to make the web design according to the mobile browser compatibility.

Slow website performance

The website of the e-commerce business can have slow performance. The performance of the website depends on various things, for example, hosting service, database response, coding, images, and videos, etc. It takes a lot of time to load the content of the website when the performance is low (Roberto, 2015). As a result, consumers leave the website which effects directly on the sale of the business.

Shopping cart slash purchasing

We know the difference between shopping cart and purchasing. A survey shows that the conversion rate of the shopping cut two purchasing is below 10%, which is quite shocking. That's because there are a lot of similar products are available in the market. People compare the product and buy the better one.

3.3 Security and legislation of e-business

Security and legislation both are important issues for e-business. Nowadays, the major e-commerce site, for example, Amazon, Alibaba, Aliexpress are facing cyber threats. There are three major security issues that are relevant to online business,

- Verifying the identity of the person the company are doing business with
- Ensuring that messages the company sends and receives have not been tempered
- Obtaining evidence of the data, time, and place which a contract was made

Encryption

Encryption keeps the information secured. Encryption means, encoding and information with an encryption algorithm so that only the sender and the receiver of the information can access the information. The most common use of encryption in e-business is to send the account information to the customer. So that, the third-party cant access the information.

Digital signature

To verify recipients, have to sign documents. Digital signature means the online signature. They are authenticated by means of digital certificates. Digital sign sometimes gets confusing, for this reason, there are Law's for e-signature. The law of e-signature is recently changed.

Certification authorities

Certification authorities are independent third party operated which issues digital certificates to individuals. The more rigorous are the CA's identity checking procedures, the more reliable the certificates which it issues. Certification authority plays an

important role in e-business by verifying the individual customers. Individuals should choose certification authorities according to their rating.

Firewall

The firewall prevents users or network from access to the information without authority. In e-business, the IT department adds a firewall in both website and application to secure the information of the customer. There are some ways to add a firewall, these are

- Packet philter
- Application getaway
- Proxy servers

Chapter Four: Statistical analysis

The measurement of data that can be put into numbers is a quantitative measurement. The objective of quantitative measurement is to conduct statistical analysis, so that information must be in numerical form. Measures exist to represent attribute degrees numerically. Quantitative research is measurement-based and is carried out in a systematic, controlled way. These measures allow researchers to carry out statistical tests, analyze differences between groups and determine treatment efficacy. It can't be tested if something is not quantifiable. Objective measurements and statistical, mathematical, or numerical analysis of data obtained by surveys, questionnaires, and surveys or by modifying pre-existing statistical data using computational techniques are emphasized through quantitative methods. Since the quantitative analysis of data is all about evaluating numbers, it is no surprise that statistics are involved. Methods and techniques of statistical analysis are the engines that drive quantitative data analysis, and these methods and techniques can range from fairly straightforward calculations (e.g. averages and medians) to more advanced analyses (e.g. correlations and regressions). Descriptive stat, correlation & hypothesis analysis with the existing data of the e-commerce industry will show the lying relationship.

Descriptive statistics: To explain your data set (who would have thought?), descriptive statistics serve a basic but critically important purpose in your study. In other words, they help you understand your sample information (the small slice of the population). Descriptive statistics, unlike inferential statistics (which we will get to soon), are not aimed at drawing inferences about the whole population, just being interested in the described specific sample.

Research question

- a. How was e-commerce affected by the coronavirus, positive or negative?

Here, we took three renowned e-commerce industries that are operating greatly in Bangladesh. The chart here represents the number of active covid-19 cases along with the Total visit(app) & approximate growth rate of the three e-commerce company industry. We showed graphs based on the data.

Date	Covid Active Case	Daraz Total visit (in million)	Daraz Growth	Evaly Total visit (in million)	Evaly Growth	Chaldal Total visit (in million)	Chaldal Growth
Mar-20	30	2.59	37.15%	6.71	44.12%	2.83	21.22%
Apr-20	7303	3.2	38.10%	7.56	45.23%	4.26	22.82%
May-20	34623	3.6	40.76%	10.79	55.93%	4.79	24.16%
Jun-20	84012	4.25	40.30%	9.04	57.74%	4.35	24.53%
Jul-20	97577	4.36	36.90%	7.75	45.23%	5.37	25.28%
Aug-20	103828	4.27	45.47%	7.47	45.98%	5.68	32.45%
Sep-20	83126	4.46	36.57%	4.63	47.63%	2.94	22.82%
Oct-20	77593	4.6	32.45%	5.91	44.97%	1.6	22.30%

Table 2- Daraz and competitors growth

Dependent Variables-

Company Growth			
Descriptive Statistics	Daraz Growth	Evaly Growth	Chaldal Growth
Mean	0.384625	0.4835375	0.244475
Standard Error	0.013481942	0.018924181	0.012330895
Median	0.37625	0.45605	0.2349
Mode	#N/A	0.4523	0.2282
Standard Deviation	0.038132691	0.053525666	0.034877039
Sample Variance	0.001454102	0.002864997	0.001216408
Kurtosis	1.228024331	0.000235843	4.937285586
Skewness	0.454064191	1.332108439	2.069272271
Range	0.1302	0.1362	0.1123
Minimum	0.3245	0.4412	0.2122
Maximum	0.4547	0.5774	0.3245
Sum	3.077	3.8683	1.9558
Count	8	8	8

Table 3-Dependent variable

Coronavirus distribution is assessed on a daily basis based on independent variables, cumulative infections, and cumulative deaths. It is also calculated by the values of both the new infections of the Coronavirus and the daily deaths of the new Coronavirus. The dependent variable represents the global e-commerce market's reaction to the effects of the spread of the Coronavirus and is calculated by the daily returns to the world economy of e-commerce companies' shares. This has been introduced. From March 2020-October 2020 on a regular basis.

Now we would like to test the following hypothesis:

The first hypothesis: "There is no significant, statistically significant effect of the independent variables of the spread of the Coronavirus, which are new cases of Coronavirus, total active patients new Coronavirus deaths, cumulative infections and approximate deaths on the return of the e-commerce industry."

The alternate Hypothesis: "There is the significant, statistically significant effect of the independent variables of the spread of the Coronavirus, which are new cases of Coronavirus, total active patients new Coronavirus deaths, cumulative infections and approximate deaths on the return of the e-commerce industry."

Ha: $\beta \neq 0$ versus the null hypothesis

Hb: $\beta = 0$,

Testing Hypotheses: Test First hypothesis: The three independent variables related to the spread of the Coronavirus were added to a multiple regression equation and the dependent variable was the growth rate of the e-commerce companies in question.

b. What viewpoint will be comparable Daraz with other competitors

Daraz competitors are Evaly, chaldal, bikroy.com, etc. Now Daraz, Evaly, and Chaldal growth rate with regression analysis, Anova analysis is described below-

Daraz Growth		Evaly Growth		Chaldal Growth	
Regression Statistics		Regression Statistics		Regression Statistics	
Multiple R	0.659106	Multiple R	0.58950628	Multiple R	0.766709968
R Square	0.434421	R Square	0.34751765	R Square	0.587844175
Adjusted R Square	0.010236	Adjusted R Square	-0.1418441	Adjusted R Square	0.278727307
Standard Error	0.037937	Standard Error	0.05719598	Standard Error	0.029620293
Observations	8	Observations	8	Observations	8

Table 4- Growth analysis

ANOVA analysis

ANOVA Daraz					
	df	SS	MS	F	Significance F
Regression	3	0.00442	0.00147	1.0241319	0.47076
Residual	4	0.00576	0.00144		
Total	7	0.01018			

Table 5-ANOVA Analysis of Daraz

To use the equation of regression to predict The growth rate of Daraz, we have to look at the values of the regression coefficient. The tables provide all the data.

$$Y (\text{growth rate of Daraz}) = 0.375857958 + 2.30132E-06(30) - 9.23325E-05(5) + - 2.3915E-05 (5) = 0.3753457601$$

ANOVA Evaly					
	df	SS	MS	F	Significance F
Regression	3	0.0069695	0.00232	0.71014	0.5946
Residual	4	0.0130855	0.00327		
Total	7	0.020055			

Table 6- ANOVA Analysis of Evaly

Y (growth rate of Evaly) = 0.469615172 +-1.70664E-06 (30) +0.000177913 (5) +-5.16814E-06 (5) = 0.46978621022

ANOVA Chaldal					
	df	SS	MS	F	Significance F
Regression	3	0.005005408	0.001668	1.901689	0.270652363
Residual	4	0.003509447	0.000877		
Total	7	0.008514855			

Table 7- ANOVA Analysis of Chaldal

Y (growth rate of Chaldal) = 0.217320524 + 3.75753E-06 (30) -0.000189101 (5) +-2.34666E-05 (5) = 0.21711171393

The standard error for our analysis is 0.057195978. It is the basic "error" when we use this equation to predict the growth rate. Smaller multiple standard errors, as such shown in our analysis, show a better or more effective equation. In our analysis, the Multiple R is 0.659 which means there is a strong linear relationship between the independent variable and dependent variables. In our analysis, about 43% of the variation of y-values around the mean is explained by the x-values. It is a bit low means less falling. Adjusted R-squared is used to determine how reliable the correlation is and how much is determined by the addition of independent variables. It is 10% in our analysis. It increases only if the new term improves the model more than would be expected by

chance. It decreases when a predictor improves the model by less than expected by chance.

The decision rule: The decision rule is not to reject the null hypothesis, that all the regression coefficients are 0 if the computed value of F is less than or equal to 6.59. If the computed F is greater than 6.59, reject the null hypothesis, H_0 , and accept the alternate hypothesis, H_1 . The computed value of F is 10.32, which is clearly in the rejection region. The null hypothesis that all the multiple regression coefficients are zero is therefore rejected.

This means that at least one of the independent variables can explain the variation in the dependent variable (gasoline price). We expected this decision. Testing the null hypothesis can also be based on a p-value, which is reported in the computer software output for all hypothesis tests.

The ANOVA shows the F-statistic's p-value is 0.00012 which is close to 0.000. It is less than our significance level of 0.05.

Therefore, we decide to reject the null hypothesis and conclude that at least one of the regression coefficients is not equal to zero. Hence, it is proved that the growth rate of E-commerce (Company Daraz) is affected by the independent variables of the Corona environment. A positive and negative correlation has been shown previously. In the same way, we can show it for E-vally & Chaldal.

- c. What are the quantitative ways to measure strategic implementation for the success of e-commerce?

Daraz started its operation in 2014 in Bangladesh. For achieving its current success rate, Daraz has followed some strategic implementation. With time, these implementations brought Daraz higher profitability. Here, an important tool of quantitative analysis of statistics has been followed to present the relationship between the success rate of Daraz and the strategic implementation methods.

Year	Daraz Growth Rate	Increased Number of the seller (in million)	Violent Number of Brands (in million)	Website Accessibility	Sustainable Marketing in BD
2014	0.105	0.073	0.0002	5	126
2015	0.115	0.092	0.0003	10	131.3
2016	0.125	0.134	0.0007	13.33	135.8
2017	0.15	0.173	0.0009	22.65	150.9
2018	0.253	0.195	0.002	38.9	156.9
2019	0.312	0.204	0.028	40.6	165.57
2020	0.345	0.251	0.342	58.6	170.6

Table 8- Increasing Growth Rate

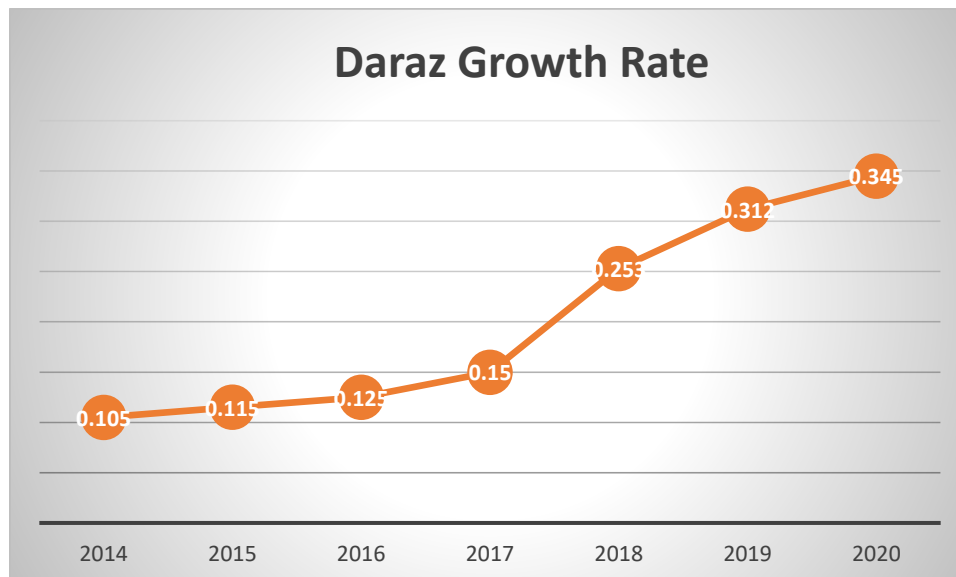


Figure 4- Daraz Growth Rate

Descriptive Statistics	Daraz Growth	Increased Number of seller	Vibrant Number of Brands	Website Accessibility	Sustainable Marketing in BD
Mean	0.200714286	0.160285714	0.053442857	27.01142857	148.1529
Standard Error	0.038031763	0.02414215	0.04824551	7.40643299	6.580366
Median	0.15	0.173	0.0009	22.65	150.9
Mode	#N/A	#N/A	#N/A	#N/A	#N/A
Standard Deviation	0.100622586	0.06387413	0.12764564	19.5955798	17.41001
Sample Variance	0.010124905	0.004079905	0.016293416	383.9867476	303.1086
Kurtosis	1.887321325	1.10738044	6.855569451	0.957473633	-1.86165
Skewness	0.562008416	0.114308573	2.611965376	0.542003183	-0.01144
Range	0.24	0.178	0.3418	53.6	44.6
Minimum	0.105	0.073	0.0002	5	126
Maximum	0.345	0.251	0.342	58.6	170.6
Sum	1.405	1.122	0.3741	189.08	1037.07
Count	7	7	7	7	7

Table 9- Descriptive Increasing Statistics of Daraz

Summary Output

SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.989332935
R Square	0.978779657
Adjusted R Square	0.93633897
Standard Error	0.025388223
Observations	7

Table 10- Summary Output of Increasing Statistic

ANOVA Testing:

ANOVA

	df	SS	MS	F	Significance F
Regression	4	0.059460305	0.014865076	23.0622955	0.041990384
Residual	2	0.001289124	0.000644562		
Total	6	0.060749429			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	0.343856998	0.470632709	-0.730627072	0.54100471	-2.368826109	1.681112	-2.36883	1.68111213
Increased Number of seller	1.450529912	0.909702291	-1.594510562	0.2518621	-5.364662959	2.463603	-5.36466	2.4636031
Violent Number of Brands	0.041192144	0.162884872	-0.252891159	0.82397123	-0.742029184	0.659645	-0.74203	0.659644895
Website Accessibility	0.006220088	0.003288803	1.891292548	0.19913581	-0.007930488	0.020371	-0.00793	0.020370665
Sustainable Marketing in BD	0.004125863	0.004170861	0.989211497	0.42682468	-0.013819902	0.022072	-0.01382	0.022071629

Table 11- ANOVA Testing of Sustainable Market

Growth Rate of Daraz= $\alpha + \beta_1$ (Increased sellers) + β_2 (Vibrant Brand) + β_3 (Website accessibility) + β_4 (Sustainable Marketing)

$$= 0.343856998 + 1.45(.251) + 0.04(.342) + 0.006(58.6) + 0.004(170.6)$$

$$= 0.3557$$

With the pace of time, Daraz has implemented a great strategic method to increase its business growth. Over the time period, it got successful in its own way. Evaluating the signs among intercept value and co-efficient, we see that there lies a positive relationship. With every unit of implementation of strategic method, the growth rate increases.

d. E-Commerce Adaptation among SME's in Developing Countries?

Daraz had to face difficulties during its inauguration period since 2014. Maximum people of Bangladesh were not aware of the term e-commerce, let alone its application. Adaptation of E-commerce has been increased drastically among short and medium enterprises in developing countries like Bangladesh.

Year	Daraz Adaptations % (By new user)	Daraz visitors (in million)	People trusting in Daraz (in million)	Daraz products buying customers (in million)
2014	10.11%	0.25	0.0002	0.0001
2015	15.70%	0.495	0.0037	0.0013
2016	20.00%	0.75	0.006	0.003
2017	33.00%	1.36	0.09	0.08
2018	50.77%	2.39	1.02	1
2019	60.53%	3.63	1.15	1.4
2020	65.00%	4.46	2.33	1.53

Table 12- Daraz Adaptations by a new user

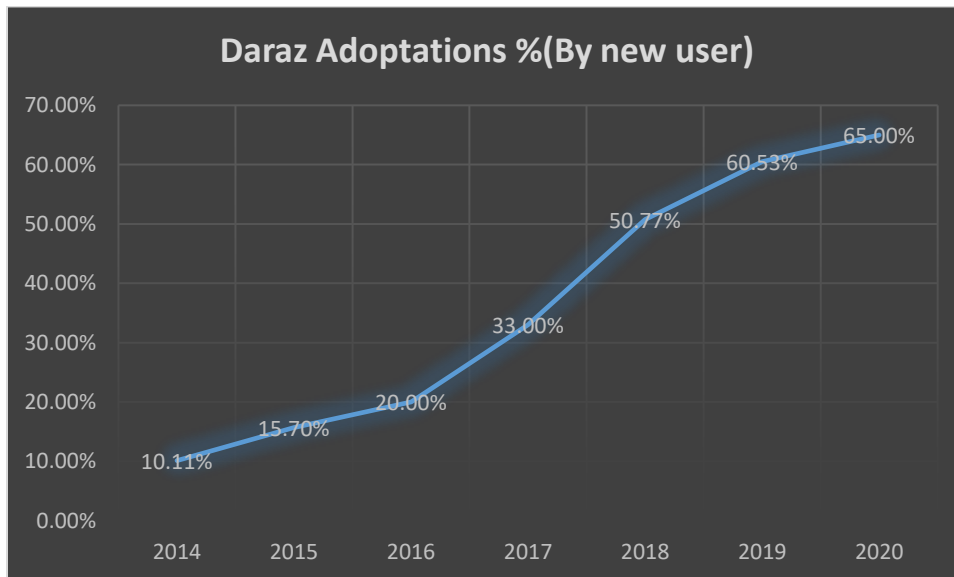


Figure 5- Daraz Adaptations Percentage

Descriptive statistics	Daraz Adaptations	Daraz visitors	Daraz customers	Trusted
Mean	36.44428571	1.905	0.657128571	0.57348571
Standard Error	8.461219899	0.619082462	0.337258697	0.26748875
Median	33	1.36	0.09	0.08
Mode	#N/A	#N/A	#N/A	#N/A
Standard Deviation	22.38628364	1.637938237	0.892302641	0.7077087
Sample Variance	501.1456952	2.682841667	0.796204002	0.50085161
Kurtosis	-	-1.19554727	0.901093018	-2.2051967
Skewness	0.17721717	0.684291768	1.257248435	0.55009306
Range	54.89	4.21	2.3298	1.5299
Minimum	10.11	0.25	0.0002	0.0001
Maximum	65	4.46	2.33	1.53
Sum	255.11	13.335	4.5999	4.0144
Count	7	7	7	7

Table 13- Daraz Adaptions Descriptive Analysis

Summary Output

SUMMARY OUTPUT

Regression Statistics	
Multiple R	0.985081438
R Square	0.970385439
Adjusted R Square	0.940770877
Standard Error	5.448157488
Observations	7

Table 14- Daraz Regression Statistic

ANOVA Testing

ANOVA

	df	SS	MS	F	Significance F
Regression	3	2917.826911	972.6089705	32.76717	0.00857453
Residual	3	89.04726003	29.68242001		
Total	6	3006.874171			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	9.894078946	5.023563369	1.969534018	0.143512	-6.093141736	25.8813	-6.093141736	25.88129963
Daraz visitors	14.46770317	6.684815253	2.164263727	0.119097	-6.806362431	35.7418	-6.806362431	35.74176878
Daraz customers	9.316977617	8.503387907	-1.095678301	0.3533	-36.37855305	17.7446	-36.37855305	17.74459781
Trusted	8.913359631	13.59951161	0.655417627	0.558975	-34.36635586	52.1931	-34.36635586	52.19307512

Table 15- Daraz Anova Testing Analysis

$\alpha + \beta_1(\text{site visitor}) + \beta_2 (\text{people trusting in daraz}) + \beta_3 (\text{repeated customer base})$

$=9.894078946+14.46(3.63) +9.31(1.15) +8.91(1.4)$

$=65.56\%$ (in 2019)

Anticipating the intercept value and co-efficient of the variables, we can certainly say that there lies a positive relationship with the Daraz adaptation in Bangladesh. With the increase of telecommunication services and network flexibility, Daraz adaptation has increased at a great percentage.

e. How does the "Marketing Strategy" affect the overall market acquisition of the E-commerce industry?

As the E-commerce industry is flourishing day by day, the marketing strategy plays a very important role. Wise and hassle-free customer orientation brings a higher market acquisition for the company. With a great marketing strategy, any company can be the market leader which actually Daraz Bd did. Just back in 2014, no other company could imagine the present success rate of Daraz. Daraz, at present, is acquiring 40 percent of the current market share. No other single company has such a higher acquisition.

Year	Market acquisition (Share %)	Online Campaigns (cost million)	Vouchers & discount in (cost million)	Promotion in social media	Ease of payment & Delivery system Ratio
2014	11.2	0.052	0.013	10	2
2015	13.6	1.45	0.029	13	2.5
2016	19.3	10.8	0.18	18	4
2017	21.05	17.6	0.38	30	6
2018	30.43	22.8	0.85	40	7
2019	33.79	29.6	0.99	60	8
2020	40	33.37	1.3	70	8.5

Table 16- Market Acquisition of Daraz

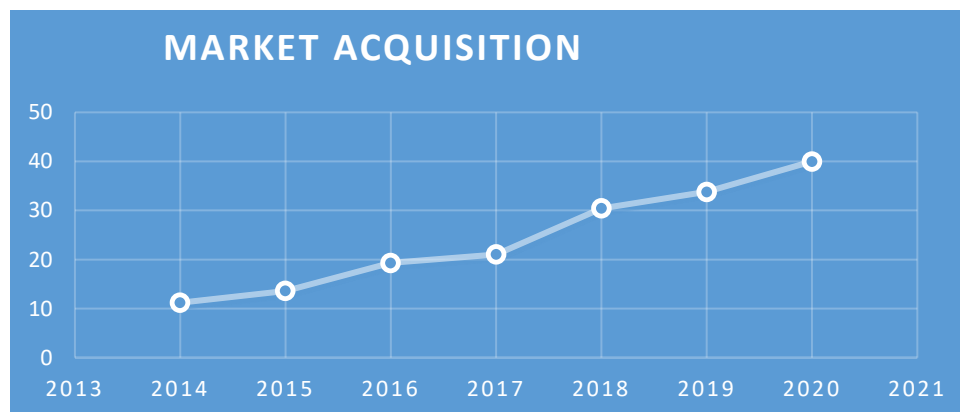


Figure 6- Market Acquisition

Summary Output

Regression Statistics	
Multiple R	0.997269392
R Square	0.994546241
Adjusted R Square	0.983638723
Standard Error	1.377362167
Observations	7

Table 17- Market Acquisition Summary Output

ANOVA Testing:

ANOVA	df	SS	MS	F	Significance F
Regression	4	691.9191184	172.9797796	91.17988496	0.01087777
Residual	2	3.794253078	1.897126539		
Total	6	695.7133714			

	Coefficients	Standard Error	t Stat	P-value	Lower 95%	Upper 95%	Lower 95.0%	Upper 95.0%
Intercept	18.91271927	5.823942626	3.247408239	0.083167232	-6.14568337	43.97112	-6.14568	43.97112191
Online Campaigns	0.927485435	0.591914733	1.566924057	0.25764462	-1.61931811	3.474289	-1.61932	3.474288978
Vouchers & discount	16.66341164	6.480233871	2.571421336	0.123774282	-11.2187843	44.54561	-11.2188	44.54560759
Promotion in social media	-0.117082389	0.15562659	-0.75232895	0.530344357	-0.78668956	0.552525	-0.78669	0.552524785
Ease of payment	-2.748441072	2.412863175	-1.13907871	0.372720186	-13.1301534	7.633271	-13.1302	7.633271256

Table 18- Market Acquisition Anova Testing

Market Acquisition (%) = α + (online campaign) + β_2 (Vouchers and Discount) + β_3 (Promotional activities) + β_4 (Ease of Payment and Delivery procedure)

$$=18.91+0.92(33.37) +16.66(1.3)-0.11(70)-2.74(8.5)$$

$$=40.27 \text{ (2020)}$$

Only for the promotional activity and ease of payment and delivery system co-efficient, the sign of the coefficient is negative. It means these two elements are not positively related to the market acquisition. Hence, all the other elements are positively

connected. With the improvement of marketing strategy, Daraz managed to be the all in one site in the market.

Chapter Five: Conclusion and Key Facts

5.1 Recommendation for improving departments facts

It is essential for businesses to outperform other businesses in this competitive market and also to set a standard that is not readily achieved by any new enterprises. The finding suggests that if a large and well-known business settles in Bangladesh, Daraz has a very slim chance of stopping sales fall. Daraz needs to build a loyal and happy client base in order to have a sustainable future. The factors that work as obstacles to the development and sustainability of Daraz and the suggested variables are:

- First, they have to guarantee the quality of their product. Even if they have fewer vendors, but the quality of the item is excellent client, they will shop longer and will not readily move to other eCommerce locations. They must therefore have excellent quality products that match their business objective.
- They struggle to deliver faster or emergency deliveries because they don't have their own shipping team. At the moment, as this business has grown larger. It is high time a powerful private shipping team and better follow-up teams were created to guarantee timely deliveries. So, the timely delivery issue must be addressed properly.
- While selecting the pricing strategy, the firm must bear in mind that its price matches present market prices. The price must be sufficiently competitive to affect clients to buy Daraz products. If the cost is high, the argument should be valid. Like a good quality item, the cost may be greater. But then again, the product's quality must be guaranteed.

Differentiation: It is the way a company maintains its goods or services to consumers in a more distinctive and distinguishing way so that customers can easily make a distinction on the products of the company from those of rivals. By its exclusive website or portals, Daraz differentiates himself from the rival. No other Bangladeshi online portal is as exclusive as it is. For both sellers and clients, the portals are very easy to understand, run, and comprehensive. In addition, Daraz differentiates itself through its delivery system, although Daraz's delivery system is yet to be enhanced and more

effective. But multiple conditions in this country hamper the quickest delivery in the shortest possible period.

The strategy of cost competition: It applies to the sale of goods or services at a lower cost than that of rivals. Business companies take cost leadership in the industry in this way. Although setting the price of the product on the Daraz platform is entirely in the hand of the seller, Daraz launches several promotions in a very regular manner, offering discounts, vouchers, and free shipping just to deliver goods at a lower price. Daraz also encourages sellers to use various marketing tools on their own to increase the present order level.

Scope strategy: It refers to competing in the global market rather than competing in the local market or in the domestic market. Daraz has been a multinational company since the very beginning of its operation in Bangladesh. Prior to Bangladesh, it operated in Sri Lanka, Nepal, Myanmar, and Pakistan. The Chinese company Alibaba has picked up Daraz. On the other hand, Daraz is not focused on niche marketing. It has extended its business by focusing solely on the business of all sorts of products and categories, except illegal goods. So, for Daraz, the scope of business is massive.

5.2 Key Understanding

Daraz can focus on their target customers. Based on their age, sex, or geographical area, the implementation can be provided. They can launch vouchers, exciting offers for the base. Digital marketing is an important tool for doing so. Another significant indicator of customer satisfaction has been generally recognized as the definition of consumer-perceived quality (CPQ). If the customers stay happy and contented with the service, they keep visiting the sites and do more shopping. The internet has emerged in a virtual marketplace as a competitive platform for channeling transactions between clients and firms. As broadband networks provide customers with internet connectivity almost anywhere a laptop resides, radio-based networking networks known as WiFi seem to offer even greater e-commerce potential. Engaging in e-commerce provides companies with an affordable means of advertisement, allowing them to grow from a local company to one with a global footprint and the globe as a future marketplace.

5.3 Conclusion

Finally, we can conclude that Daraz currently has a lot of revenues as there are no better options. But there is a high likelihood that clients will change and their sales will reduce when there will be a better option. Many don't consider it worthy of reliability or trust. There are very few and insignificant reasons for shopping back from Daraz. Conceptualizing customer expectations of e-Commerce efficiency in a challenging economy like the one we are currently witnessing is a valid way for a company to increase its market share to participate in the pursuit of internet sales. An online presence upgrades a company to a multinational supplier with access to potential buyers around the world from a local agency. It is therefore high time that Daraz improves its service offerings and created a loyal client base.

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Appendix

SL	Author	Year	Journal/ Book	Purpose	Findings
01	Ahmed Abdullah	2009	<i>How Daraz BD has revolutionized purchasing habits</i>	The purpose of the study is to analyze the impact of market contestability by exploiting plausibly exogenous changes in interstate geographical restrictions on branch expansion of Daraz	Support the view that Daraz might respond to a change in charter values due to market contestability.
02	Dr. Kazi Foyez Ahmed	2017	<i>Barriers in the growth of Daraz Bangladesh from customer's point of view</i>	There are also some barriers to e-business. Entrepreneurs have to take a look at the barriers of the business before investing their money in the e-commerce business.	For the entrepreneurs, who are looking forward to starting an e-commerce business, they should take a glance at the bunch of benefits of the e-commerce business.
03	James Anderson	2011	<i>Computer Network System</i>	The Internet connects a large number of local area network (LAN) through a network. when some computers are connecting. They create a network	Internet is the pillar of e-business. There are some basic and complex technologies on the Internet. Simply, Internet technologies provide security to the e-business. Internet technologies are making e-business convenient and user friendly for the customers.
04	Sergio Roberto	2015	<i>Barriers of E-Business</i>	There are also some barriers to e-business. Entrepreneurs have to take a look at the barriers of the business before investing their money in the e-commerce business.	For the entrepreneurs, who are looking forward to starting an e-commerce business, they should take a glance at the bunch of benefits of the e-commerce business.
05	Hasan Iqbal Sarkar	2015	<i>Top e-commerce sites in Bangladesh</i>	Daraz is a multinational e-commerce business. In 2012 Daraz was founded by Muneeb Maayr as a fashion e-commerce marketplace in Pakistan.	Daraz also operates in Myanmar, Nepal alongside Bangladesh. The main targeted marketplace of Daraz is in South Asia

06	Shepard Sons, Ricky Board	2013	<i>Budget</i> <i>Performance</i> <i>Appraisal</i>	To explain your data set (who would have thought?), descriptive statistics serve a basic but critically important purpose in your study. In other words, they help you understand your sample information (the small slice of the population).	Descriptive statistics, unlike inferential statistics (which we will get to soon), are not aimed at drawing inferences about the whole population, just being interested in the described specific sample.
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Statistical Term

Mean-this is merely the statistical average of a number range.

Median-this is the middle point of a number set (if those numbers were arranged from low to high).

Standard deviation and variance-these illustrate how a set of numbers are scattered. In other words, how close all the figures are to (or far) (or from) the average or mean.

Skewness-it demonstrates how symmetrical a number array is. In other words, in the center, they tend to cluster into a smooth bell curve form (this is called a "normal distribution") or skew to the left or right.

T-Tests-this compares the averages of two data classes to determine whether they vary significantly. In other words, the means (averages), standard deviations, and skewness are substantially different. This is identical to a T-test, except it helps you to examine several groups, not just two groups- ANOVAs.

Correlations-this tests the correlation between two variables. If one variable goes up, in other words, the other variable either goes up, down or remains the same.

Regressions-this is similar to correlation, but knowing cause and effect between variables, not just when they move together, goes a step further. In other terms, does one variable really make the other move, or, thanks to another power, they just happen to move together naturally.