

**F-COMMERCE PROSPECTS IN BANGLADESH: A
HANDS-ON PRACTICE THROUGH SMART BUY
BD PLATFORM**

F-Commerce Prospects in Bangladesh: A Hands-on Practice Through SMART BUY BD platform.

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15th May 2023

Letter of transmittal

15th May 2023

Dr. Sarker Rafij Ahmed Ratan

Associate Professor

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Dear Sir,

I am pleased to submit to you the report, '**F-commerce Prosects in Bangladesh: A hands-on practice through SMART BUY BD platform**'. This report is the result of details study about the prosecution of F-commerce in Bangladesh and its impact in the Economy of the country.

The report provides the knowledge of how F-commerce business, SMART BUY BD has emerged and operating its business through Facebook, at the same time, the report will indicate the prospects of F-commerce with all the potential areas that can alter the traditional business system of the country. It is my hope that this information will be useful to reader to know about F-commerce and the Operation of F-commerce of SMART BUY BD with all potential areas.

I will be glad if you read over the report and transmit your feedback with approval. I am thankful for your consideration of this report Sincerely,

Md Hasan Jamil

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Declaration of the Student

I, Md Hasan Jamil, hereby declare that my BBA graduation project paper titled "E-commerce prospects in Bangladesh: A hands-on practice through SMART BUY BD platform" is my original work.

I confirm that all the ideas, concepts, data, and information presented in this paper are entirely mine, and I have properly cited and acknowledged all the sources that I have used in this paper.

I acknowledge that any unethical practices, including plagiarism, data fabrication, or data falsification, are not acceptable and may result in severe consequences, including the rejection of my paper or the revocation of my degree.

Furthermore, I confirm that I have followed all the guidelines and requirements set by the university and the department while preparing this paper, and I have taken all necessary steps to ensure the accuracy and validity of the research presented in this paper.

I also acknowledge that the intellectual property rights of this paper will be vested with the university, and I have no objection to making this paper available to others for research purposes.

Sincerely,

Md Hasan Jamil

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Acknowledgement

I would like to express my sincere gratitude to all those who have supported me throughout the completion of this project. First and foremost, I am deeply grateful to my supervisor Dr. Sarker Rafij Ahmed Ratan, for his constant guidance, valuable suggestions, and encouragement throughout the project. His insightful feedback has immensely helped me to improve the quality of my work.

I would also like to extend my appreciation to E-commerce Association of Bangladesh (E-Cab), for providing me with the necessary resources through their website to carry out this project successfully. I owe a debt of thanks to the respondents who participated in my study and provided me with their valuable time and insights. Without their cooperation, this project would not have been possible.

Lastly, I would like to acknowledge the unwavering support of my family and friends. Their encouragement and motivation kept me going during the most challenging times of this project. Once again, thank you to all those who have contributed to the successful completion of this project.

Md Hasan Jamil

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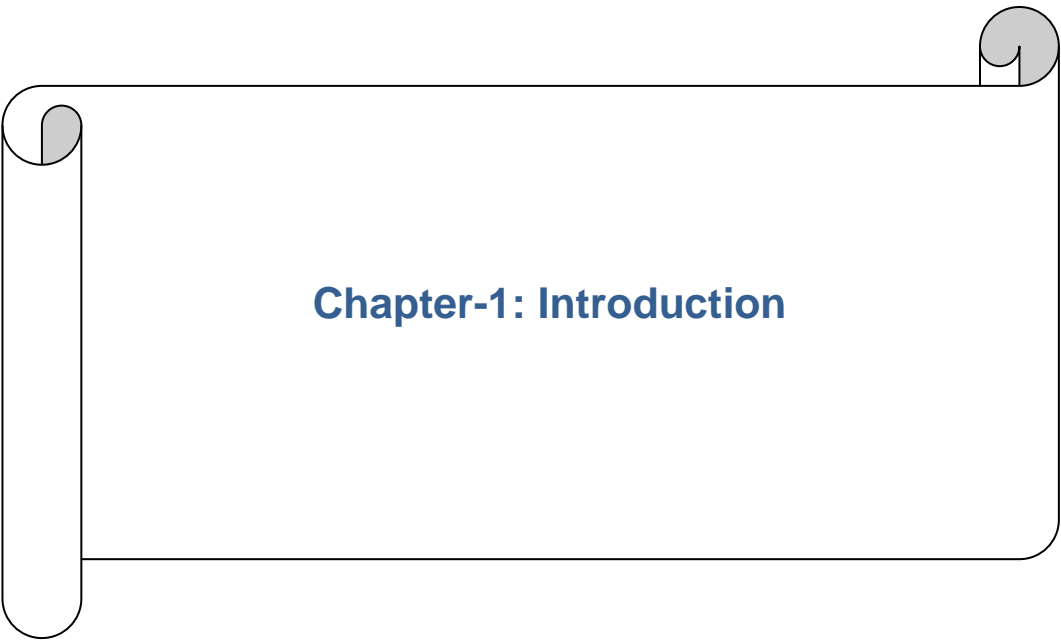
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Executive Summary

This paper examines the prospects of F-commerce in Bangladesh, with a specific focus on the SMART BUY BD platform. F-commerce, or Facebook commerce, refers to the buying and selling of products and services through social media platforms, primarily Facebook. The purpose of this study is to explore the current status, challenges and opportunities of F-commerce in Bangladesh and provide insights on the role of SMART BUY BD platform in promoting F-commerce. The study methodology included a mixed method approach involving both qualitative and quantitative data collection methods. The primary data for the report was collected via surveys on the customers of Smart Buy BD. At the same time, secondary data was collected from different public portals and the website of E-CAB. The output of this report will show that potentiality of F-commercial business in Bangladesh market. The F-commerce business has great potential because of the high penetration of Facebook users and internet users throughout the country. The Platform Smart Buy BD has become a major competitor in the F commerce market in Bangladesh. The business offers friendly communication system, and secure payment system in both cash and mobile banking at the same time as the offers wide range of products with competitive price. However, this study also indicates some challenges that should be addressed to ensure the sustainable growth of f-commerce in Bangladesh market. These challenges include the inefficient logistic system and supply chain framework. Overall, this is Charlie provide meaningful insight about the current and future prospects of Facebook commerce in the country. This report will be informative for businessmen and policymakers to take appropriate actions in different situation in f-commerce industry.



1.1 Background of the study

The industry Facebook commerce has evolved like a important sector in Bangladeshi business marketplace. The Business has a great potential for the huge number of Facebook users in Bangladesh. Online shopping has risen up already because of the increased internet usage and the availability of the smartphones. According to a recent survey around 3,00,000 business pages in Facebook is operating their business at the same time, this industry in expected to reach nearly 1 billion dollars by the year 2023 December.

F-commerce has a different business model than tradition businesses of the market. In this sector, the major platform is the Facebook, Instagram and WhatsApp. Though the concept of f-commerce in comparatively new in the country, it has a great opportunity, especially among the young ladies who stay at home can operate their own business without going to the outside. According to a survey of IDLC, the city Dhaka has around 22 million active Facebook users who can be attracted and served by different Facebook business platforms.

The platform Smart Buy BD is one of the emerging f-commerce business platforms in the country with 30 thousand followers. The business offers a user-friendly Facebook interface. Besides, the business offers the most reliable payment option, Cash on Delivery (COD). The customer of Smart Buy BD receives their products and pay cash of the delivery personnel. The F-commerce company Smart Buy BD become much more popular because of their quality products. The focal point of the business is to provide the quality products to the customers, The company enjoys a great customer satisfaction level, and positive word of mouth. As a result, the company's customer acquisition cost is much lower than others. By ensuring customer satisfaction, the company enjoys a handsome customer retention. So, the purpose of this report is to identify the prospects of F-commerce in Bangladesh by evaluating the daily business practices of SMART BUY BD.

1.2 Statement of the Problem

From the starting of Covid pandemic, the boom of F-commerce in Bangladesh is remarkable. Smart Buy BD is one of those businesses. From the covid pandemic when people got stuck at home, Smart Buy BD delivering the necessary goods to the doorstep of the customers. Gradually the business has received a great attention by serving quality goods within promised time. However, despite its growing popularity, little research has been conducted to explore the prospects of F-commerce in Bangladesh, particularly concerning the SMART BUY BD platform. Therefore, the main problem addressed in this report is to assess the prospects of F-commerce in Bangladesh, focusing on the SMART BUY BD platform, and identify the factors that affect customer satisfaction and the challenges faced by the platform in establishing itself as a reliable source for online shopping in Bangladesh. The report will provide an in-depth analysis of the current state of F-commerce in Bangladesh and the potential for its growth, as well as identify the strategies that SMART BUY BD and other F-commerce platforms in Bangladesh can adopt to overcome the challenges faced in the market.

1.3 Objective of the study

The study has been conducted to evaluate the opportunities of F-Commerce in Bangladesh. Smart Buy BD, a prominent example of F-Commerce Business operating in the country. In such concept, people order their necessities via social media platform and get their goods in their doorsteps. For these disruptive benefits of time saving, the business system became much more popular worldwide. This report will investigate the following research questions:

1. What are the prospects of F-commerce in Bangladesh, and how do they compare to traditional e-commerce?
2. How does the SMART BUY BD platform facilitate F-commerce in Bangladesh, and what are its strengths and weaknesses?
3. What are the challenges faced by F-commerce in Bangladesh, and how can they be overcome?
4. To suggest strategies that SMART BUY BD platform and other F-commerce platforms can adopt to overcome the challenges and enhance their growth prospects in Bangladesh.

By conducting this study, we hope to provide insights into the potential of F-commerce in Bangladesh, its challenges, and opportunities for growth. The findings of this study will be useful for SMEs, policymakers, and researchers interested in the e-commerce sector in Bangladesh

1.4 Methodology of the study

To conduct the report, both the primary data and secondary data has been used. The research is qualitative research where convenience sampling is used to generate the primary data for the study. Different types of data collection technique have used to gather both primary data a secondary data. To gather the primary data, a depth interview has been conducted with the customers of SMART BUY BD. Here, 80% of the respondent was female and rest of the 20% was male. Besides, the secondary data has been collected from various online sources, research paper and the website of E-Cab (E-commerce Association of Bangladesh).

1.5 Limitations of the study

There are few limitations of the paper. the first limitation of the study is the unavailability of the prior research findings. F-commerce has emerged within a very shorter period of time at the time of pandemic. So, there are no sufficient prior research about these aspects. At the same time, the prospects of a single business platform SMART BUY BD, may not represent the overall F-commerce scenario of the country. Besides, the sampling technique of the study was a non-probability technique. Access to reliable and relevant data on F-commerce practices in Bangladesh may be limited, and this may impact the validity and reliability of the findings.

1.6 Methodology of the Study

Research Methodology is a critical aspect of a research project. The method basically involves with systematic data collection, analysis and interpretation of data to achieve the research objective. In this research project the methodology plays a major role in the understanding the current state of F-commerce in Bangladesh and the potential growth in the emerging market. The purpose of this project is to identify the prospects of the F-commerce in the context of Bangladesh by conducting a Hands-on Study of the Smart Buy BD platform. Here, the study involves collecting data through survey, interviews with the customers of Smart Buy BD and the observation of the potential buyers who uses to communicate with Smart Buy BD platform via messaging. The focus here is to gain an insight about the F-commerce industry and the challenges and opportunities of the industry in the context of Bangladesh. To achieve this objective, the research methodology has blended with a mixed-methods approach. The combination of qualitative and quantitative data collection and analysis techniques. The qualitative data collected through non-structured interview with the customers and different market players. The quantitative data has collected via survey of the customers of Smart Buy bd.

1.7 Definition of key terms

1. **F-commerce:** Refers to the buying and selling of goods and services through social media platforms or messaging apps mainly Facebook, Instagram, and WhatsApp. F-commerce is a subset of e-commerce that leverages the social media presence of businesses to reach potential customers and offer them a more personalized shopping experience.
2. **E-CAB:** stands for eCommerce Association of Bangladesh. It is a non-profit organization that represents the e-commerce industry in Bangladesh.
3. **E-commerce:** the term indicates purchasing and selling of products and services via digital platform. The transaction normally conducted via a website or mobile app. E-commerce has become increasingly popular from the Covid pandemic in Bangladesh when people were stocked at home and were unable to go outside to buy their necessities.
4. **Growth:** Indicates the increase of a business size or the industry over time. Growth is a key indicator to measure the success of any business. Generally, the growth has measured in terms of revenue, profits, customer base, or market share
5. **WOM:** Word of mouth is a powerful marketing tool that relies on people sharing their positive experiences with a product or service to others. It helps to ensure the acquisition of customers for a business.
6. **COD:** Cash on delivery. Indicating a payment option where customer will receive their ordered goods and then pay cash on the company.



Chapter-2: Review of the Literature

2.1 Introduction

The F-commerce sector in Bangladesh started from the beginning of 2011 when Facebook started to get a minor popularity in the country.

The sector has increased the rapidly in the country. In 2017, the value of the industry was nearly 50 million dollars, at the same time, it is expected to grow at a rate of 17.8% within the year 2026. The industry has enormous prospects because of the increased number of internet users and the growing popularity of social media platforms in the country. According to the Bangladesh Telecommunication Regulatory Commission (BTRC), the number of internet users in Bangladesh has already reached 110 million in year 2021, and it is expected to reach 130 million by 2025. This large and growing internet user base provides a significant market for the F-commerce industry. The Facebook commerce industry has also gained traction due to the COVID-19 pandemic, which forced people to stay indoors and shop online. As a result, the demand for F-commerce has surged, and businesses have started to take it seriously as an alternative sales channel. The news portal 'BUSINESS POST' revealed a survey in 2022 evaluating the tremendous growth of F-commerce in the country. The number of Facebook users they found is nearly 44.7 million where there are 0.3 million Facebook Business pages. The study has end up with an interesting outcome that 70% of the total business pages owned by women.



Source: Infographic- simon.hibbott.com

The F-Commerce platform SMART BUY BD is operating their business in Facebook from 2019. The business is currently serving almost 30,000 customers and potential customers. The major products of the business are Gift-items, kitchenware, tableware, Showpieces and Ladies beauty organizers. The business has emerged itself at the time of Lockdown in 2020. SMART BUY BD has served thousands of their customers with the fastest and safest delivery to their customers' doorsteps. The competitive strategy of the company is to serve the customers top most quality products.

2.2 Company Insight



SMART BUY BD, an F-commerce business, has rapidly gained popularity among online shoppers since its establishment in 2021. With a significant following of almost 30,000, the company has attracted a predominantly female audience, with women comprising 98% of its customer base. This impressive growth can be attributed to the company's commitment to providing customers with a convenient and seamless online shopping experience. SMART BUY BD has made it easy for customers to browse and purchase products directly from their Facebook page, eliminating the need for them to visit a physical store or navigate a complicated website.

2.2.1 Company Products

The major product of the companies are Beauty items and kitchenware. SMART BUY BD import directly from chine the inbound logistics takes nearly 30-45 days to reach the shipment in their warehouse. The sourcing of the products is a vital aspect for the business as they always try to focus on new and uncommon items. So, in this case, the suppliers from the China pays important role. They search potential goods in the Chinese and communicate with SMART BUY BD. The business selects the top prioritize and proceed with the import activities.

2.2.2 Delivery Method

SMART BUY BD offers delivery services for their goods all over the country. The company has a two-tier delivery method for different locations:

- For the Capital City of Dhaka: The company has its own delivery personnel to deliver goods to the customers in Dhaka city. This ensures that the delivery process is streamlined, efficient and timely. The customers in Dhaka can expect to receive their orders directly from SMART BUY BD's delivery personnel.
- For other cities in the country: SMART BUY BD delivers goods in other cities through third-party courier companies. The company works with reliable and reliable couriers to ensure that customers receive their orders safely and on time. Once the order leaves his SMART BUY BD warehouse, the courier company takes over the delivery process to ensure the order reaches your doorstep.

In both cases, SMART BUY BD guarantees that the goods will be securely packed and delivered in good condition. The company uses proper packaging to avoid damage during shipping. Shipping costs vary by region and package weight. Customers can track their orders through the carrier's website or his SMART BUY BD customer support center.

2.2.3 Pricing Strategy

SMART BUY BD adopts a pricing strategy that combines premium and economic prices depending on the type of product. We adopt a premium pricing strategy for our unique and exclusive products while adopting an economical pricing strategy for our competitive products.

- For unique and exclusive products: SMART BUY BD sets premium prices on unique and exclusive products not readily available in the market. These products are usually high quality, limited edition or have unique features that set them apart from the rest. A premium pricing strategy helps SMART BUY BD position these products as luxury goods and differentiate them from their competitors. A premium pricing strategy also helps create an exclusive and premium image that appeals to your target audience.
- For the competitive products: The business Smart Buy BD adopts economical pricing strategies for all the competitive products that are readily available via many competitors. It helps the business to attract the price-sensitive customers who try to get products within lowers price. The strategy provides a competitive advantage to Smart Buy BD to acquire new customers and to get bigger market portion. This strategy also helps Smart Buy BD to enjoy brand loyalty of the price sensitive customers.

The business always tries to make a balance between two pricing strategies on different products. This helps the business to maximize profit, customer retention and acquisition at a time.

2.2.4 Target Customers

The business Smart Buy BD target a specific class of customers. The major target customers of the business are young lady. The target age of the business is in between 18 to 34. The geographical segmentation that Smart Buy BD targets is the Capital city Dhaka as well as Chottogram, Sylhet and the district Rangpur. The targets customers of Smart Buy BD are fashion concern, tech and savvy. They are interested in the trend and style. The profession of the target customers of Smart Buy BD are mainly student, working Women and housewife. These classes of people are active and connected with the society as quality is a must aspect for them. Smart Buy BD offers to their customers with a variety of products based on specific needs of the customers. The major products of the company include trendy and fashionable Cosmetics box, kitchenware, tableware and showpieces. Smart Buy BD ensures hassle free online shopping experience to their customers with reliable payment method. The delivery department of the company always focus on damage free shipping. The call centre is available for the customers to serve with any kind of customer service. The customer-oriented strategies of the company in all the sectors, helps them to build up strong brand image gradually.

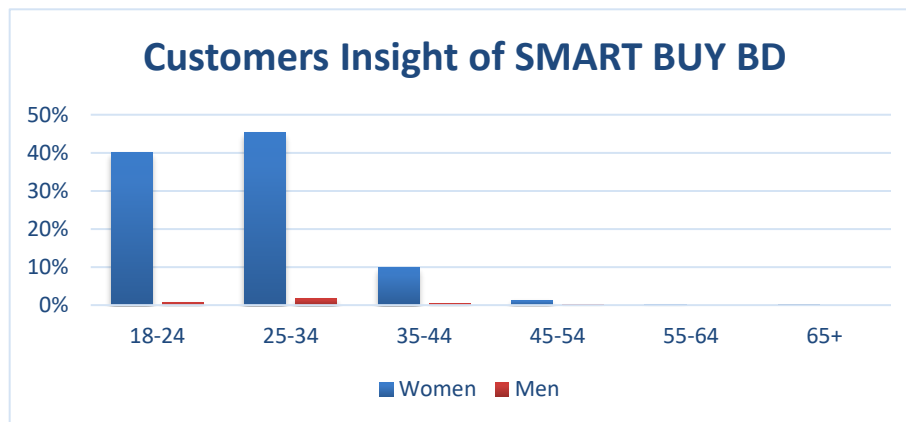


Figure 1 Gender & Age of the Followers in Facebook

2.2.5 Promotional Strategy

The promotional strategy of Smart Buy BD includes Facebook advertisement, occasional discounts and BOGO offers. The main aspect of the promotional strategy of the company is to generate sales and increase the traffic in the Facebook page of the business.

- Facebook Boosting: The company Smart Buy BD uses Facebook ad boosting on daily basis. The monthly budget for the boosting is up to 150 dollars. The ad has designed by the in-house personnel to ensure the correct target audience for the page. The business never took the services of external ad agencies to ensure the best possible outcomes in each Facebook posts. The internal personnel of ad department is bound to keep alignment between the company's target group and the strategy of each and every ad boosting.
- Occasional Discounts on products: The company offers different occasional discount offers frequently to their customers. The major occasions the business focus are Eid, Winter and Black Friday sales. These type of occasional discount offers helps the company to convert their potential customers into actual customers.
- Free Delivery Campaign: One unique strategy that the business follows is the free home delivery all over the country for purchasing over 5000 tk. A survey has shown the tendency of customers to get rid of from the delivery charges. Most of the customers try to avoid this additional charge beside the product price. So, for the price-sensitive customers, Smart Buy BD offers free delivery campaign frequently to acquire them.

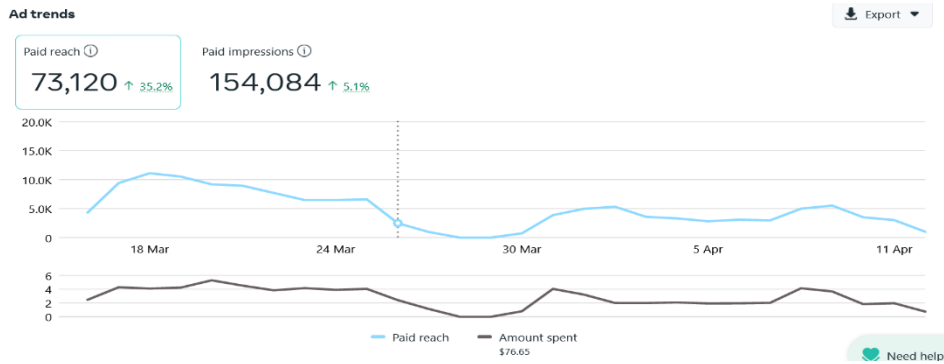


Figure 2 Paid Reach & Paid Impression by Facebook Boosting

2.2.6 Customers Satisfaction

The company has also been responsive to customer feedback, actively engaging with them on social media platforms and incorporating their suggestions into their business strategies. SMART BUY BD always focus on the after sales service. Just from placing an order by a customer, the company keep communication with the customer till getting the customer feedback. The orders of the month March 2023 has been evaluated where 78 customers have communicated positive feedback except 3 customers. The 3 customers who has a negative experience because of the late delivery. All of them are from outside Dhaka. The Third-party courier took 4 days to reach 2 customers from Chottogram and 6 days to reach a customer from Rangpur. Leaving with these 3 cases the company had great overall feedback from the customers with the retention rate of 30%. The company also experienced positive WOM (Word of Mouth) several times. Overall, SMART BUY BD's success in the highly competitive world of F-commerce is a testament to its focus on meeting the needs of its customers. With a strong brand identity and a loyal customer base, the company is well-positioned for continued growth and success in the years to come.

2.3 Industry Analysis

The F-commerce industry in Bangladesh is still in its early stages, but it has seen rapid growth over the past few years. According to a report by e-Commerce Association of Bangladesh (e-CAB) and Mastercard, the F-commerce industry in Bangladesh has grown at a CAGR of 70% over the past five years, reaching a market value of BDT 1500 crore (USD 177 million) in 2020. The online business industry specially f-commerce industry is dominated by small and medium business organizations. As the F-commerce industry is known as cost-effective business methods cooperative to E-commerce industry, many small and medium companies are risen up in facebook platform. They are operating their business successfully in Facebook without any large scale of investment. A notable aspect about f-commerce is that, the industry is 40% occupied by the capital city of Dhaka because of the maximum number of facebook users in the city. The city Chottogram holding the 8% of the total F-commerce business and Cumilla as well as Narayangonj holding 5% of the industry. The platform provides convenience and accessibility to customers who may not have access to physical stores or prefer to shop online. The primary customers of F-commerce in Bangladesh are tech-savvy individuals who are comfortable with online transactions and are active on social media platforms like Facebook. These customers are often young people who are looking for trendy and unique products that are not available in traditional brick-and-mortar stores.

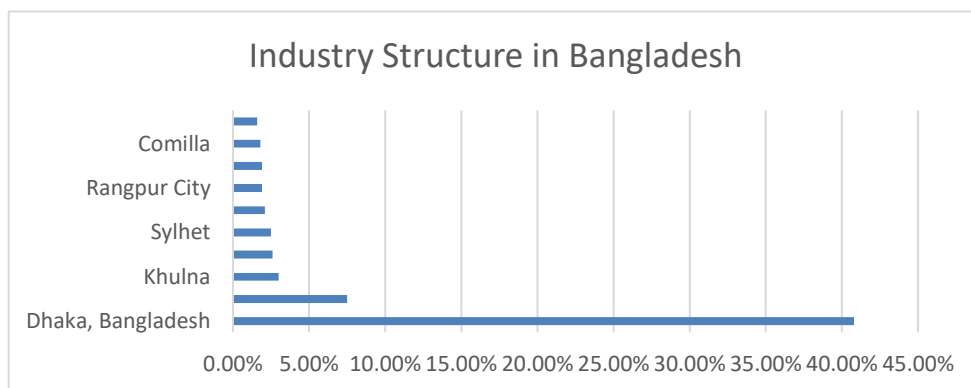


Figure 3 Industry size based on Cities

2.3.1 Specification of the industry

According to a report by the Bangladesh Association of Software and Information Services (BASIS), the F-commerce market in Bangladesh was worth approximately BDT 300 crore in 2020, with an estimated growth rate of 25% annually. In 2023, the audience of the business page are approximately 80 million. This industry in Bangladesh caters to a diverse set of consumers, including students, young adults, and working professionals. The majority of F-commerce buyers in Bangladesh are female, accounting for 60% of the total buyer base. Different Facebook page platforms in Bangladesh offer a wide range of products, including clothing, cosmetics, electronics, home appliances, and groceries. The most popular product categories are fashion and beauty products. In Bangladesh the payment option primarily use cash on delivery (COD) as the preferred mode of payment. However, digital payment methods such as mobile banking, online payment gateways, and e-wallets are also gaining popularity.

2.3.2 External Economical Factor

External Economic factors has a great impact in the F-commerce industry. To operate daily business, Smart Buy BD has to deal with different aspects of the economy. All the strategies of the business have to be aligned with the government rules, Facebook codes of conducts and the economic situation like inflation, exchange rates etc.

- Inflation rate: Inflation puts a great impact on buy and sale in any business. The company Smart Buy BD source their product from China by importing directly. They use to evaluate the daily inflation scenario to identify the dollar exchange rate. When the inflation of the country is comparatively high than 5%, the business use to decline the volume of their import. So sourcing product of Smart Buy BD is highly dependable on the inflation rate of the country.

- Facebook Policies: Facebook uses to update the f-commerce business policies frequently. The major aspect the Facebook authority tries to control is the vulgar content so the Smart Buy BD has to evaluate their business posts and advertisement before publishing. Besides, the content including photos and videos must be free from copyright. So, the company uses their own photo albums to promote the goods through the Facebook.
- Political Issues: The abnormal situations of the politics in Bangladesh interrupted the Supply chain of F-commerce business. One major area of Facebook based business is delivering the goods on promised time. While encountering the abnormal situations of politics, Smart Buy sometimes failed to deliver their goods to the customers. To face such situations, the company is trying to strengthen the outbound logistics by establishing their own full chained carrier logistics by the year 2025.

2.3.3 Size, Trend and the Maturity of F-Commerce Industry

the F-commerce market in Bangladesh is still relatively small compared to the global market, but it is growing rapidly. A report from Bangladesh Brand Forum has estimated the worth of the F-commerce market of the country. With the 1.5 million Facebook users, the industry has marked a worth of 3 billion US Dollar. The boom of F-commerce is noticeable from the beginning of Covid pandemic. Many Facebook business pages has served the customers with food, medicines, cloths etc. Gradually people of the country started adopting the F-commerce business structure as a comfortable medium to buy products from home. Many traditional business organizations started to adopt the F-commerce industry. They started selling products in both offline and online platforms. They started building Facebook pages besides the retail websites and mobile applications. such practice has played a vital role in the economy of the country during pandemic. The industry F-commerce is still in its early stages compared to traditional marketplaces. While F-commerce is gaining popularity, many consumers still prefer to shop at physical stores or through traditional e-commerce websites. This is partly due to

concerns about the security of online transactions and the reliability of F-commerce businesses. However, as more businesses establish a track record of reliable service and secure transactions, F-commerce is expected to become a more mature and trusted market in Bangladesh.

2.3.4 Rivalry of F-commerce Industry.

In the age of technology, the competition of the F-commerce industry has increased significantly worldwide. Bangladesh is having the same phenomenon. Those companies are acquiring the major market of the F-commerce industry. The leading F-commerce company in the country is DARAZ. The company DARAZ is owned by the Alibaba Group. The major selling proposition of the company is the availability of the product. The Chinese company Alibaba is providing all kind of products to the end customers. The products are including electronic items, Household items, Kitchenware, showpiece, and different consumer goods. Beside the company offers various payment options to the consumer, Starting from Cash on delivery to electronic card payment they offer the maximum number of payment methods to their customers.



Another Big player of F-commerce market is AjkerDeal. They offer wider range of products to their customers. One key selling proposition of them is their free delivery system. They are the only seller who providing the free home delivery to their customers. They are active in their Facebook page platform to serve their customers with solving various queries. They use the F-commerce industry to attract in their renown E-commerce industry, into their website. From dresses to daily life goods, they sale almost everything after Daraz.



Beside some other major F-commerce players like Chaldal, Bagdoom, Pickaboo, Gadget & Geer, Apple Gadget operating their business in the Facebook with success. All of them has unique selling proposition to attract customers via different electronic advertisement in social media.



Another competitor we can talk about the STYLE ECHO. They have covered up a large number of shares in F-commerce industry. Currently, they are operating their business both in online Facebook platform and offline market. They basically started their business with a simple Facebook Business page. Gradually, after successfully running their business in Facebook, they started setting up their physical showrooms. Currently, they have showrooms in major malls in the city of Dhaka like Bashundhara City Shopping Complex and Jamuna future park. The owner herself represents her own brand style echo by doing Facebook lives. They are attracting customers via Facebook

live in every day basis in their Facebook page. They are communicating different sales promotion, shipment updated and the availability of their products in Facebook live. According to a statement of the owner of the business, the 60% of the monthly sales are coming from their live sessions.



Another major direct competitor of smart Buy BD is KABLEWALA Bangladesh.

They always keep a huge number of inventories in their Facebook platform and their own website. From dresses to showpiece items everything is available in their platform. Recently they are offering gadgets items to their target customers. The number of followers of their platform are increasing significantly. They have their own marketing strategy in Facebook. They basically post different offers in their Facebook page and attract customers to visit their website. They always focus on generating traffic in their website by posing different contents in their platform of Facebook.



2.4 Literature Survey

- 1) "The Emergence of F-commerce in Bangladesh, Opportunity and Challenges" by Md Atiqul Islam and Mohammad Amirul Islam, International journal of business and Management, 2016.

The paper indicated the entrance of the industry of F-commerce in Bangladesh. The authors here identify a major issue of F-commerce industry in the country which is the lack of trust in online transaction beside the poor infrastructure of the industry.

- 2) "E-commerce and F-commerce in Bangladesh, Status, Potential and challenges" by Hossain Mohammad Omar Khayam and Md Zabir Hasan, Journal of Marketing and Consumer research, 2018.

The research offers the details idea about the industry F-commerce and compare the 2 industry F-commerce and E-commerce in the phenomenon of Bangladesh. Here, the authors find some major challenges including inadequate logistics and lack of trust in transaction.

- 3) "E-commerce and F-commerce in Bangladesh: An Overview" by Shahnaz Yasmin, International Journal of Computer Applications, 2016.)_ "E-commerce and F-commerce in Bangladesh: An overview" by Shahanaz Yasmin, International Journal of Computer Applications, 2016.

In this paper the author discusses about the details of the both industries F-commerce and E-commers. She ends up with some similar outcomes with poor logistic infrastructures, trust issues on both seller and buyer sides.

- 4) “Determinants of Customer Trust and Loyalty in F-commerce: Evidence from Bangladesh” By Md. Minirul Islam et al, International Journal of E-Services and Mobile Applications, 2020.

This paper indicates the key factors that indicate the customer trust and loyalty toward the industry F-commerce platforms in Bangladesh. The industry identifies that trust in the side of seller and the perceived value are the most important factors influencing customer loyalty.

- 5) “F-commerce in Bangladesh: An Empirical study on customer perceptions and Attitudes” by Kazi Abdul Azad, Journal on Asia Business studies, 2021.

With describing the F-commerce business industry in Bangladesh, the author here identifies some key areas and factors that directly affects the customer Satisfaction. The factors are product quality, delivery time and convenient payment methods.

- 6) “E-commerce and F-commerce in Bangladesh: Trends, Opportunities, and Challenges” by Mohammad Al-Amin, Asia Pacific journal of marketing and logistics, 2022.

In the paper, the author first discusses about the industries scenario both F-commerce and E-commerce and contrast them. Besides, the author identifies the significantly growing trend of the F-commerce industry with the growing of social media platforms. He identifies the rising demand of home delivery and customer friendly F-commerce business infrastructure.



Chapter-3: Facebook Marketing Strategy

3.1 Facebook Marketing

The Facebook marketing indicates the leveraging the Facebook platform with different features and tools to promote a business. As the maximum number of young people are active in the social media like Facebook, such strategies are being taking by different companies to reach to their potential customers. The Facebook strategies involves Creating engagement, generating sells, generating calls, enhancing Facebook followers etc. to leverage the Facebook's targeting capabilities to reach specific demographics of customers. By following a well decorated Facebook marketing a business can reach their potential customers easily to increase their sales and business growth.

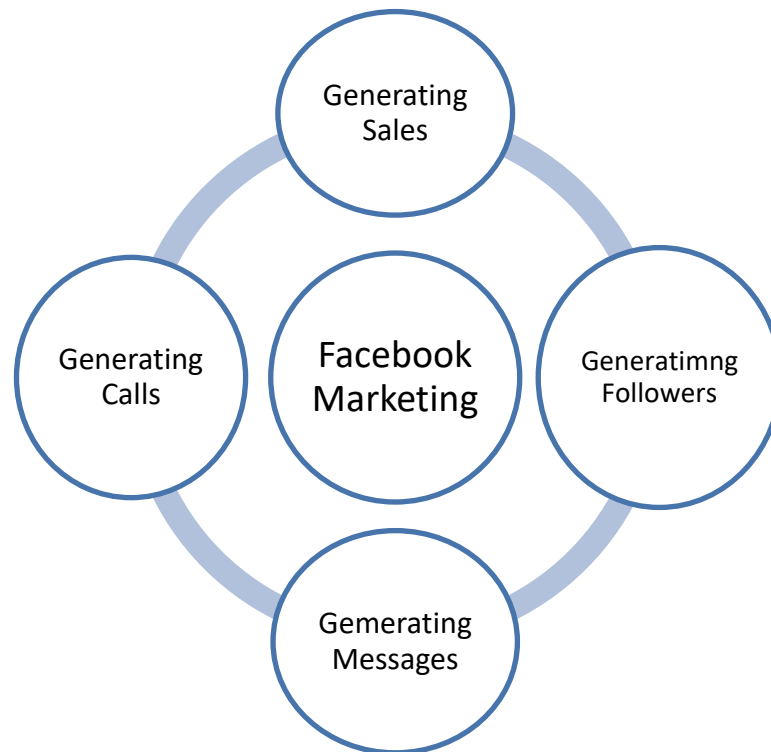


Figure 4 Areas of Facebook Marketing

3.2 Facebook Marketing of Smart Buy BD

Smart Buy BD uses different areas of Facebook Marketing strategies. From generating messages from the target audience to generating phone calls, Smart Buy BD uses various techniques based on different scenarios.

3.2.1 Content Creation

The content creation of the business Smart Buy BD revolves around providing the top-quality pictures to the consumers. In Bangladesh, the customers have a trend to see the non-edited pictures before buying products. As some fraud business uses to sell products by showing fake edited pictures to the consumers, the concern customers now want to see the real or non-edited pictures before their purchase. So, Smart Buy BD uses raw pictures ensuring no edit to make sure the proper visualization of the products to their customers. Besides the photos, the company uses videos, text posts and user-generated content to display various products and promotions to their customers.



3.2.2 Audience Targeting

Smart Buy BD always emphasis on the audience targeting via Facebook advertisement. Based on their offerings, they target their audience. Most of them are females and aged between 20-35 years old, residing in the major cities like Dhaka and Chittagong. Their leverages Facebook's targeting capabilities to create highly targeted campaigns. Besides, Smart Buy BD uses to target custom audience technique to target those people who already engaged with the company's Facebook page before. So, by following these retargeting techniques, they generate sales from their previous customers. Smart Buy BD also uses the technique called Lookalike audience targeting. The techniques help to generate sales and engage those customers who has similar characteristics to company's existing customer base. The technique helps the company to expand their reach and enhance their daily sales.

pre-order boost



Audience details



Location – Living in: Bangladesh: Dhaka (+17 km) Dhaka Division

Age: 18-35

Gender: Female

People who match: Interests: University, Relationship Status: Single or Married, Industry: Management, Healthcare and medical services or Community and social services

An audience targeting scenario of Smart Buy BD

3.2.3 Influencer Marketing

Now a days, influencer marketing become a great medium of customer attracting techniques. There are many influencers who are working with different businesses throughout the country. They use to make live vides of Facebook posts with the product's pictures and brand elements. Smart Buy BD uses to identify the most effective influencers for their target audiences. From them, the business selects the influencer who have a significant follower among females aged between 20-35. Besides, the company Smart Buy BD consider influencers who align with the brand value and mantra.



An Influencer marketing by Smart Buy BD



Chapter-4: Analysis & Findings

4.1 Internal & External analysis of Smart Buy BD

The F-commerce business Smart Buy BD uses SWOT and PEST analysis throughout their time. These analyses are conducted by the company to identify different internal and external aspects of the business.

4.1.1 SWOT analysis of Smart Buy BD

The SWOT analysis in F-commerce industry identifies the potential strength, weakness, opportunities and threat of F-commerce businesses. In this modern era, every concern company uses to conduct the analysis to have a meaningful insight about the condition of the company in the particular industry. The SWOT analysis of the Smart Buy BD are given below.

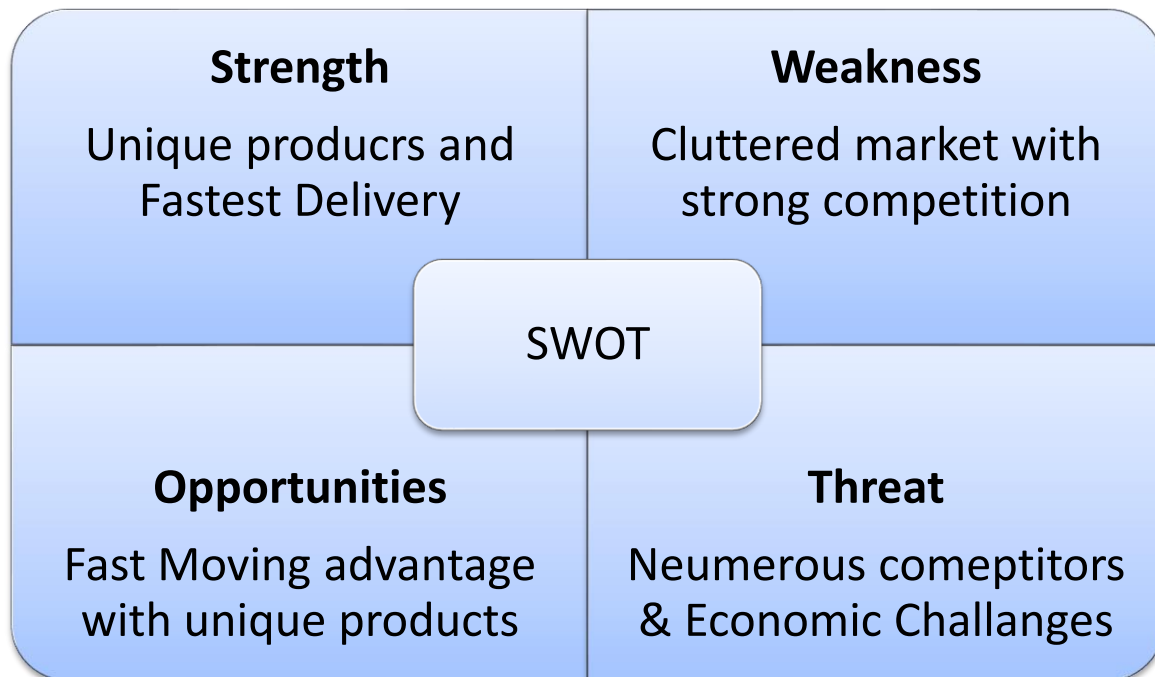


Figure 5 SWOT analysis of Smart Buy BD

Strength

- **Unique Products:** the business Smart Buy BD offers a unique range of products in their offering in the market of Bangladesh. From showpiece items to kitchenware, they promise to import latest and unique products for their target customers.
- **Fastest Home Delivery:** In the city of Dhaka, Smart Buy BD conduct their home delivery within a single working day. Besides, for the outside Dhaka delivery, the business work with carrier delivery company Steadfast Courier and ensure the delivery duration within 48 hours.

Weakness

- **Cluttered Market:** The F-commerce market in Bangladesh is now highly competitive and cluttered, so, it sometimes appears difficult for Smart Buy BD to stand out from the crowded market.
- **Limited Brand Recognition:** Smart Buy BD is growing with a pace in the F-commerce industry of Bangladesh. But the business still in not a major market player of the country. so, it appears difficulties to ensure brand recognition which may hinder its ability to attract new customers.

Opportunities

- **Fast Moving advantage:** Smart Buy BD import their products directly from the Chinese market. The business has a huge opportunity to introduce brand new products in different categories for their target customers.
- **Facebook Marketing:** As the target of the business is young and savvy ladies, Smart Buy BD can tap into the potential of Facebook marketing. This will help them to reach out to their target audience and build a string brand awareness.

Threat

- Numerous competitors: Smart Buy BD operates their business in a cluttered market where there are numerous players with established brands and a strong customer base. So, it makes difficult for Smart Buy BD to gain market share and establish them as major market player in the industry.
- Economic challenges: The Bangladeshi economy generally faces different challenges all the time. This including inflation, political instability. Both the challenge can make a great problem in the inbound and outbound logistics of the business.

4.1.2 PEST analysis of Smart Buy BD

Political Factor

The political environment consists of factors like the regulatory framework and the functioning of the legal system, both of which may have an effect on the company. As Bangladesh has experienced political instability in the past, which could impact the operations of Smart Buy BD in the F-commerce industry. On the other hand, the F-commerce industry in Bangladesh is relatively a new concept, and regulations are still developing, which could create uncertainty for businesses in the industry.

Economic Factor

If the country's economy improves, the gross domestic product (GDP) improves, this will be an excellent news for businesses since their customers will have more disposable income to spend on luxury items like kitchenware, showpieces. Bangladesh has experienced robust economic growth in recent years. This has increased the purchasing power of the consumers. So, the industry is growing with the similar pace.

Social Factor

Society may be broken down into many social classes, including the wealthy, the middleclass, the lower-class, and the working-class. Every nation has its own set of cultural norms, values, beliefs, and religions, all of which may have an impact on any given business. In Bangladesh, the F-commerce potential customers are from young and tech-savvy population, which represents a significant market for F-commerce businesses like Smart Buy BD. Besides, Bangladeshi consumers have unique cultural preferences and buying habits, which Smart Buy BD must consider when developing marketing and advertising strategies.

Technological Factor

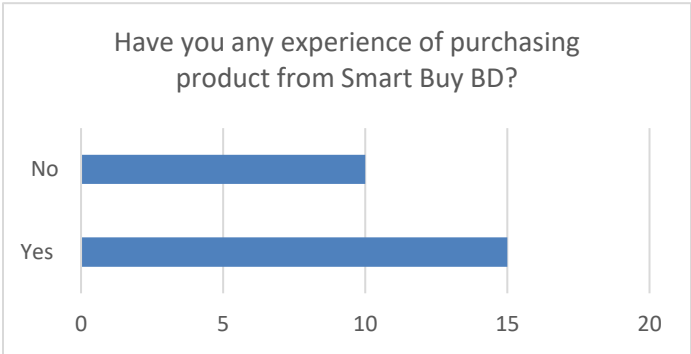
As of right now, technology is becoming better, which means that soon, the customers of physical marketplace will shift into digital market place like F-commerce industry. For example, DARAZ and CHALDAL.COM evolves in the digital marketplace and serving a huge number of customers daily and people are rising a trend to buy goods from home. Because of advances in technology, there are now new methods of marketing like Facebook marketing that Smart Buy BD is adopting very strongly.



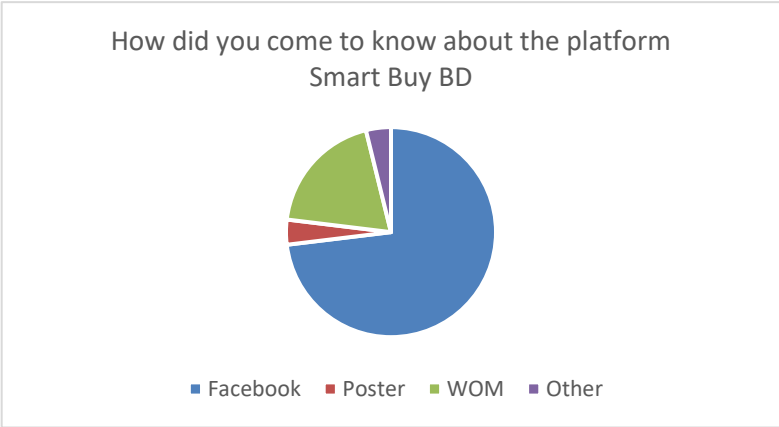
Chapter-5: Customer Perception & Satisfaction

5.1 Outcome of the Survey

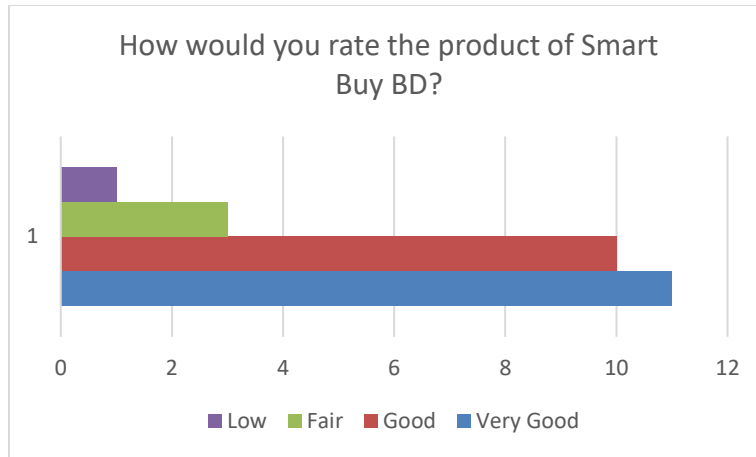
The primary data was collected from the followers of Smart Buy BD in their Facebook page. and this data may vary depending on the basis of some factors of customers' satisfaction on different products and services.



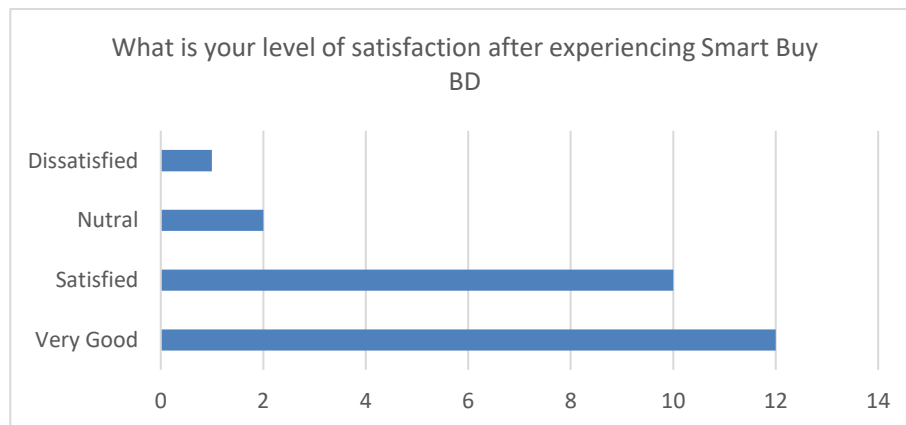
A short survey was conducted on the followers of Smart Buy BD. The survey sample size was 25. Here, 15 of the followers has experience of purchasing from Smart Buy BD. Rest the 10 has no experience till the date



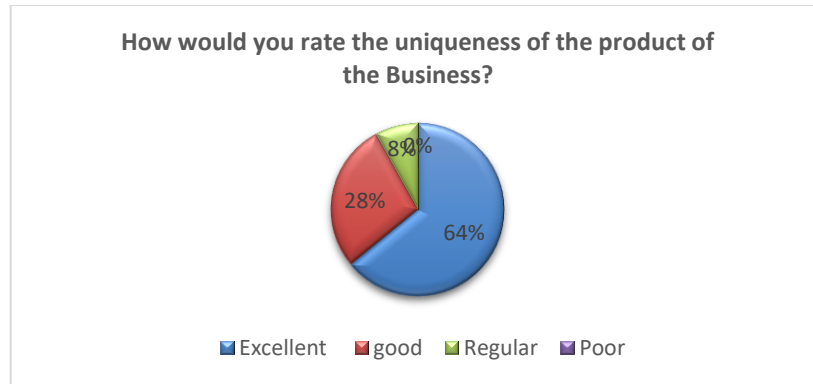
A major finding from the second question of the survey. Almost 76% of the followers get to know about Smart Buy BD from Facebook ad. The result representing the ad efficiency of the business to customer acquisition.



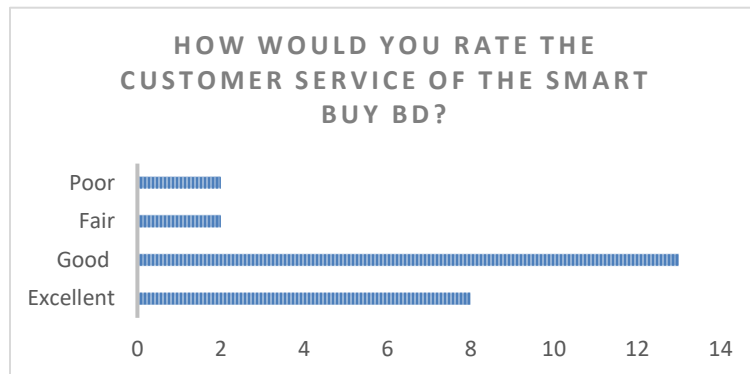
The customers of Smart Buy BD have an excellent experience with the product of the Business. The unique and top-quality products of the business attract the customers. As the business always focus on introducing the new product, customer become happier with their desire product. Beside the communication with the customer helps them to experience their purchased product properly.



12 respondents from the 25, has showed their full positive opinion about Smart Buy BD. With the fastest delivery and the damage free delivery has an impact on customer satisfaction. Besides, the proper communication from the business makes customer feel comfortable to purchase from the business.

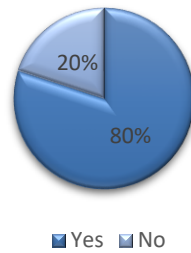


The USP of Smart Buy BD is the uniqueness of the product. And the business is doing it with success by establishing a critical import channel from China. Here, 64% of the customers are agree that the uniqueness of the product is excellent. No one claim the uniqueness level as poor.



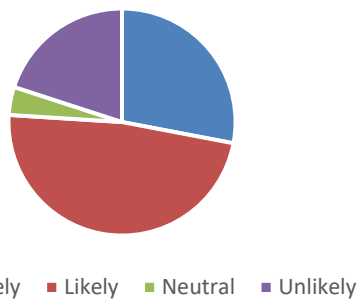
Smart Buy BD never focus on their physical product only. The customer service of the business is a vital element to enhance customer satisfaction of the business. The simultaneous customer interaction on phone call and inbox message has led the 13 respondents to mark the service level as Good and 8 respondents as excellent.

Did the product and the service meet the expectation of you?

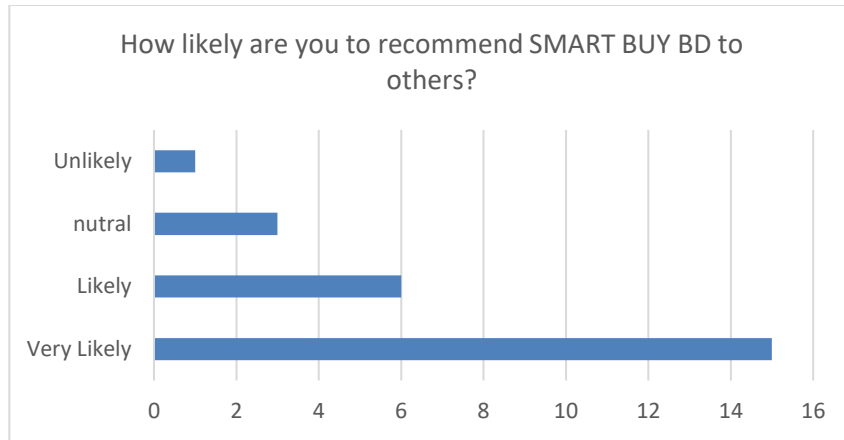


In this particular question, 80% respondent answer with positive answer. The rest 20% has claimed about the failure of the business to meet their expectation. A problem has identified with the premium pricing policy of the business. Price sensitive customers sometimes share their negative reviews just for the higher price of the product.

How likely are you to purchase from SMART BUY BD again in the future?

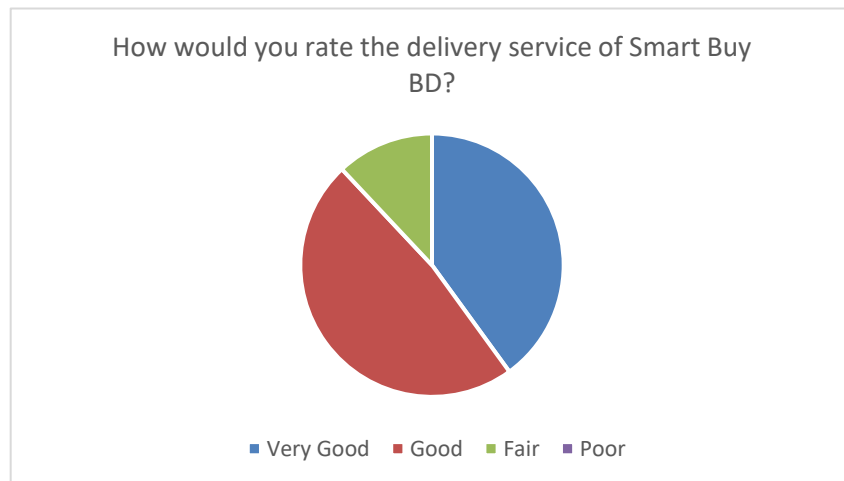


The retention level of customers is very good. The answer from the respondent representing most of the customers are satisfied and will be happy to buy from Smart Buy BD again. Sometimes Smart Buy BD offers different discount to their old customers via messages. It is a major reason that the Business always have a good percentage of customer retention and WOM as well.



15 respondents from 25 have the intention to refer Smart Buy BD. A strategy that the business follow is the Referral bonus. A customer will get a free home delivery if he/she refer any of a customer with the link of the Facebook page

(www.facebook.com/smartbuybd.onlinestore)



A strong point of Smart Buy BD is their fastest and damage free delivery channel. They have 2 members of team for packing the fragile goods with foam and bubble wrap. To ensure the fastest delivery, the business a personal delivery agent who use to delivery the orders through bike among the Dhaka city. Besides, the delivery partner of Smart Buy BD is Steadfast courier. The strong relationship with the currier company has ensured the shortest delivery time for any goods to deliver outside dhaka.

The open-ended question has been answered by 6 respondents. They shared some of their opinion about the product quality and the customers service of the business. 2 of them shared photos of the goods they purchased from the company.



These are wonderful. Hope to buy again soon thank you.

3:59 PM

Looking so good 😊
thank you for the feedback
stay safe

3:05 PM



Tnq for the beautiful organiser

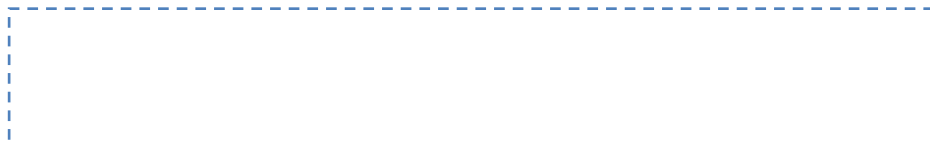
I love it

5.2 Survey Questionnaire for Smart Buy BD's Followers

Your Name:				
Gender:				
Age group:	Below 20 years	21-30 years	31-40 years	Above 40 years
profession:	Student	Business Man	Service Holder	Others

1. Have you any experience of purchasing product from Smart Buy BD?
 - Yes
 - No
2. How did you come to know about the platform Smart Buy BD?
 - Facebook
 - Poster
 - Word of mouth
 - Other (please specify)
3. How would you rate the product of Smart Buy BD?
 - Very Good
 - Good
 - Fair
 - low
4. What is your level of satisfaction after experiencing Smart Buy BD?
 - Very Good
 - Satisfied
 - Neutral
 - Dissatisfied
5. How would you rate the uniqueness of the product of the Business?
 - Excellent
 - Good
 - Regular

- Poor
6. How would you rate the Customer Service of the Smart Buy BD?
- Excellent
 - Good
 - Fair
 - Poor
7. Did the product and the service meet the expectation of you?
- Yes
 - No
8. How likely are you to purchase from SMART BUY BD again in the future?
- Very likely
 - Likely
 - Neutral
 - Unlikely
9. How likely are you to recommend SMART BUY BD to others?
- Very likely
 - Likely
 - Neutral
 - Unlikely
10. How would you rate the delivery service of Smart Buy BD?
- Very Good
 - Good
 - Fair
 - Poor
11. Is there anything else you would like to share about your experience with SMART BUY BD? (Open-ended question)





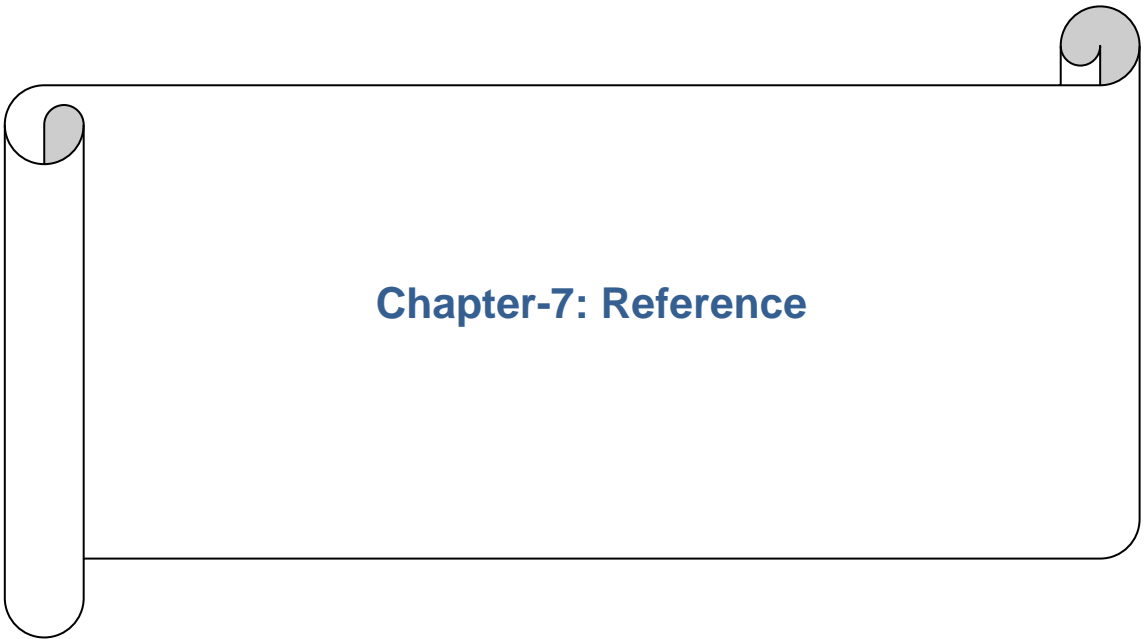
Chapter-6: Recommendation & Conclusion

6.1 Recommendation

The outcome of the report "F-Commerce Prospects in Bangladesh: A Hands-on Practice through Smart Buy BD Platform", is recommended to anyone interested in exploring the potential of F-commerce in Bangladesh. The project contains the insightful discussion of the current scenario of F-commerce industry in Bangladesh. Besides, all the information providers in the paper could be meaningful and valuable for the decision maker in this respective field. A major strength of this report is its focus on the practical application of the Industry of F-commerce in the country by using the platform Smart Buy BD. The report also provides a detailed idea about the practice of this business, challenges and opportunities for growth. This hands-on approach adds a great value to this paper as it provides concrete examples of the practices, marketing strategies, and opportunities of operating F-commerce platform in Bangladesh. Finally, this paper can add value to anyone interested in exploring the potential of the F-commerce industry in Bangladesh as an excellent resource. The practical focus of the paper, through analysis and valuable recommendations make it must read for business and individuals looking to enter in this industry. Overall, this report is well-written and explained having a thorough analysis of F-commerce prospects in the country Bangladesh. It is highly recommended to anyone looking to gain a deeper understanding of the opportunities and challenges of operating Facebook based business in Bangladesh. Besides, this report serves as an excellent resource for any decision maker to establish business strategies.

6.2 Conclusion

. In conclusion, the paper provides a meaningful insight about the particular industry for the potential F-commerce businesses. With a extensive details and hands-on experience with Smart Buy BD, the report offers valuable information about the challenges and opportunities of this sector. The paper highlighted the significant potential of F-commerce to reach previously underserved markets and provide increased access to the goods and services for the customer in Bangladesh. Besides, the report identifies the regulatory environment as a significant challenge for F-commerce business operating in this market. The purpose of this paper is to know the evaluation of Facebook based business by adopting the business practices of Smart Buy BD platform. The report has explained clearly about the F-commerce business strategies including different promotional strategies, Facebook Advertisement, influencer marketing etc. All the observation are made in this paper based on the Practice of Smart Buy BD . The F-commerce market recently expanded largely with the large number of Facebook users throughout the country. When it comes to provide excellent product and service to a F-commerce customers, trust and excellent service is must with the product. It is certain that, if a F-commerce business able to deliver excellent service, fastest delivery and the high quality of product, the business will be successful in the longer run in the F-commerce Industry.



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