

**Developing Online Business of ACI Products in Bangladesh:
A hands-on practice through the different online portals.**

Submitted To

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LETTER OF TRANSMITTAL

Date: 17th September, 2018

Sarker Rafij Ahmed Ratan,

Assistant Professor,

School of Business & Economics,

United International University.

Subject: Internship Report on “Developing Online Business of ACI Products in Bangladesh.

Dear Sir,

With due respect and humble submission I have the honor to place before you my report on the above-mentioned title for the partial fulfillment of the requirements of BBA Program. With a view to having pragmatic exposure over practical arena, I tried my level best to put the best effort for the preparation of this report. I hope you will find the report up to your expectation.

Thank you for your sound knowledge about the subject matter that helped me to lead the report to its successful completion.

Sincerely yours

.....

Maria Sultana Rimi

Roll: 111 131 371

Program: BBA

Major: Marketing

ACKNOWLEDGEMENT

First, I would like to show my gratitude to the all mighty Allah who made me capable and physically fit to prepare this report.

To submit the Internship Report, I would like to show my gratitude and great acknowledgement to everyone who contributed to carry me closer to the deep root understanding of Banking Sector from the very beginning.

I would like to take this opportunity to express my gratitude to my internship supervisor, Sarker Rafij Ahmed Ratan, Assistant Professor, School of Business & Economics, and United International University for continuous inspiration, supervision and patience. Without his guidance and support, it would not have been possible to submit this report.

I also thank full to my entire teacher's, and other stuffs for their full support with their valuable advice and rare collection of reading materials. I am also very grateful to all the officers and employees from 'Dutch Bangla Bank Limited' who provide me their valuable time to give me information about the general banking activities and customer perception regarding their Bank.

SUMMARY

Internship manages a unique opportunity for the student to apply their knowledge into practice and gain valuable real world business experience. During the internship period, student can also realize business condition apart from having opportunities to solve the problem using various analytical tools & activities.

Technology counts slowly eradicating the physical existence of a market and placing it on our fingertips. With e-commerce ushering in our daily lifestyle, it is not believable anymore to think that there will not be any actual marketplace in the near future. E-commerce – the process of buying and selling through internet is the new technological trend.

With around 6.5 million internet users and more than 100 million mobile phone users in the country, Bangladesh is taking active participation in the e-commerce scenario in the recent years. With the constant improvement measures taken by the government to digitalize the entire nation. Online shopping is taking a new shape every day.

ACI Ltd being one of the prime conglomerates of the country is not far behind from others. It has been conducting business with few e-shops for quite a while now. However, even they realize it is time to step up the game to stay strong in the ever-growing competitive market. The likes of local competitors such as Square, Pran etc. and MNCs like Unilever, Reckitt Benckiser etc. As a result, a complete personalized website of its own is in the process to not only help the busy local customer base but also the NRBs. A detailed concept paper of the entire business plan is discussed at the end of this report.

The report holds the latest data found from all the researched online findings, published journals and articles both globally and locally. Face to face, Interviews taken on some of the leading ecommerce website personnel (Bikroy, Ajkerdeal and Akhoni) of the country gave access to some fruitful market information and the business activities present in the country.

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INTRODUCTION

ORIGIN OF THE REPORT

This report is prepared as a requirement of the internship program under BBA program at United International University (UIU). The organization this report represents is ACI Ltd. The preparation of the report has done under the supervision of Sarker Rafij Ahmed Ratan, Assistant Professor, School of business & economics, United International University.

OBJECTIVES

The broad objective of this report is to understand the present e commerce scenario of Bangladesh, and how the consumer brand ACI developing their online business in Bangladesh. A hand –on-practice through different online portal. In order to achieve this, a few specific objectives had to be fulfilled as well, which includes:

- To understand how e commerce works.
- To check out ACI Limited’s involvement in this sector.
- To find out the future measures the company can take to strengthen its position in this particular business area.

SCOPE

This report mainly covers the involvement of ACI consumer brands limited in the country’s e commerce network. The current global and local situation of the industry has discussed here. A questionnaire-based survey in many super store was counted to understand their behavior pattern and perception about online shopping. The whole report has done within a timeframe of 3 months.

METHODOLOGY AND SOURCES OF INFORMATION

The report has written based on information collected from primary. The main sources of primary information were formal and conversations with the personnel involved in the e-commerce sector of Bangladesh. Opinions taken from the employees regarding the company’s idea to take part in something new and as to how they view themselves as contributors. The survey conducted to understand the potential employees’ perceptions and expectations. Keeping these conversations in mind, ACI’s own e-commerce website made. Different articles on the web also helped understanding the entire concept of e-commerce. The company’s website also helped with their information.

LIMITATIONS

Limitations that have faced while preparing this report are:

- Sufficient records and updated information were not readily available.
- During the survey, many customers not shown interest to talk with them about e commerce.
- Many people do not even know that ACI's products are available in online websites.

PART - A

COMPANY OVERVIEW

HISTORICAL BACKGROUND

ACI Limited was established as the subsidiary of Imperial Chemical Industries (ICI) in the then East Pakistan in 1968. After independence, it was incorporated in Bangladesh in 1973 as ICI Bangladesh Manufacturers limited as a Public Limited Company. ACI inherited rich ICI culture of product quality, customer service and social responsibility.

In 1992, ACI started primarily with pharmaceutical business with a turnover of BDT 80 million only but later the new management brought about fundamental changes in the policies. In the year, 2008 turnover grew to over BDT 7,365 million. The Company diversified business interest in pharmaceuticals, agricultural including fishery & livestock and consumer brands. At present, ACI has 3 strategic business units along with 11 subsidiaries & 3 joint ventures and 1 associate.

ACI is the first company in Bangladesh who achieve ISO S001 in 1995 for quality management & the first company to achieve ISO 14000 in 2000 for environmental management system. ACI is the first company from Bangladesh to become the honorable member of United Nation Global Compact. ACI has recognized as a founding member of community of Global Growth Companies by the World Economic Forum, which is the most leading business networking organization in the world. ACI is the only Bangladeshi company, which was declared as a notable COP (Communication on Progress) recognized by UNGC (United Nation Global Compact).

MILESTONES OF ACI LIMITED

Date	Event
1968	Imperial Chemical Industries Pakistan Manufactures Limited was established in the then East Pakistan.
24 January, 1973	Incorporation of ICI Bangladesh Manufacturers Limited
24 January, 1973	Commencement of Business.
5 May, 1992	Imperial Chemical Industries Pakistan Manufactures Limited divested 70% of shareholding in local management. The name of the company changed to Advanced Chemical Industries Limited from ICI Bangladesh Manufactures Limited.
9 March, 1994	Listed with Dhaka Stock Exchange
22 October , 1995	Listed with Chittagong Stock Exchange.

GOVERNING BODY

Mr. M Anish Ud Dowla	Chairman
Dr. Arif Dowla	Managing Director
Mr. Md. Fayekuzzaman	Director
Mr. Waliur Rahman Bhuiyan, OBE	Director
Ms. Shusmita Anis	Director
Ms. Sheema Abed Rahman	Director
Mr. Abdul-Muyeed Chowdhury	Director
Mr. Juned Ahmed Choudhury	Director

MISSION

ACI's mission is to enrich the quality of life of people through responsible application of knowledge, skills and technology. The company is committed to pursuit of excellence through excellent products, innovative processes and empowered employees to provide the highest level of satisfaction to its customers.

VISION

To realize the mission ACI will:

- Attain a high level of productivity, in all operations through effective and efficient use of resources, adoption of appropriate technology & alignment with core competencies.
- Provide products and services of high and consistent quality, ensuring value for money to its customers.
- Establish good relationship with the community and promote greater environmental responsibility within its sphere of influence.
- Try to establish a position of leadership in each category of its businesses.
- Encourage employees by empowerment and rewarding innovation.
- Support an environment for learning and personal growth of its employees and good relationship with customers.

- Encourage and assist in the qualitative improvement of the services of its suppliers and distributors.

VALUES

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

BUSINESS UNITS

- Pharmaceuticals
- Consumer Brands & Commodity Products:
 1. Household Insecticides
 2. Antiseptic & Personal Care
 3. Commodity Foods
 4. Female Hygiene
 5. Home Care
 6. ACI Consumer Electronics
 7. ACI Electrical Division
- Agribusiness:
 1. Crop Care Public Health
 2. Livestock & Fisheries
 3. Fertilizer
 4. Seeds
 5. Motors

SUBSIDIARIES

Sl.	Company Name	Activities
1.	ACI Formulations Limited	Manufacturing and marketing of number of agrochemical and consumer products.
2.	ACI Pure Flour Limited	Processing, packing and marketing of wheat flour products
3.	Apex Leather Crafts Limited	Letting out property to ACI Ltd.
4.	ACI Foods Limited	Manufacturing and marketing different types of spices and other food products
5.	ACI Salt Limited	Manufacturing and marketing of edible packed Salt.
6.	Creative Communications Limited	Managing media solutions and services for different clients including television commercials and other advertisement and promotion related activities.
7.	Premiaflex Plastics Limited	Manufacturing and marketing of plastic products, flexible printing and other business associated with plastic and flexible printing.
8.	ACI Logistics Limited	Operating retail chain stores across the country
9.	ACI Motors Limited	Business of buying, selling, Importing, and assembling of vehicles of both agricultural and nonagricultural use including supplying spare parts and providing service facilities for vehicles.
10.	Agro Chemicals Limited	Manufacturing, formulating and packaging of pesticides, fertilizers, plant nutrients, animal food and other nutrients products.

JOINT VENTURES

Sl.	Company Name	Activities
1	ACI Godrej Agrovet Private Limited	Manufacturing and marketing of, cattle feed, day old chicks, quality poultry and aqua.
2	Asian Consumer Care Private Limited	Manufacturing and marketing of, hair oil shampoo, coconut oil and other products under the brand name “Dabur
3	Tetley ACI (Bangladesh) Limited	Processor, blender and marketer of tea products

SUPPORT FUNCTIONS

- Commercial department
- MIS department
- Distribution department
- Administration department
- Finance and planning
- Training department
- HR department

ACI CONSUMER BRANDS

ACI Consumer Brands was initiated in 1995 with two major brands of the company – ACI Aerosol and Savlon. These are two prestigious products, which are enjoying the leadership position. ACI Consumer Brands launched many new products. They also involved with ‘Dabur India’ and ‘Tetley UK’ and attained international alliances with world-renowned companies.

The Consumer Brands Division of ACI proud in having a clear presence in consumers' heart with the market leading brands like ACI Mosquito Coil ACI Aerosol & Savlon, ACI Pure Spices and Flour. ACI Aerosol and Savlon are the safe guard performers in keeping the household clean and free from germs and harmful insects.

ACI promises to change the old people and extend to our young generation to grow up, who will lead the nation properly in future. ACI has started the commodity food business with “ACI Pure” Brand. The products are helpful & satisfying the consumers by providing 100% dirt free, pure and natural food ingredients, which can compete against any products.

ACI Consumer Brands is successfully fulfill the consumer demand for international products in household. With the proper marketing by ACI consumer brands, brand "Tetley" is now available to the consumers of Bangladesh.

Brand Name		Share (%)
Aerosol	ACI Aerosol	85%
	Reckitt-Benckiser	7%
	Square Toiletries	6%
Liquid Antiseptic	Savlon Liquid Antiseptic (ACI Limited)	77%
	Reckitt-Benckiser	11%
Mosquito Coil	ACI Mosquito Coil	33%
	Reckitt-Benckiser	16%
Antiseptic Cream	Savlon Antiseptic Cream (ACI Limited)	78%
	Reckitt Benckiser	2%

PART - B

WHAT IS E-COMMERCE?

Electronic commerce, or e-commerce, is the buying and selling of goods and services on the Internet. E-commerce deals with transaction, which is the sale or purchase of goods or services, whether between businesses, households, individuals, Governments, and other public or private organizations, conducted over computer networks. The goods and services are ordered over those websites, but the payment and the ultimate delivery of the good or service conducted on- or offline. For the purpose of this study, the context of e-commerce has been set with this definition and as such the report will focus on the improving the growth and development of the online sales websites in Bangladesh.

E-COMMERCE BUSINESS MODELS

There are three types of business models:

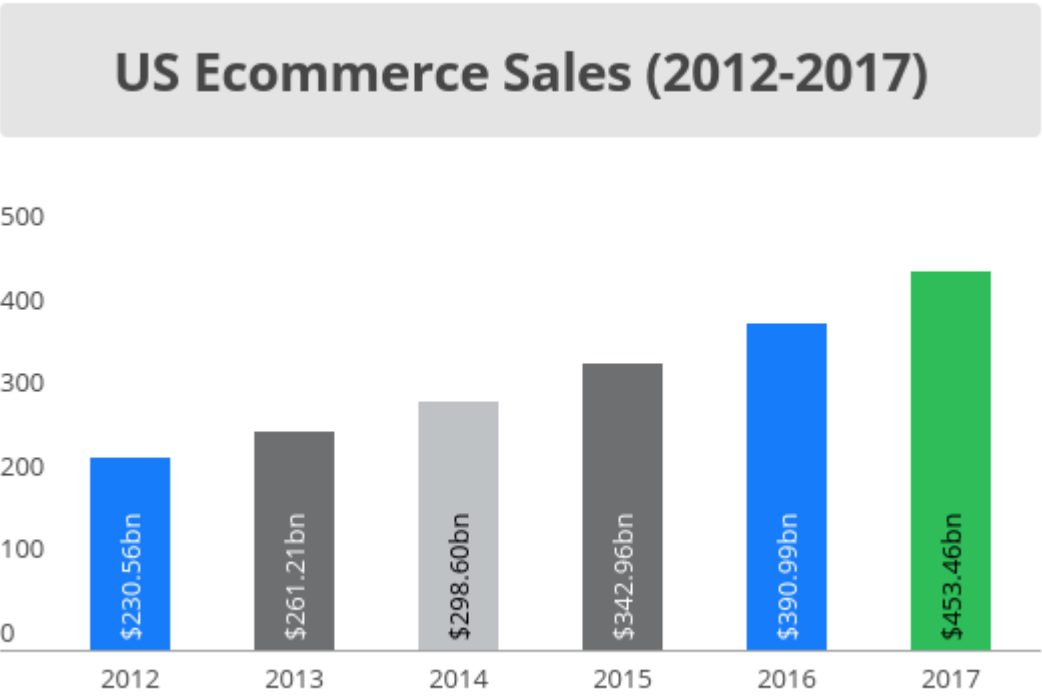
B2C (Business to Consumer): In a Business-to-Consumer E-commerce business, companies sell their online goods to consumers who are the end users of their products or services. Usually, B2C E-commerce web shops have an open access for any visitor, meaning that there is no need for a person to login in order to make any product related enquiry. This refers to on-line shopping where the customers are provided with endless information by internet.

B2B (Business to Business): In a Business-to-Business E-commerce environment, companies sell their online goods to other companies without selling to consumers. In most B2B E-commerce when entering the web shop will require a log in. B2B web shop usually contains customer-specific pricing, customer-specific purchases and customer-specific discounts. This involves transaction between companies B2B accounts. For the majority of e-commerce here security plays a vital issue.

B2G (Business to Government): B2G is business-to-government (a variation of the term B2B or business-to-business), the concept that businesses and government agencies can use central Web sites to exchange information and do business with each other more efficiently than they usually can off the Web. For example, a Web site offering B2G services could provide businesses with a single place to locate applications and tax forms for one or more levels of government (city, state or province, country, and so forth); provide the ability to send in filled-out forms and payments; update corporate information; request answers to specific questions; and so forth.

WORLDWIDE E-COMMERCE INDUSTRY

In the last decade, we see a continuous and strong growth in the global e-commerce market - Widespread internet access and a growing trend on online options being two major ones. From social networking to shopping, consumers are increasingly in the habit of carrying out a growing number of activities online. Rapid development in mobile and portable communication devices has resulted in a increasing consumer growth in this particular area. That is why general people can access internet from anywhere, making online shopping far more accessible. Making consumers aware of the safety of mobile payment will be an important factor for e-commerce market growth moving forward.



Some astonishing facts show that:

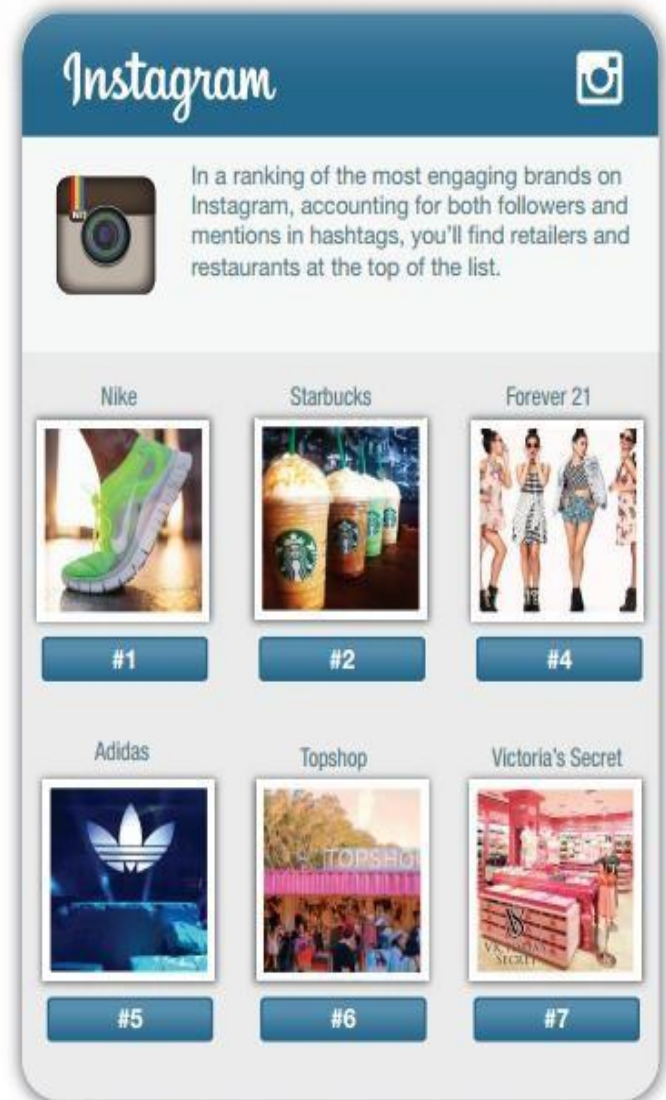
- The world B2C e-commerce industry generated between \$230.56 billion in 2012, according to yStats.com.
- This estimates the market will generate somewhere from \$342.96 billion in 2015.
- There were over 261.21 billion internet users worldwide in 2013, and it is forecast this number will exceed 453.46 billion by the end of 2017.

The availability of internet and increasing internet penetration, consumers are encouraged to online shopping, which has been supplying the power and demand to the retail market in developed countries. Profit from B2C e-commerce shows less than 10% of overall retail revenue in established markets, which are expected to rise above the 10% mark in the future.

In this figure, we see that it falls to under 3% in less well-established B2C e-commerce markets.

The US online retail market is expected to record yearly growth of close to 11% between 2010 and 2015, when it is expected to reach almost \$252 billion. The EU online retail market's growth is projected to slow to a yearly rate of just over 14% between 2010 and 2015 to exceed \$316 billion by the end of that five-year period. The online retail market in the Asia-Pacific region is expected to grow at a yearly rate of over 15% between 2010 and 2015, when it should exceed \$170 billion. (Matthias Klumpp, 2012)

Retailers That Rule Social



E-COMMERCE IN BANGLADESH

E-commerce in Bangladesh developed in the late 90s when the shopping was limited to the Non Resident Bangladeshis (NRB) only. They were mostly gift item based websites back in the days, which had branches in Bangladesh but were run from abroad. NRBs would buy gifts for their relatives in Bangladesh; the websites would collect the orders and inform their branches located Bangladesh to perform the delivery. Then the e-commerce business is developed day by day. Credit cards did all of the payments. This went on until early 2000 after which the market saw a huge decrease in growth. There were few E-commerce websites but there were no system for online transaction, which is the first condition for E-commerce. In addition, high cost of Internet and lower penetration meant that few people knew about these sites.

Finally, the growth has started in 2008 as Bangladesh Bank took various initiatives including implementation of e-Payment Gateway. Since there were no system of payment, the real change came in 2009 when Bangladesh Bank allowed online payment in the country thus, officially opening up the E-commerce sector. (Bangladesh Bank, 2014)

E-BUSINESS MODELS IN BANGLADESH

When it is come business to customer, e-commerce faces many restrictions in Bangladesh because of low per capita income, a weak infrastructural and legal environment, lack of trust between business and consumers. Sometimes the customers cannot get their desire product. Then, unavailability of International credit cards, foreign currency remittance restrictions, delays and informal payments at customs clearance even for small value and quantity items will discourage e-commerce business.

The RMG sector has begun to use the Internet, and then now its dependence on e-commerce is likely to grow in the coming years. The B2B application already exists in the export sector of Bangladesh, especially in the Ready Made Garments (RMG) industry. The Internet help them to seek B2G e-commerce is possible in Bangladesh, but on a limited scale at this stage. The government is a major buyer of goods and services from the private sector. They help to develop business in our country. Typically, the government procures goods and services by inviting tenders. There are many processes for starting online business. Transactions involving information collection, obtaining various governmental forms, registering activities can also be conducted online. This will reduce time costs, the necessity of going through lengthy bureaucratic procedures, corruption and as well as increasing transparency.

CURRENT E-COMMERCE SCENARIO & FUTURE OUTLOOK

Due to the constant effort by the government to bring the entire nation under complete “Digitalization”, things are now shaping up well as the e-industry is rapidly increasing. Now a days many commerce website in Bangladesh. The mobile phone companies are further catalyzing this as they are trying to outperform each other every day with the improvement in mobile internet system. Some of the facts found are:

- We found that Around 100 million people use mobile services and 15 or 20 percent people take mobile banking services. Moreover, According to data of Bangladesh Bank, about 1 million mobile users take the mobile banking services and roughly over 100 crore transaction is made through the mobile banking every month.
- Furthermore, e commerce increases at a tremendous pace with a monthly growth of 20-25 percent according to BASIS disclosed to Financial Express, the leading financial newspaper in Bangladesh.
- According to BASIS (Bangladesh Association of Software and Information Services), in just three years more than 2000 online trading platforms have made its way to Bangladesh.
- E-ticket sales and sales on Facebook the market has yearly transactions around TK 10 billion.
- Right now more than 6.5 million people are using Internet in the country with the help of around 200 registered ISPs and dial-up services and the cost of using Internet is low.

MAJOR E-COMMERCE WEBSITES

In spite of various obstacles, many e-commerce websites established in Bangladesh. They are growing day by day. Bangladesh’s e-commerce sector expected to grow 70 per cent in 2017 as the rollout of 3G internet 3-4 years back led to rapid adoption of online shopping, reports India-based Economic Times. E-commerce in Bangladesh is expanding rapidly; it is because of fast growing number of Internet and mobile users, people familiar with the business. The size of Bangladesh’s e-commerce market is estimated to be \$110-115 million (around TK 900 crore) 2017, growing from \$65-70 million in 2016, said the report referring to Red Seer Consulting. The products and services that now dominate the country’s e-commerce are railway tickets, domestic air tickets, hotel booking, electronic products, books, gift items, jobs, hotel reservation clothing and some food items. Major e-commerce websites in Bangladesh given below:

- Akhoni (www.akhoni.com)
- BDJobs (www.bdjobs.com)

- Ekhanei (www.ekhanei.com)
- Bikroy (www.bikroy.com)
- Ajkerdeal (www.ajkerdeal.com)
- ClickBD (www.clickbd.com)
- iFeri (www.iferi.com)
- Kaymu (www.kaymu.com.bd)
- Daraz (www.daraz.com.bd)
- Chaldal (www.chaldal.com)
- Rokomari (www.rokomari.com)

BUYING PATTERNS OF THE ONLINE CUSTOMER BASE

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

- We found that about 72% of the respondents have bought/sold a product online at least once. Moreover, 34% of the respondents visit an online shop at least once a week.
- Increasing development in the smartphone industry have caused the people to embrace the technology at such a level that they are now addicted to using their smartphones as part of their shopping ritual. It has been found that more than 80%—rely on smartphones to browse or buy products. This number is now almost the same as PC/laptop users, which was unthinkable even 2/3 years back. The lightning-fast penetration of internet in Bangladesh has accelerated adoption of digital retailing.
- 64% people go for online shopping because they can easily get access to the market, which is just a simple touch away. Supporting that fact, 56% people prefer home delivery option.
- 23% of our respondents are receiving product information online and are dependent on physical options for product evaluation and purchase/ payment. Living in growing neighborhoods of Chittagong, Sylhet, and Dhaka, they spend more time online for communication purposes only.
- Though it is comprised of roughly 7% of respondent base, connected maestros have the highest potential to create an impact. With 100% respondents having access to laptops and smartphones, this group also involves families' chief wage earners, preferring online/mobile payments for online purchases.

- Right now, E-commerce sites are getting more visitors than ever. According to LCP's survey on Digital Consumers, in 2015, ekhanei.com was the most popular e-commerce site among Bangladeshi users (21% of the total user). Then other sites came second with 18% share. Bikroy.com ranked third with 17% share.
- The majority of e-commerce business in Bangladesh fall under C2C (consumer-to-consumer) transaction business model, where a consumer sells products to another consumer. Companies like Ekhanei.com, Bikroy.com, Priyoshop.com and daraz.com are the top players.

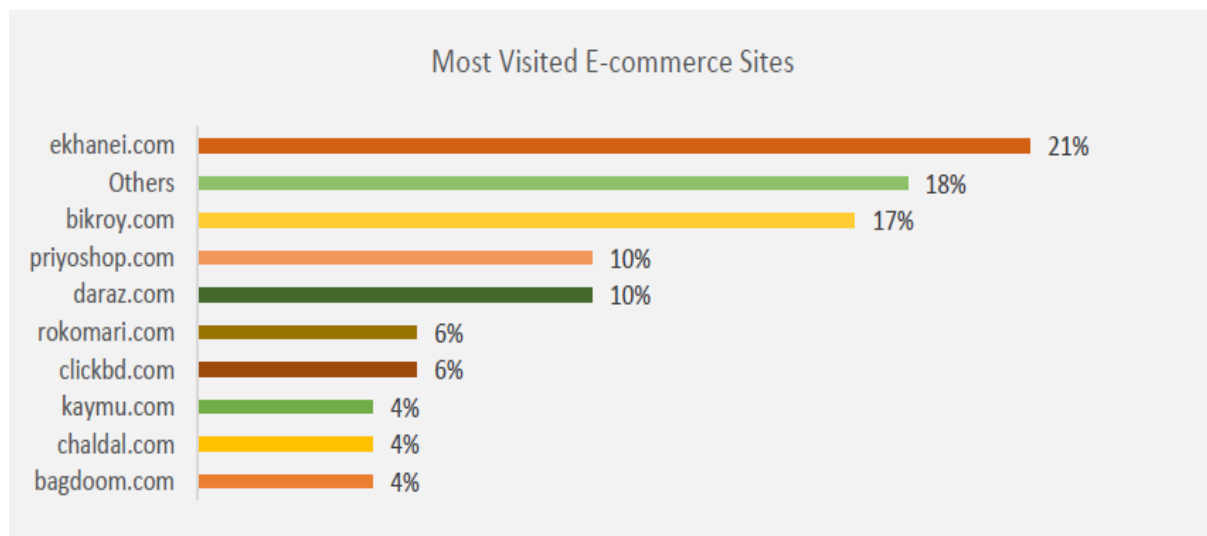


Exhibit: Most visited e-commerce sites in Bangladesh

Source: LightCastle Partners Survey on Digital Consumers, 2015

CONSTRAINTS TO E-COMMERCE IN BANGLADESH

Compared to other countries, Bangladesh is a late entrant in E-Commerce. Other countries are far more advance on it. Yet, this sector observed tremendous growth in a short time. E-Commerce can be the next major driver of economic development but there are some issues that need to be addressed. Otherwise, this sector would never reach its full potential.

1. Inefficient Delivery System:

Delivering the product or service on time to the customer is known as the biggest challenge for the Bangladeshi E-Commerce sector. This issue cannot be resolved unless ever-growing problem of traffic jam and faulty transportation systems are not gotten rid of. Developing a proper service delivery channel and by on time delivery system is necessary for the improvement of the E-Commerce Industry.

2. Inadequate Internet Penetration:

There is no good Internet connection in rural areas. Even in big cities, it is impossible to have good Internet connection. The government and Internet service providers must work together to make Internet more affordable. By the help of all sectors, this will definitely increase the usage of Internet among people.

3. Lack of Smooth Online Banking:

Online Banking is yet to become popular in Bangladesh. According to 2013 news reports, there were 4.6 million debit or credit card holders. This number is very small. Many cardholders do not feel safe to do transactions online. “Cash on Delivery” is the most popular mode of payment.

4. Online Fraud:

The entire process of E-Commerce is done through computers. Buyers, sellers do not meet face to face. Online fraud will hinder the growth of this sector. The fraudulent activity of one company or individual will affect the entire industry.

5. Piracy:

Many companies sell products such as applications, software, songs, books and movies that are intellectual properties. Online piracy is a big threat for these companies. Many websites allow visitors download books, songs and movies free. It deprives the producers from their revenues. There must be strict copyright laws in place to stop online piracy.

PART – C

ACI BRANDS & E-COMMERCE INTEGRATION

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

1. Advertisement based business:

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

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

2. E-store system:

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

This method has some key characteristics:

- **Inventory:** The Company can manage the inventory themselves in their regular form of business or let the website authority manage it for them. However, for this, the website owners must have the willingness and the capacity to manage the inventory. They will give a primary requisition to the company to supply them with the products, which will be stored at their supervision. Alternatively, the company will receive the order through the website and will provide the products from their own inventory.
- **Delivery process:** The delivery process works just like the inventory management. The website will receive the orders and pass them on to the company. The company will use their own delivery system to supply the products to the respective customers. Or, the website will

take the delivery responsibility on them. Websites like Chaldal.com collect orders through their website and use their own delivery system to reach the customers with the products.

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

ACI LIMITED'S PERSONAL WEBSITE

When a company moves forward, they gain a competitive advantage. In E-commerce business, one can gain the competitive advantage in Bangladesh. To keep pace with the increasing competition in the market, ACI Limited Consumer Brands is preparing to launch its own e-commerce website.

Goal / Expectations of the Website:

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

Background:

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

Business Description:

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

There will be two phases of this business

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

Phase 1 will include:

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

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

Customers:

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

1) Local customers

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

2) International customers.

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

Customer Benefits:

- ACI limited update their web pages and their content frequently for the customers so that their website reflects recent events or current trends.
- ACI limited will provide a method for people to reach their desired products.
- ACI will make a strong effort to look up every contact by the consumer places an order on a regular basis.

Benefits of E-Marketing:

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

Features of the Website:

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

Creating Product Detail Page:

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

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

Creating Shopping Cart:

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

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

Creating Login and Registration:

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

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

Creating Backend Admin Panel for Website:

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

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

Creating Product Management Section:

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

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

Product Verification by Mobile Message:

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

Importing Product from Main Warehouse System:

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

- Warehouse system will be automatically updated upon import.

Facebook Connectivity:

Now a days Social media continues to supply the power of B2B e-commerce market, which aims to encourage electronic business process efficiency. E-commerce is being considered as a separate, profitable field of business. Our website will be linked with Facebook so that the customers can easily access the website using those credentials:

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

CONCLUSION

Bangladesh government recently imposed a 4% VAT on all sorts of transactions made online. The leaders of Bangladesh Association for Software & Information Services (BASIS) have urged the government to keep the e-commerce sector VAT-free for at least the next five years. BASIS President Shamim Ahsan said half the local e-commerce companies would be bound to shut down their businesses if the government does not exempt them from the proposed VAT. Moreover, he believes the expansion of the e-commerce sector will be interrupted if VAT is being imposed on the sector and a huge number of youth entrepreneurs and startups will face obstacles to expanding their business. Despite the fact that the government is taking serious measures to uplift the country's condition through digitalization, this type of decisions might hamper the growth of the industry, with Bangladesh becoming a major player in the e-commerce sector of the Asian region in the coming years.

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APPENDIX

The purpose of this questionnaire is to understand the perception and behavioral patterns of Bangladeshi e-commerce users.

1. Gender

Female

Male

2. Age

<18

18 - 24

25 - 34

35 - 44

45+

3. Occupation

Student

Service

Business

Other (please specify)

4. What is your medium for using internet?

PC/Laptop

Cellphone

Tablet/Similar Devices

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

Yes

No

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

At least once a day

At least once a week

At least once a month

Never

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

Price

Home delivery

Multiple product options

Ease of access

Other (please specify)

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

- Fashion/Fashion Accessories
- Computing/Electronics/Accessories
- Mobiles/Tablets/Accessories
- Beauty & Health
- Home & Living
- Sports & Fitness
- Books & Stationary

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

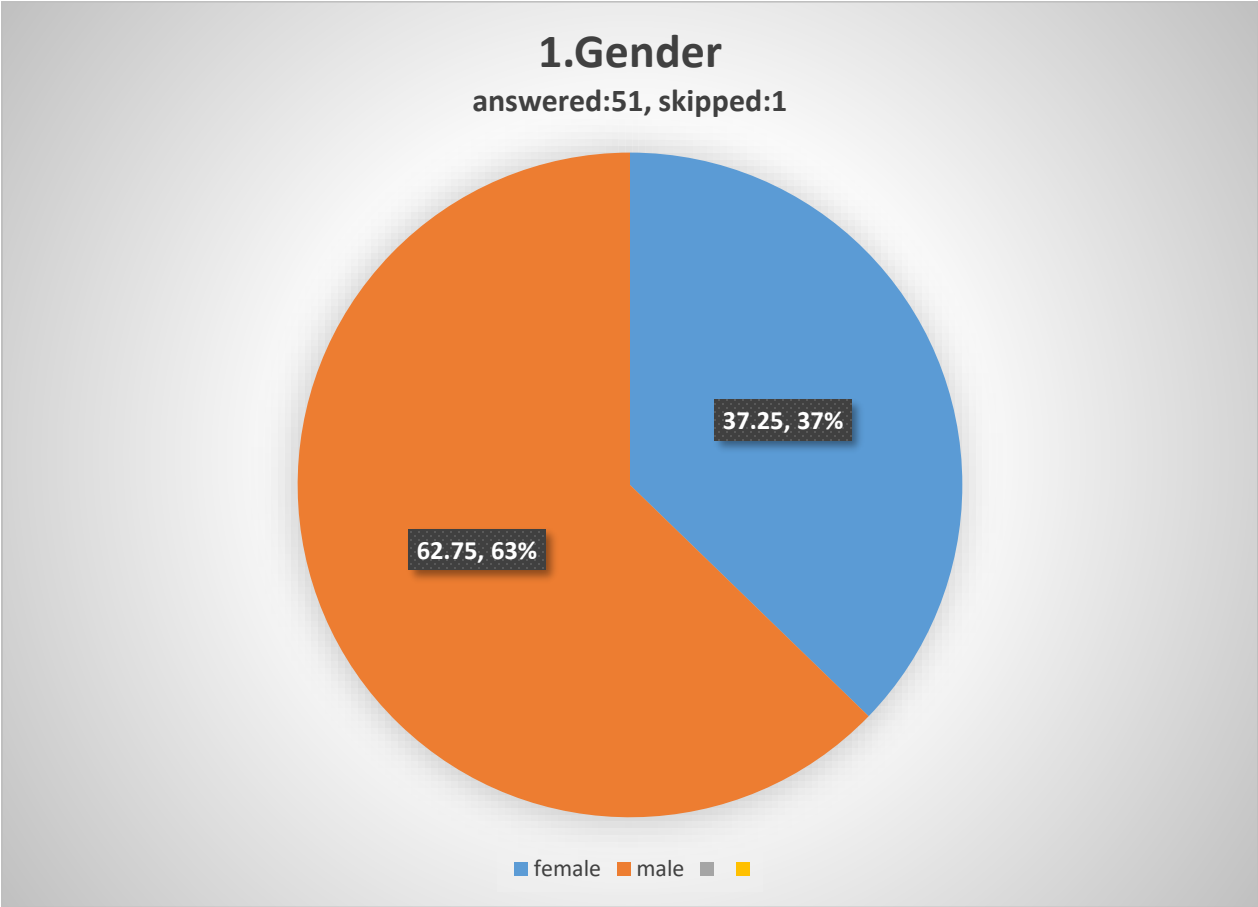
- Fashion/Fashion Accessories
- Computing/Electronics/Accessories
- Mobiles/Tablets/Accessories
- Beauty & Health
- Home & Living
- Sports & Fitness
- Books & Stationary

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

- Akhoni
- Ekhanei
- Bikroy
- iFeri

- Kaymu
- Daraz
- Ajkerdeal
- Chaldal
- ClickBD

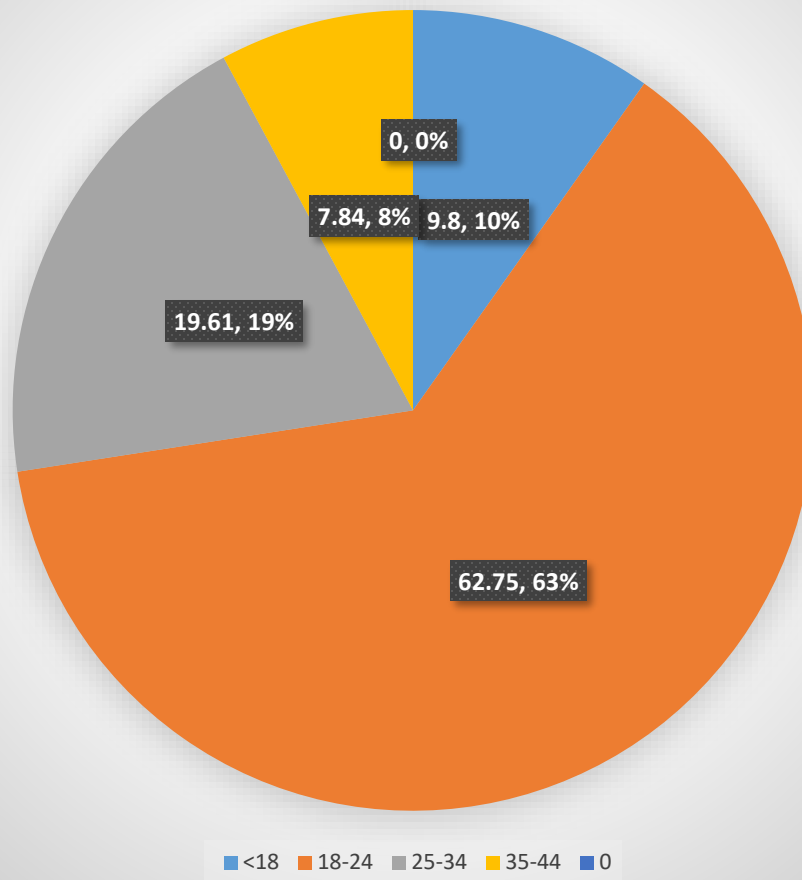
Survey Findings



Answer choices	responses
Female	37.25%
Male	62.75%

2.Age

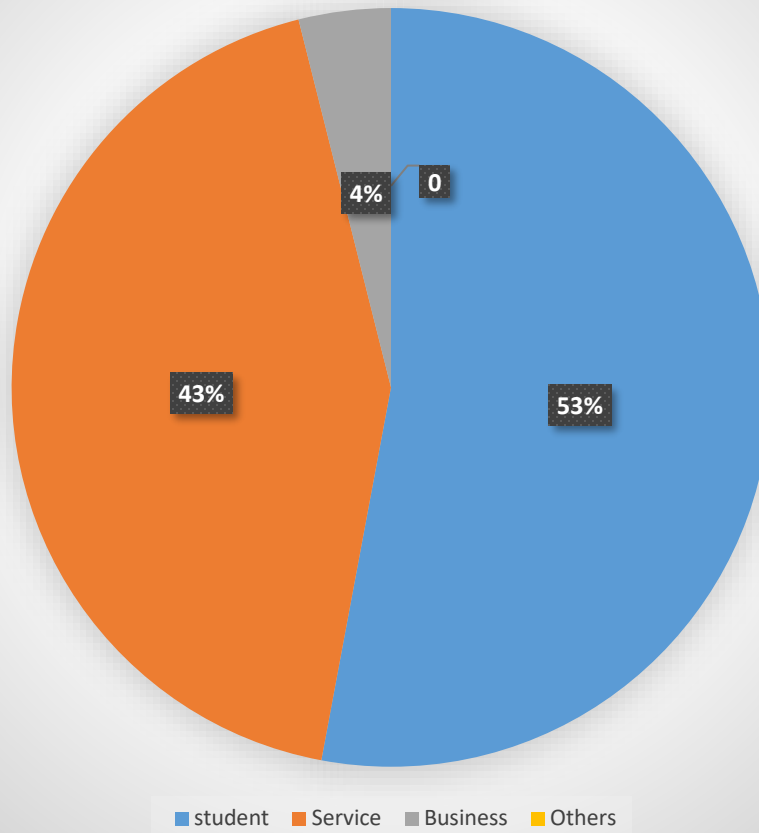
answered:51,skipped:1



Answer choices	Responses
<18	9.80%
18-24	62.75
25-34	19.61
35-44	7.84
0	0.00

3.Occupation

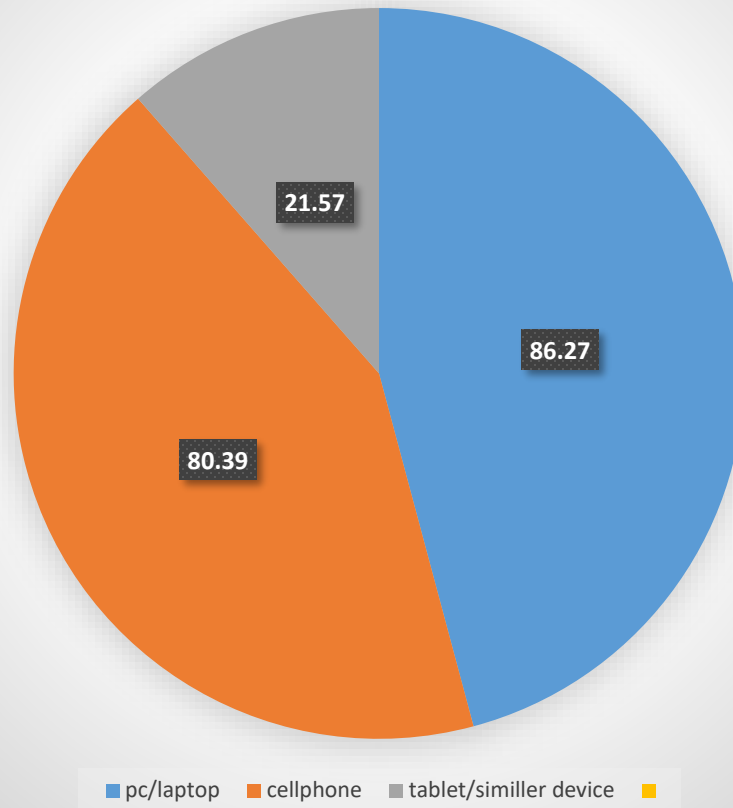
answered:51, skipped:1



Answer choices	responses
Student	52.94%
Service	43.14%
Business	3.92%
Others	0.00%

4.Method of using internet

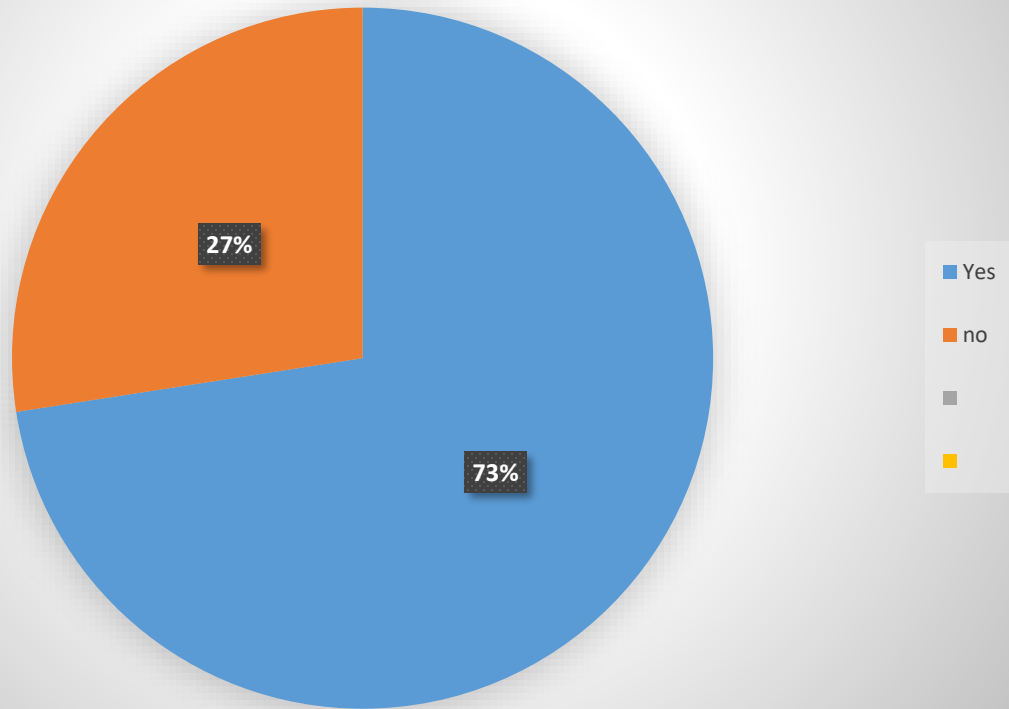
answered:51 skippd:1



Answer/choices	respondents
Tablet/similar device	21.57
cellphone	80.39
Pc/laptop	86.27
Total respond's= 51	

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

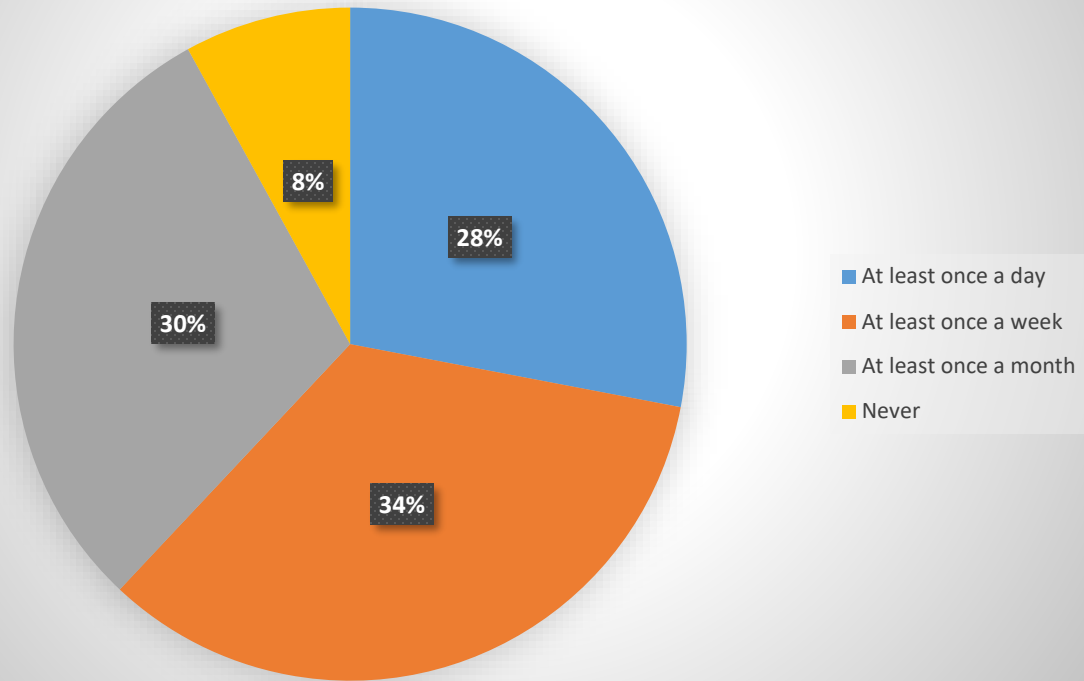
answered:51 skipped:1



Answer choices	Responses	
Yes	72.55	37
No	27.45	14
Total		51

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

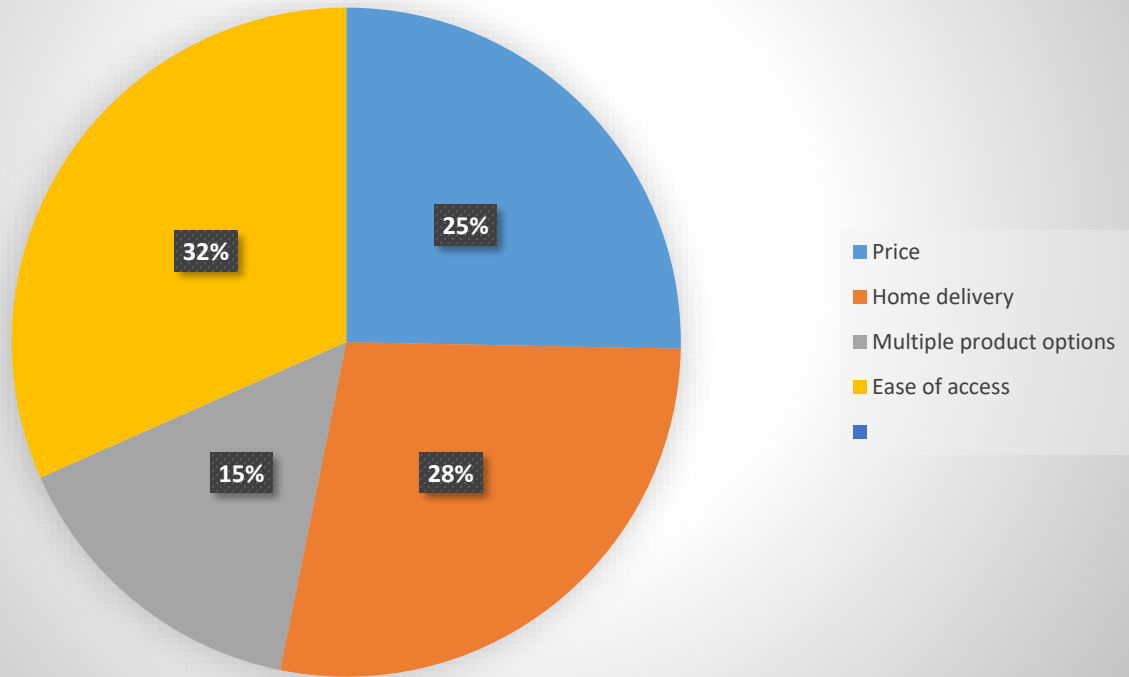
Answered:50 skipped:2



Answer choices	Responses	
At least once a day	28.00	14
At least once a week	34.00	17
At least once a month	30.00	15
Never	8.00	4
Total		50

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

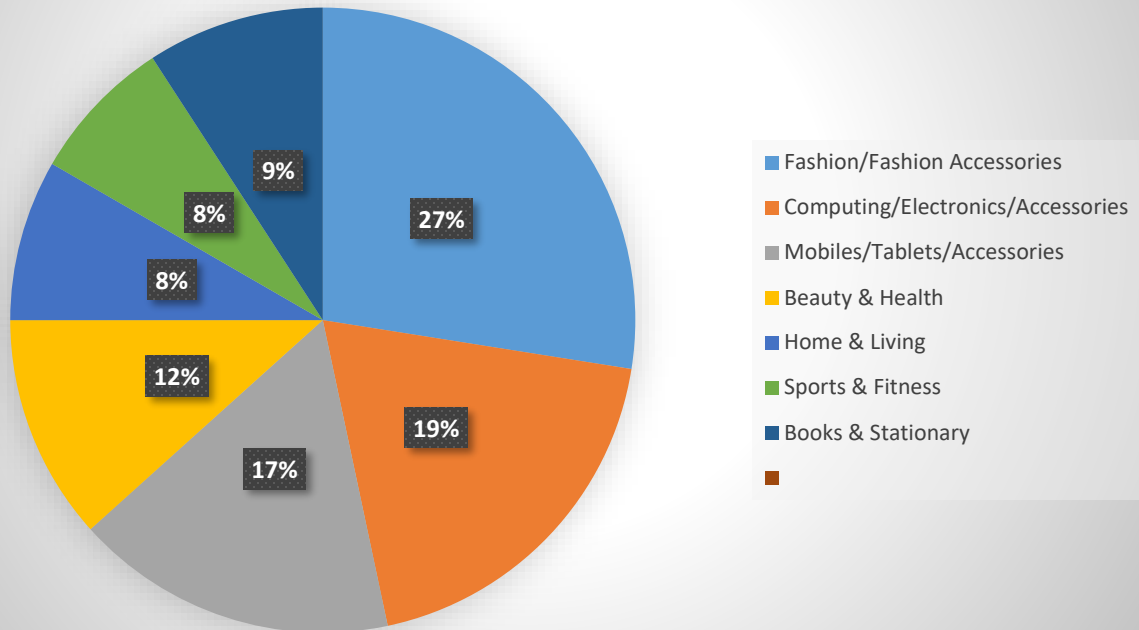
answered:39 skipped:13



Answer choices	responses
Price	51.28% 20
Home delivery	56.41% 22
Multiple product options	30.77% 12
Ease of access	64.10% 25

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

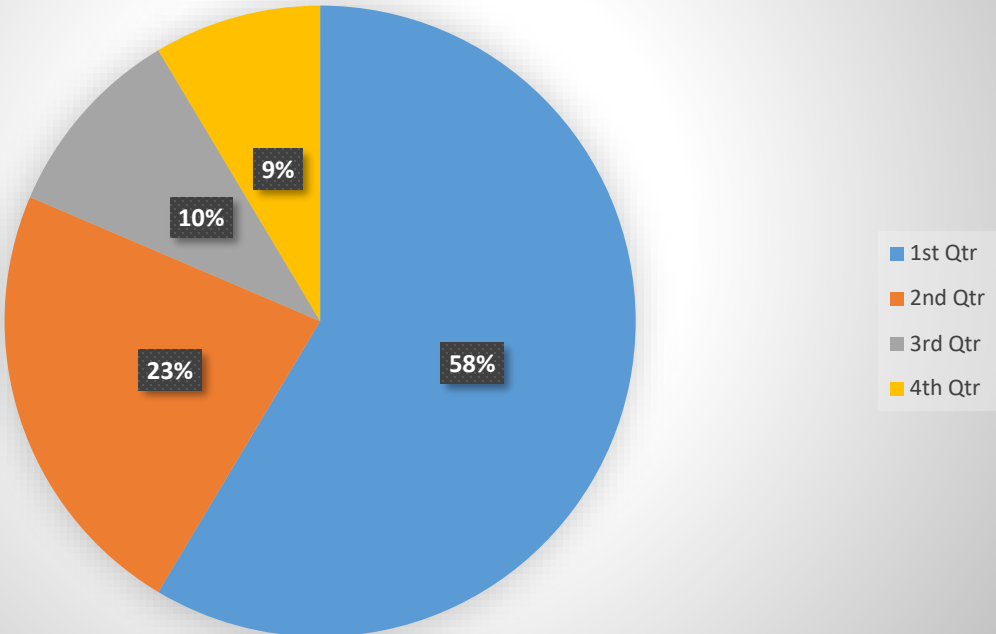
answered:51 skipped:1



Answer choices	Responses	
Fashion/Fashion Accessories	66.71	33
Computing/Electronics/Accessories	45.10	23
Mobiles/Tablets/Accessories	39.22	20
Beauty & Health	27.45	14
Home & Living	19.61	10
Sports & Fitness	17.65	9
Books & Stationary	21.57	11

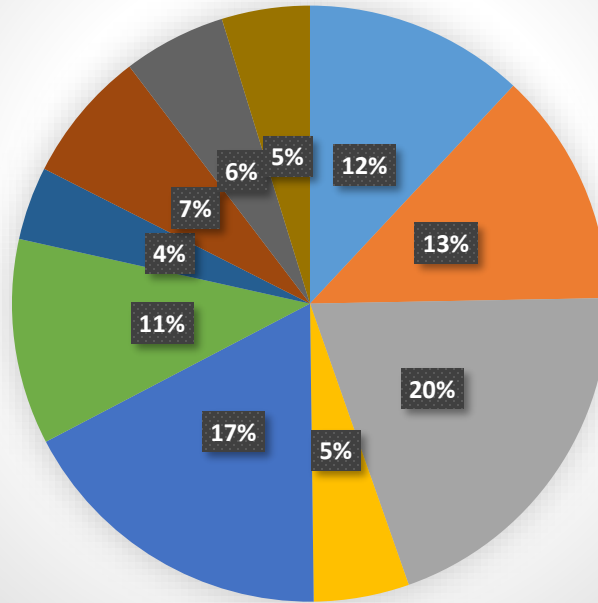
9. on a scale of 1 to 10, how useful do you think the websites are?

answered:52 skipped:0



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

answered:51 skipped:1



■ Akhoni ■ Ekhanei ■ Bikroy ■ iFeri ■ Kaymu ■ Daraz ■ Ajkerdeal ■ Chaldal ■ ClickBD ■ GadgetGang

Answer choices	Responses
Akhoni	58.82% 30
Ekhanei	62.75% 32
Bikroy	98.04% 50
iFeri	25.49% 13
Kaymu	86.27% 44
Daraz	54.90% 28
Ajkerdeal	19.61% 10
Chaldal	35.29% 18
ClickBD	27.45% 14
Gadgetgang	23.53% 12
Total responds :51	