Project Report

On

M- Commerce Business model development:

A focused study on Mobile Technology

United International University

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M- Commerce Business Model development:

A focused study on Mobile Technology

Submitted to:

Sarker Rafij Ahmed Ratan

Assistant Professor

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Submitted by:

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BBA (Marketing)

Date of Submission: 18 September 2018

Authorization Letter

18th September 2018

Sarkar Rafij Ahmed Ratan

Assistant Professor

School of Business & Economics

United International University

Subject: Permission for authorizing a project on "M- Commerce Business Model development"

Dear Sir,

I am pleased to do my project on "M- Commerce Business model development: A focused study on Mobile Technology" with the supervision of you and I want to complete the task successfully according to your guidance.

Therefore, I will be glad if you give me the permission of doing my task and oblige thereby.

Yours sincerely

Md. Rakib Dewan Akash

ID: 111-132-051

BBA (Marketing)

Transmittal letter

18th September , 2018

Sarker Rafij Ahmed Ratan

Assistant Professor

School of Business & Economics

United International University, Bangladesh

Subject: Project Report on M- Commerce Business development model

Dear Sir,

With due respect, as a student of United International University, I have prepared my project report on M- Commerce Business development model: A focused study on Mobile Technology. I would like to thank you for all the support and advice that you have given me during the preparation phase of this report. Without your help, this report would have not been possible to complete without getting your support.

I have collected what I believed to be the most accurate information to make this report as analytical and authentic as possible to make the report. I have given my best effort to complete the objectives of the report. I believe, the knowledge and experience gained during the preparation of this report will vastly help me in my future professional life.

I will be glad to clarify any further queries you may have regarding this report. Thank you for your support and patience.

Your sincerely

Md. Rakib Dewan Akash

ID: 111-132-051

BBA (Marketing)

United international University

Letter of Endorsement:

I do hereby declare that the project report titled "M- Commerce - Business model development: A focused study on Mobile Technology" has been submitted in partial fulfillment of the requirement for the degree of "Bachelor of Business Administration (BBA)", Major in Marketing, School of Business & Economics United International University on 18th September 2018 by Md. Rakib Dewan Akash, ID: 111-132-051.

I also declare that this paper is about my original work and not submitted for the aware of any other degree, diploma and similar title or prizes.

Md. Rakib Dewan Akash

Acknowledgement

At first, I would like to express my gratitude to the Almighty Allah, the merciful, for enabling me to perform the given task appropriately and prepare the report successfully in the given time.

I would also like to thank my honorable faculty, **Sarkar Rafij Ahmed Ratan**, Assistant Professor, School of Business & Economics United International University, for his proper direction and careful supervision. He has indebted me with his flawless advices and support. His guidance helped me in initiating the completion of the report. His patience, motivation, enthusiasm, scholarly inputs immense knowledge guided me towards this professional life.

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Executive Summary

This report covers a brief understanding over the M- Commerce. This report mainly focuses on the business development model of M- Commerce sector and a focused study based on mobile technology. Mobile technology has become a day-to-day part of our life and it has countless importance in business areas as well. Innovators are using M- Commerce and the mobile technology to make new opportunity and value for the people around the world. So, throughout this report, I tried to understand to gather data about the present and possible M- Commerce related businesses and try to form a future business model development which is focused on Mobile Technology.

This report briefly covers a holistic idea about many M- Commerce businesses and their systems of using Mobile technology and a new business model development under M- Commerce. This report focuses on the explanation of the M- Commerce, how it can be work out and so on. This report covers a history of some familiar companies and their achievements by using M- Commerce positively.

Chapter 1

1.1: Introduction

After the internet insurgence, the mobile revolution is all set to bend the worlds soil. When E-commerce appeared as a development in traditional business it was said, "business will be E-commerce, or no business at all". The new mobile devices are feature rich and user friendly. To enable an illiterate to activate. Many people do not use a PC out-of-doors but keep the mobile phone at their side all the times. Mobile commerce is flawless for this group. M-commerce allows one to reach the consumer straight, not his fax machine, his desk, his secretary or his mailbox, but one's consumer directly, irrespective of where he is, through mobile device. Mobile Commerce is known as M-Commerce. M-Commerce is the purchasing and selling of goods and the process of paying for services using a mobile phone or personal organizer services through wireless handheld devices. It creates chance to deliver new services to current customers and to fascinate new ones. M-commerce is mostly the mixture of E-commerce and Wireless Web. It refers to the use of mobiles devices for leading the transactions. Mobile Commerce is about the outbreak of applications and services that are becoming available from Internet-enabled mobile devices. It contains modern technologies, services and business models. It is fairly different from traditional e-Commerce. These days, smart phone plays a key part in human life. Smart phone is a mobile phone that built on a mobile operating system with more advanced computing competence and connectivity. It can help us to settle all the transaction we need and not only importance on banking. This is one of the reasons that the subscribers m-commerce increase intensely in the current year. Mobile Commerce is any transaction, involving the transfer of proprietorship or rights to use goods and services, which is initiated and/or completed by using mobile access to computer-mediated networks with the help of an electronic device." M-Commerce carries incremental chances to any small or large business. As the mobile communications industry continues to grow at an astronomical rate, retailers, e-commerce merchants, banks and utility companies need to take benefit of this chance to incrementally rise their revenue streams with this growing sector. This will help to - Mobilize Your Website, Mobilize Your Present Customers and Close the Deal. We cannot reflect anything without Internet today. So, Internet has become a vital part of our business life as well. M-Commerce is

the calmest way to do business now and have become the coolest way to do business within the touch of a device.

1.2: Origin of the Report

I am currently working with this report on M- Commerce Business development model and trying to express my own ideas and thinking about M- Commerce Business development model based on the guidance of my honorable supervisor, different articles on web, newspaper and my own thought.

1.3: Background

There are many local and international companies running business based on M- Commerce in Bangladesh. These companies have been running their business successfully by using appropriate Mobile Technology. These companies bring best services to the customer according to the needs and wants of the customer. Many different customers have dissimilar types of needs, so these companies are trying to fulfill all the demands of the customers by using latest mobile technology.

1.4: Purpose of the study

This report will deliver the all-inclusive idea about Mobile Commerce and Businesses running through It will provide the thoughts about how to shape up a business by using Mobile technology, how it can be applied or managed and how all the tools can be used combinedly in an organization to get a better success.

1.5: Scope of the study

The Scope of this report is related to project purpose. The project objective was to gather information and experience by finishing this report through the discussion with expressing the thoughts and views.

1.6: Sources of Data collection

Primary Sources

Primary data collection for the report was done through conversation with my honorable supervisor. We discussed the topic of this report exclusively and tried to clear all the difficulties and answers through discussion.

Secondary Sources:

1. Published articles

2. Journal

3. Websites

Chapter 2

2.1: History

M-commerce was Lunched in London in November 10,1997. Kevin Doffy was the chairman. Mobile Commerce Services were first brought in 1997, when the first two mobile-phone enabled Coca Cola vending machines were installed in the Helsinki area in Finland. The machines acknowledged payment Via SMS text messages. The first mobile phone-based banking service was launched in 1997 by Merita Bank of Finland, also using SMS. The M-Commerce server developed in late 1997 by Kevin Duffey at Logica. Since the launch of the iPhone, mobile Commerce has moved away from SMS systems and into Real applications.

After the Finnish company and bank had a successfully experience in m-commerce. The other countries started to track the trend, the m-commerce went to global market. There are two commercial platforms for mobile were set up in 1999. Philippines and Japan banks started using the m-commerce to complete their funds transaction. They are calling the Smart Money and I-Mode correspondingly. M-commerce had non-stopped developing after the year of 1997. At the year 2000, buy parking tickets from the mobile is another greatness creation that had been found in Norway, America. Moreover, Austrians can purchase train tickets and Japanese even can purchase plane through phone since 1999.

2.2: Brief history of mobile communication in Bangladesh

Bangladesh entered the age of mobile communication in 1989 when the first operator license was supplied to Pacific Bangladesh Telecom Ltd for providing mobile phone and summoning services in association with the Hong Kong Based company. It began its operation in 1993 under the brand name of City Cell by introducing Advanced Mobile Phone System (AMPS), and continued domination until 1996 During the era of monopoly, the mobile segment grew very

gradually, and mobile phones were only affordable to the elite because of the high charges and expenses. It was the GATS (General Agreements on Trade in Services), that allowed some promises from Bangladesh in 1997 to regroup and reorganize its telecommunication strategy to ensure competition through liberalization and privatization. According to the GATS agreement, Bangladesh was committed to issue licenses to two private operators for providing long distance and local voice services and transmission facilities, and another four licenses to cellular mobile phone operators.

2.3: Mobile Commerce from the Customer's point of view

The customer wants to access information, goods and services any time and in any place on his mobile device.

They can use their mobile devices for buying tickets for events or public transport, pay for parking, download content and even order books and CDs.

They should be offered suitable payment approaches.

The future development of the mobile telecommunication sector is heading more and more towards value-added services. Analysts forecast that soon half of mobile operators 'revenue will be earned through mobile Commerce.

Innovative service situations will be needed that encounter the customer 's prospects and business models that please all partners involved.

Chapter 3

3.1: Different Players of M-Commerce

User:

User is well-defined as an individual who is legal to use his Personal Trusted Device (PTD). Every user of M-Commerce is related one or more PTDs. Users of m-commerce can be divided into two main categories:

End users or system users:

Retail subscribers of mobile phone services who practices mobile phones for commercial action derives under this category. Here the advantage or the end-result is received by the subscriber.

Suppliers:

In this category the end-result or benefit is gotten by an organization that uses M-Commerce for growing the output and efficiency of its actions.

Network Operators:

Network operators offer the transport facility for data to pass across from the end-user to the terminus and vice-versa. Operatives enable this by providing network infrastructure with technologies such as GSM, GPRS and 3G.

Service Providers:

Service providers naturally contain in events that develops new services on the mutual platforms providing standardized functional interface to application developers and exploits the network infrastructure provided by the Network Operator to deliver the information in a reliable and user-friendly set-up for the end-user.

Content Providers:

Content providers aggregate mobile device content from numerous sources. They also link up with

Commerce Peacekeepers to switch the payment doings.

Commerce Mediator:

Any association that provides payment answers or services comes under this class. These organizations act as intermediaries between content providers and financial industry. This category also includes firms providing safety explanations for payment.

Finance Organizations:

Any commercial transaction on a media needs framework and infrastructure to complete it with payment for the item transacted on. Financial industry has exceptional placing and role in M-Commerce value chain. It provides essential facility to transport such a transaction.

PTD:

For M-Commerce, the mobile phone is observed as a user centered Personal Trusted Device (PTD). The mobile phone is small, individual, accustomed, safe and accessible always. As a PTD, the mobile phone will be able to handle all transaction-related functions in both the online world and the bodily world. This PTD may contain mechanisms for user confirmation, a part for

secure key storage and cryptographic processing, a credential database, and a transaction database.

Communications

• Short Messaging

• Multimedia Messaging

• Unified Messaging

• e-mail

• Chatrooms

• Video – conferencing

Information

• News

• City guides

• Directory Services

• Maps

• Traffic and weather

• Corporate information

• Market data

Transactions

• Banking

• Broking

• Shopping

• Auctions

• Betting

• Booking & reservations

• Mobile wallet

• Mobile purse

Entertainment

• Music

• Games

• Graphics

• Video

Chapter 4

4.1: Present Scenario of M-Commerce

Most of the activities of today's generation are mainly involved using a mobile device or a tab. Using mobile device has made our life so easy and comfortable. We don't have to go far to meet people for business purposes or to do transaction. We can easily send money or withdraw money with the help of a mobile. We can order our desired product within a touch of a mobile device. It saves our time and gives us opportunity to explore more. Use of M-commerce has become popular in all over the world these days and the main reason behind this is that the availability of mobile phones at reasonable rate. One more reason which influence the popularity, is internet facility in mobile at feasible rate. In today's economic scenario, business and public sector i.e. telecommunication, financial institutions are utilizing enormous number of cell phones and even facility of providing information through SMS grooming. Lots of mobile applications are creating by the developer's day by day. Some of the key scenarios of Present M-Commerce is discussed below.

4.2: Services and Applications

- Mobile ticketing
- Mobile Money Transfer
- Content purchase and delivery
- Information services
- Mobile banking
- Mobile Purchase
- Mobile vouchers, coupons and loyalty cards
- Mobile marketing and advertising
- Location-based services
- Mobile brokerage
- Auctions

Mobile Ticketing

Mobile Ticketing is the process where the customers can order, pay for, acquire and authenticate tickets from any place and at any time using Mobile phones. Tickets can be reserved and annulled on the mobile device with the assistance of simple application downloads. Distribution of tickets to mobile phones can be done in the form of a SMS or by an MMS. Mobile Tickets can be bought in a diversity of ways including online, via text messaging or in a protected mobile application.

Mobile Ticketing is used in numerous applications like:

1. Airline ticketing

2. Cinema ticketing

3. Railway & Bus ticketing

4. Concert/Event ticketing

5. Consumer voucher distribution

Benefits to the ticket buyer

- Immediate distribution of mobile tickets at the time of acquisition.
- Individual mobile tickets can be furthered to a friend.
- Quicker access with no waiting in lines.
- Benefits to the Event planner
- Abridged will call lines and staffing.
- Certain security, only one access per barcode.
- Event is 'greener' with reduced paper leftover

Mobile Money Transfer

Mobile Money Transfer denotes to payment services which are completed by using a mobile phone. By using this service, we can transfer money from one individual to other by using a mobile phone. For Example: BKash. It is an electronic instant mobile money transfer service through mobile phones.

Content purchase and delivery

Presently, mobile content buying, and distribution primarily entails of the sale of ring-tones, wallpapers, and games for mobile phones. The convergence of mobile phones, mp3 players and video players into a single device will outcome in an upsurge in the acquisition and distribution of full-length music tracks and video. Download speeds, if augmented to 4G levels, will make it likely to buy a movie on a mobile device in a couple of seconds, while on the go.

Information services

A wide diversity of information services can be transported to mobile phone users in much the similar way

as it is delivered to PCs. These services include:

- News
- Stock quotes
- Sports scores
- Traffic reporting
- financial records
- traffic data and information

Mainly, more customized traffic information, based on users' travel designs, will be multicast on a distinguished basis, instead of broadcasting the similar news and data to all Users. This type of multicasting will be matched for more bandwidth concentrated mobile equipment.

Mobile banking

Banks and other financial organizations are discovering the use of mobile commerce to let their customers to not only access account information, but also make dealings, e.g. buying stocks, sending money, via mobile phones and other mobile equipment. This service is frequently referred to as Mobile Banking or M-Banking. More undesirable matters like ID theft, phishing and pharming are prowling when it comes to mobile banking, mainly done on the mobile web. Net security technology free from idleness and paradigm shifts away from mobile web-based banking will be an optimal solution to mobile banking soon.

Mobile banking in Bangladesh is generally called SMS banking because the account balance and transaction data are sent to the customer's mobile phones as SMS (BRAC Bank, Premier Bank,

Dhaka Bank and Standard Chartered Bank). Recently, Bangladesh Bank has allowed 10 banks to pledge genuine mobile banking. Dutch Bangla Bank (DBBL) first launched completely fledged mobile banking in Bangladesh in cooperation with two mobile operators, CityCell and Bangla-Link. All the mobile banking services offered by DBBL follows the procedures of the Bangladesh Bank, a governing body of financial services in Bangladesh. These include cash in, cash-out, merchant payment, utility payment, salary disbursement, foreign remittance and fund transfer with capped limit of 5000 Tk per transaction for cash-in and cash out. Mobile banking could be a consecration for Bangladesh where 85 percent people do not have bank accounts, but the mobile phone diffusion is over 50 percent.

'Bkash' is a successful brand name for mobile financial services in Bangladesh. Since launched in July 2011 Bkash has registered 2.2 million customers. Thirty thousand agents are employed on behalf of Bkash who feast throughout the country covering almost 90% mobile users. Once the Bkash users have electronic money in their mobile wallet account they can access a range of services including person to person (P2P) transfer, International remittance, merchant payment with a small service fee such as BDT 2 ($.02) for P2P transfer and fee for cash out is just 1.85% of the total cash withdrawn. Customers can walk in to an agent, spread like mushroom, for cash in and cash out of their mobile wallet account. BRAC Bank, Bill and Melinda Gates foundation and the four major MNOs are behind Bkash who are providing their technical and financial support until today.

Information and entertainment based mobile services:

Cellbazar, an information based mobile commerce application, was launched by Grameen Phone in 2006. It was founded by Kamal Quadir with his ground-breaking idea of bringing the local market into the mobile phone. Cell Bazaar, the unique application of Grameen Phone, facilitates the purchasing and vending of products over the mobile phone. It's becoming widespread in Bangladesh achieving 1.5 million users and with 90,000 hits a day. Similar services were also offered later by other mobile operators such as Banglalink and Robi. Many other information based mobile services provided by Banglalink are travel guide, news for agriculture, job link, marriage link, health link, blood bank, Islamic services, emergency services etc. Various

entertainment-based services are also provided by the leading MNOs of Bangladesh including mobile radio, music, ring tone, friend finder, BBC Bangla, song commitment etc.

Mobile Banking Services are:

1. Mini-statements and checking of account history

2. Checking the balance

3. Recent transactions

4. PIN provision, Change of PIN and reminder over the Internet

5. Cash-in, cash-out transactions on an ATM

Mobile purchase

Mobile purchase permits customers to shop online at any time in any place. Customers can look for and order products while using a cheap, secure payment method. Instead of using paper catalogues, retailers can send customers a list of products that the customer would be attracted in, straight to their mobile device or consumers can visit a mobile version of a retailer's ecommerce site. Moreover, retailers will constantly also be able to track customers and inform them of discounts at local stores that the customer would be interested in.

Mobile vouchers, coupons and loyalty cards

Mobile ticketing technology can also be used for the delivery of vouchers, coupons and loyalty cards. The voucher, coupon, or loyalty card is signified by a computer-generated token that is directed to the mobile phone. Offering a mobile phone with one of these tokens at the point of

sale permits the customer to accept the same benefits as another customer who has a loyalty card or other paper coupon/voucher.

Location-based services

The location of the mobile phone user is a significant piece of information used through Mobile Commerce or M-Commerce transactions.

Knowing the location of the user allows for location-based services such as:

1. Local discount offers

2. Tracking and monitoring of people

Mobile Marketing and Advertising

Mobile marketing is a developing concept, but the swiftness with which it's rising its roots is extraordinary. Mobile marketing is highly receptive sort of marketing campaign, especially from brands' experience point of view. And almost all brands are getting higher campaign reply rates. Corporations are now using M-commerce to expand all from services to marketing and advertisement. Although there are currently very few guidelines on the use and abuses of mobile commerce, this will change in the next few years. With the augmented use of M-commerce comes increased security. Cell phone companies are now spending more money to protect their customers and their information from online intrusions and hackers.

Mobile brokerage

Stock market services offered via mobile devices have also become more popular and are recognized as Mobile Brokerage. They allow the subscriber to respond to market growths in an appropriate fashion and regardless of their physical location.

Auctions

Over the previous three years Mobile opposite action solutions have grown in popularity. Unlike traditional auctions, the opposite auction (or low bid auction) bills the consumer's phone each time they place a bid. Many mobile PSMS commerce solutions rely on a one-time acquisition or one-time subscription; however, opposite auctions are high reappearance applications as they let the consumer to transact over a lengthy period.

# 4.3: The current mobile commerce situation in Europe
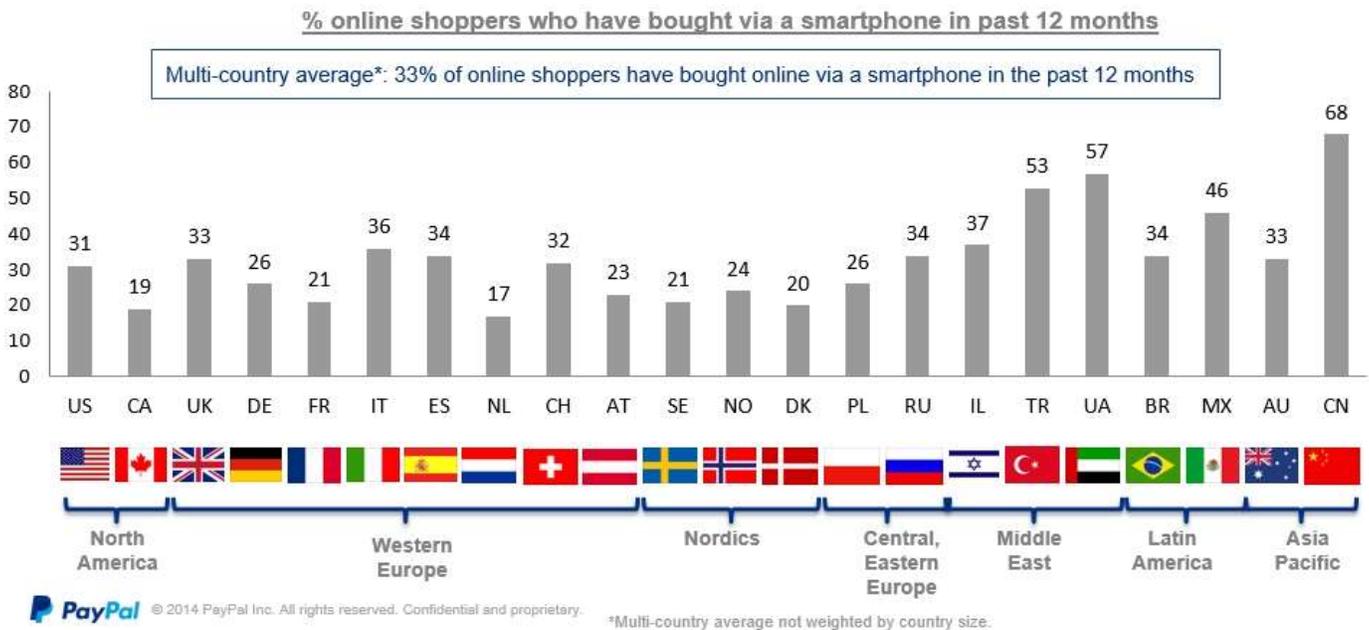
PayPal has done some investigation on the mobile commerce industry in Europe. For example, it has found out that the Dutch scarcely use their smartphones to shop online, while Turks love to inform a story of one's presence using an app. Let's have a look at the European M-commerce industry.

For PayPal's research, market research company Ipsos interrogated more than 17,500 consumers across 22 markets. This way it found out that one in three online shoppers plotted use a

smartphone to purchase online. But this incidence differs significantly by country. For instance, in the

Netherlands the percentage is only 17%, while in Turkey this is 53%.

Market chances and mobile demographics Mobile commerce is expected to produce powerfully over the next few years, with a normal compound annual growth rate of 42%, whereas E-Commerce is likely to grow 13% CAGR in the similar period. Most growth of mobile commerce can be expected in the Nordics. In Denmark (55%), Norway (54%) and Sweden (52%) growth rates of more than 50% is expected. In Italy (22%) and Russia (28%) the lowest growth rate can be expected of all European countries researched.
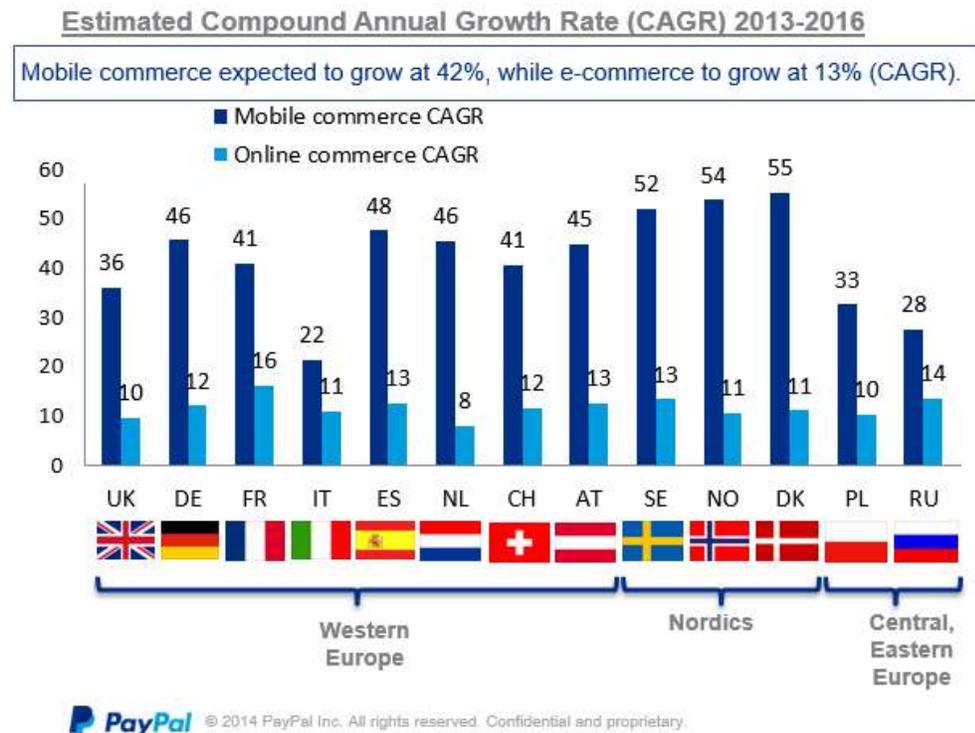
According to the data PayPal collected, 59% of smartphone shoppers are aged 18 to 34 years. When we look at this age assembly amongst entirely online shoppers, we'll see this percentage is lower: 44%. So, it looks shopping using your smartphone is especially widespread among the younger people.

Barriers to shopping via mobile

According to PayPal we enter the 'mobile-first' era and there is still plenty of room for growth. But what barriers need to be addressed to help people shop online using their mobile devices? The payments company says convincing smartphone users about relevant use-cases and assuring them about security could help drive mobile shopping. Because one of the main barriers to shopping via mobile is that consumers prefer to purchase online and to access the Internet from other devices. Also, 34% says the screen size is too small. Another important barrier "the website is not mobile optimized" was chosen by 11% of non-mobile users and 18% of current users.

Mobile activities

When it derives to E-Commerce related actions, Smartphone holders use their device especially for searching for product material and for help them locate or find information about a stock of business. They also like to read customer evaluations from their smartphones and to use their phones to liken prices while shopping in-store. These answers show that it's vivacious to guarantee product information and business facts are easy to locate and mobile ready, PayPal privileges.

> **It's vital to ensure product and business information are easy to locate and mobile ready**
>
> *- PayPal*

Of course, per country there are differences in popular smartphone actions. For example, transferring money via smartphone is more predominant in Denmark, Russia and Turkey. In these countries correspondingly 27%, 26% and 21% of local smartphone owners have done this in the past year. In Turkey, using an app to inform a story of one's presence is used by a fifth of smartphone users. And in Spain, three in ten smartphone owners have used their device to help locate or find data about a story, while less than one in six smartphone owners in the Netherlands have done this.

App or mobile website?

The partiality of smartphone owners who shop online using their mobile device inclines toward apps, instead of mobile websites. Among those who've used both (app and browser), 47% said they favor to use an app. When asked "what are the main aids of using an app as a way to pay online or in stores or restaurants", most respondents said it's a suitable and fast way to pay, and it's easier than paying by cash or card.

Of course, PayPal also checked its popularity in the 22 markets they surveyed people. It asked: "Which payment cards or methods have you used for online dealings on a mobile device in the past twelve months?" and in Europe only in the Netherlands, Switzerland, Norway and Russia there's a local competitor that's more popular than PayPal. (I should retell you not all European country was current in this study.) In the Netherlands, PayPal was being used by 28% of respondents, while its key contestant over there, iDeal, was being used by 56% in the past twelve months. In Italy (81%), the United Kingdom (75%) and Spain (74%) PayPal is a very widespread online payment method, the study shows.

Chapter 5

5.1: Future of M-Commerce

The future of M-Commerce is looking very healthy according to the current scenario. Lots of new mobile devices are getting invented with the use of latest technology and with latest features. There is a huge possibility that M-Commerce will come up with more advanced features. There will be more developed services. The network will be stronger. More successful business solutions will get discovered. As mobile commerce jumps in the online digital commerce space, retailers must use technology and research to make mobile shopping as relaxed and suitable as its desktop counterpart. Some of these technologies may be in their budding stage but they will soon become the accepted standard for mobile commerce. Businesses that accept

the changes initially will gain an edge over the competition and please their customers with a never-seen-before shopping experience. No doubt M-commerce need some development in specific area like secure transaction, better shopping experience and improved graphics. As we know that this is a new age of shopping, so there will be more new offers, more product varieties and mobile structures will be introduced in the future. Maybe there will be small devices beside roads which will help people to communicate and order for cars and products whenever they need when they don't have their mobile device with them. Transportation facilities will get more inexpensive and more thorough. M-Commerce is expected to grow over the next 4 years, as already 90% of consumers are using their smartphones for 'pre-shopping'. Smart phone screen will be bigger. Mobile is typical now and will grow to rule client computing for E-commerce.

5.2: Suggestions

Essential steps should be taken to comprise these growth factor such as wireless network technology, building of substructure to internet connectivity, gives proper consciousness of internet, aware more and more peoples about the uses and safety of M-commerce applications by the Government of Bangladesh.

The following area's where government should take necessary action for improvement.

- Affordability of mobile devices
- Mobile internet connectivity
- Mobile payments
- Security
- Low tariffs-high revenue
- Appropriate Government policies

Chapter 6

Advantages and Disadvantages

6.1: Advantages of M-commerce

M-commerce has been very extensive in recent years majorly as of progressions in technologies and aptness of usage. Appropriateness of using smart phones to dwelling orders online is a key issue working in favor of M-commerce.

There is a huge proportion of population using smart phones every day, especially in advanced and developing countries. People can use mobile phones at every place to use the services of e-commerce websites through the application provided by them. Majority of e-commerce giants have launched their mobile applications for the suitability of users.

M-commerce is also cost friendly for users because mobile internet is usually inexpensive as compared to internet services being used at laptops or computer through Wi-Fi connectivity or dongles etc.

M-commerce also increases personalization of shopping as normally people can use their own phone to apply m-commerce facility. Like usage of Facebook and Gmail, users can shop through their own mobile phones.

Convenience: With just a few clicks on mobile devices, customers can already do shopping, banking, download media files...and more than that. M-commerce also benefits retailers by many of their unresolved features compared with receptive website and mobile site.

Flexible Accessibility: User can be available via mobile devices and at the same time be available online too through logging on to various mobile messengers and other networking platforms. On the other hand, the user may also choose not to be accessible by shutting down his mobile device, which at times can be a good thing.

Easy Connectivity: If the network signal is available, mobile devices can connect and do commerce transactions not only mobile to mobile but also mobile to other devices. No need for modem or WI-FI connectivity set up.

Personalization: Each mobile device is usually devoted to a specific user so that it is personal. Users can do whatever they want with their handheld devices: adjust the wallpaper, change view surroundings or modify contact information as you send emails or e-payments.

Time Efficient: Doing M-Commerce transactions do not require the users to plug anything like personal computer or wait for the laptop to load.

6.2: Disadvantages of M-commerce

Reduced screen size and security concern usually lead consumers to choose for e-commerce over m-commerce.

Screen size of smart phones is being amplified by makers, but it is occasionally troublesome for users to analyze products based on photos seen on tiny screens.

Disadvantage or the additional load to be held by companies includes the circumstance that there is an extensive variety of platforms in smartphones. Companies must progress applications for all the platforms to cover market correctly.

Another major question for consumers is high likelihood of fraud. "Any one, good or bad, can simply jump a business. And there are many wicked sites which annoy customers' money. There is no assurance of product superiority. Mechanical letdowns can cause erratic effects on the total procedures. As there is minimum chance of direct customer to company connections, customer loyalty is constantly on a check."

Chapter 7

7.1: M- Commerce: Business model development

As the transportation system of Bangladesh is improving and daily use different types of vehicles have become an essential part of our daily life, so I have planned to do a business model development based on M – Commerce on a Car rental service. As we know, In Bangladesh, nowadays, a lot of people seems to do businesses regarding transportation facilities in mobile. Such as, Pathao, uber, Shohoj and others. A lot of mobile application are creating by the developers and transportation from one place to another have become much easier for having a mobile device. We can set everything we need within just a touch of a mobile device. Even though vehicle related business on mobile are becoming common, we have brought something new and exciting which no one has ever brought till now. I am sure my business model development idea will be successfully going on and attract people of Bangladesh.

7.2: Easy Car

The name of my business is Easy Car. It is a mobile based car rental service which will give people self-driving opportunity. The headquarter of Easy Car will be in Dhaka. We will be doing the business with having 1 crore capital on partnership. As we go further, we will be having a lot of showrooms in around 10 cities in the introductory years. This self-driving service will permit our customers to rent the cars an hour or a day up to a week even extending up to a month. 1 month is the longest duration up to where a customer can rent the car. We will have a variety of cars at our various sites. Our aim is to save the cost of the customers of keeping a car and still give them a practice of owning the car whenever they want it. It offers the customers with freedom, litheness and convenience. We will have our main mobile application which will be named as EasyCar as well where customers can choose their desired cars and make payments.

Moto:

EasyCar – Drive with comfort

Mission

EasyCar's mission is to change the way Bangladeshi's commute

Vision:

EasyCar perceives itself as a chief self-drive business six years down the line.

Services will be offered by EasyCar:

The Cars will be offered by EasyCar in Dhaka are:

- Toyota fielder
- Toyota Premio
- Toyota Allion
- Toyota Axio

• The customer can book vehicles either by the hour or by the day or week, or month. The customer can book the car all-out 70 days in advance. The minimum booking period is three hours, and the maximum booking time is 25 days.

• EasyCar does not take any cash payments and only receives payments by credit cards or debit cards or net banking. All payments are made in advance over our website or mobile app.

• A great service which is provided by EasyCar, is that the customer constantly gets a 100% fueled car. Our service is very unlikely the other car rental service company since the fuel is always likely to be paid by the customer. This attracts the customers as they feel the obligation of fuel is also enclosed by them. If the customer is driving a lengthy distance they will need to refill the vehicle, but the whole amount will be compensated to the customer. All the customer needs to do is provide the takings to the fleet executive and they repay the full sum.

• Accidents are certain to occur at times but during accidents by the customers, we organize all with the police and insurance and the road-side help whether it is their customers liability or not.

• During emergencies and failures, far away from the city, where they are not physically present we have provision road-side aid. Each vehicle is also provided with a 24x7 road-side care hotline number.

• The car we rent is our strength and to avoid stealing, and to find the car in case of any emergency or an accident or a lock-out, etc., We track the location of the vehicle by Car tracing-enabled smartphone. Also, the customer can reveal the car with their smartphones and do not need a physical key to do the similar. So, the bother of keeping the key is also removed.

The booking Process of EasyCar:

Customers can book cars and, sign up all on EasyCar's official app or on website. You don't have to pick the car of your choice from a destination as we will deliver the car wherever you want. But the customer should bring the car at an exact location.

Stages to use the service: -

• Sign up

• Booking

• Unlock

• Fuel

• Return

• Safety

• Payment

7.3: Technology for Performance, Safety & Driver Comfort

Along with this Mobileye connotation, EasyCar has offered a supplication of other technological enrichments onto its platform, with Bluetooth and 4G cellular connectivity, it tracks data that contains fuel levels, clutch position, punitive braking, unpredictable acceleration, seat belt usage, and engine health, among others. The solution also offers the possibility of over the air updates (OTA).

7.4: A New Approach to Car Rental

We target an upwardly mobile and young audience, who loves to escapade and experience more. Hence, this innovative use case of weekend travel has come up. That section has done very fine. Often a preferred mode of discovering countries abroad, self-drive holidays are finding takers in the 23-to-35 age group here. While some of these customers rent cars to drive to predictable destinations like Chittagong, Sylhet and Barishal. There are the adventurous ones who head to Khagrachori, Sajek and other locations. The concept of self-drive car rental is different from traditional car rental and has prejudiced many people who like infrequent access to a vehicle of a dissimilar type that they use every day. There are customers who rent luxury cars just to appear

weddings and parties. Another stimulating facet of this service is that progressively younger working professionals are selecting to rent cars for a month or two, instead of purchasing new cars. There's no annoyance of EMI payments, maintenance, or insurance. This also allows them to modify the car model as and when they please.

7.5: Benefits

- The quality of service offered is more than expected by the customers.
- Customers can pick the car wherever they want to.
- More accurate timing will give customers freer km and free fuel.
- City and location selection are all online based
- Online payment so no adversity to send cash on hand.
- There will be cars for Emergencies.
- There will be offers on special occasions.
- There will be anti-theft safety inside the car.
- There will be an online community where customers can share their thoughts.

Chapter 8

8.1: Suggestion and Recommendation:

In this report, I have tried to examine the present, past and future scenarios of Mobile commerce and I have also made my plan to develop a business model related to the use of mobile technology. All types of institution in our country should use M-commerce for the easy welfare of the customers. The set-ups of using m-commerce application provide various amenities in different types of work and education. It will increase the entertainment scope for peoples. Those children who are physically unable to reach to institutions, they could use m-commerce and learn numerous things while being at home. Young generation has been grown with the interest of

using M-Commerce technologies to improve learning through formal or in formal association. We shall address developments in m- commerce across the global highlighting. Necessary steps should be taken to include growth factor such as wireless network technology, building of substructure to internet connectivity, gives proper alertness of internet, aware more and more individuals about the uses and security of M-commerce applications by the Government of Bangladesh. We also need to secure mobile applications so that we can get rid of hacking and stealing money. Price of mobile should be cheaper than it is now so that mid-range income group people can start doing businesses related with M-Commerce.

8.2: Conclusion

In this Report, I have presented Role of M-commerce in today's situations that make this possible. Mobile commerce is an exciting and stimulating area of research and development. It presents many issues that cover many disciplines and may best be addressed by an active contribution of computer and telecommunications specialists, social scientists, economists and business strategists and management. M-commerce is the latest way of doing business and popular among huge population. There are various advantages of m-commerce that are helping companies to adopt this route; also, the convenience of its usage is attracting consumers. However, there are certain challenges to be faced by companies in convincing consumers about m-commerce's advantages and convenience. Overall, convenience of m-commerce is expected to surpass its little disadvantages and in future, m-commerce is expected to become much more popular. As M-commerce applications and wireless devices are developing swiftly, one will take forward the other one towards sanctioning revolution, adaptability and control in them. There are numerous business opportunities and impressive challenge of bringing forth feasible and vigorous wireless technologies ahead for entirely understanding the massive strength of M-commerce in this Internet age and thus meeting both the necessities and progressive outlooks

of mobile users and providers. There are news articles and pictures presenting people, who are ordering things over the Internet while waiting for a train, downloading merchant coupons on their PDAs as they go in a store or bidding for the last table at a restaurant by digital phone in a spontaneous auction. This process signifies a tip of a very large iceberg. The beginning of M-commerce, as widely referred to among the users, has far-reaching insinuations. But there are many boundaries in the technologies that Once its pertinent technologies get matured, broadly accessible and capable, the host of portable devices will be ready to handle the better transactional activities not intended so far successfully apart from these slight actions. One of the main feature challenges will be to unify payment solutions, providing the highest probable level of safety.

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