

ANALYSIS OF THE IMPACT OF E-COMMERCE IN BANGLADESH

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This Report Presented in Partial Fulfillment of the Requirements for the
Degree of Bachelor of Science in Computer Science and Engineering

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APPROVAL

This Project titled “**Analysis of the Impact of E-Commerce in Bangladesh**”, submitted by “**Shahed Rayhan**”, ID No: 213-15-4461 to the Department of Computer Science and Engineering, Daffodil International University has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Computer Science and Engineering and approved as to its style and contents. The presentation has been held on 16 July 2024.

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DECLARATION

We hereby declare that this project has been done by us under the supervision of **Md. Sazzadur Ahamed, Assistant Professor, Department of CSE at Daffodil International University**. We also declare that neither this project nor any part of this project has been submitted elsewhere for the award of any degree or diploma.

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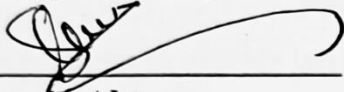
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ABSTRACT

At the time, This E-Commerce Website has a new Development layer of Bangladeshi Market place. This is the new way for opportunities in Consumer and Customer in our Country. So that, Market place is very easy way to both users. In this research paper, I focused on the Benefits of our region E-Commers Market Place. As well as Problem and Solutions. At present Market Conditions in this Sector have been collect Primary and Secondary data to analysis this research paper. This Market has been established as have significant strategic, legal facts of this Business sector. This paper includes with a system, this analysis name is SWOT. This review determines system strength and weakness. This paper reads, I have given some suggestions to clear many problems detection and their solution. Such as I have recommended major problem solution. These are security service, Technology, Digital Payment System, Delivery system. That is will be made to develop our Bangladeshi E-Commerce Market Place. And I have also suggestion to include some tips and tricks for improving in Bangladeshi E-Commerce Market Place. And at last I hope that will help on future work to develop our E-Commerce market place and Customers they have very satisfied to use this site.

Keywords: E-Commerce, Problem and Solution, SWOT analysis, Technology, Digital Payment.

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CHAPTER 1

INTRODUCTION

1.1 Introduction:

At present online market place is developing day by day. We have become modern life in our modern country. In this time this technology in our life is so easy to use. Everyday day we grow a new innovation. But when we can create a new innovation then we faced many questions, scopes, Challenges and threats daily. This problem faced on E-Commers sector also. In this paper I will investigate these problems, gap and issue. Then solutions and challenges of the E-commerce market place in our Bangladesh.

1.2 Motivation

Today's world is changing so quickly that technology has systematically integrated it into our daily lives, making it easier to do work. New inventions that stretch the bounds of what is conceivable are born every day. But these developments also provide a unique set of issues, chances, difficulties, and dangers, particularly in the ever-evolving e-commerce sector. The purpose of this thesis is to examine the particular challenges, gaps, and concerns that Bangladesh's e-commerce industry faces. By examining these issues, we may find viable answers and open the door for an effective e-commerce sector in our Country.

1.3 Objectives

The main objective of this report is to find out the problems in E-Commers business platforms. Then I provide necessary guidelines to according to the management information system. how to solution E-commerce market in Bangladesh.

- Find out the main problems in E-Commers business sectors.
- Find out the new opportunity in the E-Commerce business sectors.

This is my primary object. After the primary objects there are some secondary objective helps to analysis this report. Here is some secondary object.

- Analysis the current situation of the E-Commers sector in Bangladesh.

- Find out the basic requirement an E-Commers business.
- Find out the improvements of the E-Commers Platform in Bangladesh.

1.4 Excepted Outcome

Excepted out comes are this follow given below:

- Identifying the main issue.
- Strategic Solution.
- Guide line for improvement.
- Opportunity for Exploration.
- Future Development Roadmap.

1.5 Report Layout

This is the started in the format of the report, this report is basically I worked on Twelve chapters here and there are:

Chapter 1: Introduction,

This chapter is mentioned the Introduction, Motivation, Objectives and excepted outcomes of the project.

In “Chapter 2” Literature review:

in this chapter others authors written are discus. And then next chapter have

In “Chapter 3” Methodology:

This chapter in mentioned I have written all the data that I have worked it.

And then “Chapter 4” I will discuss about the state of E-Commerce in Bangladesh.

And “chapter 5” I will be focused on e-commerce problem findings and Solution. Then I will provide a proposal. I hope that this is a good solution and cover all excepted outcome to develop us at present marketplace.

And “chapter 6 have Conclusion.

CHAPTER 2

LITURTURE REVIEW

At the time E-Commerce Sector is very impact on our Country. There are many Emerging sector to explore, but this sector have little is known about what constitutes this. So I have been able to find many problems in several research paper, but they are do not providing much solutions. So I will try to solve this problems. I read a paper a paper name E-Commerce growth and challenges {1} wrote by Md. Safiqul islam he wrote his paper how to growth e-commerce in Bangladesh and he wrote that his paper government does not provide clear information any citizen, but he does not say what we can do this problem solve it. Then I read other paper this name E-Commerce next era of developing Bangladesh {2} by Md. Saddam Hossain. He says his paper future developing in our Country but he does not clear how many barriers in future situations. And then other paper I read this. This paper name is E-Commerce business opportunities and challenges {3}. I have faced not only provide solutions in clear concepts. Then other paper is study on the impact of e-commerce adoption for supply chain of Bangladesh {4}. He wrote his paper E-Commerce adoption can supply chain efficiency. Cost reduction and increased profit for SME (Small and Medium Enterprise) in Bangladesh. But he does not clear what is this barrier of this systems. And at last I read a paper Analysis of the tort law in E-Commerce Consumer protection in Bangladesh {5} by zhinuk. She wrote her paper analysis many problems and Consumer protection by govt law in e-commerce sector. The correct law states what rights Consumers Have but how to we can provide this law that's protection Consumers. In 2006 The ICT acts of legal support for established of a e govt network the act was put in a place a legal foundation of digital transection in Bangladesh. And the forming of a complex e-govt network and hat support e govt network {6}. But this law in does not benefit not everyone get this law but why she does not clear it. This research papers are similarly to my papers. I found some gaps that haven't been written clearly about this topic. So, I will try I can solve every topic.

Table of Related Works.

Research Title	Authors Name	Contribution
E-Commerce In Bangladesh: Growth And Challenges.{1}	Md. Shafiqul Islam	A general overview of Bangladesh's e-commerce situation.
E-commerce Business Opportunities, Challenges and Future in Bangladesh.{3}	Sabbir Hossain	Find about the primary obstacles facing the e-commerce industry. Discover the latest opportunities available in the e-commerce sector.
E-Commerce in the next era of developing Bangladesh: Prospects and Challenges with the implementation.{2}	Md. Saddam Hossain	This paper is correct situations of e-commerce, the propose of describing the looming potential and the solutions to the challenges that will development process in the next era will be the focus of E-Commerce in the development of the country.
Analysing the Impact of Tort Law on Consumer Protection in the Context of	Tahmina Jannat Jhinuk	paper analysis many problems and Consumer protection by govt law in e-

E-Commerce Transactions in Bangladesh. {4}		commerce sector. The correct law states what rights Consumers Have but how to we can provide this law that's protection Consumers.
A study on the impact of E-Commerce Adoption for enhancing supply chain Efficiency in Bangladesh. {5}	Arnaf Tahmid Abonti N	In Bangladesh improving supply chain efficiency through E-Commerce adoption can improve SME reduce low costs and profit increase.

CHAPTER 3

METHODOLOGY

3.1 Primary Data

Data will be collected I have survey question was used to primary data. I will discuss the report topic in this paper. I have collected many people how they are used to e-commerce sites and I collected their interview and work experience.

3.2 Secondary Data

This research is supported by secondary data. There are many e-commerce sites in Bangladesh.

Here is data Source is listed below,

- Internet.
- News Paper article.
- Various Publication in e-commerce.
- Many official Sites.
- Various research paper.
- Many Online business website.

So, this research paper is focused on Secondary Data in E-Commerce sector.

- Find the new opportunity in E-Commerce sector Bangladesh.
- Find the Material Cost and implement E-Commerce in Business.
- Recover E-Commerce business all Challenges,

- Provide all necessary information about all websites.
- Find out the all threats and all weakness of E-Commerce Platforms.

CHAPTER 4

E-COMMERCE IN BANGLADESH

4.1 What is E-Commerce: E-Commerce means Electric Commerce. In this time this is the big shopping sites in the World. The purchasing and selling of products and services, as well as the sending of money or data, over an electronic network—most often the internet—is known as e-commerce. Business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer, and consumer-to-business are the four main categories into which these e-commerce transactions usually fit. E-business and e-commerce are frequently used synonymously. The transactional procedures that comprise online retail buying are also occasionally referred to as "e-tail." Online shopping has grown significantly over the past 20 years thanks in large part to e-commerce platforms like Amazon and eBay. According to data from the U.S. Census Bureau, e-commerce made up 5% of all retail sales in 2011. E-Commerce is power by internet. Customer use their own device to order a grocery in e-commerce web sites. They can easily access all the sites and seen every products and place orders. The customer's web browser exchanges information with the server hosting the e-commerce website during the order process. Order-related information is sent to the order manager, a central computer. The information is then sent to a bank computer, a merchant system that handles payment information utilizing payment processing apps like PayPal, and databases that keep track of inventory levels. It returns to the order manager at the end. In order for the transaction to be executed, this guarantees that the customer's cash and shop inventory are accurate. After the order is accurate the store's web server is notified by the order manager. The consumer receives a notification indicating that their order has been successfully handled. The warehouse or fulfillment department receives order data from the order manager, informing it that the product or service is ready to be shipped to the client. At this moment, the consumer receives digital and physical goods, or access to a service is provided. Software as a service tools, which allow customers to rent online store infrastructures, open source tools that businesses administer with their own in-house developers, and online marketplaces, like Amazon, are examples of platforms that host e-commerce transactions. {7}

There are six types of E-commerce business model in the world.

B2B: Business to Business.

B2C: Business to Consumer.

C2C: Consumer to Consumer.

C2B: Consumer to Business.

C2A: Consumer to Administration.

B2A: Business to Administration.

But in Bangladesh we see have four types E-Commerce business model.

B2B: (Business to Business) Business sell Products or Services to other Businesses. Such as though an online direct or product website. For Example, Alibaba is a B2B business model.

B2C: (Business to Consumer) Business sell Products or Services to other Businesses to non-business customers. This is provided online website retail store. For example, Daraz bd is a B2C business model.

C2B: (Consumer to Business) Consumer sells her products or services to business. For example, Google add sense and influencer marketing services enable bloggers and other web content provider to sell her add space to businesses.

C2C: (Consumer to Consumer) Consumer sells her product or services to other consumers, such on as eBay and Craigslist.

4.2: History and Evaluation of E-Commerce

In 1969 Using a dial-up connection, Dr. John R. Goltz and Jeffrey Wilkins create CompuServe, the first significant e-commerce company. This is the first instance of e-commerce being shown.

1979 Electronic shopping is ascribed to Michael Aldrich. This was completed by utilizing a phone connection to connect a transaction-processing equipment to an altered television. The goal of this was to guarantee secure data transit.

1982 Technology is still advancing, particularly in electronics, and as a result Boston Computer Exchange introduced the first e-commerce platforms.

1992 The internet market reached a new height when Charles M. Stack launched Book Stacks Unlimited as an online retailer in the 1990s. At the time, it was among the first websites dedicated to internet commerce to be created.

1994 Marc Andreessen and Jim Clark developed Netscape Navigator's web browser tool. It was included on the Windows operating system. 1995 The year saw the debut of Amazon and eBay, two landmark developments in the history of E-commerce. Jeff Bezos founded Amazon, while Pierre Omidyar founded eBay.

1998 PayPal introduced the first E-commerce payment system as a tool for money transfers.

1999 Alibaba launched its online retail website in 1999 with a budget of more than \$25 million. It gradually grew into an E-commerce.

2000 Google AdWords was the first internet advertisement tool introduced by Google to assist marketers in using the pay-per-click (PPC) sense {8}.

4.3: History of E-Commerce in Bangladesh

The Bangladesh Bank authorized the online payment system in 2009, and the usage of credit and debit cards for online payments was permitted by the bank in 2013. The trade association for eCommerce in Bangladesh is called the eCommerce Association of Bangladesh. The group claims that Facebook alone has 8,000 eCommerce pages. The lack of Pay Pal and the minimal use of credit and debit cards have hampered the industry's expansion. Every district in Bangladesh has an eCommerce website that was launched by the government in 2016. In the same year, The FBCCI suggested that eCommerce be tax-free {9}.

4.4: Traditional Commerce vs E-Commerce

Traditional Commerce	E-Commerce
Customer is Traditional Business is face to face Business.	E-Commerce means Electric Commerce. It is access for whole world.
It is maintaining so difficult it is accessibility to limited time maintain in a day.	It is maintaining so easy and no time limited on a day. If you want you can 24/7 open in your Business org.
To purchase some product, you must go a to a shopping on physically.	To purchase a product, you can order your mobile or pc. Its very simply just go to this web site and order product.
This is Difficult to perform more business in this model.	This is easy to perform more business in this model.
To need your business, have must be join some worker.	To need your business, have if you want you have no need be join worker.

4.5: Types of E-Commerce sites in Bangladesh

In our Country, we look there are many E-Commerce sites. Some of them are Booking sites, some of them Order sites, some of them banking sites, some of them Purchase platform and many on.

So, here is some types in given below.

- Online shopping.
- Online Ticket Booking.
- Online Banking System.
- Food delivery Service,
- Online Book shop.
- Ride sharing app in online.
- Online Health Services.

4.6: Kinds of E-Commerce in Bangladesh

In Bangladesh we see have four types E-Commerce business model.

B2B: (Business to Business) Business sell Products or Services to other Businesses. Such as though an online direct or product website. For Example, Alibaba is a B2B business model.

B2C: (Business to Consumer) Business sell Products or Services to other Businesses to non-business customers. This is provided online website retail store. For example, Daraz bd is a B2C business model.

C2B: (Consumer to Business) Consumer sells her products or services to business. For example, Google add sense and influencer marketing services enable bloggers and other web content provider to sell her add space to businesses.

C2C: (Consumer to Consumer) Consumer sells her product or services to other consumers, such on as eBay and Craigslist.

4.7: Rules and Regulations

There are regulations and rules in our nation that apply to conducting business on e-commerce platforms. This is carried out by the National Board of Revenue Bangladesh, e-Cab Bangladesh, and the ICT Division of Bangladesh. Below is a description of the rules and regulations:

- You need to hold a trade license and renew it on time in order to operate or launch an online or e-commerce firm.
- TIN and VAT numbers are required. Additionally, it is necessary to renew your TIN number and pay your VAT on time.

• Every transaction must have an invoice or receipt document; it is highly prohibited to import or sell any kind of unlawful products online.

The receipt must also include the seller's address and other details.

Every transaction requires the provision of an invoice or receipt document. The receipt must also include the seller's address and other details.

- The E-wallet system needs to support smart cards or National ID cards. It creates the transaction reliable.
- It is necessary to follow all regulations pertaining to e-commerce and the Cyber Crime Act.
- To guarantee security and safe money transfers, e-commerce websites need to utilize security software and update it often.
- To maintain the seamless operation of this e-commerce system, e-Cab creates new rules and regulations each year.

These guidelines and standards must be followed by all online retailers.

4.8: E-Commerce Market Size in Bangladesh

In our Bangladesh, at present 31st largest market in E-Commerce with the revenue of us \$10.959.5 million in 2024. Revenue is accepted to show a compound annual grow rate (2024-2028) of 23.2%. resulting in projected market volume of us \$25,240.9 million by 2028. Source: (disystem.net) [10].

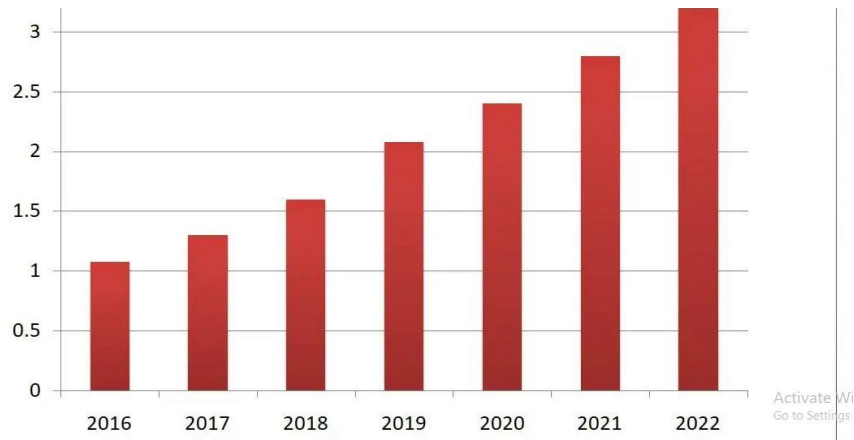


Figure 4.8: E-Commerce market size in Bangladesh.

4.9: E- Commerce Organization in Bangladesh

In this time there are many E-Commers Business sites in Bangladesh. I have to discuss on some popular E-Commerce web sites in Bangladesh. My paper is shows that what type business they are doing, what kinds of it. There delivery System, Payment System etc. so, here is discussions some popular E-Commerce in Bangladesh given below.

4.9.1 Daraz BD

In 2012, Daraz Bangladesh began operating as an online marketplace within our nation. Over 500 companies, 30,000 vendors, and 5 million customers are currently on their roster. Over 2.5 million goods are available on Daraz Bangladesh, which is expanding quickly. It provides a wide range of a variety of products in areas like grocery, sporting goods, household goods, cosmetics, fashion, and technology. Daraz Bangladesh is committed to provide a hassle-free purchasing and return experience, as well as exceptional customer service, convenience of purchase, and comprehensive customer care.

How it is works

They have agreements with local Bangladeshi sellers that provide product photos for their e-commerce site in exchange for a portion of their earnings. Consumers then visit their website to browse the things on display and place their desired orders. After that, Daraz notifies the nearby

vendor, telling him he had to provide the goods right away. After that, the seller sends the items to Daraz's delivery point, and within three to seven days, Daraz's delivery service brings the items to the customer's house. The method Daraz operates is as follows.

Payment Method:

There are two types of Payment Methods in Available.

1. Online Payment.
2. Cash on Delivery.

Cash on delivery means when you have received your product then delivery man collect your product price on cash. And online payment is available in Bkash, Nagad, Debit card, Credit card.

Customer Service In Daraz BD:

All time they give most service in their Customers, they have given all time call supported system in 24/7. And their return policy is very good. And at last sometimes they are given some offers in their campaign.



Figure 4.9.1: Daraz BD

4.9.2 Food panda:

Food panda is an online meal delivery service and platform. This online store has been providing a way for customers to order takeout to go. They serve as a channel of communication for both customers and restaurant owners. Food panda is now providing meal delivery.

How works on Food panda:

Click on your areas on the home page and find a restaurant. Choose from a wide selection of restaurants in your region that provide delivery services. Choose your favorite restaurant and peruse its menu. Place your desired order. Select your preferred restaurant and peruse the menu to customize your meal. Then choose the products you wish to purchase. Select "ORDER NOW" and provide your delivery address if you are satisfied with your transaction. Just adhere to the instructions provided before checkout. As of right now, only cash on delivery is accepted. Your order and delivery time will be confirmed by SMS from us to you. When your conveniently delivered sizzling hot food arrives, kick back, unwind, and enjoy!

Payment Method:

In the moment, they only take cash on delivery; however, they want to offer an online payment option in the future. Such as Mobile Banking and Online Banking system.

Customer Service:

They operate a customer support system. Customers may contact customer support with any issues they may be having, and they will be taken care of in all-time 24/7.



Figure 4.9.2: Foodpanda

4.9.3 Pathao:

Pathao is Bangladeshi online car rent services. This is the first online car rent services in our Country. At present Dhaka, Chittagong, Sylhet is available here. This is the ride sharing application. And their others services is Delivery services, courier service, food service etc.

How works on Pathao:

They use their software to arrange a ride-sharing service and establish a network between the two users. This allows the service receiver to pay the fare when they arrive at their location; Pathao receives a portion of the cost, with the sharing passenger receiving the remaining portion. This platform saves passengers time when they are stuck in traffic in places like Sylhet, Chittagong, or Dhaka. They also provide package and meal delivery services. The majority of the eateries in Sylhet, Chittagong, and Dhaka are under contract with them. The delivery staff of Pathao's app delivers any food that the consumer purchases from the restaurant of his choosing to the address they choose.

Payment Method:

They are two types of payment system

1. Cash on Delivery.
2. Online Payment System.

Customer services in Pathao:

They provide excellent customer service. Food and packages are delivered by them as soon as they can. However, there were other issues with their rider sharing, such a vicious loop that predated their business and negatively impacted a lot of customers. Pathao resolved the issue in this instance using the police assistance. The passenger's current position is displayed to the authorities in case of any issues. They provide a solution to this issue.



Figure 4.9.3: Pathao

4.9.4 Bikroy.com:

if everything may be bought or sold on the website Bikroy.com. It's simple to buy and sell locally on Bikroy.com since the finest bargains are frequently made with locals in your neighborhood or area. Just choose the area you want to work in. The commerce is between customers.

How works on Bikroy.com:

Bikroy.com is an online marketplace for used goods. It functions rather similarly to the barter system from the day before. Advertise here in order to save any content that you may need. You must spend a particular amount of money in order to do this, after which you may have your goods shown on their page. After that, a different client will make touch with you and accept the merchandise after payment. Here, bikroy.com is only going to create a connection between two clients.

Payment method:

There are some types of payment method, there is typically no payment mechanism in place for this system. However, there is a cost associated with product marketing, which may be paid for online or with a credit card.

Customer Services:

Customer support is not needed with this e-commerce platform. On the other hand, customer service can help you if you're having trouble viewing the advertising. The summaries of some of the most well-known e-commerce websites in Bangladesh are therefore provided above. How Customer service, how they operate, and how to pay are all covered. An overview of the operation of conventional e-commerce websites in Bangladesh is provided by this topic. we'll talk about how to use these to enhance this platform or fix its issues. In our nation, there are a few more e-commerce platforms that

are not to be mentioned. Digital payment systems, such as BRAC Bank's Bkash and the Bangladesh Postal Department's Nagad, are used in all of these e-commerce transactions.



Figure 4.9.4: Bikroy.com

CHAPTER 5

RESULT ANALYSIS

Every research needs data analysis since it provides a summary of the many concepts, theories, strategies, and techniques that are being used. In the end, it aids in inference and theory validation. For example, qualitative assumptions can be explained with the use of quantitative analysis.

I created a Google Form questionnaire to compile the information for this report, which included some pertinent questions about the project's subject matter and allowed me to learn more about Bangladesh's online business environment and the e-commerce industry. I talk to a lot of individuals about this e-commerce firm in addition to asking questions, and from that conversation, a lot of useful information is revealed.

I was able to determine the primary obstacles and emerging prospects in the e-commerce industry by use of that study. Additionally, research more pertinent information and the report's goals. Below, I've displayed and described the data I was able to acquire using a graphical method:

5.1 Customer Satisfaction Survey on E-Commerce.

Gender?

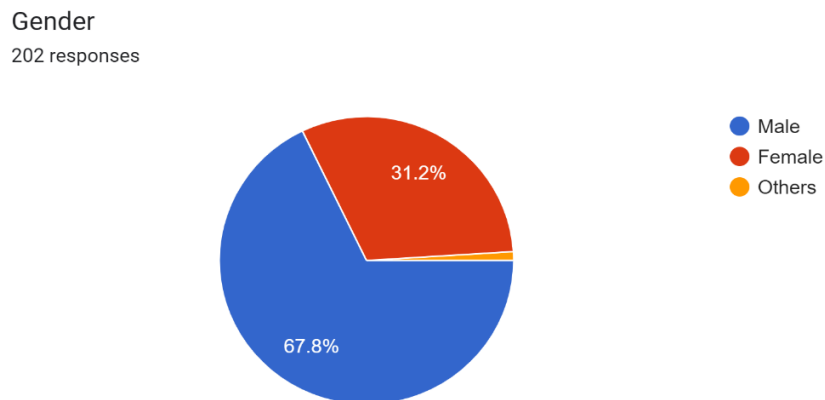


Figure 5.1: Customer Satisfaction Survey

Ages?

Your ages?
202 responses

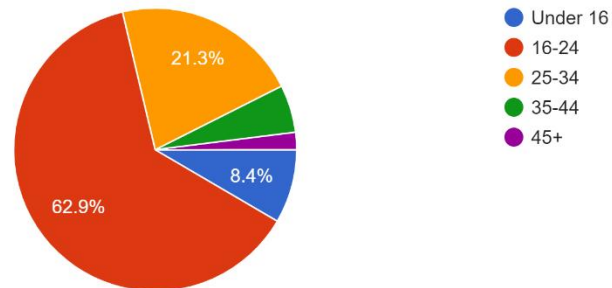


Figure 5.2: Customer Satisfaction Survey

live in?

Do You Live in?
202 responses

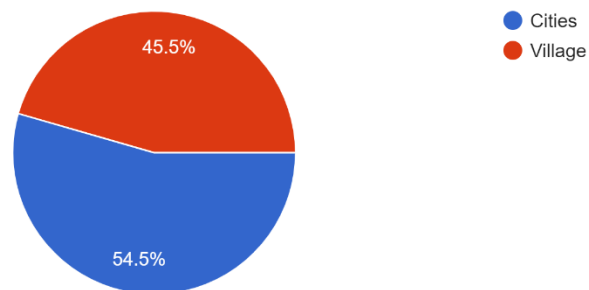


Figure 5.3: Customer Satisfaction Survey

Question 1:

What is Your Preferred Method in Shopping?

What is Your Preferred Method in Shopping?
202 responses

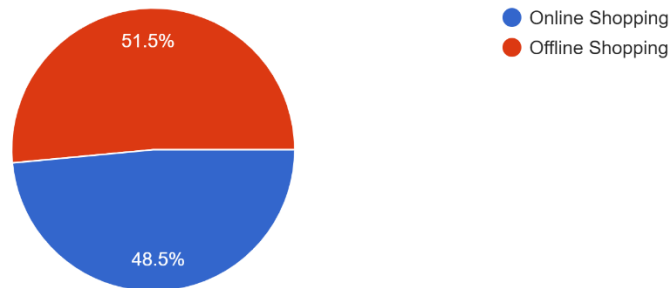


Figure 5.4: Customer Satisfaction Survey

Interpretation:

This was the first question in the survey, and there are a lot of responses and details accessible. In this study, questions on age and gender were also asked. It appears that 48.5% of respondents are curious about online marketplaces or e-commerce. The majority of them were females.

who were reliant on online sales? They purchase online because it saves them time and effort and because they don't feel secure going to the market or shopping center. Another observation is that the majority of online buying and e-commerce platforms are favored by the younger generation, defined as those between the ages of 16-24. Individuals over 45+ years old are the ones who are leading the traditional custom. Not all of them support the internet.

Question 2:

What is your overall satisfaction in online product purchases?

What is your Overall Satisfaction online product purchases?
202 responses

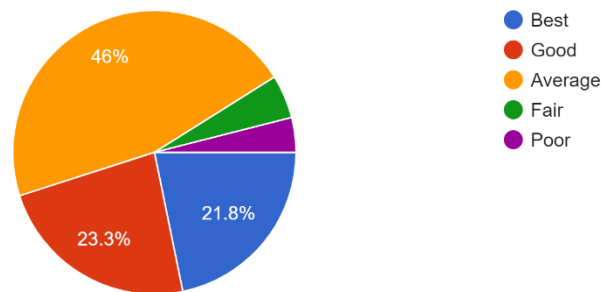


Figure 5.5: Customer Satisfaction Survey

Interpretation:

Online purchasing has almost universally been Average satisfactory. They claim that because they don't have to struggle to get to the mall, every consumer is generally really happy and has no issues. Reducing labor and time is achieved by delivering the opposite product to the customer's house. More over 45% of with this e-commerce system, consumers average satisfied.

Question 3:

Do you Hesitation in purchases Expensive product in online market place?

Do you Hesitation Purchases Expensive Product in Online marketplace?
202 responses

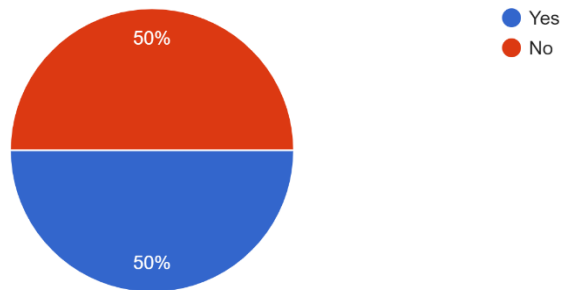


Figure 5.6: Customer Satisfaction Survey

Interpretation:

Everybody buys product some people buying online market place and some of them buying offline market place. When offline market place buying some expensive product but have no hesitation because people can see every product live but when online market place buying a product especially expensive product a big percent people have a hesitation. because we do not fulfill depended on online marketplace.

Question 4:

What kind of problem faces in online Shopping?

What kind Problem Faces in Online Shopping?
202 responses

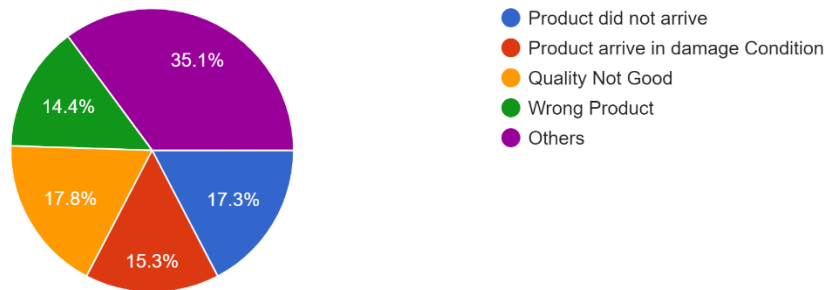


Figure 5.7: Customer Satisfaction Survey

Interpretation:

This question shows the types of issues that customers have had. A lot of them complained about the length of time it took to deliver the product and that occasionally it broke after it was received. However, the majority of complaints were about others problem, low-quality and incorrect products being sent, sending products that were worse or lower quality than what was shown in the picture amounted to cheating. Other issues that have come up include, not having enough items inside the product or not having the box that was supposed to be delivered at all, issues with the guarantee, issues with the return policy, and so on.

Question 5:

Are you fill satisfied online market place delivery service?

Are You Fill Satisfied online Market place Delivery Service?
202 responses

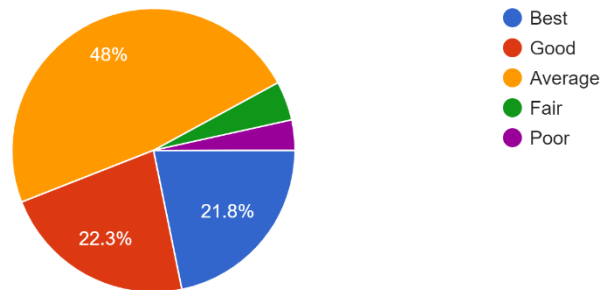


Figure 5.8: Customer Satisfaction Survey

Interpretation:

When it came to internet shopping, the delivery service was the most common grievance. Delivery man to give this product and delivered to this customer in three to seven days. The product's issue then becomes apparent after delivery. But this issue is mostly the result of the vendors' caprices. it is well known that they frequently act purposefully in these ways. it is undesirable. It is clear from your inquiry that our nation's system for delivering products needs a great deal of improvement. In this case, 48% of respondents are average content with the delivery method, but it's really concerning because 5% of respondents are fair and poor services what is expected of them. So, we need to improve our Delivery option.

Question 6:

What are the Challenges to the implementation of E-Commerce in Bangladesh?

What are the Challenges to the implementation of E-Commerce in Bangladesh
202 responses

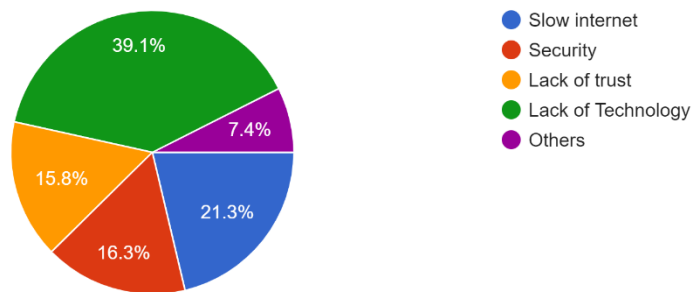


Figure 5.9: Customer Satisfaction Survey

Interpretation:

Many responses on the difficulties in developing an e-commerce platform in Bangladesh have been obtained from this inquiry. Many people who work with e-commerce platforms have been asked this question. So, its meaning is given below.

For this e-commerce platform, security in our nation is also quite bad. Customers are harassed by hackers who steal personal information and most of the present are faces are technological problem 39.1% people, and others problem faces 7.4% of individuals are accepting this viewpoint.

In our nation, the lack of trust is the largest obstacle or challenge facing e-commerce platforms.

The most crucial factor in business is trust; the greater the level of client trust, the more successful the company will be. However, enterprises in our nation do not possess it. E-commerce is untrustworthy.

Question 7:

Which E-Commerce site do you use most?

Which E-Commerce site do you use most
200 responses

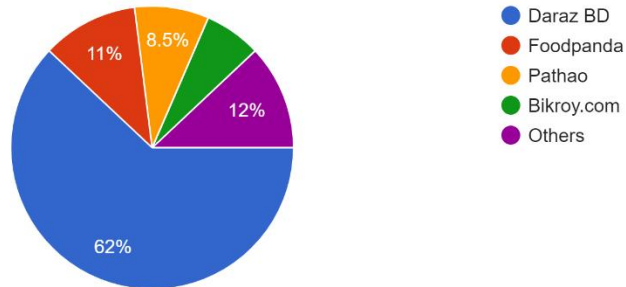


Figure 5.10: Customer Satisfaction Survey

Interpretation:

Many responses on the others site uses an e-commerce platform in Bangladesh have been obtained from this inquiry. This survey has said here are some of the popular sites in our country. Majority responses are they have use others site. Then a big amount people use this popular site. So that, we can understand that our popular sites have many lacks. So, people use less times. So, we now need to improve all these sites by resolving all the problems.

5.2: SWOT Analysis

At the time, I will discuss E-commerce SWAT analysis and how to solve all problems and challenges some point follow to improve E-Commerce site.

SWOT Analysis:

A company or business venture's potential external and internal influences may be found and analyzed using a SWOT analysis, which is a strategic planning tool. The meaning of the acronym SWOT is:

1. Strengths:

The number of people using e-commerce platforms in our nation is rising daily, and e-commerce is essential to the expansion of the national economy.

- Customer support for businesses operating online is in excellent shape.
- This e-commerce site has a decent enough online payment option or money transfer mechanism.
- In our country, there is really little problem with internet traffic to e-commerce websites.
- Goods and services that are advertised online are often accessible.

This business is easy to start up.

- Bangladesh's E-commerce platform system has a high level of customer satisfaction.

2. Weaknesses:

The courier service is in really bad condition. • The majority of e-commerce sites have unfriendly user interfaces and designs.

- From time to time, purposefully offer subpar goods or services.

The E-commerce platform is not trusted by customers.

- Consumers are reluctant to purchase the product.
- Prices for goods and services purchased online are more than those found in stores.
- The IT industry in our nation is woefully underdeveloped.

3. Opportunities:

- Online commerce platforms are a good deal in cases like pandemics or other unfortunate circumstances, since the nation's commercial sector is developing digitally on this platform.
- It opens up a new avenue for traditional businesses.
- A growing number of businesses require E-commerce platforms.
- In our nation, technical infrastructure is expanding.
- Because of this, there are more work prospects.
- We are developing our nation's delivery network.
- Programs for independent contractors or online health care provide new prospects.

4. Threats:

- It is difficult for hackers to steal data or information.
- The issue of data or information leaks.
- Problems with information or data leakage.
- Online fraud
- Cybercrime.

5.3 Solution for threat and weakness:

The e-commerce business platform in our nation faces many difficulties and possibilities, as well as certain positive aspects. We will now talk about how to overcome these shortcomings and stop threats.

- Both the shipping service and the packing require improvement and speed.
- Ensure that all websites are visually appealing and that e-commerce systems are usable by individuals of all ages.
- Government oversight of the real product to be sold is obviously necessary. Additionally, buyers must win over trust. Our nation needs to have a more advanced and open technology industry. Furthermore, the nation has to be digitalized as much as possible.

- Increasing customer satisfaction through various policies; raising consumer knowledge; and earning their trust by assuring them that making online purchases is safe.
- Ensuring nationwide access to a fast and dependable internet connection.
- It is necessary to take legal action to stop cybercrime and to enhance security to stop hackers and information theft.
- Bangladesh's e-commerce websites require a stronger E-cab, the body that monitors them. Make sure that SSL certificates or database security are being used by the company building the e-commerce platform.

These measures should help to mitigate the dangers and strengthen the e-commerce websites in our nation.

5.4 Problem Findings

I read some paper and I can find what is gap in E-Commerce in our Country. This paper discuss some problem identifies and their solution. I have a proposal given below:

Problem:

I have finding some problem, there are –

- Problem 1: Low Internet speed and Mobile connectivity.
- Problem 2: Market awareness is Low.
- Problem 3: Data drive and decision-making problem.
- Problem 4: Customer Service Problem.
- Problem 5: Limited Marketplace.
- Problem 6: Online Payment System are Limited.
- Problem 7: Lack of Information System.
- Problem 8: Lack of Delivery System.

5.5 Problems Solution

Problem 1: Low Internet speed and Mobile connectivity.

In this time 2024, but our country does not incise internet speed. Other country has 5G technology. But we have 4G internet but speed is slow. So, at first Telecom Company to invest high speed internet and mobile network. Specially this speed is upgrade to village area.

Problem 2: Market awareness is Low.

At the time we have low knowledge about E-Commerce Market place. If we have developed knowledge in public people so that we use some formula –

Market awareness Campaigns: A campaigns awareness have workshop, seminar, digital platform to continue process in this country. So, Customer to know many ideas in about E-Commerce Marketplace.

Training Program: Start a training center that about give some creative idea E-Commerce Marketplace. So, that help new generations and they are easily depended trusted E-Commerce Market place.

Problem 3: Data drive and decision-making problem.

Provide access to easy data analysis tools for business to customers behavior, their suggestion and this time new market trending. And this data analysis use to drive their business decisions and marketing way.

Problem 4: Customer Service Problem.

We know customer service point is all time support for a Customer. But sometimes we are shown some lack of customer service. So that, then we have a create bad situation.

So that, we can get some action to Established customer service system.

Set a new efficient customer service point to handle all queries, complaints and returns. Create a feedback collect system continuously improve your services.

Problem 5: Limited Marketplace.

We can see everywhere, Our E-Commerce platform market place is limited. So that market reach is very small. If we can market reach is improve then create our market place so rich and big.

So that, at first policy develop and infrastructure support develop cross-border e-commerce include customer prefers and international payment solutions like PayPal. And other solution is making partnership with the international E-Commers platforms to incise their market reach for your business and incise market place.

Problem 6: Online Payment System are Limited.

In Bangladesh our Digital Transaction is available. Such as B-kash, Nagad, Debit card, credit card but not is full trusted in everywhere. So, I give some idea to protect and trusted online payment system. At first make a campaign in all district to learn consumer and business about digital payment method and what is their benefits. then provide tax free digital payment system then increase their security is so high. And at last make a trusted digital transaction all users.

Problem 7: Lack of Information System.

In our Country government does not provide right information their citizen. So that we don't know what is the market place condition at present now. So, we can make a strong non-govt Organization. They have a good relation in ICT department and government. They are provided every right information in their citizen.

Problem 8: Lack of Delivery System.

When I have ordered a product in an E-Commerce Market place. At first confirmed my order then deliveryman provide three to seven days my product on my hand. Sometimes we can see some lack for delivery. Here is some solution given below.

At first develop a logistics infrastructure market place. They have including Warehouse, transport, delivery systems. And make a good relationship in a local and international market place. Add advance technologies like GPS tracing enhance delivery efficiency. Make a delivery system they ensure delivery proper timely and reliable in own areas.

Then make an implementation plan

- Policy Development.
- Enhance Technology.
- Develop Training System.
- Improvement Continuously.
- Enhance Market place.

5.6 Proposal

So, I have a Proposal to Solution the problem of E-Commerce system:

1. Security.
2. Digital Payment System.
3. Technology.
4. Delivery System.

Security:

I recommended on **Cloudflare** Security service. Because, an international provider of online performance and security solutions, Cloudflare provides a range of services to safeguard and expedite websites, apps, and APIs. DDoS protection, Web Application Firewall (WAF), Content Delivery Network (CDN), SSL/TLS encryption, and bot control are some of its primary features. Cloudflare offers several advantages, such as increased security, better speed, scalability, and simplicity of use. Monitoring and management throughout the process, integration with current systems, and comprehensive security evaluations are some implementation tactics. Technical know-how, financial concerns, and regulatory compliance are obstacles. The government should promote the e-commerce sector in Bangladesh by providing government awareness and education, as well as encouraging industry adoption and collaboration. The Bangladeshi e-commerce sector may greatly increase its defense against cyberattacks, boost performance, and earn client trust by putting Cloud flare's cutting-edge security services into place. This will create a more secure in digital Economy.

Digital Payment System:

I recommended **Apple Pay** because, Apple Pay is a mobile payment service and digital wallet that works with Apple products to provide safe, practical, and simple payment methods. It provides privacy, safe in-app and web transactions, and contactless payments. It has a solid reputation as a brand and is well acknowledged around the world. The successful implementation of Apple Pay in Bangladesh will require cooperation between local banks, retailers, and customers, as well as infrastructural investments and incentives for both groups.

Technology:

I recommended technology is “**Amazon Go and Just Walkout**” Using Amazon One (where users may register their palm to link with their payment method), a credit/debit card, or a mobile wallet app, shoppers can enter a store, browse the merchandise, and then walk out. Purchases made by customers are automatically charged.{11}. With the use of deep learning, computer vision, and sensor fusion, Amazon Go's Just Walk Out

Technology provides a cashier-free shopping experience. It lowers the need for checkout personnel and operating expenses by enabling consumers to come in, pick up, and depart without checking out. Convenience, effectiveness, data insights, and less touch are among the advantages. Customer education, collaborations, infrastructure enhancements, and pilot projects are examples of implementation tactics. High initial costs, privacy issues, and technological know-how are obstacles. Government incentives, consumer trials, innovation clusters, and connection with regional payment systems are among the suggestions.

Delivery System:

I recommended on “**Smart locker**” automated delivery system. Customers may easily, conveniently, and safely access their shipments around-the-clock using Smart Locker automated kiosks. They provide an alternative to home delivery because they are integrated with e-commerce platforms and delivery providers. Strategic positioning, platform integration, and user-friendly interfaces are examples of implementation tactics. Adoption by customers, maintenance, regulatory compliance, and initial investment are among the challenges. Smart lockers should be installed in both urban and rural regions, coupled with nearby companies, and backed by government incentives in order to boost the Bangladeshi e-commerce sector.

If we can address this key problem with solutions Bangladesh can create a new E-Commerce system. Its benefits customer, consumer, business and economy. This proposal is a clear way for sustainable growth and development. It is a long-time successes and improved quality of our life for all stakeholders.

5.7 Limitation

This paper recharge and analysis were successful, but there is some issue. The following are the are the big shortcomings that have the most impact in E-Commerce sector. Some limitation is given below:

- Limited access to the information and these is confusing data also.
- The barrier of information to determine policy of the organization could not provide all information.
- This paper is based on academic learnings and work experience. There might be others solutions to solve the problems of the C-Commerce business sectors. And this technology is very costly, so may b do not arrive come soon.

CHAPTER 6

CONCLUSION

The traditional methods of transaction have been significantly transformed by the e-commerce industry, creating significant modifications to the economic landscape. The use of technology and the internet in Bangladesh is improving people's quality of life while also simplifying corporate processes. Online systems facilitate effective order administration for suppliers, while online purchasing offers customers convenience and cost savings. Through the creation of foreign currency, the capacity to import and export items through e-commerce platforms has also created new prospects for international trade, significantly boosting the national economy.

The quick expansion observed in the last few years highlights the possibility of e-commerce serving as a critical economic engine. It is essential that businesses and the government work together to create a competitive e-commerce environment in order to fully realize this potential. The sector's growing momentum needs to be sustained and expedited, which requires strategic efforts and more awareness. Bangladesh can significantly progress its economy and raise the general standard of living for its people by resolving the current issues and taking advantage of the opportunities provided by e-commerce.

This study briefly E-Commerce market network problems and their optimal solution in Bangladesh. Every business can be more trusted in Bangladesh. If we can develop our E-Commerce sector, I am saying that we will be able to digitally transform our country business sector in the same way that other developed countries do.

APPENDIX

Questionnaires:

Gender?

- Female.
- Male.
- Other.

Age?

- 16-24
- 25-34
- 35-44
- 45+

Live in?

- Cities.
- Village.

What is Your Preferred Method in Shopping?

- Offline Shopping.
- Online Shopping.

Do you Hesitation in purchases Expensive product in online market place?

- Yes
- No

Are you fill satisfied online market place delivery service?

- Best
- Good
- Average
- Fair

What kind of problem faces in online Shopping?

- Wrong product as sends.
- Product arrive in damage condition.
- Product did not arrive.
- Not good services.
- Others.

What is your overall satisfaction in online product purchases?

- Very satisfied.
- Satisfied.
- Natural.
- Unsatisfied.
- Very Unsatisfied.

What are the Challenges to the implementation of E-Commerce in Bangladesh?

- Slow penetration of internet.
- Security concern.
- Lack of trust.
- Consumer's awareness level is low.
- Lack of technology.
- Other factors.

Which E-Commerce site do you use most?

- Daraz BD.
- Foodpanda.
- Pathao.
- Bikroy.com
- Others.

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- 12 Delivery system in Smart locker; available at < <https://www.alfa3.eu/parcel-delivery-smart-lockers-parcel-lockers>

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