



Project Report
on
Reduction of Delivery Cost with P&D Service
in E-Commerce.
(Performed at 1000FiX Services Ltd.)

Prepared By:

Md. Nasimul Hoque Ridoy

ID: 201-52-011

Program: E-Business Management (Major)

Department of Business Studies

Faculty of Business and Entrepreneurship

Daffodil International University



Daffodil
International
University

Daffodil International University

Submission Date: February 18, 2024



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Supervised by:

Professor Dr. Md. Abul Hossain

Professor and Head

Department of Business Studies

Faculty of Business & Entrepreneurship

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AUTHORIZATION FROM 1000FIX SERVICES LTD.

Supervisor's Certificate

This is to certify that **MD. Nasimul Hoque Ridoy** has successfully collated comprehensive data on the company as per their assigned responsibilities.

I have reviewed the work carried out by **MD. Nasimul Hoque Ridoy** and can attest to their dedication, attention to detail, and effective execution of the assigned tasks. The collected data reflects a thorough understanding of the project requirements and contributed significantly to our company's information repository.

He was actively engaged in this project from 13 September 2023 to 14 October 2023 consistently demonstrating a high level of professionalism and commitment throughout the entire duration.



(Muhammad Tareq Masud)
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LETTER OF TRANSMITTAL

Professor Dr. Md. Abul Hossain

Professor and Head

Department of Business Studies

Faculty of Business & Entrepreneurship

Daffodil International University

Subject: Submission of Project Report on “Reduction of Delivery Cost with P&D Service in E-Commerce.”

Respected Sir,

With all due respect, this is **Md. Nasimul Hoque Ridoy**. In order to fulfil the requirements of the BBS program, I am sending you my project report, which is titled " **Reduction of Delivery Cost with P&D Service in E-Commerce.** " for your thoughtful consideration. I have made every effort to ensure that the information needed for this report is included.

I'm hoping you'll find the report acceptable. Regards

Sincerely,

(**Md. Nasimul Hoque Ridoy**)

ID: 201-52-011

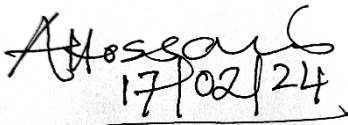
Program: BBS (Major in E-Business Management)

Department of Business Studies

Faculty of Business and Entrepreneurship

LETTER OF APPROVAL

This is to certify that **Md. Nasimul Hoque Ridoy**, ID: **201-52-011** and program BBS in E-Business Management (Major), is a regular student of the Faculty of Business & Entrepreneurship, Daffodil International University. He has prepared a report under my direct supervision. His report on “**Reduction of Delivery Cost with P&D Service in E-Commerce.**” This report is recommended for submission. I wish him every success in life.



17/02/24

(Professor Dr. Md. Abul Hossain)

Professor and Head

Department of Business Studies

Faculty of Business & Entrepreneurship

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DECLARATION

I am Md. **Nasimul Hoque Ridoy**, a student of the Department of Business Studies, bearing ID:**201-52-011**, majoring in E-Business Management from Daffodil International University. I thus proclaim in all sincerity that the project report on “**Reduction of Delivery Cost with P&D Service in E-Commerce.**” and it’s created by myself. While preparing this project report, I didn’t violate any copyright act intentionally.

I understand that any violation of these principles may result in academic consequences, and I willingly accept the consequences of any breach of academic integrity. This declaration signifies my commitment to upholding the highest standards of honesty and integrity in academic and professional pursuits.

In writing this project report, I did not purposefully break any copyright laws.

Furthermore, I hereby certify that I did not submit this report to any organization that grants degrees, diplomas, or certificates.



(Md. **Nasimul Hoque Ridoy**)

ID: **201-52-011**

Program: BBS (Major in E-Business Management)

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ACKNOWLEDGEMENT

I want to thank Allah Ta'ala first and foremost for giving me the ability to write this report flawlessly. I also want to thank my family for their blessings and support. Lastly, I would like to express my sincere gratitude to Professor **Dr. Md. Abul Hossain**, my supervisor, whose direction and oversight made it possible for me to finish my report. It was difficult for me to complete this report without his help. His superb instructions made the entire procedure easier for me to understand. He supported and aided me in understanding as I finished my report.

(Md. Nasimul Hoque Ridoy)

ID:201-52-011

Program: BBS (Major in E-Business Management)

Department of Business Studies

Faculty of Business and Entrepreneurship

Daffodil International University

DEDICATION

I dedicate this report, the culmination of much effort and perseverance, to the two people who have been my unwavering pillars of support throughout my life: my parents.

Father, your tireless work ethic and unwavering belief in my potential have always inspired me to strive for excellence. From sleepless nights spent tutoring me to quiet words of encouragement when doubt crept in, you have been my guiding light. I appreciate you teaching me the importance of hard work and dedication, lessons that have become the foundation of my success.

Mother, your unconditional love and boundless compassion have provided me with a safe haven to navigate life's challenges. Your gentle voice and warm embrace have soothed anxieties and restored confidence. I appreciate your unwavering belief in me, especially during my moments of self-doubt. Your unwavering support has fueled my determination and enabled me to reach for the stars.

This report is more than just a culmination of research and analysis; it is a testament to the values and principles you have instilled in me. Your guidance, love, and unwavering support have paved the way for this achievement, and I am forever grateful.

Thank you for everything.

With love and immense gratitude

ABSTRACT

The speedy growth of E-Commerce has added approximately a surge in demand for efficient and fee-powerful delivery answers. Consumers have come to expect fast, dependable, and convenient delivery options, putting stress on E-Commerce corporations to satisfy these expectancies whilst keeping profitability. However, the growing costs of gasoline, exertions, and transportation have posed good sized demanding situations for E-Commerce businesses, at once impacting their backside line and patron satisfaction. To cope with these challenges and make sure sustainable boom, E-Commerce agencies need to discover revolutionary strategies that optimize transport procedures, lessen fees, and enhance consumer experience.

This document delves into the numerous shipping's demanding situations confronted by way of E-Commerce groups, mainly in terms of fee optimization. It analyzes the elements contributing to those demanding situations, along with the excessive delivery fees related to long-distance deliveries, the complexities of managing closing-mile delivery in urban environments, and the intricacies of global transport rules. The record additionally affords ability solutions that can assist groups streamline their delivery operations, minimize charges, and improve standard performance. These solutions encompass optimizing transport techniques via negotiating with carriers and making use of delivery software program, improving delivery efficiency thru route optimization and alternative delivery methods, streamlining global delivery via partnerships with fulfillment facilities and obligation downside programs, and improving order success and returns management thru warehouse control structures and returns automation.

By imposing these innovative strategies, E-Commerce agencies can correctly navigate the complexities of delivery logistics, lessen their cost burden, and decorate client delight. This will no longer only enhance their profitability however additionally toughen their aggressive edge within the dynamic E-Commerce marketplace.

Acronyms

B2B: Business to Business

B2C: Business to Consumer

C2C: Consumer to Consumer

ERP: Enterprise Resource Planning

CRM: Customer Relationship Management

SEO: Search Engine Optimization

SEM: Search Engine Marketing

KPI: Key Performance Indicator

API: Application Programming Interface

UI: User Interface

CTA: Call to Action

SaaS: Software as a Service

GDPR: General Data Protection Regulation

CRO: Conversion Rate Optimization

EDI: Electronic Data Interchange API: Application Programming Interface

OS: Operating System

ARPU: Average Revenue Per User

ROI: Return on Investment

WMS: Warehouse Management System

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Chapter 1

Introduction

Chapter 1

Introduction

1.1 Introduction

The rise of the internet has transformed the global landscape, providing immense benefits to individuals and organizations in both developed and developing countries through globalization and connectivity. In developed nations, the close integration of the Internet with e-commerce has revolutionized business practices, imparting benefits such as time and cost savings, reduced prices, expanded product access, enhanced quality assurance, and more. This symbiotic relationship has reshaped the commercial landscape.

1.2 Origin of the Study

In graduation section, researchers have completed all those written things and other things. But to fulfil the study and need to take six credits that lead to a project. For the project a hands-on training was done in the company named 1000FiX Service Ltd. To collect the company data for this project report.

1.3 Background of the Study

It is crucial to highlight the efficiency and convenience that pick-and-drop services provide in the e-commerce industry in order to increase awareness and encourage their adoption. This novel method eliminates the need for several middlemen by collecting products straight from the supplier and delivering them to the final customer.

The main objective is to greatly reduce delivery costs for both customers and businesses by streamlining the logistics process.

Highlighting the advantages of lower transportation costs and more operational effectiveness. A comprehensive comprehension of these benefits can lead to a wider implementation of pick-and-drop services, which can completely transform the e-commerce scene by providing a smooth, economical, and eco-friendly answer for the contemporary market.

1.4 Statement of the Problem

Last-mile delivery in Bangladesh is beset with several obstacles that prevent the effective and seamless delivery of goods to final customers. The inadequate logistical infrastructure is a major hindrance that results in delivery delays and inefficiency. Lack of standardization in delivery procedures is another major problem that causes inconsistencies and complexities in the supply chain as a whole. Businesses that operate in the delivery sector have significant challenges due to consumer expectations, including the demand for free delivery services. The operational picture becomes more complex when balancing the costs associated with offering free delivery with customer pleasure. Delivery firms in Bangladesh also have to contend with increased product returns as a result of security concerns about theft or damage occurring during transportation.

1.5 Objectives of the Study

This study was to look into ways that the e-commerce industry may lower delivery costs while concentrating on the particular opportunities and problems that Bangladesh presents. A combination of online surveys and interviews with 1000FiX Service Company staff members were used in the research.

1. To explore the pick and drop service of e-commerce, especially in terms of cost optimization.
2. To analyze the factors contributing to these delivery challenges.
3. To identify the problem in the pick and drop and delivery service.
4. To provide some recommendations for e-commerce sector to address the P&D and delivery cost.

1.6 Scope of the Study

A brief description of 1000FiX Services LTD.'s goods and services is also included. This report was prepared after lengthy conversations with the client and company staff. The researcher had the excellent chance to gain an in-depth understanding of all the IT servicing activities used by 1000FiX Services Ltd. when writing this report.

1.7 Methodology

The research design aimed to incorporate both quantitative and qualitative methods to ensure a holistic understanding of the sampling delivery cost reduction strategies in the E-commerce sector. The study adopted a mixed-methods approach to leverage the strengths of both approaches.

1.7.1 Data Collection:

1) Primary data:

i. Interviews:

Face to face, to acquire a deeper understanding of the difficulties and possibilities, key players were interviewed, including representatives from E-Commerce platforms, logistics companies, and regulatory bodies. I have gathered knowledge from the company, and the people are not below the Manager level.

ii. Observation:

The primary data of the methodology is taken from 1000Fix Service Ltd and after getting permission letter from department and did one month internship in this company. And took sufficient data from the company and made observations for the delivery system. I have collected and observed the data of pick and drop service from 1000Fix Service Company Limited which needs to be taken in this one month. Kept a close eye on the coordination, logistics, and workflow amongst the many departments engaged in the delivery process. This involved keeping an eye on the dispatch, packing, and order processing processes. Using this approach, it was able to spot bottlenecks, inefficiencies, and possible areas for immediate improvement.

iii. Survey:

By conducting surveys, was able to obtain thoughts, comments, and recommendations from pertinent company stakeholders. created a focused survey with questions about employee feedback, delivery costs, and customer happiness. By using questionnaires, people with specialized knowledge were asked to provide in-depth views into particular areas of the delivery process. I designed comprehensive surveys specifically for various positions in the company, including customer service agents, warehouse employees, Google Form, Students, common peoples and logistics managers. These surveys covered particular difficulties, current tactics, and recommended enhancements.

2) Secondary data:

- i. **Document Analysis:** To augment primary data and offer a more comprehensive framework, pre-existing reports, policies, and logistical data were examined.
- ii. **Published Articles:** By reading various online newspapers and journal, I got the data from their authority.
- iii. **Books:** I have taken a lot of data from there many online books have been written about pick and drop service.

1.7.2 Data Analysis:

a. Quantitative Analysis: To find trends, patterns, descriptive statistic, central tendency, standard deviation pertaining to potential cost savings, survey data were statistically analyzed.

b. Qualitative Analysis: To glean relevant insights and pinpoint recurring themes, a thematic analysis was performed on interview transcripts and qualitative survey responses.

Chapter 2

Overview of the Company

Chapter 2

Overview of The Company

2.1 Introduction:

With pride, 1000FiX Services Ltd. is the greatest after-sales service provider in Bangladesh, successfully meeting the wide range of demands of the constantly changing technology industry. We have continuously worked to provide the best possible service and support for electronics, home appliances, and PCs since our founding in August 2017. Our steadfast dedication to quality is evident in every facet of our business operations, as our highly skilled engineers make sure that first-rate service centers are thoughtfully positioned around the nation.

2.2 Mission and Vision:

At 1000FiX Services Ltd, we're dedicated to giving our clients the greatest support and service available. We are aware that having problems with your appliances or computer equipment can be upsetting and frustrating. To allow you to use your device again as soon as possible, we work hard to make the repair procedure as simple and hassle-free as we can with competitive pricing and quick turnaround times.

It is critical to maintain connectivity and make sure your gadgets are operating at peak performance in Bangladesh's fast-paced digital environment. Here's where we really shine as the best option for maintaining IT products. We do all possible to keep your gadgets operating at peak performance. Additionally, we provide our clients with the best PC remote support available, which acts as a lifeline by making sure assistance is always only a click away. We go above and above to provide the highest caliber of printer maintenance, guaranteeing that your documents are constantly clear and crisp. We service a wide range of areas, from Khulna to Rajshahi and Rangpur, and we always offer the best printer repair services. You may be confident that your home or business in Sylhet, Chittagong, or Jessore will experience a return of crystal-clear sound thanks to our excellent speaker repair services.

We are the approved service delivery partner for several well-known brand businesses, including a lot of companies. We have 51 service centers in addition to our repair services, we also offer after service warranty to ensure the best service spread out across the nation.

For both corporate and end users, 1000FiX Services Ltd. provides online remote service, pick-and-drop service, and on-site/home service.

Use high-quality parts and follow best practices to ensure that your device is repaired to the highest standards.

At 1000FiX Services Ltd. are known for providing excellent closed-circuit television (CCTV) and security monitoring systems, guaranteeing unmatched protection for your property. To put it briefly, we are the premier source for all of your electronics needs and guarantee that your appliances and gadgets will always be in optimal operating order.

2.3 Goal:

Steadfast goal at 1000FiX Services Ltd is to give our esteemed clients the best possible support and service. We are aware of the natural anguish and frustration that arise when problems arise with your computers or gadgets. Our committed staff is concentrated on streamlining the repair procedure and making sure that our clients have a hassle-free experience as they understand how important a prompt resolution is.

Put efficiency and convenience first in our quest for excellence. We have shortened our repair procedures since we fully understand the urgency associated with gadget problems. Our reasonable pricing and dedication to fast turnaround times combine to make our services not only efficient but also economical.

Goal is to minimize the disruption caused by broken equipment so that our clients may quickly get back to their regular business. By combining reasonable prices, timely service, and a customer-focused mindset, we hope to surpass clients' expectations and create enduring bonds with them.

At 1000FiX Services Ltd, we provide piece of mind restoration in addition to equipment repair. Put your trust in us to handle the complexities of computer and appliance repairs, and enjoy the simplicity and fulfilment that come from dealing with a service provider committed to your needs.

Chapter 3

Literature Review

Chapter 3

Literature Review

3.1 Literature Review

3.1.1 Introduction: The researchers discovered some trustworthy articles on this subject during my investigation, which demonstrated how the shipping cost issue is getting worse every day.

- a) Non-adopters tend to have pessimistic opinions and a slow rate of technological development recognition. pertaining to e-commerce, such as having a mistrust for the technology, resisting change, and not seeing its benefits (McCole, 2005). Kumar and Petersen (2006) claim that the use of e-commerce results in lower service costs, quicker response times, happier customers, and simpler information access. A different study claims that SMEs in the US, EU, and Canada that adopted e-commerce had increases in revenue and cost reductions.. (Johnston et al., 2007) (Sameer Kumar, 2006)
- b) 'Cash on Delivery' is the preferred mode of delivery for 96% of all online orders in Bangladesh. Thus, in contrast to other developed countries such as the USA, a large number of people cannot or will not pay with a credit card or bKash in advance. Therefore, the e-commerce sector will grow slowly unless the logistics partners are unable to guarantee doorstep delivery using the "Cash on Delivery" method. Finding out that 24% of the products were returned startled me. In other words, one order or goods is returned to the vendor out of every four. For both the online vendors and their logistical partners, this is a major issue and a significant loss.. (Bhuiyan, 2019)
- c) According to a press release, Shuttle, an app-based transportation solution for women, has launched Shuttle for Business, a new pick-and-drop service for companies wishing to guarantee consistent employee transportation. "By providing customized transportation solutions to organizations, we are ensuring their employees can reach the office safely and on time," stated Reyasat Chowdhury, CEO of Shuttle.' (orgs, 2021)

- d) The Daily Star, August 19, 2022 (The Daily Star, 2023) reports, however, that "They have increased the delivery charge for large and long-haul considering the hike in fuel prices," according to Biplob G. Rahul, the company's founding CEO.” Since the final customers will bear the extra cost. Beginning on January 1st, the online retailer b71bd.com will offer free delivery on all orders. (www.ittefaq.com.bd/, 2021)
- e) On The Business Standard's web news site, May 21, 2022 As they find out, "Bangladesh has very high logistics costs." The category of logistics expenses includes transportation charges, which often represent 40% of the total production costs—a substantial proportion when compared to our competitors. (Rahman, 2022)
- f) Resolving the sector's problems is essential, since last-mile deliveries and logistics play a major role in ensuring customer satisfaction. The last mile delivery experience can be significantly enhanced by lowering delivery exceptions and failed deliveries, since last mile shipping is the most expensive part of e-commerce delivery. Similar to this, businesses that can forecast demand will be better able to satisfy customer needs and be prepared for spikes or dips in activity. If virtual stores want to thrive, they need to catch up with same-day delivery's rising standards. Businesses would be wise to set aside funds for partners or internal fleets to deliver goods the same day. Order delays and an inadequate set of order tracking tools would have a detrimental effect on client retention and satisfaction. (Mustafa, 2022)

Chapter 4

Theoretical Aspects of E-Commerce

Chapter 4

Theoretical Aspects of E-Commerce

4.1 Introduction:

Electronic commerce, or e-commerce for short, is the buying and selling of products and services using the internet. It is a dynamic and transformational part of modern business. This phenomenon has completely changed the way that business is conducted globally, opening up new avenues and opportunities for enterprises. Professionals and students alike need to comprehend the theoretical foundations of e-commerce in the context of Bangladesh, a nation that is rapidly witnessing a spike in digital usage.

4.1.1 The Foundations of E-Commerce:

Electronic transactions and the smooth interchange of information are the cornerstones of e-commerce. Online shopping, electronic payments, internet banking, and electronic data interchange are all included in this process. Electronic data interchange protocols, mobile devices, and the internet form the theoretical bedrock of e-commerce.

4.1.2 Important Elements:

E-commerce in Bangladesh, where internet usage is growing quickly, consists of multiple essential elements. These comprise digital supply chain management, electronic payment systems, online marketplaces, and mobile commerce (m-commerce). To grasp the holistic nature of e-commerce, one must understand the connections between these components.

- I. **Digital marketing:** To promote goods or businesses, digital marketers use online platforms like social media, content, email, SEO, and paid advertisements. It makes use of the internet to increase brand awareness, engage consumers, and generate leads. Real-time, data-driven decision-making is made possible by measurable analytics.
- II. **SEO:** Website elements are optimized using search engine optimization (SEO) to increase exposure on search engine result pages (SERPs). Link development, technical advancements, and keyword optimization are some of the strategies. Increasing online visibility, ranking better, and drawing in relevant traffic are all continuous processes that include reacting to algorithm changes.

- III. **E-commerce:** This is the purchasing and selling of goods and services using the internet, revolutionizing business processes by creating a 24/7 worldwide marketplace. There are B2C, B2B, and C2C models. E-commerce platforms influence online retail and consumer behavior by providing accessibility, ease of use, and a wide range of product possibilities.
- IV. **Social media marketing:** Social media marketing connects with audiences, increases brand awareness, and advertises items using social media platforms like Facebook and Instagram. In addition to facilitating consumer contact and encouraging brand loyalty, it also adjusts methods for successful audience engagement in the ever-changing social media landscape.

4.1.3 E-Commerce Models:

Business-to-consumer (B2C), Business-to-Business (B2B), Consumer-to-consumer (C2C), and Consumer to Business (C2B) are some of the models that theoretical frameworks frequently use to classify e-commerce. B2C models are particularly common in Bangladesh, where a large number of online marketplaces enable direct business-to-consumer transactions.

I. Business-to-business or (B2B):

B2B e-commerce describes business-to-business transactions. It entails the trading of products, services, or data between two or more companies.

II. Consumer-to-Consumer (C2C):

C2C e-commerce refers to online transactions between individual customers. Under this paradigm, there is no need for middlemen since people sell directly to other people via online platforms.

III. G2C (Government-to-Consumer):

G2C e-commerce refers to transactions that take place between private citizens and government organizations. Online platforms are used by governments to offer citizens direct services, information, and transactions.

IV. C2B (Consumer-to-Business):

The conventional business paradigm, in which customers provide goods or services to companies, is turned on its head by C2B e-commerce. In this paradigm, customers or individuals serve as suppliers, giving firms goods or services.

4.1.4 Regulatory Framework:

In every area, the regulatory framework is a crucial component of e-commerce. Bangladesh has made progress in creating laws and rules to control online transactions, protect consumers, and promote a favorable business climate. The legal landscape is changing, and theoretical investigations of these regulatory systems provide insight.

4.1.5 Social and Cultural Influences:

In a nation like Bangladesh, cultural quirks are a major factor in determining how people behave as consumers. The academic discourse surrounding e-commerce ought to explore the ways in which cultural variables impact online purchasing behaviors, inclinations, and strategies for establishing confidence.

In aspects, understanding the theoretical foundations of e-commerce within the Bangladeshi setting necessitates a multifaceted investigation. Students hoping to navigate the changing world of e-commerce need to have a theoretical basis that integrates technological, economic, regulatory, and cultural components, especially as the nation continues its journey towards digital transformation.

Chapter 5

Analysis

Chapter 5

Analysis

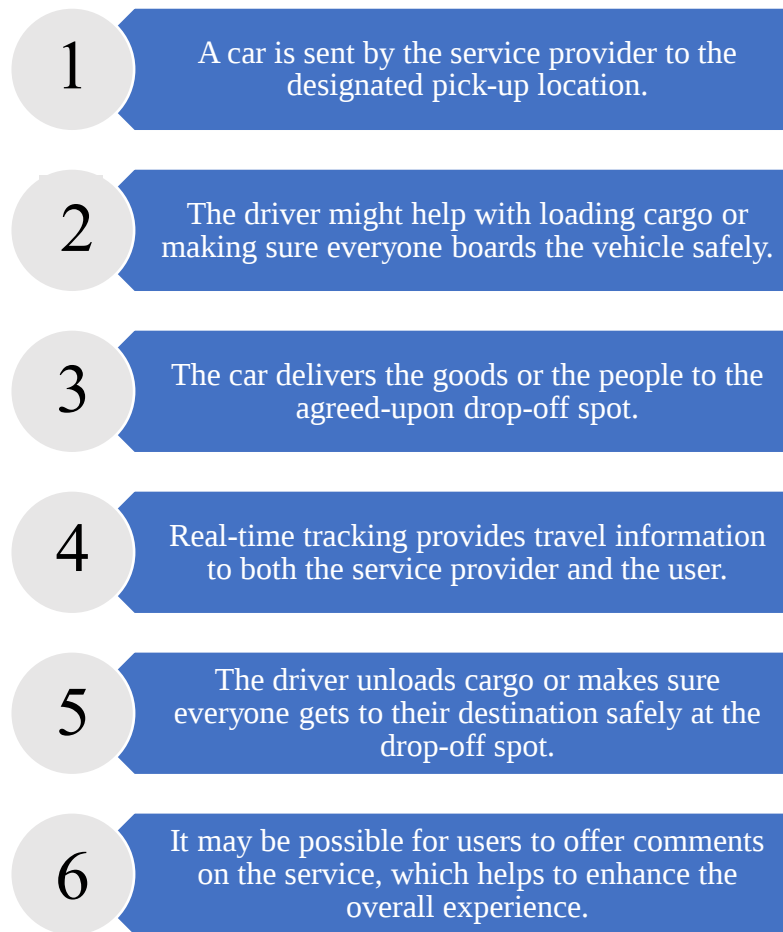
5.1 Analysis Base of 1000FiX Data:

Convenient conveyance is referred to as pick-and-drop services. delivers and retrieves objects or people at designated locations. Pick and drop services are popular for a number of uses, such as the delivery of goods or a mix of the two. Additionally, if a customer is having trouble understanding a product issue, and the issue is related to IT, an engineer from the service department is dispatched to investigate the problem and make the necessary corrections. Additionally, the business itself bears the expense.

A. Key Components

- I. Through phone calls, smartphone apps, or internet platforms, users can schedule the service.
- II. Information like pick-up and drop-off locations, preferred times, and the kind of service required are usually required by the booking system. Only 9 AM to 2 PM is the booking system open. Emergency service an internal business concern.
- III. Depending on the type of service, providers have a fleet of vehicles that can be used for a variety of tasks, from cars and vans to lorries. This company offers three pickup vans and two vans.
- IV. Users may keep an eye on where their belongings or vehicles are while they're in route thanks to real-time tracking technologies.
- V. This function improves openness and lets users make appropriate plans.
- VI. In most cases, users must pay for the service; depending on the service provider, payment options may include cash, credit card, or other internet transactions.
- VII. Systems for creating invoices assist in keeping track of transactions for both the user and the service provider.

B. Operational Process



Source: 1000FiX Services Ltd.

Figure 1: Operational Process

C. Benefits

- I. Pick-and-drop services are a practical substitute for conventional modes of transportation.
- II. By outsourcing their transportation needs, users free up time to concentrate on other important tasks.
- III. From individual transportation to the delivery of cargo, the services cover a wide range of needs.
- IV. Expert drivers and dependable tracking systems add to the service's overall dependability.

5.2 Documents and Proven

5.2.1 Top E-Commerce Delivery Methods

E-commerce Name	Delivery Process Steps
Ajkerdeal (ajkerdeal, n.d.)	1. Order Placement and Processing 2. Order Shipment and Delivery 3. Delivery Confirmation and Feedback
Daraz (daraz, n.d.)	1. Order Placement and Processing 2. Order Shipment and Delivery 3. Delivery Confirmation and Feedback
Chaldal (chaldal, n.d.)	1. Order Placement and Processing 2. Order Shipment and Delivery 3. Delivery Confirmation and Feedback
Pickaboo (pickaboo, n.d.)	1. Order Placement and Processing 2. Order Shipment and Delivery 3. Delivery Confirmation and Feedback
Bagdoom (Bagdoom, n.d.)	1. Order Placement and Processing 2. Order Shipment and Delivery 3. Delivery Confirmation and Feedback

Source: Online

Table 1: Top E-Commerce Delivery Methods

5.2.2 The delivery process for e-commerce in Bangladesh

Stage	Description	Key considerations
Order Placement (waliullah-bhuiyan, n.d.)	Customer places an order through the e-commerce website or app.	Ensure a seamless and user-friendly ordering process. Provide clear product information, accurate pricing, and multiple payment options.
Order Processing (Bhuiyan, 2019)	E-commerce platform receives the order and verifies payment.	Efficient order processing is crucial to reduce time-to-delivery. Automate order management and integrate with inventory systems.
Order Picking and Packaging (waliullah-bhuiyan, n.d.)	Order pickers retrieve items from the warehouse, ensuring accuracy and completeness.	Optimize warehouse layout and implement efficient picking and packing methods to minimize processing time.
Shipment Preparation	Order is prepared for shipment, including labeling, documentation, and attaching any necessary customs paperwork.	Use appropriate packaging materials to protect products during shipping. Ensure accurate labeling and documentation to avoid delays.
Shipment Dispatch (supply-chain-logistics, n.d.)	Order is dispatched to the carrier, who takes responsibility for transportation.	Partner with reliable and efficient carriers to ensure timely and secure delivery. Utilize tracking tools to provide real-time order status updates.

In-transit Transportation (supply-chain, n.d.)	Carrier transports the order to the customer's destination.	Optimize shipping routes to minimize transportation time and costs. Consider using local delivery providers for faster deliveries within Bangladesh.
Last-mile Delivery (insiderintelligence, n.d.)	Carrier delivers the order to the customer's doorstep or designated location.	Address last-mile delivery challenges by offering alternative delivery options, such as in-store pickup or click-and-collect.
Delivery Confirmation and Feedback (Hopstack, n.d.)	Customer receives the order and confirms receipt.	Gather feedback from customers to identify areas for improvement and enhance the overall delivery experience.

Source: Online

Table 2: The delivery process for e-commerce in Bangladesh

5.3 Analysis of Survey Data:

Introduction: There are many people responded to this online survey about how much people trust pick and drop service on the Bangladeshi e-commerce side and how satisfied people are. Online e-commerce survey to see these questions and answers in percentage form and how much people depend on e-commerce delivery systems pick and drop services. There are some comments people have about online pick and drop services such as if a person comes from pick and drop service of a company, should give them my product without seeing anything? How can we believe them?

5.3.1 Survey Background: A wide range of questions are included in the survey with the goal of gaining an insight of the present status of delivery operations, including order fulfilment and last-mile delivery. It is recommended that participants offer comprehensive input regarding the current obstacles and bottlenecks that lead to increased delivery expenses. The survey also explores the use of automation and technology in delivery operations in an effort to find areas where efficiency may be increased.

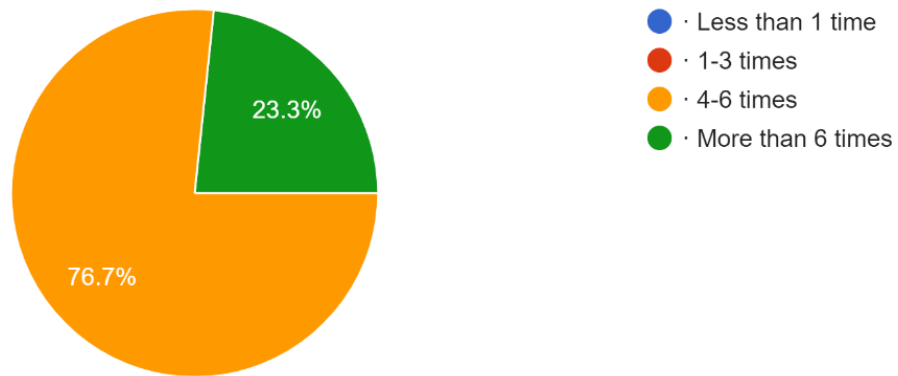
The survey comes out with different types of answers. Among them, the personal response is most valued.

5.3.2 Number of purchases in a Month.

Duration of Purchase	Number of Frequency	Percentage
Less than 6	230	76.7%
More then 6	70	23.3%
Total	300	100%

Source: Survey Finding

Table 3: Purchase Frequency Response



Source: Survey Finding

Figure 2: Customer Online Purchase Frequency

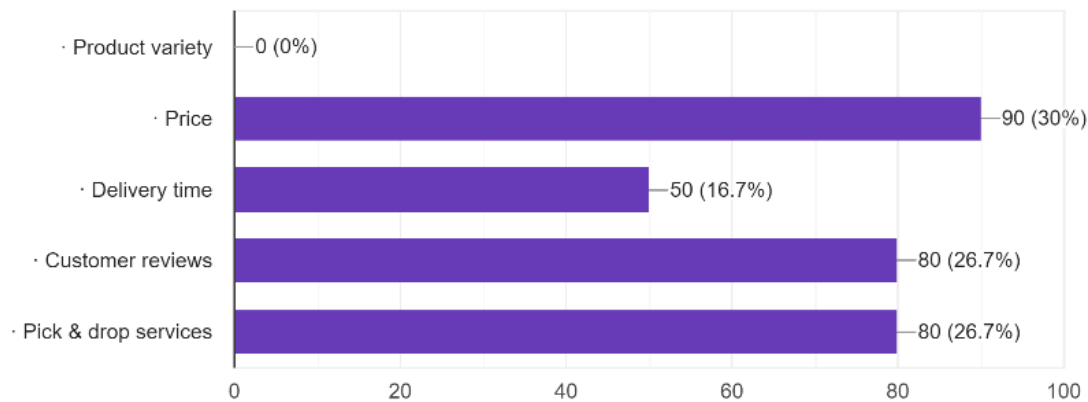
Interpretation: People about how they frequently do online purchases in a month the first answer was 4-6 times which is 79.7% payable and the second will be more than 6 times which is the second number. The people frequently engage in online shopping 43%.

5.3.3 E-Commerce Experience of the Customers

Asked the people about their reasons for choosing e-commerce.

Name of Factors	Number of Frequency	Percentage
Price	90	30%
Delivery Time	50	16.7%
Customer Review	80	26.7%
Pick and drop services	80	26.7%
Total:	300	100%

Table 4: E-Commerce Experience of the Customers



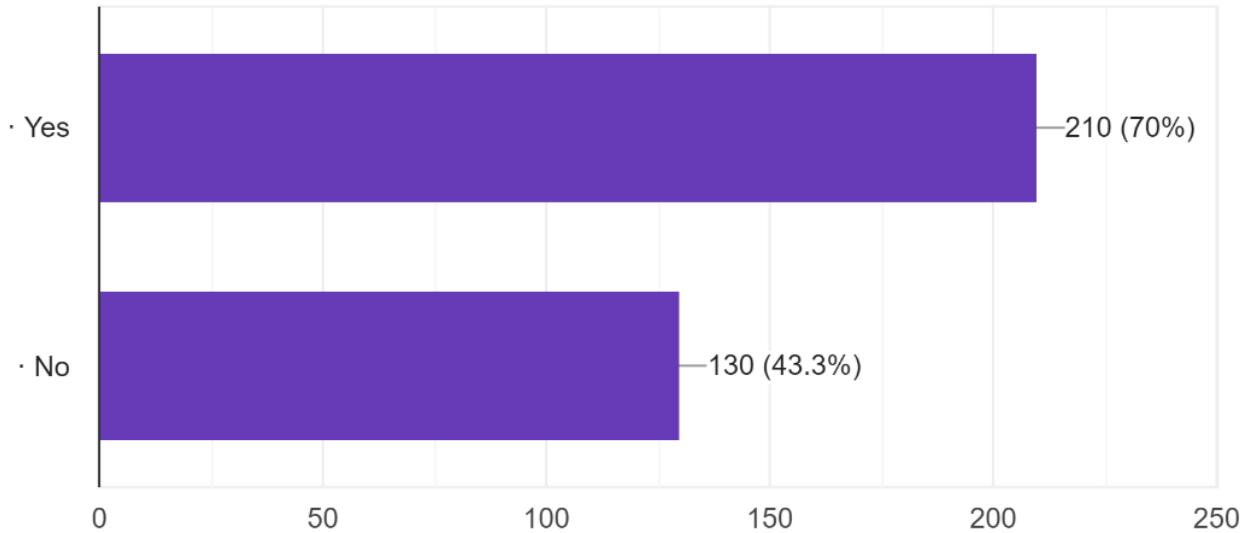
Source: Survey Finding

Figure 3: E-Commerce Experience of the Customers

Interpretation: This chart shows us that the number of people is mostly valued at the Price, which is 90. Its total 30%. Delivery Time choice only 16.7% . Customer review factors influence 26.7% and same percentage of the pick and drop services.

5.3.4 Pick and Drop Services

Asked some people if they have ever utilized pick-and-drop services offered by E-Commerce platforms.

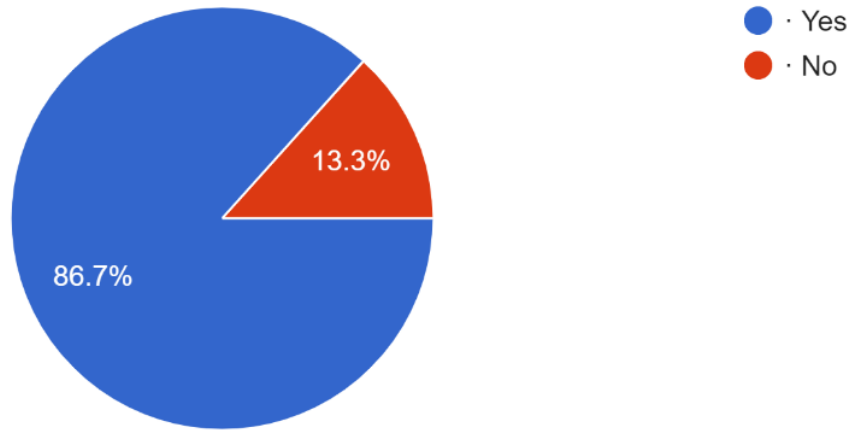


Source: Survey Finding

Figure 4: Pick and Drop Services

Interpretation: When did an online survey, asked some people do they use pick and drop service out of them **70%** people said yes and **43.3%** people said no. It is seen that the number of yeses is more so it is thought that the importance of pick and drop in e-commerce sites is very high.

5.3.5 Whether the respondents know about this service.



Source: Survey Finding

Figure 5: Awareness of the service

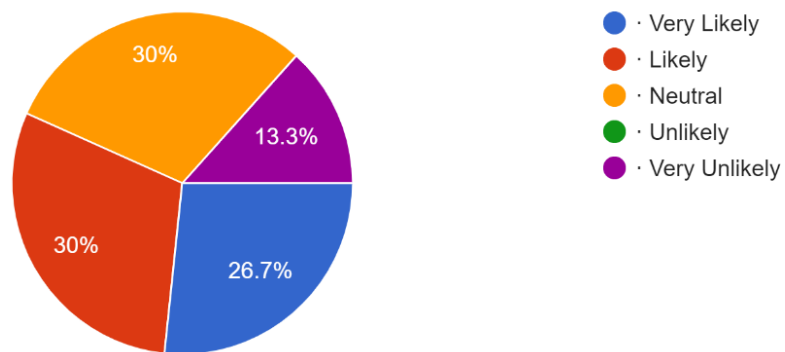
Interpretation: The chart above shows that **13.3%** of people are unaware of the pick-and-drop services provided by e-commerce companies and **86.7%** are aware.

5.3.6 Preference for E-commerce Platforms with Pick and Drop Services

Pick and Drop Preference	Number of Frequency	Percentage
Very Likely	80	26.7%
Likely	90	30%
Neutral	90	30%
Very unlikely	40	13.3%
Total	300	100%

Source: Survey Finding

Table 5: Pick and Drop Preference for Response



Source: Survey Finding

Figure 6: Preference for E-commerce Platforms with Pick and Drop Services

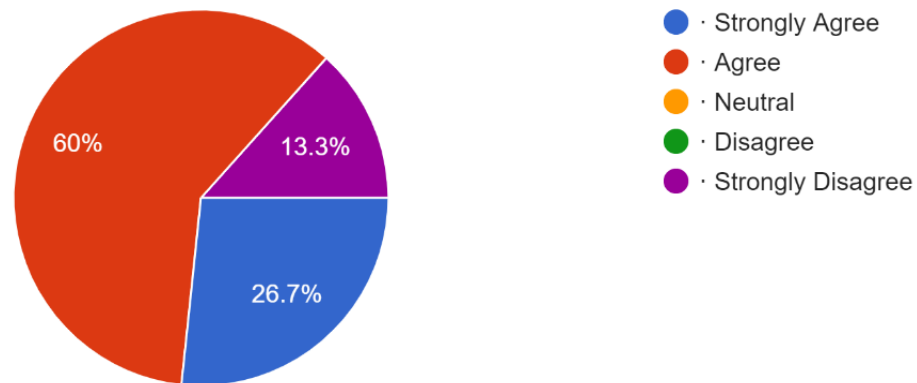
Interpretation: Asked some people how feasible it is for you to choose an e-commerce company that has pick and drop services. Above pie chart shows that like and neutral are chosen by 30% people and 13.3% people choose unlikely and only once probability is 26.7% people very likely.

5.3.7 Customer Thinking about the Effectiveness of P&D Service.

Cost Reducing Perspective	Number of Frequency	Percentage
Strongly Agree	80	26.7%
Agree	180	60%
Strongly Disagree	40	13.3%
Total	300	100%

Source: Survey Finding

Table 6: Cost Reducing Perspective for Response



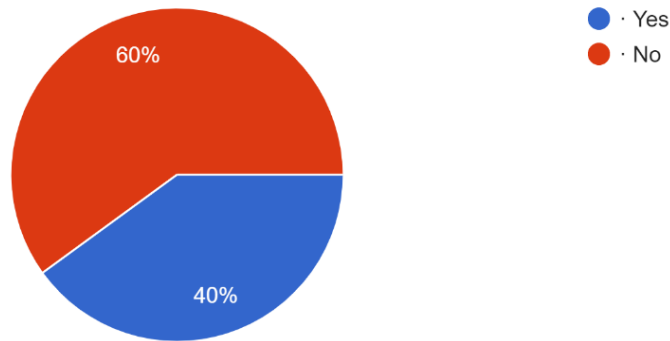
Source: Survey Finding

Figure 7: Customer Thinking about the Cost Reducing

Interpretation: Asked some people that pick and drop service among e-commerce platform services can reduce the other maximum cost. The above pie chart shows that Strongly Agreed 26.7% and Strongly Disagreed 13.3% and Agreed 60%.

5.3.8 Online Survey (Google Forms)

Ask some people what they think is the most important aspect when choosing a pick and drop services.

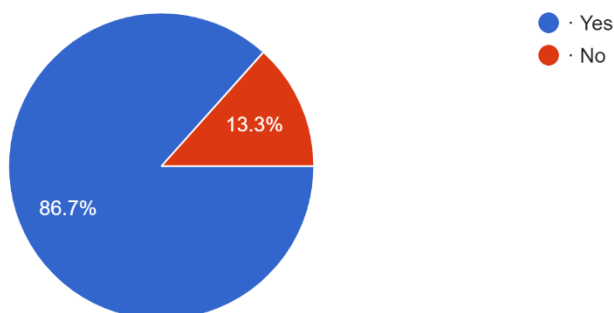


Source: Survey Finding

Figure 8: How much choosing a pick and services.

Interpretation: In the above chart it can be seen that people are considering trucking capability and **60%** people are considering cost of delivery and **40%** people are considering speed of delivery.

5.3.9 Issues face by the Customers



Source: Survey Finding

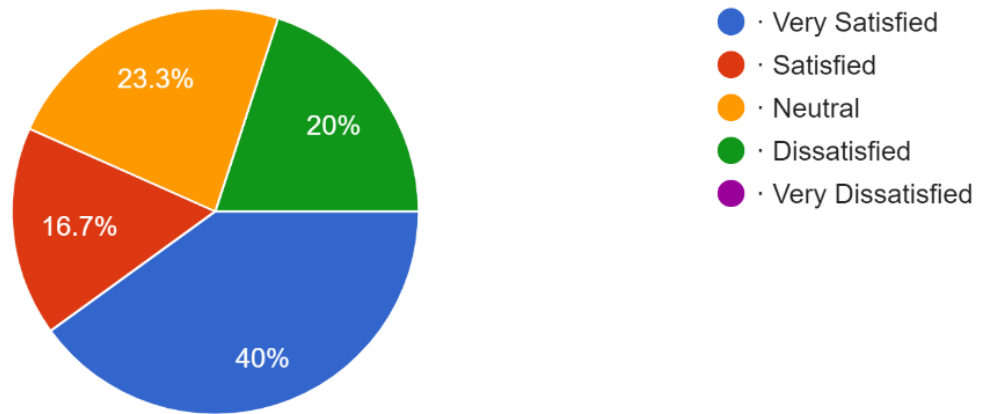
Figure 9: Issues face by the Customers

Interpretation: Asked many people if they have ever faced any problems with pick and drop service such as delayed delivery time and damaged items.

The above pie chart shows that **86.7%** people gave yes answer to my question and **13.3%** people gave no answer which means that pick and drop service problem.

5.3.10 1000FiX Service Company Employees

Asked some people how satisfied they were with the pick and drop service of the Pick Service Center.



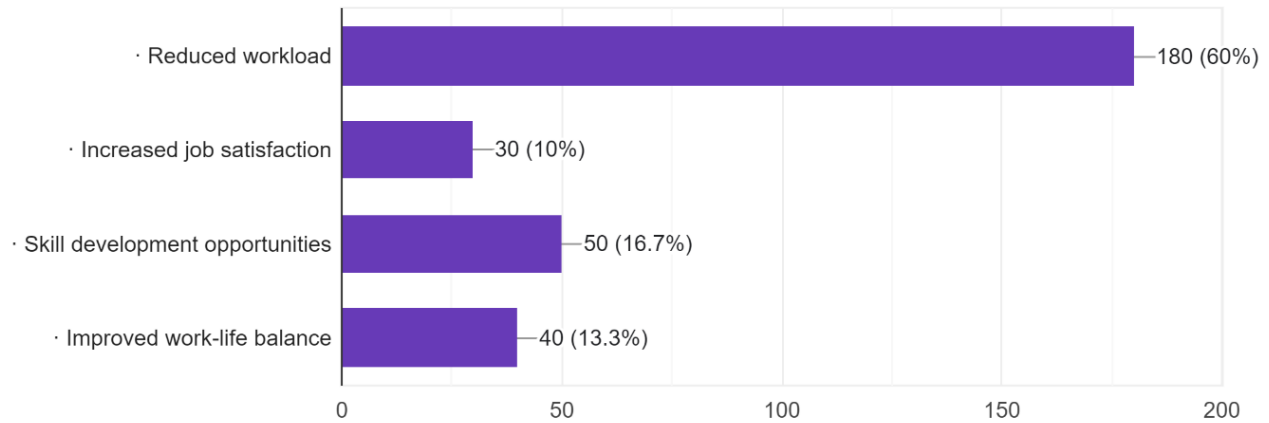
Source: Survey Finding

Figure 10: Satisfied the Pick Service Center.

Interpretation: Above pie chart shows Very Satisfied 40% People 16.7% just satisfied 20% dissatisfied and natural 23.3% People.

5.3.11 Customers Overview about the companies

The employees of 1000Fix Service center are benefiting a lot since the implementation of pick and drop service.



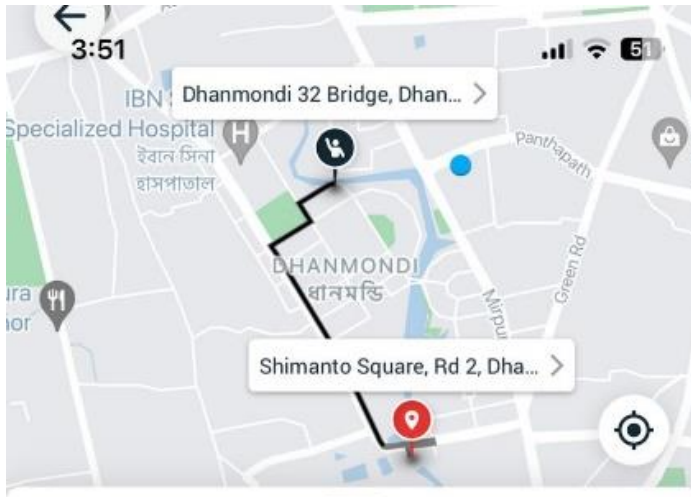
Source: Survey Finding

Figure 11: Customers Overview about the companies

Interpretation: Since implementing pick and drop in the picture above, employee workload has decreased by **60%**, job satisfaction has increased by **10%**, job skill development opportunities have increased by **16.7%** and improved work life balance by **13.3%**.

5.3.12 Route Optimization Process

1) Patho Ride Cost: Dhanmondi 32 to Shimanto Square



RECEIVER
aaaa >
Shimanto Square, Rd 2, Dhanmondi
01973461518

Add Parcel Details >

Distance	CHARGE ⓘ
2.21KM	৳87

Who will pay ☒ Sender ☐ Receiver

Pay via ☐ Cash Payment >

By proceeding you are agreeing to our [Terms & Conditions](#)

Send Request

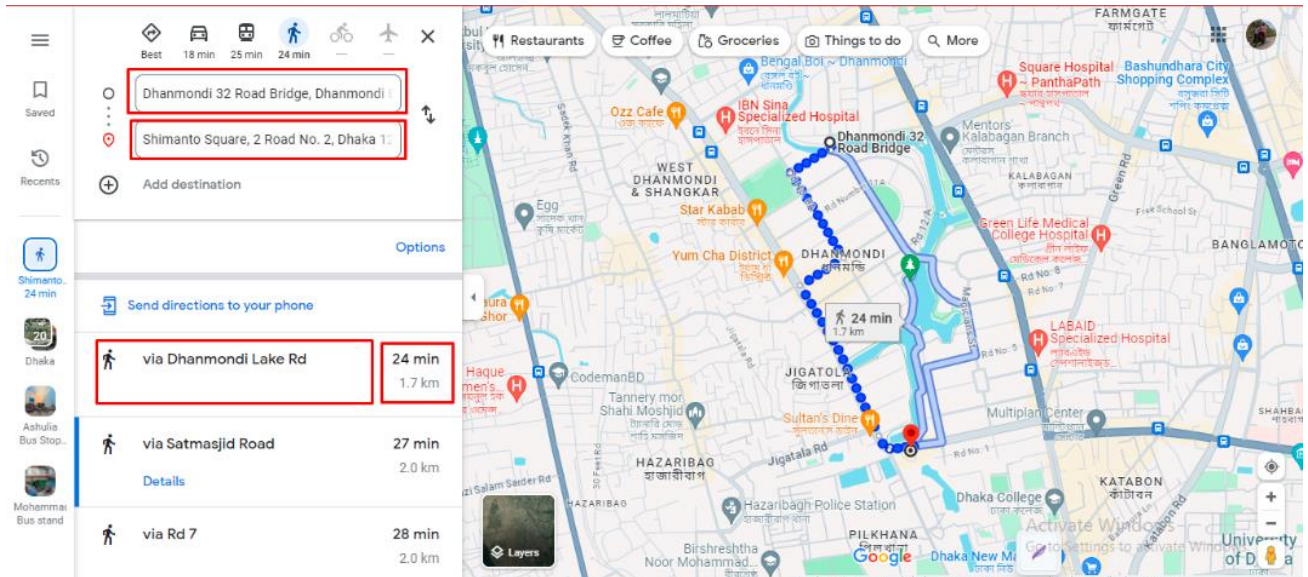
2.21 KM to 1.7

87 TK to 66.91 TK

Source: Survey Finding

Figure 12: Patho Ride Cost

2) Personal Route Cost: Dhanmondi 32 to Shimanto Squire:



Source: Survey personal

Figure 13: Personal Route Cost

Kilometer	Total Cost
2.21	87
1.7	66.91

Source: Survey personal

Table 7: Route Optimization output

Interpretation:

The test when I want to send a parcel through the Patho website from Dhanmondi 32 to Shimanto Square then this Patho app shows a mileage of **2.21** km and their cost is Tk **.87**. I arranged a bicycle myself and optimized the route from Dhanmondi 32 to Shimanto Square **1.07** km.

Here the cost for **1.07** km is showing Tk **66.91**.

Chapter 6

Findings

Recommendations

and

Conclusion

Chapter 6

Findings, Recommendations and Conclusion

6.1 Findings:

In the context of Bangladesh in particular, the research of pick and drop services in e-commerce indicates a large potential for cost reduction. E-commerce companies can reduce operational costs by streamlining logistics through the use of an effective pick and drop system. This strategy may result in higher market competition and better customer satisfaction. To fully realize the cost-saving advantages of such services in Bangladesh's e-commerce ecosystem, however, obstacles including infrastructure constraints and legal considerations need to be overcome.

- I. **Cost Reduce by Pick and Drop service:** The respondent agreed that pick-and-drop service can reduce the overall costs of e-commerce. About **80%** of people totally agreed. On their **60%** agree, and **26.7%** are strongly accurate. Agreed.
- II. **Pick and drop service availability every platform:** Pick and drop service acceptance. People are really appreciated the pick-and-drop service. Overall, very likely. persistence is **26.7%** and total. likely a neutral percentage is **60%**. The consumer are wants to get the pick and drop service on others platform.
- III. **E-Commerce Platform Influencing Factor:** The responses are influenced by price and customer reviews. They are using the e-commerce platform for the extra benefits.
- IV. **Optimizing Routes for Better Efficiency:** Using my own vehicle, I was able to successfully optimize a delivery route, which resulted in much cheaper delivery expenses. The entire operational costs have been decreased and faster delivery times have been attained by carefully reducing significant expenses.

6.2 Recommendations:

Following a careful examination of the Pick & Drop services inside Bangladesh's E-Commerce environment, several suggestions for increasing effectiveness, cutting expenses, and raising customer satisfaction surface.

- I. First and foremost, E-Commerce companies must make investments in cutting-edge route optimization solutions. By cutting down on fuel use and trip time, robust route planning algorithms can dramatically lower transportation costs. This action helps to minimize the delivery operations' negative environmental effects in addition to lowering costs.
- II. Second, collaborations with regional logistics companies may be advantageous. Last-mile delivery can be maximized by working with reputable local courier services, who can navigate the area with ease and guarantee efficient and economical deliveries. This strategy may also improve the Pick & Drop service's general dependability.
- III. Moreover, the incorporation of real-time tracking and communication functionalities into E-Commerce platforms has the potential to significantly enhance transparency and bolster client confidence in the delivery service. This lowers the chance of unsuccessful delivery efforts, which lowers operating expenses while also improving the customer experience.

6.3 Conclusion:

The analysis of the Pick & Drop Service in the context of E-Commerce in Bangladesh demonstrates various benefits and favorable consequences on cost reduction. It is imperative to recognize specific obstacles and constraints linked to the execution of those services. Despite several obstacles, Pick & Drop services have a significant overall cost-saving effect on Bangladesh's e-commerce industry. By taking the difficulties as mentioned earlier head-on and working together, we can make these services better over time and build a more productive and affordable E-Commerce ecosystem in the nation. To further improve the advantages of Pick & Drop services in Bangladesh, stakeholders must continue to be proactive and adaptive as the sector changes.

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Appendix

Appendix: 1

Survey Questionnaires

A Study on Possible Solution for Cart Abandonment in e-Commerce

(A Study on 1000FiX Services Ltd.)

Md.Nasimul Hoque Ridoy

ID: 201-52-011

Department Of Business Studies

Daffodil International University

(Your feedback will be used only for the preparation of this report and this information will not be shared)

Section 1: Demographics

1.1 Please indicate your gender:

- Male
- Female

1.2 Age Group:

- 18-24
- 25-34
- 35-44
- 45-54

1.3 How frequently do you make online purchases in a month?

- Less than 1 time
- 1-3 times
- 4-6 times
- More than 6 times

Section 2: E-Commerce Experience

2.1 How frequently do you engage in online shopping?

- Rarely
- Occasionally
- Frequently
- Always

2.2 What factors influence your choice of E-Commerce platforms? (Select all that apply)

- Product variety
- Price
- Delivery time
- Customer reviews
- Pick & drop services

Section 3: Pick & Drop Services

3.1 Have you ever utilized pick & drop services offered by E-Commerce platforms?

- Yes
- No

3.2 Are you aware of the pick & drop service provided by E-commerce companies?

- Yes
- No

3.3 How likely are you to choose an E-commerce platform that offers pick & drop services?

- Very Likely
- Likely
- Neutral
- Unlikely
- Very Unlikely

3.4 Do you believe pick & drop services contribute to reducing overall costs in E-commerce?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Section 4: Online Survey (Google Forms)

4.1 Have you ever participated in an online survey using Google Forms?

- Yes
- No

4.2 How would you rate your overall experience with online surveys, including Google Forms?

- Excellent
- Good
- Neutral

5.5 How well do you think the employees at 1000FiX Service Company are trained to handle the Pick & Drop services efficiently?

- Very Well
- Well
- Average
- Poor
- Very Poor

5.6 In your opinion, what benefits have the employees at 1000FiX Service Company experienced due to the implementation of Pick & Drop services? (Select all that apply)

- Reduced workload
- Increased job satisfaction
- Skill development opportunities
- Improved work-life balance

5.7 Do you believe that customer feedback regarding Pick & Drop services is actively considered for service improvement at 1000FiX?

- Yes
- No
- Not Sure

5.8 How do you perceive the impact of Pick & Drop services on customer loyalty to 1000FiX Service Company?

- Positive impact
- No impact
- Negative impact
- Not sure

Thank you for participating in this survey. Your valuable input will contribute to understanding the perspectives of university students in Bangladesh regarding the analysis of pick & drop services and their potential to reduce costs in the E-Commerce sector.

201-52-011

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