“Prospects and Challenges of E-Commerce in Bangladesh: A Case Study on RNS Technology Ltd.”

Date of Submission: 20 July, 2025

Internship Report

on

Prospects and Challenges of E-Commerce in Bangladesh: A Case Study on RNS Technology Ltd.

Supervised by:

Professor Dr. Mohammed Masum Iqbal

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Major in Marketing

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Date of Submission: 20 July, 2025

Letter of Transmittal

Date: 20 July, 2025

Professor Dr. Mohammed Masum Iqbal
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Subject: Submission of Internship Report on “Prospects and Challenges of E-Commerce in Bangladesh: A Case Study on RNS Technology Ltd.”

Dear Sir,

I am pleased to submit my internship report titled “**Prospects and Challenges of E-Commerce in Bangladesh: A Case Study on RNS Technology Ltd.**” which forms a key component of my MBA program.

In preparing this report, I have diligently reviewed relevant documents, materials, and records, observed operations, and collected primary data to gain insights into customer perspectives on digital marketing. I have made every effort to ensure the report is comprehensive and informative.

Please feel free to reach out if you require any further clarification or additional information.

Thank you for your consideration.

Sincerely,

Suraiya Afroz

……………………………..

Suraiya Afroz Mim
ID No: 232-14-010
Program: MBA
Major in Marketing
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Declaration

I, Md. Arshad Hossain Fahim**,** hereby solemnly declare that the report titled **"Prospects and Challenges of E-Commerce in Bangladesh: A Case Study on RNS Technology Ltd."** which I have prepared, is a partial fulfillment of the requirements for the Master of Business Administration degree at Daffodil International University.

This report is my original work and does not infringe on any existing copyrights. No part of this report has been copied from any previous work for a degree or otherwise.

I believe this report reflects a genuine and honest analysis, and I hope it will positively reflect on my efforts. Should you require any further explanations or clarifications, I would be happy to provide them. I would appreciate your favorable consideration of this work.

Suraiya Afroz

……………………………..

Suraiya Afroz Mim

ID No: 232-14-010

Program: MBA

Major in Marketing

Department of Business Administration

Faculty of Business and Entrepreneurship

Daffodil International University

Letter of Acceptance

This is to certify that the internship report entitled "**Prospects and Challenges of E-Commerce in Bangladesh: A Case Study on RNS Technology Ltd.**" is prepared by Suraiya Afroz Mim Student ID: 232-14-010, as a requirement of the MBA Program under the Department of Business Administration and The Faculty of Business and Entrepreneurship at Daffodil International University.

The report is recommended for submission.

…………………………………………

Professor Dr. Mohammed Masum Iqbal
Department of Business Administration
Faculty of Business and Entrepreneurship
Daffodil International University

Acknowledgement

First and foremost, I would like to thank Almighty God for His grace and support in completing my internship report on time. This report focuses on RNS Technology Ltd., specifically studying the company's operations and strategies.

My gratitude goes to the concerned divisions of the "RNS Technology Ltd." team. Their involvement helped me to gain experience and understanding of the organizational strategies which assisted me greatly in this coursework.

I also extend my sincere gratitude to my honorable supervisor, Professor Dr. Mohammed Masum Iqbal, Department of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University. Without his expert guidance and assistance, this report would not have been possible.

Finally, I wish to express my heartfelt thanks to my university for providing access to the library, laboratory facilities, and the knowledge imparted by my teachers. Their support was crucial in helping me complete this report.

Executive Summary

Due to the widespread use of the internet and increasing access to smart devices, the global e-commerce industry is thriving, and Bangladesh is no exception—its e-commerce sector is expanding at an exceptional rate. With flexible online payment systems and low barriers to entry, starting an e-commerce business has become a popular choice for entrepreneurs in Bangladesh. However, alongside this rapid growth comes a darker side: the lack of proper government regulations and monitoring has allowed fraudulent activities to flourish, causing significant financial losses for consumers who never received the products they paid for. This report by RNS Technology Ltd. highlights both the opportunities and challenges in Bangladesh's e-commerce landscape. While there is immense potential driven by market competition, growing internet penetration, and the support of allied industries like digital marketing and software development, several issues persist chief among them, Dhaka-centric growth, concerns over product quality, and consumer distrust in online payment systems. Despite recent scams, the findings suggest that while general consumer confidence in online shopping remains relatively stable, trust in government action to protect digital transactions is lacking. The report also emphasizes the need for further research on demographic, psychographic, and economic factors across different districts to help e-commerce businesses expand beyond urban areas. Ultimately, the report concludes that the government has a critical role in shaping the future of the industry by introducing robust regulations, ensuring consumer protection, and fostering a safer and more reliable digital marketplace. With proper oversight, both businesses and consumers can engage more confidently in e-commerce, contributing to the sustainable growth of the sector and the national economy.

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Chapter 01
Introduction

1.1 Introduction

E-commerce refers to the process of conducting commercial transactions electronically over the internet a concept that began in the late 1990s and has since evolved to allow the buying and selling of virtually any product, service, or information online. In Bangladesh, this digital transformation is accelerating as people become increasingly educated and tech-savvy, with daily usage of smartphones, computers, and the internet becoming a norm. According to the eCommerce Association of Bangladesh, the country now hosts around 700 e-commerce websites and over 8,000 Facebook-based e-commerce pages. Prominent platforms include Daraz (Marketplace), Pickaboo (B2C), Bikroy.com (C2C), and iBOS (B2B). Despite this rapid growth, the industry faces serious challenges. Common problems include customers not receiving their products or services after payment, poor or nonexistent after-sales service, and the absence of effective regulatory measures by e-commerce platforms and social media sites. These platforms often fail to screen sellers or impose rules, which has led to an increase in scams and fraud. Many illegitimate businesses exploit promotional tactics to lure consumers and pocket large sums of money without delivering any product or service. Worryingly, even when fraud is exposed, there is minimal to no intervention from the government or regulatory authorities to recover customer losses. Consequently, while developed countries are leveraging e-commerce for economic growth, consumers in Bangladesh are growing increasingly distrustful of online platforms. This loss of trust also negatively impacts legitimate businesses that strive to offer quality service but struggle to reassure skeptical customers. Against this backdrop, RNS Technology Ltd. aims to explore three critical areas through this study: (1) whether consumer trust in Bangladesh's e-commerce industry is indeed declining, (2) what specific challenges the industry is currently facing, and (3) the future prospects of e-commerce in Bangladesh.

1.2 Origin of the Study

The primary goal of the Internship Program is to offer interns practical job experience by immersing them in the organizational environment and allowing them to apply theoretical concepts in a real-world business setting. My internship with RNS Technology Ltd. is scheduled from January 01, 2025, to March 31, 2025. During this period, I will strive to apply my skills and theoretical knowledge to produce a report that is both reliable and informative. The success of my efforts will be measured by how well this report meets the objectives of the program.

1.3 Objectives of the Study

The study has been carried out with the following objectives:

1. To explore the prospects of e-commerce in Bangladesh, with a focus on RNS Technology Ltd.
2. To identify the challenges faced by RNS Technology Ltd. in the e-commerce sector.
3. To make recommendations to help RNS Technology Ltd. leverage e-commerce opportunities and overcome challenges.

1.4 Scope of the Study

This study aims to explore the current landscape of e-commerce in Bangladesh, with a specific focus on identifying its prospects and challenges through the lens of RNS Technology Ltd. a representative player in the digital commerce and technology sector. The study will examine both macro-level industry trends and micro-level organizational practices to understand how the evolving e-commerce environment is impacting businesses and consumers alike. It will cover the following key areas:

- **Assessment of Industry Prospects:** Analyzing emerging opportunities in the Bangladeshi e-commerce sector, including the rise in internet penetration, mobile usage, digital payment systems, and regional market expansion potential.
- **Identification of Key Challenges:** Investigating major obstacles faced by e-commerce businesses, such as customer trust issues, fraud, lack of regulation, Dhaka-centric market saturation, and weak after-sales service practices.
- **Consumer Trust and Behavior:** Understanding how recent scams and regulatory gaps have influenced consumer confidence in online platforms, and how that affects legitimate businesses like RNS Technology Ltd.
- **Case Analysis of RNS Technology Ltd.:** Studying how RNS Technology Ltd. operates within this dynamic environment, including its strategies to overcome industry challenges, build consumer trust, and leverage growth opportunities.
- **Policy and Regulatory Implications:** Examining the role of government oversight, legal frameworks, and digital policy reforms necessary to foster a secure and competitive e-commerce ecosystem.

1.5 Methodology of the Study

Methodology defines how we go through all the processes of research and how have proceeded on. Here include the steps of conducting the report and the explanation of the sources of data.

This report has been prepared on the basis of experience gathered during the period of internship.

i. **Nature of the study:**

The study is exploratory in nature focusing on qualitative analysis and description. The report is based on primary sources of information. Interviewing the managers and officers of the Company, talking to the customers.

ii. **Sources of data:**

Primary sources of data

- **Interviews**: Semi-structured interviews were conducted with key personnel at RNS Technology Ltd., including senior management and operational staff, to gain insights into their experiences, challenges, and strategies in the e-commerce domain.
- **Surveys**: Questionnaires were distributed to a sample of customers and stakeholders associated with RNS Technology Ltd. to assess consumer behavior, satisfaction, and trust in e-commerce platforms.

Secondary sources of data

- A review of relevant literature, including academic articles, industry reports, data from the eCommerce Association of Bangladesh (e-CAB), and government publications, was conducted to understand the broader context.
- Online content such as news articles, social media data, and competitor analysis were also used to evaluate market trends and consumer sentiment.

iii. **Target population:**

The target population for this evaluation includes RNS Technology Limited's existing and potential customers, marketing and sales employees, company management, industry experts, and distribution partners. These groups provide key insights into the effectiveness and impact of the company's marketing activities.

iv. **Sample Size:**

There is total 10 respondents. Collected data from sales executives and marketing officers of RNS Technology Limited.

v. **Sampling method:**

A convenience sampling method has been performed for selecting samples.

vi. **Method of Data Collection:**

For data collection the interview method was used. With the help of questionnaire interview was taken at of RNS Technology Limited.

vii. **Data Analysis Technique:**

MS Excel was used for data analysis.

1.6 Limitations of the Study

While this study provides valuable insights into the prospects and challenges of the e-commerce industry in Bangladesh through a focused case study on RNS Technology Ltd., it is important to acknowledge several limitations that may influence the generalizability and scope of the findings:

1. **Limited Sample Size**

The primary data collected through interviews and surveys involved a relatively small number of participants due to time and resource constraints. As a result, the views and experiences may not fully represent the broader e-commerce consumer base or all industry stakeholders in Bangladesh.

2. **Single Case Study Focus**

This research centers exclusively on RNS Technology Ltd. as a case study. While the company offers meaningful insights into industry dynamics, the findings may not reflect the diverse range of challenges and practices across different e-commerce platforms and business models (e.g., B2B, C2C, hybrid platforms).

3. **Geographical Concentration**

The study primarily focuses on e-commerce activity in urban areas, especially Dhaka, where RNS Technology Ltd. operates. E-commerce adoption and challenges in rural and less-connected regions of Bangladesh may differ significantly and are not fully addressed in this research.

4. **Lack of Longitudinal Data**

The research is cross-sectional in nature and captures industry conditions at a specific point in time. It does not track trends or changes over an extended period, which limits the ability to assess the long-term evolution of consumer trust and business strategies in e-commerce.

5. **Dependence on Self-Reported Data**

The study relies heavily on responses from interviews and surveys, which may be subject to personal bias, inaccurate recall, or social desirability, potentially affecting the accuracy of the data collected.

6. **Limited Access to Industry-Wide Financial Data**

Due to confidentiality and competitive sensitivity, access to comprehensive financial and operational data of e-commerce businesses including RNS Technology Ltd. was restricted. This limits the study's ability to provide a detailed quantitative performance analysis.

Chapter-2

Organizational Overview

2.1 History of RNS Technology Limited

RNS Technology Limited is a forward-thinking IT services company headquartered in Dhaka, Bangladesh, recognized for its innovation and client-focused approach. The company specializes in digital marketing and business automation, offering tailored solutions designed to boost a business's online visibility, improve operational efficiency, and drive sustainable growth.

With a strong foundation in technology-driven strategies, RNS Technology helps businesses navigate the digital landscape by providing services such as SEO, social media management, content strategy, SEM (Search Engine Marketing), and customer journey mapping. They are particularly focused on delivering measurable results, ensuring that every campaign or solution contributes to their clients' brand development and return on investment (ROI).

Whether supporting small startups or large enterprises, RNS Technology stands out for its reliable service, strategic insight, and commitment to excellence making it a trusted partner for digital transformation and growth in an increasingly competitive market.

2.2 Core Services of RNS Technology Limited

- **Digital Marketing Campaigns**: Designing and managing targeted campaigns to boost engagement and brand visibility.
- **Social Media Strategy**: Developing strategies to connect with audiences and promote brand narratives across platforms.
- **Content Strategy**: Creating customer journey maps to enhance user experience and ROI.
- **Search Engine Marketing (SEM)**: Implementing SEO services to improve website rankings and online visibility.
- **Audience Research & Segmentation**: Conducting in-depth analysis to understand customer backgrounds and behaviors.
- **Community Management**: Managing social media interactions to maintain positive customer relationships.

2.3 Approach and Philosophy

RNS Technology emphasizes a results-driven approach, focusing on delivering effective solutions that meet client objectives. Their commitment to reliability ensures projects are completed on schedule, with a focus on achieving significant return on investment.

2.4 Experience & Reach

With over 100 projects and more than 50 clients served, RNS Technology has established a strong presence in the IT services sector. They offer 24/7 support, catering to a diverse clientele ranging from small businesses to large enterprises.

2.5 Manpower Flowchart

The company operates as a privately held entity with a team size of approximately 11 to 20 employees. Its internal structure is likely composed of several key departments that support its wide range of IT and digital marketing services:

- **Management:** Responsible for strategic planning and overseeing overall operations.
- **Development Team:** Focuses on web and mobile application development.
- **Design Team:** Specializes in UI/UX and graphic design to enhance user experience.
- **Digital Marketing Team:** Manages services such as SEO, SEM, social media marketing (SMM), and content creation.
- **Customer Support:** Offers round-the-clock assistance to ensure client satisfaction.
- **Human Resources & Administration:** Handles talent acquisition, employee relations, and internal policies.

This organizational structure enables RNS Technology to deliver integrated and efficient solutions across its core service areas, ensuring high performance and client-focused outcomes.

2.6 Work Procedure

RNS Technology follows a structured and client-centric approach to project execution, ensuring alignment with business goals and delivering high-quality results. Their process is typically divided into three key phases:

1. **Discovery & Design**

This initial phase involves gathering and analyzing project requirements to clearly define the goals, scope, and potential limitations. The objective is to ensure a deep understanding of the client's needs, laying a strong foundation for the project.

2. **Development & Maintenance**

In this stage, the team leverages the latest trends in usability, quality assurance, and security to develop robust and effective software solutions. Ongoing maintenance is also provided to ensure performance and reliability over time.

3. **Innovation**

RNS Technology integrates cutting-edge technologies and best practices to deliver customized solutions that meet evolving client needs. This focus on innovation ensures that the final product remains competitive and future-ready.

2.7 Buyer Name

While specific client names are not publicly disclosed, RNS Technology Limited has successfully delivered over 100 projects for more than 50 clients. This track record reflects a diverse and expansive client base spanning multiple industries, showcasing the company's ability to adapt its solutions to meet a wide range of business needs.

2.8 Products Name

RNS Technology provides a diverse portfolio of IT and digital services designed to support businesses in their digital transformation. Their key offerings include:

- **Website Development:**
  Custom-designed websites tailored to meet specific client requirements, ensuring functionality, aesthetics, and user experience.
- **Mobile Application Development:**
  Development of high-end, user-friendly applications for both **Android and iOS platforms**, built with performance and scalability in mind.
- **Digital Marketing Services:**
  End-to-end digital marketing solutions including Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media Marketing (SMM), and content marketing to boost brand visibility and engagement.

- **Web Hosting:**
  Reliable and secure hosting services that guarantee maximum uptime and optimal website performance.
- **Graphic Designing:**
  Creative design services focused on branding, advertising, and marketing materials to help businesses communicate effectively.
- **Software Testing:**
  Comprehensive manual and automated testing services to ensure software quality, functionality, and user satisfaction.

Chapter-3

Literature Review

3.1 Introduction

Online business systems, or e-commerce, have significantly contributed to the rapid growth of Bangladesh’s economy. However, this progress has been accompanied by challenges, particularly due to the lack of proper regulation and oversight, which has led to considerable setbacks for both consumers and the economy. The literature review in this study focuses on existing findings related to the prospects and challenges of the e-commerce industry in Bangladesh. It explores emerging opportunities and evolving practices that could shape the future of the sector while also identifying key obstacles hindering sustainable growth. A particular emphasis is placed on examining whether the rising number of scams and fraudulent activities is causing the e-commerce industry in Bangladesh to lose public trust and credibility. This review serves as a foundation for understanding the current dynamics of the industry and highlights areas that require strategic intervention and policy reform. Ahammad, S. M., Satter, F., & Saifullah, M. (2007). Prospects of ecommerce in Bangladesh. J. Sci. technol. (Dinajpur) Vol, 5, 74-80.

3.2 Industry Analysis

3.2.1 Specification of the Industry

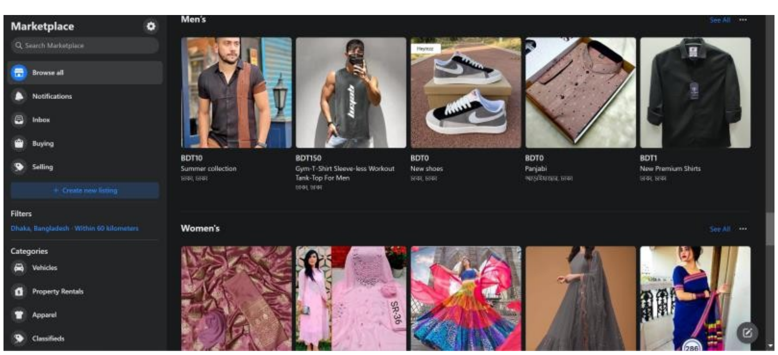
In recent years, the people of Bangladesh have become more educated and technologically aware than ever before. The widespread use of the internet, smart devices, and computers has significantly influenced consumer behavior and business operations. As a result, the e-commerce industry in Bangladesh has seen rapid growth and diversification. Among the most popular e-commerce platforms in the country are Daraz (Marketplace), Pickaboo (B2C), Bikroy.com (C2C), and iBOS (B2B), each representing different models of digital commerce.

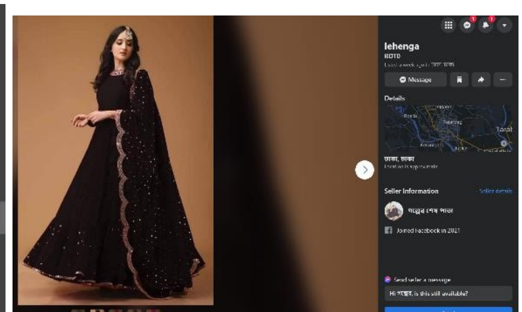
A wide range of industries in Bangladesh have adopted e-commerce in their operations, including:

1. Banking
2. Retail and Online Shopping
3. Delivery and Logistics Services
4. Hotel Management
5. Tourism and Travel
6. Software and IT Services
7. Food and Catering Services
8. Export and Import Businesses

E-commerce in Bangladesh can be broadly categorized into five main types:

- **B2B (Business to Business):**
  This model involves transactions between businesses, where organizations act as both buyers and sellers. A prominent example in Bangladesh is the customized software industry, which serves corporate clients with tailored digital solutions.
- **B2C (Business to Consumer):**
  The most common and widely adopted model, B2C platforms sell products or services directly to individual consumers. A notable example is Pickaboo.com, which offers electronics and lifestyle products online.
- **C2C (Consumer to Consumer):**
  In this model, individual users act as both buyers and sellers. Platforms like Bikroy.com facilitate these peer-to-peer transactions, typically involving second-hand goods or personal listings.
- **E-commerce Marketplaces:**
  This emerging and highly popular model involves a digital platform acting as an intermediary between sellers and buyers. The marketplace promotes and manages product listings in exchange for commissions, and may also sell its own products. Major examples include Daraz and the now-defunct Evaly, which operated both as platforms and direct sellers.
- **Social Media Commerce:**
  While not traditionally classified as e-commerce, social media platforms play a significant role in online transactions in Bangladesh. With zero upfront business costs, platforms like Facebook Marketplace, Facebook Business Pages, and Instagram Shops are increasingly being used by individuals and small businesses to promote and sell products directly to consumers.





3.2.2 Size & Trends of the Ecommerce Industry in Bangladesh

The e-commerce industry in Bangladesh has experienced remarkable growth in recent years. As of a November 2020 report, the market was valued at approximately $2 billion, reflecting its rapid expansion. This growth has been fueled by increasing internet penetration and digital engagement among the population. According to the eCommerce Association of Bangladesh (e-CAB), there are currently over 700 dedicated e-commerce websites and around 8,000 Facebook-based e-commerce pages operating across the country. Supporting this digital shift, data from the Bangladesh Telecommunication Regulatory Commission (BTRC) shows that the number of internet subscribers in Bangladesh reached 129.18 million by the end of October 2021, highlighting the vast digital user base driving the industry forward.

The total number of Internet Subscribers has reached **129.18** Million at the end of October, 2021.

The Internet subscribers are shown below:

OPERATOR	SUBSCRIBER (MILLION)
Mobile Internet	119.11
ISP + PSTN	10.07
Total	**129.18**

* Internet Subscriber means subscribers/subscriptions who have accessed the internet at least once in the preceding 90 days.

The report states how vast the ecommerce market can become since ecommerce and number of internet subscribers go hand in hand.

Trends in the E-commerce Industry in Bangladesh

The e-commerce industry in Bangladesh is continuously evolving with new trends and innovations. One notable development is the increasing ability for local buyers to purchase products directly from international sellers, and vice versa, which broadens market access and opportunities. A significant trend in the sector is the extensive use of social media for product promotion, which has become one of the most effective and affordable marketing strategies. Businesses can easily promote their products or services by running ads on platforms like Facebook or Instagram for a minimal fee. These ads come in various formats, allowing sellers to reach a wider audience. A prime example of this trend is Daraz's 11.11 campaign, which saw impressive success. According to Daraz's CMO, the campaign generated $2.5 million in sales within the first hour, demonstrating the power of digital marketing and social media-driven sales in the Bangladeshi e-commerce landscape.

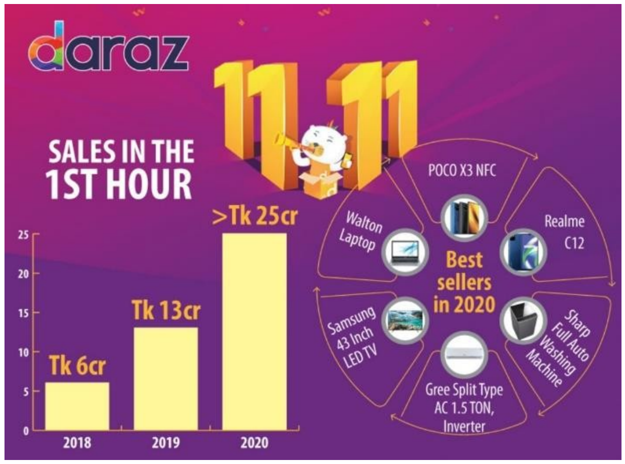


Figure Credit: Dhaka Tribune (Daraz's 11.11 campaign was a sales blitz like no other | Dhaka Tribune)

The emergence of platforms like Daraz and Evaly has marked a significant trend in Bangladesh's e-commerce market. These online marketplaces provide struggling businesses with the opportunity to list their products and, in return, help with large-scale marketing efforts in exchange for a sales commission. However, the lack of proper regulations from both the government and marketplace owners has led to an increase in scams, with customers often falling victim to counterfeit products or fraudulent services.

Furthermore, the widespread adoption of Mobile Financial Services (MFS), such as bKash and Nagad, has further encouraged e-commerce in Bangladesh. These platforms offer discounts for transactions made via mobile payments, with similar incentives available for bank transfers.

Regarding payment methods, the following standards are commonly used in Bangladesh's e-commerce sector:

1. Cash on Delivery (COD)
2. Partial Payment
3. Advance Payment through MFS or bank transfer

E-commerce and marketing go hand in hand, as businesses strive to attract more traffic to their platforms through both online and offline campaigns. Companies deploy various marketing tactics, each serving a specific purpose. Some campaigns focus on raising brand awareness, while others are geared towards driving direct sales.

The most popular marketing channels in Bangladesh include:

- Social Media
- Television
- Print Media
- Direct Marketing
- Leaflets
- Wall Paintings
- Sponsorships (Sports events, TV dramas, etc.)

While the e-commerce sector in Bangladesh shows significant promise, there are still some challenges:

- Adoption Resistance: It remains challenging to encourage people, particularly outside Dhaka, to embrace e-commerce as a new system.
- Lack of Integrity: Both buyers and sellers sometimes lack integrity, which leads to fraudulent activities.
- Weak Regulatory Oversight: The absence of stringent government regulations and insufficient action against fraudsters continues to undermine consumer confidence.
- Regional Disparities: E-commerce transactions are predominantly concentrated in Dhaka, leaving vast areas of the country less engaged with the system.
- High Delivery Costs: The high cost of delivery outside Dhaka discourages people from smaller districts and rural areas from shopping online.

3.2.3 External Economic Factors

Apart from direct factors such as the number of internet users, types of businesses, and payment systems, several external economic factors also impact Bangladesh's e-commerce industry.

Software Industry:

The software industry plays an increasingly important role in supporting e-commerce businesses in Bangladesh. With the growing complexity of inventory management, order fulfillment, and customer relations, e-commerce platforms require robust software integration. Fortunately, Bangladesh boasts a competitive software industry, with around 800 registered software companies, and even more unregistered firms. This creates a wide range of options for e-commerce businesses to choose the software that best fits their needs and budgets.

However, a challenge exists in the form of scam software firms that prey on businesses seeking cheaper solutions. These fraudulent companies often offer low-cost services, leading to significant business losses and operational inefficiencies for e-commerce ventures.

Marketing Agencies:

Marketing agencies play a crucial role in the e-commerce ecosystem in Bangladesh. As e-commerce transactions are heavily influenced by marketing strategies, these agencies provide the necessary expertise, planning, and execution for businesses to reach their target audience effectively. For most e-commerce businesses, managing an in-house marketing team is financially unfeasible. Therefore, the rise of marketing agencies, including over 50 registered agencies and numerous unregistered startups, has been a significant development.

These agencies are vital in driving sales through various marketing efforts. Their ability to optimize advertising campaigns, handle social media marketing, and manage influencer partnerships helps e-commerce businesses engage with their customer base and increase sales.

Government Regulations, Laws, and Policies:

Government regulations play a pivotal role in shaping the business environment. In Bangladesh, several laws and policies influence the functioning of the e-commerce industry, including:

- **Contract Act of 1872**: Determines the legality of promises made between parties in contracts.
- **Sale of Goods Act 1930**: Deals with warranty claims for goods sold.
- **Consumer's Right Protection Act 2009**: Protects consumers from misleading advertising and fraudulent business practices.
- **Competition Act of 2012**: Prevents monopolistic practices and abuse of power in the market.
- **Penal Code of 1860**: Sections 264-267 address false measures and weights for goods.
- **Special Powers Act of 1974**: Ensures quick trials and punishment for severe offenses.
- **Information and Communication Technology Act, 2006**: Aims to reduce barriers to e-commerce and enhance the legal infrastructure for secure online transactions.
- **National Digital Commerce Policy, 2018**: Focuses on ensuring transparency and accountability within the e-commerce sector.

Loopholes in Government Regulations:

While the existing laws and policies are intended to regulate the e-commerce industry, there are several gaps and inefficiencies in their implementation:

1. **E-BIN & Trade Licenses**: Many businesses fail to acquire an **E-BIN (Electronic Business Identification Number)** or a **Trade License**, thereby avoiding scrutiny by revenue authorities.
2. **Sale of Goods Act 1930**: This law does not address online transactions. It makes warranties and conditions non-mandatory and encourages buyers to inspect goods before purchasing—something that is not feasible in e-commerce.
3. **ICT Act 2006**: While this act tackles cybercrime, it does not specifically address online shopping or e-commerce-related issues. The focus is more on information technology and political matters, rather than on the challenges faced by online businesses.
4. **Penal Code 1860**: This code addresses food adulteration and measures of goods but does not cover virtual transactions or online fraud, which are common in e-commerce.
5. **Special Powers Act 1974**: This act focuses on offenses like black-market business practices but fails to address virtual fraud in online selling.
6. **Contract Act 1872**: This law does not account for the unique nature of online contracts, where buyers often agree to terms and conditions before receiving or inspecting the goods—something that is distinct from traditional offline contracts.

3.2.4 Technological Factors

When considering online shopping from a technological perspective, several key elements are essential for the seamless operation of the entire online transaction process:

1. **Electronic Devices at the Consumer End (Desktop, Laptop, Smart Devices)**
2. **Internet Access**
3. **Payment System**
4. **Seller's Platform Accessibility**

Each of these components plays a crucial role in the success and expansion of the e-commerce industry. For instance, the more widespread the use of smart devices and computers with internet access, the greater the potential for e-commerce to reach and drive sales. A notable example of this is the data from Bangladesh, where, out of a total population of 164 million people, 129 million are internet users, according to the Bangladesh Telecommunication Regulatory Commission (BTRC). This means that 78.65% of the population has access to the internet, presenting a tremendous opportunity for online businesses.

Payment System:

In e-commerce, the payment system is a crucial factor that can make or break the consumer experience. The most common payment methods include **cash on delivery**, **bank payments**, or payments made through **Mobile Financial Services (MFS)**.

Businesses often encourage customers to use MFS for payments instead of bank transactions for two main reasons:

1. **Lower Transaction Charges:** Banks and MFS platforms charge merchants a fee for transactions, which reduces the business's revenue. By promoting MFS payments, businesses avoid paying these additional fees that are typically incurred when using bank services.
2. **Lack of Authentic Documentation:** Many businesses, particularly those without proper legal documentation, rely on personal MFS accounts or bank accounts to process payments. This is due to the absence of formal business registration or a verified business account.

However, should the MFS cash-out charges or bank fees increase, it could create significant challenges for the e-commerce sector. Higher transaction costs would discourage online payments, resulting in decreased sales and potentially impacting overall business growth.

Seller’s Platform:

The seller's platform is typically a social media page or an e-commerce website. In some cases, businesses that have websites still rely more heavily on their social media pages than their actual online store. This reliance on platforms like Facebook or Instagram poses a risk because if the platform experiences any issues or downtime, it can have a major financial impact on the business.

For example, on October 4, 2021, Facebook, Instagram, and WhatsApp were down for 7 hours, resulting in significant financial losses for businesses that depended on these platforms for their operations and sales. This incident highlights the vulnerability of businesses that rely heavily on third-party platforms for conducting their online transactions and promotions.

3.2.5 Barriers to Entry in the Ecommerce Industry of Bangladesh

In Bangladesh, starting an e-commerce business can be incredibly simple. A person can establish an online store by merely creating a Facebook page or setting up a website. Often, starting an e-commerce venture requires little to no investment.

For example, let’s say someone wants to sell electronic gadgets online. The individual could buy a few gadgets for resale, create a social media page, and begin selling the products directly through that page. In this model, there is no need for a physical store. This is how a large portion of e-commerce businesses operate in Bangladesh.

However, running an e-commerce business without a trade license is technically illegal in Bangladesh. While it is relatively easy to obtain a trade license from the city corporation, many businesses operate without one. Operating without a trade license presents several challenges, such as:

- The inability to open a bank account under the business name.
- Inability to legally display banners, festoon advertisements, leaflets, or digital banners.
- Inability to sign formal agreements or contracts with other businesses.
- Other businesses may not trust working with a non-licensed company.
- Difficulties in renting office space or establishing a legal business presence.

Another major challenge for startups in the e-commerce industry is the high competition. The market is flooded with numerous businesses selling similar products, making it difficult for new entrants to stand out.

When we look at how consumers typically buy online, the process generally follows a few standard steps:

When a consumer is interested in purchasing a product, the first step is often to search online to compare prices and check if other vendors offer the same product or service at a lower price. Additionally, the consumer takes into account product quality and reviews from other customers.

The issue arises when larger companies sell products at the lowest possible price, leveraging economies of scale to gain a competitive edge. Smaller businesses, which lack this advantage, struggle to match these prices and often end up with unsold stock or slow sales turnover. As a result, many startups are forced to shut down their operations due to the financial strain caused by these unbearable losses.

3.2.6 Rivalry in Ecommerce Industry of Bangladesh

Ecommerce, being internet-based, offers businesses the opportunity to operate anywhere, giving them access to a global customer base. A business that traditionally targeted a local market now has the potential to reach anyone worldwide, provided they have the resources to do so. This global reach is evident in the participation of international ecommerce platforms like Alibaba in the Bangladeshi market, where small merchants now find themselves competing head-to-head with corporate giants like Daraz.

However, the competition in Bangladesh's ecommerce industry can be described as unhealthy. According to Section 16(2)(a) of The Competition Act 2012, no business is allowed to sell goods or services below the cost of production. Despite this, many large ecommerce platforms in Bangladesh sell products at prices lower than their manufacturing costs, aiming to drive out smaller competitors.

Ecommerce marketplaces have revolutionized the way business is done online by directly connecting marketplace owners with end consumers, while also allowing other sellers to participate. However, these platforms have their drawbacks. For instance, many marketplaces operate a bidding system to determine product visibility in search results, which does not always prioritize consumer preferences.

Another challenge comes from the use of retargeting tools in ecommerce. Retargeting involves showing ads for products that a consumer has previously viewed on a website or searched for on a search engine. While this tool aims to boost sales, it only displays ads from the vendor the consumer interacted with, not from competitors. This gives an advantage to larger businesses with established websites and cookies, while smaller ecommerce businesses struggle to maintain customer loyalty.

Chapter 4
Analysis

4.1 Prospect of e-commerce in Bangladesh

Bangladesh has demonstrated significant potential in the field of e-commerce in the Information Age. Information Technology (IT) has become a subject of widespread interest among the Bangladeshi population. Recognizing its importance, the government has designated IT as a key focus area, with plans to establish computer training centers in every division and district. To support this initiative, the import of computer hardware and software is now duty-free, the use of VSAT (Very Small Aperture Terminal) has been deregulated, and high-speed networks have been introduced across the country.

The JRC (Joint Review Committee) has proposed 45 recommendations to enhance the IT sector—four of which have already been implemented, while the remainder are in the process of being executed. Significant progress is being made across multiple areas, including e-commerce, e-governance, computer networking, Internet usage, web browsing, web-based applications, and multimedia product development. These ongoing efforts are contributing to a more robust and promising future for the IT landscape in Bangladesh.

4.2 Opportunities of E- Commerce in Bangladesh

In recent years, the rapid growth of e-commerce in Bangladesh has been significantly driven by widespread smartphone adoption and the increasing availability of affordable internet connections. The penetration of mobile internet, coupled with the active use of mobile devices, has made digital access more attainable for the general population. As smartphones and feature phones have become more affordable, a larger segment of society can now engage in online activities, substantially expanding the e-commerce market.

Rapid Growth in Internet Usage

Since the introduction of 3G services in 2012, online shopping in Bangladesh has experienced an average annual growth rate of 19.4%. However, despite this impressive growth, challenges remain. As of June 2018, approximately 87 million individuals in Bangladesh had internet subscriptions. It is important to note that the classification of an internet user includes anyone who has accessed the internet at least once in the past 90 days, which may not reflect consistent usage. As of that time, an estimated 40 million people actively used the internet—around 24% of the total population—a figure that has continued to grow since November 2017.

Smartphone Accessibility

While it may be commonly believed that smartphone usage is evenly distributed across all socio-economic groups in Bangladesh, the data reveals a more nuanced picture. As of December 2017, 145 million people owned mobile phones in Bangladesh, of which 45 million were smartphones. This disparity suggests that smartphone accessibility is still concentrated among certain demographics, which affects digital engagement levels and e-commerce participation.

A Young and Dynamic Population

One of the most significant advantages for Bangladesh's e-commerce sector is its youthful population. With a total population of approximately 160 million, about 86% are under the age of 35, and over 40% are teenagers or younger. This demographic is not only tech-savvy but also more open to adopting new technologies, making them a key driver in the growing popularity of e-commerce platforms throughout the country.

4.3 Problems of E-commerce in Bangladesh

Building Consumer Trust

While e-commerce promises a convenient and seamless shopping experience, many Bangladeshi consumers still harbor skepticism. A common concern is that the products delivered often do not match the images displayed online at the time of purchase. This trust deficit poses a significant challenge for the industry. In response, many e-commerce platforms are actively working to enhance product quality assurance, improve return policies, and provide clearer product descriptions to build consumer confidence.

Funding Remains a Major Barrier

One of the most critical obstacles to the growth of e-commerce in Bangladesh is the lack of adequate funding. Many investors and financial institutions remain unfamiliar with the dynamics of the e-commerce sector and are hesitant to offer support. Traditional banks often invest in marketing campaigns for credit cards in collaboration with well-established brands but shy away from supporting e-commerce startups due to the absence of physical collateral. Furthermore, e-commerce businesses typically require long-term investment—often exceeding five years—whereas most investors in Bangladesh focus on short-term returns, creating a gap in sustainable financial support.

Logistics: A Growing Yet Challenged Sector

Efficient logistics are fundamental to the success of any e-commerce operation. However, in Bangladesh, logistical management remains a pressing issue. E-commerce companies must handle a high volume of deliveries daily, which often overwhelms their capacity and infrastructure. Fortunately, dedicated e-delivery services are beginning to emerge, offering tailored solutions to meet the needs of online businesses. These services are helping streamline delivery processes and allowing entrepreneurs to fulfill increasing customer demands more efficiently.

Unstructured and Inefficient Supply Chain

Bangladesh's e-commerce supply chain is still largely unorganized and lacks systematic coordination. Many merchants lack adequate warehousing facilities and often operate without proper inventory management systems. This results in delays, stock inconsistencies, and operational inefficiencies. In response, some e-commerce companies are partnering with suppliers to develop more structured and effective supply chain practices. For instance, **Kiksha.com** has initiated collaborations with its suppliers to explore innovative solutions for warehousing and inventory control, aiming to optimize the overall online sales process.

4.4 Role of RNS Technology Ltd. in E-Commerce

- **Technology Support**: It develops user-friendly websites and mobile apps tailored to the local market.
- **Digital Marketing**: The company assists clients in reaching customers via SEO, social media, and online advertising.
- **Payment Integration**: RNS integrates secure payment gateways to enable smooth transactions.
- **Inventory Tools**: The team is developing cloud-based inventory systems for small sellers.
- **Training and Awareness**: RNS provides training to non-tech clients on how to manage their e-commerce operations effectively.

4.5 Impacts of E-Commerce on RNS Technology Ltd.

a. Business Growth

The rising demand for e-commerce solutions has opened new revenue streams for RNS. SMEs and startups increasingly seek digital platforms, creating consistent project opportunities.

b. Diversified Service Portfolio

E-commerce pushed RNS to expand its offerings beyond traditional software development. This diversification improves its market competitiveness.

c. Skill Development

The need for e-commerce solutions has driven the team to upskill in areas like UI/UX design, payment security, API integration, and mobile app development.

d. Brand Visibility

By delivering e-commerce platforms for local businesses, RNS has built a stronger presence in the market, gaining word-of-mouth referrals and trust.

e. Long-Term Client Relationships

E-commerce clients typically require ongoing support, which has helped RNS build long-term service contracts and retain clients.

4.6 Challenges Posed by E-Commerce Integration

a. Rapidly Changing Technology

E-commerce platforms evolve quickly, demanding continuous upgrades in tools, languages, and security measures—adding pressure on resources.

b. Funding Constraints

Many small e-commerce clients have limited budgets, which restricts the scope of services RNS can offer without compromising quality.

c. Complex Logistics Integration

Developing custom logistics and inventory modules for clients remains difficult due to the lack of standardized APIs and varying client expectations.

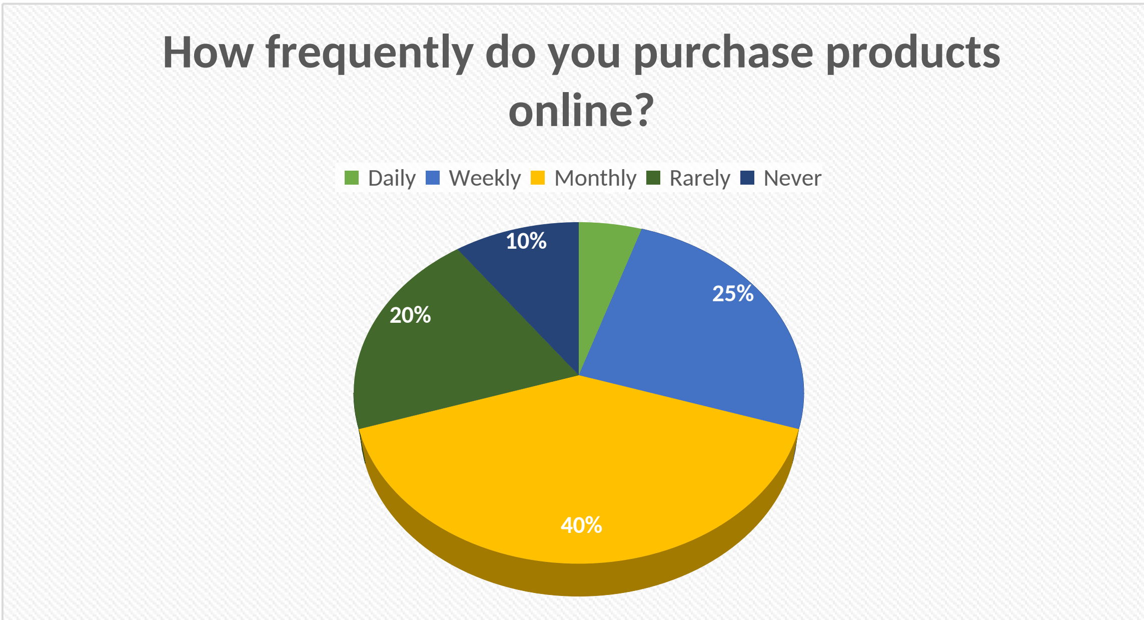
d. Competition

The growing number of IT firms offering e-commerce services has intensified competition and led to pricing pressures.

4.7 Analysis of Findings on Questionnaire

A survey was conducted with 10 randomly selected employees from the RNS Technology Limited to gather their opinions on the "Prospects and Challenges of E-Commerce in Bangladesh: A Case Study on RNS Technology Ltd." The following are the analysis and findings from the survey.

1. **How frequently do you purchase products online?**

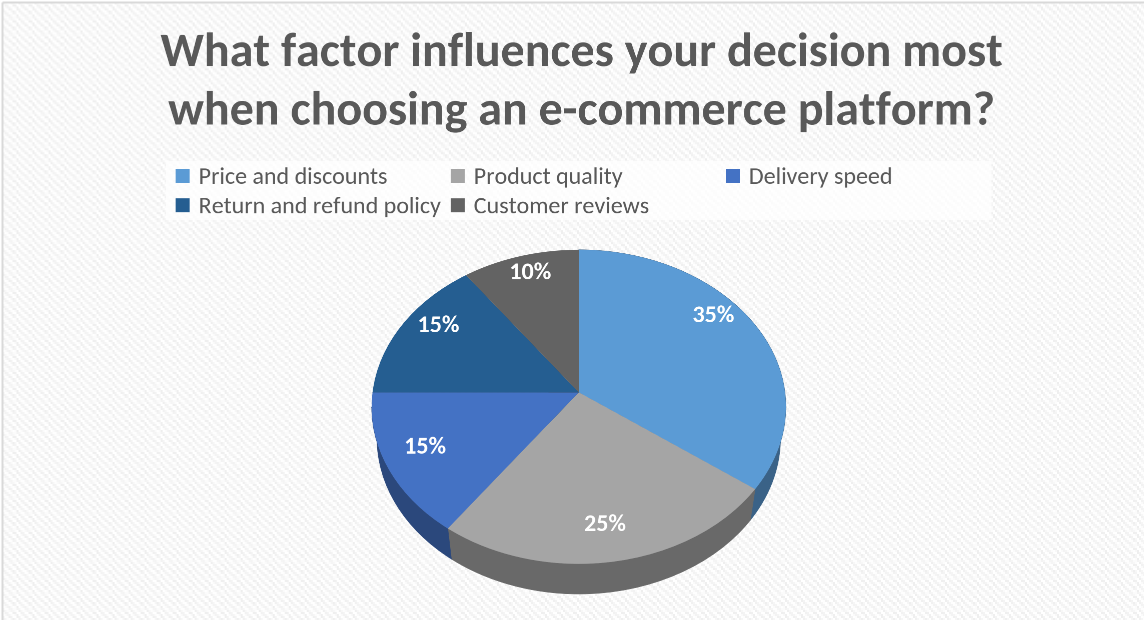


Interpretation: The data reveals that the majority of respondents (40%) make online purchases on a monthly basis, indicating a strong and growing habit of digital shopping among Bangladeshi consumers. A significant portion, 25%, shop weekly, reflecting a more engaged group likely driven by convenience, promotions, or necessity. A smaller segment, 5%, shop daily, which could include regular users of food delivery, grocery, or essential services. Meanwhile, 20% of respondents shop rarely, suggesting occasional use of e-commerce, possibly due to trust issues or limited internet access. Finally, 10% reported never shopping online, highlighting a demographic that remains disconnected from or skeptical of digital commerce. Overall, the data suggests that while e-commerce adoption is strong and increasing, there is still room for expansion, particularly in building trust and accessibility for the less active segments.

2. **What is your preferred platform for online shopping?**

Interpretation: The data shows that e-commerce marketplaces are the most preferred platform for online shopping, with 45% of respondents favoring sites like Daraz. This suggests that consumers are attracted to the variety, convenience, and trust that these large platforms offer. Social media pages such as Facebook and Instagram are the next most popular, with 20% of users shopping through these informal channels, likely due to personalized offers and direct seller interaction. Company websites and mobile apps each received 15%, indicating that a segment of users prefers dedicated brand platforms, possibly for product authenticity and exclusive deals. Only 5% reported not shopping online at all, highlighting a high level of digital engagement among consumers. Overall, the data reflects a strong shift toward centralized e-commerce platforms while also showing the importance of social and brand-specific channels in the Bangladeshi online shopping landscape.

3. **What factor influences your decision most when choosing an e-commerce platform?**

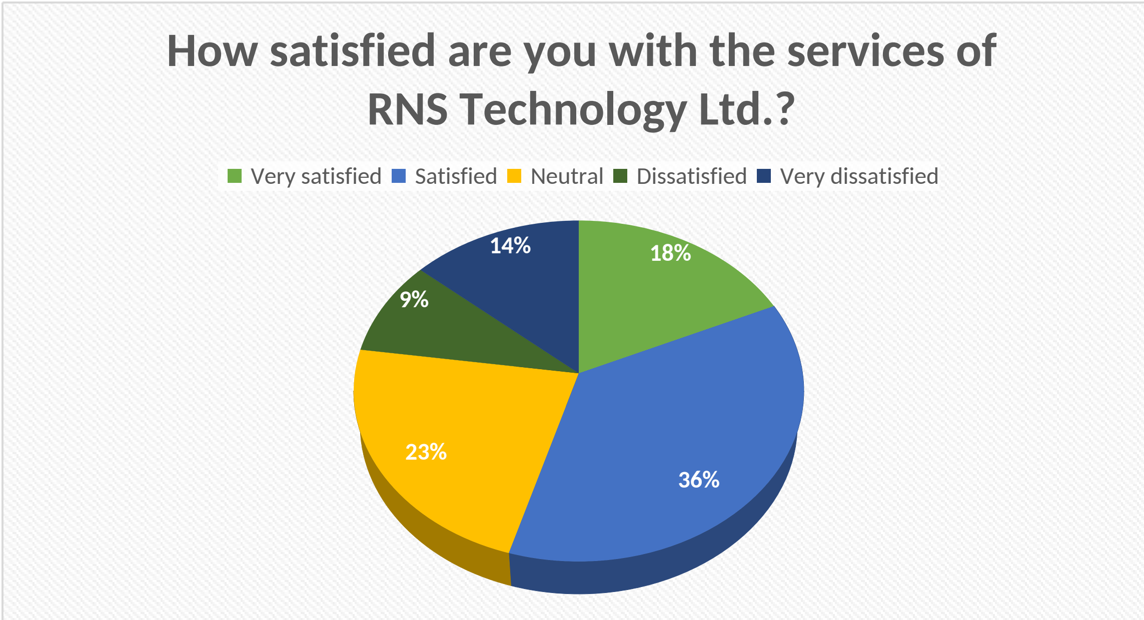


Interpretation: The data indicates that price and discounts are the most influential factor for consumers when choosing an e-commerce platform, with 35% prioritizing affordability and deals. Following this, product quality is a significant consideration for 25% of respondents, reflecting the importance of value and durability in purchase decisions. Delivery speed and return and refund policies both hold equal importance, each influencing 15% of users, highlighting concerns around convenience and post-purchase security. Lastly, customer reviews affect the decisions of 10% of shoppers, suggesting that while social proof matters, it may be secondary to more tangible factors like cost and product reliability. Overall, this distribution suggests that consumers in Bangladesh balance cost-effectiveness with product assurance and service reliability when selecting e-commerce platforms.

4. **What challenges have you personally faced when shopping online?**

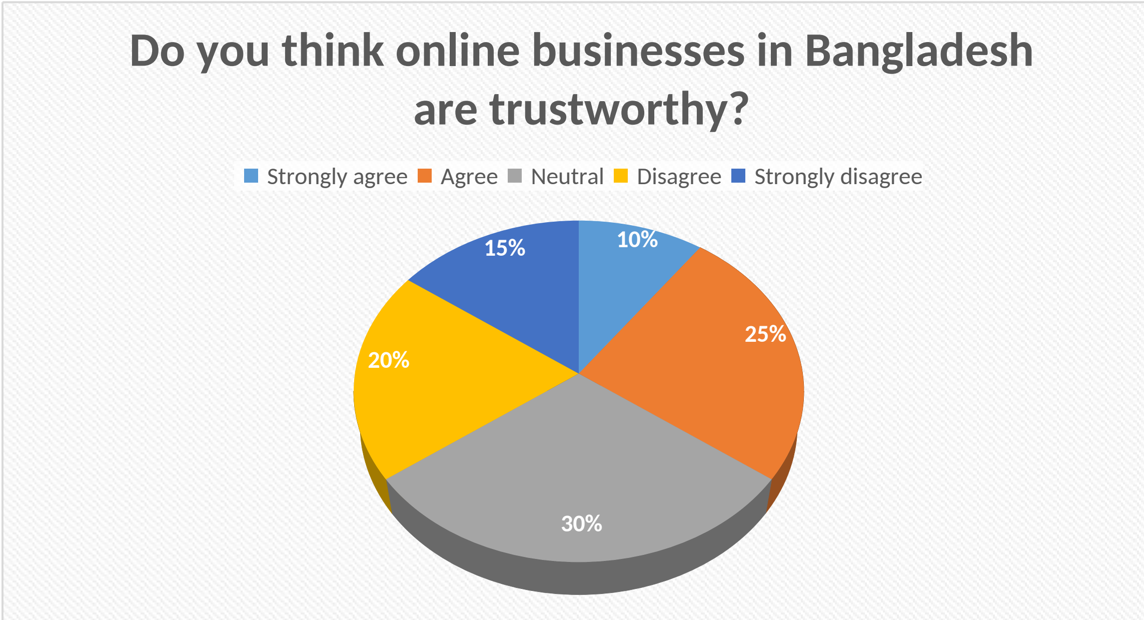
Interpretation: The data reveals that the most common challenge faced by online shoppers is late or failed delivery, affecting 30% of respondents, which underscores ongoing logistical issues within the e-commerce sector. Closely following, 25% of consumers have experienced receiving wrong or fake products, highlighting concerns about product authenticity and quality control. Additionally, 20% reported difficulties with the return and refund process, indicating a need for more customer-friendly policies and smoother after-sales service. Lack of customer support was an issue for 15% of users, reflecting gaps in communication and problem resolution. Encouragingly, 10% of respondents reported experiencing no major issues, suggesting that a portion of consumers have positive online shopping experiences. Overall, these challenges emphasize areas where e-commerce businesses like RNS Technology Ltd. can focus improvements to enhance customer satisfaction and trust.

5. How satisfied are you with the services of RNS Technology Ltd.?



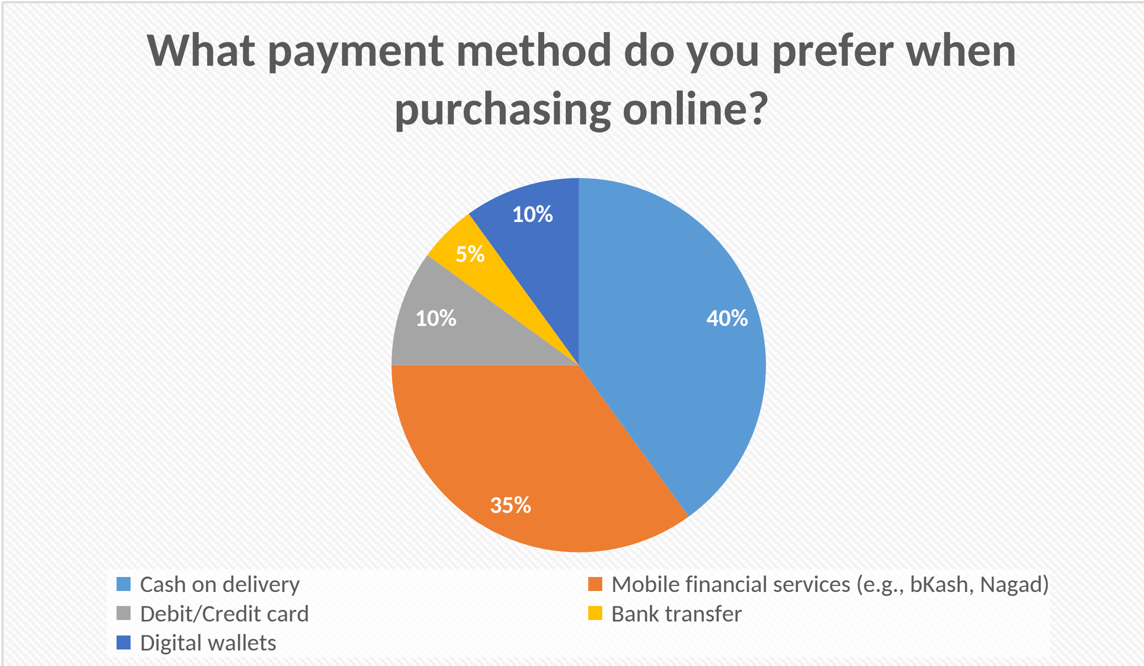
Interpretation: The data shows that a majority of respondents, 60% combined, are either very satisfied (20%) or satisfied (40%) with the services of RNS Technology Ltd., indicating a generally positive customer perception. However, a significant portion, 25%, remain neutral, suggesting room for improvement to convert these indifferent customers into satisfied ones. Notably, 10% are dissatisfied and 15% are very dissatisfied, together making up 25% of respondents who have had negative experiences. This highlights important areas where RNS Technology Ltd. needs to focus on addressing customer concerns and enhancing service quality to improve overall satisfaction and loyalty.

6. **Do you think online businesses in Bangladesh are trustworthy?**



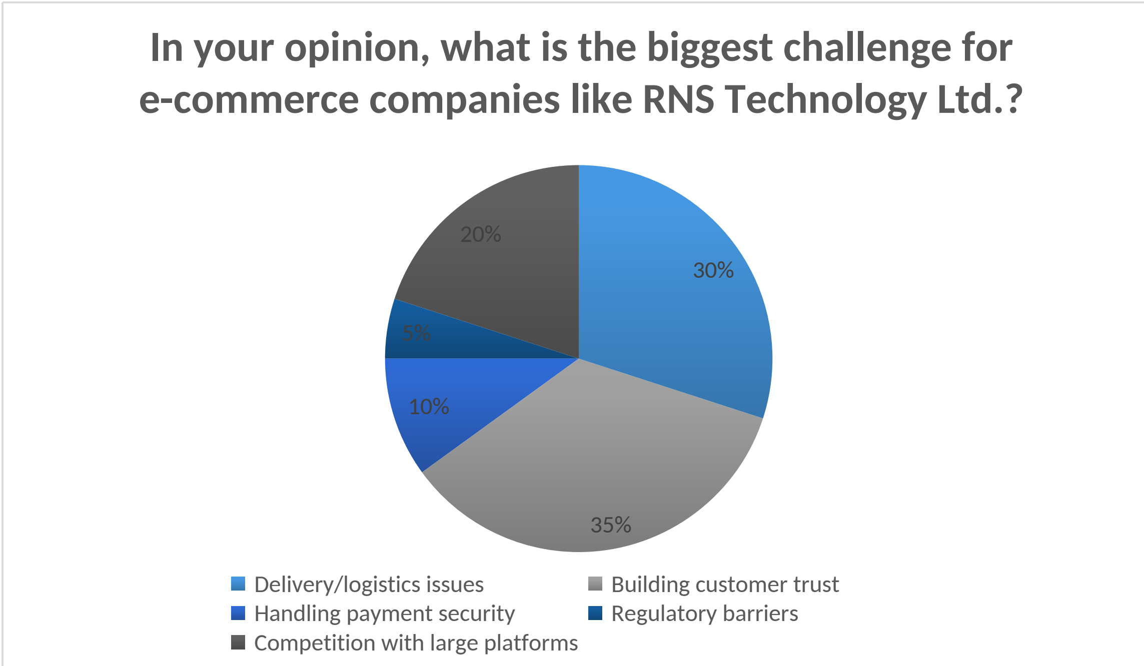
Interpretation: The data indicates a mixed perception regarding the trustworthiness of online businesses in Bangladesh. While a combined 35% of respondents (10% strongly agree and 25% agree) express trust, a significant portion remains uncertain, with 30% choosing a neutral stance. This suggests that many consumers are either unsure about the reliability of these businesses or have had limited experience. On the other hand, 35% of respondents (20% disagree and 15% strongly disagree) express distrust, highlighting ongoing concerns about issues such as product authenticity, delivery reliability, or customer service. Overall, the responses reflect a cautious attitude toward online businesses, with trust levels not yet fully established among a large segment of the population.

7. **What payment method do you prefer when purchasing online?**



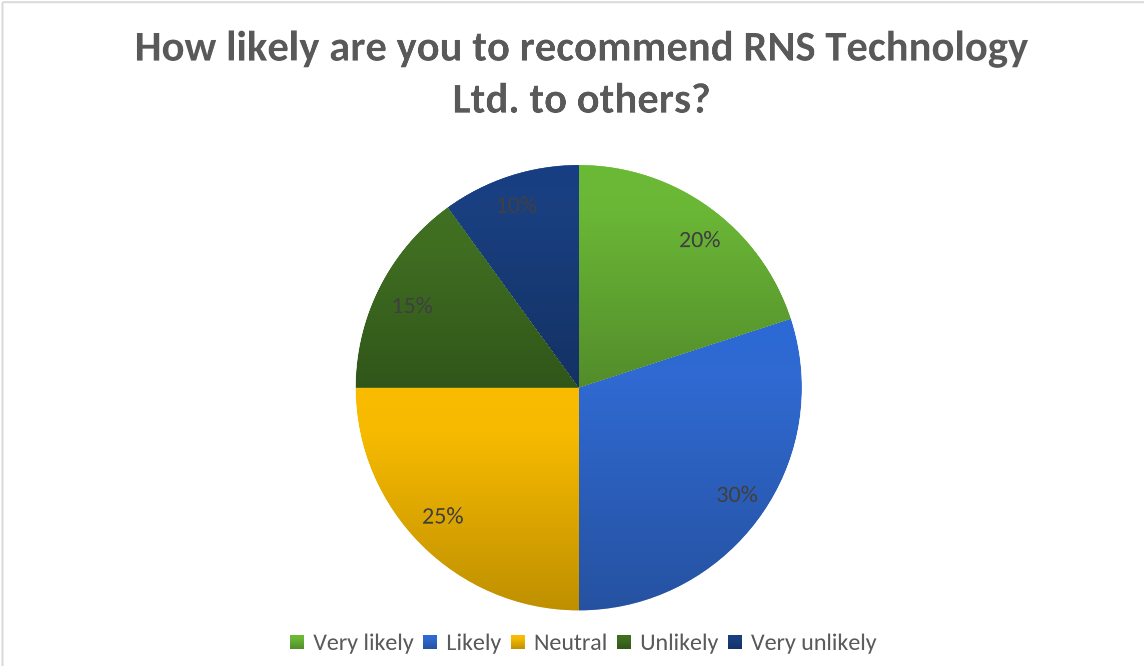
Interpretation: The data shows that Cash on Delivery (COD) remains the most preferred payment method for online purchases in Bangladesh, with 40% of respondents favoring it. This reflects a continued reliance on traditional payment practices, likely due to trust issues and the desire to inspect products before payment. However, Mobile Financial Services (MFS) such as bKash and Nagad are also widely used, preferred by 35% of users, indicating growing acceptance of digital transactions due to their convenience and accessibility. In contrast, Debit/Credit cards and Digital wallets are used by only 10% each, while Bank transfers are the least favored at 5%, possibly due to a lack of user-friendliness or trust. Overall, while digital payment adoption is increasing, COD still dominates due to cultural and trust-related factors.

8. **In your opinion, what is the biggest challenge for e-commerce companies like RNS Technology Ltd.?**



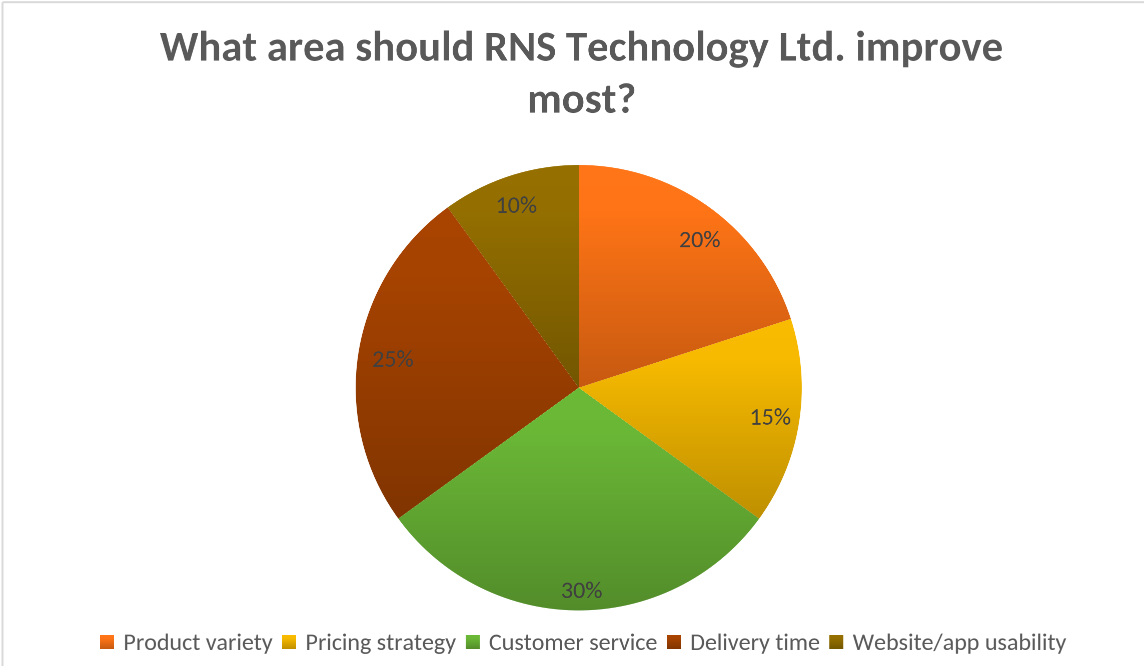
Interpretation: The data indicates that the biggest challenge for e-commerce companies like RNS Technology Ltd. is building customer trust, with 35% of respondents identifying it as the top concern. This highlights the ongoing struggle to assure customers about product authenticity, service quality, and reliability in online transactions. Delivery and logistics issues follow closely at 30%, reflecting the operational difficulties many e-commerce businesses face in ensuring timely and efficient order fulfillment. Competition with large platforms also presents a significant challenge, noted by 20%, as smaller firms often lack the resources and visibility of major e-commerce players. Meanwhile, payment security (10%) and regulatory barriers (5%) are seen as comparatively less pressing, though still relevant. Overall, the findings suggest that trust-building and logistical efficiency are critical areas for improvement in the competitive e-commerce landscape of Bangladesh.

9. **How likely are you to recommend RNS Technology Ltd. to others?**



Interpretation: The data reveals a generally positive sentiment toward RNS Technology Ltd., with 50% of respondents indicating they are either very likely (20%) or likely (30%) to recommend the company to others. This suggests that a significant portion of customers are satisfied with their experience. However, a notable 25% remain neutral, indicating that while they may not have had negative experiences, the company has not strongly impressed them either. Meanwhile, a combined 25% (15% unlikely and 10% very unlikely) express dissatisfaction or reluctance to recommend the company, possibly due to service, product, or trust-related issues. These insights suggest that while RNS Technology Ltd. enjoys moderate customer advocacy, there is still room to improve customer satisfaction and loyalty.

10. **What area should RNS Technology Ltd. improve most?**



Interpretation: The data suggests that **customer service** is the most critical area for improvement at RNS Technology Ltd., with **30%** of respondents identifying it as a top priority. This indicates that many customers may have experienced issues with support, responsiveness, or communication. **Delivery time** is also a major concern, highlighted by **25%** of respondents, reflecting the importance of prompt and reliable order fulfillment in maintaining customer satisfaction. **Product variety** ranks third at **20%**, suggesting that expanding the range of offerings could help attract and retain more customers. Meanwhile, **pricing strategy** (15%) and **website/app usability** (10%) are seen as less urgent but still relevant areas for development. Overall, the results point to the need for RNS Technology Ltd. to focus on enhancing service quality and operational efficiency to better meet customer expectations.

Chapter 5

Problems, Recommendations and Conclusion

5.1 Problems Identified

1) **Logistics and Delivery Issues**

While e-commerce is thriving in major cities, logistics in rural and remote areas remain inefficient, resulting in delayed deliveries and customer dissatisfaction.

2) **Payment Reliability**

Although mobile banking is improving, many consumers still prefer cash-on-delivery due to mistrust of online systems, leading to high return rates and operational inefficiencies.

3) **Regulatory Gaps**

Bangladesh lacks comprehensive e-commerce legislation to protect consumer rights, manage digital fraud, or regulate marketplaces. This creates uncertainty for businesses and customers.

4) **Cybersecurity and Data Privacy**

RNS Technology and its clients must tackle growing concerns about data breaches and fraud, especially as transactions become more digitized.

5) **Digital Literacy**

There is a digital divide between urban and rural populations. Many potential users are unfamiliar with e-commerce, limiting market expansion for platforms developed by RNS Technology.

5.2 Recommendations

1) **Enhance Cybersecurity Services:** Introduce secure payment gateway integrations and data encryption tools.
2) **Expand to Rural Markets:** Develop solutions for rural SMEs with offline-online hybrid features.
3) **Improve Client Education:** Offer training programs and webinars for SMEs on how to manage and grow online businesses.
4) **Enforce E-Commerce Laws:** Establish a regulatory framework to protect consumers and digital businesses.
5) **Improve Infrastructure:** Expand broadband access and delivery logistics in underserved areas.
6) **Promote Digital Literacy:** Launch nationwide programs to educate consumers and businesses on e-commerce use and benefits.

5.3 Conclusion

The e-commerce industry in Bangladesh undoubtedly holds a promising future, especially if harnessed properly. With a large population of internet users and widespread access to smartphones, Bangladesh is well-positioned to become a leader in the digital space. The growing number of internet users has opened doors for various industries, including the software industry, marketing agencies, and third-party service providers, all of which stand to benefit by aligning with the growing e-commerce trend. Intense competition in the industry also ensures higher-quality products and helps elevate the overall standard of living for many consumers.

However, alongside these promising prospects, there are significant challenges that need to be addressed. A major issue arose with the failure of Evaly, a giant e-commerce platform that took significant amounts of money from customers but failed to deliver goods as promised. This led to a loss of trust, as customers were left without their products and, in many cases, without refunds. Following Evaly's fall, other platforms like Eorange, Alisha Mart, and several others faced similar issues, causing further distress among consumers.

The core issue behind this widespread problem is the lack of regulation within the Bangladeshi e-commerce industry. Currently, anyone can launch an e-commerce business without facing significant legal scrutiny, which leaves room for fraudulent activities. Unscrupulous individuals have been able to exploit this gap, deceiving consumers by showcasing fake products and taking money without fulfilling their promises.

For a company like RNS Technology Ltd., which plays a crucial role in developing e-commerce platforms for businesses in Bangladesh, understanding the pulse of the consumer market is critical. RNS must ensure that the platforms they develop prioritize trust, transparency, and quality assurance in order to foster a more secure and reliable e-commerce environment. Consumers are the lifeblood of the e-commerce industry, and if they lose faith in the system, the entire market could face significant setbacks. Therefore, the focus must remain on improving the customer experience and addressing the root causes of dissatisfaction, such as product quality, delivery delays, and poor after-sales support.

As a leader in the IT and e-commerce space, RNS Technology Ltd. must continue to collaborate with regulators, other industry players, and consumers themselves to shape a more robust and trustworthy e-commerce ecosystem. This will not only protect the interests of the consumers but also help elevate the industry to new heights of innovation and growth.

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Appendix

Dear Sir/Madam,

This questionnaire is being conducted as part of a study on “Prospects and Challenges of E-Commerce in Bangladesh” for the MBA program at Daffodil International University. I greatly appreciate your valuable time and support in answering the questions. Please be assured that all information collected will be kept strictly confidential and used solely for research purposes in preparing an internship report titled “**Prospects and Challenges of E-Commerce in Bangladesh: A Case Study on RNS Technology Ltd.**” Your kind cooperation is sincerely appreciated.

Thank you,

Name: ____________________

Age: ________________________

Designation: __________________

Gender: ________________________

1. How frequently do you purchase products online?

A. Daily

B. Weekly

C. Monthly

D. Rarely

E. Never

2. What is your preferred platform for online shopping?

A. Company websites (e.g., RNS Technology Ltd.)

B. E-commerce marketplaces (e.g., Daraz)

C. Social media pages (e.g., Facebook/Instagram shops)

D. Mobile apps

E. I do not shop online

3. What factor influences your decision most when choosing an e-commerce platform?

A. Price and discounts

B. Product quality

C. Delivery speed

D. Return and refund policy

E. Customer reviews

4. What challenges have you personally faced when shopping online?

A. Late or failed delivery

B. Receiving wrong or fake products

C. Difficulty with return/refund process

D. Lack of customer support

E. No major issues

5. How satisfied are you with the services of RNS Technology Ltd.?

A. Very satisfied

B. Satisfied

C. Neutral

D. Dissatisfied

E. Very dissatisfied

6. Do you think online businesses in Bangladesh are trustworthy?

A. Strongly agree

B. Agree

C. Neutral

D. Disagree

E. Strongly disagree

7. What payment method do you prefer when purchasing online?

A. Cash on delivery

B. Mobile financial services (e.g., bKash, Nagad)

C. Debit/Credit card

D. Bank transfer

E. Digital wallets

8. In your opinion, what is the biggest challenge for e-commerce companies like RNS Technology Ltd.?

A. Delivery/logistics issues

B. Building customer trust

C. Handling payment security

D. Regulatory barriers

E. Competition with large platforms

9. How likely are you to recommend RNS Technology Ltd. to others?

A. Very likely

B. Likely

C. Neutral

D. Unlikely

E. Very unlikely

10. What area should RNS Technology Ltd. improve most?

A. Product variety

B. Pricing strategy

C. Customer service

D. Delivery time

E. Website/app usability

Suraiya Afroz Mim ID: 232-14-010

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