

# **A Novel Approach of Supply Chain Management in E-Commerce Business Considering Bangladesh**

**By**

**FORHAD MIAH LIPU  
ID: 171-17-347**

This Report Presented in Partial Fulfillment of the Requirements for the  
Degree of Master of Science in Management Information System (MIS)

Supervised By

**Md Zahid Hasan**

Assistant Professor & Associate Head (In-Charge)  
Department of CSE  
Daffodil International University



**DAFFODIL INTERNATIONAL UNIVERSITY  
DHAKA, BANGLADESH  
December 2018**

## **APPROVAL**

This Project titled "A Novel Approach of Supply Chain Management in E-trade Business Considering Bangladesh", presented by Forhad Miah Lipu (ID:171-17-347) to the Department of Computer Science and Engineering, Daffodil International University, has been acknowledged as acceptable for the halfway satisfaction of the prerequisites for the level of MIS in Computer Science and Engineering and endorsed as to its style and substance. The introduction has been hung on twelfth December, 2018

## **BOARD OF EXAMINERS**

---

**Dr. Syed Akhter Hossain**

**Professor and Head**

Department of Computer Science and Engineering  
Faculty of Science & Information Technology  
Daffodil International University

**Chairman**

---

**Dr. Md. Ismail Jabiullah**

**Professor**

Department of Computer Science and Engineering  
Faculty of Science & Information Technology  
Daffodil International University

**Internal Examiner**

---

**Md Tarek Habib**

**Assistant Professor**

Department of Computer Science and Engineering  
Faculty of Science & Information Technology  
Daffodil International University

**Internal Examiner**

---

**Dr. Mohammad Shorif Uddin**

**Professor**

Department of Computer Science and Engineering  
Jahangirnagar University

**External Examiner**

## **DECLARATION**

I am declare that, this project has been done by me under the supervision of **Md Zahid Hasan, Assistant Professor**, Department of CSE, Daffodil International University. I also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.

**Supervised by:**

---

**Md Zahid Hasan**  
**Assistant Professor and Coordinator of MIS**  
Department of Computer Science and Engineering  
Faculty of Science & Information Technology  
Daffodil International University

**Submitted by:**

---

**Forhad Miah Lipu**  
ID: 171-17-347  
MS in MIS  
Department of CSE,  
Daffodil International University

## ACKNOWLEDGEMENT

As a matter of first importance, our heartiest thanks and thankfulness to Almighty Allah for His heavenly gift that makes us skilled to finish this task effectively.

I might want to because of our respectable instructor and my manager **Md Zahid Hasan, Assistant Professor**, Department of CSE, Daffodil International University for his unending tolerance, insightful direction, consistent support, steady and vigorous supervision, useful analysis, significant counsel, perusing numerous substandard draft and adjusting them at all stage have made it conceivable to finish this task.

We might want to offer our heartiest thanks to Dr. Syed Akhter Hossain, Head, Department of CSE, for his benevolent help to complete our venture and we are likewise appreciative to the various personnel and staff individuals from our specialty for their co-task and help.

We should recognize with due regard the steady help and patients of our folks.

At last, we might want to thank our whole course mate in Daffodil International University, who partook in this talk about while finishing the course work.

## **ABSTRACT**

Due to the development of information technology world is becoming smaller and its business area is almost open now. Online business which is called E commerce, become very popular in the world and its playing and important role in a country's economy like Bangladesh ecommerce is now playing a significant part in Bangladesh economy, thousands of local and international e commerce company are now exist in Bangladesh. Most of company are failing here for growing up there business. one of the main rain reason we identify is very weak supply chain main management. This paper describes and propose a way of that we can fix the problem of supply chain management of e commerce company in Bangladesh as well as other developing countries of the world.A new proposed model, I will show how it work of supply chain management of Bangladesh e commerce company. I represent some use case model and flow chart which will make it easy to understand how our proposed system (Supply Chain Management) will work in E commerce company in Bangladesh. And after implementing this propose model, we are also showing the benefit of this propose model. Some reason that's why use and implement this propose model.

## TABLE OF CONTENTS

<b>CONTENTS</b>	<b>PAGE</b>
Approval	02
Declaration	03
Acknowledgements	04
Abstract	05
Table of Contents	06
<b>CHAPTERS:</b>	
<b>CHAPTER 1: INTRODUCTION</b>	<b>08-10</b>
1.1 Objectives	08
1.2 Motivation	09
1.3 Problems Statement	09-10
<b>CHAPTER 2: BACKGROUND</b>	<b>11-21</b>
2.1 Introduction	11
2.2 Types of E-Commerce	12
2.3 Present Scenario	13
2.4 Successful E-commerce	14-15
2.5 SWOT Analysis	16-20
2.6 Challenges	21
2.7 Flow Graph of Supply Chain	21
<b>CHAPTER 3: PROPOSED MODEL</b>	<b>22-26</b>
3.1 Supply Chain Management	22
3.2 Use Case Model	22-24
3.3 Methodology	25
3.4 Falling E-Commerce	26
<b>CHAPTER 4: RECOMENDATION</b>	<b>27</b>
4.1 Benefit	27
<b>CHAPTER 5: CONCLUSION</b>	<b>29</b>
5.1 Conclusion	29
<b>REFERENCES</b>	<b>30</b>

## **LIST OF FIGURES**

<b>FIGURES</b>	<b>PAGE NO</b>
Figure 2.1: Flow Graph of Supply Chain	21
Figure 3.1: Supply Chain Outlet Proposed Model	23
Figure 3.2: Return/ Exchange Product	24
Figure 3.3: Client Directly Return/Exchange Product	24

# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

Inventory network the board (SCM) is the wide scope of exercises required to plan, control and execute an item's stream, from procuring crude materials and generation through conveyance to the last client, in the most streamlined and savvy way that could be available. It speaks to a cognizant exertion by the store network firms to create and run supply chains in the best and proficient ways that are available. Inventory network exercises cover everything from item improvement, sourcing, creation, and coordinations, and additionally the data frameworks expected to facilitate these exercises.

### 1.1 Objectives

Inventory network is the administration of the stream of items and administrations. The stream starts from the birthplace of the items and finishes at the item's utilization. It intended to convey items and administrations to clients. It comprises of all gatherings included straightforwardly or in a roundabout way to satisfying a client ask

The objectives of the framework are:

- To give Quick conveyance time
- Customer fulfillment
- Quality of item
- Price
- Available Outlet
- Instant substitution
- Unique mapping

### 1.2 Motivation

The idea of Supply Chain Management (SCM) depends on two center thoughts:

(A) The first is that for all intents and purposes each item that achieves an end client speaks to the aggregate exertion of various associations. These associations are alluded to on the whole as the inventory network.

(B) The second thought is that while supply chains have existed for quite a while, most associations have just focused on what was occurring inside their "four dividers." Few organizations saw, substantially less dealt with, the whole chain of exercises that eventually conveyed items to the last client. The outcome was incoherent and frequently ineffectual supply chains.

The associations that make up the production network are "connected" together through physical streams and data streams.

- Physical Flows

Physical streams include the change, development, and capacity of merchandise and materials. They are the most obvious bit of the store network. Be that as it may, similarly as critical are data streams.

- Information Flows

Data streams permit the different store network accomplices to facilitate their long haul designs, and to control the everyday stream of merchandise and materials all over the production network.

### 1.3 Problems Statement

We as a whole know, reasonable learning could easily compare to hypothesis. In our graduation degree we take in a ton of things. This theory gives us degree to share our insight and use our idea. By doing this proposal we can actualize our aptitude all the more viably.

A few issues are given underneath—

- Inventory Management

Stock is the measure of unmistakable merchandise, items or administrations you offer your clients. These merchandise are separated and classified into a stock administration framework. The merchandise that are recorded in a list can be either crude materials, merchandise that are underway or completed items. A key capacity of stock administration is to keep a point by point record of each new or returned item

Online clients are target situated customers. On the off chance that they don't discover what they are searching for they would quickly change to another site.

- Can't supply of items when they required.
- Limited supply of high esteem things.
- Retailers did not keep away from stock out circumstance.
- Source Identification

A producer for the most part does not have any desire to complain with little retailers.

- Lack of discover the organizations who are made unique items with low cost.
- Directly managing production organization isn't so natural for little organization or Entrepreneur.
- Manufacturer or Distributor won't ready to give item every time when required if amount are little.
- Lack of Skilled Employee
- They are not all around prepared.
- Information and Knowledge are low about their stages.
- Reverse Logistics

At the point when customer restore the item retailer host to pay third get-together for transportation.

- Lengthy process and long time hold tight the item.
- Product Reviews

Express how customer felt.

- This choice isn't enacted.
- Clients are befuddled is it Trustworthy side or not.
- Clients are befuddled organization or item faithfulness.

## **CHAPTER 2**

### **BACKGROUND**

#### **2.1 Introduction**

E-business kind of electronic trade, a standout amongst the most well known purchasing and moving administrations through the web. In 1969, the principal significant web based business organization was established. Through the mid-1990s, CompuServe innovation went to overwhelm the online business scene. The first run through, Michael Aldrich designs and presented electronic shopping in 1979, which worked by means of phone line by interfacing a changed TV to the PC. The PC is utilized for exchange handling. In 1994, subsequent to propelling a guide as an internet browser by Netscape, Amazon and eBay are dispatches between 1994-1995. In the following 1998, Paypal propelled as an online business installment framework is utilized for cash exchange apparatus. In Bangladesh, there was a restricted rendition of ecom in the late '90s. Gradually, from 2000 to 2008 web based business began to develop. In any case, the significant issues were discovered that the installment escape framework and the conveyance framework. It was illuminated by 2009 after Bangladesh Bank endorsed the online installment and 2013 affirmed the utilization of Debit and Credit card for online installment. Other than different nations, Bangladesh web based business use store network to oversee and conveyed items. Production network has enhanced the entire conveyance process. It enhanced client benefit and having the correct item in the opportune place at the ideal time. frameworks.

#### **2.2 Types of E-Commerce**

Essentially numerous sorts of web based business are accessible in the internet business.

**Business-to-Business (B2B)**

B2B internet business can be just characterized as the trade between organizations. In Business-to-Business sort of electronic trade framework, organizations work with one another. For say, a maker pitching an item to a distributor, a distributor pitching an item to the retailer. Here maker, distributor and retailer all are doing their different businesses. Example: Addressbazaar.com, Bizbangladesh.com and so forth.

#### Business-to-Consumer (B2C)

B2C show fills in as its name propose. In this model, the organization moves their items, products or administrations specifically to the buyer on the web. Here the client can see items on the site that they need to purchase and can arrange it. Subsequent to getting the request subtleties, the organization will process the request and after that send the items specifically to the client. For instance, Amazon, Flipkart and so on are this kind of online business plan of action which we are utilizing in our day by day life.

#### Buyer to-Consumer (C2C)

Here a buyer moves items, products or administrations to different buyers utilizing the web or the web advancements. The C2C plan of action encourages us to move our advantages or properties like a vehicle, house, bicycle, hardware and so forth by means of online to different buyers. OLX, Quickr and so on are this sort of plan of action. Model: bikroy.com, clickbd.com and so forth

#### Customer to-Business (C2B)

A customer to the plan of action is a kind of business where a buyer or end client gives an item or administration to an association. It is the switch model of the B2C or business to shopper demonstrate, where organizations deliver items and administrations for customer utilization.

#### Business-to-Government (B2G)

B2A or business to organization additionally alluded as the business to government (B2G) trade, it is a subordinate of B2B web based business display. In this model, the organizations and government offices (organization) utilize focal sites to trade data and work with one another more productively than they for the most part can off the web.

### **Consumer-to-Government (C2G)**

Consumer to administration or consumer to government e-commerce model helps consumers to request information or post various feedbacks regarding public sectors directly to the government authorities or administration. For say, making electricity bill payments through the website government, making payment of taxes, payment of health insurance etc are C2G type of business model.

### Business to Employee

There are various sites that have data about employments. For instance, BDJobs.com and chakri.com

### 2.3. Present Scenario

Beneath slide is demonstrating the present market circumstance of web based business. In spite of the fact that we made some amazing progress, lamentably advertise is as yet untimely. Just 22% of aggregate web clients are utilizing on the web channel to buy and the market estimate in sum is beneath BDT 150 crore [we have seen different information from different sources, this is the thing that I believe is the rough estimation of aggregate ecom market]. Not more than 1.5 million individuals are utilizing web based business which is for the most part dhaka based.[1]

Internet business has colossal potential in Bangladesh advertise which is one of the greatest on the planet. Bangladesh add up to populace is 165 Million out of which 75% are youth (underneath age 40). [2] Bangladeshi young people are educated and prepared to grasp any tech benefit in their day by day life if benefit meets their desire.

90% of our aggregate populace lives in towns and rustic regions where the principle opportunity lies for web based business organizations in Bangladesh. Starting at now, Daraz and AjkerDeal are the main B2C organizations which effectively connecting clients outside Dhaka city. These online business organizations are confronting enormous difficulties since item conveyance outside Dhaka stays wasteful and client unpleasant because of Courier Company's absence of capacity. I by and by talked with 300 web based business clients in Bangladesh and they expressed a few issues in regards agreeable to them level and drivers which fulfill them. I isolated their reaction into three portions as pursues

## 2.4 Successful E-trade

The best fame web based business locales in “Bangladesh for the year 2018 in the classification of web based shopping as indicated by Alexa Ranking”.

- Is one of the main internet shopping destinations with a wide determination of gadgets, design and home apparatuses. As of now, this is the main internet shopping site in Bangladesh thinking about the prevalence. Daraz began their adventure in March, 2015 in Bangladesh. They offer extraordinary arrangements on rebate offers, portion offices and guarantee. Daraz Bd additionally furnish with item conveyance and pickup choices. They have diverse installment alternatives including VISA card, Bkash installment and money down. Daraz likewise guarantee 100% genuine item accumulation.
- Ajkerdeal with game plan of every day vital items, ajkerdeal is likewise one of the well-known sites in online shopping. Furthermore, they are represented considerable authority in refreshing offers, current necessities and so on. They likewise give money down, Bkash, DBBL, MasterCard, VISA card and so on choices for installment.
- Bikroy “is one the best positioned online shop of Bangladesh”. It picked up the promotion when it landed to the raising snapshot of web based shopping thoughts in different nations. This is a web based business site where you can purchase or move everything at all entire over the nation. For nearby deal, you can accept it as the best stage. You can promote your item in excess of 50 unique classifications with no expense. Site expert sees every one of the commercials to keep pace with the best quality.

- Pickaboo is another slanting website for web based shopping. “Presently you don't need to trust that any relative or companion will originate from “abroad and bring your ideal electrical gadgets. You can have incredible arrangements, particularly on electronic contraptions and machines, and inexpensively valued alternatives” here in one site. They give mark guarantee, 100% true items at set apart down costs. With the advantage of home conveyance and spot buy choices, they give EMI installment, alongside other well known online installment frameworks. Moreover, they have a simple merchandise exchange for any of their items.
- Bagdoom is an as of now inclining site for internet “shopping in Bangladesh”. The flourishing of having a drawing in and client palatable site, it professes to move all sort of way of life items. Clearly, their primary target clients are youthful. Bagdoom.com is the rebranded name of past site Akhoni.com. What's more, they have a running website area on which one can without much of a stretch find different articles on way of life related subjects.
- ClickBD “is a renowned online marketplace for Electronics, Cameras, Computers, Phones, Fashion Accessories, Music, and Traveling goods”. Anyone can sell or buy almost every item of daily appliances. The site has a strong and growing community of users who trade in a vast range of detail categories. “Through a world-class technology framework, ClickBD enables and simplifies e-commerce for Bangladesh’s fast expanding the online community”. People spend more time on ClickBD than any other Bangladeshi site which makes it the most popular site of the country. “ClickBD gives the opportunity to the young generation to earn money from selling goods using the virtue of the Internet.” Another success of ClickBD is establishing a sound way of earning for many people who make a living out of it.
- Rokomari is “one of the most trusted e-commerce sites in Bangladesh for purchasing books of different interest”. “It has been operating since 2012 and the most amazing part they have their own home delivery system in Dhaka, Chittagong, and Rangpur. Besides books, they also sell electronics and accessories at very reasonable prices”. They provide “great deals in books and electronic products. They are providing cash on delivery, MasterCard, VISA card, Bkash, and DBBL as a payment system”.

- PriyoShop is one of the most trust-able online shop in Bangladesh for a vast option of clothing, footwear, jewelry, accessories, electronics, appliance, books, restaurants, health & beauty products etc. It is one of the best e-commerce solution providing online sites for shopping in Bangladesh starting in 2013. Having all the necessary facilities of an ideal e-commerce site, it became one of the top leading e-commerce sites of Bangladesh.
- Kiksha is another online shopping site for different necessary products of our lives. It was known as Biponee for the first time it releases. They provide with EMI payment, cash on delivery, Bkash, MasterCard etc. However, their return policy is very firm. Well known for providing quality products.
- categories without any cost. Site authority perceives all the advertisements to keep pace with the best quality.
- Othoba is a sister concern of Pran-RFL group. Officially they started their business allay from November 28, 2015. It deals with accessories, daily groceries, medical kits and much more. Their delivery charge is approximately low than other sites. The company's distribution system has penetration even to the rural areas which if used correctly can provide a significant benefit to Othoba in a market in which logistics is a big challenge for ecommerce beyond big metropolitan cities. The only draw back is there are not enough assorted payment methods in their system.

## 2.5 SWOT Analysis

S.W.O.T. is an acronym that stands for Strengths, Weaknesses, Opportunities, and Threats. A SWOT analysis is an organized list of your business's greatest strengths, weaknesses, opportunities, and threats.

Strengths and weaknesses are internal to the company (think: reputation, patents, location). You can change them over time but not without some work. Opportunities and threats are external (think: suppliers, competitors, prices)—they are out there in the market, happening whether you like it or not. You can't change them.

(Strengthens Weakness Opportunities Threat) analysis is the following on the several existing E-commerce site.

**Bikroy.com**

	<b>Helpful</b>	<b>Destructive</b>	
<b>Strength</b>	<ol style="list-style-type: none"> <li>1. C2C business model</li> <li>2. 2 .Revenue model – Advertisement</li> <li>3. Target Audiences- All BD’s Population</li> <li>4. Payment system –hand to hand during receive the product</li> <li>5. Cover up arena –Six Divisions</li> <li>6. Collection of multiplicity-More than Thirty different categories product</li> <li>7. Easy to use the site -No Need registration to upload ads</li> <li>8. Privacy policy –Hide personal information to post ads</li> <li>9. Also support Bengali language</li> <li>10. Support social network</li> </ol>	<ol style="list-style-type: none"> <li>1. No value proposition – Most of the products are old.</li> <li>2. C2C causes Consumer generated business model.</li> <li>3. Lack of B2B, B2C business model.</li> <li>4. No Multiple revenue model-Sales of goods, Transaction fees, Subscription fees, Affiliate.</li> <li>5. No online payment system.</li> <li>6. Shipping policy –up to consumers.</li> <li>7. Site design – Cannot see the products in different dimension, no shopping cart option.</li> <li>8. Currency support – Only BDT/Taka.</li> <li>9. Global rich- no support.</li> <li>10. No Competitive advantages- As Consumer generated.</li> <li>11. Lack of Market opportunity – Not include multiple business model</li> </ol>	<b>Weaknesses</b>

<b>Opportunities</b>	<ol style="list-style-type: none"> <li>1. Has option to turn Multiple business model</li> <li>2. Has chance to eliminate market middlemen</li> <li>3. Can create employment</li> <li>4. Audiences may gather IT knowledge</li> <li>5. Option to run secure Online payment system- that helps one step to run E -banking</li> <li>6. M-commerce – that may cover all target audiences</li> <li>7. Marketing – that may bring first mover facility</li> </ol>	<ol style="list-style-type: none"> <li>1. Market strategy may fail -because user generated.</li> <li>2. Products are old- User may reduce</li> <li>3. Risk of hand to hand transactions – because of dishonest user</li> <li>4. Shipping policy time consuming –so consumer may move to better one</li> <li>5. Firm profit may fall down – Because of limited revenue model</li> </ol>	<b>Threats</b>
----------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------

Cellbazar.com

	<b>Helpful</b>	<b>Destructive</b>	
<b>Strength</b>	<ul style="list-style-type: none"> <li>✓ C2C business model</li> <li>✓ Revenue model – Advertisement, SMS charges</li> <li>✓ Target Audiences- Six Divisions</li> <li>✓ Payment system –hand to hand during receive the product</li> <li>✓ Cover up arena –Six Divisions</li> <li>✓ Collection of multiplicity-variety collection as user generated</li> <li>✓ Mobile SMS-dial 3838 or SMS can enable to trade</li> <li>✓ First concept of M-commerce in BD</li> <li>✓ Partnership with the largest telecom company(GP)</li> <li>✓ Platform SMS ,VOICE,WAP,WEB</li> </ul>	<ul style="list-style-type: none"> <li>✓ No value proposition – Most of the products are old</li> <li>✓ Lack of marketing</li> <li>✓ Lack of B2B,B2C business model</li> <li>✓ No Multiple revenue model-Sales of goods, Transaction fees, Subscription fees , Affiliate revenue model</li> <li>✓ No online payment system</li> <li>✓ Shipping policy –up to consumers</li> <li>✓ Site design – Cannot see the products in different dimension, no shopping cart option.</li> <li>✓ Currency support – Only BDT/Taka</li> <li>✓ Global rich- no support</li> <li>✓ No Competitive advantages- As Consumer generated.</li> <li>✓ Lack of Market opportunity – Not include multiple business model</li> </ul>	<b>Weaknesses</b>

Opportunities			Threats
	<ul style="list-style-type: none"> <li>✓ Has option to turn Multiple business model</li> <li>✓ Has chance to eliminate market middlemen</li> <li>✓ Can create employment</li> <li>✓ Audiences may gather IT knowledge</li> <li>✓ Option to run secure Online payment system-that helps one step to run E banking</li> <li>✓ M-commerce – that may cover all target audiences</li> </ul>	<ul style="list-style-type: none"> <li>✓ Market strategy may fail -because user generated.</li> <li>✓ Products are old- User may reduce</li> <li>✓ Risk of hand to hand transactions – because of dishonest user</li> <li>✓ Shipping policy time consuming –so consumer may move to better one</li> <li>✓ Firm profit may fall down – Because of limited revenue model</li> <li>✓ Emerging C2C businesses – creates competition to hold marketplace</li> <li>✓ Cultural tradition-obstacle to turn online business</li> </ul>	

Clickbd.com

	<b>Helpful</b>	<b>Destructive</b>	
<b>Strength</b>	<ol style="list-style-type: none"> <li>1. B2B, B2C, C2C business model</li> <li>2. Revenue model – Ads, Sales of goods, Subscription fees, Transaction fees</li> <li>3. Target Audiences- City corporation area and large district level town.</li> <li>4. Payment system – Click card, cheque, Cash at home, Courier pay</li> <li>5. Collection of multiplicity- Large collection</li> <li>6. Privacy policy – Personal information is securely stored in clickbd server.</li> <li>7. Support social network</li> <li>8. In ClickBD over 90% of all listed items get sold.</li> </ol>	<ol style="list-style-type: none"> <li>1. Online payment system- Use only click card</li> <li>2. No affiliate revenue model</li> <li>3. Shipping policy – No proper shipping policies</li> <li>4. Site design – Cannot see the products in different dimension, no shopping cart option, not easy to access the site.</li> <li>5. Currency support – Only BDT/Taka</li> <li>6. Global rich- no support</li> </ol>	<b>Weaknesses</b>
<b>Opportunities</b>	<ol style="list-style-type: none"> <li>1. Has chance to eliminate market middlemen</li> <li>2. Can create employment</li> <li>3. Audiences may gather IT knowledge</li> <li>4. Has option to study of cultural tradition</li> <li>5. Option to run secure Online payment system- that helps one step to steer E banking</li> <li>6. M-commerce – that may cover all target audiences</li> </ol>	<ol style="list-style-type: none"> <li>1. Weak Shipping policy – can lose the user</li> <li>2. Improper web site design – May disagree the users to access the site</li> <li>3. Limited market space- can avoid the consumer</li> <li>4. No media publicity- can away from competitive environment</li> </ol>	<b>Threats</b>

	Helpful	Destructive	
<b>Strength</b>	<ul style="list-style-type: none"> <li>✓ B2C,B2B business model</li> <li>✓ Revenue model –Sales of products, transaction fees</li> <li>✓ Target Audiences- All BD’s Population</li> <li>✓ Payment system –hand to hand during receive the product and bkash</li> <li>✓ Collection of multiplicity-Large collection of books in different categories</li> <li>✓ The site is aesthetically pleasing</li> <li>✓ Also support Bengali language</li> <li>✓ Up to 20% off on every purchase of books-makes competitive advantages</li> </ul>	<ul style="list-style-type: none"> <li>✓ No value proposition – Only sell books and CDs</li> <li>✓ No Multiple revenue model- Subscription fees , Affiliate revenue model, ads fees</li> <li>✓ Lack of C2C business model</li> <li>✓ No online payment system</li> <li>✓ Shipping policy –up to merchant.</li> <li>✓ Currency support – Only BDT/Taka</li> <li>✓ Global rich- no support</li> <li>✓ Lack of Market opportunity – Limited classification products</li> </ul>	<b>Weaknesses</b>
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>✓ Branding –similar market strategy like Amazon</li> <li>✓ Soon start selling eBook and other products –Well market strategy</li> <li>✓ 30 Day Replacement Policy-Raises the users</li> <li>✓ Well site design –can engage the user</li> <li>✓ Has option to turn Multiple business model</li> <li>✓ Audiences may gather IT knowledge</li> <li>✓ Option to run secure Online payment system-that helps one step to run E banking</li> <li>✓ M-commerce – that may cover all target audiences</li> </ul>	<ul style="list-style-type: none"> <li>✓ Replacement policy –can haphazard merchant of dishonest people</li> <li>✓ Risk of transactions – one party of a transaction can deny.</li> <li>✓ Shipping policy time consuming –3 to 10 working days</li> <li>✓ Firm profit may fall down – Because market size is small</li> <li>✓ Merchant generated-user can move other emerging site</li> </ul>	<b>Threats</b>

## 2.6 Challenges

There are immense difficulties that ought to be defeated before begin web based business. A portion of these are as per the following.

- Lack of Skilled People
- Govt. /Pvt. Organization or Provider are not worry about E-trade

- Cultural convention
- Lack of internet promoting
- Lack of ICT instruction and preparing
- Less of Technical Knowledge
- No appropriate understanding for delivery arrangement
- Lack of Privacy approach
- Does not appropriate Monitoring Site improvement and support
- Less advertising or advancing learning

## 2.7 Flow Graph of Supply Chain

Arranging > Product source > make > convey > return

**Arranging:** It's an underlying phase of inventory network. In this stage require arranging so as to address how the items and administrations will comfort with the requests and needs of the clients. An arrangement must be planned by the organizations for dealing with every one of the assets of structuring items.

**Sourcing:** In this stage, It is finding a wellspring of items to sell. Need to focus on building an association with the suppliers. by recognizing reliable providers, additionally getting ready for transportation, conveyance and installment strategies for the items.

**Make:** In this stage, the items are intended for assembling, testing bundling and planning for conveyance.

**Convey or Drop shipping:** It includes exchanging client orders at the ordained area to another organization or providers, who satisfies the requests by delivery the things

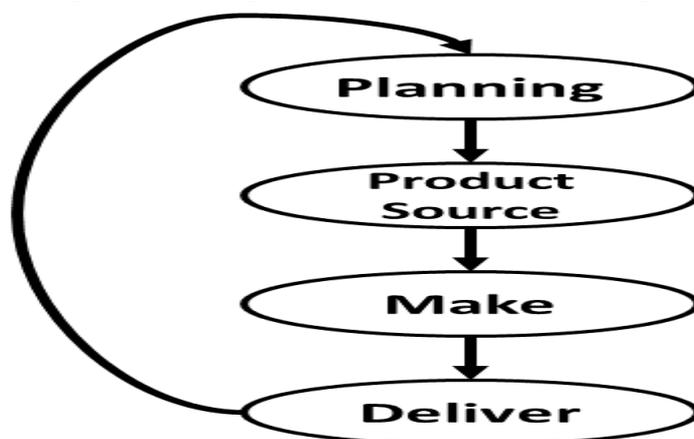


Fig2.1: Flow Graph of Supply chain

## **CHAPTER 3**

### **PROPOSED MODEL**

#### 3.1 Supply Chain Management

The greater part of E trade organization in Bangladesh, don't have at least Supply Chain Management SCM where they can convey item or restore their item from client. so customers are not fulfilling enough to purchase more item from that organization .because of that explicit organization's business tumble down. The vast majority of the cases, greatest organization rely upon outsider messenger organization, they completely depend and deal with their conveyance and profit the executives for that outsider organization .it's anything but a perfect web based business organization model.

We propose another method in store network the board of an online business organization in Bangladesh and in addition other nation too. we center chiefly around solid inventory network of an organization where conveyance will be on time, will be quality item, solid merchandise exchange and toward the end client will be fulfill.

#### 3.2 Use Case Model

Here client needs, need, dependable, accessible items in time. We center mostly around solid store network of an organization where conveyance will be on time, will be quality item, solid merchandise exchange and toward the end client will be fulfill.

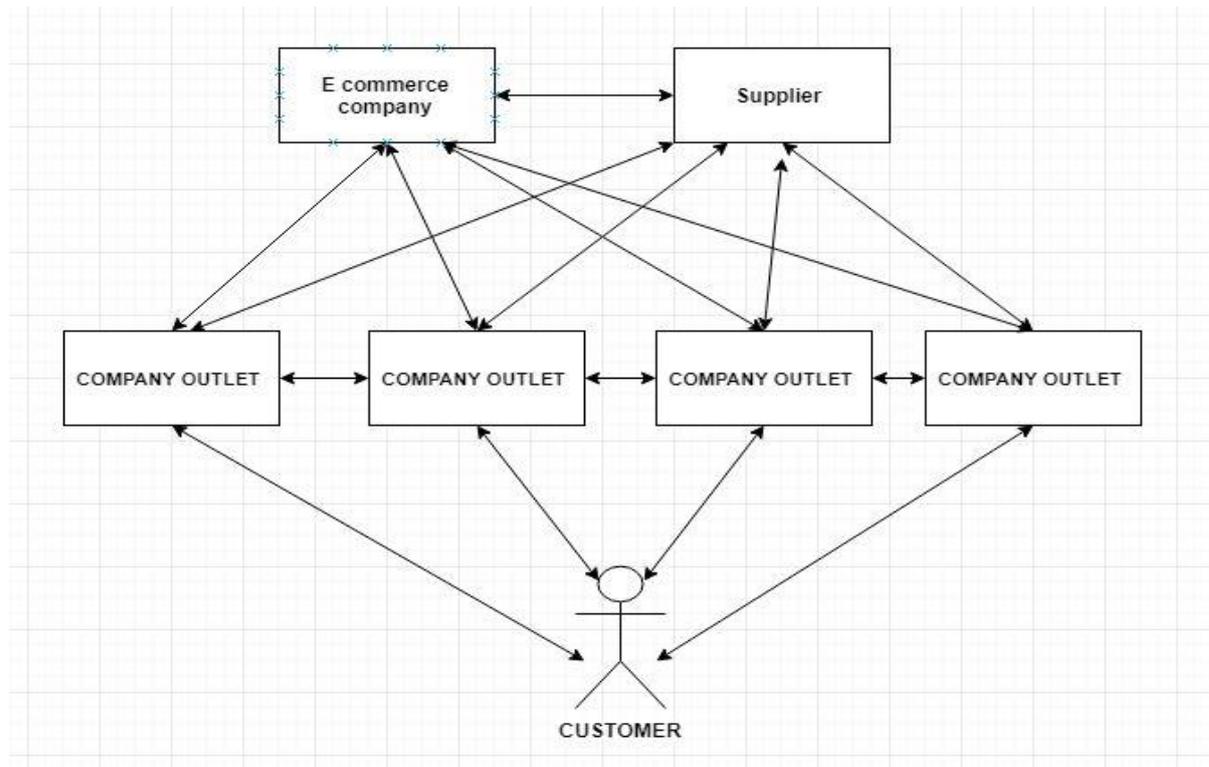


Fig3.1: Supply chain Outlet proposed Model

In our model, we fully focused on client satisfaction because at the end of the day client satisfaction is most important for a business. There will be some visible outlet of our e-commerce company.

When a client makes an order through online, our product will first transfer to that outlet, nearest outlet of client address, where delivery will be in time and even client can pick up that product of that outlet. Client can see a visible thing which can give him trust about our company. Every outlet will be connected with each other and all outlets will connect to the central office. Outlets can also contact directly with the supplier so that time can be reduced and service will be faster.

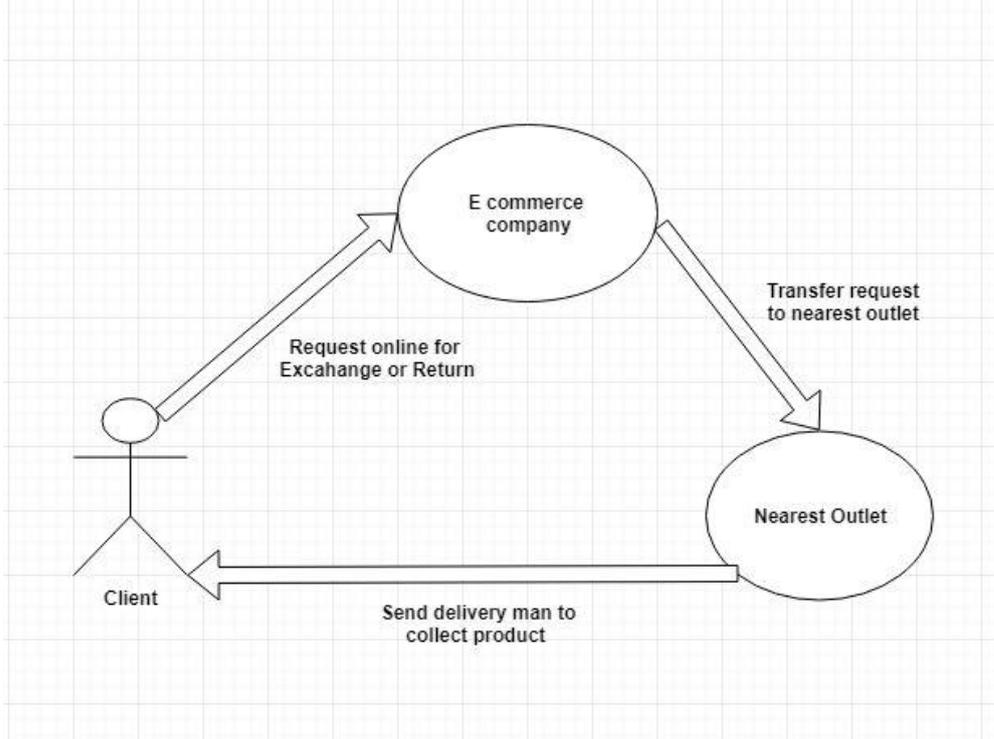


Fig 3.2: Return/exchange product

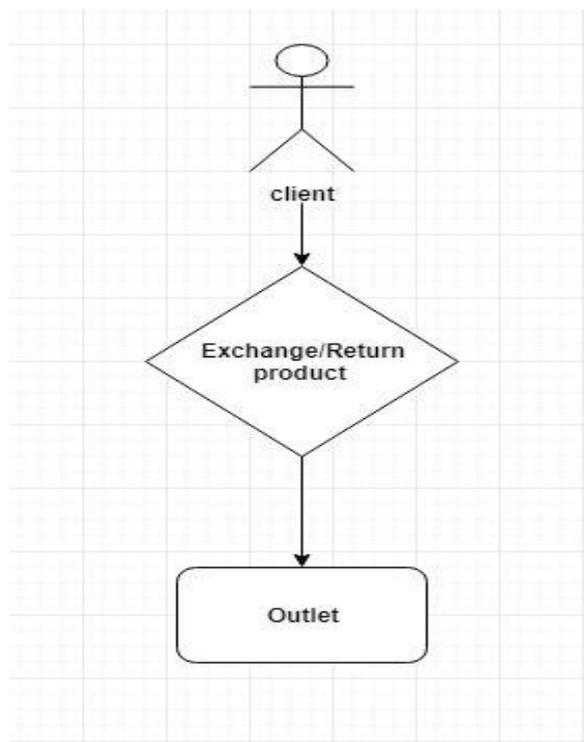


Fig 3.3: Client directly return/exchange product

### 3.3 Methodology

Each fruitful E-trade has possess procedure, most essential are advertising and advancements which is characterize to economical business presence in the commercial center.

We are here for you and we are here to give your backings with best quality items.

#### Internet business Marketing Strategy

Internet business advertising is the way toward driving deals by bringing issues to light around an online store's image and item contributions. Computerized advertising for internet business applies

customary advertising standards to a multichannel, information driven condition.

When you separate it, internet business advertising can be partitioned into two general activities: driving site movement and streamlining the client experience to change over more customers. Both are vital segments of your online business showcasing methodology

also, developing your online business, and they ought to be treated as similarly key.

Two sorts of showcasing are given beneath

#### 1. Online Marketing

#### 2. Physical Marketing

- Online Marketing Terms

#### (A) Google AdWords

As Google's promoting stage, AdWords spearheaded the PPC demonstrate and benefits from the organization's larger part offer of the hunt advertise.

#### (B) Search motor outcomes page (SERP)

The combined outcomes from clients executing an internet searcher inquiry, including natural and paid postings. Having results on the primary page of SERPs is basic to procuring new clients.

#### (C) Conversion rate enhancement (CRO)

In web based business showcasing, change rate enhancement is a framework for changing over more guests into clients, or to make an explicit move on a site page.

#### (D) Conversion channels

A transformation channel alludes to the adventure a prospect takes to wind up a client, starting with the mindfulness stage and completion in a buy. For higher-valued things, a more extended deals cycle is normal, while ease things convert in an a lot shorter time allotment.

(E) Ecommerce publicizing

Web based business publicizing includes any sort of promoting, on the web or disconnected, that directs people to an online store. The most widely recognized precedents incorporate Google AdWords, show advertisements, and web based life promoting like Facebook, Instagram and Pinterest. Value offering among advertisers and the promotion space proprietor decide the expense and position of every promotion. Occasion

(F) Facebook (Campaign, Promotions, Advertisement, Content Boosting ) and so on.

- Physical Marketing

Way to entryway, Poster, Brushier, and so on.

### 3.4 Falling E-Commerce

Bangladesh online business is currently having a noteworthy impact in Bangladesh economy, a huge number of nearby and worldwide web based business organization are presently exist in Bangladesh. The vast majority of organization are flopping here for growing up there business. one of the fundamental rain reason we distinguish is extremely feeble inventory network principle the board. In Bangladesh point of view numerous internet business side are falling sunrise in enormous speculation, many reason of tumbling down of web based business however most imperative that is Supply Chain Management.

Some Fall down internet business are given underneath,

(1) Joldi.com

(2) Online kenakata.com

(3) Ekhoni.com

(4) Ekhanei.com

## CHAPTER 4

### RECOMENDATION

#### 4.1 Benefit

- **Trustworthy:** My proposed system can create a mind setup on our client that it is trustworthy company. Because of when we create outlet all over cities, it will visible to all and for that reason client can believe that its visible and we can trust this company. Company's business will automatically increase.
- **Faster service:** After implementing this infrastructure, company's activity of business will be faster than anytime. Delivery service will be on time, so that client will satisfy for the faster service. And also in terms of return policy, client will not have to face any harassment for returning or exchanging product.
- **Time Minimization:** First come first serve service and minimize time duration, clear delivery product in due time.
- **Customer Satisfaction:** Main target of my system are customer satisfaction, who are satisfied my service system then customer come to here again and again. We will have strong connection with our supplier as well as our customer also.
- **Goods to reach customer:** Easy to reach customer and give them quality products instantly.
- **Product Reviews:** "Positive reviews which is make sure to trustworthy and better service instantly". "This is done to ensure that the web system works and looks similar on a variety of different browsers". The testing is done on the most popular browsers which are:
  - Mozilla Firefox
  - Chrome
  - Safari
  - Microsoft Internet Explorer Version 9

## CHAPTER 5

### CONCLUSION

#### 5.1 Conclusion

As a one of the important booming economy of the world, Bangladesh could be a potential user of e-commerce. Although a few numbers of people in our country getting the benefits from e-commerce, development of e-commerce in our country must have strongly reflects on livelihood. By flourishing this potential sector all people of our country will be benefited. E-marketplace is a store of information which acts as information agent that provides customers and sellers with information on products. To increase participant of online shopping, people need platform where they fill trustworthy, faster service, quality product and so on. the sources of consumer confusion, apprehension and risk need to be identified, understand and alleviate. It can be concluded that through implementing our new proposed model, e-commerce intensively and extensively businessmen can improve their income level along with improvement of customer satisfaction and customer can reduce their cost of living along with improvement of their standard of living.

To finish up, "our proposed model is altogether vital for an effective internet shopping site or a web based business organization". The "proposed demonstrate is a crucial factor for the achievement of an organization". " shopping organization needs to plan their plan of action cautiously before begin their business" and subsequent to executing our model, organization will get most benefit and client likewise will show signs of improvement benefit which incorporate customer fulfillment, trust commendable, quicker administration and furthermore which can persuade a client to purchase item again through on the web. Our proposed model will precisely cover this zone appropriately which will likewise enhance our way of life and in addition our business moreover.

## References:

- [1] E-commerce,Wikipedia,[Online]. Available:  
[https://en.wikipedia.org/wiki/E-commerce\\_in\\_Bangladesh](https://en.wikipedia.org/wiki/E-commerce_in_Bangladesh) [Accessed Date: 19 October, 2018]
- [2] Bangladesh – eCommerce; [Online] available:  
<https://www.export.gov/article?id=Bangladesh-ECommerce>[Accessed Date: 20 October, 2018]
- [3] E-commerce Bangladesh,Rashed Moslem,Linkedin, Available,[Online]  
<https://www.linkedin.com/pulse/brief-history-e-commerce-bangladesh-rashed-moslem>[Accessed Date: 21 October, 2018]
- [4] "Ios journal",paper,pdf [Online]Available: "<http://www.iosrjournals.org/iosr-jbm/papers/Vol20-issue3/Version-5/B2003051015.pdf>[Accessed Date: 11 November, 2018]
- [5] E-commerce,Researchgate,challenge,bangladesh  
[https://www.researchgate.net/publication/268504048\\_E-commerce\\_Challenges\\_Solutions\\_and\\_Effectiveness\\_Perspective\\_Bangladesh](https://www.researchgate.net/publication/268504048_E-commerce_Challenges_Solutions_and_Effectiveness_Perspective_Bangladesh)[Accessed Date: 11 November, 2018]
- [6] Bigcommerce,marketing [Online]. Available:  
<https://www.bigcommerce.com/ecommerce-answers/what-ecommerce-marketing/>[Accessed Date: 15 November,2018]
- [7] Snyder,Rell, “E-Commerce and Supply Chain Management”; ASBBS Annual Conference:Las Vegas,Volume 20 Number 1[Accessed Date: 11 November 2018]
- [8] Supply chain management;[Book]; available: <http://www.tutorialspoint.com> [Accessed Date: 24 November, 2018]
- [9] Supply Chain and E-Commerce: How Is E-Commerce Changing Supply Chain Management?[Online];Available: <https://veridiansol.com/supply-chain-and-e-commerce/> [Accessed Date: 11 April, 2018]