



Inspiring Excellence

## **Internship Report**

**On**

**Efficient supply chain management and digital marketing for**

**DARAZ BANGLADESH**

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## Letter of transmittal

April 01, 2018

Adiba Naoshin

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**Subject: Submission of report on “Efficient supply chain management and digital marketing for DARAZ Bangladesh”.**

Dear Madam,

This is to state that I submit my internship report titled “Efficient supply chain management and digital marketing for DARAZ Bangladesh” that has been prepared as an essential part of my BBA degree requirement. I have completed my internship from “Daraz Bangladesh Ltd.” which is a renowned e-commerce website in Bangladesh. It is my privilege to prepare the internship report under your supervision.

I have worked in Daraz Bangladesh Limited from the very beginning as a fulltime employee. Working in this report is a great learning and opportunity for me to share my experience as I have implemented my theoretical knowledge in practical work life.

I hope to meet your expectation from this report. I would be obliged to receive your propositions and remarks regarding this.

Sincerely,

Amitava Chakraborty

ID: 14304163

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## **Acknowledgement**

I have taken efforts in this report. However, it would not be possible without the kind support of the organization and many individuals who provided information regarding this report.

On the other hand, I am highly indebted to Mr. Ehtasham Hossain Eram, Head of Strategic Planning & Resources, Daraz Bangladesh Ltd.

I would like to express my gratitude towards all the employees and customers associated with e-commerce who participated in the survey and made this project a success.

Finally, and most importantly, I would like to thank my teacher, Adiba Naoshin, Lecturer, Brac Business School, Brac University for giving me an opportunity to do a project on such a great topic and for approving my selected area of research.

Thank You,

Amitava Chakraborty

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## **Executive Summary**

In this age of internet and digitalized systems, human lives relying mostly on the internet. Almost every service solutions are present on online now. E-commerce sector started to grow in Bangladesh since 2012, rapidly it became very popular among the people of Bangladesh. Most of the sites follow the E-bay model, where these websites work as a bridge between the buyers and customers and sellers.

These are actually online marketplaces where there are different online shops, e-stores. People usually browse these websites just like an actual marketplace to choose their desired product and buy from them. E-commerce sites work in exchange of the commission model on each and every successful delivery of product. They become a service provider on behalf of every seller no matter the provider has physical shop or not. People from all over Bangladesh who have access to internet can enjoy this facility of online shopping and do payment via cash on delivery or other methods of online payments. One just has to do is place an order on the websites, the delivery service man would bring the product to their home/office's door step. Now the delivery system is being faster than before and customer complaint has decreased in good numbers. E-commerce company also provide the sellers with the facility of free advertisement of their products through social media, newsletter and Google search engine optimization (SEO). Daraz have acquired a huge amount of seller as well. As the buyer can find almost anything on these places, these have a large customer base.

Here In this report I have tried to mention and state the overall e-commerce business model of Daraz Bangladesh and the impact of efficient supply chain and digital marketing of the company.

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# CHAPTER 01

## Introduction

### 1.1 Background of the study

Electronic commerce is known as e-commerce and it consists of the buying and selling of products or services over electronic systems such as the internet and other digital networks. E-commerce is rapidly growing very fast example of globalization over the time. The rapid expansion of internet and this e-commerce sector is a big opportunity for local entrepreneurs of developing countries including Bangladesh. Business is conducted in this way, spurring and drawing on innovations in electronic fund transfer, supply chain management, Digital marketing, online transactions of money, electronic data interchange, automated inventory management systems and automated data collection systems. Right at this moment Modern electronic commerce generally using the World Wide Web at least at some point in the transaction's life cycle, although it can encompass a wider range of technologies such as e-mail as well. Bangladesh has also stepped into the arena of e-commerce slowly but surely. 10- 15 years back nobody was aware of doing business such a way and never thought of E-commerce will be popular like now-a-days. This work focuses on the overall e-commerce websites and business to consumer category of Bangladesh (B2C) also recently focuses on business to business category of Bangladesh (B2B).

For the growth of every e-commerce, efficient supply chain management and digital marketing is necessary. With the growth of E-commerce, digital marketing sector has been growing largely as a supportive service system. There is no hassle of managing a physical shop, it has overtaken the concept of regular business model. E-commerce websites are providing the sellers with the facility of free advertisement of their products through social media, newsletter and Google search engine optimization (SEO). Digital marketers always monitor things like what is being viewed, how often and for how long, sales conversions, what content works and doesn't work, etc. While the Internet is, perhaps, the channel most closely associated with digital marketing, others include social media promotion, google promotions, wireless text messaging, mobile apps, podcasts, electronic billboards, digital television and radio channels, etc.

## **1.2 Objectives**

### **1.2.1 Primary Objectives:**

Primary objectives of the study are to find out the efficient supply chain management and digital marketing strategy of DARAZ Bangladesh Limited which is currently the number 1 E-commerce shopping destination in Bangladesh.

### **1.2.2 Secondary Objectives:**

- To know the operational strategy of Daraz Bangladesh Ltd.
- To know the promotional activities that Daraz Bangladesh Ltd. do online.
- To know the Supply Chain process of Daraz Bangladesh Ltd.

### **1.2.3 Scope of the Study:**

Purpose of this report is to give a glimpse of my job experience at Daraz Bangladesh Ltd. The objective was to have the practical knowledge and field experience of working in Daraz Bangladesh Ltd. I tried to cover supply chain process and digital marketing strategies which are followed by Daraz Bangladesh Ltd.

### **1.2.4 Limitations of the Study:**

- Time constraint was the main limitation. Due to lack of time couldn't gather more information.
- Communication with central team is difficult.
- Some operational strategies are yet not to disclose to anyone.
- Marketing data contains approximate value.



## **CHAPTER 02**

### **Organizational Overview**

#### **2.1 Company Overview:**

Daraz is owned by CDC Group – the UK Government’s Development Finance Institution (DFI) focused on supporting and developing businesses in Africa and South Asia – as well as the Asia Pacific Internet Group (APACIG) which supports some of the leading internet companies in the region. Founded by Rocket Internet in 2012, APACIG’s mission is to promote innovation and entrepreneurship throughout Asia and the Pacific and to support the development of a vibrant online culture.

Daraz Bangladesh Ltd. (daraz.com.bd) is the leading e-commerce platform in Bangladesh and as a multinational venture Daraz has also strong presence in Pakistan, Myanmar and Sri Lanka where it has successfully been operating being the number one online shopping/selling destination in all the respective countries. Daraz started in Bangladesh in 2014 as an online fashion business and since then it has expanded its overall business operation having its aim to be the number #1 destination for all original quality products to fulfill the ever-changing sophisticated Bangladeshi online consumers demand and have been serving almost all products categories that Bangladesh marketplace could offer.

In the month of July 2016 Daraz and Kaymu have merged to strengthen their position in the growing Bangladeshi market. To capture more market shares this 2 companies are working together. Now they are called Daraz Group. This merger also has happened in Pakistan and Myanmar.

#### **2.2 Mission:**

Daraz mission is to be the Bangladesh best customer-oriented company where people will get every possible product from industrial items to grocery items.

#### **2.3 Vision:**

Daraz wants to provide all variety of products to their customer at the most affordable prices at the doorstep. Their vision is to be the one and only reliable shopping destination in Bangladesh.

#### **2.4 Goal:**

Provide best quality products in terms of price and time. Daraz believes to introduce a new market for general customer which can be easily accessible for all types of consumers.

## CHAPTER 03

### Literature Review

Now-a-days internet become very close to the people. People often choose to buy products from online rather than visit to the physical market. It saves time and money in both ways. A recent survey shows that Bangladesh is an emerging market for the online sectors, this sector is one of the booming sectors and it has a market worth around 2 billion BDT. This sector is such a big platform where suppliers and customers come at the same place to purchase and sell in visually and get the physical product. A customer-oriented ecommerce can stand right based on its efficient supply chain process also sends his voice to the general mass. For the growth of ecommerce efficient supply chain management and digital marketing are mostly important factors. E-commerce websites are providing more and more purchasing options to their consumers day by day. In the supply chain management practice, in order to maximize its own interests and maintain the competitive advantage, each node enterprise on supply chain have difficult to carry out effective cooperation. So as to arouse the enthusiasm of each node enterprises on supply chain and improve supply chain performance, establish a reasonable incentive mechanism of supply chain is an effective way. (Yu, 2017) The Internet has allowed customers to price and choose the most diverse services and products around the world, instantly. E-commerce and global competition has made companies think strategically about their processes in order to manage relationships with customers and suppliers. (Gilberto, 2014)

#### 3.1 Functional overview:

Currently Daraz operating 4 big warehouses inside Dhaka and 19 hubs in major cities outside Dhaka. Recently they are preparing another warehouse in Uttara which will be the largest warehouse of any e-commerce present in Bangladesh. The area of that warehouse is 30000 sqft. Inventory, daily order processing, seller management and training all will be done there. Fo outside Dhaka,19 hubs are present to store product for those designated cities which is efficient for consumers to collect there ordered products without delivery charge. Those hubs also known as Pickup station.

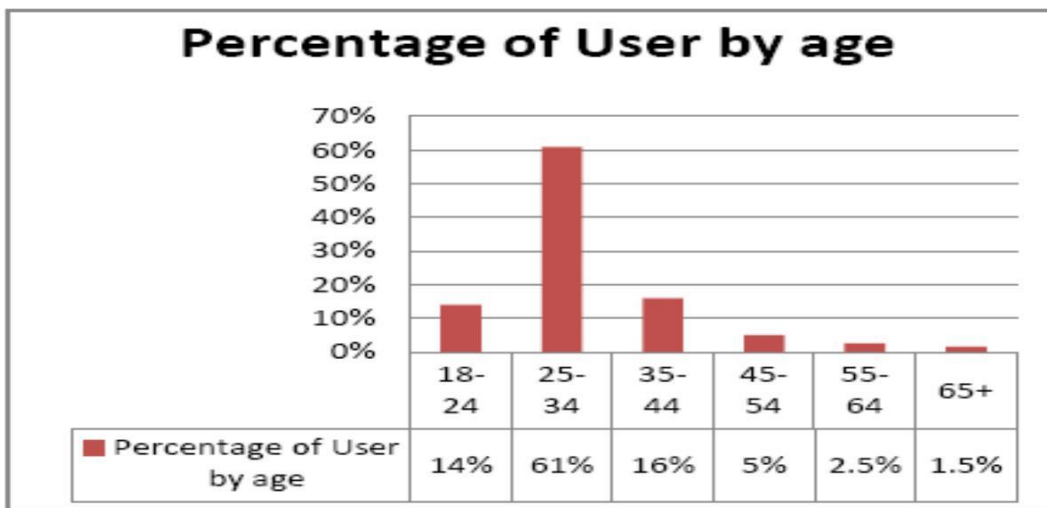
#### 3.2 Supply Chain Management:

Supply Chain Management (SCM) is the process which is responsible from placing an order to fulfilling it. This process links the manufacturers, retailers and customers through a virtual platform or directly. The prime objective of SCM is to movement of the product from manufacturers to customers. Managing the supply chain is one of the vital section of the business on which the total process of the business depends. In order to understand the importance of the

SCM we will have to compare the situation when ordinary system of collecting and delivering the products used to take place with the advanced supply chain management system.

### 3.3 Age Groups:

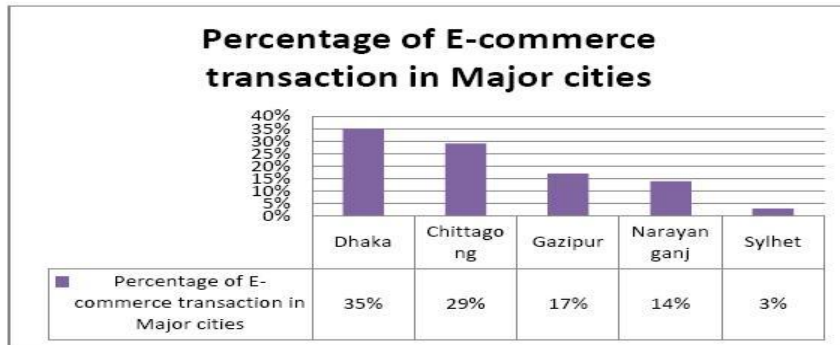
By research conducted from Kaymu (Venture of Rocket internet, e-commerce site in Bangladesh) and the info collated, it observed that the mass population falls between the age brackets of 25-34 years accounted for highest number of users, with the 35-44 and 18-24 brackets falling at second and third places respectively. Main reason for this observation is the fact that people falling in the age bracket of 25-34 years because of going towards technology and its usage. These people are at the pioneer of technological revolution and are more open towards online shopping. Therefore, lots of young and matured people are involving E-commerce business and they want a better delivery chain so that they can successfully deliver the products.



*\*Interest of people in e-commerce among various age brackets in Bangladesh. Source from in-house survey of Rocket Internet Bangladesh.*

**Figure 1: Age group in E-commerce**

### 3.4 Geographic Trends:



\*Statistics showing geo-targeted e-commerce trends in Bangladesh and An e-commerce transaction is completed when a user adds a product to the cart and then confirms the order.

\*Source from Daraz Bangladesh & Kaymu Bangladesh orders hit map.

**Figure 2: E-commerce transaction in major cities**

### 3.5 Order management process of E-commerce in Bangladesh:

The most prominent measures of E-commerce SCM is the service complications and competitiveness. Big expansion in business divided the sector to serve all sectors equally in the market. There are two types of business model, Business to Consumer (B2C) & Business to Business (B2B). B2B means the ecommerce between two or more companies whereas in B2C model, website works as a bridge between consumer and the company. Amazon.com and Priceline.com are the examples of leaders of B2C model. In order to get expected response from the large number of customers, the organizations have to invest heavily on the advertising, hardware and software. They also need to have better customers service which plays vital role in retaining the customers. B2B is a model where one business entity makes commercial transaction with another entity. As a result, the volume of business is larger the B2C. Business-to-Government e-commerce of B2G is a model where the business transactions are taken place between companies and the government authorities. In a typical supply chain many B2B transactions will be taken place where there will be only one B2C transactions and that will be the sale of finished products to the customers. B2B product purchasing is much riskier than B2C product purchasing because of its volume and the terms and conditions of purchasing. A small mistake can leave the company in a risky situation. The modernization in the logistics system has enabled the organizations to get more efficient in the flow of the materials by

reducing both the cost and time of the flow of the products. Different companies are coming up with different innovative ways of maintaining the supply chain system.

Right now, in Bangladesh almost all big marketplaces are following three major models for product delivery.

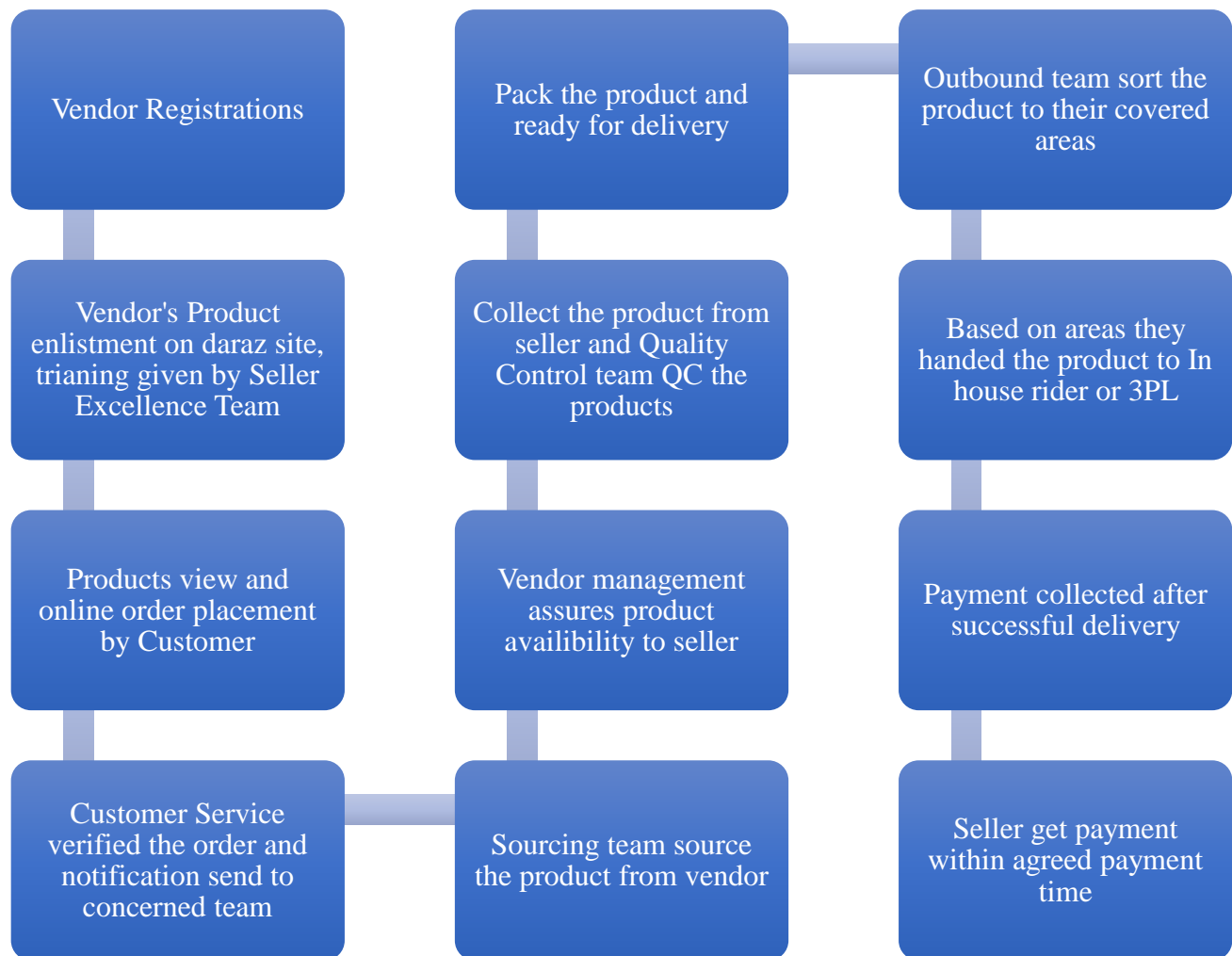
1. Product picking and delivery by themselves
2. Passing orders to merchant/ suppliers and delivering the products by them.
3. Managing product's in-house Stock and managing fast delivery.

Detailed supply chain processes of few renowned e-commerce sites have been described below:

### **3.5.1 Order management Process of Daraz Bangladesh:**

Daraz.com.BD works in Three models which are:

1. Products keeping in their inventory and when order comes they deliver.
2. They bring products from Merchants and deliver.
3. Merchants drop-off the ordered products with packaging into Daraz Warehouses and Daraz arrange delivery.



**Figure 3:** Operational process of Daraz (Source: Journal published on Daraz operation)

Daraz is a complete online marketplace with proper process. They maintain different software for different purposes.

1. Order Management System (OMS): Order Management system mainly used by the operations team and customer service team as well. It module help to keep inventory, manage orders, manage warehouse (both single & Multiple), return management, cross dock and drop ship. For customer service team it used for to confirm customer order and solve the customer query by managing others department by it.
2. Hub Management Tool (HMT): HMT is mainly used by the operations team to track the product both Market Place Cross-Docking (MPCD) & Market Place Drop-Shipping

(MPDS) inside the warehouse. It is useful to dispatch the product under right point and to make it deliver to right delivery station.

3. **Sellercenter:** It a module through which the merchant gets registered. Enlist their product on website, change price, assort products and manage their online store. On the other hand, the vendor manager maintains the sales, update the data and analyze different types of function and situation. Also warehouse team and content department works on sellercenter.
4. **Delivery Module (DM):** This module helps the operation team to track vehicles, orders and parcels, manage inbound and 3pl delivery partners. This module is used by finance team as well to track down the daily delivery and collection reports.

Apart from those Daraz use different IT system like google BI software, SEO tools and others for marketing and data analysis.

### **3.5.2 Daraz Hubs:**

Apart from Dhaka Daraz also have their warehouse and hubs in 19 major cities. Those are: Savar, Gazipur, Narayanganj, Narsingdi, Kishoreganj, Mymensingh, Tangail, Sylhet, Kushtia, Jessore, Khulna, Barisal, Rajshahi, Rangpur, Dinajpur, Bogra, Comilla, Feni and Chittagong. They have plans to increase it to cover 64 districts end of this year.

### **3.5.3 D-Store:**

Almost 70% of population who doesn't have proper internet access or can't access to internet on regular basis for that reason Daraz taking E-commerce to beyond boundaries.

D-store is a holistic approach to empower Bangladesh by creating a bridge between online and offline, by providing small retailers access to thousands of products and at the same time help them to grow by providing additional earning source, particularly focusing on women empowerment by providing additional training and guidance. People who don't have internet access they can just walk into any nearby Daraz Store and with the help of D-Store owner, place order online. All the interested small retailers and entrepreneurs can sign up to the 2 hours training program and Daraz will invest in bringing them online, train them and do the necessary branding also will provide

them with accessories, equipment, devices and internet connectivity. This will not only make them a part of digital services but also help them to have additional earning source.



**Figure 4: Benefits of Opening a Daraz Store**

### **3.5.4 Daraz Express:**

Product under Daraz Express means products already are in Daraz Inventory (Warehouse). So, customer can get fastest delivery of product if they order products under Daraz Express. For inside Dhaka it takes 24 hours' time and for outside Dhaka it takes only 2 days to deliver.

## **CHAPTER 04**

### **Digital Marketing in E-commerce**

All the companies from all around the globe have different marketing policies to attract customers on their platform. This plays important role in company's future success. That's the main reason why every companies design their own marketing plans so generic.

#### **4.1 Marketing Mix of Daraz Bangladesh:**

- Product
- Price
- Place Promotion



#### **4.1.1 Product:**

Daraz platform works as a marketplace. It's kind of bridge between customers and manufacturers. It's a place where different sellers sell their different types of products. Customers have the option to choose the right product for them. Men's Fashion, Women's Fashion, Health & Beauty, Phones & Tablets, Home & Living, Computing & Gaming, appliances, TV, Audio & Cameras, Sports & Fitness, Baby, Kids & Toys, Grocery etc are the major categories in Daraz website. Recently they launched Artmobiles category and Tourism category where they sell motorbikes and cars and travel packages, plane tickets, hotel room booking under 0% EMI facility for the first time in E-commerce sector in Bangladesh. Daraz Bangladesh sells those products by their seller under different commission rates fixed by the category.

#### **4.1.2 Price:**

Daraz Bangladesh does not determine product prices. It's the seller who selects their product prices. Daraz Bangladesh strictly monitors product prices on their website so that sellers can't set excessive prices for products. Sellers set the product discount prices. If Daraz is convinced with the product sometime they contribute to the prices and it becomes cheaper for customers rather than buying from another place.

#### **4.1.3 Place:**

Daraz doesn't sell any product on a physical platform. They are totally online-based shops. Their website platform is [www.daraz.com.bd](http://www.daraz.com.bd) is the marketplace-based website where all the products are available. Currently they have 2,75,000 products on their website.

#### **4.1.4 Promotion:**

Daraz Bangladesh does various types of promotional activities both on online and offline platforms. They are very much active on social media. They arrange various types of promotional offers/campaigns round the year. Recently they started TVC on TV. Daraz also preserves its personal email database so that they can reach millions of customers by sending emails to them. Daraz sponsors ads on Facebook daily that reach out to 10 million Facebook users every day.



**Figure 5:** Online ranking of [www.daraz.com.bd](http://www.daraz.com.bd) (Globally & Locally)

#### 4.2 Advantages that Digital Marketing brings to E-commerce:

Digital marketing is the promotion of products through online platform. It is different from normal marketing strategy as the channels and methods are different from person to person.

The term first used in 1990's where in 2010 it become more effective way to communicate with the people to create better relationship. The growth of digital marketing opens the new era of communication to the customer for better marketing and advertising.

Digital marketers open their eyes 24/7 to see what is happening and what is upcoming in the world current affairs. Internet is the tool for this new era of marketing by which tremendous things are happening in the marketing areas. An estimate of around 5 trillion ads are annually serving people. Money spent on online media is increasing in terms of offline media. Digital marketing is cheaper than the offline traditional marketing expense and the outcome is extraordinary. However, the world is not ready enough to ignore the traditional way of marketing mostly in third world countries.

#### 4.3 Marketing Strategy of Daraz Bangladesh:

As it mentioned Daraz Bangladesh is an online based marketplace type e-commerce they do mostly their marketing through online communication channel. It helps them to increase customer presence on their website and boost up their sells.

### **4.3.1 Online Marketing of Daraz Bangladesh**

Some of the online marketing methods of Daraz Bangladesh are given below:

- They use social media channels (Facebook, Twitter, Youtube, Instagram, AdWords) to promote their products for customers.
- Daraz have their own verified Facebook page with 10 million followers.
- They send daily newsletter via email to their 3 million (approx.) customers.
- Provide advertisement via Google AdSense.
- Every week they do Facebook Live with a contest named “Spin the Wheel”. During campaign time they bring celebrities for that contest.
- They offered various types of campaign vouchers to attract customer for shopping.
- SMS and App push notifications.

### **4.3.2 Offline Marketing of Daraz Bangladesh**

Even though they are online based company but they also do their marketing via offline media also. Some of them are:

- They do billboard ad during campaign time.
- They do TVC ad for the first time for TV. Previously they did it for youtube. All the TVC ad are visible on TV channels and digital screen located on major parts of Dhaka City.
- Give discount coupon via flyers to their 19 hubs outside Dhaka to attract customer for shopping at Daraz.
- D-force team and affiliate partners do promote for Daraz during campaign time.

### **4.4 Projects and events with Daraz Bangladesh Ltd:**

I am working with Daraz Bangladesh quite a long time. It was my achievement to take major part in those campaign. Some of the major campaign I took participate are listed below:

- Mega Mobile Week -2015
- Robi Fatafati Friday-2015
- Bengali New Year Campaign – 2016
- EID Fashion Campaign- 2016
- Coca-Cola Fatafati Friday- 2016
- Grocery Campaign- 2017
- Valentine’s Day Campaign- 2017
- Sunsilk Bengali New Year Campaign – 2017
- Mobile week Campaign- 2017
- The Grand Autumn Sale Campaign- 2017

- Daraz 3<sup>rd</sup> Year Anniversary Campaign- 2017
- 10:10 Mega sale Campaign- 2017
- Dettol Fatafati Friday Campaign- 2017
- Back 2 School Campaign- 2017
- Veet Valentine’s Day Campaign- 2017
- Daraz Boishakhi Mela- 2018 (Running)

#### 4.5 Description of some major events in Daraz Bangladesh:

**4.5.1 FataFati Friday:** The objective was to introduce “Black Friday” in Bangladesh. Due to religious purpose it was named “Fatafati Friday”. This event being organized during last of November of every year. Almost all the category offers maximum discount over the year rate. Daraz provide exclusive Double taka voucher only for this campaign. This culture is very popular in US, CANADA and many European countries. Daraz already arranged it three times in Bangladesh.



**Figure 6:** Daraz Fatafati Friday Campaign

#### 4.5.2 Mobile Week:

The objectives of mobile week campaign are to introduce customers to provide them best deals on Brand phones. The duration of the event is one week. Discount is available on mobile phones and phone accessories. Return rate was 5% in previous campaign mostly because of phone accessories as Daraz only sells branded mobile phones.



**Figure 7:** Daraz Mobile Week Campaign

#### 4.5.3 Bengali new year campaign:

Traditional companies are now joining cultural values in their business model. For that reason, Daraz launches Bengali New Year Campaign every year starting from 2016. All the categories have better deals but mostly it focuses on Fashion items. All top Fashion houses participate in this campaign.



**Figure 8:** Daraz Bengali New Year Campaign

#### 4.5.4 Grocery Campaign:

First time in Bangladesh any marketplace website took the initiative to sell grocery products on their platform. All types of grocery items are in sale in this campaign. There is another website sell grocery products on website but in terms of discount percentage and order volume Daraz Bangladesh took the first position. Items from top most vendor for grocery items in the market provide exclusive deals only for Daraz Grocery Campaign. First time it organized as an individual campaign but now every month Daraz organizing it at the end of the month. Customer also get 30% cashback for the payment done by Bkash and 15% extra discount on Card payment.



Figure 9: Daraz Grocery Campaign

## CHAPTER 05

### Findings

#### 5.1 Summary of the Findings:

- 1. Advertisement:** Most of these people came to know about e-commerce sector from Facebook. Also all of the updates and new offers they actually know from facebook ads. This proves that digital marketing is a key factor for e-commerce to grab customers.
- 2. Delivery Time:** Delivery time, product quality and delivery cost are directly related to e-commerce's efficiency of supply chain. Here I have found that most of the customers are dissatisfied as they have not got the products as it showed in picture, delivery time was bit longer and delivery charges were high also some issues at the end of Third Party Logistics (3PL) partners.
- 3. Customer Satisfaction:** In e-commerce no product is sold by the company. Sometimes customer expectation does not meet the satisfaction level when they receive the product due to product does not match with the quality factor and most importantly customer can not physically feel the product.
- 4. Price:** Price is also a factor related to efficient supply chain. This is because there is an indirect connection between price of goods with the commission given to the e-commerce websites. Commission percentage goes higher when an e-commerce site's order management which we call supply chain is not much efficient. In the long run it affects customer's behavior as well.

#### 5.2 Limitations of Findings:

This research will be helpful for the all the authorities connected to this sector. It will help the online sellers to get insight about the buyer's perceptions. It will also help the governing agencies to develop a market structure considering the obstacles they may face. Customer friendly shopping system will encourage both the existing and potential shoppers more to shop from online market. The increasing level of trust will also encourage the people from remote areas to enjoy the benefit of these services.

All these consequences will ultimately increase the total volume of the market which will be beyond our imagination. Though I have tried to give my best efforts to prepare this paper, there are still some limitations. As most of the data may be changed as the number of customer is changing on online platform. I also had limited variation in the age group.

## **CHAPTER 06**

### **Recommendations**

Some important actions should be taken in order to increase both the efficiency and effectiveness of the entire supply chain system of the Daraz. On time delivery plays a vital role in building up a strong customer base and in order to achieve this supply chain process should be more efficient. Daraz will have to focus on some points to make their fulfilment department their strength. The points are given below:

- Most challenging is receiving products from merchants on time.
- Proper and continuous stock verification is also mandatory.
- Training should be provided to merchant to manage inventory also much more automated online software or systems needed for .
- In order to increase the effectiveness and efficiency of digital marketing, Daraz will have to utilize the power of internet keeping in mind some important points that will help them reach their goals. Those points are:
  - Complete development of the concept of Digital Bangladesh is needed.
  - Create adequate awareness for marketers and customers.
  - Easy access to the internet for all.
  - Increase social media marketing concept.
  - Social media Brand page should be up-to-date and properly maintained.
  - Strengthen the privacy policy.
  - Conversion rates should be measured correctly
  - Attractive deals must be provided.
  - Creative designs should be made more attractive and colorful.



## **CHAPTER 07**

### **Conclusions**

E-commerce is one of the emerging sectors of the economy of Bangladesh, but it needs proper nurturing in order to get the full benefit. Bangladesh is a country where a large portion of the population is youth and they are getting more interested in flourishing this booming sector. We will have to keep in mind one thing “apply, learn and grow” and will have to move forward following this rule for better outcome from digital marketing. This e-commerce sector will be flourished if we can ensure better infrastructure, legal environment, secure transaction process and customer loyalty and to get these we will have to come up with better quality products, with in time delivery and better customer service.

Online shopping has come up with lots of positive sites like; it is easier for customers to choose their desired products from a large number of collections, in competitive pricing by just clicking to some options on their mobile phones, laptops or other electronic devices. Customers are getting more concerned about the products they are buying by going through the comments of other customers. As the market is booming new problems are also arising with the increased threat of the global e-commerce sites to grab the local market. So, it is necessary for all the companies and the governing agencies to come up with some long-term planning for this sector which will help to make e-commerce the most heavily contributing sector of the economy.

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