



Inspiring Excellence

Internship Report on Online Home Service Marketplace in Bangladesh

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Date of Submission: 22.11.2018

Title

Opportunities and Delimitations of “Online on Demand Home Services marketplace” in Dhaka, Bangladesh



Letter of Transmittal

November 22, 2018

Raisa Tasneem Zaman Miss

Lecturer, BRAC Business School

Advisor | IABC

BRAC University of Bangladesh

Subject: Submission of internship report

Dear Mam,

I have done with my 3 months long internship at SSG (Super Star Group) as an “E-commerce Intern” from the 1st Day of September to 30th November 2018. I have prepared my internship report as a part of the BBA program. This report has been accomplished as per your directions and guideline of my supervisor at SSG (Super Star Group). It am so glad to tell you that a wide range of experiences and knowledge I have gathered while working on this internship report. Besides, I have used my experiences and knowledge with the help of my senior colleagues and data collected from research survey.

Thus, I am submitting my internship report with the expectation that this paper consists of all the necessary information and follows the required format and guideline provided by you. However, I will be pleased if you help me with your feedbacks and corrections regarding the report. Moreover, if you have any query about any of the aspects of the report, I will certainly answer your queries.

Thanks so much for your cooperation and diligence.

Yours Sincerely,

Fuad Mohammad Abdul Muiz

14304148

BRAC Business School

BRAC University

E-Commerce Intern SSG (Super Star Group)

Letter of Endorsements

This is to certify that Fuad Mohammad Abdul Muiz, ID: 14304148, BRAC Business School (BBS), BRAC University, has done this internship report as a partial requirement of fulfilling the BBA (Bachelor of Business Administration) program. To my best knowledge this report is based on the upcoming new sister concern of Super Star Group. “SSG Corporate Office”, UCEP Cheynee Tower (3rd Floor), 25, Segun Bagicha, Ramna, Dhaka 1000. He has made this report under my direct supervision that meets the standard of BBA internship report. Finally he has submitted the report by maintaining the due deadline.

I wish him every success in life.

Raisa Tasneem Zaman
Lecturer, BRAC Business School
Advisor | IABC
BRAC University of Bangladesh

Acknowledgement

First of all, I would like to thank to Almighty Allah (swt) for blessing me with the strength, aptitude and patience for successfully completing my internship and this report. I would like to thank my academic Supervisor, Mrs. Raisa Tasneem Zaman Miss for giving me the opportunity to work with her supervision during the internship period. I have been able to compile and complete this report in a comprehensive manner due to the guidance, support and counseling that she has provided me in every convenient way.

I acknowledge my gratitude to Mr. Hasibur Rahman, (Assistant Manager, E-commerce & Digital Marketing and Marketing & Business Development, Super Star Group) for being my supervisor in the SSG (Super Star Group) and for his enormous helps and valuable suggestions in achievement of my internship program as well as preparing the report. I would also like to thank to Md. Allama Murshed Muneem, Senior GM, Marketing & Business Development, Super Star Group for his kind cooperation.

I also show my utmost gratitude to all the officials of Super Star Group for their friendliness and helpfulness. The senior officers helped me a lot in obtaining necessary information in time. I would also like to thank Human Resource Department of Super Star Group, which made the door of Super Star Group wide and open for me.

Executive Summary

This report is prepared on the basis of my three-month practical experience at Super Star Group. This internship program helped me a lot to gather practical knowledge of business development strategies and processes of an online on demand home service startup. Online on demand home service marketplace is a dynamic and rapidly growing countrywide home service solution platform. This newly initiated home service startup is a sister concern company of the Super Star Group, commenced its operation in 2018 under the brand name Mistry Mama. The main service of this company to make connection between the house owners and technical service providers in Bangladesh. The demand of online home service is growing fast and the number of companies is also growing at a recent time. In the early stage of the company, it will introduce Electrical, AC, Plumbing, CCTV, Generator and Water Pump repairing, installing and maintenance services for both of the commercial and residential customers and later it will introduce more services based on market's demand. This report has been prepared based on my observation and experience gathered directly from my job responsibility as an E-commerce intern in the company. The organization has many divisions and departments but my focus is given more on the Marketing and Business Development (MBD) department of the new project of this organization as I only got the opportunity to work in this division. This report reflects the upcoming business of SSG and its market scenario in Bangladesh, especially in the Dhaka city. Besides it will also be understandable after reading this paper that the five forces of this new startup and the opportunities and limitations of this business into Bangladesh. A research is conducted to draw a conclusion on the basis of consumer's Attitude towards the home service solution. The result that is found is quite considerable. However Super Star Group should keep progressing their work on Mistry Mama to make their consumer aware about the needs and benefits of online on demand home service facilities. The outcome of this research is explained in detail in this report. After analyzing the scenario of Mistry Mama in terms of their customer's knowledge and expectation, few recommendations came up which I think would contribute to the improvement of the performance of the new business of the organization.

I have conducted a conclusive research under the topic **“Opportunities and Delimitation of Online on Demand Home Services marketplace in Dhaka, Bangladesh”**. I have analyzed the results and brought out findings and mentioned both of the findings and research questionnaire into the body of the report.

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Body of the Report

1. Organizational Overview

- Profile of the organization

Super Star Group is a leading producer, shipper and distributor of electrical accessories and equipment since most recent two decades under the brand name of "Super Star". The organization began its voyage in 1994 by building up its first endeavor a Glowing light plant situated at Narayanganj. Super Star provide extensive variety of lighting and other electrical solutions for residential, commercial and every possible necessity. The group offers fantastic lighting solutions for its wide range client with no consider in quality that make them number one in lighting industry of Bangladesh. The product lines are Compact Fluorescent Lamp (CFL), Incandescent Lamp (GLS), Light Emitting Diode (LED), Fluorescent Tube Light (T8, T5), Switches and Sockets, Fan, Fluorescent Lighting Fixture, PVC Insulating Tape, Electronic Ballast, and Distribution Board. Moreover, the group is the best wholesaler of Kawamura Electric Inc. of Japan and Federal Electric of Turkey to promoting their Circuit Breaker and other electrical wellbeing related items in Bangladesh. What's more having their very own image named as Super Star Fan, they turn into the first-class wholesaler of Khaitan Fan of India in Bangladesh. The nature of these goods is guaranteed and its strength and durability is demonstrable. Every one of these goods have both fundamental and appealing importance for which we are pleased with it. Besides, we are really successful in the fulfilment of providing the quality products to our esteemed and deliberate purchasers and customers.

Super Star Group has begun another worry named Super Star Engineering Ltd in 2012, and demonstrated its capacity to fabricate, supply, establishment, testing and authorizing of electrical sub-stations and also total electrical arrangements on turnkey premise.

As one of the main and famous brand in Bangladesh, Super Star Group went into sustainable power source business under the name of Super Star Renewable Energy Ltd in 2013. Applying the brand name of "SUPER STAR SOLAR", this organization designs and develops creative sustainable power source related items that are most appropriate for client needs.

To respond of the quickened demand of city residents, Super Star Group extended its exercises in Real Estate industry under the name of “SUPER STAR PROPERTIES LTD” in 2011, to give luxury living and business space that will convey the most notable inducement for money of the clients.

A group of experienced and qualified experts having great corporate culture, leads Super Star Group. Every one of the goods that produced by SSG is structured by their own experts and all the item plans are held under copyright law with the goal that nobody can duplicate their item plan.

Super Star Group has a fame itself associated with a decent number of CSR exercises and keeps up a decent FICO score with banks and other monetary organizations.

Super Star Vision, Mission, Values

- Vision

To be the most contemporary conglomerate - LOCALLY AND GLOBALLY

- Mission

We will provide the innovative products and solutions that offer customer delight.

- Values

We're Bold
 We're Responsive
 We're Innovative
 We're Global
 We're Human
 We're Tec savvy
 We're Bright; because we believe our future is bright

- Description of the total business of the organization

Super Star Group has multiple number of sister concerns under the group name of Super Star and many other global exporters. This organization consists of 12 concerns at present where they initiated varieties of product and service line through the whole country. A very newly initiated service marketing startup is about to be launched as a pilot project within 2019 with a mass Dhaka coverage for both of the residents and commercial clients.

Total Business Units of SSG (Super Star Group):

Super Star Electronics Ltd	SSG Engineering
Super Star Electrical Accessories Ltd	SSG Properties
IR Bulb Co Ltd	Grupel Generator
Super Star Distribution Ltd	SSG Agro
Professional Lightings	SSG Papers Ltd
Super Star Renewable Energy Ltd	Super Fone



I.R. Bulb Company Limited is a sister concern of Super Star Group. I. R. Bulb manufactures long lasting, Eye friendly, Mercury free, High Lumen, Stable Performance, Energy saving and high efficiency lights. Products of I. R. Bulb are; Super Starr-FIXTURE, Super Star FTL -LUMINUX SERIES, Super Star Incandescent Lamp (Crystal, Midnight, Regular) etc.

SUPER STAR™

Professional Lighting

Another Business Unit of Super Star Group is “Super Star Professional Lighting” This Company also manufactures high performance lightings and most of the customers of these lighting are different commercials and industrial organizations.

Super Star Professional Lighting by Category:

Office Lighting, Industrial Luminaries, Street Lighting, Area Lighting, Earth Embedded Lighting, Garden Lighting, LED Lighting, Explosion Proof Lighting, Emergency Lighting, Accessories.

The main attributes of all the lightings mentioned above are;

Dust Proof, Open type fitting, Energy Savings, Environmental protection, Energy Saving, Green Lighting, and for all Office Building, Residential and Shopping Malls.

Lighting Projects:

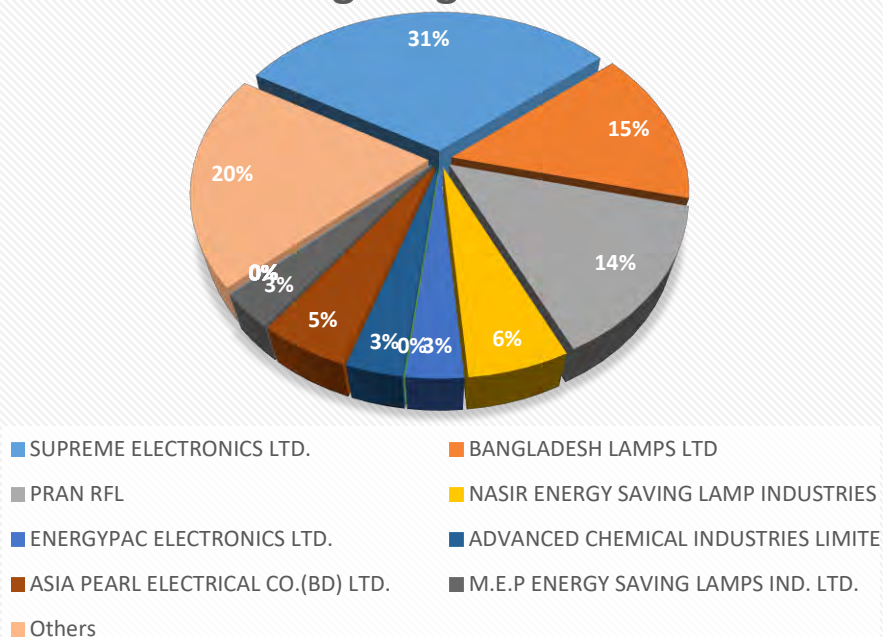
SSG Lighting has multiple number of projects in different locations. Beyond the projects there are numerous projects of SSG Lighting throughout the whole country. Few of those are;

Aman Packaging, B. Baria Bridge, Dimension, Khilgaon Flyover Extension Lighting, PEPSI Chottogram Factory, SSG IP Fan Factory Project etc.

Current Market Share of Super Star Lighting:

Super Star LED light is committed to provide best quality product and will continue to ensure the best experience through environment friendly LED light and leading the Bangladeshi market of LED and CFL products. In this chart Super Star Lighting is shown as Supreme Electronics as the market share is based on the circuit import ratio and super star is importing as Supreme Electronics.

Market Share in lightings market of BD



Slogan

“সঠিক লুমেনের আলো, চোখের জন্য ভালো”

Uniqueness:



Brand Elements of Super Star Lightings

Logo



SSG Agro Fish Culture venture is arranged in 350 Bigha water body situated in Moulvibazar District. Chosen assortments of freshwater fishes are refined in the venture by embracing very particular and reasonable procedure to get the best quality return.



SSG Engineering is a reliable name of "Proficient Electrical arrangement" for Home and Industry. This company is competent to give finish arrangements of any Electrical Power Distribution System including Designing, Engineering, Fabrication, Supply, Installation, Erection, Testing, Commissioning and upkeep of Electrical gear. They comprehend the structure necessity expected by the specialists and the readiness of illustrations, the manner in which counsellor need it, similar to GA illustrations, control circuit graphs, terminal square courses of action and so on.



SSG Properties is an organization controlled by shares bonded under the laws of Bangladesh. It is a vital specialty unit of the Super Star Group and envisions being the land advancement wing for the organization. This company is surrounded with the objective of beginning area extends, familiarizing new considerations and things with the market. They intend to participate in delightful, challenging and incredibly profitable real estate business that are reliable with its vision. Moreover, they intend to be a boutique builders company and will only take part in expensive and selected projects. SSG Properties will give comfortable living and business spaces. Their goods will offer front line living conditions with a reflection of an advancement of modern technology. This company is also committed to an issue free-living condition in which their customers can utilize most of the benefits of secured, engaging and inviting spaces. They have plans to keep up the maximum level of satisfaction of their clients. Customer's security, satisfaction, and comfort will reliably be their duty to fulfill. They will be engaged in the market and try to manufacture and distribute those products and services that will fulfill customer's satisfaction and will worth their money.

SSG Fans

Super Star provide different types of fans into the market. Few of the Fans distributed by SSG are Ceiling Fan, Pedestal Fan, Table Fan, Wall Fan, Magic Fan, Magic Fan, Rechargeable Pedestal Fan, Exhaust Fan etc.



SSG Energy Meter

Super Star Manufactures Energy Meters and distributes it into the local market. They manufacture Single Phase, 2-wire normal type Energy Meter and Single Phase, 2-wire Neutral Missing Energy Meter. Features of these Meters are international standard, used advanced technology, accurate reading, low power consumption, Measures Reserves Current, Elegant Design, Long Life, Efficient, User Friendly, ECO Friendly, Easy Installation & Use, Display LED, LCD & Cyclometer, Auto Display: Kilo Watt-Hour, Voltage, Kilo Watt, Current, Competitive Price and certification: BDS IES 62053-21:2013.



Exclusive Distributed Products



There are different electrical accessories of the Kawamura a top market dominating Japanese brand those are distributed by SSG throughout the whole Bangladesh. Few of those products are; MCB (Miniature Circuit Breakers), Molded Case Circuit Breakers (MCCB), Sub Distribution Board, Power Distribution Board.



Smart Ranges of GRUPEL Generators have appropriate performance in an emergency application. Due to a power failure, these devices come into action in an automatic motion to supply an efficient power delivery. GRUPEL is an organized Portugal based company with starting its first manufacturing facilities in 1980. Super Star Group is one of the leading Distributors of GRUPEL Generators in Bangladesh.



Federal Electric is a low voltage Circuit Breaker manufacturer in Adapazari. This company has 3250 products in their product range. Air Type Circuit Breakers (ACB), Miniature Circuit Breaker (MCB), Molded Case Circuit Breakers (MCCB), Harmonic Filters, Residual Current Circuit Breakers, Miniature Circuit Breaker Boxes, Surge Protective Device, Current Transformers, Installation Contactors, Thermal Overload Relays, Power Capacitors (Pfc), Fuse Switch Disconnections, Load Break Switches, Smart Relays etc. are few of the products of FEDERAL ELECTRICAL Company those are included in the distributed products list by SSG.

Research

2. Introduction

Online on demand home service is becoming popular to most of the urban people due to ease of access and convenient service solution at a door step. As millennial are the most significant users of online channels and Medias, the online services are quite known to them. By using a mobile app or website, consumers may place an order for a home service that they're searching for. The popular on-demand home services include beauty, fitness, laundry, appliances, home cleaning, pest management, automobile repairs, plumbing, electrical, painting, carpentry, mobile, computer, CCTV and AC repairing, installation and maintenance.

Demand for on-line on-demand services is being enabled by the increase in smartphone penetration in most of the urban areas. Increasing the use of smartphone, internet and many online buy and sell shops ensures an easy access to the customers into the on-line on-demand home service's markets. As use of internet is increasing all over the global community, all related industries such as on-line searching, on-demand services, and many other companies are growing very fast. Online on-demand home services market demand and number of companies are also experiencing identical development.

For last few decades urbanization has changed the mode of individual's life in each developed and underdeveloped countries, such as Bangladesh, China, Brazil, and India. The increase in income has affected to the nature of expending money for taking services, as a result, the value of on-demand home services has been increased.

Instead of battling the traffic due to growing urbanization, people now expanding in online marketplace to avail services. Almost in every city, customers now choose to get these services within the convenience of time and their location. Besides, capable persons are encouraged to take services from online as a result they can expand quality time with their family and for other personal work.

Rationale of the study

Rapidly growing online app based home service marketplace is transforming the whole home service arena into the modern cities around the world. Following the footsteps of most of the developed urban lifestyle now it is a booming service sector in Bangladesh. Within next 10 to 20 years, there is a high chance to the whole service industry to be transformed drastically to make the life easy and comfortable by getting a convenient online solution with saving valuable time and money at the same time.

As I am working as an intern in a new project of SSG (Super Star Group) on an online home service startup, I have found similarities with my internship job responsibility to prepare this study to analyze market opportunities and limitations which will be a valuable input into the process of this new startup. Besides, preparing this study will help me to figure out more about the possibilities about my assessment for the company and definitely will be helpful for my upcoming career into any organization.

This study will be helpful for the BRAC University students as a secondary data source from where they will prepare any papers on the startup businesses and market analysis on the online home service marketplace into Bangladesh.

Any new entrepreneurs may take necessary information about this marketplace and get motivated to invest and start a new career. Existing minor business owners into the same technology may join into the big platform to retain their business and to grow up.

Statement of the problems

An increasing number of online on demand home service platforms are spreading into the market with bringing a massive transformation of urban life.

Scope and delimitation of the study

Insufficient data due to a startup service marketplace, it will probably be a limitation to mention valuable information while writing this paper. Besides, this online home service will be launched on 1st January 2019 where there will be a lack of visual existence during the time of preparing the paper. All the estimated data for next one to three years might be used to show the business plan, overall market gaining and coverage areas of this new startup business.

Objectives of the report

Objective of this report is divided into two parts, first one is the main objective and the second part is the specific objectives.

The main objective of this study;

To gather in depth knowledge about the service process of an “ONLINE ON DEMAND HOME SERVICE MARKETPLACE” in Dhaka, Bangladesh.

Specific Objectives of preparing this study;

Understanding How Online Service Marketplace Transforms the social structure

Identifying key drivers of Online Service Marketplace

Understanding Opportunities of Online Service Marketplace in Bangladesh

Identifying challenges and threats of online service marketplace

At the end of the study it will also be determined what are the possibilities and limitations of this online marketplace and areas of improvement.

3. Review of Related Literature

According to a prediction of a market research analyst at Technavio a leading market research company with global coverage, “Online on-demand home services market around the world will be Spreading at a Compound Annual Growth Rate (CAGR) of nearly 49% by 2021. Due to a busy lifestyle, most of the consumers in an urban area feels the necessity of online on-demand home service marketplace and they have started to prefer vendors who serve right on demand which accelerates the growth of the market in the coming years. Besides, one of the primary growth factors for the online on-demand marketplace is the easy accessibility and the increasing consumer convenience into the online home service marketplace and it is a key driver for this market.



The online services connect between the real world services and online services to provide an efficient solution. If the service providers consistently provide quality services through the online platforms to keep the consumers loyal to the market, it will definitely bring a massive change in the behavior of consumers as a key trend behind the growth of this market. On the other hand, vendors need to differentiate their service from one another to success into the competitive market.

The growth of this online market is also triggered by the increasing amount of smartphone users in most the urban areas. Customers acquire information and book the services from smartphone and get their required solution based on their need. Companies of online markets are investing a lot in R&D for developing apps with a better user interface and designs which attracts customers to take services from online. Few leading vendors in the market in Bangladesh are: SHEBA.XYZ, Handy Mama, Drooto, Mistri Mama Etc.

Online on-demand home service markets can be segmented based on their service types and activities. Different service provided by the companies are: Home decoration, home care, repair and maintenance, health, beauty, shifting, packaging and so on. There are sub services under each of the types mentioned above. Based on the service type and quantity, vendors set the price or it's generated in an automated process while customer placing the order by an app.

Saini, Poonam (2018), a lead analyst at Technavio said that; “The growing m-commerce platforms provides services within a short time through vertical integration or aggregated supply. Push notifications, tracking locations, and many other smartphone features helped a lot to introduce such a booming on-demand service in the last few years, and as a result this market has a great opportunity to be succeeded.”

An increasing number of migration in most of the urban areas for better lifestyle and facilities leads a major change in the way of life in most of the developed and underdeveloped countries such as Bangladesh, Brazil, China and India. Due to increment of the disposable income both of level of expenditure and popularity of on-demand home services are increasing. Working people are now becoming dependent on the home service marketplace due to the shortage of time which is turning into a common practice in most of the areas inside the Dhaka city.

Saini, Poonam (2018), also said that the on-demand home service companies have realized the crisis of urban people and contributing a better lifestyle in an affordable price delivering service at the consumer's door step in a convenience and time.

According to Forbes, within 2025, around 75% of the working group of people will be included into the people got born after 1990 who are known as the millennial as they have by born internet and smartphone using experiences.

4. Methodology of the Study

I have used both of primary and secondary data as sources of information for conducting this research. As a source of primary data I have talked to the senior employees at SSG and as a source of secondary data I have visited different websites on the related topic of online marketing. I have prepared questionnaires and targeted most of the young people to take responses from as they are more aware of the technological advancement and know about the online marketing very well.

Primary Data:

Strategic decision makers provided valuable information about the business strategies and processes. I talked to the senior business analyst of Sheba.xyz and collected lots of information about the service processing. Employees and consumers also provided valuable information about the service market and different aspect of its operations.

Secondary Data:

Industry journals and reports are used as sources of secondary data. Link of different sites are mentioned into the reference as a secondary source of data.

Press releases are also used to take necessary information from as a secondary source of data and mentioned into the reference list.

Number of Respondents:

There are 70 respondents in total have been used as a research database. Most of the young people responded to the survey questions and showed how much they are knowledgeable about the online home service marketplace. Few respondents are service provider in SSG (Super Star Group) and shared their opinion about online home service marketplace in Dhaka, Bangladesh. Total sampling has been used and all respondents have been selected for the data analysis where irrelevant and misleading respondents and questionnaires have been deleted to keep the research error free.

Use of Questionnaire:

There were total 18 questions at first and 1 question has been deleted due to misleading responses from the respondents. Both of close ended and open ended questions have been used including 5 points likert scale for collecting data. All the responses have been shown into the data analysis part by using percentage into pie charts and bar charts.

5. Analysis and Interpretation of the Data

Gender: There are 70 respondents in total for data analysis and interpretation who answered 18 questions during the survey. One question and 4 to 5 respondent’s data were removed due to misleading responses and to keep the result of the analysis accurate in a most possible way.

The following chart is showing 69% of total Male and 31% of total Female respondents those took part into the survey on online on-demand home service marketplace.

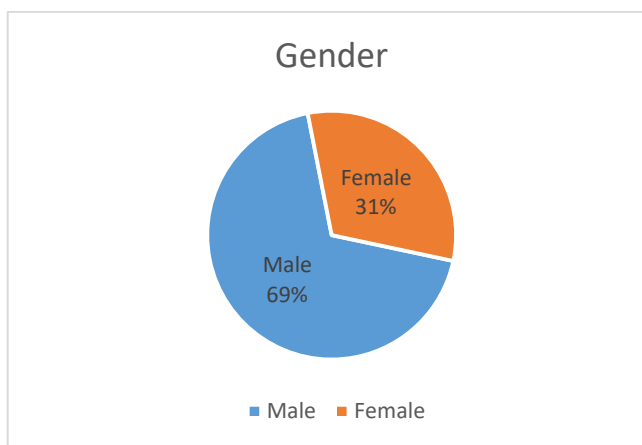


Chart: Gender

Age Range: Most of the respondents are young and millennial. Around 69% of respondents are in an age range of 20-29 and rest of 31% are in an age range of 30-39 years. The following chart shows the percentage of the age of respondents.

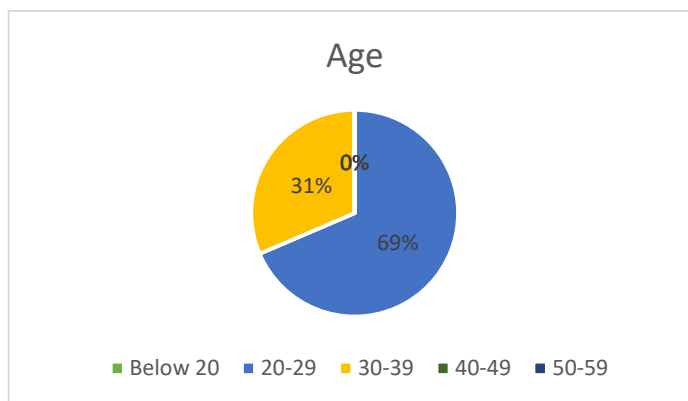


Chart: Age

Income Level: As the major position of respondents are young people and student, their income level is also low. Around 31% earn below 10 thousand, 37% earn 10-20 thousand, 26% earn 21-30 thousand and only 6% earn above 50 thousand taka per month.

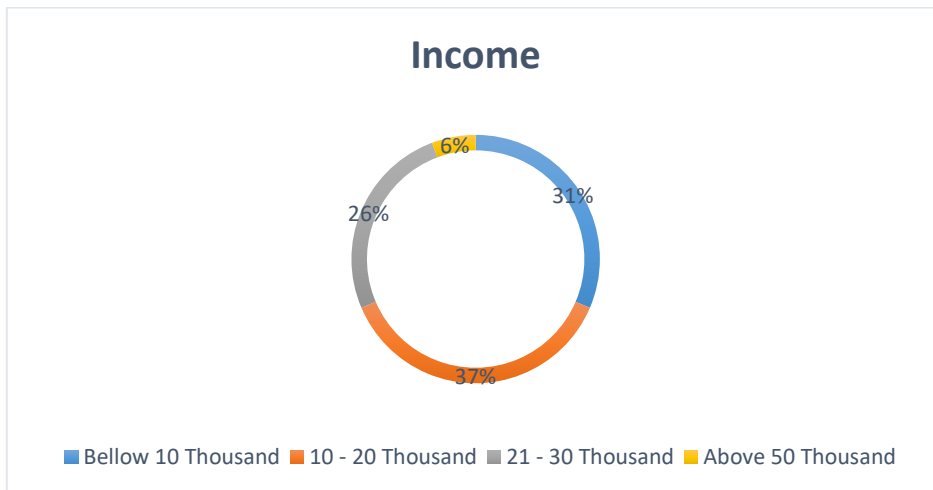


Chart: Income

Q1. Finding all electrical technicians in a mobile app is much easier than searching for them from shop to shop

- 30 people strongly agreed with the mentioned statement where 28 agreed, 10 respondents took neutral position and 2 persons disagreed with the statement. The following chart shows it in detail.

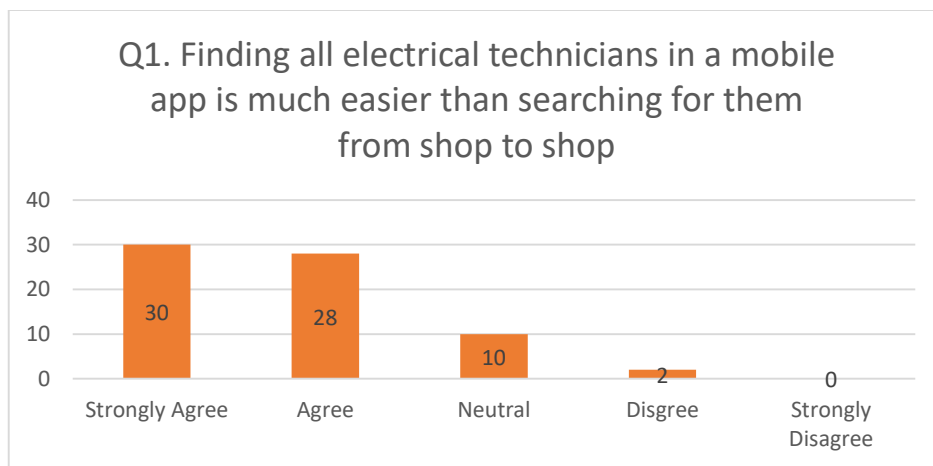


Chart: Q1

Q2. Finding cleaners in a mobile app is much easier than searching for them from shop to shop

- 32 persons strongly agreed with the statement, 28 person said they agree with it, 8 person taken the neutral position and 2 other disagreed with the statement mentioned above. The following chart show it with proper indication.

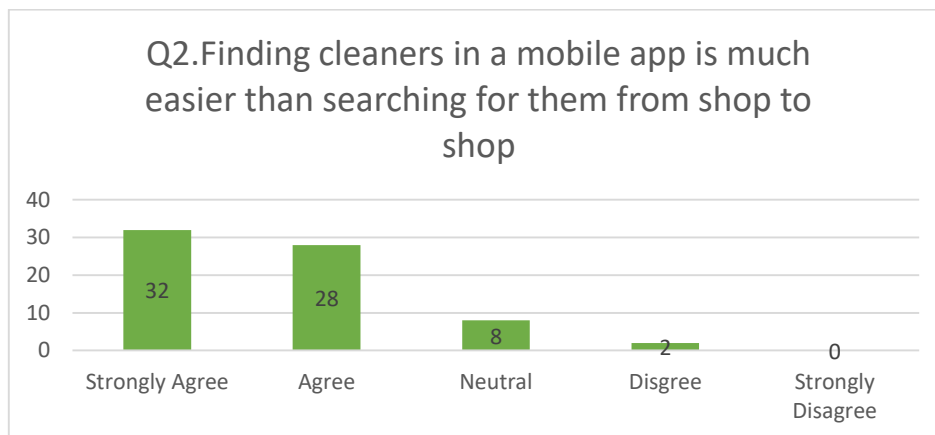


Chart: Q2

Q3. Finding all electrical technicians in a mobile app is much easier than searching for them from shop to shop

- 28 persons strongly agreed with the statement where 32 said they agree, 8 in a neutral position and 2 persons disagreed the statement. The following chart represents the respondents of Q3.

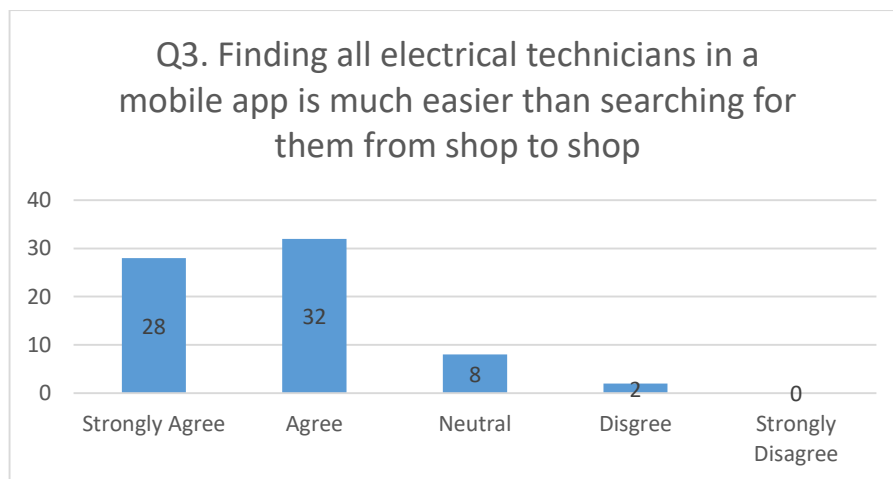


Chart: Q3

Q4. Increasing smartphone usage and rising online service platform helps to the growth of online on demand services

- 32 respondents strongly agreed, 30 people agreed and rest 8 persons took neutral position with the mentioned statement. Following chart shows it in detail.

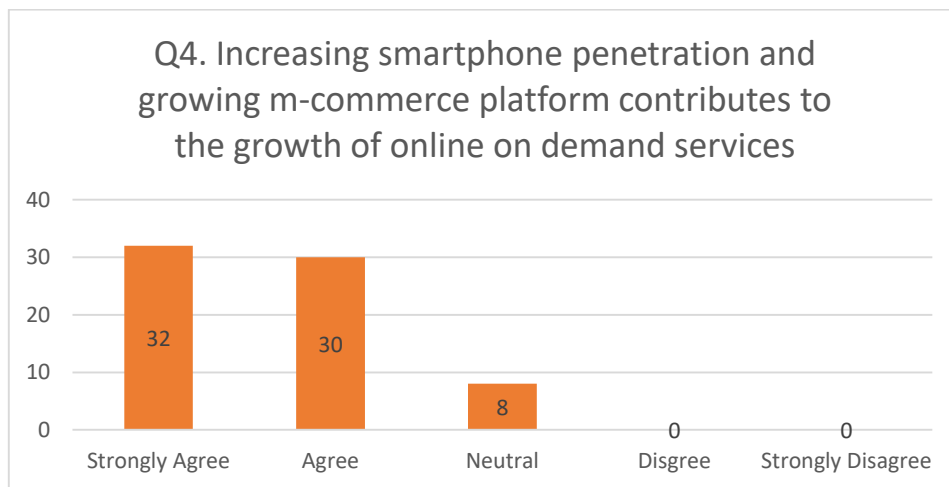


Chart: Q4

Q5. Time saving is a prime issue to decide taking services from online

- Total 28 persons strongly agreed with the statement mentioned above where 32 agreed and 8 persons took a neutral position. Following chart shows the responses on the mentioned statement.

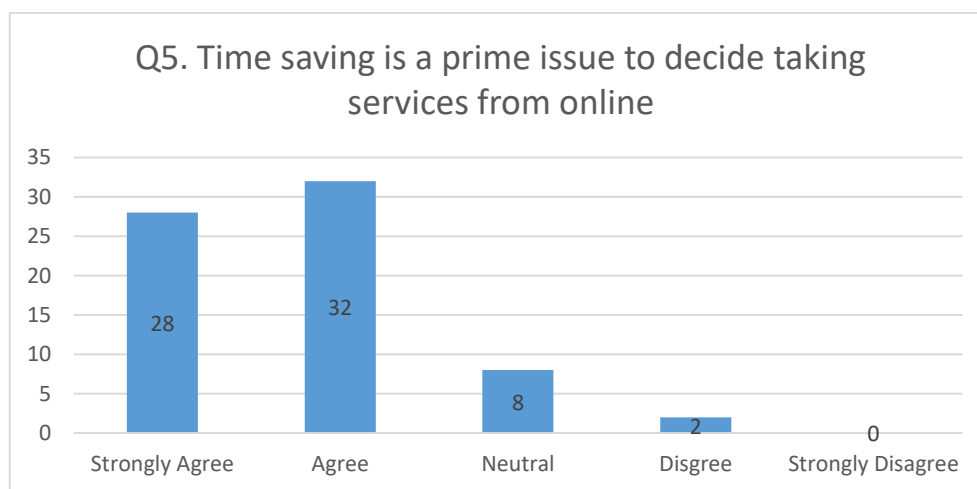


Chart: Q5

Q6. Adequate service varieties attracts consumers to take services from online

- 16 people strongly agreed, 38 agreed, 14 neutral and rest 2 people disagreed with the statement that adequate service varieties attracts customer to take services from online. Following chart shows it.

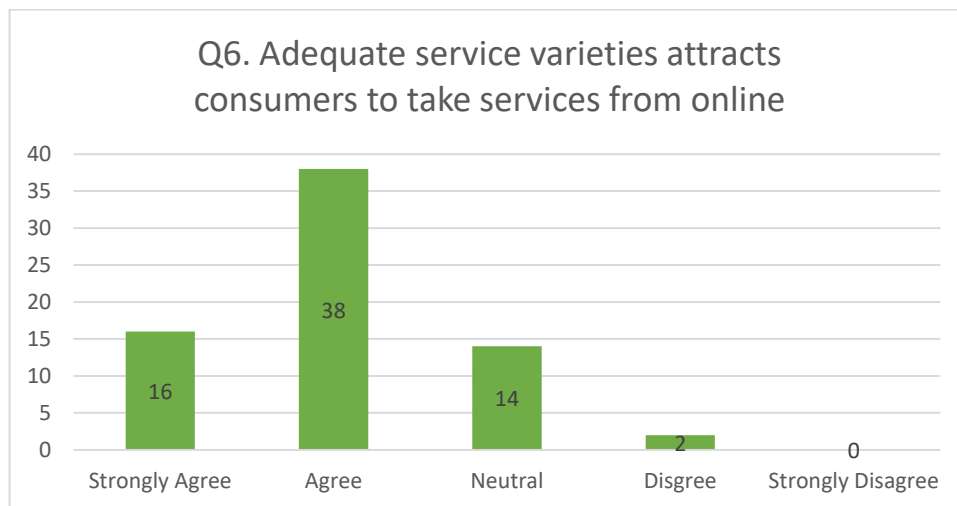


Chart: Q6

Q7. Increasing urbanization with growing traffic woes, stimulates people to take services from online

- 22 people strongly agreed, 38 agreed and 10 neutral with the statement that Increasing urbanization with growing traffic woes, stimulates people to take services from online. Following chart shows the detail.

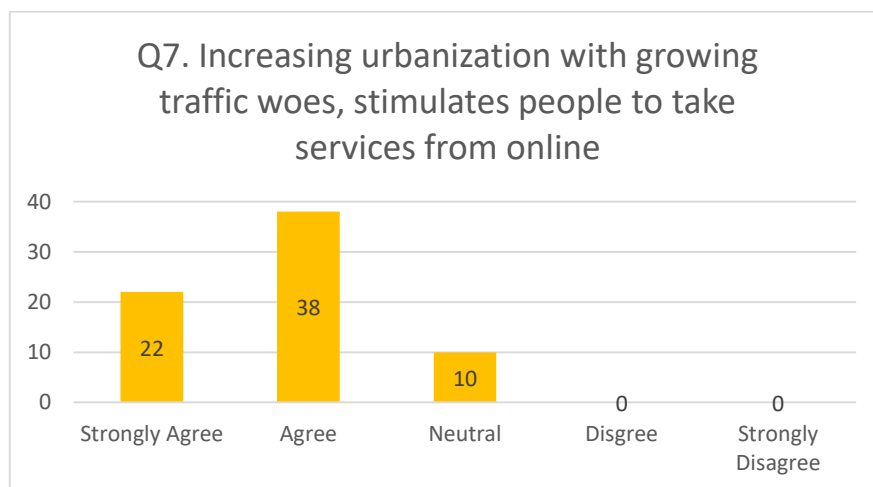


Chart: Q7

Q8. Busy urban life style provoke consumers to take services from online

- 32 people strongly agreed, 30 agreed and 8 neutral with the statement that Busy urban life style provoke consumers to take services from online. Following chart shows the detail.

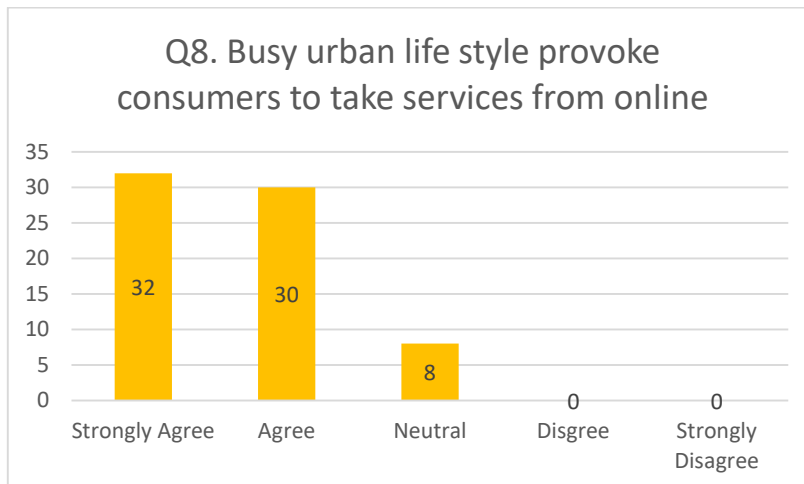


Chart: Q8

Q9. Website design / feature attracts consumers to take service from online

- 12 people strongly agreed, 34 agreed and 24 people remain in neutral position to the statement that website design attracts consumers to take services from online. Following statement shows the detail.

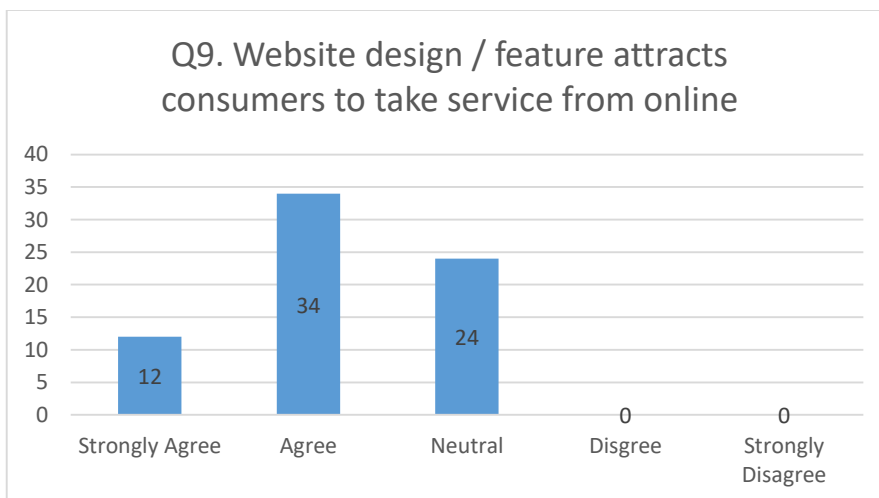


Chart: Q9

Q10. An online home services company ensures easy lifestyle by providing home services at reasonable price and consumers' convenience and time

- 14 people strongly agreed, 48 agreed, 6 neutral and 2 disagreed with the statement that mentioned above. The following chart shows it in detail.

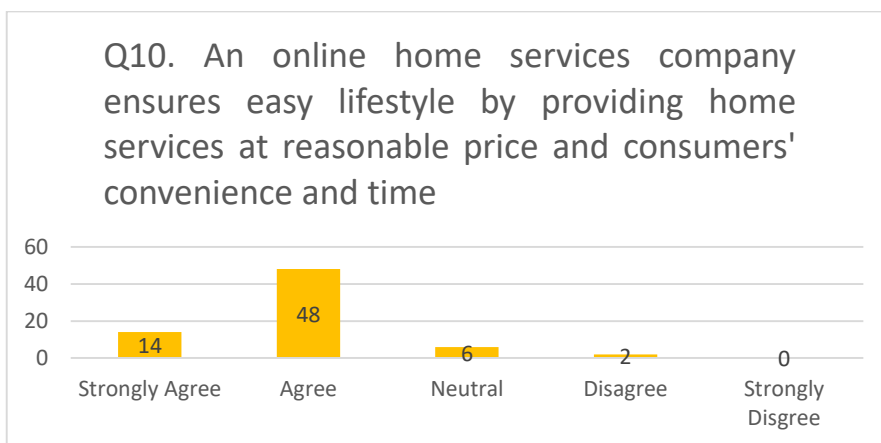


Chart: Q10

Q11. Consumer convenience on-the-online home services needs is contributing to the rise of online home service marketplace

- 18 people strongly agreed, 36 agreed and 16 in neutral position with the statement that Consumer convenience on-the-online home services needs is contributing to the expansion of online on demand home service marketplace. The following chart shows it in detail.

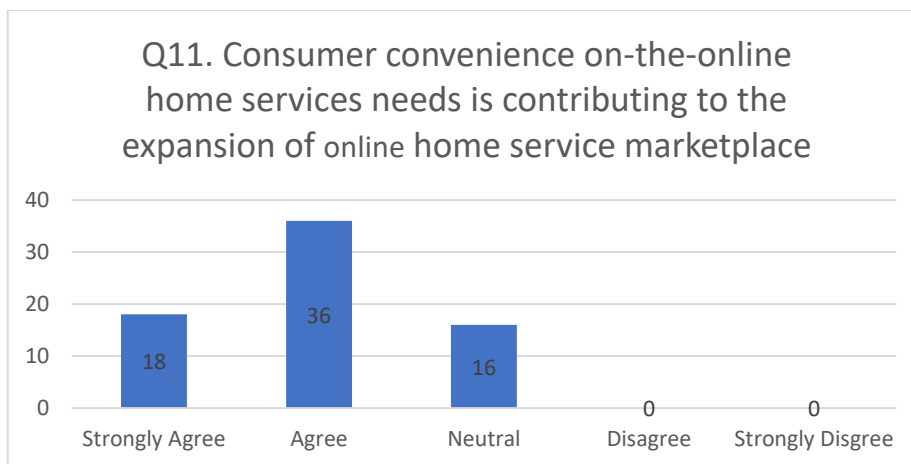


Chart: Q11

Q12. Consumer accessibility on-the-online home services needs is contributing to the rise of online on demand home service marketplace

- 14 people strongly agreed, 44 agreed and 12 in neutral position with the statement mentioned above. The following chart shows it in detail.

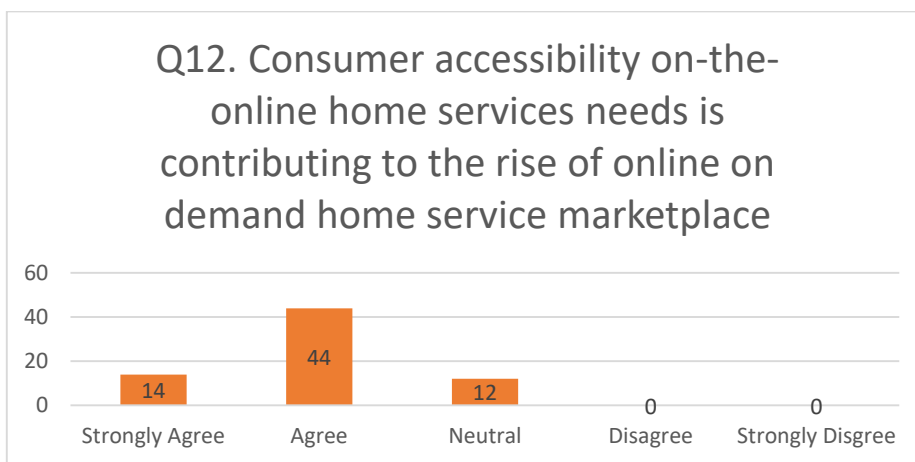


Chart: Q12

Q13. The busy urban lifestyle is inducing consumers to prefer online services, which will result in a surge in the online market’s growth in the coming years

- 32 people strongly agreed, 32 agreed and 6 in neutral position with the statement mentioned above. The following chart shows it in detail.

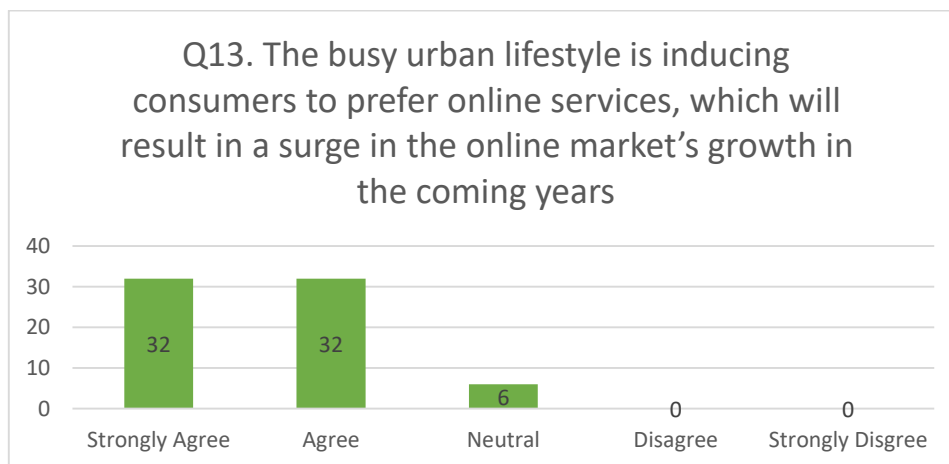


Chart: Q13

Q14. What do you do about finding any type of technicians for home services?

- 23 people call the technicians over the phone, 21 people visit local shops to find a technician, 8 people go online for searching or taking idea about home services, 7 people said that their family persons take the decision, 9 people take help from their watchman or caretaker and 2 people willing to take service from Sheba.xyz. The following chart shows it in detail.

The key ways to find technicians are shown into the chart;

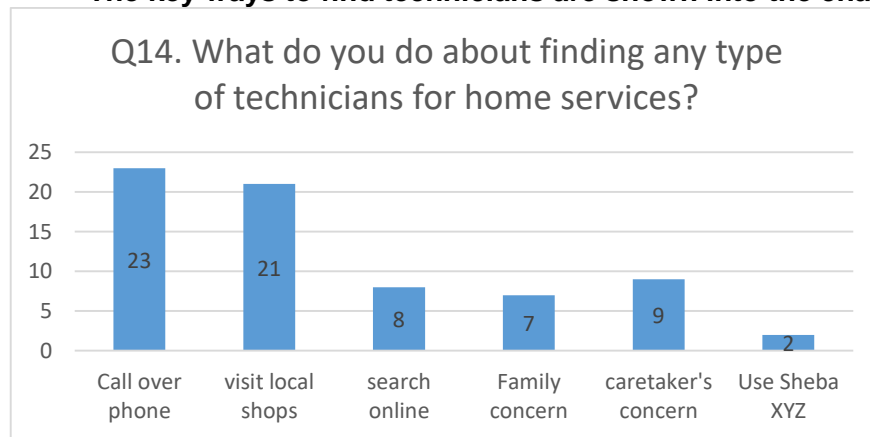


Chart: Q14

Few Comments of the respondents about finding a technician for home services;

<i>Finding from a local shop</i>
<i>Family</i>
<i>Call the technician</i>
<i>Online</i>
<i>Irritating</i>
<i>Local shop</i>
<i>Personal calling</i>
<i>I don't</i>
<i>Through contact number</i>

<i>Very rare</i>
<i>Phone</i>
<i>Phone call to local technician</i>
<i>We search in our area.</i>
<i>Go to nearby shop</i>
<i>local shops</i>
<i>I go searching for the local shops.</i>
<i>Visit local shops</i>

<i>Go to nearby shops or ask fnf's.</i>
<i>visit local shops</i>
<i>search online</i>
<i>Ask to the local technicians for service.</i>
<i>Use Sheba XYZ</i>
<i>Call in their contact number</i>
<i>abbu jane</i>
<i>electric kaj, onno meramot</i>
<i>By calling them over phone</i>

Q15. What are the main benefits according to you to take home services from online?

- 24 respondent mentioned that the benefit of online home service is saving valuable time, 16 people get benefited by the easiness of service processing, 11 people said online marketing reduce hassles of finding a technician from online, 8 people said online marketing ensures quality services, 5 people prefer online marketing because of the benefit of fixed standard price list and as they do not need to go for bargaining with the technicians. The following chart shows it in detail.

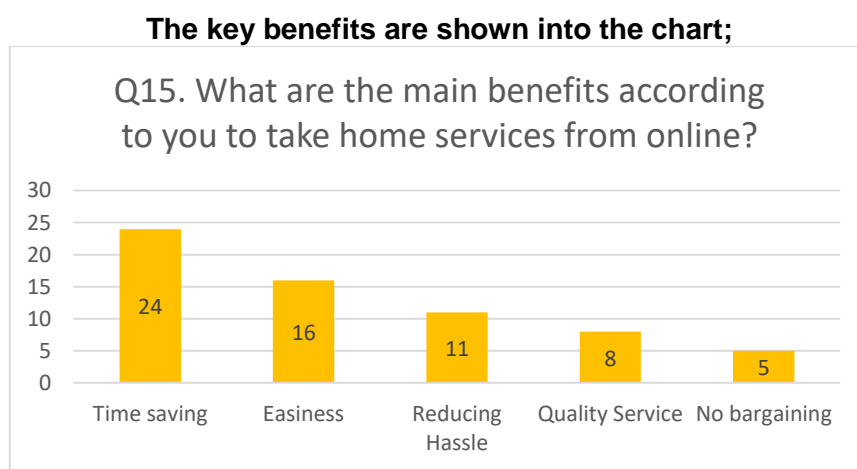


Chart: Q15

Few Comments of the respondents about benefits of online on-demand home service marketplace;

<i>Saving time, Reducing difficulties, Making life easy</i>
<i>Quick</i>
<i>No benefits according to me</i>
<i>Easy access</i>
<i>Time saving, No argument of fixing charge.</i>
<i>Uncertainty</i>

<i>Tme consuming</i>
<i>Time saving</i>
<i>Time saving, expertise service</i>
<i>Solution</i>
<i>Time saving</i>
<i>time saving, less hassle</i>
<i>We don't have to go out searching for servicemen.</i>

<i>Haven't done it ever</i>
<i>more variety</i>
<i>1) Time saving 2) experienced people.</i>
<i>Saving Time</i>
<i>Time saving, hassle free</i>
<i>saves time, reducing hassles</i>
<i>quick</i>

<i>Mainly time saver.</i>
<i>Easy</i>
<i>save time and difficulties</i>
<i>security</i>
<i>Bisshash joggota</i>

<i>Less wastage of time</i>
<i>Making life easy</i>
<i>More employment better economy of the country</i>
<i>changing lifestyle</i>
<i>change buying behavior</i>

<i>expanding business</i>
<i>reducing hassles and grab the whole market</i>
<i>all online marketing in future</i>
<i>Digitizing whole service sector</i>

Q16. What challenges do you see in taking services from online?

- 17 respondent mentioned that the challenge of online home service is insecurity as they cannot rely on an unknown person and cannot let them provide service alone at home, 5 people mentioned the quality issue as a random people may be sent to provide services without having time consciousness and responsibility, 3 people worried about the uncivilized behavior of the technicians due to lack of education, 4 people mentioned the additional charge is a challenge for this market and its expensive according to them, 15 people mentioned the internet connection is a challenge for online marketing as it is must to have internet connection while taking a services from online.

- 11 respondent mentioned both of the internet and smartphone requirement is a challenge as many of the technicians and users have no smartphone yet. 9 respondents mentioned any type system failure as a challenge as it may affect the whole market when people will have a full of dependency on online market. 6 respondent mentioned the risk of unskilled labor and damaging households due to having lack of knowledge. The following chart shows it in detail.

The key challenges are shown into the chart;

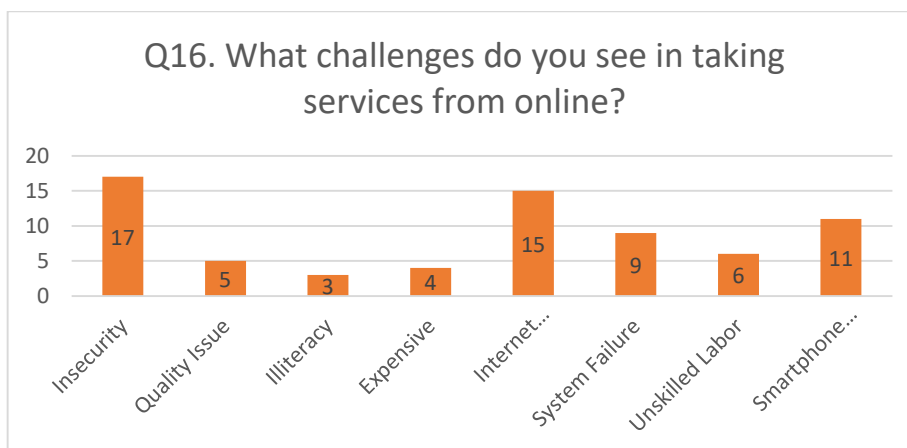


Chart: Q16

Few Comments of the respondents about challenges of online on-demand home service marketplace;

<i>Required Internet connectivity</i>
<i>Not Genuine at times</i>
<i>A lot of challenges</i> <i>1. Expensive</i> <i>2. Inexpert</i> <i>3. Insecurity</i> <i>4. Can't leave alone at home</i> <i>5. Take too much time</i>
<i>Quality and security</i>
<i>Unavailability of labors.</i>
<i>Expensive</i>
<i>Security</i>
<i>Trust worthiness</i>
<i>Illiteracy</i>

<i>Authentic source</i>
<i>security</i>
<i>Security</i>
<i>Stable real time internet connection.</i>
<i>Reliability</i>
<i>security problem</i>
<i>Internet connection, smart phone.</i>
<i>Uses of Internet and smartphone</i>
<i>Semi-skilled technician, price might be high compared to local services.</i>

<i>Using internet, Smartphone</i>
<i>internet</i>
<i>Trust issues and the very ancient culture of Bangladesh is not going to be changed overnight.</i>
<i>No internet</i>
<i>uses of mobile phone all the time</i>
<i>pocha website design</i>
<i>currier, network problem, not using Google map</i>
<i>Internet</i>

Q17. What percentage of additional amount you may be able to pay for taking services from online?

- In the following chart, it has been shown that, what percentage of additional amount people willing to pay for online home services. For example; if an electrician from a local shop charges 100 taka for installing a ceiling fan then customers will pay 120 Taka with 20% additional amount for taking the service from online. Here the respondents mentioned that how much they are willing to pay as an additional price for taking online service. 33 people said they are willing to pay 10% extra charge where 13 respondents 15%, 10 respondents 20%, 6 respondents 25%, 5 respondents 30% and 1 respondent willing to pay 50% additional amount for taking services from online.

Additional pay for online home service;

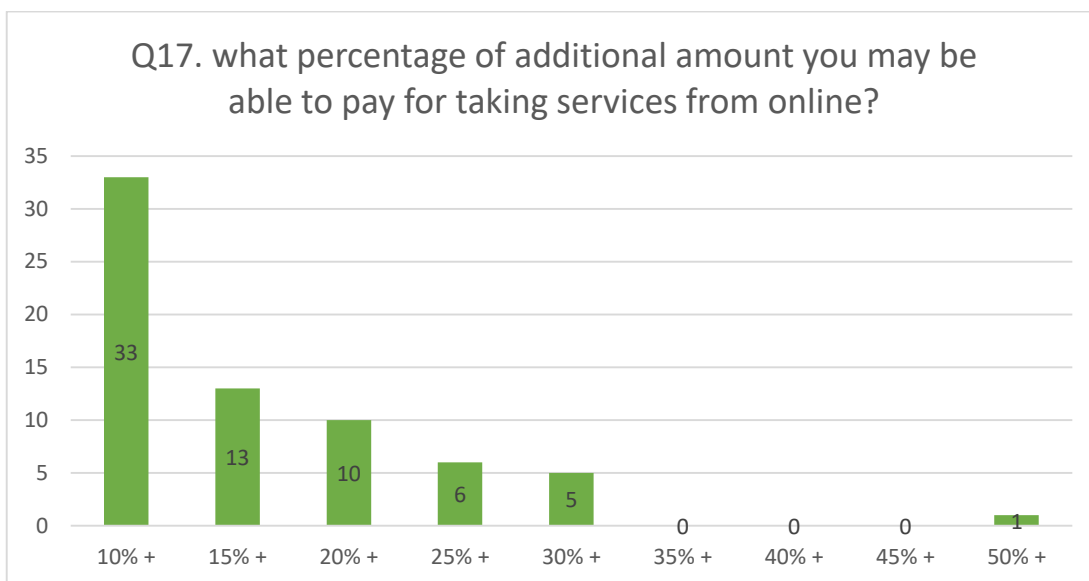


Chart: Q17

6. Findings of the Study

Major findings of the research:

- Major factors driving the online on-demand home services marketplace in Dhaka, Bangladesh.
- Major trends into the market mobilizing local online on-demand home services marketplace in Dhaka, Bangladesh.
- Key benefits, challenges or limitations to the expansion of the service platforms.
- Leading vendors in the local online on-demand home services market.
- Outcomes of the Michel Porter’s five forces analysis of local online on-demand home services marketplace.

First of all, increasing internet and smartphone penetration has changed the behavior of customers while buying a product or taking a service from anywhere in an urban area. It is now an easiest way to check the service verities with proper pricing and place an order to take a home service on demand at the door step. People identify ordering services from online app is an easiest way than finding a service provider from shop to shop.

Due to an easy accessibility and availability of vast information with proper service catalogue and detailed pricing, consumers now consider taking services by online app is more convenience for them.

Accelerating migration of rural people into urban areas also affecting the urban lifestyle with growing traffic Distress. People tend to reduce burning fuel and wasting valuable time due to traffic jams which encourage them to go for the alternative way on online service marketing and paying an extra charge for the service received on demand.

Two major drivers can be identified out of these findings those are;

- Consumer ease and user-friendliness on the online on-demand home service necessity.
- Urbanization and busier lifestyle with traffic distresses.

Besides, the key trend is;

- Increasing smartphone and internet consumption rate.

Key benefits to the growth of the service market;

- Reducing wastage of time by taking service from online
- Quality Services ensured by the verified service providers
- Reducing Hassles due to place order from online
- Convenience of time and location
- No Bargaining with the Technicians
- Easiness of placing order and receiving quality services

Key challenges to the growth of the service market;

- Insecurity due to allowing unknown persons inside home
- Quality of services may not be up to the mark
- Illiteracy issue of technicians affects customer satisfaction
- Internet connection for placing service order all the time
- Smartphone is required for both of the customer and technician
- System Failure may affect and divert customer's mind to the competitors
- Unskilled Labor may harm the company image by providing poor services
- Expensive services from online is not affordable by most of the people

Leading vendors in the local online on-demand home services market in Bangladesh;

- i) Sheba.xyz,
- ii) Handy Mama
- iii) Drooto,

Michel Porter's Five Forces for Online on-Demand Home Service Marketplace



Threat of New Entrants:

Threat of new entrants is high for this online service market. There are plenty of companies spreading their business around the whole country based on on-demand home services. Any company may target an area and start providing services with a very small capital at the starting stage and occupy all the technicians into their service arena. There are also no barriers from the government rules and regulations to start an online market in Bangladesh. As a result threat of new entrants is high for this service market at present time.

Threat of Substitute:

Local technicians, repairing shops, technical mechanics are the main substitutes where consumers may go for taking services from them directly. There are a large group of people till now who do not have that intention to take services from an online company. Besides, most of the senior citizens are not technologically advanced and used to consult with a nearby technicians for fixing any problem. As a result, threat of substitute is also high due to limited coverage of online service markets and lack of technological knowledge of most of the decision makers in an urban family.

Revelry among Existing Competitors:

Till now there is a major competitor named Sheba.xyz, along with two other minor companies named Handy Man and Drooto. Sheba.xyz is the largest company among all competitors into the market and mostly known by the majority of the target customers. With a first mover advantage Sheba.xyz has an advantage of an established brand value with a largest market share. Two other competitors along with many other local service providers have comparably limited branding and target market coverage. So, there is still a high chance for a new company to take the chance to make the best use of the opportunity of branding properly and grab the market share successfully.

Bargaining Power of Buyer:

Most of the Service Receivers are targeted based on their lifestyle and economic condition. People those have a high standard of living and capability to afford ordering services from online are the target customers of online companies. A busy lifestyle is primarily a major concern to take a service from online with additional cost for saving valuable time and hassles of finding technicians from a local shop. As a result, bargaining power will be moderate for the service receivers as they do not have that much options to get a better home service in their convenience and time than the existing online home service providers.

Bargaining Power of Supplier:

Supplier's bargaining power is always high as they have their existing business in their locality and most of the people are used to go direct to their shops or call them directly when a repairing or maintenance service is required. Service providers can provide home services from their existing source with a price negotiation opportunity. In an online service market there is always a fixed price list based on individual service provider's preference. Besides, service providers need to maintain terms and conditions set by the company while giving services on behalf of them. As a result, Service providers may change their decision to not to work with any company for ensuring their work flexibility and avoiding rules and regulations set by a company. On the other hand service providers may change their mind and switch to other company for more benefits. So, bargaining power of service provider is always high for an online home service company in Bangladesh.

7. Recommendations

All of my recommendations for the upcoming online home service concern of the SSG (Super Star Group) are based on the customer's responses and opinions of senior employees of the company.

The most important recommendation to the Organization is, to stay connected with the customers in a regular basis. As most of the customers are targeted based on the middle to high standard of living with a high income level, they must have a deep involvement with internet and smartphone. Besides most of the customers are the millennial and they will lead the future market which will be totally based on online sources. So, online markets need to be get attached with the customers through different online Medias and channels. Use of Email, Messengers, and Social Medias will be the best way to reach the target customers and get them involved with taking online services.

According to a new study (Jungleworks.com), 56% of customers are involved either texting or direct calling to the service providers. So, Facebook will play a vital role to communicate and reach the customers. Besides, maintaining Facebook page and advertisement is also required to keep the customers in touch.

According to the business analyst team, proper Reward Mechanism should be maintained as customers tend to win by getting a service with a discounted price or with some benefits.

In reference to the respondents, standard of price list should be maintained for individual services, so that customer never think that they are taking expensive services which is extremely more than the local technician's prices.

Respondents are worried about the quality issue. So, proper quality service should be maintained, so that customers get benefited by taking the services. As a part of quality ensuring, at least 2 days service warranty should be given to the customers, so that they feel safe while taking the services.

Customers feel unsecured due to lack of civilized behavior or norms of the technicians. So proper training requires to be given to the service provider, so that they can impress the customers with decent manner.

Unskilled workforce may harm the reputation of the company and even customers are also worried about unskilled labors according the findings. So well trained and experienced technicians should only be considered to get registered into the service system with a proper verification of their performance, skill, and previous working experiences.

According to most of the respondents, smartphone and internet are the key challenges for the technicians and customers. So, it should be ensured that all technicians are getting on boarded into the service system have sound knowledge of using smartphone and internet. Besides encouraging customers to use online services by giving attractive benefits.

Respondents also mentioned that system failure is also a challenge to interrupt the service of online marketplace during a high dependency on online home service companies. System failure may affect the service receiver's intention to avoid taking services from the company and switch to others. So, a good quality of website and user friendly app designing and a full time operator recruitment is most important for the organization to avoid system hazards.

Customers feel that online service is quite easier and convenient than calling to the local technicians. So, it should be determined in a very specific way that in which point customers are getting benefitted by taking the services from online.

As most of the respondents mentioned that know about the name and services of an existing brand named Sheba.xyz, so proper branding is required for the new concern of SSG as there are plenty of many other small companies in almost every locations to beat the business every time. Besides, SMS, E-mail, Leaflet, Door name plate, caretaker uniform and many other branding strategies may give a good result for branding purpose.

As a part of spreading business strategies, affiliation with local partners can be a good way to occupy in a new area and cover the whole target areas within a short time.

In reference to the business analyst, targeting caretakers for referring a service for the rentals or house owners can be a good way to reach more customers. Referrals like caretaker and random people can also be given benefits instead of referring a service to an individual so that they feel encouraged to refer services to get benefitted by the company.

8. Conclusion

At the ending of the paper, it can be declared that a lot of opportunities and limitations of online on-demand home service marketplace in Bangladesh have been found. Increasing internet and smartphone penetration is the key trend behind this online service platform and indicates the most possible business opportunities as most of the millennial are the user of modern technologies including internet and smartphone. Key drivers of this marketplace are the rapid urbanization and the busy lifestyle with an easy access to the upgraded technologies and need of convenient service. Quality issues, time saving, no bargaining with a technician, easy and convenient solution are the key benefits of the online service marketplace where the security issue, system failure, expensive, unskilled workforce, lack of commitment and trust etc. are the most of the limitations of online marketplace according to the respondents.

After considering both of the positive and negative aspects of online on-demand home service marketplace, it can be said that for making life easier and getting all the services at the door-step in a customer's convenience and time, the necessity of online on-demand home service marketplace is a most desired and it's a most popular service platform among the urban people. Most of the young generation and even the senior citizens are experiencing the blessing of online services where Pathao, Uber, Shohoz, Daraz, Bagdoom, Food Panda, Hungry Naki and plenty of online companies providing transportation, food delivery, parcel delivery, product delivery and many other services. As a result people now tend to save their valuable time and not willing to burn fuel and waste time in a traffic signal, rather they are willing to pay an extra charge for a product or service to get it by seating in their home and ordering from an online platform. So, it clearly indicates a massive change of the lifestyle of urban people due to the impact of online marketplace. Similar to many other services, day by day urban citizens are heading towards the service markets instead of negotiating with a local technician. And this is an ultimate transformation of the lifestyle of urban citizens at the era of internet and smartphone.

Appendix

Survey Questionnaire

Your Name / Email (Optional):

Gender: Male Female

Age:

Income:

What is/are the preferred online company you may want to take services from?

Sheba.xyz Handy Mama Mistri Mama Drooto Other:

Please Put Your Valuable Responses below (1-18)

1. Finding plumbers in a mobile app is much easier than searching for them from shop to shop

Strongly Agree Agree Neutral Disagree Strongly Disagree

2. Finding cleaners in a mobile app is much easier than searching for them from shop to shop

Strongly Agree Agree Neutral Disagree Strongly Disagree

3. Finding all electrical technicians in a mobile app is much easier than searching for them from shop to shop

Strongly Agree Agree Neutral Disagree Strongly Disagree

4. Increasing smartphone usage and rising online service platform helps to the growth of online on demand services

Strongly Agree Agree Neutral Disagree Strongly Disagree

5. Time saving is a prime issue to decide taking services from online

Strongly Agree Agree Neutral Disagree Strongly Disagree

6. Adequate service varieties attracts consumers to take services from online

Strongly Agree Agree Neutral Disagree Strongly Disagree

7. Increasing urbanization with growing traffic woes, stimulates people to take services from online

Strongly Agree Agree Neutral Disagree Strongly Disagree

8. Busy urban life style provoke consumers to take services from online

Strongly Agree Agree Neutral Disagree Strongly Disagree

9. Website design / feature attracts consumers to take service from online

Strongly Agree Agree Neutral Disagree Strongly Disagree

10. An online home services company ensures easy lifestyle by providing home services at reasonable price and consumers' convenience and time

Strongly Agree Agree Neutral Disagree Strongly Disagree

11. Consumer convenience on-the-online home services needs is contributing to the rise of online home service marketplace

Strongly Agree Agree Neutral Disagree Strongly Disagree

12. Consumer accessibility on-the-online home services needs is contributing to the rise of online on demand home service marketplace

Strongly Agree Agree Neutral Disagree Strongly Disagree

13. The busy urban lifestyle is inducing consumers to prefer online services, which will result in a surge in the online market's growth in the coming years

Strongly Agree Agree Neutral Disagree Strongly Disagree

14. What do you do about finding any type of technicians for home services?

15. What are the main benefits according to you to take home services from online?

16. What opportunities do you see in online home service companies in Bangladesh?

17. What challenges do you see in taking services from online?

18. After realizing all the benefits, what percentage of additional amount you may be able to pay for taking the advantages of online on demand home service marketplace?

10% + 15% + 20% + 25% + 30% + 35% + 40% +
 45% + 50% + Other:

Well Done :)

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