

Report On
Transformation of the B2B Services in Bangladesh: A Study on the
Value Addition created from the perspective of ShopUp

By

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An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Bachelors of Business Administration

BRAC Business School
Brac University
September 2020

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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Letter of Transmittal

Md. Shamim Ahmed

Lecturer and Deputy Registrar

BRAC Business School

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66 Mohakhali, Dhaka-1212

Subject: Submission of internship report on “Transformation of the B2B Services in Bangladesh: A Study on the Value Addition created from the perspective of ShopUp”.

Dear Sir,

With due respect, I would like to declare that I have completed my internship report on the topic: “Transformation of the B2B Services in Bangladesh: A Study on the Value Addition created from the perspective of ShopUp” as a part of BUS400 course which is a requirement for the completion of the BBA program. This report is based on my three months internship period experience at Shopfront Limited (ShopUp), where I have tried to provide information from my last three months journey at ShopUp. I achieved these information working in their Supply Management department.

I have tried my level best to complete the report as per the requirements of the university and to make it as informative as I can. I tried to follow your valuable instructions throughout making the whole report. It will be a pleasure if you are kind enough to accept this report with thoughtful consideration and provide remarks on the overall report considering my endeavor.

Sincerely yours,

MOHAMMAD RAFAT ALAM

Mohammad Rafat Alam

16104128

BRAC Business School

BRAC University

Date: September 27, 2020

Acknowledgement

First and foremost, I would like express my deepest and utmost gratitude to the Almighty Allah for helping me reaching where I am today. It was a very tough job to complete the internship report when I am working as an Intern as well. But with the cooperation of some people, I am able to accomplish it. My deepest gratitude to them.

Firstly, I would like to express my sincere gratitude towards Md. Shamim Ahmed sir, my internship advisor, whom has been a constant support throughout my undergrad life at Brac University. There is no exception here as well. He has been a tremendous mentor throughout these three months, specially considering the fact that he was very busy as he is also the Deputy Registrar of Brac University. I would also like show my gratitude and thanks to Mir Rahat Mahmud, the teaching assistant of Md. Shamim Ahmed sir, who had helped me with necessary information and support. Secondly, I am extremely grateful to Shopfront Limited (ShopUp) for allowing me to be working as an intern for the summer session and give me the flexibility in this pandemic situation to work in. Besides, I am especially thankful to my team, that is the Supply Management team for putting their trust in me and allowing me work on multiple tasks regarding their communication on their digital services. These all has been very possible because of my line manager, Afsary Adiba Priyanka, Junior Manager, Business Development who has been a constant support. She helped me to know about how startup like ShopUp works and how they operates. Without her continuous support the experience and this report would not be the same.

Executive Summary

This report provides a view on the business to business e commerce industry, Shopfront Limited (ShopUp). It has specifically described the transformation of the b2b services and how ShopUp is adding value into it. At first, the report starts with a brief description of the b2b industry and particularly the nature of the organization to give an overall idea of the study. After that, in the following chapter, it tries to give the idea of the overall internship journey and also about the working experience with ShopUp. Additionally, it incorporates the environment in working with a startup. Moreover, this experience of working with a startup contributes to the following chapter of the study, where in the main project of the report tries to depict the methodology as well as the limitations. In addition, the study tries to focus on the overall analysis and outcomes through some surveys. The study also provides some analysis based in some experts perspective who are expert in b2b service and have a vast experience in that arena. The main goal of the study is to understand the transformation of b2b services which has been understood from the overall analysis and findings. The traditional b2b services needs to portray the digitalization into it. It is recommended in the ending that the b2b service needs to be aware of the dynamics of the digital online platform so that it can smoothly have a transition from traditional b2b service to digital b2b services.

Keywords: Business to business; transformation; b2b service; internship; digital; analysis.

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List of Acronyms

RLM Reseller Life-cycle Management

B2B Business to Business

GMV Gross Merchandise Value

Glossary

RLM

Reseller life-cycle Management handle all the reseller issues The team communicate with them and solve their problems.

Chapter 1

Industry and Organizational Overview

1.1 Introduction

Business to business service has a big impact for the overall development of economy of any country. In Bangladesh, from the past, we have seen traditional b2b services in our country. But, in the last 4-5 years, there has been a huge change in traditional business to business service. Bangladesh is one of the most densely populated country in the world. It has a big market. So, from business point of view, there's a huge scope exist here in Bangladesh. As the population is increasing in Bangladesh, the consumer number has also been increasing. We have already seen a drastically change in shifting towards online business. There's huge scope for online business in Bangladesh. In the southeast region of Asia, Bangladesh has always been considered as one of the most potential country for doing online business. Previously, we have seen the b2c service are doing good in online platform. Currently, b2b is also doing well in online platform as well.

A study shows that around 68 percent market is captured by online b2b services. This calculation from 2014. In 2013, it was at 57 percent. The big giants in b2b services have thought that they should also start their online service right way to capture these potential market. Otherwise, soon it will be captured by the new startups. In 2020s, during the pandemic we have seen that how online businesses are booming. It doesn't matter whether it is b2b or b2c. Now, it's not just about selling only products. This includes value adding services as well. For example, fast delivery services is one of it. To stay in the market one company needs to provide services in a way which will add value.

1.2 Profile of the Organization: Shopfront Limited (ShopUp)

The report has been made in the way of giving the analysis of the transformation of business to business services based on ShopUp where I have been in the operation of their supply management department for the last three months internship program. ShopUp is one of the largest online b2b service platform in Bangladesh. Currently, it has over 500k MSMEs in their platform. This covers a large portion of the market share. ShopUp started its journey back in 2016 with the idea of transforming the traditional b2b service to online value added b2b services. Behind the idea there were the three musketeers who are Afeef Zubaer Zaman, Siffat Sarwar and Ataur Rahim Chowdhury.

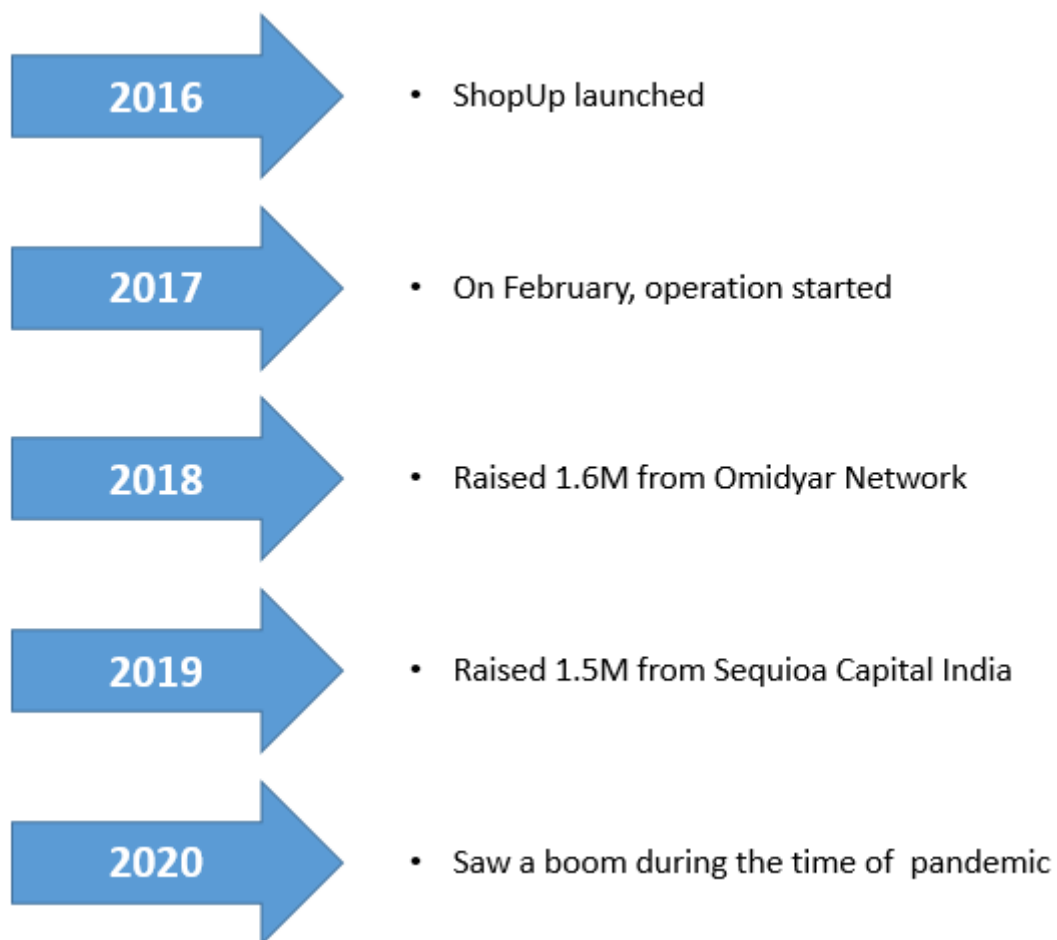


Figure 1 History of ShopUp

Shopfront Limited raised seed funding from Omidyar network in 2018. They got 1.6M at that time. After that, in 2019, Shopfront Limited got a fund of amount 1.5M from Sequioa Capital India. During the pandemic situation in 2020s, where all the business organization were suffering ShopUp saw a boom in their business because of their business model which is oriented based on e-commerce and f-commerce. ShopUp has its operation throughout the whole country of Bangladesh. ShopUp is full-stacked online b2b service platform which became a best friend to Facebook entrepreneurs. Entrepreneurs who operate their business through Facebook, that e-commerce is called f-commerce.

Market Position of ShopUp

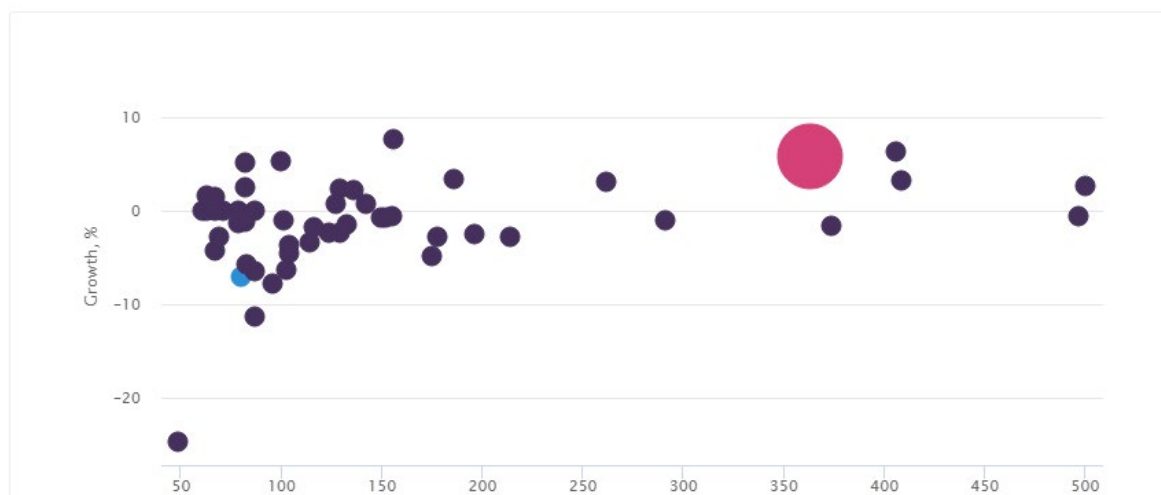


Figure 2 ShopUp Market Position

ShopUp has been a reseller-oriented organization from the very beginning. ShopUp always tries to provide the best service to its resellers. They are fully committed to give the best service to resellers for delivery and promotion as well. After having a successful first year, soon they got the seed fund of 1.5 Million. This helps to run their operation more smoothly than previous and helped them to gain more resellers.

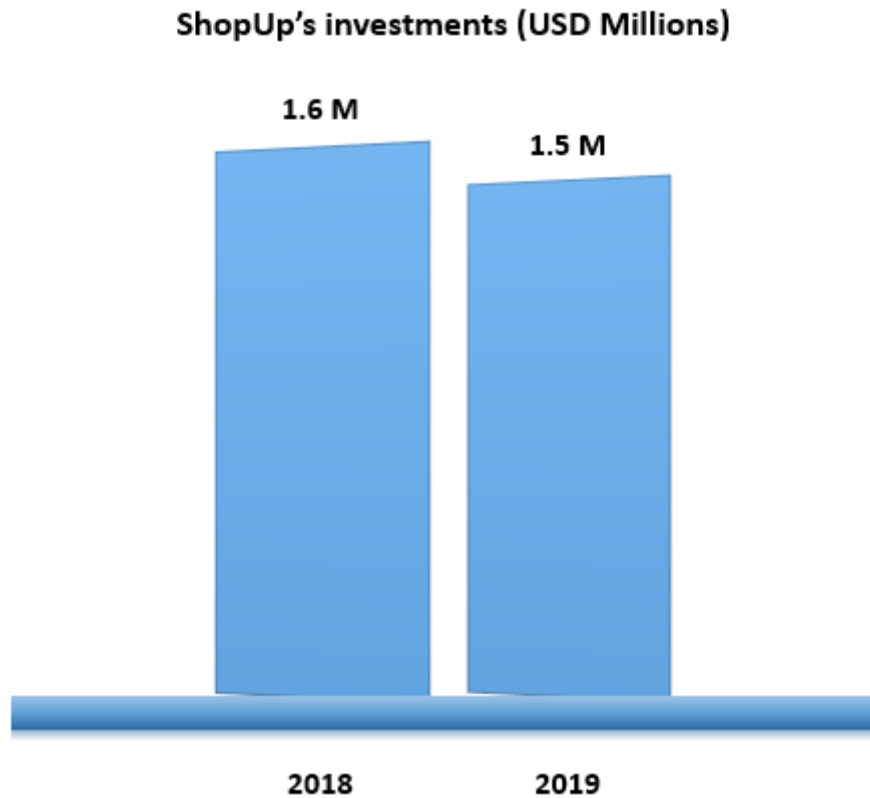


Figure 3 History of Investments

These investments help to make the base strong for ShopUp. Their operation becomes smoother than previous. This helps to gain quickly to capture the market. Through this, ShopUp now has a total 500K MSMEs in their platform.

1.3 Organization and Management Team Structure

As one of the most successful online b2b service provider in Bangladesh, ShopUp has expected to be have a well-defined and mannered organizational structure. It follows the modern methods in terms of the division of departments where it is centralized and in some cases follows decentralized system. ShopUp has three board of directors who are Afeef Zaman, Siffat Sarwar, Ataur Rahim Chowdhury. ShopUp consists of a total eight teams. They are- Business Development team, Product team, Finance, Logistics and Delivery team, Tech team,

Human Resource, Customer Support team, Lead Generation team. The whole company is divided into multiple departments. Here, below an organizational chart is provided for it:

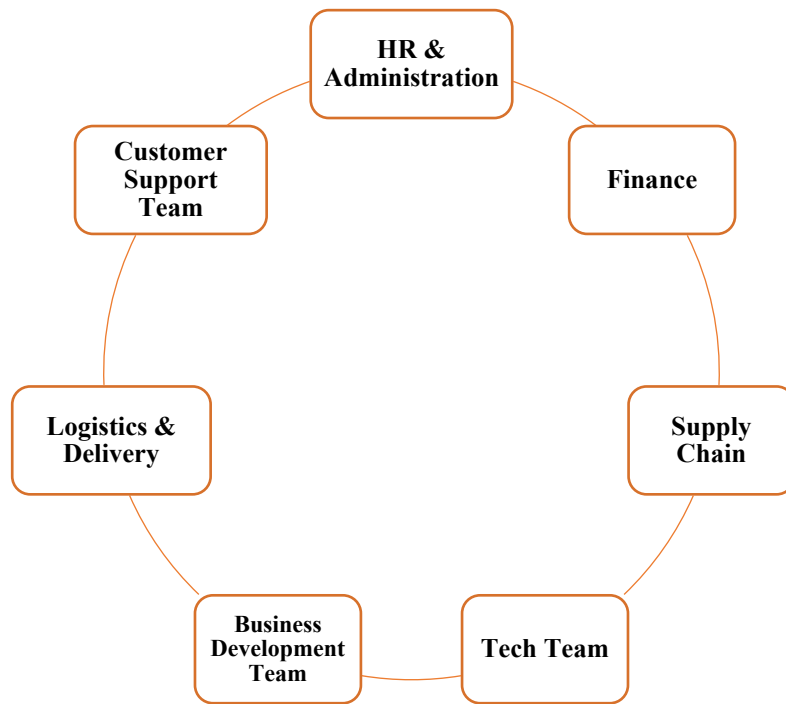


Figure 4 Organization Structure

ShopUp always tries to work as a team and make collaborations between the teams. As a startup company, they faced many conflict between departments at their initial stage. But after passing successful two years, they became more organized. Currently, they face very less issue regarding collaborations of department. They follows a flat organization structure where there will be different teams but as whole they all will work as a team. Their management team support this culture and this helps their employee to achieve their individual goal as well as company's vision.

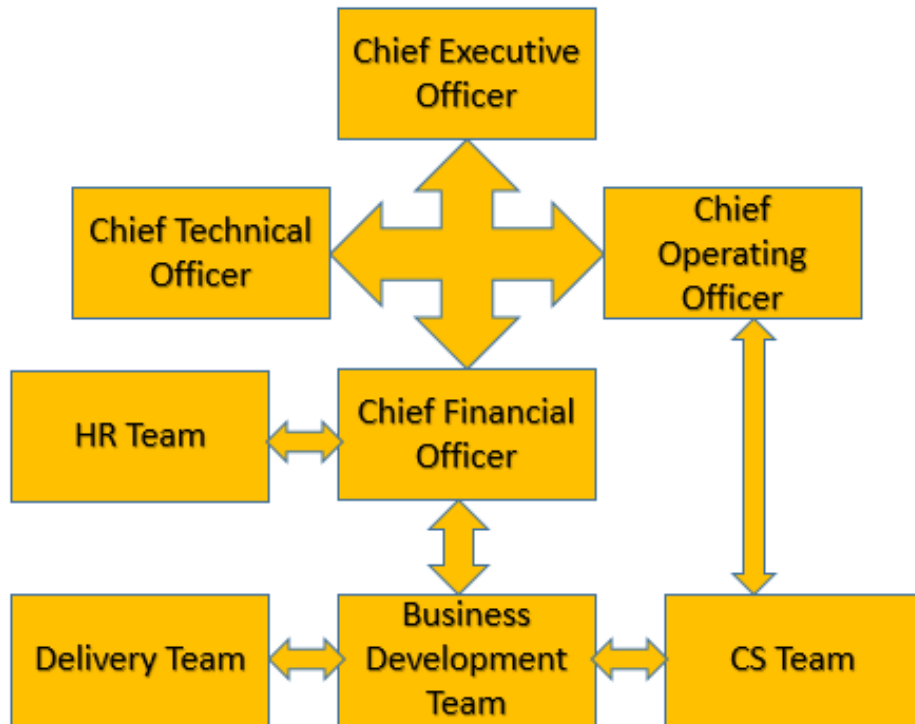


Figure 5 Hierarchy

The founder Mr. Afeef Zaman is acting as a Chief Executive Officer of Shopfront Limited. Along with him co-founder Siffat Sarwar is the Chief Operating Officer and another co-founder Mr. Ataur Rahim Chowdhury is fulfilling his duty as a Chief Technical Officer.

1.4 Vision

“Making opportunities for millions of micro entrepreneurs to grow.”

1.5 Mission

“To make it easier for entrepreneurs who are working through facebook by helping them in promoting, in delivery process and sourcing product in a least price.”.

1.6 Core Values

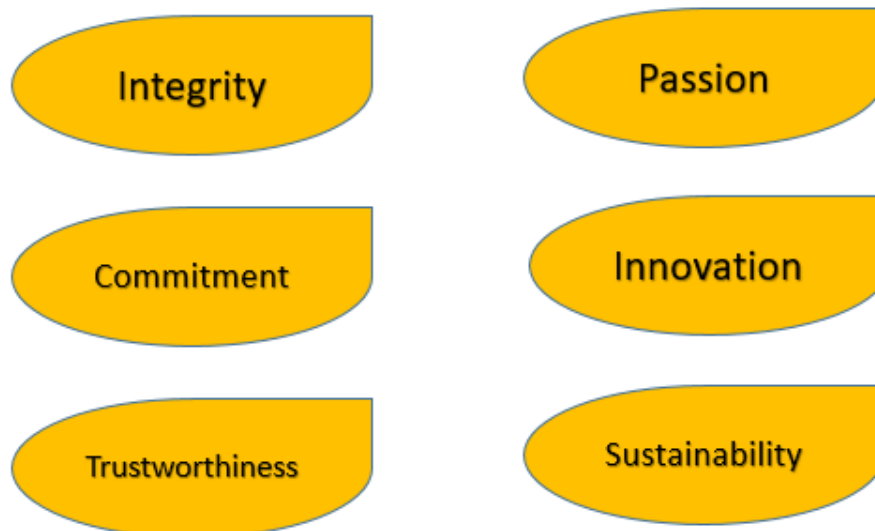


Figure 6 Core values

1.6 Slogan

“One stop solution for facebook shops.”



ShopUp: A Facebook entrepreneur's best friend

Chapter 2

Internship Experience

2.1 The Job at a Glance

It becomes possible for me to write this report properly because of the experience I have gained from working ShopUp throughout these last three months. So, at first, I have tried to give an overall idea of the organization and the departments of ShopUp to provide an the idea and basic understanding and the functions of those departments and how it works. Also I tried to incorporate the responsibilities I have fulfilled there. Firstly, after getting selected from the interview, I was asked to sit for a departmental orientation. I was selected for the Supply Management department. Under supply management department, I was basically work in their RLM team which is Reseller Life-Cycle Management team. The RLM team was responsible for making communication with Resellers and solving their issues such as delivery problem, wholesaler issue, wrong product delivery etc.

The RLM team is consisted of 16 members. There were people from executive from head of the team. This team also divided into couple of groups. Like there are groups for community management for Facebook and WhatsApp broadcasting. I was in part of that group. My responsibility was to manage the Facebook community group and page.

2.2 Responsibilities as an Intern

As an intern, it was a great experience for me because the role, I was assigned to was playing an important role. It is an extreme delight to express that I was assigned a very crucial role in the team. My line manager Ms. Adiba Afsary Priyanka put her trust on me. She was confident that I would be able to this tasks. Throughout my whole internship period she was quite helpful towards me. At the first very, I was given training by some mentors. They helped me to

understand the whole operation process. What are the jobs I need to do? First, they made me moderator of their Facebook community group which is named ShopUp Reseller Community group. The group has a total 16000 members. I need to make contents for posting those into the group. Additionally, I need to make banner for those contents using online software like Canva. Apart from that, I need to keep daily records and put those on excel sheet.

After completing three weeks, I was assigned to manage their YouTube channel named ShopUp which has over 9.5K subscribers. I need to post regular tutorial videos and also some promotional videos. The tutorials videos are for the understanding of ShopUp and their process of overall operation. And how to join as a reseller in ShopUp platform by using App or, website. I did the same work with their Facebook page named ShopUp School. However, I need to take regular sessions with ShopUp Resellers. There in the sessions, we tried to give them a better understanding on how they can earn more through ShopUp reseller App. Also, we tried to solve their issues at the same time. I needed to talk with the reseller in one to one communication. The KPI of my internship was to manage the community group and solving reseller issues regarding delivery, product sourcing etc. I along with another intern under a supervisor are responsible for managing the community channel. However, we had to work with different tier resellers. Based on their GMV it has been selected. There are different tiers like Platinum, Gold, Silver, and Black etc.

Table 1 Reseller Band

Reseller Band	Order Number	Active Reseller	GMV%
Platinum	174	72	25%
Gold	274	114	15%
Silver	521	217	15%
Green	1180	492	17%
Yellow	2003	835	15%
Orange	3472	1447	10%
Red	2315	964	2%
Black	3758	1566	1%
Overall	13696	5707	100%

The table above shows data from August 2020. It shows the number of active resellers and their contribution to the GMV. Also it shows their order number according to respective band. Due to confidentiality, I can't share the actual GMV numbers.

Sample of Facebook Post Contents for September '20

							POC
9-Sep	11:00 AM	Footwear	Men Flip Flops & Slippers	চলছে শপআপ উইক!! ছেলেদের ফ্লিপ ফ্লপস এবং স্লিপারসে পাচে তার মানে থাকছে আরও বেশি বেশি ইনক 👉 https://rebrand.ly/veuuk1t	https://shopup.com.bd/men/nohan/1599564344_800		Rupom
9-Sep	12:00 PM	Surprise Bonus		"!! Surprise Bonus!! 🎉 ২০০০+ টাকার সেল করলেই পাচ্ছেন ৪০০ টাকা বোনাস 🎉 ⌚ সময়: আজ (৯ সেপ্টেম্বর) দুপুর			Rupom
9-Sep	1:00 PM	Mens Wear	Selling Men Shirts Upto 46%	চলছে শপআপ উইক!! লিং ছেলেদের শার্ট এ পাচ্ছেন ৪৬% পর্যন্ত কছে ২৩০ টাকা পর্যন্ত ইনকাম এর সুযোগ 👉 https://rebrand.ly/bxahg0h	https://shopup.com.bd/colle	http://shopimages1.vstc	Rupom
9-Sep	2:00 AM	Surprise Bonus		"!! Surprise Bonus!! সেল করলেই পাচ্ছেন ৫০০ টাকা বোনাস 🎉 ⌚ সময়: আজ (৯ সেপ্টেম্বর) দুপুর ২টা থেকে বিকাল ৪টা ⌚ *For All Products			Rupom
9-Sep	3:00 PM	Grocery	New Arrivals Best Price Guar	চলছে শপআপ উইক!! চলে এসেছে নতুন নতুন গোসারি আইটেম পাচ্ছেন ১২% পর্যন্ত ছাড়া!! 🎉 এছাড়া 👉 https://rebrand.ly/2dauscg	https://shopup.com.bd/colle	http://shopimages1.vstc	Rupom
9-Sep	4:00 PM	Surprise Bonus		"!! Surprise Bonus!! 🎉 ২০০০+ টাকার সেল করলেই পাচ্ছেন ৪০০ টাকা বোনাস 🎉 ⌚ সময়: আজ (৯ সেপ্টেম্বর) বিকা			Rupom
9-Sep	6:00 PM	Surprise Bonus		"!! Surprise Bonus!! 🎉 ৩০০০+ টাকার সেল করলেই পাচ্ছেন ৬০০ টাকা বোনাস 🎉 ⌚ সময়: আজ (৯ সেপ্টেম্বর) সন্ধ্যা			Rupom

It shows data from September planning sheet. It shows category along with the sub categories and captions as well. Also it provides the collection link which directly takes to the App or website.

2.3 Observations and Key Takeaway

I have already shared my responsibility as an intern in the previous section. Now, I am going to share my key learnings from ShopUp during these last three months of my internship journey. Previously, I haven't that much idea about a startup and how they work. After joining ShopUp as an intern it gave me the environment on how a startup works and its policy as well. Previously, I don't know much about Facebook and WhatsApp broadcasting. In ShopUp, I learnt about it and how it works. Also I didn't have that much knowledge about editing photo, making posters. In ShopUp I got to learn those things. Also it enhanced my video editing skills by using adobe premiere pro. Moreover, I learned on how to communicate with reseller. How to manage them when you are in a conference with them. How to negotiate in one to one communication. Moreover, I have the opportunity to work under an Indian boss who is Mr. Manish Kumar. He is one of the finest leaders I have ever seen. From him, I got to learn how to lead a team effectively and efficiently. However, I got to know how a startup works. What are the issues it can faces. How much friendly the environment is.

Furthermore, working in their RLM team, I got to communicate with their different resellers and how to negotiate with them. How to deal with them.

Last but not the least, one thing I loved about ShopUp is that they care for their employees as well as for their customers. Even though I was just a simple intern who holds a very little position. But they gave me access to almost all important meeting. They asked feedbacks from

me. They encourage to share my idea with them. Basically, they follow all the startup culture which helps them to reach today's position in the market. Maybe this is because currently, they hold the largest online b2b title in Bangladesh.

Chapter 3

Study of the Report

3.1 Origin of the Report

In this modern days, we are seeing dramatic change everywhere. It doesn't matter whether its b2b or b2c, changes are happening everywhere. The changing dynamics of traditional business to business to online business to business service gives the idea of the report. Transformation of traditional business to business service to online business to business service shapes today's business environment. In every industry there are changes happening. No exception is for b2b service as well. The global giant Amazon guess this long ago. People are moving forward to online services. In this recent pandemic situation we realize it properly. People now shop from their home. It is easy and convenient for them. But previously, we thought about it just for b2c. Now this idea is shaping into b2b as well. To survive in the market, all company's need to adapt this change, this transformation is much needed now. Otherwise, company will ended up losing the market. Everything is becoming digitalize now-a-days.

3.2 Objective of the Report

The main objective of the report is to understand and determine-

1. Whether the business to business services is moving towards digitalization from the perspective of Shopfront Limited.
2. For the future aspects how this online transformation of b2b service is adding value to the industry from the perspective of ShopUp.
3. Is the online b2b services takeover traditional b2b services.
4. The possible aspects of ShopUp in near future based on the analysis and interview from the experts.

The next chapter has been organized based on these objectives in terms of the analysis and interviews.

3.3 Literature Review

Based on an Indian report, the literature review for this study has been written. Because of the same region in sub-continent, both Bangladesh and India have many similarities in their culture and traits. This also has impact on consumer behavior, purchase capacity, e-commerce, f-commerce growth etc. Based on the study of an Indian report, people are shifting towards online purchasing. Previously, they can't trust online shopping. But recent boom in this industry and sophisticated environment made them believe in this sector. According to the report, company who are previously followed traditional b2b service are now shifting towards online b2b service. (Kumar, Arif & Bashir Malik, 2017). Now-a-days, e-business shapes and changes the fundamental of doing businesses. For example, company like Amazon.com inc. reduce the cost for physical retail store just doing their business through online. E-commerce is the process of buying and selling, and promoting of products, services (James,2001). By using internet and other information, e-business and f-business give support to the customer by enabling enterprise communication with its customers.

To sum up, E-Business can be defined as, “the organized effort of individuals to produce and sell, for profit, products and services that satisfy society’s needs through the facilities available on the Internet” (Brahm Canzer, 2009).

From these all articles and studies gives us the brief idea that though Bangladesh is lack behind in terms of digitalization compare to the western world. But it has a potential market. Already, we have seen that case in India. So, the scenario of Bangladesh will be alike.

3.4 Scope and Limitation of the Study

The report has been written in order to understand the transformation of traditional business to online business. There was shortage and limited information for this study. Bangladesh is now in the initial stage of the digitalization. So, because of this, the study focuses more on the upcoming challenges. The study tries to portray the present scenario and incorporate it with the future. As a startup organization, there was a limitation of data and other basic information. Still, the study has been done with that limited amount of data and information received from the office and from their employees. The study also analysis data from a survey which was study on different types of people from different background but relevant to the study. Moreover, there were very limited amount of data available on the internet as this is a very recent start up organization. However, the internship report is based on the knowledge I have in this limited amount of time with this limited amount of information. The report has been writing during my internship period. So, doing the alongside writing this report was very difficult. More time is needed to have a better study of this report.

3.5 Methodology

The report is made based on the survey analysis and also from analysis of the expert interviews. The survey was made on the purpose to have the understanding of people from different background but relevant to the study and their perspective on the study of the transformation of traditional b2b services to online b2b services from the perspective of ShopUp. The survey was conducted to 51 people from different background where there are almost equal male and female ratio. The study is a qualitative research based on the information gained from the survey analysis and from the interviews. However, some secondary data has been used to make the report more understood and to give a better concept of the transformation of traditional b2b services to online b2b services.

Chapter 4

Data Analysis and Findings of the Report

Based on the information from the survey and the information from the experts' interviews the data analysis has been done. After that, the key findings are analyzed and written based on the cumulative information which have been collected from all the resources.

4.1 Analysis from the Interview

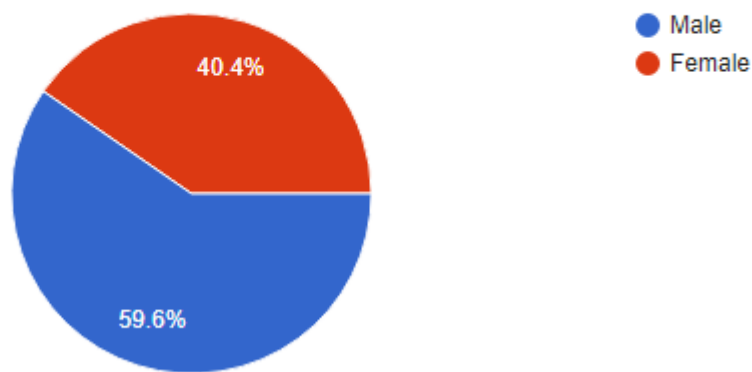
The interview was conducted on two experts who have been working in this e-commerce and f-commerce sector for last couple of years. Both of them are from Shopfront Limited. Also they both are from the Supply Management Department. According to Ms. Afsary Adiba Priyanka who is working as a junior manager in ShopUp, almost half of the Bangladeshi Facebook entrepreneurs have collected product from ShopUp. She thinks ShopUp gives a well-structured platform for the MSMEs to run their business smoothly. ShopUp helps these MSMEs business by delivering their product, sourcing the product and giving the product in least cost. She also thinks Bangladesh is large market and it has the potential to be a good competitive market with this huge population. The demand is high there. We need to just capture it. We need to take chances. Otherwise, other competitors will take over the market and we will lose the portion of a market share. Mr. Rayhan Ahmed who is currently working as a supervisor of the supply management team thinks that we need to focus more on one to one communication when we are doing b2b. Because in b2b it needs more of individual communication.

4.2 Analysis from the Survey

The survey was made in a way to get the better understanding of people on their thinking on both traditional and online b2b services. The survey was conducted on different background of people.

Gender

52 responses

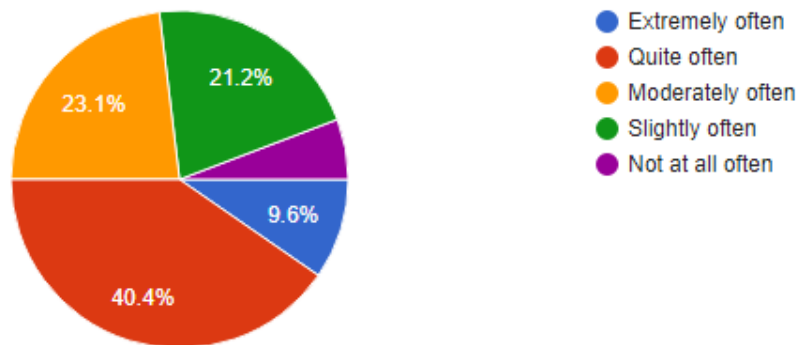


The survey was conducted on different category of people. The male and female ratio was close. The male percentage was 59.6% and the female one was around 40.4 %. This is how the survey was unbiased in terms of gender.

In the next part of the question, it was asked to understand the buying frequency of consumer through online. It would show that how many people buying online frequently. What are the percentage of this buying frequency?

How often do you shop online?

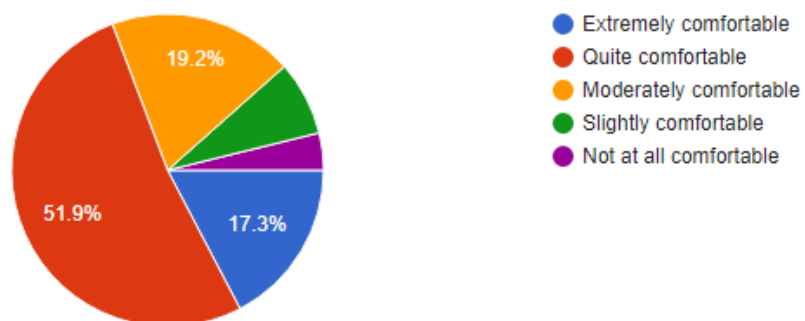
52 responses



This would give us a brief idea on the buying frequency for online shopping. Here, the percentage is quite high for people who buy very frequently. The percentage is 40.4% there.

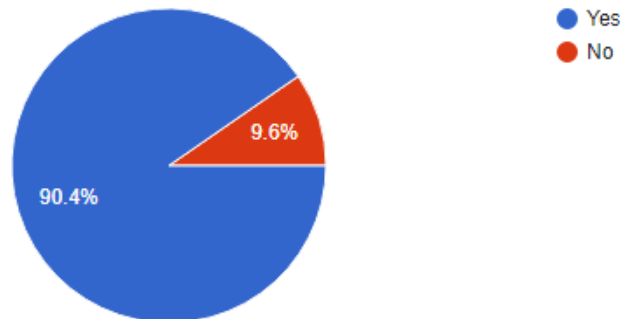
How comfortable are you buying products online from a company you know?

52 responses



Would you prefer to buy from online stores located in your country to save time and money (i.e. shipping cost, customs dues, longer delivery time, etc...)

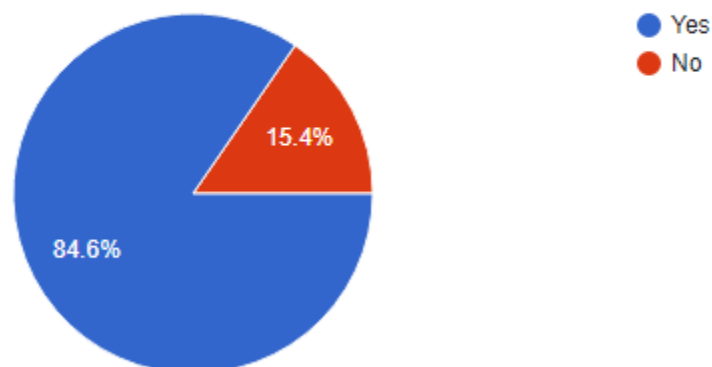
52 responses



According to the sample, people who know a shop beforehand are quite comfortable on shopping from those shop. They are quite comfortable buying from those shops. Another important aspect is that they would prefer Bangladeshi shops over foreign shops for online purchasing to save their money and time both. The percentage is quite significant there. 90.4% people agreed on this. They would prefer buying from a Bangladeshi online shop over foreign shops which stores are located in outside of Bangladesh.

Do you shop via mobile through an app or website?

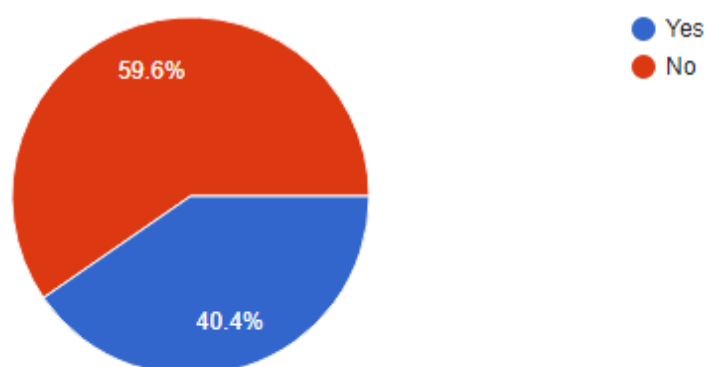
52 responses



When we asked about the purchasing through an App or website, the number is significant. Around 84.6% people said yes to this question. So, the number is quite high. So, doing online business through an App or website is a good way of attracting the customers.

Do you know ShopUp is one of the largest b2b platforms in Bangladesh?

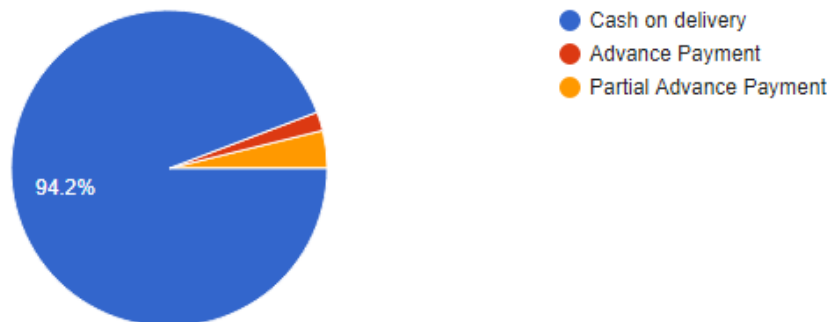
52 responses



ShopUp is widely known in our country. But most of the people aren't familiar with their business model. As ShopUp is doing b2b, but most of the thought about it as a b2c marketplace. In the next survey question, we asked about payment procedure. We are not surprised to see that most people prefer Cash on Delivery. Because, Cash on delivery give you the advantage to be sure and check the product before purchasing it.

Which payment procedure you prefer?

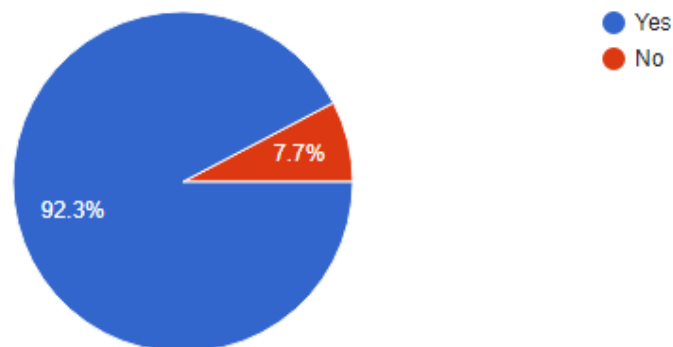
52 responses



In this pandemic situation we realize that how much we need online purchasing. There is a definitely reason for it. But apart from this, online purchase gives the advantage of choosing from a wide variety. One can purchase from another country.

During this pandemic, have you made any purchase online?

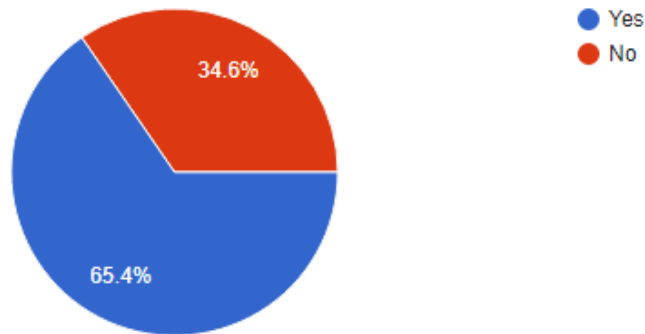
52 responses



When we asked people between their preference on online and physical retail shopping, the percentage is quite significant to online purchasing. Previously, the situation was not the same. But with modern technologies and wide variety range, now people are shifting towards online purchasing.

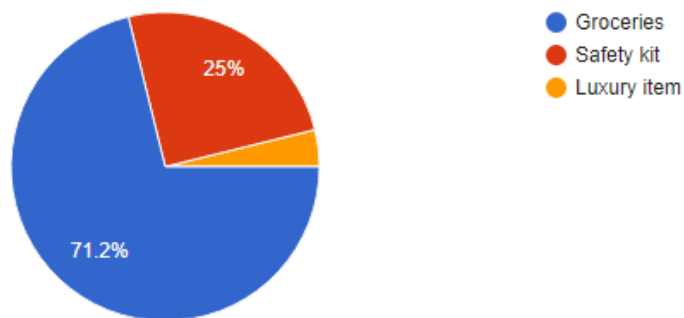
Do you think online shopping is more convenient than going to a physical shop?

52 responses



Fastest Growing Ecommerce Categories During Coronavirus (COVID-19)

52 responses



This 2020 year will be remembered for the pandemic situation we faced. During the pandemic situation we need the safety kits. But more importantly, the thing which we need most on a daily basis is the necessity item, grocery items. Because, without the grocery item, it is not possible to live. So, the percentage of buying of grocery items is quite high and significant.

4.3 Key Findings

There are several important and noteworthy key findings I have found from the above analysis:

1. Though the percentage of online shopping is quite significant, but we can't completely ignore the physical retail shopping as the percentage is not that much low to be ignored.

2. As people are now using smart mobile and other devices, they quite comfortable on online purchasing through an App or a website.
3. Most of the people prefer country's located online stores rather than buying from online stores which are located in other countries. Because, this will save time and money both from delivery point of view.
4. People cannot still trusted the online shop completely. So, they prefer cash on delivery to avoid any issues.
5. People find online shopping more convenient that shopping from a physical retail store.
6. People are now shifting towards online shopping so fast. This year it's boom to the top.

Chapter 5

Recommendation & Conclusion

5.1 Recommendations

This is quite clear that traditional b2b market will be replaced by online b2b services. Within next couple of years, we will see drastically change in this sector. Already, the online shopping is on the top for consumer buying choice. We can assume this that online shopping completely replace offline physical store shopping. Though the scenario could be different. Transformation to online b2b services needs more internet accessibility. The people needed to be familiar with it. Without a good educated market, this could be impossible. The system should user friendly and convenient to the end consumer so that they don't have to face any difficulty when purchasing through online. Bangladesh is potential market for online shopping. The market size is huge. Already many e-commerce, f-commerce are doing good in the market. But this industry should invest more and need to put more significant efforts to educate people about the digital services. Besides, while working as an intern, I noticed that the online based business need to gain trust of the customer. Otherwise, they can't stay in the market for long. So for this, every online shops needs have a clean good image in the market to run their operations smoothly.

5.2 Conclusion

To conclude, I would like to state that during writing this report from my last three months experience helps me to recall what are the things I have done, I have learn during my internship period. The report helps me to think more about the dynamics of the transformation of traditional b2b market to online b2b services. Also when doing the survey and interviews, it

helps me to connect with the people, have a deeper thought over their opinions. Moreover, this report helps me to realize the important aspect of online business. The digitalization is the necessity right now. When doing the survey, I got to know how general people feel and think regarding this. Some people still are lack behind using internet. They need to learn this. The industry needs to educate them. Because, without an educated market, the industry will lose a huge portion of the market. Also the government along with the sector need to work hard so that the transformation become add value for all of us. Last not the least, I am ending my report on hoping that, this report would add a little of value in the analysis of the transformation of traditional b2b services to online b2b services from the perspective of ShopUp in a broader sense the whole industry.

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Appendix A.

Consumer view on transformation of b2b services (Questionnaires)

* Required

1. Gender. *

Mark only one oval.

- Male
- Female

2. How often do you shop online?? *

Mark only one oval.

- Extremely often
- Quite often
- Moderately often
- Slightly often
- Not at all

3. How comfortable are you buying products online from a company you know?? *

Mark only one oval.

- Extremely often
- Quite often
- Moderately often
- Slightly often
- Not at all

4. Would you prefer to buy from online stores located in your country to save time and money (i.e. shipping cost, customs dues, longer delivery time, etc...)? *

Mark only one oval.

- Yes
- No

5. Do you shop via mobile through an app or website? *

Mark only one oval.

- Yes
- No

6. Do you know ShopUp is one of the largest b2b platforms in Bangladesh?*

Mark only one oval.

- Yes
- No

7. Which payment procedure you prefer? *

Mark only one oval.

- Cash on Delivery
- Advance Payment
- Partial Payment

8. During this pandemic, have you made any purchase online? *

Mark only one oval.

- Yes
- No

9. Do you think online shopping is more convenient than going to a physical shop? *

Mark only one oval.

- Yes
- No

10. Fastest Growing Ecommerce Categories during Coronavirus (COVID-19)? *

Mark only one oval.

- Groceries
- Safety Kit
- Luxury Item