

Internship Report On
**“A Study on Consumer Perception to Enhance the Adoption of Karobar App
in Bangladesh”**

By

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20204070

BRAC Business School

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

BBS Department

BRAC University

July, 2024

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Declaration

It is hereby declared that

1. The internship report submitted is my 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 have acknowledged all main sources of help.

Student's Full Name & Signature:

Payal Kumari Sah

20204070

Supervisor's Full Name & Signature:

Md. Hasan Maksud Chowdhury

Assistant Professor, BRAC Business School

BRAC University

Letter of Transmittal

Md. Hasan Maksud Chowdhury

Assistant Professor

Brac Business School

BRAC University

Kha 224 Bir Uttam Rafiqul Islam Avenue, Merul Badda, Dhaka-1212

Subject: Submission of Internship Report on “Consumer Perception for Enhancing the Adoption of Karobar App in Bangladesh”

Dear Sir,

I am pleased to submit my internship report titled “Consumer Perception for Enhancing the Adoption of Karobar App in Bangladesh” as part of the requirements for the Bachelor of Business Administration at Brac University. This report is the culmination of my internship experience at Bytecare Technology, where I had the opportunity to conduct an in-depth study on consumer perception and its impact on the adoption of the Karobar app. To make sure, the report is meaningful and concise, I have taken all the relevant data from user perspective and applied my theoretical knowledge to real-world scenarios.

I would like to express my gratitude for your guidance and support during my internship. Your insights and feedback have been a valuable assets in shaping the direction and quality of my research. I hope that this report meets your expectations and provides a comprehensive analysis of the subject matter.

Sincerely yours,

Payal Kumari Sah

20204070

BRAC Business School

BRAC University

Date: July 7, 2024

Non-Disclosure Agreement

This agreement is made and entered into by and between Byte Care Technology and the

Undersigned student at Brac University

.....Payal Kumari Sah.....

Acknowledgement

Firstly, I would like to express my appreciation to the entire team at Bytecare Technology, where I completed my internship, for their willingness to share their knowledge and experience with me. My internship would not have been smooth without the unweaving support of my onsite supervisor, Mr. Kumod Kumar Sah. I appreciate his valuable guidance and support throughout the internship period.

A heartfelt thank you to my internship supervisor, Md. Hasan sir, for his continuous support and guidance throughout the process. His insights and suggestions have been instrumental in shaping my research and analysis for this report. He has been an amazing supervisor.

I am especially grateful to my parents, siblings, and Mama, who supported me emotionally and encouraged me not to lose hope throughout my undergraduate studies while being far away from home. I also like to thank all those who played a role, directly and indirectly, in my undergraduate journey.

It would be unfair for me to not mention Mr. Kelvin for supporting me since the beginning of my undergraduate studies, and for the valuable discussions we have had along the road. A special thanks to him for making the past four years much more worthwhile and for keeping me sane throughout the whole process.

I perceive this opportunity as a big milestone in my career development as it taught me valuable practical skills. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on their improvement in order to attain desired career objectives.

Executive Summary

The internship report titled “A Study on Consumer Perception to Enhance the Adoption of Karobar App in Bangladesh” by Payal Kumari Sah delves into the consumer behavior dynamics surrounding the Karobar App in the Bangladeshi Market. The study aims to provide insights and recommendations to boost the app’s adoption rate among users.

Chapter one talks about the “Overview of the internship”, where I also mentioned about my roles and responsibilities as Marketing Operations Intern at Bytecare Technology.

Chapter two covers all the details of Bytecare Technology titled “Organization Part”. The major focus of this chapter is SWOT analysis and the Porter’s Five Forces Analysis of the company.

Chapter 3 focuses on the project part, where key findings and recommendations are highlighted. Through a combination of primary and secondary research, interviews, and surveys, the study uncovers crucial aspects such as user demographics, brand awareness, consumer perception, and localization strategies. The reliability scale score for the survey is .7136. The research indicates a reasonable level of brand awareness among users, with a majority expressing positive satisfaction levels with the Karobar App.

Moreover, the report emphasizes the significance of making the app user-friendly based on local and regional settings, a feature highly valued by Bangladeshi consumers. Leveraging social media and digital marketing channels has proven effective in reaching a wider audience and promoting the app’s strengths. Insights from user feedback shed light on language preferences, specific needs of Bangladeshi businesses, and initial hesitation about app adoption.

Based on the findings and analysis, the report offers recommendations to enhance the adoption and user experience of the Karobar app. These recommendations include strategies to further improve brand awareness and tailor the app to local preferences. These will potentially increase its user base and market penetration in Bangladesh.

In conclusion, the internship report provides valuable insights into consumer perceptions and experiences related to the Karobar App, offering a roadmap for enhancing its adoption in the dynamic Bangladeshi market.

Key Words: Karobar App, Adoption, Bangladesh, Accounting Software, SMEs

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Chapter 1

Overview of the Internship

1.1. Student Information

Name: Payal Kumari Sah

ID: 20204070

Department: BRAC Business School (BBS)

Program: Bachelor of Business Administration (BBA)

Major: Operations and Supply Chain Management

Minor: Marketing

1.2. Internship Information

Here, I am writing about the information regarding my internship at Bytecare Technology for their in-house product Karobar App.

1.2.1. Company Information

Name: Bytecare Technology

Department: Growth

Title: Marketing Operations Intern

Tenure: 1st April 2024 to 1st July 2024

Address: Silicon Valley Chowk, Lalitpur 44600, Nepal

Logo:



Figure 1: Bytecare Technology Logo

1.2.2. Company Supervisor's Information

Name: Kumod Kumar Sah

Organization: Bytecare Technology

Designation: Project and Operations Manager

Department: Growth

1.2.3. Roles and Responsibilities as an Intern

At Bytecare Technology, I was appointed as marketing operations intern for their in-house product called Karobar app. During my intern period, I had the privilege to be in their marketing as well as operations department. It was a golden opportunity for me to get involved with their talented dynamic team. Primarily, I was assigned to help their team to expand their product Karobar App in Bangladesh market. Basically I was assigned to oversee the performance monitoring and optimization activities of the Karobar app.

- ✓ Explore the current market landscape for digital accounting and inventory management apps in Bangladesh
- ✓ Identify the challenges and opportunity for Karobar app in the market
- ✓ Purpose strategies to increase user acquisition and retention
- ✓ Analyze various digital marketing employed and evaluate the performance metrics
- ✓ Conduct user survey to understand how SMEs in Bangladesh are adapting digital accounting solutions.
- ✓ Perform a competitive analysis of competitors and develop strategies to differentiate
- ✓ Asses the role of customer support (response to their social media handles)
- ✓ Design eye catching posts and make engaging contents
- ✓ Collaborate with influencers to create videos
- ✓ Help the team with the budget planning for Bangladesh Operations

During my internship, my major responsibilities involved creating a marketing campaign, look after operations of Karobar app in Bangladesh, designing visually appealing poster for their social media handles, maintain the records of daily users list as well as to measure the number of active

users and who downloaded the app in daily basis. I was assigned to assist in maintaining and updating company's content management system which involved supporting the development of content. I was asked to prepare weekly and months reports on that along with the competitor analysis. Every day, I had to response to their social media handles, create and schedule social media posts to promote content, campaigns, and events, collaborate with influencers, record marketing campaigns, run google ads and do survey and interview calls to the users. Along with that, I had to support market research and analysis to identify target audience, search for marketing content and update them to the team. Analyze social media metrics and provide insights for optimization. I also had opportunity to do several online offered courses which I received digital certificates as well.

To sum up, my role as marketing operations intern was to support and enable the overall marketing and operations strategy and execution.

1.3. Internship Outcomes

As a marketing Operations, my primary contribution revolved around supporting the marketing and operations efforts for their flagship product, the Karobar App.

1.3.1. Student's contribution to the Company

While working under the marketing and operations team, I played a crucial role in maintaining and analyzing user data, analyzing the social media metrics and providing insights for optimization. This involved recording and tracking daily user lists, active users, and app downloads. By compiling this data, I provided valuable insights to the team, enabling them to make informed decisions and strategize more effectively. I also helped them to collaborate with local influencers to promote and make videos for their app. While creating compelling marketing campaigns and design for social media handles, this allowed me to apply my creative silks. Not only this, during my three months of internship period, I actively responded to queries and concerns on the company's social media channels, ensuring effective communication and fostering a positive brand experience. I also supported their content manager to translate content (blog posts, social media posts) in local languages and helped search some local key words for Search Engine optimization (SEO). My major focus was on assisting in the planning, execution, and analysis of marketing campaigns across various channels (email, social media).

Moreover, attending their online session and online courses that they provided us, demonstrated my commitment to continuous learning and growth.

1.3.2. Benefits Gained by the Student

As I am Operations and Marketing student, I was always fascinated about the marketing that was shown in different advertising channels, so I wanted to know how this works. Throughout my time at Bytecare Technology, I got to experience several valuable things. Firstly, I gained more insights on brainstorming and designing the posters which fostered my creative and visual appealing skill. I got to learn how to collect and interpret the data which helps in decision making. Secondly, while doing the survey, I learned about the importance of customer demand and their feedback. I learned a valuable skill where I came to know how much the customers are valued by the company, they were always on time to solve all the problems faced by the users. As I contributed to market research and analysis, this exposure allowed me to gain a deeper understanding of the industry landscape and nuances of effective marketing strategies. Simultaneously, collaborating with influencers taught me negotiation and effective communication skill. Doing everything gave me the first-hand experience about the marketing and how things are planned and executed at the same time. I had opportunity to attend several online courses and obtain digital certificates, further expanding my knowledge and skillset in relevant areas. I learned about how the business plan of a mobile app works as I got involved in drafting the business plan.

Apart from all these technical knowledge and experience, it was pleasure to learn about corporate culture, manner, etiquette, communication, and team work. It might seem that I have learned very little but the things I heard were beyond my expectation. It was easy to learn all these being as an intern.

1.3.3. Problems/ Difficulties during Internship

As everything comes with pros and cons, undoubtedly I also faced some challenges during my tenure at Bytecare Technology. Some of them are:

- As an intern was my first work experience so adapting to a fast-paced work environment and doing multiple tasks was really tough for me.
- Being a non-native Bangla speaker, it was difficult to communicate with the users.
- I really needed an excellent time management and prioritization skill on which one to do first.

- Additionally, analyzing the complex user data was difficult but it helped me to sharpen my analytical abilities.
- And obviously, working 10am – 5pm, and even beyond due to work load was very difficult due to which I was pressured to maintain my work life balance.

Despite all the challenges and difficulties I faced during my internship period, I am very much thankful to the dynamic and talented team of Bytecare Technology who supported me and helped me in each and every steps. And helped me developing skills for my future career endeavors.

Chapter 2

Organization Part

2.1 Introduction

Bytecare Technology was established on 2019 by an IT enthusiasts with an aim to help businesses establish an online presence. It is an IT solution company specializing in web and mobile development. Currently, Bytecare Technology has served 20+ businesses with a portfolio of over 25+ completed projects. They hear out the clients requirements, design to create wireframes and branding elements, development utilizing modern tools and technology, and delivery with development, training and ongoing maintenance support.

Not only do they provide services to the client, Bytecare has launched three products of their own- Karobar App, Promo Nepal, and Qwiklinks. Karobar App is a digital khata book for SMEs, Promo Nepal is an influencer marketing platform and Qwiklinks is a link management tool. Though they are located in Nepal, their in-house product Karobar App has presence in Bangladesh as well and they are expanding in other countries as well. In addition to developing websites and mobile apps, Bytecare also provides graphic design, digital marketing, IT training, domain registration, and web hosting. Languages and frameworks like HTML, CSS, JavaScript, React, Angular, Node.js, and many more are covered by their tech stack.

Currently, Bytecare Technology have 40+ skilled employees and they directly serve the client, they do not involve any third party for their IT solution. With a focus on providing excellent user experiences and robust solutions, Bytecare has gained positive testimonials from their clients across various industries.

2.1.1.1. Company Profile

Name of the Company	Bytecare Technology
Type	Private
Industry	IT
Founder (CEO)	Samir Phuyal
Founded In	2019
Headquarter	Silicon Valley Chowk, Lalitpur 44600, Nepal
Regions	Nepal, Bangladesh
Product Line	Karobar App, Promo Nepal, QwikLinks
Contact Email	contact@bytecare.com
Website	https://www.bytecaretech.com/#

Figure 2: Company profile of Bytecare Technology

2.1.1.2. Vision

- ✓ To be the top IT solution provider, renowned for our capabilities in creating web and mobile app development, and known for transforming businesses through technology.

2.1.1.3. Mission

- ✓ To empower businesses with innovative digital solutions, enabling them to establish a strong online presence and thrive in the digital age.

2.1.1.4. Values

- ✓ Bytecare Technology prioritize clients' need and work closely with them to deliver tailored solution.
- ✓ We hold the value of embracing cutting-edge technologies and creative approaches to solve complex problems.
- ✓ In order to get the greatest outcomes, we promote cooperation both internally and with our client.
- ✓ We are dedicated to producing top-notch products that provide excellent user experiences.

2.1.5. Philosophy

At Bytecare Technology, we believe and centered in following philosophy:

- a) First and Foremost, We believe in continuous innovation which helps to solve complex technological challenges.
- b) Secondly, we focus on customer centric approach, we prioritize our customer needs and build long-lasting trusted relationship with customers.
- c) Last but not the least, we value knowledge sharing and team work.

2.1.6. Company Organogram



Figure 3: Bytecare Technology Organogram

2.1.7. Organization Leadership Style

We hold the view that as an IT firm, we are solely depended on how we manage to work for the betterment of client and how better we can help to grow our organization. Even though we take all the responsibilities by ourselves, our team lead supervise all our work time to time. All the member of Bytecare are included in panel discussion to set long term and short-term strategic goal for the organization. We believe in embracing a blend of transformational and servant leadership styles. We strong believe in shared vision and the impact we aim to create through our solutions. All the members are challenged to take calculated risk and constantly work to improve and innovate. The top level management does not command to front level rather they actively engages in listening to their concerns and works collaboratively to find solution.

2.2 Overview of the Company

2.2.1. Products and Services

Products

- ✓ Karobar App (Digital Khata)
- ✓ Promo Nepal (Nepal's Influencers Platform)
- ✓ QwikLinks (Create super powered links)

Services

- ✓ Website Development
- ✓ App Development
- ✓ Graphics Design
- ✓ Digital Marketing
- ✓ IT training
- ✓ Domain & Hosting

2.2.2 Product Development Process

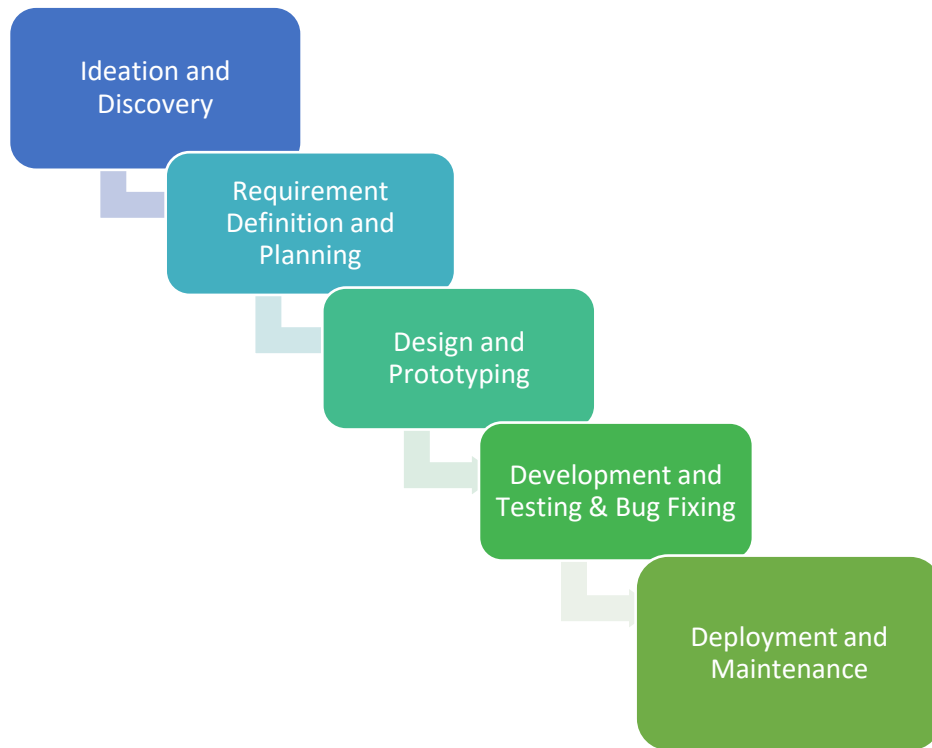


Figure 4: Flow chart of Product Development

The product development process of Bytecare Technology is a collaborative journey which includes understanding the client’s vision and turning them into reality by their dedicated team members. As an IT service provider, we ensure to deliver high-quality solutions that meet our clients’ needs. The process includes several stages, they are discussed below along with the flow chart;

- Ideation and Discovery
- Requirement Definition and Planning
- Design and Prototyping
- Development and Testing & Bug Fixing
- Deployment and Maintenance

At first, Clients come to Bytecare with their ideas and what they want in their website or app. We explore the requirements, your business goals, target market, and the necessary functionalities for your application or website during the meeting with the client. This stage is critical because it

enables us to pose intelligent queries and compile important data that are required later in the process.

Meanwhile, the team carry out in-depth market research, analyzing the current market trends and possible user requirements. The team doesn't work in a vacuum, they need to understand whether the client idea will be feasible in the market or not. It helps team to make sure whether the client vision stands out in a competitive landscape. Equipped with the market knowledge, they perform a feasibility study. This analysis will help them with making project budget, gather resources, make timelines and if they face any challenges they can directly talk to the client.

The team continues with project planning after hearing the client. Here, the team works with the client to create user stories, which help to illustrate how people will interact with your website or app. Next, the team carefully draft the project scope paper. The characteristics, capabilities, and deliverables of the finished product are described in this document, which functions as a blueprint. They make a thorough project timeline with distinct milestones to guarantee a seamless development process. The resources allotted for development, testing, and deployment, are listed in this timeline along with the various stages of development.

After this, the team is all set to design the website or app. They make a prototype and that prototype is shown to the client, to make sure if they want any changes or they can proceed working further. The development team begins with the coding and building the app or website according to the designs and specification. Further, the QA (Quality Assurance) team conducts thorough testing to identify and report any bugs or issues in the app or website. If there is any bug then again it is transferred to the development team for fixing the bug. Unless the QA team finalize that there is no more bugs then it's proceed to deployment. In deployment phase the app is deployed in app store or web server. Once deployed, the IT firms provides ongoing maintenance and support to the clients.

2.2.3. Positioning Strategy

It is really difficult to position yourself or stand out at the top of your field in this highly competitive atmosphere. At Bytecare Technology, we strive to position ourselves as a trusted partner for businesses or companies seeking innovative and transformative technology solutions. And not only that, with our product, we have successfully positioned ourselves as trusted IT firm. Our specialists are actively engaged in conducting research, publishing insightful articles, and

conducting different online and in-person session regarding the importance of IT solution. As we move forward with the commitment to understanding and addressing the unique needs and goals of our clients, it helps us to create brand awareness in the market. We believe in client-centric mindset and so far we haven't failed to amaze our clients with our products in this competitive edge.

In overall, we can say that Bytecare Technology positioning strategy focuses on delivering on three pillars which are; technological excellence, customer-centricity, and thought leadership- which position Bytecare as a reliable and capable IT firm.

2.2.4. Target Customer

The target customers of Bytecare Technology are the individuals or the businesses that are looking to create websites and apps for them. Below the target customer of Bytecare Technology is categorized;

- Businesses (B2B): The firms who often require custom software to streamline their operations, manage inventory and other business related operations. This will help them to enhance their online presence and solve their day-to-day problems.
- Small business owners seek IT solution for building websites, e-commerce platforms and custom app for their businesses.
- Educational Institutions requiring digital platforms for learning management systems, student portals, or administrative applications.
- And, all the organizations that are aiming to digitize their operations processes.
- Bytecare Technology have their own in-house product, Karobar App, so their target customers are Small and Medium enterprises who are looking for accounting and inventory management solution for their businesses.

2.3. Management Practices

2.3.1. Recruitment and selection process

The recruitment and selection process of Bytecare Technology is intense and takes a lot of time. The first is to prepare a detailed job description, outlining the key duties and desired qualifications. The next step is to source potential candidates through various channels such as: Bytecare's social media handles, online job boards. Once the candidates apply for the role, their CV's and resume are shortlisted which includes reviewing their cover letters, screening their qualifications and they are called or send an email for an online interview. Once the online interview is done, the shortlisted candidates from online interview are called for in-person interview where all the team leads are asked to take interview in a group. The hiring member evaluate their soft skills, cultural fit, and potential for growth. They are assigned to some written task and if for technical team then asked to do some coding.

Once the preferred candidate has been identified, they are sent job offer and called for another interview to talk about negotiation and other things like, compensation, benefits, and start date. After the candidates accept the offer, the onboarding process take place where all the employees join together to welcome a new member and they have ice-breaking session. In the onboarding, the candidate is introduced with company culture, and other necessary policies and procedures. The hired candidate is give 3 months as an evaluation period, after this they are evaluated and given the proper authority to work as a full-time employee. Overall, this sums up the recruitment and hiring process of Bytecare Technology.

2.3.2. Leave management

A healthy work-life balance is very much important for employees to maintain their overall well-being. Bytecare Technology takes responsibility to keep their employee mentally and physical fit so in order to achieve this, they provide a weekly (once a week) work from home opportunity to all their employees.

Recognizing the cultural diversity in the workplace, they offers paid off for festivals holidays. Keeping the employees hard work and dedication in mind, the provision of casual 12 days of paid leave is given every year. This leave can be taken anytime in a year based on employees need. Employees are given paid sick leave, the allocation is 6 days of leave in a year but it can be changed

based on their situation. Sick leaves are allowed in a critical situation and to take care of employee's health.

Apart from this, every month one day paid leave is given in case of any emergency. If the employees want to take any leave during the week or month, at least, they have to inform to their respective team leaders a day ahead of taking leave. So that the other member in the team will be prepared to complete the work on behalf of him/her. All the leaves are given to employees to spend their precious time wisely.

2.3.3. Compensation system

Incentives attract, retain, and motivate employees to work harder and smarter. As we know, technology industry is very competitive and in order to keep their employees with them, Bytecare technology has provision of compensation. They offer travel allowance to their employees if they are travelling for organization's work. Apart from the base salary, if the employees achieve the specific goal and contribute to the company's success they are provided with bonuses and gift vouchers. There is implementation of skill-based pay at Bytecare which encourages continuous learning. In skill-based pay, employee who wants to learn any skills, the organization pay for their course so that they can apply those knowledge in the organization growth.

As Bytecare Technology, works for different projects of their client and if the team is able to fulfil all the needs and necessity of the clients, they are also paid based on their project. Sometimes, employees are asked to work over time, they are provided with the overtime payment incentives. Incentives or compensation helps employees keep motivated to work and they give their 100% to the company.

2.3.4. Training Initiative

As the nature of technology is evolving day by day, to meet the standard of current time, Bytecare Technology invest in providing various training sessions to their employees as well as the society. They provides hands-on training sessions on latest programming languages, databases and other tools that are required. All employees in the growth team are assigned to complete one online certification course every week from the online learning platforms.

To develop employee's soft skills, they have weekly session on every Friday by one member to talk about any topic they like to share about. Workshops are conducted by expert guests on different topics. Bytecare Technology provides specific knowledge sharing sessions to the

entrepreneur, business owners or an SME operator where they talk about how they can digital their businesses and the importance of digitalizing their business. They sponsor their employees to attend relevant industry conferences, seminars and networking events which helps them to build communities and stay updated on emerging trends and technologies.

Recently, Bytecare Technology conducted a training session on agile methodologies, such as Scrum to improve project delivery and team collaboration. The speaker for this session was brought from Bangladesh.

2.3.5. Performance appraisal system

Bytecare Technology's leaders knows how crucial it is to measure employee performance for organization's success and growth. In order to ensure the employees are working and improving day by day they have a policy of doing standup every day at 10:15 am. Standup are basically a discussion among teams where they talk about what they accomplished yesterday and what are their goals to be achieved today. And at the end of the day, they are asked to write a log where they write what they did today during the office hour. This helps to keep employees regular performance updates and reviews. In addition to this, the team leaders give feedback to their work once a week as a review session on how they did their work and what can be improved in upcoming days.

Employee performance is evaluated using SMART goals, which stand for specific, measurable, achievable, relevant, and time-bound. These goals are developed in line with company's strategic objectives. Employees must also prepare a monthly review report outlining their work completion in a week and areas for improvement. A sense of purpose and motivation are fostered in employees by the performance appraisal system, which enables them to comprehend how their efforts directly affect the success of the company.

2.4. Industry and Competitive Analysis

2.4.1. SWOT Analysis

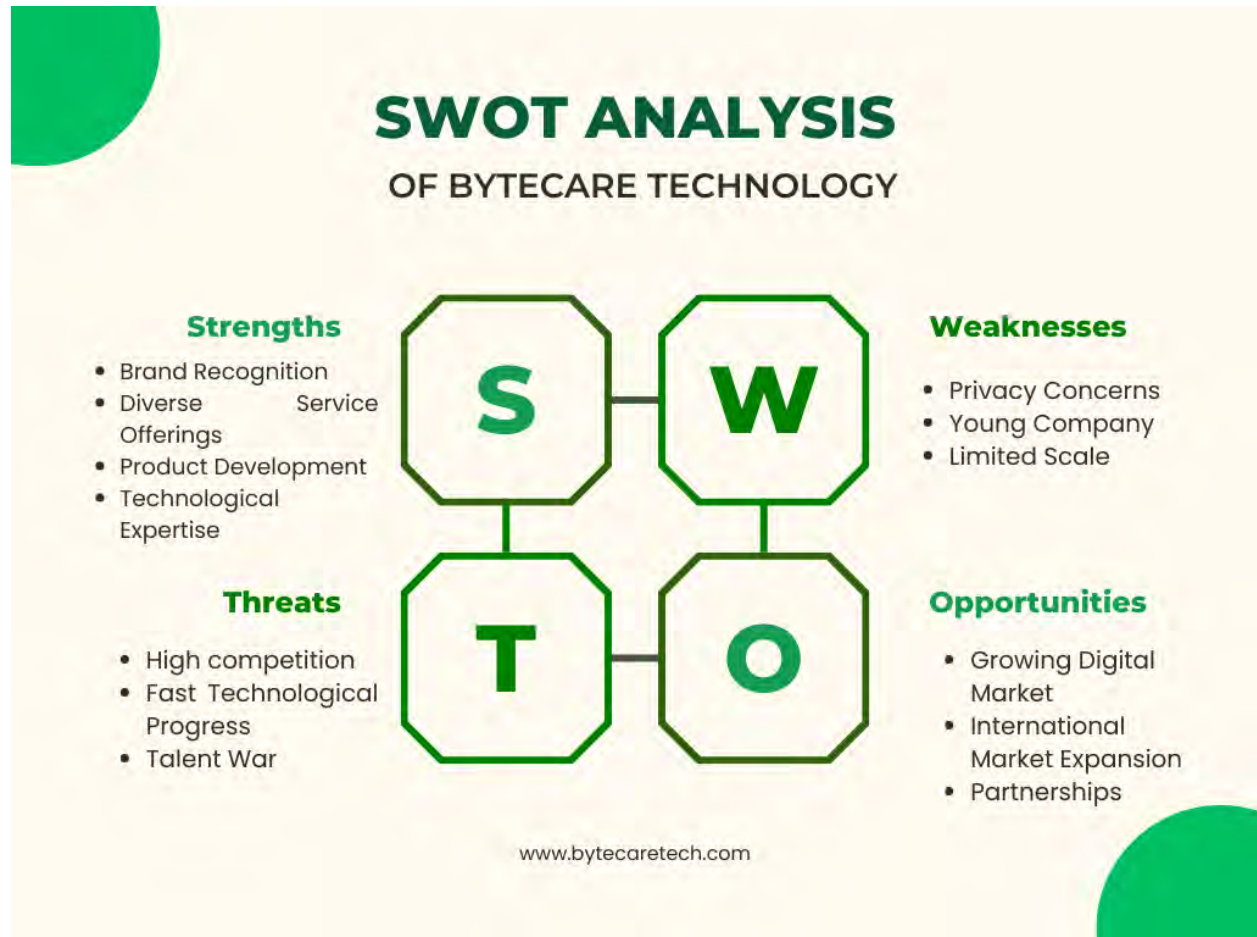


Figure 5: SWOT Analysis

The SWOT analysis of Bytecare Technology is described below:

a) Strength

Brand Recognition: Even though, it's been less time that Bytecare entered in IT industry, they have become able to win clients and business trust by providing them excellent IT service. It has a strong presence in Nepal's Market. They have won several awards in different competitions in Nepal.

Diverse Service Offerings: Bytecare Provides a wide range of services including website development, app development, graphics design, digital marketing, IT training, and domain and

hosting services. It's like a client is getting all kinds of IT solution at one place, which helps to cater various needs of the client.

Product Development: As Bytecare has already development their own three products, this showcases their ability to innovate and create solutions beyond client work.

Technological Expertise: They are using a wide range of modern technologies, indicating a strong technical foundation and adaptability to different project requirements. They wire an employee who are skilled to look after their projects technical parts.

b) Weaknesses

Privacy Concerns: Like any other tech giants, Bytecare also faces security and privacy concerns of the client and users. Being an IT company, users and clients fear to lose their privacy regarding their businesses.

Young Company: Bytecare is relatively new to the market for most of the people, have been founded in 2019. This can imply a lower level of experience in comparison to more established competitors. Even though, it has been able to have good brand recognition, some clients are concerned saying, it has less experience in the industry.

Limited Scale: Even with more than 20 clients, the business might still be run on a lesser scale, which would leave less resources available for bigger projects or rapid expansion.

c) Opportunities

Growing Digital Market: In this 21st century, more businesses seek to establish online presence, especially after 2020 pandemic and there's likely to increase in demand of Bytecare's services. Consumer need has shifted to online, most of the people wants to do online shopping due to convince so most businesses wants to create attractive online presence.

International Market Expansion: Bytecare is currently working expansion on different international market like Bangladesh, Bangkok. They already have their presence in Bangladesh. They have potential for their international market expansion.

Partnerships: They have an opportunity to make partnership with different SME’s and other companies who wants to create their digital platforms. They can even work closely with government to make their digital presence attractive.

d) Threats

High competition: There is an intense competition in the technology industry due to its rapid growth, global reach, and the increasing demand for technology professionals.

Fast Technological progress: As technology keeps changing and updating, which requires constant innovation to remain relevant. Sometimes, it becomes difficult to cope up as the company needs to hire new employees who are skilled in the changing technological tools.

Talent war: Competition for skilled tech employees is very high and employees wants handsome salary to stay in a company which potentially affects Bytecare’s ability to innovate and grow.

2.4.2. Porter’s Five Forces






	Very Weak	Weak	Moderate	Strong	Very strong
Competitive Rivalry	1	2	3	4	
Threats of New Entry	1	2		4	5
Bargaining power of customer	1	2	3	4	
Bargaining power of Substitution	1	2		4	5
Bargaining power of supplier		2	3	4	5

Figure 6: Porter’s Five Forces

- i. Competitive Rivalry:** The rivalry among the competitor is very high as the IT service market is generally high. There are many IT service providers vying for the same clientele, from big international companies to smaller regional businesses. Customer might easily transfer to other businesses if they are more affordable or charges less than you. It is very easy for clients to switch to other firms if they are charging lower cost or are affordable than you. As many of the IT firms offers similar service, it going to be tough to differentiate and position yourself on the top among competitors. The most significant factor is the price competition, leading to pricing pressures and margin erosion.
- ii. Threats of New Entry:** I would say the threat of new entry in the IT firm or IT service industry is moderate which means neither high nor low. Even though the capital requirements to start an IT firm are relatively lower than other, there comes the question or some barriers regarding Technical expertise, experience. The most important requirement of IT firm is a team with strong technical skills so that they can develop high-quality software products to their clients. Mostly, clients prefer IT firms that have proven track record and good reputation.
- iii. Bargaining Power of Customer:** The bargaining power of customer is very high relatively to bargaining power of supplier in the IT service industry due to several reasons:

 - (a) The client doesn't have to suffer a lot to switch and it can be also said as the switching costs are low between different IT service providers as there are minima; barriers to changing vendors.
 - (b) It is easy for clients to know about competitor's prices as they are available online and they tend to compare prices before getting service from your firm.
 - (c) There are lots of other options available for clients such as hiring freelancers, even they can use no-code/low-code platforms.
- iv) Bargaining Power of Substitution:** There is moderate threat of substitution in the IT services because there is options like freelances, offshore teams available. Even though there is option but for complex solution delivery and ongoing support, traditional IT service providers like Byteware are preferred over others. Freelances does not work for all kind of IT projects, it requires long time to complete projects and specific skillsets to manage it.

- v) **Bargaining Power of Supplier:** In my point of view, as there are many freemium tools and hosting providers so the bargaining power of suppliers for an IT service or Bytecare is relatively low. Software tool vendors can be switched easily due to availability of many open sources which reduces dependence on any single supplier.

Chapter 3: Project Part

“A Study on Consumer Perception to Enhance the Adoption of Karobar App in Bangladesh”

3.1. Introduction

Micro, small and medium enterprises (MSMEs) sector contributes 30-32% of Bangladesh GDP which has been an impressive expansion since last one decade (The daily star, Feb 2024). During the covid-19 lockdown, people had less interaction with each other and hence, the digital modes of business emerged as a crucial tool for them to remain competitive in the uncertain period. People were unable to move outside and collect money from their customers, so Karobar app came in play to keep their business transaction recorded in phone which made them easy to keep record of inventory and it was in hand access whenever they want. Everyone has access to smartphone and mobile app browsing is common among users. The handset is often within reach, so users browse the installed application, and do their work conveniently, there is no hassle of losing paper (khatabook) or traditional bookkeeping way. Even though with the little knowledge of accounting, the technological development have changed the way accounting and inventory management is done and recorded. Instead the accounting professionals are facing new challenges generated by digital services, and new technologies that are changing accounting activities (Stanciua, 2017).

The use of digital solution for business communities increased tremendously during the COVID-19 pandemic (Cenamor, 2021; Talwar et al., 2020). It is evident that mobile apps are sueful for everything: managing business operations, selling and purchasing goods (Khaskheli et al., 2017). In the same way, Karobar app, a digital khatabook assists MSMEs via: managing their day to day business transactions, stock, accounting, customers and suppliers. Another advantage is that small and medium sized enterprises are able to save large amounts of money by using only the mobile application rather than investing in costly software. The ever changing use of technology has increased the importance of digital solution for their business.

When it comes to Karobar App, it's crucial to understand how consumers in Bangladesh adopt it as there are already so many existing apps in Bangladesh in same sector focusing on SMEs. However, Karobar app has its own unique features to attract the users of Bangladesh and the effectiveness of adoption needs to be analyzed. The main goal is to understand consumer perception in order to increase adoption of the Karobar App in Bangladesh. Users are not just

looking for the solution for their accounting and inventory management; they are also looking for trust worthy app to keep their sensitive data safe and secured.

Studying the consumer perception will help to identify what consumers are looking for in an app, allowing developers to tailor features to meet those needs. It can reveal obstacles preventing adoption, such as usability issue, security concerns, or misunderstanding about the actual app's purpose. Understanding how consumers perceive the Karobar app helps in crafting more effective marketing messages that resonate with target audience. Insights into consumer perceptions can highlight areas where the Karobar app outperforms competitors.

3.1.1 Overview of Karobar App



Figure 7: Logo of Karobar App

One of the main drivers of emerging economies' economic growth is the digital transformation of small enterprises. In an industry where conventional business methods frequently rule, the advent of mobile-based accounting solutions like Karobar signifies a substantial change in the way business owners oversee their business operations.

Karobar is a mobile application designed to manage business accounting and inventory, aiming to revolutionize how small and medium enterprises (SMEs) manage their accounting and operations. Karobar addresses the unique needs of local businesses by offering a comprehensive suite of features tailored to the market. Karobar app is a simple, easy-to-use, free accounting app made in Nepal that helps you manage your business accounting and inventory from your phone and web. Even though, it's Nepal based country, it has its presence in Bangladesh for last one year. The term "Karobar" itself means transactions, trade, and commercial activities in business context, which reflects its deep-rooted connection to the local business ecosystem. It is a digital khata book for all

SMEs. Most of the business owner still keep track of their accounting and inventory transactions on paper, which becomes difficult for them to analyze and make decision. Here, Karobar app comes as a free and easy to use solution to manage their business accounting and inventory. It is a digital ledger book for MSMEs. Moreover Karobar app helps businesses to keep track of their daily transactions. Through this mobile app, users can keep track of their income and expenses, pay their suppliers and customers as well as they can generate the transactions statement easily.

Moreover, the users of Karobar app can send a reminder to their customers to collect their payment. Users can easily backup their data in cloud storage and the app can be used online as well as offline. Users can track stock levels, manage product variations, and set up alerts for low stock. This helps in maintaining optimal inventory levels and avoiding stock outs or overstocking. The app allows businesses to generate invoices, track sales and purchase, making it easier for them to have balanced finance at the end of the day. Karobar integrates basic accounting functions, enabling users to monitor income and expenses, generate financial reports, and maintain accurate records. The app also includes tool to manage customer information and one business owner can run up to five business with one app. Business owners can access detailed reports and analytics to gain insights into business performance. They can also give access to give their employees by adding them in the app and the fun fact is that owner can customize what other employees can see and what not.

Major features of Karobar App are:

- ✓ Sales and purchase record
- ✓ Income and expenses record
- ✓ Generate invoices and transactions
- ✓ Generate 15+ reports
- ✓ Business Statics analysis
- ✓ Stock Management
- ✓ Party Management
- ✓ Language of your choice (English, Bangla, Nepali)
- ✓ Personal khata/business khata
- ✓ Switch business
- ✓ Multi user login

- ✓ Import data

To sum up, Karobar app is designed to be intuitive and easy to use, even for those who may not be a tech-savy. This ensures that business owners can quickly adopt the platform and start benefiting from its features. Karobar app is one stop solution for all business accounting and inventory management related problem.

Our Mission

To empower MSMEs with tools and resources to help them manage & grow their business.

Our Vision

Become a leading business management app that revolutionizes how businesses operate.

3.1.2 Literature Review

Along with the improvements in the technology, information systems have been computerized which have replaced manual accounting systems with mobile app or software (Fowzia & Nasrin, 2011). In this modern age, understanding the cash-flow management, inventory system are vital for survival of a small and medium enterprise (Zaman & Islam, 2011). MSMEs plays a vital role in promoting the economic development of any country and Bangladesh isn't an exception. (S.M. Akterujjaman, 2010).

A popular social-psychological model for understanding and characterizing human behavior in the context of internet communication is called Theory of Planned Behavior (Fishbein & Ajzen, 1075). Perceived behavioral control (PCB), attitude, and subjective norm all predict user intentions, according to the Theory of Planned Behavior. One crucial aspect is the extent to which consumer behavior is influenced by consumption principles. The Theory of Consumption Values (TCV), proposed by Sheth et al. (1991), offers a methodical analytical framework for examining consumption values. Since its launch in 1991, the TCV has been utilized by numerous scholars to investigate consumer decision behavior (Kushwah et al., 2019). TCV has been used in recent experiments to analyze customer preference behavior, demonstrating its continued validity. As a result, applying TCV to mobile app users can provide valuable insights into SMEs' activities.

Theory of Consumption Values (TCV)

Theory of consumption values (TCV) is a framework for understanding customers' action in choosing services and products. According to Sheth et al., 1991), it suggests activities based on

five principles for customer choice: operational (how useful it is), mental (how it makes them feel), social (how it makes them look to others), epistemic (if it satisfies their curiosity), and conditional values (if it is useful in specific situation). Through this theory for Karobar App, I'll look at things like how well it helps businesses to manage their money, if using it makes business owners feel modern as modern problem requires modern solution, if it reduces stress about accounting and inventory management, if people are excited to try Karobar app, and if it's especially helpful during accounting and financial periods. Using this theory, I have created a survey questions and interview guides that covers all these areas. This will help me understand if Bangladeshi business owners really value Karobar app.

Theory of Planned Behavior (TPB)

A cognitive theory called the Theory of Planned Behavior (TPB) describes how attitudes, subjective norms, and perceived behavioral control affect a user's intention to carry out a certain behavior. Ajzen (1985) asserts that a behavior's likelihood of being carried out increases with its degree of purpose. This idea has been extensively used in a number of fields, such as financial behavior, environmental psychology. This theory is used in this study to understand why Bangladeshi business owners might choose/ are choosing to use the Karobar app.

This study shows the adoption of Karobar, a mobile application accounting software and find out what major constraint that influence SMEs to adopt Karobar app.

3.1.3 Scope of Study

The scope of this study on consumer perceptions of the Karobar app is comprehensive, covering various aspects of user experience and adoption factors. The timeframe of this study is 3 months. This study focuses on different stages: First and foremost, to examine the current landscape of the Karobar app in Bangladesh, with a particular focus on small and medium enterprises (SMEs). This involves analyzing the existing user preferences, and their perception towards the app. Secondly, a critical aspect of the study will be assessing the effectiveness of Karobar's current localization efforts for the Bangladesh market. This will include evaluating the app's language support, cultural relevance, and alignment with local business practices and regulations. Basically, it will help to know how well the app is catering the specific needs of Bangladeshi businesses. Thirdly, this will measure the current level of brand awareness for Karobar among Bangladeshi SME owners. This will involve assessing how well the app is known in the market and understanding the general

perception of the brand. Given the sensitive nature of the data, the study will examine user perception of data security and trust in mobile application within the Bangladesh.

Through this study, we will be able to analyze what is the degree of adoption in Bangladesh and how users are overseeing Karobar app in general. It is obvious that, they are have more number of existing users and in a hope to increase market of Karobar app, I have conducted this study. This study will also include what kind of features the users in Bangladesh are liking and what we need to include to attract more users. Along this, some of the suggestions and recommendations will be provided to the company with regard to the adoption.

3.1.4 Significance of study

This study on consumer perception and adoption of the Karobar app in Bangladesh holds significant importance across multiple domains. Its findings and implications extend beyond just the app itself, potentially influencing various stakeholders and contributing to broader economic and technological development in Bangladesh. By enhancing the adoption of a digital accounting tool, Karobar, this study can contribute to overall efficiency and growth of small and medium enterprises (SMEs) in Bangladesh. The study's finding could accelerate the digital transformation of Bangladesh's business sector, particularly among smaller enterprises that may be lagging in technology adoption. The study will help Bytecare technology to better understand if the SMEs of Bangladesh are looking for more adoption of Karobar app based on which they can invest in their product and expand in other nations as well. The study will offer deep insights into the adoption behavior of Karobar app in Bangladeshi owners. It will also help companies considering to enter the Bangladeshi market with similar products and avoid potential pitfalls.

3.1.5 Problem Statement

Micro, Small and Medium Enterprise (MSMEs) in Bangladesh play a crucial role in the country's economic growth and development. However, many of these businesses struggle with accounting, record-keeping, inventory management, which hinder their growth potential and operational efficiency. The Karobar app, a digital accounting solution designed for MSMEs, aims to address these challenges by providing an accessible and user-friendly platform for business owners to manage their ledger book.

Despite the potential benefits of the Karobar app, its adoption and user engagement among Bangladeshi MSMEs owners is still not up to the mark, it hasn't been able to explore much in the

market. This study seeks to investigate the underlying factors contribution to this limited uptake, focusing on consumer perception, awareness, and the effectiveness of current localization strategies. By understanding these elements, the research aims to identify opportunities for improving the app's market penetration and user experience in the Bangladeshi context.

3.1.6 Broad Objective

To enhance the understanding and adoption of the Karobar app among small and medium business owners in Bangladesh by understanding user behavior, improving localization strategies, and positively influencing consumer perception and brand awareness.

Specific Objectives

1. To assess the effectiveness of current localization strategies of the Karobar app in the Bangladesh Market.
2. To identify key barriers to adoption and to determine the most effective channels for increasing adoption of the Karobar app.
3. To measure the current level of brand awareness and consumer perception of the Karobar app in Bangladesh.
4. To synthesize findings and provide actionable recommendations for enhancing the adoption and user engagement of the Karobar app.

3.2. Methodology

Both the primary and secondary data have been used to complete this project.

3.2.1 Types of data used in research

For primary data, an online survey and an in-person interview was conducted by me. I interviewed 3 Karobar users and 2 prospect Karobar user to know about their perception on Karobar app. An online survey was conducted randomly among Karobar users and non-users to know about their perception. 100 participants took part in the survey through google form and data analysis was done. Secondary data was collected by IT firms, websites, articles, research journals which was used to write the report.

3.2.3 Reliability Test

Before analyzing the data, firstly the reliability test was done for the collected survey data to analyze a fair and reliable data structure. Reliability test was done using SPSS software. Here, I am attaching the reliability test proof.

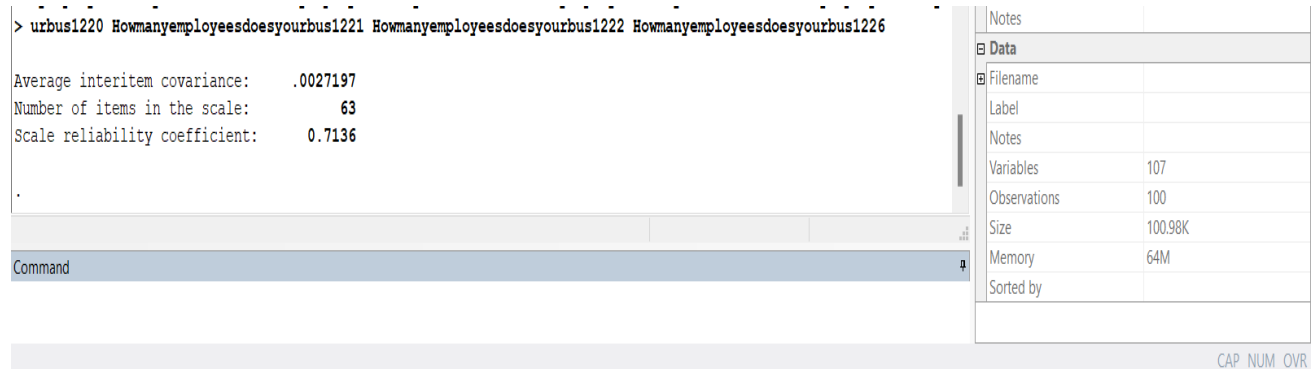


Figure: Reliability Test

As 0.70 or higher is considered as the acceptable reliability score. The score obtained for my project survey is .716 which indicates a moderately good level of internal consistency. The items in the survey are reasonably well correlated with each other and are likely measuring the same underlying construct. As it's just little above .70, there is room for improving reliability scale for this project it is acceptable.

3.2.3. Research Type

I used both qualitative and quantitative research as for the primary data, I did an online survey as well as I interviewed some users. Qualitative research, interview helped me to understand the user's perspectives, thoughts and experiences and what their requirements are.

For survey, which is a quantitative data were collected through google form using open-ended as well as close-ended questions. Google form is the easiest way to collect information. I circulated google form to the users using the Karobar app data and social media, for non-users the form was circulated in social media channels.

3.3 Findings from the survey

Demography

1) Gender

What is your gender?

100 responses

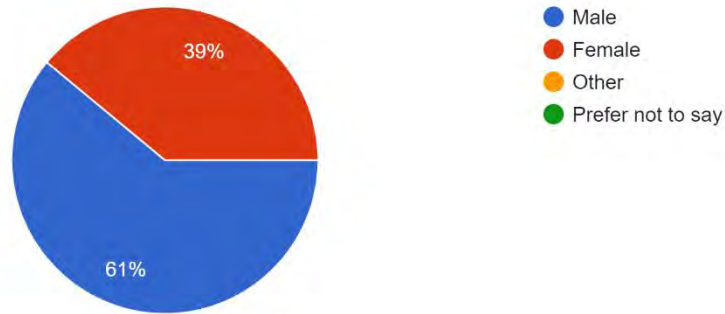


Figure 8: Gender from Survey

This image displays a pie chart depicting the distribution of gender responses from a survey of 100 participants. The chart includes four categories: Male, Female, other, and prefer not to say. According to the visual representation, 61% of the respondents identified as a Male while 37% identified as Female. This is a quick demographic distribution.

2) Age Group

What is your age ?

100 responses

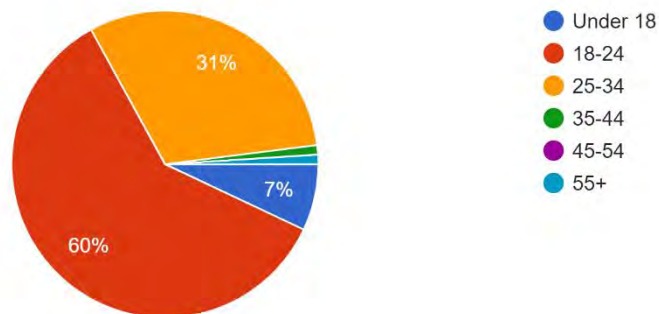


Figure 9: Age group

This chart shows that the people aged 18-24 have the highest number to fill this survey which is 60% and 31% of the people are aged from 25-34. Either this group people are the one who owns their business or manages the business.

3) What type of business do you own or manage?

What type of business do you own or manage?
100 responses

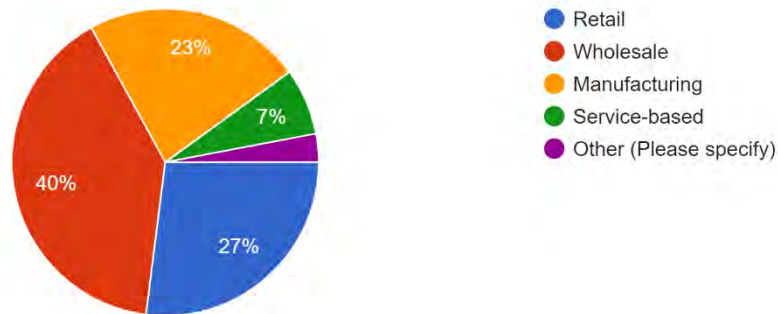


Figure 10: Type of business

This pie chart illustrates the distribution of business types among respondents, based on a sample size of 100 responses. The largest is 40%, represents those involved in the wholesale industry. The retail sector follows, comprising 27% of respondents. The manufacturing businesses account for 23% of the sample, indicating a significant portion of the survey population. Service-based businesses are the smallest sector in this chart, representing only 7%.

The varied distribution across different types of businesses can provide insights into the marketplace and the industry focus of the survey respondents. Understanding these proportions can be useful for tailoring business strategies, marketing efforts, and industry-specific resources or support. Each sector has its distinct characteristics and challenges, and recognizing their representation helps in identifying trends and potential areas for development and know how their businesses and managed.

4) How many employees does your business have?

How many employees does your business have?

100 responses

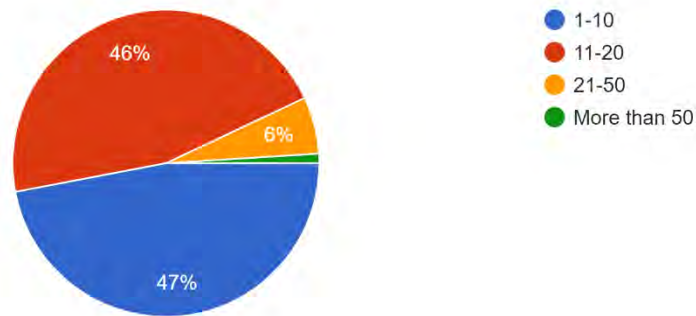


Figure 11: Number of Employees

The reason to collect this information is for understanding the size of employees to cater the need of Karobar App. As Karobar has feature called Multi/Online login, which means that they can add their employees with assigned roles and they will be able to see the business transactions. According to the survey, 47% of the respondents have 1-10 employees and 46% of them have 11-20 employees. Through these data, we can clearly see that majority of the businesses surveyed are small enterprises with fewer than 20 employees. That means, Karobar app can be easily used by all of them based on their capacity in the app.

5) How do you currently manage your business accounting and inventory?

How do you currently manage your business accounting and inventory? (Select all that apply)

100 responses

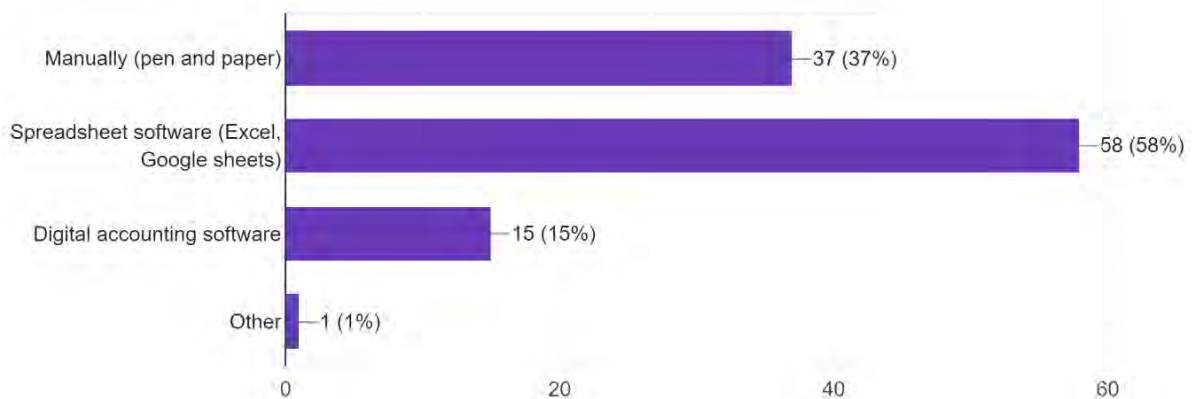


Figure 12: How you manage business

The provided chart details responses from survey aimed at understanding key barriers to the adoption of the Karobar app. The graph highlights how businesses currently manage their accounting and inventory, showing that a majority of 37 respondents use manual methods such as pen and paper, followed by 58 respondents who uses spreadsheet software and digital tools like Microsoft Excel or Google Sheets. Only a small number, 15 respondents, use a digital accounting software, indicating a significant reliance on traditional methods. This shows that there is still gap in the market where people are not used to of the digital accounting software or app and it's high time for Karobar app to spear themselves in the market.

6) Have you heard of Karobar app before this survey?



Figure 13: Heard of Karobar app

This graph helps to address the awareness of the Karobar app among respondents. It reveals that 82% of the 100 respondents had heard of the Karobar app prior to the survey, suggesting that people are aware of the Karobar app. And 18% of the respondents are not aware, which means there is a lack of awareness for those who don't know, and it is one of the significant barriers to adoption. To increase the adoption rate of the Karobar app, it would be crucial to invest in effective marketing and awareness campaigns, and to highlight the benefits of transitioning from manual to digital inventory and accounting management.

7) If yes, how did you hear about Karobar app?

If yes, how did you first hear about karobar app?

96 responses

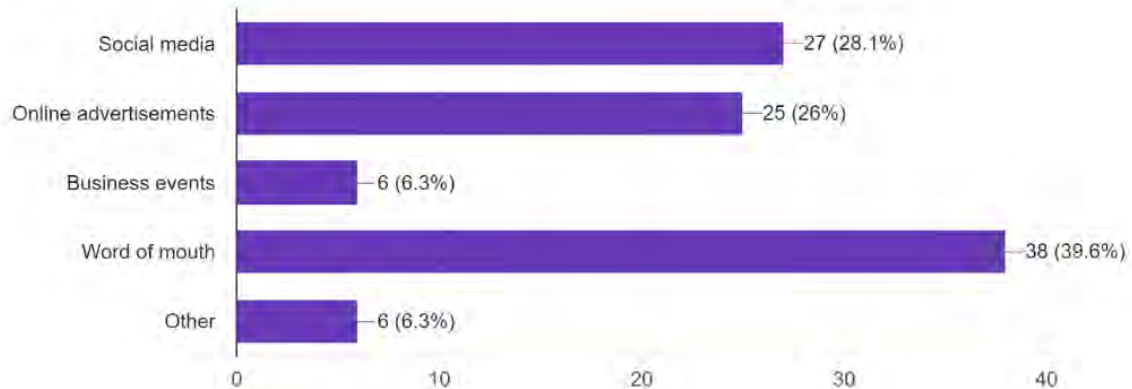


Figure 14: How did you hear about Karobar app?

The reason to ask about this question is to know the most effective channel that we can use to increase the adoption rate of Karobar. Surprisingly, 39.6% came to know about karobar app through word of mouth, which can be suggested as users are referring the app their business partners and employees to use the app. 28.1% people know about the karobar app through their different social media handles like Facebook, Instagram, Tiktok, and Youtube.

8) Have you used the Karobar app?

Have you used the Karobar app?

100 responses

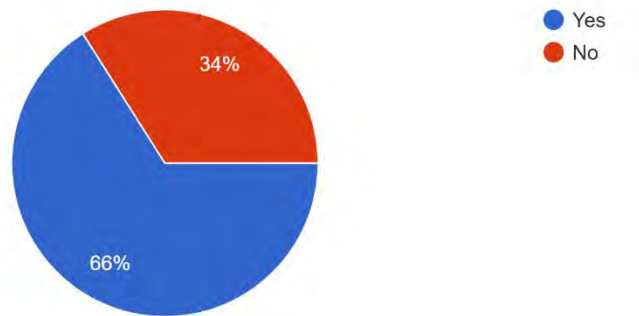


Figure 15: Have you used Karobar app?

In this image, two charts represent survey data on the brand awareness and consumer perception of the Karobar app in Bangladesh. It indicated the percentage of respondents who have used the Karobar app, with 66% indicating they have used the app and 34% indicating they have not. This data provides insights into the extent of the app's market penetration and overall brand awareness.

9) If yes, how satisfied are you with Karobar app?

If yes, How satisfied are you with the Karobar app?

92 responses

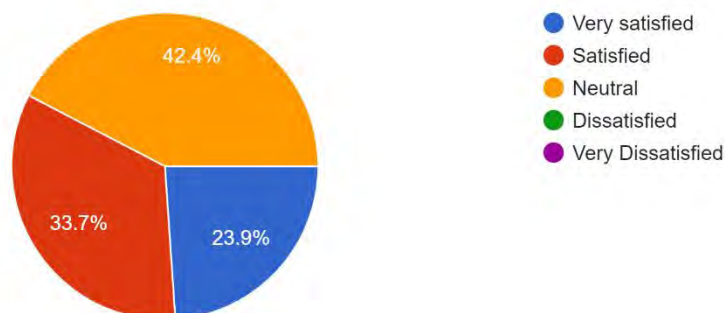


Figure 16: How satisfied are you with Karobar app?

This chart illustrates user satisfaction among those who have used the app. It shows various levels of satisfaction with 23.9% very satisfies, 33.7% satisfied and 42.4% neutral. This indicated that a significant portion of users has a neutral perception, suggesting a generally positive reception, though there is room for improvement to reduce neutrality or dissatisfaction.

10) If not, what are the main reasons for not using the Karobar app?

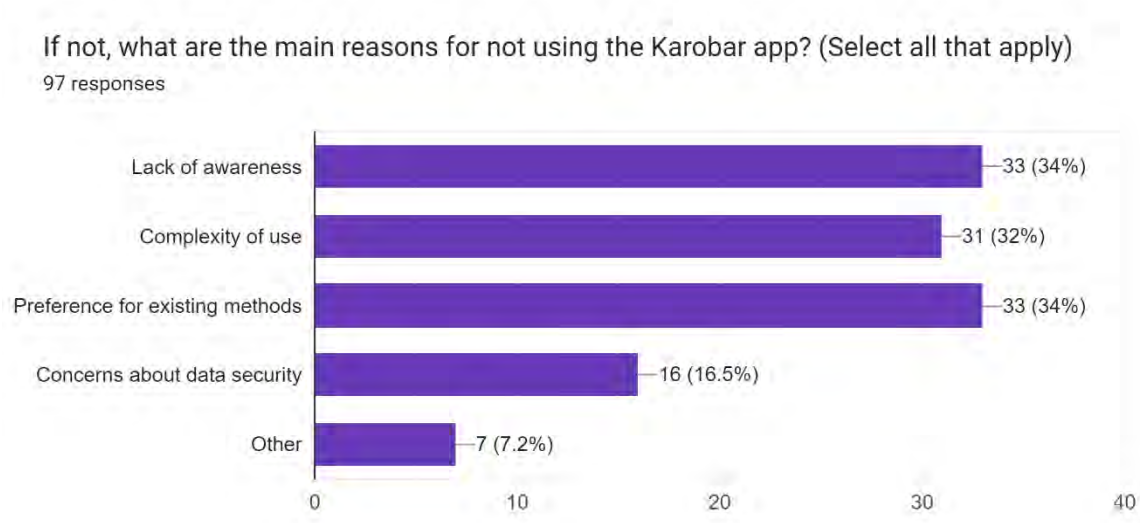


Figure 17: Major reasons for not using Karobar app

The main reasons for not using the Karobar app for 34% users was a preference for existing methods, with 34% lack of awareness as well. Here, we asked the respondents to select multiple choices as most of the respondents might be using other apps and still unaware of Karobar app which will help us to know their willingness to know. Another significant factor was the complexity of use, cited by 31 respondents. Concerns about data security were also considerable as security is the most important thing when it comes to the sensitive data of any businesses.

11) What features do you like most useful in the Karobar app?

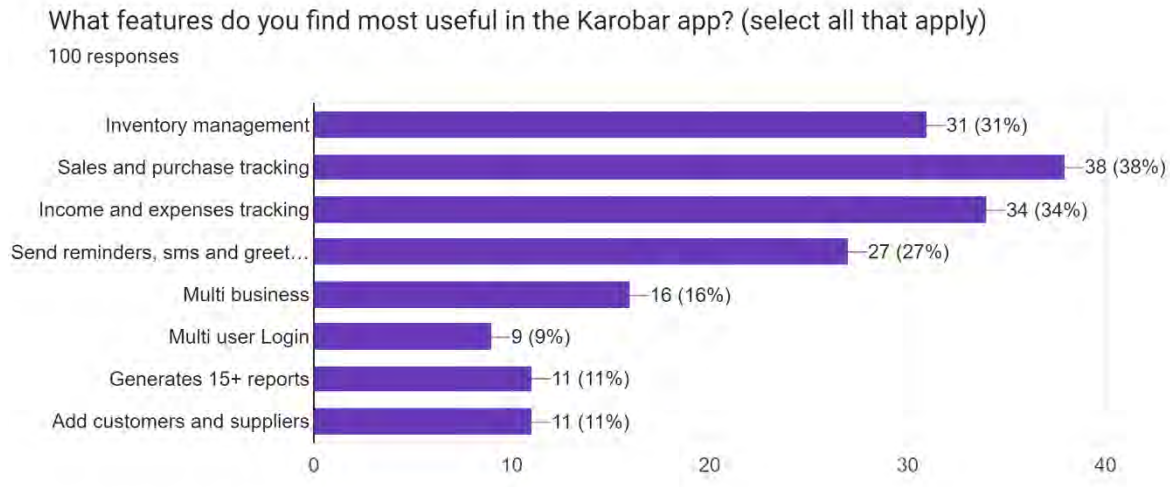


Figure 18: Features you like most

The result indicate that 38 respondents find sales and purchase tracking the most useful features, followed by Income and expenses with 34 respondents. Inventory management is valued by 31 respondents. Other features are also valued and liked by them. This was a general question to know from the respondents among the mentioned features, which one of them liked the most so that we can understand their preferences and priority in choosing a valuable feature.

12) How well does the Karobar app cater to your language preferences?

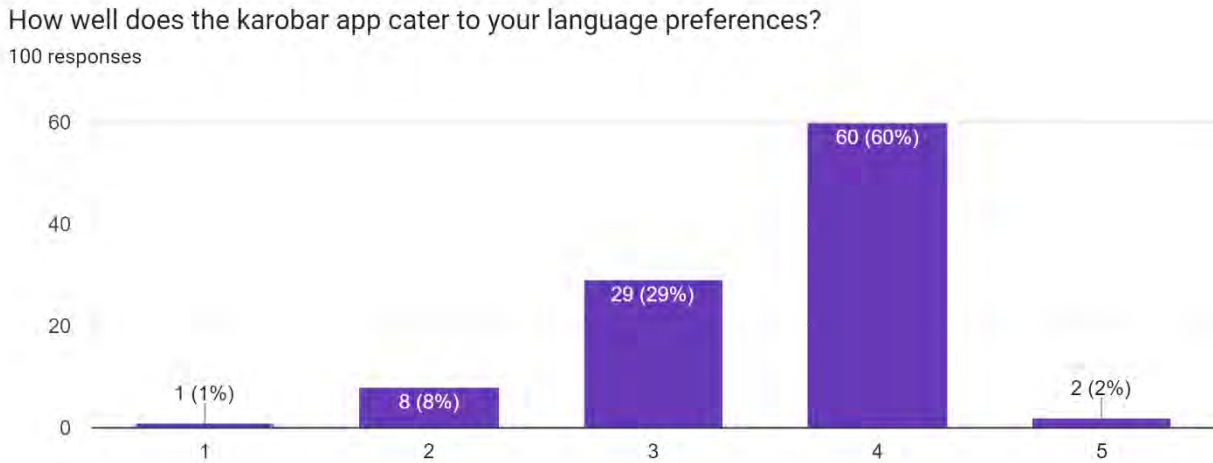


Figure 19: Cater language preference

This image presents data and an objective from a survey aimed at assessing the effectiveness of the Karobar app's current localization strategies in the Bangladesh market. The image shows a Likert scale graph that measures users' satisfaction with the app's ability to cater to their language preferences. As the app as both Bangla and English language which makes the users easy to choose which one to choose. According to the graph, the data indicates that the majority of respondents 60% rated the app's language support as 4-well, followed by 29% as average.

13) Are there any specific cultural or regional features you would like to see in the Karobar app?

Are there any specific cultural or regional features you would like to see in the Karobar app?

100 responses

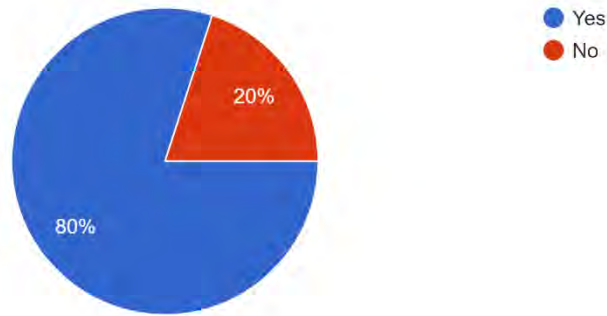


Figure 20: Need for cultural or regional features

This means that the 80% of the respondents wants to see the regional and culture features of Bangladesh that suits their business. This makes us understand that people here are more into their own policies, terms and conditions. A notable portion doesn't want to see in the app.

14) How important is it for business apps to support local languages and regional settings?

How important is it for business apps to support local languages and regional settings?

100 responses

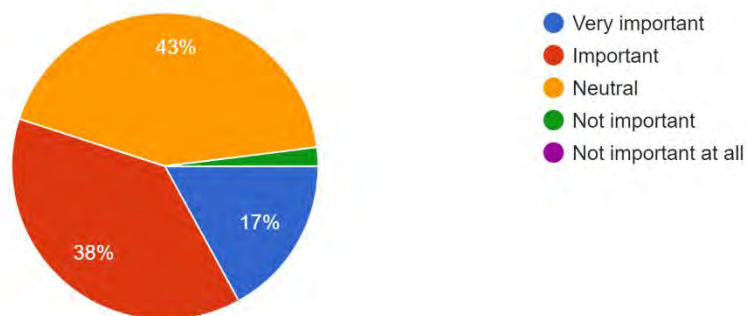


Figure 21: Importance for business app to support local language

As 80% of the respondents said that they want specific regional and cultural settings, this chart shows that 38% of the respondents feels that it is very important for them to bring local languages in the business app. Karobar app is already supporting Bangla language which means the respondents are positive towards the app supporting the local language. Combines, this indicates a strong preference for cultural and linguistic adaptability in business applications.

Consumer Perception and Brand Awareness

15) How would you rate your overall perception of the Karobar app?

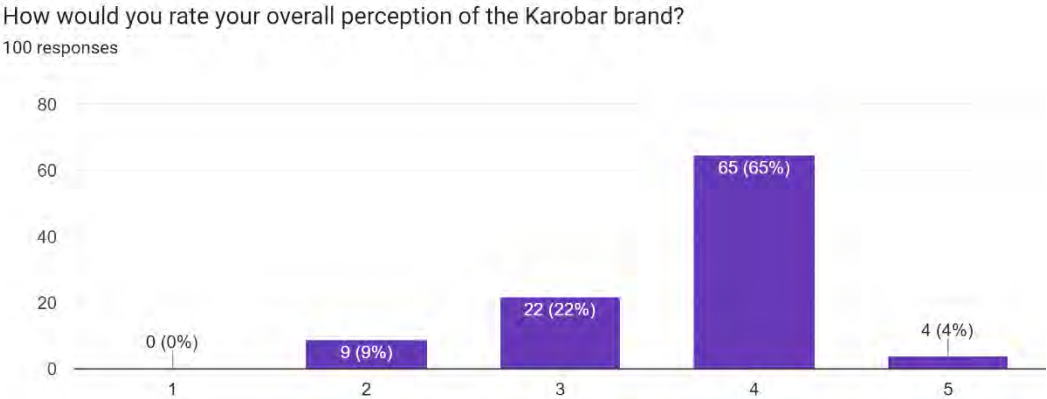


Figure 22: Overall perception of app

This bar graph illustrates respondents’ overall perception of the Karobar app using a Likert scale from 1 to 5, where 1 signifies “very negative” and 5 signifies “very positive”. According to the response the majority of the 65% of the individuals have positive view about the app.

16) How does Karobar compare to other business accounting apps you now or have used?

How does karobar compare to other business accounting apps you know or have used?

100 responses

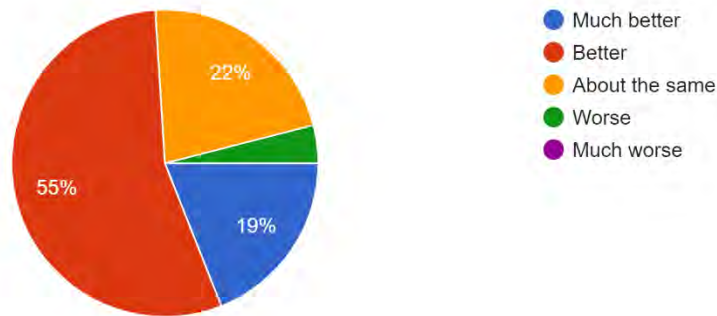


Figure 23: How does Karobar compare to others app

Around 19% of the respondents consider Karobar to be much better app than others. In contrast, 22% feels the same, which means to be more unique the marketing, they have to come up with unique ideas to attract the users.

17) What are the most effective channels for increasing awareness of the Karobar app?

What are the most effective channels for increasing awareness of the Karobar app? (select all that apply)

100 responses

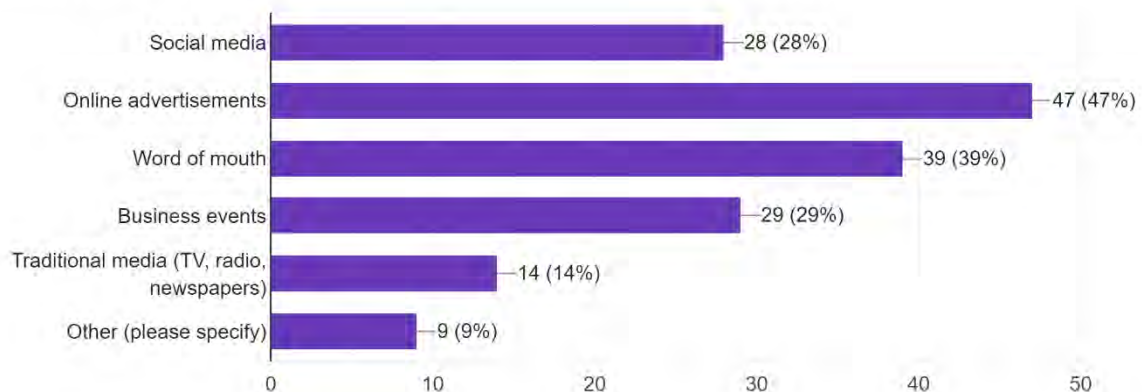


Figure 24: Effective channels for increasing awareness

According to the above collected data, it is clear that majority of the wants online advertisements through which the Karobar app can advertise themselves. As it is a business app so mostly people use word of mouth to suggest others if they find it easy and convenient for them. If one user is using and they find it using then they refer to their friends and families who is struggling with the accounting of their business. As business events is the place where like-minded people are connected to each other, it is also one of the best place to advertise and increasing awareness.

18) How likely are you to recommend the Karobar app to other business owners?

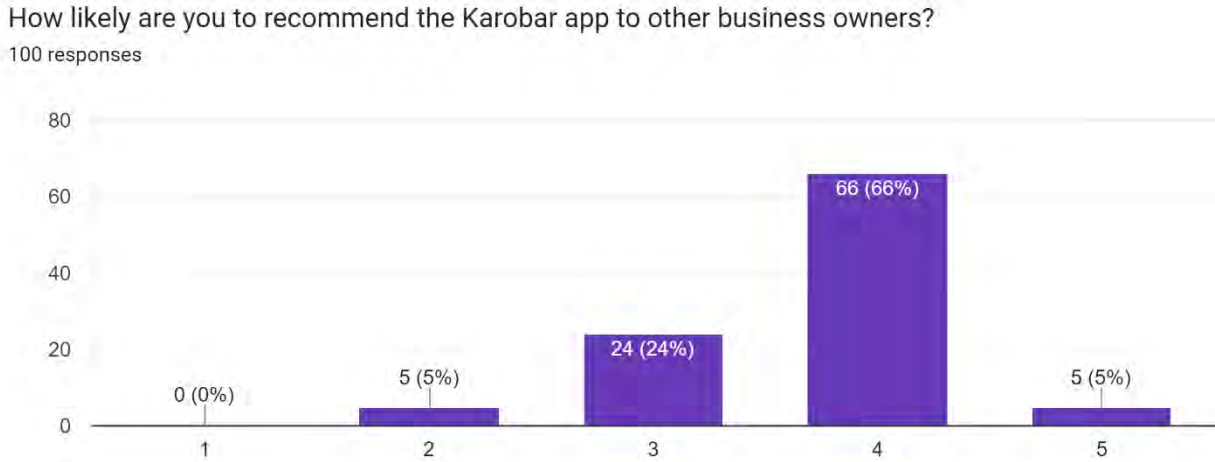


Figure 25: Likely to recommend app

The data shows that the majority of respondents rated their likelihood of recommendations with 66 respondents selecting 4- likely and 24 respondents saying neutral where 5% are most likely to suggest. This indicated a strong satisfaction with the app. Only a small fraction found it unlikely to recommend, reflecting a positive reception in general among the surveyed users.

19) What improvements would you suggest for the Karobar app?

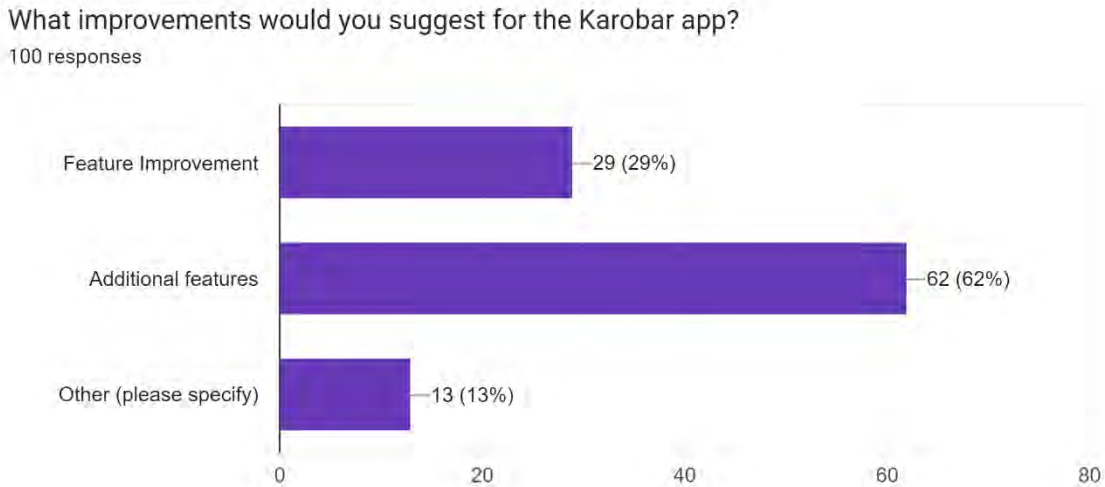


Figure 26: General suggestion for app

This bar chart displays the suggestions provided by 100 respondents regarding improvements for the Karobar app. The chart illustrates two main categories: Feature improvement, Additional features. 62% demanded for the additional features meaning adding new features to the app, while 29% demanded for feature improvement.

From this data, it is evident that the majority of users and non-users believe that introducing additional features would be the most beneficial improvements for the Karobar app. This indicates a demand for new functionalities that may enhance the overall user experience. Meanwhile, a considerable portion of users still sees room for improvement in the existing features of the app. Understanding these preferences can help the development team prioritize their efforts effectively to enhance user satisfactions and also to know the barriers to adoption of the app.

20) What do you perceive as the main strength of the Karobar app?

What do you perceive as the main strength of the Karobar app? (Select all that apply)

100 responses

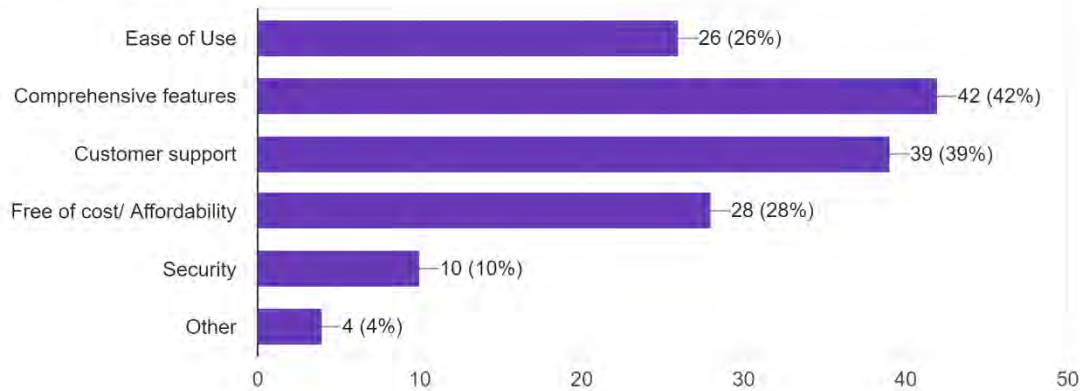


Figure 27: Major strength of app

This data was collected just to know about the strength of Karobar app in overall among the respondents which will help us to know what they like most about the Karobar app. And most of the people are attracted to comprehensive features, free of costs and ease of use.

3.4. Analysis and Recommendations of the Survey based on Objectives

Based on the data and insights gathered from the survey on consumer perception to enhance the adoption of karobar app in Bangladesh. I have drawn the conclusions based on the objectives.

Objective 1: To assess the effectiveness of current localization strategies of the Karobar app in the Bangladesh Market

- The survey question regarding language preferences provides valuable insights into the alignment of the Karobar app with the linguistic needs of Bangladeshi users, supporting objective 1. The Likert scale responses indicate a moderate level of satisfaction with the app's language support, suggesting that while the localization strategies are somewhat effective, there is room for improvement. Understanding user language preferences is crucial for localization strategies to resonate with the target market and enhance user experience.

Recommendation

- Conduct further research to delve deeper into specific language requirements and preferences of Bangladeshi users to tailor localization efforts more effectively.
- Collaborate with local language experts or cultural consultants to ensure accurate translation and cultural adaptation of the app content.
- As they already have customer support, It would be better to focus on language specific services to assist users with language related issues and enhance overall satisfaction.

Objective 2: To identify key barriers to adoption and to determine the most effective channels for increasing adoption of the Karobar app

- Lack of awareness is one of the key barriers to the adoption of the app. People are still unaware of the karobar app. And there is so many other existing app in Bangladesh which gives high competition. Most effective channels are online advertisements, word of mouth, and social media where the promotion of app can make people more informed and aware about the app.

Recommendation

- Utilize identified strengths such as comprehensive features, free to use in marketing efforts to address adoption barriers effectively.
- Conduct a seminar or training session to showcase app's key features and enhance user proficiency.
- Leverage social media and digital marketing channels to reach a wider audience and promote the app's strengths.

Objective 3: To measure the current level of brand awareness and consumer perception of the Karobar app in Bangladesh

- Most of the respondents have already known about the app and they are using it as well. The majority of respondents have used the Karobar app, indicating a reasonable level of brand awareness. User satisfaction levels are generally positive, with a significant portion expressing neutral. High ratings to likelihood to recommend the app to others indicate positive consumer perception and satisfaction levels, contributing to brand awareness.

Satisfied users can serve as brand advocates, further enhancing brand awareness and attracting new users to the app.

Recommendations

- Gather user feedback regularly to identify areas for improvement and address any issues promptly.
- Encourage satisfied users to share their positive experiences and recommend the app to others.
- Participate in industry events or sponsor relevant activities to enhance brand recognition and reach a wider audience.

3.5 Findings from the interview

Interview Question for Users of Karobar app

- 1) Can you describe your experience with the language options in the Karobar app?
- 2) How well do you think the app addresses the specific needs of Bangladeshi businesses?
- 3) What were your initial hesitations, if any, about adopting the Karobar app?
- 4) What factors would make you more likely to adopt or recommend the karobar app?
- 5) In your option, what's the best way to reach and convince business owners like yourself about the benefits of the Karobar app?
- 6) How has your perception of Karobar changed since using the app?
- 7) Can you describe the reputation of Karobar among your business peers or in your business?

User 1: Rahim, 32, owner of small retail shop in Aftabnagar

“Rahim expresses satisfaction with the language options in Karobar, appreciating the availability of Bangla. He found the app moderately effective in addressing Bangladeshi business needs, particularly in terms of inventory management and sales tracking. Initially, Rahim hesitated to adopt Karobar due to concerns about data security and the learning curve. He mentioned that improved offline functionality and more detailed tutorials would make him more likely to recommend the app. Rahim suggested that demonstrating the app's benefits through local business success stories would be an effective way to convince others. Since using Karobar, his perception has improved, noting increased efficiency in his daily operations. He described karobar reputation as growing but still mixed among his peers, with some praising its utility while others remain skeptical about digital solutions”.

User 2: Fatima, 26, manager of a small sized manufacturing company in Chittagong

“Fatima found the language options in Karobar adequate but suggested improvements in technical terminology translations. She believed the app addresses many needs of Bangladeshi businesses well, particularly in multi-user access and report generation. Fatima’s initial hesitation stemmed from the free version of app and being a Nepal based app. Also she had concerns about integrating karobar with existing systems. She indicated that better likelihood of recommending the app. Fatima emphasized in convincing her employees to adopt Karobar. Her perception of the app has significantly improved since implementation, noting enhanced inventory tracking and decision-making capabilities. She described Karobar’s reputation in her industry as generally positive, with many viewing it as a progressive step towards digitalization”.

User 3: Atif, 28, owner of a small service-based business in Sylhet

“Kamal praised Karobar’s language options, particularly appreciating the colloquial Bangla used in the interface. He felt the app addresses the needs of small Bangladeshi businesses exceptionally well, especially in terms of features and free to use (no cost). Kamal’s main initial hesitation was skepticism about the need for a digital solution for his small-scaled operations. He stated that continued free features and regular updates would make him more likely to recommend the app. Kamal suggested that social media influencers and local business associations could effectively promote Karobar’s benefits. His perception of the app has transformed from skepticism to enthusiasm, noting how it has streamlined his financial management. Kamal reported that Karobar has a growing positive reputation among young entrepreneurs in his area, seen as a modern, accessible tool for business management”.

Interview Questions for Prospect Users of Karobar App

- 1) If you haven’t used the Karobar app, what are the main reasons for not using it?
- 2) What are your initial hesitations, when you hear about adopting the Karobar app?
- 3) How does Karobar app compares to other business accounting apps you know or have used?
- 4) After knowing about the Karobar app, how likely are you to use and recommend the Karobar app to other business owners?

- 5) Do you think having the local language in app helps to increase adoption or it benefits the users?

Non-User 1: Sohel, 38, owner of a grocery store shop in Dhaka

“He hasn’t used Karobar primarily due to his comfort with traditional paper-based accounting methods. His initial hesitations about adopting karobar include the worries about the complexity of the app, potential technical issues, and the reliability of digital record compared to his trusted paper ledgers. He hasn’t used accounting app yet but he has heard from peers. He perceives Karobar as potentially more suited for local businesses after looking at the app but he’s unsure about the reliability. After learning about the karobar, Shoel expressed interest to use as it’s free to use and doesn’t even require internet all the time, And he also believes that most of them doesn’t understand English like him, so it’s very much important for them to have local language. He emphasized that it would reduce the learning curve and make app more accessible to traditional business owners. He like the Karobar’s Bangla interface”.

Non-user 2: Nabila, 24, Manager of growing service-based startup in Dhaka

“She hasn’t used Karobar mainly because her company already uses another accounting app that was recommended by their advisor. She cited lack of awareness about Karobar app features and benefits compared to their current solution. Compared to her current software, she perceives Karobar as potentially more localized due to its interface in both Bangla and English. And she also mentioned, she has been paying high monthly amount to run the app, so she finds it more interesting as it is free to use for now. She would look after the app it fits her requirement then she is likely to use and recommend it. She doesn’t much to say about localization as she knows both Bangla and English but she would prefer English.”

3.6 Conclusion

To conclude, the project has provided valuable insights into the user perspectives, thoughts, and experiences related to the Karobar app. Through a combination of research, interviews, and surveys, key findings have been identified regarding user demographics, brand awareness, consumer perception, and localization strategies and also areas of improvements for adoption. The survey and interview helped us to achieve all our three major objectives and one objective of providing an impactful recommendations.

The survey results highlighted a reasonable level of brand awareness among users, with a majority already using the karobar app expressing positive satisfaction levels. Making the app based on local and regional settings is very much valued by Bangladeshi people. Leveraging social media and digital marketing channels has been effective in reaching a wider audience and promoting the app's strengths. Additionally, user feedback from interviews shed light on language options, specific needs of Bangladeshi businesses, and initial hesitations about adopting the app.

3.7 Recommendations

Based on the findings and analysis conducted in this project, the following recommendations are proposed to enhance the adoption and user experience of the karobar app:

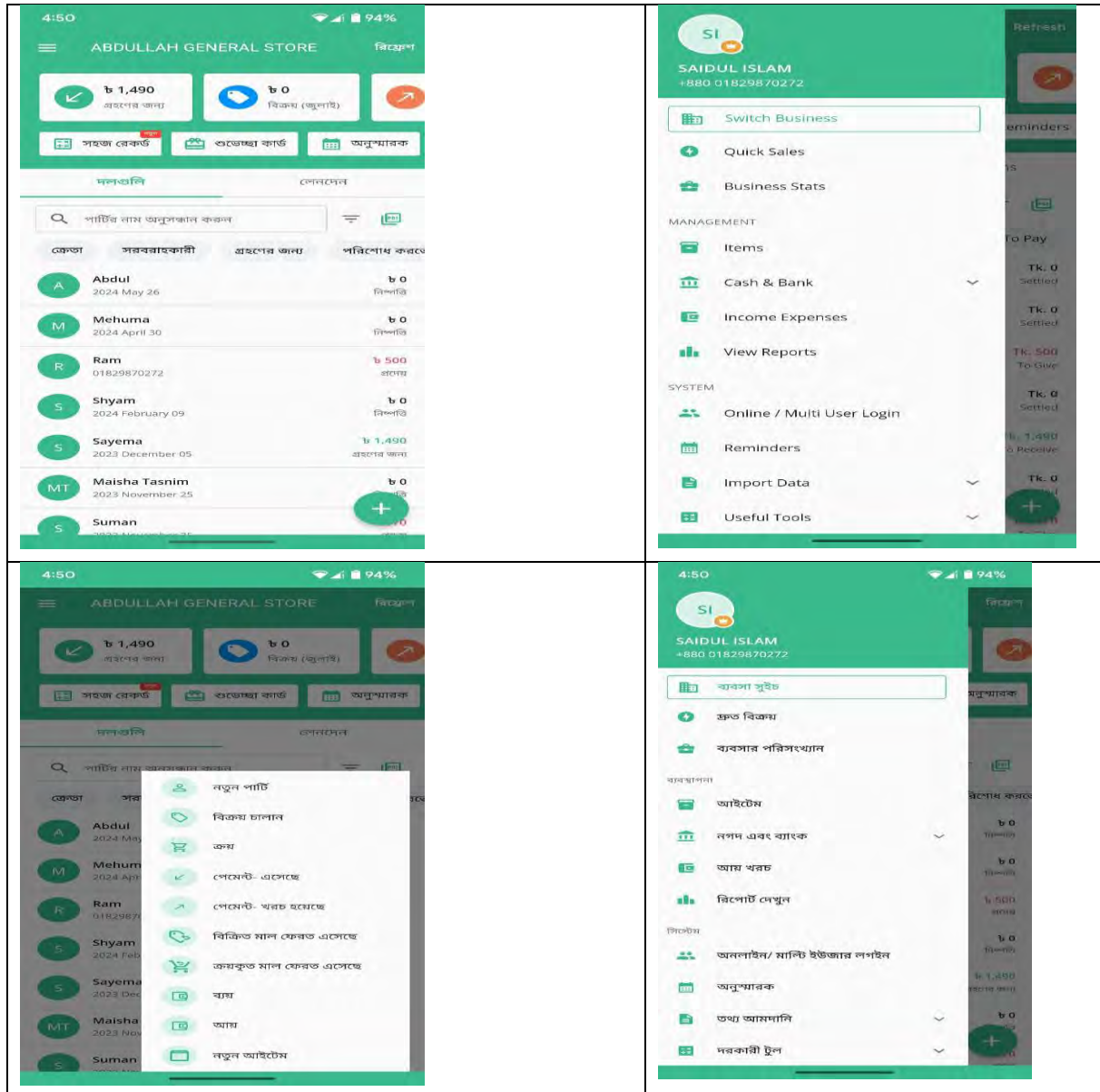
- Regularly gather user feedback to identify areas for improvements and address any issues promptly.
- To increasing the adoption rate, it would be wise for Karobar app to conduct a seminar where they make people aware about the app and showcase their features.
- As the world is moving towards digitalization, it's high time for Karobar app be ahead of the competitors by making its own presence in the market.
- Introduce additional major features that the business must have to manage their transactions and take informed decision, for example, profit and loss feature.
- Utilize social media platforms, online advertisements to reach wider audience and promote the strengths of Karobar app.
- As word of mouth has been chosen by many respondents as to communicate, make some referral campaigns where the users and prospect users gets exciting gift hampers.
- Address any security concerns promptly and transparently to reassure users about the safety pf their sensitive data.

3.8 References

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Appendix A

App interface



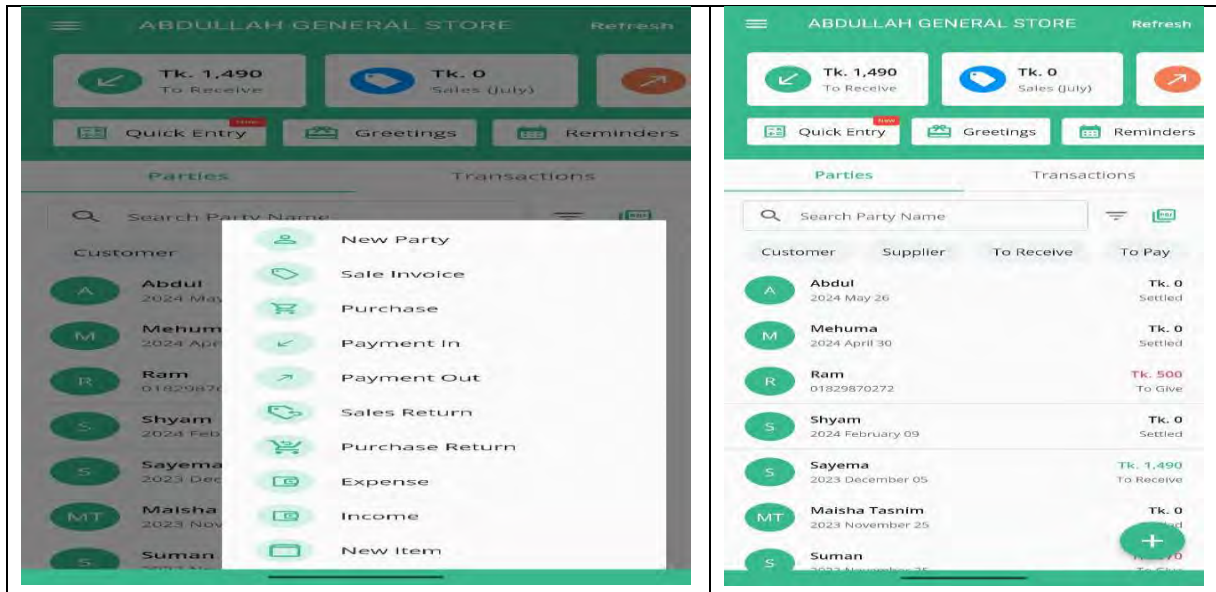


Figure 28: Karobar App Interface

Appendix B

Survey Questions

What is your age ? *

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55+

What is your gender? *

- Male
- Female
- Other
- Prefer not to say

User Behaviour and Adoption Patterns

How do you currently manage your business accounting and inventory? (Select all that apply)

- Manually (pen and paper)
- Spreadsheet software (Excel, Google sheets)
- Digital accounting software
- Other

Have you heard of the Karobar app before this survey? *

- Yes
- No

If yes, How satisfied are you with the Karobar app?

- Very satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied

What features do you find most useful in the Karobar app? (select all that apply) *

- Inventory management
- Sales and purchase tracking
- Income and expenses tracking
- Send reminders, sms and greetings cards
- Multi business
- Multi user Login
- Generates 15+ reports
- Add customers and suppliers

Localization Strategies

How well does the karobar app cater to your language preferences? *

Very poor

1

2

3

4

5

Very well

Are there any specific cultural or regional features you would like to see in the Karobar app? *

- Yes
- No

What type of business do you own or manage?

- Retail
- Wholesale
- Manufacturing
- Service-based
- Other (Please specify)

How many employees does your business have?

- 1-10
- 11-20
- 21-50
- More than 50

If yes, how did you first hear about karobar app?

- Social media
- Online advertisements
- Business events
- Word of mouth
- Other

Have you used the Karobar app? *

- Yes
- No

If not, what are the main reasons for not using the Karobar app? (Select all that apply)

- Lack of awareness
- Complexity of use
- Preference for existing methods
- Concerns about data security
- Other

How important is it for business apps to support local languages and regional settings? *

- Very important
- Important
- Neutral
- Not important
- Not important at all

Do you face any challenges in using the Karobar app due to language or regional settings? *

- Yes (please specify)
- No

Consumer Perception and Brand Awareness

How would you rate your overall perception * of the Karobar brand?

Very Negative

1

2

3

4

5

Very Positive

How does karobar compare to other * business accounting apps you know or have used?

Much better

Better

About the same

Worse

Much worse

What do you perceive as the main strength * of the Karobar app? (Select all that apply)

Ease of Use

Comprehensive features

Customer support

Free of cost/ Affordability

Security

Other

What improvements would you suggest for * the Karobar app?

Feature Improvement

Additional features

Other (please specify)

How likely are you to recommend the Karobar app to other business owners? *

Very unlikely

1

2

3

4

5

Very Likely

What are the most effective channels for increasing awareness of the Karobar app? *
(select all that apply)

- Social media
- Online advertisements
- Word of mouth
- Business events
- Traditional media (TV, radio, newspapers)
- Other (please specify)



