Report On

**PICKABOO.COM'S CONTENT MANAGEMENT SYSTEM: AN ANALYSIS ON WEB USABILITY, SEO, AND DIGITAL MARKETING TACTICS**

By

Khalid Bin Amin

17104160

Major in Accounting and E-Business

An internship report submitted to the BRAC Business School (BBS) in partial fulfillment

of the requirements for the degree of

Bachelors of Business Administration (B.B.A)

BRAC Business School (BBS)

BRAC University
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## *Declaration*

1. The dissertation I have submitted is my own unique work that I accomplished since studying at BRAC University.

2. Although properly referenced through comprehensive and correct referencing, the thesis does not contain previously published or written by a third party content.

3. The chapter comprises no previously proposed or submitted content for any other degree or certificate at a university or other institution.

4. All main sources of help have been recognized.

**Student's Full Name & Signature:**

Khalid Bin Amin

17104160

**Supervisor's Full Name & Signature:**

_____

**Dr. Md. Kausar Alam**

Assistant Professor, BBS Department

BRAC University

## *Approval*

The thesis/project titled "PICKABOO.COM'S CONTENT MANAGEMENT SYSTEM: AN ANALYSIS ON WEB USABILITY, SEO, AND DIGITAL MARKETING TATICS" submitted by Khalid Bin Amin -17104160 of Spring, 2022 has been accepted as satisfactory in partial fulfillment of the requirement for the degree of BBA on 18 June 2022.

**Examining Committee:**

Supervisor:
(Member)

_____

Dr. Md. Kausar Alam

Assistant Professor, BBS Department

BRAC University

Program Coordinator:
(Member)

_____

Full Name

Designation, Department

Institution

Departmental Head:
(Chair)

_____

Full Name

Designation, Department

Institution

## *Ethics Statement*

This agreement is made and entered into by and between Silver Water Technologies Bangladesh Limited

And the undersigned student, Khalid Bin Amin, of BRAC University.

**This page is for Non-Disclosure Agreement between the Company and The Student

_____                                          _____

Khalid Bin Amin                                                Forgoing establishments Sign, Closure and Date

BBA Program, BRAC Business School

ID: 17104160

Major in Accounting and E-Business

June, 18, 2022

## Abstract/ Executive Summary

This report is the outcome of a three-month internship program completed as a partial requirement for the BBA degree at BRAC Business School, BRAC University, Dhaka.

This paper was done as part of an internship program at Silver Water Technologies Bangladesh Limited in Gulshan, Dhaka. Dr. Md. Kausar Alam and Tania Akter of BRAC Business School were assigned to write the report. Furthermore, I want to express my heartfelt gratitude to Mr. Towhid Newaz Akash for guiding me as if I were a younger brother.

The association relationship was established in February 2021. "PICKABOO.COM'S CONTENT MANAGEMENT SYSTEM: AN ANALYSIS ON WEB USABILITY, SEO, AND DIGITAL MARKETING TACTICS" is the title of the research. This is the input that the section seeks from students who join an organization after completing the conceptual phase of the BBA degree.

**Keywords:**    Web Usuability, Content Management System (CMS), E-Commerce, SEO, Digital Marketing Strategy, Consumer Behavior.

## *Acknowledgement*

It brings me great joy to move to appreciate the guidance, assistance, and work of informed individuals to whom we express our gratitude; without them, I would not have been able to complete my report.

I'd like to thank Dr. Md. Kausar Alam and Ms. Tania Akter of Bangladesh's BRAC University for offering extensive insight and guidance on this study. He has consistently offered us helpful advice for finishing this job.

I should also acknowledge the Internet, countless publications, research papers, and BBA students from various universities, without which we would be unable to obtain some critical information. Those who graciously saved their time, went to the bother of recording details, and helped us finish our review. We also emphasize that their assistance and cooperation are greatly appreciated.

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# Chapter 1: An Overview of Internship

## 1.1Internship Information

### 1.1.1 Period, Company Name, Department/Division, Address

I was stationed at Pickaboo.com's headquarters in Niketan, Gulshan, as part of my 3 moths internship program. Throughout the internship, I supported the majority of the content division staff with their day-to-day tasks. Many aspects of organizational conduct were taught to me by the manager. In addition, he taught me how to listen to and respond to people. Explain why the internship program is necessary.

### 1.1.2 Company Supervisor Details for Internships

Name: Muhaimul Hossain Hridoy

Position: Sr. Executive, Content Department.

Silver Water Technologies Bangladesh Limited

### 1.1.3 Job Scope - Position Description, Obligations, and Responsibilities

Working at Bangladesh's biggest e-commerce firm provided me with a fantastic chance and experience. Every working day provided several opportunities for learning. The Brand and Communication Department is in charge of the majority of content management activities. My weekly work activity is a three-month internship period. Pickaboo's content team has uploaded a new product to the website. Working with highly competent individuals in the e-commerce business was a fantastic chance for me.

Aside from merchandise import and updates, I occasionally would have to modify images for campaigns such as "Eid Fest" or "As Low As." To begin the promotion, I prepare the content image and update it in the uploaded product.

Product updates imply that the supplier may request us to withdraw the warranty or EMI logo, alter the rate, adjust the stock, alter the warranties or EMI term, and so on.

Oftentimes I group several goods from the same or various product lines into a standard campaign category, such as "Top gadgets of all time," to show the campaign to our customer base via a link on the site.

### 1.2 Internship Upshots
### 1.2.1 Involvement of the student to the organization

During the first several weeks, Introducing a Pickaboo team member and familiarizing myself with the Pickaboo work atmosphere, Pickaboo employment exercises, development line-up, and employment commitments. Then comes the question of how to deal with certain software and apps. Uploading and monitoring material, adding descriptions and specialized keywords for SEO, and other tasks How to Examine the Follow-Up Sheet Concerning product selection and pricing, Customary invoice verification, and cross-checking with the vendor and dealing prices. My Final Workdays, Involved me going deep into work and also conducting cross-functional activities with the Creative and Communication departments. After doing market research and analyzing current market trends, the business development team will analyze client demand and offer items that consumer's desire, such as Nokia 3. So, It has become the first company to bring this unusual product to market, and we had to suffer the material in the way that they saw fit.

### 1.2.2 Advantages and Development for the student

I acquired many knowledge and skills during my internship, which will be depicted by the following:

**Magento**

Magento is a well-known PHP-based, accessible as open-source e-commerce solution, and I had the opportunity to work on it. Each product contains information such as the product detalis- ID, name, kind, cost, coloring, SKU, and portion, which allows the client to obtain accurate product details before making a purchase.

**Content and Social Media Team Management**

Before entering Pickaboo.com, I worked part-time at X Solutions Ltd. So I landed the position quickly and was tasked with supervising the content for social media teams. A content staff is required for any e-commerce business. Customers read the information in the product description before purchasing a product. Likewise, the social networking site staff responds via their social media platforms (i.e., Facebook). As a result, to improve and respond effectively, individuals require supervision.

**Developing and Implementing a Social Media Marketing Strategy**

In this aggressive e-commerce industry of Bangladesh, Pickaboo.com need effective and intelligent digital marketing. After conferring with our Marketing Director, I was given the responsibility of managing Facebook, Instagram, and several other pages. Following that, we will launch an aggressive SMM (Social Media Marketing) campaign to raise awareness of Pickaboo.com's market presence. Our Facebook page presently has a total of 296,169 likes. In addition, we created and implemented numerous online events (for example, Mobile Mela and Home Appliance Festival). The Mobile Mela campaign by Pickaboo.com was a great success.

### 1.2.3 Issues/Difficulties (faced during the internship period)

**Time constraints**: The major challenge in completing this project was a shortage of time. It delayed the progress of a broad region, and writing a report within the deadline was difficult because I received my appointment at a very late date.

**Management Secrecy:** The organization's authorities did not reveal much information in order to maintain the organization private. As a result, certain data were difficult to acquire due to managerial confidentiality or secrecy.

**Busy working environment**: Due to their multiple daily obligations, the authorities were occasionally unable to provide information. As a result, we were unable to obtain sufficient information on the important concerns. It's quite tough to gather data in a place where no one has known me for a long time.

**Inadequate data**: The website gave little information regarding various businesses' e-commerce activities.

# Chapter 2: Organization

## 2.1 Introduction

Pickaboo is Bangladesh's biggest one-stop retail center. The online shop, which debuted in 2016, offers the most comprehensive selection of items in segments ranging from electronics to home appliances, current smartphones, Cameras, Computing & Accessories fashion, health equipment, and beauty.

Pickaboo specializes in "Delivering Happiness" via an exceptional customer experience, thus it offers the most rapid delivery service through its logistics, ensuring that clients receive a hassle-

free product delivery at their doorstep. We assist our local and international suppliers, as well as 200 brands, in supplying thousands of Bangladeshi consumers. With all of our items, we also provide free returns and a variety of payment methods such as cash on carriage, online payments, card on carriage, and bKash.

## 2.2 The Company's Overview

Pickaboo helps in exploring and enjoying the finest of every product. Every day, their staff collaborates with a wide range of brands and sellers from across the world to bring in new items.

Moreover, it is the most dependable internet shopping platform and earned a reputation as Bangladesh's ultimate one-stop shopping experience by offering a diverse range of the greatest domestic and international brands is available. Also, offering the quickest delivery service, Easy Return in 3 Days, Authentic and genuine items, and 0% interest EMI programs for warranty facilities.

Pickaboo.com is another e-commerce platform or website founded in Bangladesh that sells a range of items. Its headquarters are located in Gulshan, Dhaka, Bangladesh, and it offers smartphones, tablet devices, personal computers, large and small gadgets, game consoles, and electronic accessories. This online business has over 120 registered trademarks and over 4500 high-quality products. Silver Water Technologies Bangladesh Limited is the parent company of Pickaboo.com. Pickaboo's mission, vision, and goals are outlined below (Pickaboo, 2020):

**Mission**

Working on Bangladesh's E-commerce ecosystem to make shopping online a comfortable, dependable, and vital retail experience for OUR consumers.

**Vision**

We deliver on what we promise.

**Goal**

• To offer a wider range of items to clients in a single place.

• Establish a value stream for high-quality product makers and distributors.

• Work closely with partners to provide good after-sales support to clients.

• Establish a strong sales channel for our Partners.

**Tagline**

"Bringing Happiness"

## 2.3 Management Procedures

Silver Water Technologies Bangladesh owns the trademark Pickaboo. They also acquire a certificate of membership in the Bangladesh e-commerce connotation (e-cab). Pickaboo is a subordinate of the Edison Group. Three Edison Group companies are on the panel, as well as MoMagic Technologies India. (Future Startup, 2017)

*Figure 1: Organogram*
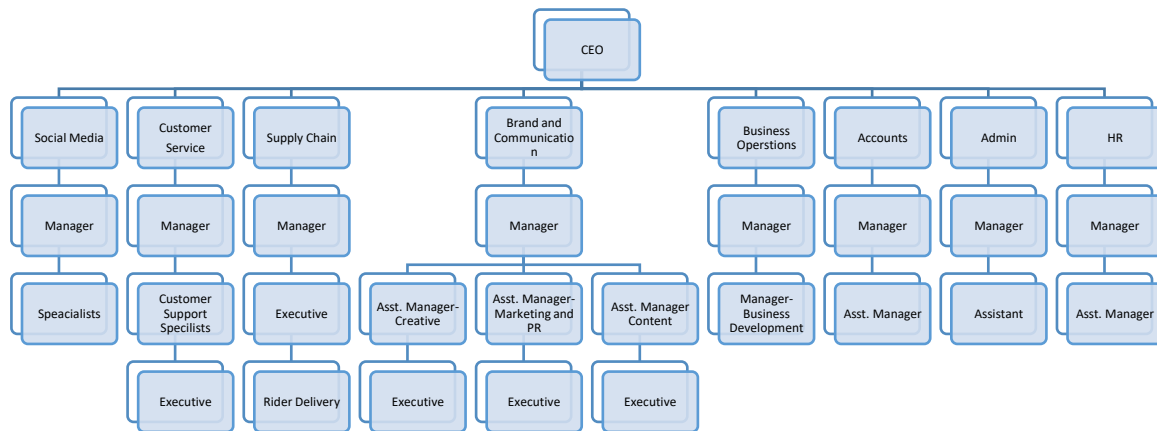


Currently, Morin Talukder is the CEO, Co-Founder, and Founder Executive of Operations of the business and overall business operations are governed by the Edison Group. In regards to Management style, the centralized management style is maintained at this organization, and some decisions, especially on the top level, are conferred with the top management and division head also, which indicates the mix style of Autocratic and democratic.

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[1] Faysal, S. R. (2021). Performance of campaigns of Pickaboo, P.11

The main company, EDISON Group, is among the youthful and energetic business organizations created with the goal of touching and elevating all of life's angels. The firm has a diverse portfolio of assets in Bangladesh, including technology, communication, energy, real estate, electronics, and value-added services.

EDISON Group's Human Resource Department is one of its most essential departments. This department is responsible for the organization's human resource recruiting, posting, promotion, transfer, and development for the group and its sister concern.

- **Evaluation and appraisal of job performance**

1. Role Of self-Employees value their annual enactment on their philosophies, crucial proficiencies, and performance outcomes.

2. Team supervisors appraise their employees' productivity and emphasis self (values, skillsets, and goal performance).

3. Division Committee- Supervisors study and evaluate rating-based evaluation data, identifying the department's poor, average, and excellent performance, and setting new staff targets.

4. Director Committee - Comprehensive review of functional performance evaluation and management recommendations.

5. Evaluation meeting- Team leaders conduct regular meetings to review the finished product.

Pickaboo's ideals have been reconsidered and reaffirmed. They are concerned with providing the greatest possible service to their customers, retailers, and the community as a whole. pickaboo values their partners and mutual trust and respect, and they work together to benefit one another.

The strategy starts with an open self-evaluation in which all workers must evaluate themselves and motivate their performance measures.

Secondly, supervisors must examine their own performance, set new goals, and provide general feedback on the appraisal form. Employee self-appraisal is the initial stage in evaluating an employee's productivity.

## 2.4 Marketing Maneuvers

**Target Market**

7+ million Bangladeshi Internet users.

**Competitors**

• Daraz - http://www.daraz.com.bd (Rocket Internet Venture)

• Kiksha - http://www.kiksha.com

• Ajker Deal - www.ajkerdeal.com/

Bagdoom's website address is www.bagdoom.com.

• Bikroy (http://www.bikroy.com/)

• Rokomari (www.rokomari.com)

Daraz.com.bd, a corporation that serves all categories and has created a user base over the previous 5 years, is Pickaboo's major competitor. In terms of annual income, Pickaboo and Daraz are pretty much equal. Even though they distribute across the country, customer satisfaction and fulfillment are their primary problems. Kiksha and Ajker Deal both sell in all categories and are focused on mid-and low-end merchandise. They have been in the company for five years but have experienced no significant growth.

- **Market segmentation**

Differentiation strategy is a way of categorizing clients based on mutual features. To create and implement marketing techniques to meet the demands of the target audience, the business first recognizes the customer base as an entirety and divides it into many sub-categories. It divides the market based on the following factors:

Demographic segmentation, market segmentation, and market segmentation are all examples of segmenting the market. Sexual identity, maturity level, income level, and academic performance are some of the criteria used to classify the clientele. Pickaboo has divided its clients into many age categories to meet the demands of different age groups. The market has been divided into three income levels: low, middle, and high. Conferring to Pickaboo, the professional ecosphere is

split into four generations: Generation Y (Millennials), Generation X (Baby Boomers), and the Silent Generation (elder folks who have not so far retired). Pickaboo has provided the millennial market with concentrated and targeted items.

When it comes to behavioral segmentation, Pickaboo relies mostly on the occasion variable. Buyers may differ depending on the circumstances surrounding the development of demand, the purchase of a product, or the usage of a merchandise. Daraz is organizing a "Dashain and Tihar Deal" for holidays such as Dashain and Tihar when general public choose toward buying novel items.

In terms of Market Segmentation, the organization's marketing efforts will be characterized as a system of addressing specific target markets. Use of targeting tactics, Pickaboo was capable to emphasis its properties and activity on the maximum profitable segments of the marketplace. Here are three sorts of strategies: undistinguishable, distinguished, and rigorous. This will assist to overcome the issue of a limited marketing budget by focusing on certain target groups rather than the entire market. Market targeting refers to the process of selecting market segments on which to focus a company's marketing efforts.

- **Marketing strategy and plan (4Ps)**

Pickaboo is an online marketplace where vendors may list their items for sale. Mobile phones, tablet devices, TVs, cams, games, household appliances, sports and leisure and tourism, beauty products, newborn skin care, and food are a few examples. Pickaboo currently offers over 200 product categories, both physical and digital.

Pickaboo operates its stores through its website and mobile app as an online marketplace. www.pickaboo.com.bd is the dynamic website of pickaboo. Pickaboo also offers a mobile app available for both the iOS and Android platforms. Pickaboo charges no fees for its products. Based on the vendor's established pricing. Prices for the same item in pickaboo might vary because of vendor pricing. Vendors will occasionally provide a price.

Regarding Price, It contains a large variety of items. As a result, the pricing varies. In a competitive and rising market, Daraz wants to deliver the most deals to its consumers. Sellers are the individuals who choose the pricing Pickaboo profits from every sale. Daraz takes a

percentage of every transaction. Pickaboo is an entirely fictitious figure. Daraz.com alone has all of the merchants. It performs There is nothing for sale because I do not run a normal business.

Pickaboo mostly promotes itself via online platforms. Email campaigns, content marketing, and influencer marketing are among the alternatives. They also engage in a lot of media affairs. They are frequently used in publications. They also use a direct marketing strategy in which agents are rewarded for purchases placed on consumers' behalf. Affiliate marketing seems to be another alternative. Their own marketing activities on Facebook have recently expanded dramatically. Pickaboo advertises itself in a variety of ways. They handle the entirety of their digital marketing. They are active on social media sites, where they post advertisements. They saved its email list for future marketing reasons. SMS is used to communicate with and market to customers. They use innovative marketing methods such as promotions to boost income.

- **Social Responsibility in Business (CSR)**

Edison Group practices extensive corporate social responsibility. Pickaboo is not financially solid, hence they do not engage in any CSR activities. Edison Group has placed its faith in lucrative and long-term business growth and operation. Making dough remains not the sole goal of the Edison Group; they likewise want to ensure virtuous for humanity, which is part of their principles.

- **Winter wear Clothes Distribution**

The Edison Group provides warm clothing to underprivileged individuals in Bangladesh. Edison Group is attempting to reduce the suffering of those who are in a bad circumstance. According to the Edison Group, they delivered around 5,000 blankets in various districts of Bangladesh in 2015.

- **Scholarships and other benefits**

Edison Group also grants a scholarship to an underprivileged talented student as part of their CSR program. They award scholarships to students who rank first, second, or third in grades 6 through 10. As part of its corporate social responsibility, the Edison Group also participates in beach cleaning and tree planting activities.

This department's responsibilities include product promotion and advertising. They may advertise their goods on the internet, at a university, or in any other reputable location.

## 2.5 Information System and Operations Management Exercises

### 2.5.1 Information System

Pickaboo operates as an intermediary, but the items are their responsibility. They agree with several distributors and importers of various items. When selling products, they work on a commission basis. The foregoing is the procedure's details.

**Agreement**

Pickaboo enters into a contract with the merchant who sells or collects the merchandise. The contract includes contract terms. Warranty difficulties, product collection issues, and payment conditions are all addressed in this contract.

**Administration of Content (Product)**

Following the completion of all procedures with the seller, the seller gives the vendor operation manager a product list and pricing within a few working days (Business Developer). Following that, the company developer

**Acceptance/Cancellation of an Order**

Following a transaction, a Client Service Delegate contacts the customer to confirm the purchase. Whether a customer desires to withdraw a purchase, he or she must call 09 666 745 745, and the order will be canceled by a Service Representative.

**Administration of Social Media**

Around 1.5 million people follow Pickaboo's official account. Every day, a large number of inquiries from potential clients arrive. Potential clients' opinions may change if they do not obtain a prompt response. Pickaboo's Social Networking Experts can respond quickly to potential customers' questions and pass the information along to the Content Optimization team, who will post those items on Pickaboo's website.

**Product Collection**

Pickaboo does not keep all things in a stockpile; after receiving an online purchase, they collect the items from the seller or, in certain situations, the vendor provides the product to the Pickaboo headquarters. They utilize "Magento" as an e-commerce venue. Once a customer puts a purchase, the chosen vender is alerted that an order has been placed at Pickaboo. The merchant then either schedules the products for pickup by riders or bears the belongings to the Pickaboo headquarters.

**The Deployment Methodology**

Within 48 hours after receiving a genuine consumer's order, and 96 hours outside of Dhaka. The product is also available for collection at the Pickaboo booth. When the items are ready, he receives an SMS notification on his or her mobile, and the client comes to the office to pick them up. The consumer can also choose between standard shipping, credit card payment, and bkash payout. Pickaboo uses Sundarban Courier Service to deliver its merchandise to customers living outside of Dhaka. Merchandise assortment plus distribution remain handled via the Logistics Division.

**Merchandise Exchange, Refund, and Reoccurrence Procedure**

The products can be replaced for a cash refund by the customer. If the purchaser changes his mind, or whether the object has a defect in its design. However, they must adhere to a set of guidelines and limitations. If the buyer damages the items or produces other problems, etc. Pickaboo provides a three-day simple return policy to ensure that all rules and regulations are fulfilled. Customers may return or service their merchandise through Sundarban Courier Service.

**EMI Service**
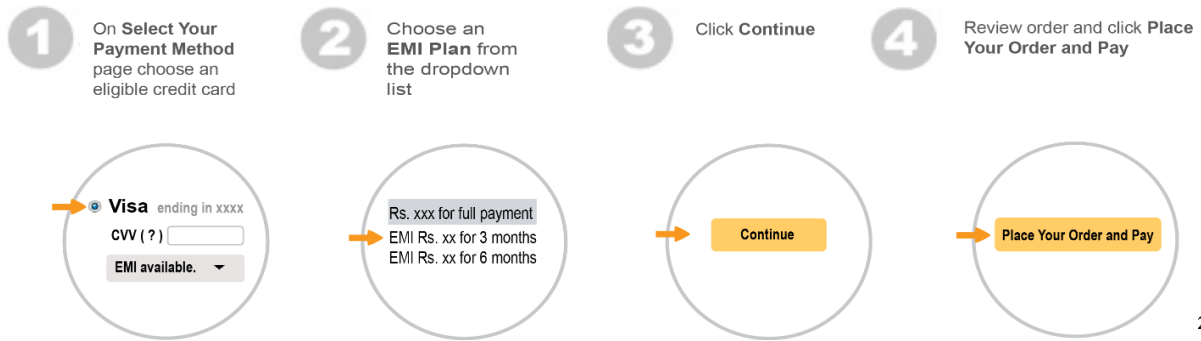
*Figure 2: EMI Process Blueprint*

Credit cardholders are eligible for 0% Equated monthly payments (EMI)of authorized Issued credit cards. The EMI feature is available when purchasing things costing more than 10,000 BDT. Customers can obtain a 0 percent EMI for 6 to 12 months.

*Table 1: Pickaboo EMI Service Provides Bank with a Percentage of Commission*

**Silver Water Technologies Bangladesh Ltd.**

| SL. No | Bank Name | % of Interest Rate | | | | | | | |
|--------|-----------|---------|---------|---------|----------|----------|----------|----------|----------|
| | | 3 Month | 6 Month | 9 Month | 12 Month | 18 Month | 24 Month | 30 Month | 36 Month |
| 1 | City Bank Ltd. | 3.50 | 4.00 | 6.00 | 7.50 | 11.00 | 13.00 | 15.00 | 18.00 |
| 2 | Brac Bank Ltd. | 2.00 | 4.00 | 6.00 | 8.00 | 10.00 | 13.00 | N/A | 18.00 |
| 3 | Standard Chartered Bank | 3.00 | 5.00 | 7.50 | 10.00 | 13.00 | 17.00 | N/A | 22.00 |
| 4 | Eastern Bank Ltd. | 3.00 | 4.00 | 7.00 | 9.00 | N/A | N/A | N/A | N/A |
| 5 | Mutual Trust Bank Ltd. | 2.75 | 4.00 | 6.00 | 7.00 | N/A | 16.00 | N/A | N/A |
| 6 | South East Bank Ltd. | 3.00 | 3.50 | 6.00 | 7.50 | 10.00 | 14.00 | 16.00 | 17.50 |
| 7 | United Commercial Bank Ltd. | 2.00 | 4.00 | 6.00 | 8.00 | N/A | N/A | N/A | N/A |

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[2] Alam, M. (2019). Internship Report Based On "Pickaboo Sales and Service", p.30

| | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| 8 | Dutch Bangla Bank Ltd. | 2.00 | 3.00 | 5.00 | 6.00 | 8.00 | 9.00 | N/A | 12.00 |
| 9 | Jamuna Bank Ltd. | 2.00 [3] | 4.00 | 5.00 | 6.00 | 9.00 | 12.00 | N/A | 15.00 |
| 10 | Midland Bank Ltd. | 2.00 | 3.50 | 5.00 | 7.00 | N/A | N/A | N/A | N/A |
| 11 | Meghna Bank Ltd. | 3.00 | 4.00 | 6.00 | 7.00 | N/A | N/A | N/A | N/A |
| 12 | Al-Arfah Islami Bank Ltd. | 3.00 | 5.00 | 7.00 | 9.00 | N/A | N/A | N/A | N/A |
| 13 | NCC Bank Ltd. | 2.00 | 3.50 | 6.00 | 6.50 | 10.00 | 13.00 | N/A | 16.00 |
| 17 | Standard Bank Ltd. | 2.50 | 3.50 | 4.00 | 6.00 | 8.00 | 10.00 | N/A | 13.00 |
| 18 | Bank Asia Ltd. | 2.00 | 3.50 | 6.00 | 7.00 | N/A | N/A | N/A | N/A |
| 19 | Premier Bank Ltd. | 2.00 | 3.00 | 5.00 | 6.00 | N/A | N/A | N/A | N/A |
| 20 | Dhaka Bank Ltd. | 2.00 | 4.00 | 6.00 | 7.00 | N/A | N/A | N/A | N/A |
| 21 | Social Islami Bank Ltd. | 2.00 | 3.00 | 5.00 | 7.00 | N/A | N/A | N/A | N/A |

## 2.5.2: Operations Management Exercises

Pickaboo has a relatively flat organizational structure. The significant concerns have been observed and controlled by himself or under his supervision. That will be the association or several consumer annoyance. The operation is considerably focused on the supply chain, Pickaboo's product range has grown to encompass a variety of accessories, home appliances, beauty and fashion, everyday necessities, and other items. Pickaboo does not manufacture its own goods; instead, they source it. For example, they may reach an arrangement with a specific sort of vendor and upload the product's material on their website. A consumer who want to

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[3] Alam, M. (2019). Internship Report Based On "Pickaboo Sales and Service", p. 32

purchase a certain product places an order, and Pickaboos collects the commodity from authorized merchants.

EDISON Group's HR Department is one of the most significant departments in the firm. This department's responsibilities include human resource recruiting, posting, promotion, transfer, and development. The Product Department is intended to upload the product, explain it, and provide clear descriptions and photographs. When a consumer calls and asks about a product, the Call Center Department provides the information. The Marketing Department is in charge of product promotion and advertising.

Pickaboo has several product categories, thus this department assigns a category manager to each of them. Also, It allows several forms of payment, which include credit and debit cards.. The offline EMI policy is used in the case of hotels and vacation packages.

The operations team at Pickaboo is the company's primary department, with various divisions inside it. Each department's operational operations are exact as one of the best online business platforms in Bangladesh. The commercial division includes financial planning and analysis, as well as human resources and commercial divisions. The major regional chief is in command of the multiple hubs and offices in an area. The platform currently in use: When the contents of a product meet the basic criteria, this department makes it live or visible; otherwise, it rejects it and provides an explanation.

- **Mobile phones and tablets**

Mobile phones and tablets are becoming more popular across the world. Pickaboo carries mobile phones from all brands, including new products that have recently hit the market. Pickaboo is always trying to get the phones first. Pickaboo offers certified warranties for companies such as Samsung, Xiaomi, Symphony, Helio, Infinix, iPhone, Huawei, Asus, and Lenovo. In addition to smartphones, they have a tablet and a feature phone. They are all covered by an official guarantee. They also sell accessories for smartphones and tablets. Which makes the vulnerable superior. Back Cover, Memory Card, Selfie Stick, Screen Protector, Charger, Bluetooth Speaker, Headphones, VR Box, Smart Watch, and other mobile or tablet accessories are available. All mobile phones and tablets come with a brand warranty, a service warranty, and a replacement warranty.

- **Computers, Accessories and Laptops**

Another wonderful gift of science is the computer. Any task requires the use of a computer. Desktop computers, laptops, notebooks, and accessories are available in the computer product range. They have All in One PCs from several companies in the desktop area. Dell, Lenovo, Acer, Asus, Apple iMac, and so on. They are all covered by a service warranty. Nowadays, the laptop is highly popular. The activities will not be stopped even for a split second. They sell a wide range of laptops from various brands. Notebooks are also known as laptops. Companies such as HP, Lenovo, Dell, Asus, Xiaomi, i-Life, Apple, and others are represented. Desktop and laptop accessories are also essential. Personal computer computers are ineffective without accessories. Other items include pen drives, headsets, mice, keyboards, portable hard drives, cameras, power strips, USB hubs, scanners, projectors, and speakers.

- **Appliances and electronics**

Security systems are extremely widespread nowadays. People are becoming more conscious of their personal environment, both at home and at work. The trade team can almost always determine the thief or robber from the CC camera video footage, even if the stealing or metals job is carried out by a known individual. Under the Sanctuary Structure area, they partake a Surveillance camera, Security alert arrangement, and Entrance Sanctuary. Home furniture provides character to the home. It does improve house beauty and corresponds with possessing a home in today's atmosphere. We may easily watch sports, movies, news, and other things on television. In smart television sets, we are able to access the internet, and YouTube, Play Store, and Netflix are all offered on Google Android TV. Pickaboo also partakes Smart TV, LED TV, CRT TV, Internet TV, and so on. There are also refrigerators, air conditioners, dryers, food processors, kitchen hoods, and a variety of other electrical equipment.

- **Entertainment and Lifestyle**

Some items are associated with social status. This sort of product is referred to as a lifestyle manufactured goods. Cameras, priming items, electric motorcycles, wellbeing and upkeep devices, fitness equipment, and so forth. Movies, music, and video games are all examples of entertainment products. Pickaboo offers audio players and systems, video players and systems, gaming consoles, and other entertainment products.

- **Daily Necessities**

There are various electrical products that are required on a daily basis. These goods have been classified as everyday necessities. Pickaboo contains fan, switch, socket, hardware, light, power strip, apparatuses and numerous supplementary objects for regular use. This class includes items such as LED bulbs, tube lights, cables, circuit breakers, ceiling fans, table fan switches, and sockets. Pickaboo is attempting to group together various electrical devices. Because of this, a potential customer does not need to visit another website to find his or her desired goods.

- **Fashion and beauty**

Fashion is a popular style or trend, notably in clothing, outerwear, accessories, cosmetics, hairstyle, and physique. Pickaboo provides a large choice of fashionable items for men and women, as well as a selection of cosmetics. Men's items include upper clothing (t-shirts, sports shirts, coats, suits, and so forth), bottom clothing (fancy trousers, denim, sportswear, pants), heritage attire (Panjabi, pajama), and male's wristwatch, accouterments, and apparel.

**Blueprint for Service**

Anyone may have a thorough understanding of the corporation's maneuvers by reviewing the facility plan. The following is Pickaboo's service blueprint:

*Figure 3: service blueprint[4]*

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[4] Faysal, S. R. (2021). Performance of campaigns of Pickaboo .p. 15
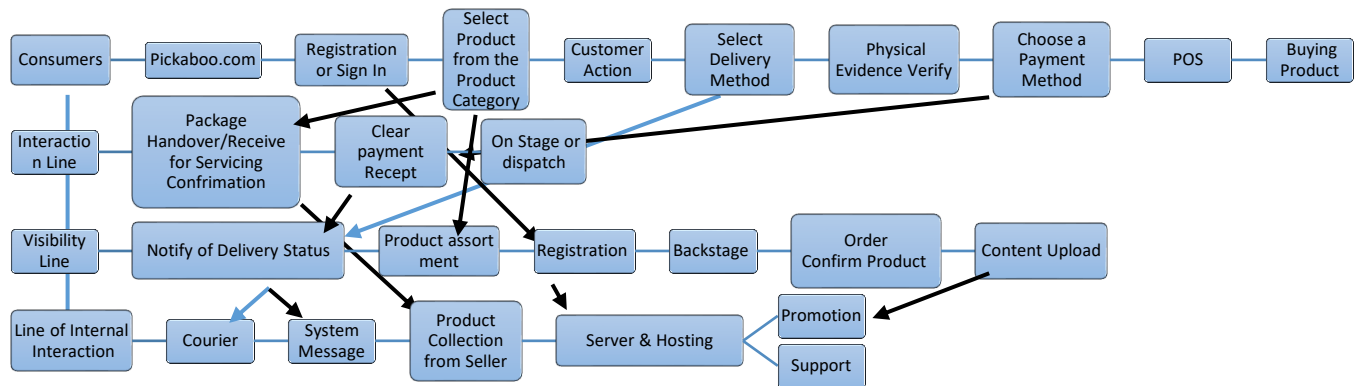
## 2.6 Competitive and Industry Scrutiny

Pickaboo.com is a B2C e-commerce firm that has been in operation in Bangladesh since May 12th, 2016. Pickaboo is an online shopping place where customers may buy products from anywhere in the world over the internet. They intend to expand into areas such as soft toys, baby products, and so on in the future. Pickaboo.com is mostly in the e-commerce business.

## 2.6.1 Porter's Five Forces Analysis of the Bangladesh E-commerce Industry

There are numerous viable oppositions because entrants are motivated to diminish their variances to uphold their primacy, resulting in a larger geographical market and an increase in the number of rivals - decreasing variable costs to similar and close fixed costs.

Because it is impossible to keep Internet apps out of the hands of newcomers, there is a significant risk of newcomers joining the market. Pickaboo is a major online store, therefore it decreases entry barriers such as the essential for deals, the employees, commercial resources, and corporal resources.

The Risk of Alternatives - The internet has the probable to accelerate marketplace expansion through boosting organizational efficiency. New internet technological advancements, such as the emergence of corporeal retail shops and straight delivery from select dealers, partake

generated novel encounters that cannot be overcome. As a consequence, the risk of substitution is significant.

Because suppliers' bargaining power is restricted, when procurement is done online, supply chain negotiating power tends to rise. This may also enable merchants to reach a larger number of customers. Because of the internet's equipped obtaining and digital market, all businesses currently partake equivalent admittance to traders. The internet allows providers to contact end-users, which reduces the amount of work required. All firms now have equal access to suppliers as a result of the internet's prepared procurement and digital market, diminishing distinctiveness and boosting the emergence of downstream rivals.

Because a huge amount of purchasers are enthusiastic to compensation for the facility, the bargaining power swings towards the end-users. Purchasers' Bargaining Power: Traditional consumers' formidable negotiating channels are removed, resulting in fewer bargaining opportunities.

### 2.8 Synopsis and Closing

Pickaboo must focus on better feature items if it wishes to survive in the market for an extended period of time and face competition. Pickaboo.com's home page lacks the needed company description. Not just Pickaboo, but every firm, must update their website so that clients return again and again. Pickaboo.com uses Hashtags in their postings on popular subjects to promote the brand to relevant users. After making modifications to the website, the website should be observed and checked for several months. Elias M. Awad proposed testing the website repeatedly in 'E-commerce from Vision to Fulfillment.'

## 2.9 Proposals and Repercussions

Pickaboo's yearly report should be transparent, though they are not in the stock market. Overall management techniques are good, however, they can improve the problem of sub-department alignment. They receive several complaints regarding suppliers who do not deliver the appropriate merchandise. As a result, taking appropriate action against vendors who exploit the marketplace will be the greatest answer to this problem. Pickaboo, as an e-commerce marketplace, needs to use various measures to increase client trust.

# Chapter 3: Project

## 3.1 The Starting Point

A content management system (CMS) is an application that allows users to create, maintain, and change website content without requiring expert procedural skills. Instead of configuring one's structure for creating web pages, storing images, and other tasks, the Content Management System takes care of all of the necessary infrastructures for you, allowing you to focus on the more advanced aspects of any website.

You'd have to build a plain Html document and then upload it to the host if you didn't have a content management system. Users simply compose their content in a Microsoft Word-style layout with programs including WordPress. To see how this works, have a look at the WordPress interface. On the other side, the content management system is much more than a backbone administration frontend. This also ensures that most of your material is presented in the manner that was originally intended for your target audience.

**What Constitutes a Content Management System?**

On a technological level, a content management system is comprised of two major components:

A content management application (CMA) is a website component that allows users to manage and contribute material to your website (like you saw above).

The backroom, backstage procedure that receives the information users enter into the CMA, stores in appropriately, then provides access to the users is known like a content delivery application (CDA).

The two systems come together to make website maintenance easier.

**Some Existing and Common Content Management Systems?**

As previously said, WordPress is the best demonstration of a popular content management system. While there are alternative content administration systems, WordPress seems to have a 43.3 percent share for web pages that use a specific content administration system.

It's vital to remember because when people say "WordPress," people don't mean WordPress.com. Meanwhile, we're concentrating on WordPress.org, the home of the open-source WordPress content management system.

Several notable content management systems outside identities WordPress includes: Joomla

- Magento Drupal (for eCommerce stores)
- Squarespace
- Wix
- TYPO3

Around remain numerous more lesser-known content management systems aimed at huge corporations (through a costly value fact toward bout).

WordPress is the most user-friendly and adaptable choice for the majority of website kinds. It is not always the greatest decision, but it is usually the "best option." There's a purpose WordPress controls such a large portion of the content management system industry.

### 3.1.0.1 A Short History

**Handling Fixed Web Content in Web 1.0**

In 1989, Tim Berners-Lee developed HTML, a World Wide Web hypertextual web system. SGML, which refers to Standard Generalized Markup Language, was formerly used to promote HTML. The very earliest websites were nothing more than HTML text files. In the early 1990s, Server Side Includes was the very first move towards controlling contents on a website page. By 1995, the World Wide Web Consortium (W3C) was able to access the network, and Lie and Bos collaborated on the W3C's first style sheets standards.

ColdFusion included a comprehensive scripting language known as CFML. Microsoft developed iframes in 1997, which allowed you to divide the HTML browser window into pieces. Simultaneously, PHP and Active Server Pages (ASP) were created, which employed server-side scripting to generate content that was communicated from the server to the browser.

**The Dynamic HTML and DOM Revolution**

The advent of the Html Document system in 1997 was a watershed moment in the dynamic content explosion (DOM). The DOM presents the conceptual layout of pages, allowing you to discover and alter page parts programmatically. The Document Object Model (DOM) is a software programming interface for HTML and XML (API). For example, the DOM allows users to view and modify the attributes of HTML components on a website, such as the comprehensive (body) or a partition (div).

Ajax, or Reactive HTML employing Concurrent JavaScript and XML, had been a crucial invention that allowed developers to request and get information that alters any Website while having to clear the page.

**The Role of a CMS in Web 2.0**

Dynamic content distribution provided new methods for displaying and engaging with information online, with the goal of making sites friendlier. Web two generally contributes to the rise of user-generated relevant content and the convenience with which websites may be integrated with other products and services. Websites must be updated on a regular basis, as many people want to add and change content.

- **CMS Essential Components**

The two important ingredients of any content material management system (CMS) are the Content Management Application (CMA) and the Content Delivery Application (CDA) (CDA). A CMA for online content helps you manage user identities thus that they should add, modify, and delete web page content. The CMA additionally contains a front-end platform that allows users to add, amend, and delete content from a website without needing to understand HTML, Cascading Style Sheets (CSS), or programming languages, minimizing the need for a developer's involvement. This data is collected and modified by the Content Delivery Application (CDA).

### 3.1.1 Background and Literature Review

### 3.1.1.1 Beyond the pandemic coronavirus, e-commerce: click-and-collect food ordering

Businesses have faced significant hurdles as a result of the recent coronavirus epidemic. Food ordering and online grocery shopping are two of the most popular applications being utilized by

customers. Italy, which was mostly unaffected by the virus, had a 90 percent surge in online sales between February and March 2020. This study proposes a notion of takeaway meal ordering as well as key features of E-Commerce. Customers may submit orders electronically and will be alerted if their items are refused, finished, or available for pickup.

In terms of capacity for preparing space and wait time, both businesses and customers benefit. In general, this study would add to a variety of viewpoints on academic research and practical application.

The easiest approach to obtain any requested things is to select and purchase. If a customer orders before 5 p.m. (Saturday through Thursday), he or she can pick up their order at the Pickaboo office in one hour (excluding public holidays) or on the day of their choice. The click and collect option has certain restrictions; for example, this offer is only valid for items with the Fastpack level.

For a website to be successful, its usability must be excellent. Despite the fact that the term "usability" originally originated from the phrase "easy to use interface," ISO 9241-11 provides a modern meaning of the concept. When developing a website, three factors must be considered: material accessibility, simplicity of accessibility, and convenience of surfing. Profitability is the driving force for website usability. This research does a literature review on the various methodologies used for online usability assessments in a variety of industries.

### 3.1.1.2 Web usability: a literature review

In order for a website to be successful, its usability must be excellent. Despite the fact that the concept "usability" is originated from of the term "easy to use interface," ISO 9241-11 gives a well-known definition. When developing a website, three critical components must be considered: content visibility, ease of access, and browsing ease. Profit is the driving force for website usability. This inquiry does a study of the fiction on the various approaches used for online usability evaluations in a range of sectors.

Numerous research studies have been conducted in order to improve usability criteria for website consideration. Usability testing is ineffective until the links between usability metrics are studied and a usability index is calculated. The purpose of this study is to suggest future methodological

approaches in the field of online progressively practical which would provide a valid overall grade for any and all User-friendliness indicators.

### 3.1.1.3 The importance of search engine optimization: A circumstance revision of a novel e-commerce website

If a website wants to increase traffic, this could invest in web search advertisements either work on improving its organic search engine position. None understands whether, whether any, of these strategies, provide a high-quality return on investment (ROI). A search engine optimization (SEO) campaign was launched with the advent of an e-website. Every after stage of the trial, the site's search engine positions and traffic were assessed. According to the research, SEO is an excellent approach for increasing search engine ranks and website traffic. Furthermore, the costs and benefits of the search engine marketing project are weighed against those of a pay-per-click (PPC) search advertising and marketing campaign. Web optimization marketing campaigns are less valuable than PPC campaigns.

### 3.1.1.4 Long-term keyword selection approach for search engine optimization

For customer attractiveness, keyword selection for search engine positioning is crucial in digital marketing strategy. According to keyword auction research, there is a long-run equilibrium expenditure pattern. This research suggests drawing long-term inferences from predicted cost per click, which serves as the economic cost of organic keywords. Economic keyword cost convergence between branded and generic phrases is discovered in a time series examination of transition dynamics.

### 3.1.1.5 Beyond Fractious-boundary e-commerce strategic orientations and digital promotion strategies: A comparison of established and emerging markets

Cross-border business-to-consumer (B2C) internet revenues are projected to contribute to 22% of overall electronic transactions (e-commerce) worldwide by 2022. Forrester Research (2019) Small companies were now not only benefiting from the technological age of the European market, but they lag behind giant organizations in terms of digital competencies. E-retailers must properly transfer their business concept into online advertising methods in order to prosper. Methods of digital advertising and marketing increase income by promoting impulsive

purchases. Local businesses are typically handled by either a generalist who is lacking specific advertising and data technology expertise. Because of the availability of open-source solutions, technologies seem to be less commodity, placing digital advertising and marketing tools within reach of even the tiniest businesses.

The e-initial business's attitude and promotion and marketing strategies may interplay differently depending on the maturity level of the e-commerce industry. Businesses both from the developed and growing countries possess varying phases of technical expertise and reasons for growing beyond their home market. The article adds to the literature regarding global-local firms in three ways. Initially, researchers look at the company's current procedure in relation to its digital marketing tactics.

There are many other tactical perspectives that might influence small merchants' usage of digital advertising techniques in B2C cross-border e-commerce (growth orientation, client perspective, and international market awareness). Linguistic constraints, cultural variances, and variations in buyer behavior all provide challenges for cross-border e-commerce organizations (Bartikowski and Singh, 2014; Cyr, 2008; Usunier et al., 2017). You may also use digital marketing to reach out to both new and existing customers. We investigate how strategic orientation effects the employment of digital advertising and marketing tactics by employing tiny e-Retailers that internationalize through the Internet. We also investigate the influence of the business strategy idea and the digital marketing strategy on the performance of the e-worldwide shop.

International market perspective is the one most significantly associated with digital advertising tactics among the strategic orientations examined. Applying a sample of 446 small business-to-consumer e-retailers from 20 European nations, we discovered that using digital advertising and marketing techniques improves worldwide association performance. Growth perspective benefits e-Retailers in established e-commerce industries the most, whereas purchaser focus affects those in emerging e-commerce businesses the most.

### 3.1.2 The Goals and objectives

- To conduct a thorough situational analysis of Pickaboo.com in the Bangladesh E-Commerce Industry.

- To gain a thorough understanding of Pickaboo.com's website usability.

- To learn more about Pickaboo.com's SEO (Search Engine Optimization).

- To learn more about Pickaboo.com's digital marketing campaigns, and their social media activities

- Pickaboo.com's consumer behavior and their problems with online shopping.

- To learn more about Pickaboo, its parent company, and its subsidiaries' overall E-Commerce operations.

- To learn about Pickaboo.com's areas for improvement, customer service issues, and operations.

### 3.1.3 Importance and Significance

Pickaboo online company employees supported me in acquiring all of the information I utilized in my papers by providing me with their data. Pickaboo.com's website, social media sites, and competitors are examined for analysis. I learned a lot about e-commerce websites, particularly those that offer online purchasing services while conducting my study.

I also met a variety of people who shared their stories with me while completing the research. The paper also provided readers with information on general e-commerce operations and online product mechanisms, as well as associated legislation and requirements. The report's goal is to provide unique methods for organizations who strive to become an emerging company from startup or a small scale IT Company.

### 3.2 Methodology

• Primary data: information from personnel, interviews with relevant authorities and department representatives, consumer surveys

• Secondary Data: Information from websites and previous publications, as well as information from previous surveys

• Sampling Method: Use an online poll to collect data from frequent customers. Furthermore, the data will be analyzed using Google Forms and Charts, and the sample size of 45 clients.

• Corporeal meetings through employees as well as relevant establishments.

## 3.3 Results and Investigation

## 3.3.1 Content Management System

### 3.3.1.1 Web Usability

I worked on the website 'www.pickaboo.com' to write my internship report, and the major concern is, It takes substantially longer to load from mobile devices than competitors like Daraz. The website is presently under construction, but it should be finished in a few months. The usability of Pickaboo.com's website is examined on the following page-

- **Pickaboo.com Meta-Analysis**

Meta tags, as previously stated, are HTML components that provide information about a specific website to search engines. They contain search terms that notify search engines about a website's content. When we search the internet for a related topic, the results show on the screen of our devices.

According to Google (2010), "a title tag notifies together operators and search appliances about the subject of a certain page." I can increase my search engine ranking by providing a unique Meta title for each web page. Pickaboo.com, on the other hand, does not have Meta titles for all of its pages, as previously indicated.

*Figure 4: Meta Tag[5]*



According to Google (2010), "a website's Meta tag description provides Google and other search engines with a summary of what the page is about." A Meta description should be included on every page of the website. Pickaboo.com is dealing with this issue owing to a lack of staff.

*Figure 5: Meta Description[6]*



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[5] Haque, M. (2016). Web usability, SEO & digital marketing of Pickaboo. Com, p.30

[6] Haque, M. (2016). Web usability, SEO & digital marketing of Pickaboo. com. P.32

These descriptions influence the number of clicks by visitors. When I originally joined Pickaboo, there was no Meta information. All smartphone pages, including the home page and category pages, have had their Meta information updated.

Meta keywords are tags that inform us about a certain feature of a web page. If a person wants to discover a certain product within a broad product selection, the Meta keyword might assist them. Pickaboo.com is one example of this.

```
/><meta name="keywords" content="Online Shopping Bangladesh, Electronics, Mobiles
Online Shop Bangladesh, Shop Online in Dhaka Bangladesh, Smartphone in BD, Buy
Laptop, Laptop price, PC Price, TV price in BD, Asus in BD, Astrum in BD, HP in
Bd, Memory cards, Samsung, Apple, Best deals online in Bangladesh, electric iron
price, Samsung price, Shimizu price, shopping in BD, Shop Casio Watches, Symphony
mobile, symphony smartphones, featured phones, cheap mobile phone, iPhone, Online
Shopping, Gifts to Bangladesh, online shopping store, online shopping store
Bangladesh, bangladesh online shopping, online shopping store Bangladesh, Deals,
Discount, Best deals dhaka, Smart Watches, Gadgets, best deals bangladesh,
cheapest iphone in bangladesh, cheap electronics bangladesh, restaurants dhaka,
electronics dhaka, Macbook price, iphone price in BD, Branded electronic products
in BD, Dhaka electronics, discount products, send gifts bangladesh, send gift to
bangladesh, bangladesh gift, bangladeshi gift, gift bangladesh, bangladesh online
shopping, gift for bangladesh, online gift delivery shop, bangladesh wedding
gifts, gift to bangladesh on eid, gift to bangladesh on valentines day, Cheap
tabs, ecommerce bangaldesh, online shopping bd, Headphone, Mouse, Keyboard,
online shopping, bd online shop, online shopping in dhaka, computer accessories,
accessories for men, online shopping mall, mobile phone, laptop, authentic,
original, power bank." /><meta name="robots" content="INDEX,FOLLOW" /><link
```

*Figure 6: Meta keywords[7]*

Other than that, the site is fairly sluggish and does not navigate correctly when viewed on mobile or tablets in terms of responsiveness and mobile friendliness. This website's picture zoom function does not always work. Though the App is trying to make up for these issue, but in terms of reviews in the play store it needs go a long way.

### 3.3.1.2 Search Engine Optimization

SEO is the practice of enhancing a website's or web page's visibility in search engine results. Google's algorithm is incredibly complex and is constantly changed to provide searchers with the best results possible. This suggests that knowing SEO strategies and customer behavioral patterns on the internet is a critical aspect. Pickaboo.com must concentrate on exact and accurate terms and keywords connected to our company objective, as this is crucial not only for Google

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[7] Haque, M. (2016). Web usability, SEO & digital marketing of Pickaboo. com.p.32

page ranking but also for making our website intuitive for the spider to crawl and decode. SEO methods must be used while expanding our online business operations.

Pickaboo.com was a new website and a beginning e-commerce firm, thus it took time to achieve a high Google ranking. When the site's Google presence was suffering, then they indexed the site in Google Webmaster and Google Analytics. Following that, we began to get a presence in Google. I took several screenshots before to indexing in Google.

*Figure 7: SEO Past Result[8]*
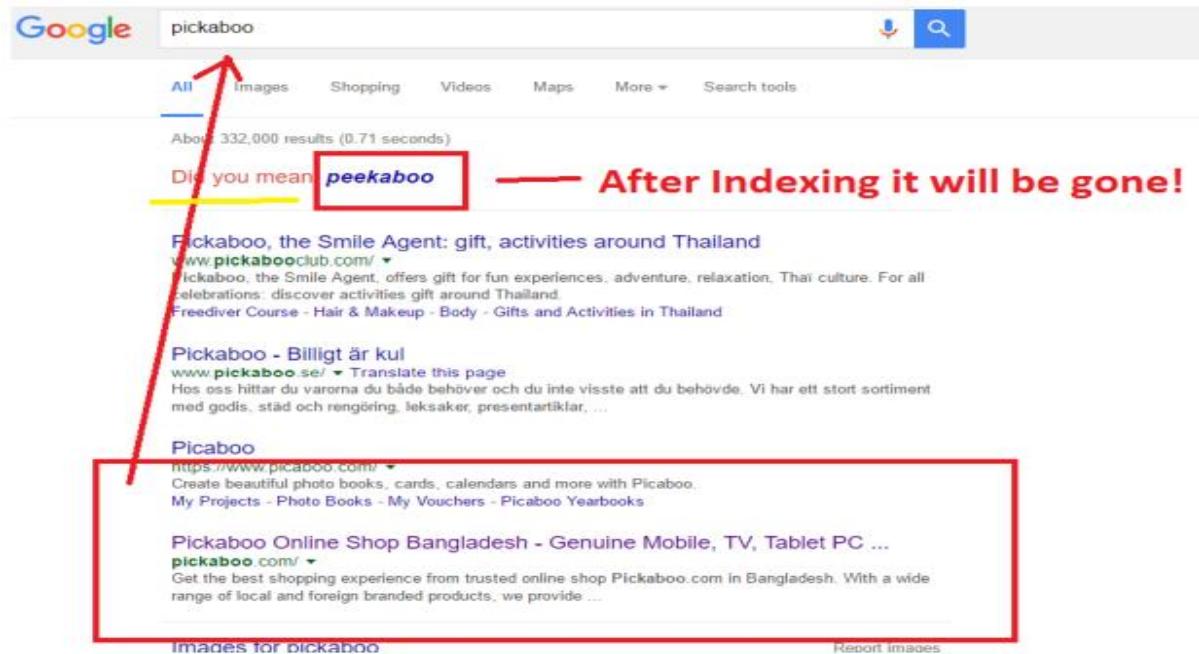


The following website has two screen pictures, the first of which states that Google is unaware of Pickaboo. When I looked for "Pickaboo," Google questioned, "Did you mean "peekabaoo?"

The second screen image looks fantastic with the Pickaboo office map. It happened after a few days of Google Webmaster crawling this "www.pickaboo.com" website.

*Figure 8:[9] SEO Result Now*

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[8] Internal Source of Pickaboo
[9] Internal Source of Pickaboo
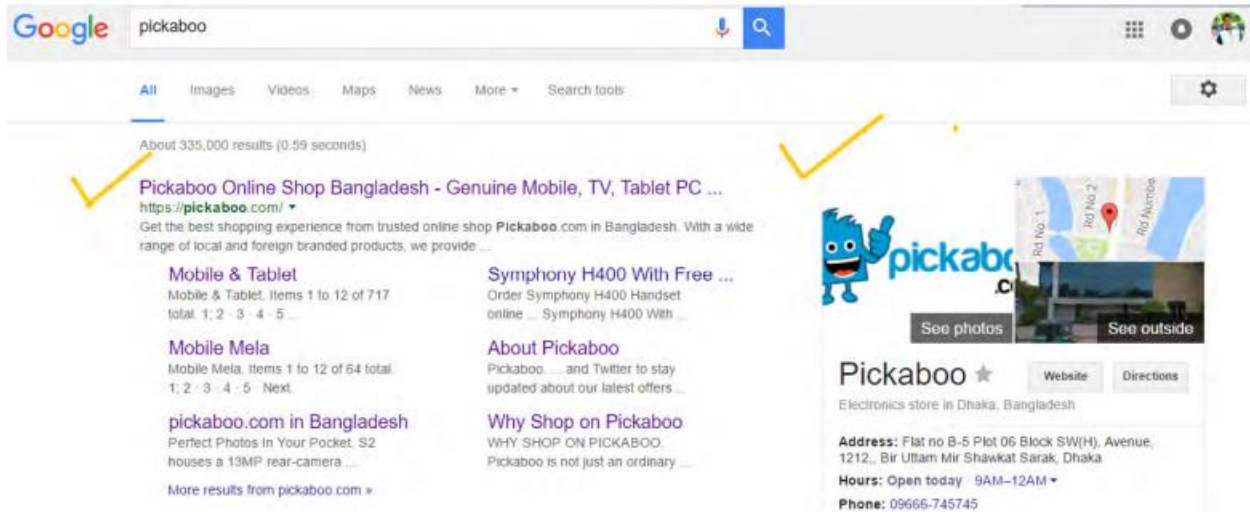
### 3.3.1.2 Digital Marketing Tactics

Digital marketing is a marketing approach that is widely utilized to promote a business's products or services and to get consumer awareness through digital platforms. It is a broad phrase that includes social media marketing, mobile marketing, internet marketing, email marketing, blogging, SEO, pay per click, and other related activities. Bangladesh will soon adopt all digital marketing platforms, since the entire country is feeling the vibrations and power of the internet.

Since last year, total internet users in Bangladesh have expanded dramatically, indicating that the country is truly digitalizing, with significant prospects for future marketers.

Digital marketing is a marketing component that is always developing and changing. As a result, it is a huge problem for today's marketer to properly execute digital marketing plans on locally overwhelming but worldwide platforms.

Pickaboo.com recognized the significance of digital marketing and internet campaigns from the start. So, three months after establishing the website, they staged Mobile Mela.

*Figure 9: Mobile Mela[10]*

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[10] Faysal, S. R. (2021). Performance of campaigns of Pickaboo, p.12
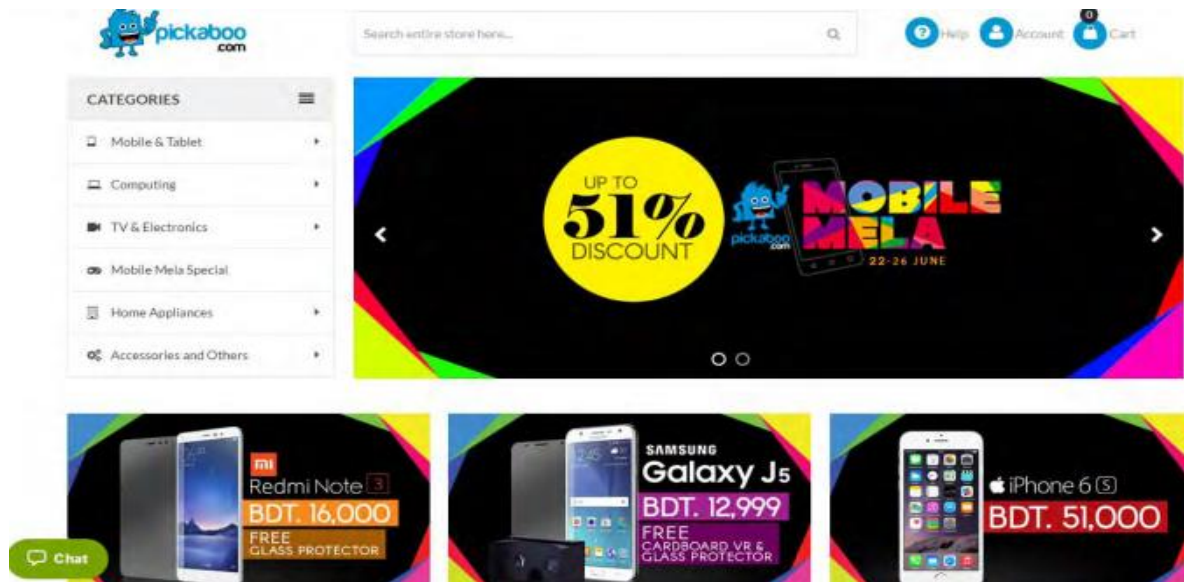
Then they began aggressive marketing using Google Adwords and Facebook. On the next page, I've included some screenshots of Pickaboo.com's web campaign and promos.

In terms Language, the word choice are kept easy to understand and also helps in SEO ranking. There is no language choice on Pickaboo's website. A language switch option from English to Bangla is critical for any website in Bangladesh to have decent online usability. Some people choose to access the website in Bangla rather than English. Pickaboo, on the other hand, does not currently offer this option.

Pickaboo's website has certain product categories that are short. There were no or not much products added for the consumers. When customers notice this sort of inaccuracy on a website, it gives them a very negative impression. If the page is blank, they may not return to our website.

Furthermore, Pickaboo.com is now just offering electrical things. Fashion and lifestyle items are in high demand.

- **Marketing on Social Media**

We Are Social reports that "annual growth continues apace, notably in the number of this year saw a 31% increase in mobile social users (Kemp, 2016). Likewise, in our country, the use of Social media usage has grown by retaining a professional demeanor. The Daily Star reports that mobile. According to the internet in Bangladesh, 70% of users spend more than an hour on social

networking sites. Approximately 23% of them spend more than 5 hours every day on social networking sites (2015, Daily Star).

The Asia Pacific is also bringing about significant change in this industry. The number of active social media users has increased by 14% over the previous year. Bangladesh's growth rate has increased by 148 percent since 2016.

Pickaboo.com plans to enter that industry through social media marketing. Furthermore, Pickaboo.com prepares the campaign such that it has the most potential reach.

Here is the one-week performance of Pickaboo.com's Facebook page following their first successful social media campaign on Facebook. The total number of likes on Facebook is presently 296,169. This is the result of only 5 months of effort and Facebook advertising.
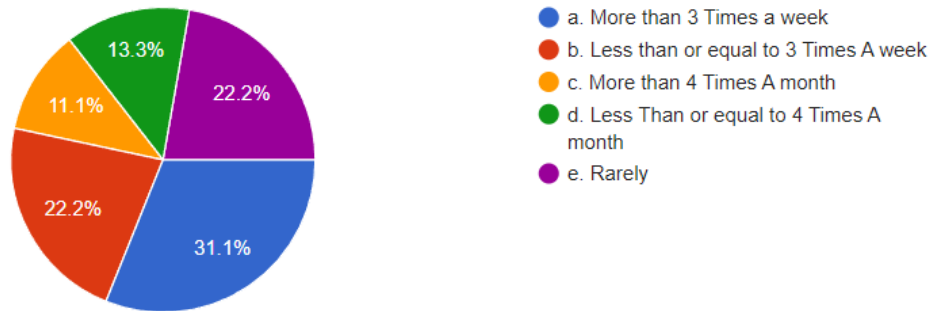
*Figure 10: First Successful Social Media Campaign[11]*



---
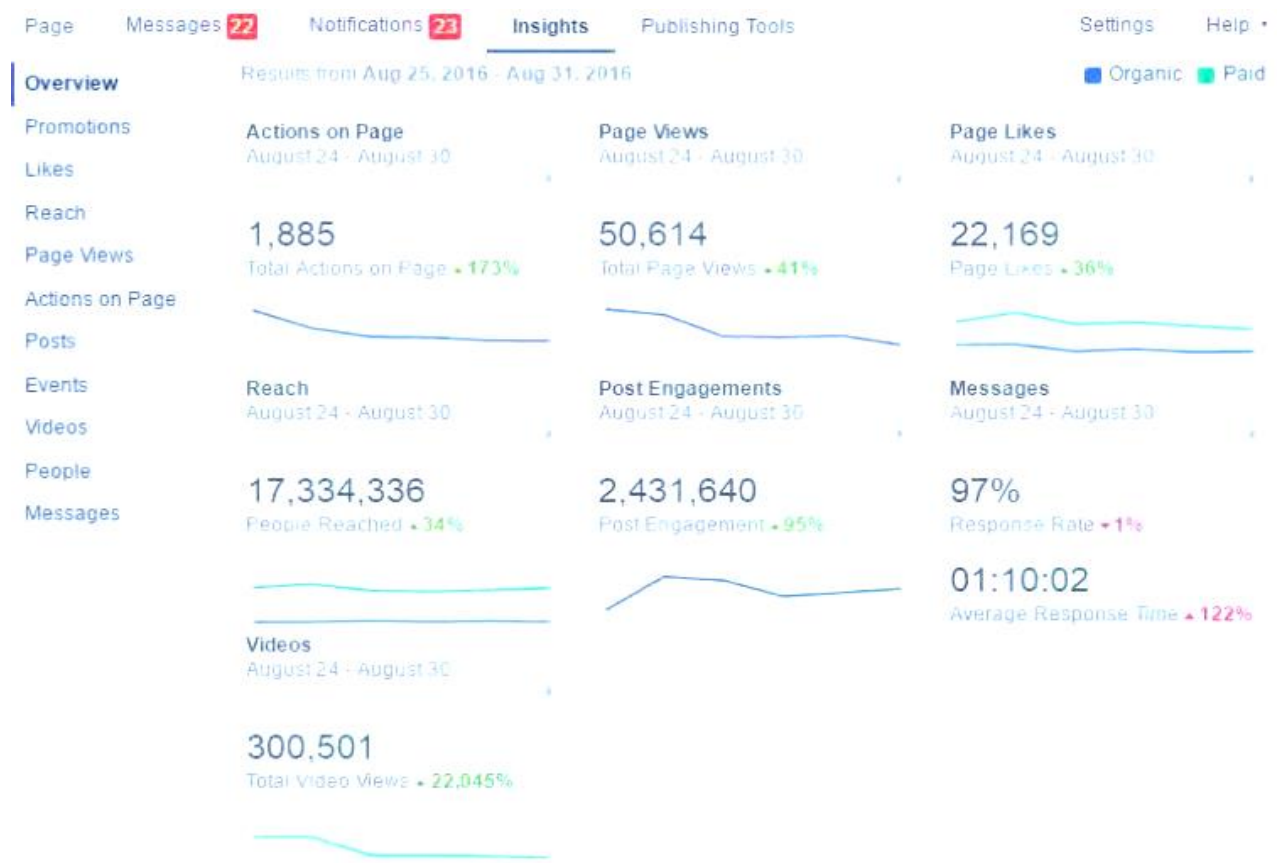
[11] Faysal, S. R. (2021). Performance of campaigns of Pickaboo, p. 40

### 3.3.2 Customer Behavior Analysis

1. How often do you visit or shop online on Ecommerce sites or social media related pages on Ecommerce?

45 responses



- a. More than 3 Times a week
- b. Less than or equal to 3 Times A week
- c. More than 4 Times A month
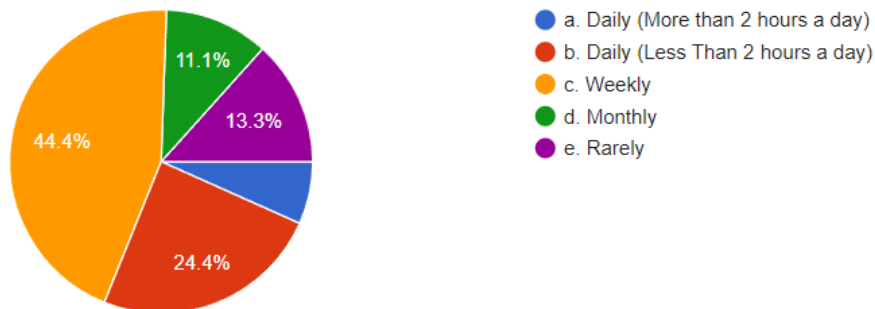- d. Less Than or equal to 4 Times A month
- e. Rarely

This question was posed to participants in order to determine their hunger for visiting and purchasing on Ecommerce sites, which appears to be reasonably strong because the majority of participants, 31.1 percent, frequent Ecommerce sites on a weekly basis with high concentration. Despite the fact that 22 percent of individuals seldom visit Ecommerce sites, which might be an opportunity or a standstill, the focus should be on a weekly campaign-based strategy to attracting these customers to the site.

2. How often do you spend time on Ecommerce sites or social media related pages on Ecommerce?

45 responses



- a. Daily (More than 2 hours a day)
- b. Daily (Less Than 2 hours a day)
- c. Weekly
- d. Monthly
- e. Rarely

Again, the majority of customers visit these sites on a weekly basis, but a significant proportion of people, 24 percent, visit and spend time in Ecommerce sites on a daily basis. If this is the case, the turnover rate and page view may be asymmetrically proportionate. As a result, some consumers may be serial shoppers or spend extra time to evaluate a product before purchasing it.

3. Where do you shop online most of the time?                    Copy

45 responses



- a. Pickaboo
- b. Daraz
- c. Foodpanda
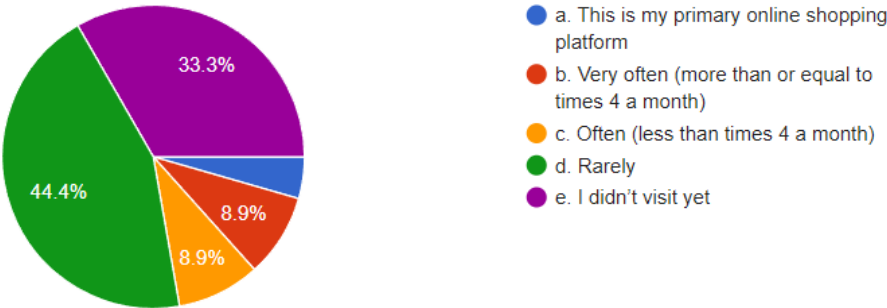- d. The item that you search, comes first
- e. Others

It's no surprise that Food Panda is the most popular shopping site among participants right now due to its simplicity of use, quick delivery, and linked local merchants. Daraz comes in second with 26% and Pickaboo comes in third with 11%, implying that customers Pickaboo is unable to interact with the audience and should reconsider their online presence.

4. How often do you visit or shop pickabooo?                    Copy

45 responses



- a. This is my primary online shopping platform
- b. Very often (more than or equal to times 4 a month)
- c. Often (less than times 4 a month)
- d. Rarely
- e. I didn't visit yet

Furthermore, when it comes to visiting or shopping at Pickaboo, the majority of participants stated that they seldom visit or purchase on the site and had not yet visited the site. Again, inquire about their internet marketing methods and interaction approach.

When asked, "What draws you to a certain E-commerce site?" participants said, "Fast delivery, easy-to-use App, discounts, etc." Service excellence, the website is known to sell a variety of things. Product organization and categorization Quick response and client service, Website design, appealing user interface, quicker loading of content material, prompt delivery, economical cost Product Authenticity, Customer Feedback, Product Availability It is easier to compare pricing when there is no urgency. Food and electronics are two examples of distinct product lines that have been expanded.

When asked, "If you're a regular customer on pickaboo, what attracts you to come or shop on pickaboo?" the regular visitors and shoppers said, "Discounted items in their campaigns, Offers on mobile and electronics, otherwise not many are regular customers or didn't even visit the site."

When asked, "What might be improved to assist your shopping experience on pickaboo?" the majority of the audience said, "Reduce delivery time of goods that are not on the fast pick list." Quick delivery, Improved user-friendliness and engagement, tempting discounts For out-of-stock items, an option to send alerts when the product is back in stock, organic Communication, improved product organization, Qualified genuine goods at a reasonable price, Developing trustworthy services and, Google Play Store reviews should be addressed. Improved client service

## 3.4 Summary and Conclusions

My internship in online usability, SEO, and digital marketing has shown me the importance of these variables in the e-commerce business. In terms of digital marketing, it is no longer sufficient to just put advertisements on a website; instead, services and channels must be combined. The investigation focuses on the effectiveness of online usability and digital marketing.

To succeed in this competitive e-commerce era, Pickaboo must improve the usability of its website. According to the findings of various writers, if the experience of browsing the website is seamless and straightforward, client retention will improve. From my perspective, the following are some suggestions: Each page on pickaboo.com must include relevant Meta tags (Meta Title, Meta Description & Meta Keywords). Correct metadata is essential for getting new clients both domestically and internationally.

It informs visitors about the firm and its product offers. Language options should be given on the website to assist visitors who do not speak English well. Proper keywords for each product, as well as the main home page, must be updated. Hashtags in their postings on popular subjects expose the company to relevant consumers. Pickaboo.com often shares direct links to the website as well as photographs on social media.

The endeavor is regarded as a success for the website if the bounce rate is reduced or the page rank increases. In 'E-commerce from Vision to Fulfillment,' Elias M. Awad advocated constantly evaluating the website. The website's technical correctness should be confirmed first. The site should then be reviewed to determine whether it is proper from the perspective of the visitors (Awad, 2008).

## 3.5 Suggestions and Implications

Electronic commerce is rapidly developing as an amazing example of globalization. Poor content quality, a lack of Meta tags on every page, bugs, effective digital marketing, and other reasons are hindering the website from ranking better on Google.

Pickaboo needs aim to have the most fans on their Facebook page. The content strategy needs to comprise of 3-4 articles each day that do not contain engaging pieces, which are critical. Increased reach and engagement increase audience engagement. As a result, it needs to focus on organic marketing to reply to clients in a timely and humane manner, and SEO practices needs to be the most effective methods of organic promotion for a business.

Pickaboo may boost their web presence for any product that buyers search for on the web by using SEO. However, utilizing all social media channels for an Omni channel marketing approach would undoubtedly aid in reaching the most amount of people and growing organically.

# 4.0 Appendix

**Questioner**

1. How often do you visit or shop online on Ecommerce sites or social media related pages on Ecommerce?
   a. More than 3 Times a week
   b. Less than or equal to 3 Times A week
   c. More than 4 Times A month
   d. Less Than or equal to 4 Times A month
   e. Rarely

2. How often do you spend time on Ecommerce sites or social media related pages on Ecommerce?
   a. Daily (More than 2 hours a day)
   b. Daily (Less Than 2 hours a day)
   c. Weekly
   d. Monthly
   e. Rarely

3. Where do you shop online most of the time?
   a. Pickaboo
   b. Daraz
   c. Foodpanda
   d. The item that you search, comes first
   e. Others

4. How often do you visit or shop pickabooo?
   a. This is my primary online shopping platform
   b. Very often (more than or equal to times 4 a month)
   c. Often (less than times 4 a month)
   d. Rarely
   e. I didn't visit yet

5. What attracts you in specific E-commerce site?

6. If you're a regular customer on pickaboo, what attracts you to visit or shop on pickaboo?

7. What can better to help your shopping experience on pickaboo?

# 5.0 Bibliography

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