

# “Why a distributor should sizzle through online, a study on Bangladesh Market”

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Course Code: BUS 400  
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ID : 10204012  
Date : Thursday, April 21, 2017

**BRAC Business School, BRAC University**

## **“Why a distributor should sizzle through online, a study on Bangladesh Market”**

### **Letter of Transmittal**

April 21, 2017

To,

Mr. Noman Hossain Chowdhury

Senior Lecturer,

BRAC Business School

BRAC University

Sub: Submission of Internship report on “Why a distributor should sizzle through online, a study on Bangladesh Market”.

Dear Sir,

With utmost respect I would like to state that I have completed my Internship Report on “Why a distributor should sizzle through online, a study on Bangladesh Market”. The work associated with this paper gave me the scope to enhance my knowledge on digital marketing field. It helped me to gain many new insights on different important and necessity tools of digital marketing. With the extensive, elaborate research and interviews, I tried to make the report as inclusive and thorough as possible.

I, therefore, would like to request you to acknowledge my dedication and hard work and kindly accept our term paper.

Yours Sincerely,


Mohammad Asif Hossain,

10204012,

BRAC Business School.

## “Why a distributor should sizzle through online, a study on Bangladesh Market”

### Letter of Authorization:

 **SPEED TECHNOLOGY & ENGINEERING LTD.**  
238 New Elephant Road (2nd Floor) Dhaka-1205, Bangladesh  
Phone : 9672230/31, Fax : 9671567, e-mail : info@speedtechbd.com

Date: 19<sup>th</sup> May 2014

Ref: Speed/corp-14/HRP-06

**Mr. Mohammad Asif Hossain**  
Son of Mr. Kamrul Hossain  
D/98, Rampura Mohanagar Project, Dhaka.

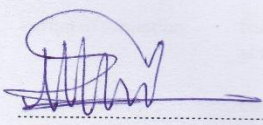
Subject: Letter of Appointment

Dear Mr. Asif,

With reference to your application for employment in **Speed Technology & Engineering LTD.** hereinafter referred employment agreement as made on **19th May 2014**, with effect from **28th May 2014** signed by and between you and **Speed**, you are placed in probationary position as **Executive (Business Communication & Marketing)**.

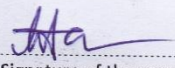
Following basic terms and conditions will be applicable for you:

- You will be presently reporting to **Managing Director, Speed Technology & Engineering LTD.**
- You will be paid on monthly basis as mentioned in the employment agreement which may be revised / increased as per company policy.
- You have to carry office ID card provided to you at all times while you are at work.
- You will be eligible to get the benefits/entitlements as per company policy.
- The terms and conditions of your employment will be regulated as per the laws of Bangladesh.

  
MD. Abdullah Al Mamun  
Managing Director

On behalf of Speed Technology & Engineering Ltd.  
Date: 19/05/2014

I fully agree with the above terms and conditions and hereby accept this letter of appointment.

  
Signature of the employee

Date: 19-5-14

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## **“Why a distributor should sizzle through online, a study on Bangladesh Market”**

### **Acknowledgements:**

First of all, I would like to thank the Almighty Allah forenabling me to finish this paper successfully. I would also like to render my gratitude, appreciation and all the relative adjectives available on dictionary to my respected teacher and my internship Supervisor Mr. Noman Hossain Chowdhury of BRAC Business School for his continuous guidance and support regarding this report. We also like to acknowledge and thank my managing director Abdullah Al Noman, who helped me time to time by sharing many experiences and information.

Finally, thanks to my parents who have contributed through their support, suggestions and valuable care to prepare this report. I also want to give thanks to all the interviewees for their precious time.

## **“Why a distributor should sizzle through online, a study on Bangladesh Market”**

### **Executive Summary:**

In order to fix the sales issues and try to increase the sales by aiding web usability of the digital marketing I have conducted this analysis report. Where I have found by sizzling through online a distributor of electronic goods can come out of the box. However maintaining quality and actually doing what you are showing on the web matter the most to shine. Throughout my internship period Speed Technology and Engineering Ltd I have found some key points to shine out the competitors such as Compelling marketing message on digital platform, relevant Search term targeting customers, prioritize different platform base Spending, no compromise on ethics, being unique & be active on social media. During my internship period I have conducted a Google adwords campaign for Speed where the campaign was with display network only in order to results in building awareness for the brand across a large audience.

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## **“Why a distributor should sizzle through online, a study on Bangladesh Market”**

### **1.0 Introduction**

The name Digital marketing says for itself that it is the method for marketing on online. Because of globalization this term is now became a global business phenomenon to ensure the highest effectiveness of marketing through the vast field of internet. Compared to traditional methods of advertising/marketing, Digital Marketing offers rather realistic approaches which is very effective for small- and medium-size businesses and start-ups, accurate targeting and excellent reporting.

A fun fact about internet is from 2005 to 2015, the number of users in the world grew 1024 million to 3207 million which is 32% increase than any other decked (Statista, 2016). Another rapid growth of internet aided by Smartphone which is 2 billion smartphone consumer and growing highly as it is assessed to rise about 12% by the year of 2016 (smsglobal, 2016).

Bangladesh got connected with the network in 1996. In current years its user has grown from 186,000 in 2000 to 617,300 in 2009 and user number has reached 56.167 million to 62.248 million from January to August 2015 which is an impressive 3% growth rate (BTRC News, 2015). Again Mobile Phone users have increased 97.389 million to 117.758 million from January to August 2016 which is another impressive growth rate of 12.73% (BTRC News, 2015). Now about social networking, 170 million people all over the world use social networking sites. This statistics shows the opportunities that any brand has to communicate directly to the audiences and brands can target specific group of customers regarding their interest.

### **1.1 Company Profile**

Speed Technology & Engineering Ltd. an IT enabled Services Company that Develop IT related Hardware & Software solutions, Supply, Project Management, Import, Wholesale & Distribution of Computer & its accessories nationwide. It began its operation in the year 2000 & since then its portfolio includes a big number of illustrious international manufacturers and suppliers all focused to entertain the diversified requirements of any IT related solution. Speed Technology & Engineering Ltd. (widely Known as “speed”) contains the people, processes & resources to accelerate business goals with IT vision, analysis, planning, procurement services, implementation, training, consultancy and ongoing support.

As I mentioned before, SPEED started its cooperation with ICT sector from the year 2000, and was incorporated as a private limited company in July 2003 and started import, wholesale & distribution. Before its inception as a limited company it was involved in computer accessory sale, service & internet service providing aspect which made the founders of this company enough brilliant with practical knowledge to assess the technology needs of the common people. The high officials of this company still interact with the customers and dealers directly and take part in the day to day overall operations which keeps them always one step ahead from others. Speed’s sales & Marketing experts do have an excellent record of success and experience in establishing different world known manufacturers brands. Brands like ASUS, LG, CREATIVE etc. in Bangladesh has put their step here with the support of speed’s key personnel’s effort and now they have been able to







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successfully establish brands like BELKIN, ALTEC LANSING, NEC, LINKSYS, eScan, GADMEI, EDIFIER, etc. as sole distributor in Bangladesh.

### 1.2 Current Brand Line-up of Speed

	SPACE Casing www.orientcase.com	total of 37 models P.C Case
	GADMEI www.gadmei.com	P.C TV Tuner, Total of 5 models
	ALTEC LANSING www.alteclansing.com	P.C Speaker, Total 10 Models
	Verico www.verico.com.tw	Memory, Flash Card & Pen Drive
	Albatron www.albatron.com.tw	Main Board, PCI Express Card & IPC Solution.
	BELKIN www.belkin.com	All Networking, iPhone, iPad, Desktop, Laptop & Networking Accessories
	EnGenius www.engeniusnetworks.com	Total wireless Networking Solution
	NEC www.nec.com	Total Projector Solution
	KATUN www.katun.com/tw	Tonner Solution for All Brand printer

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	Spark Power <a href="http://www.sparkpower.com/tw">www.sparkpower.com/tw</a>	Total UPS Solution
	Linksys <a href="http://www.linksys.com">www.linksys.com</a>	Small, Medium Business & SOHO level networking solution
	DELL <a href="http://www.dell.com">www.dell.com</a>	T2 Partner
	Microsoft <a href="http://www.microsoft.com">www.microsoft.com</a>	Corporate Partner

### 1.2 Distribution

Currently Speed is maintaining 410 Channel Dealers situated in the different locations of the country and assisting us as a helping hand in distributing our sole-distributorship products. Speed is well reputed among its dealers to provide customized solutions based on technical and financial requirements of every dealer. Apart of that Speed arrange annual dealers summit, annual door-to-door Marketing training and product briefing (Based on country-wide annual BCS ict fairs), technical training program (quarterly & divisional region based).

### 1.4 Sales & Supply

At present Speed is maintaining one corporate head office four showrooms & sales point in the four part of the Dhaka city that covers all dealers of Bangladesh beside Chittagong division & end-users of Dhaka. Chittagong branch office plus showroom is responsible for maintaining all the dealers & end users of Chittagong Division. All showrooms & sales point uses customized software to maintain all sales, purchase, customer feedback, accounts and day to day operation. Again all of them are enrich with enough human resource (technical, sales & supply staff) to accomplish any related task within the shortest possible period. It also maintains a backup team from head office & Chittagong Branch Office to support the regular human resource of the company in rush hours or for any specific project/task. Besides having showrooms and offices Speed has six state of art warehouses to store and supply products according to all branch's requirements.

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### 1.5 Service & Support

Speed provides full sales, service and maintenance services to clients, which will aid SOHO or Corporate users running in no time. It also offers installation and configuration services to home and business clients. Its experienced technicians can set up all IT requirements in such way that guarantees finest performance. Speed has experienced working technicians with technology, for maintaining computers and their peripherals, printers, network equipment, payment terminals, tablets as well as smart phones so that any who purchases from speed can rely on its technical team without any headache of after sales service, support, & maintenance.

### 1.6 SWOT

<b>Strength</b>
Availability of skilled workforce.
Availability of financiers.
<b>Weakness</b>
Lack of proper experience (Promotion & Strategy issue)
Ever changing Governing laws and legislations (BY BCS & Bangladesh Govt.)
Suppliers security issues
<b>Threat</b>
Rise of other suppliers in the E-Marketing leading to their vast products achieving a higher market share.
<b>Opportunity</b>
Providing latest and good quality Computer & Communication products within dealer price to customers end will give us the largest market field in the industry and by ensuring effectively taking advantage of being initiator.

#### SWOT: Description

##### ***Strength:***

Availability of skilled workforce was never an issue for Bangladesh. If we take a look into the computer markets we can see a huge number of people working there and working for any importer is their biggest priority because they are the original driver of the whole market.

Availability of financiers is now becoming very easy because of blooming banking sector in Bangladesh. Banks are well interest to do business with importers because remittance of foreign exchange is a profitable sector for them.

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### ***Weakness***

In terms of digital marketing computer related hardware importers are still not that much of experienced yet. We can give this statement because none of the importers have started digital marketing at the same level like digital marketing platforms like Kaymu or others did. All they did is opening up a website and giving their product description in it nothing else.

Frequent changes in government rule are harmful for any business. In computer market Bangladesh government is providing lots of lawful helps to develop this sector but authority that controls the market (Bangladesh Computer Somity) has some biasness towards political influence which might hamper the growth of any individual company like Speed.

Security is always an issue for business in Bangladesh. As per digital marketing if all the strategies for speed go impactful and their business blooms all around the country then the issue of security will be a headache since they do not have representative in every cities of country. Being harmed by fraud and thieves will increase then.

### ***Threat***

Although other importers in this field not yet started e marketing concepts into their core business strategies but there is no guaranty that they will not be interested in digital marketing and then big companies with bigger market share can take speed's share of the e market with their bigger range of products. For example, company like Global Brand Bangladesh Ltd. has bigger range of product than other competitors and just like the traditional market in digital field it will also be a threat for speed to get highest profit than others if company like Global comes into the digital market.

### ***Opportunity***

There is always an advantage for the starter to take all the possible steps in order to insure highest profitability. Being an initiator will give speed lot of power to control the market across digital world and this is the opportunity that speed can capitalize on.

Speed has a good range of technical staff in the company. Most of the staffs are equipped with technical excellence and recognized trainings. Therefore, when it comes to digital marketing speed can use them for online support. Using this workforce most effectively and efficiently can be the biggest weapon for speed to be success in the market. Again being an initiator as importer in digital marketing speed can take all the advantages as they need. However, losing the opportunity to be the first can put them in back seats as well.

## **1.7 Situation Analysis**

**Where is speed now?**

If we take a look in the company profile or their website's about speed page it will be clear towards anyone that they are busy with traditional marketing. By now it should be clear to all about their current strategy. However, digital Marketing is far greater than any other medium of business and marketing(Star, 2014). The importance of digital marketing

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and its impact on common people so high that shows followers are 40% more likely to engage with brands that post pictures than any other type of media(Daily Star, 2015). Content containing images reap 94 percent more total views than content without(Daily Star, 2015). This is indicating the power of digital marketing.

### **Benefit of going online:**

There are 5 Ss for explaining the benefits of digital marketing(Chaffey, 2009). However, speed can capitalize on one of this 5Ss in order to go for digital marketing and grow their business.

### ***Serve***

Speed has only three brunches (IDB, Multiplan center, Shantinagar Eastern Plus) along with their head office (elephant road) on Dhaka city. Again they have three branches in Chittagong, Khulna & Rajshahi city. In compare to the geographic location and other competitors their number of branches/showrooms is few. Therefore, they are lacking in serving their customer all around the nation. By going online speed can add value to their customers of the cities where they do not have any showroom by showing their products and developments. Again by insuring fast delivery like amazon.com speed can earn popularity beyond their competitors.

### ***Environmental Scanning and analysis***

The number of IT product imports is not very high compare to other industries. Though, the number of reseller is very high in our country and reaching them or pushing them to sell importers imported goods is the main objective in this field. By making customers aware about the goods importers are increasing their volume of sales through the reseller channel. This is the moral of this computer market all around the country. The company with highest promotion on the market gets the most profit and sales of their goods. Reseller's willingness of selling those (Highly promoted) goods is also seems very high. Therefore, since internet has the tools of promoting any business with highest impact, integrating digital marketing for speed with their existing marketing strategy can prove most effective and efficiently profitable for speed.

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## 1.8 My job and Activities

### Google Adwords

As a Sales& Marketing executive I started working for Speed from 28th May 2014 and in between while I was doing my major on E-commerce Speed management has given me scope of implement my knowledge to increase sales and branding. At the time of my internship with my little experience of digital marketing tools I have developed a concept for Speed which is “Sizzle through Online” by using Google Ad-words tool.

1. Starts the campaign with display network only will results in building awareness for your brand across a large audience(Google, 2017) as per our objective.

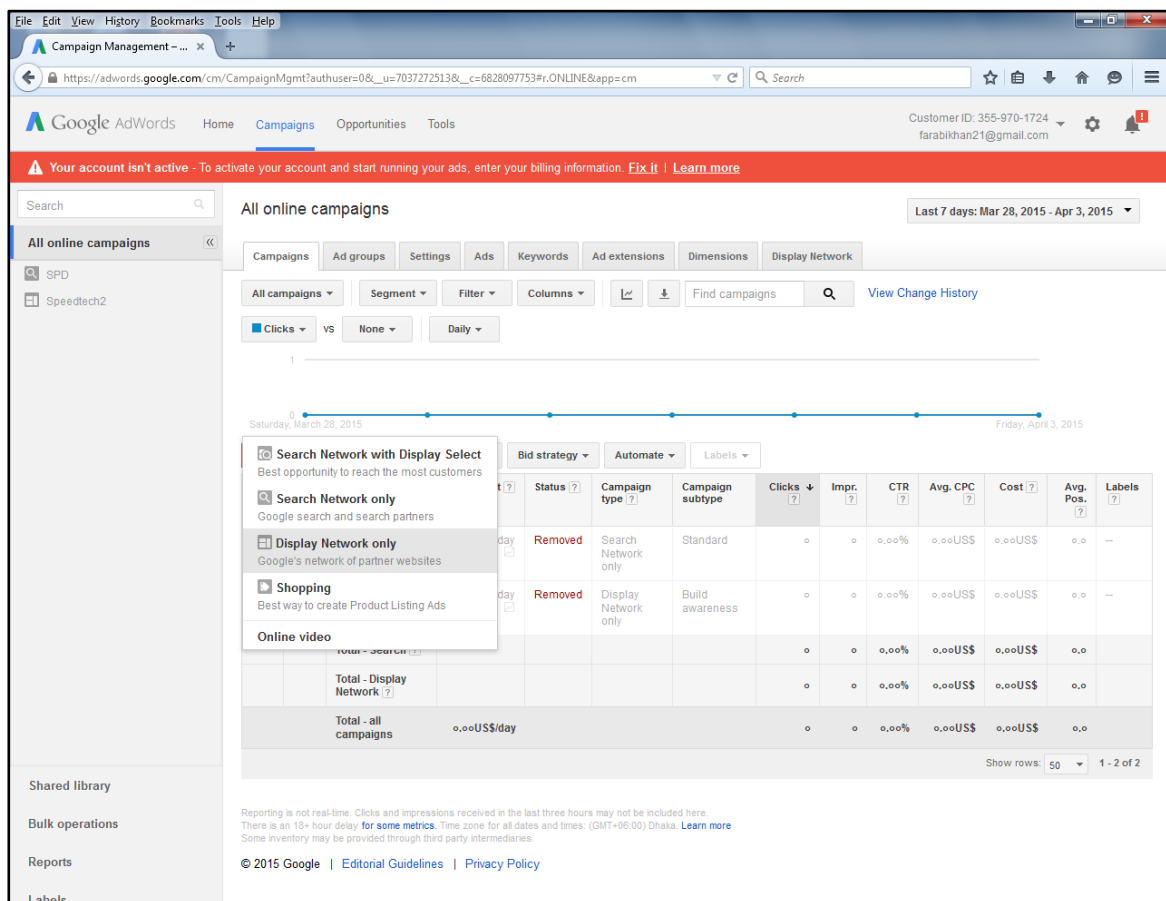


Figure 1: Google adwords Campaign

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2. Choosing build awareness by Basic location targeting, some ad extensions (to include, for instance, a phone number, URL, or location) to fulfill our objective (Google, 2017).

The screenshot shows the Google AdWords Campaign Management interface. The campaign name is 'SPEEDTECH'. The type is 'Display Network only'. The marketing objective is 'Build awareness'. The interface includes sections for 'Build awareness', 'Influence consideration', and 'Drive action' with various targeting options.

Figure 2: Google Adwords Campaign

3. Setting up targets, locations, language and device targeting based on our geographical target.

The screenshot shows the Google AdWords Campaign Management interface. The 'Locations' section is expanded, showing options for 'All countries and territories', 'None', and 'Let me choose...'. The 'Languages' section is expanded, showing 'English' and 'Edit'. The 'Bid strategy' section is expanded, showing 'Focus on impressions - use maximum CPC bid' and 'Enable viewable CPC bid (with AdSense View reporting)'. The 'Budget' section is expanded, showing '\$1.00 per day'. The 'Schedule' section is expanded, showing 'Start date: Apr 4, 2015' and 'End date: None'. The 'Ad scheduling' section is expanded, showing a table with columns for 'Day', 'Start', 'End', 'Budget', and 'Status'.

Figure 3: Google Adwords Campaign

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- To fulfill our objective we have chosen target the Display Network, which includes "Search Network with Display Select" campaigns (Google, 2017). This step includes campaign targeting & placement selection.

Figure 4: Google Adwords Campaign

- We have used build awareness only as per our objective.

Figure 5: Google Adwords Campaign



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### 6. Creating an ad based on the campaign

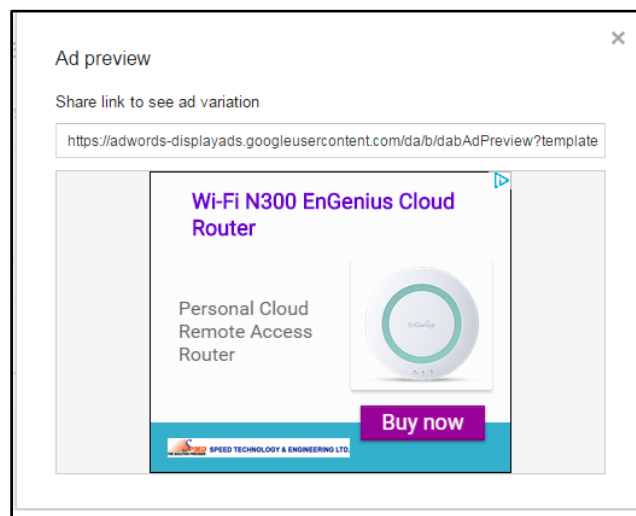


Figure 6: Google Adwords Campaign (Ad Preview)

### 7. Proceed further on billing. Because of company policy I'm unable to write briefly about this section.

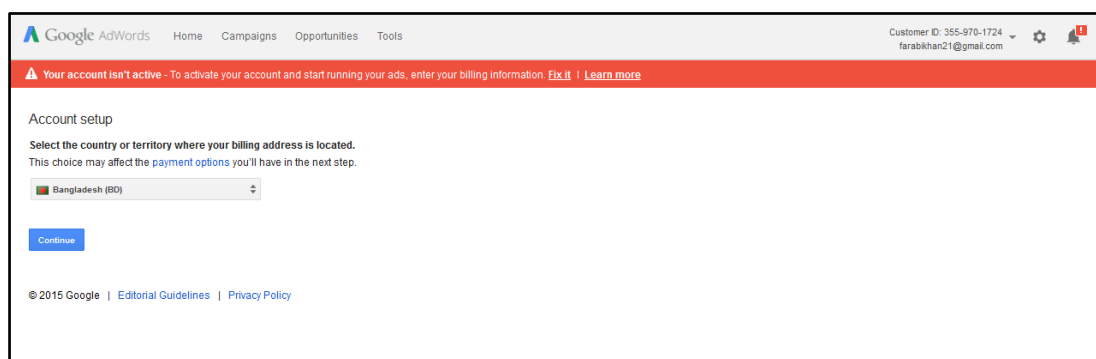


Figure 7: Billing Page

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### Developing META

With due respect, despite having a software engineering to maintain Speed’s website it didn’t had any meta title or description on its webpage. However, I have suggested to provide some Meta Keywords and description to get better search result.

```
<link rel="shortlink" href="http://www.speedtechbd.com/" />
<meta name="keywords" content="Online Retail, Wholesale IT Products, Space Casing, Projector, Access Point, Speaker, UPS, Antivirus, Network Products, Music, Dhaka, Bangladesh">
<meta name="description" content="Online Retail, Wholesale IT Products, Speedtech's brands are: Space, Belkin, Gadmei, Altec Lansing, NEC, Engenius, e-Scan, Our Branch Locations: IDB Branch, Corporate Branch, Multiplan Branch, Uttara Branch, CTG Branch, Eastern Plus Branch, Our Service List Like: CC Solution, Security Solution, Enterprise Networking
```

Figure 8: Meta title and description of Speed

### 1.9 Developing new Business tactics

Reference to the situational analysis of Speed, we see that speed does not have much branch offices plus manpower and that’s why they should use the benefits of going online which is comparatively cheaper media then other in order to provide services through online.

#### *Provide better/effective service through online;*

Since Speed has less option to provide services like devices consultancy, Installation of networking or display devices or other solutions they provide through their brunches on districts where they have none only buyers. Providing better services to their existing market will provide Speed enhance their profit margin.

#### *“Target” for Speed*

Since Speed has more buyers of their importing brands than providing proper support facility to all, so providing support through online to their existing distributors/vendors will add more value on their company’s brand value. They require lots of consultancy for selling some products of their enterprise networking solution brands. Therefore, in developing places like Foridpur, Noakhali etc where they do not have any branches to provide enterprise networking solution through their distributors there they can provide online video conferencing through them to provide this specific service which will surely increase their sale volume on those districts.

#### *Marketing Strategy:*

Speed got thirteen international brands like Belkin, EnGenius, Altec Lansing etc. to import and distribute nationwide. They should use digital marketing concepts to promote these brands more effectively than their traditional marketing system. Along with it their trained workforce will be a great asset to be effective in the market. In order to support financially their existing financial channels are well capable of bearing all the costs of digital marketing since it’s cheaper than traditional approaches. They have trained software engineers to manage the website and the technical part of digital marketing and the marketer team has to be trained up in digital concepts in order to cope up with it. Their existing marketing channels are well experienced in traditional concept but they have lack of influence in digital concept. Therefore, influencing them up is one of the main objectives for

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speed to be effective in e market. Since digital marketing provide a vast field of promotion or can be said that without any boundary government or authority rules cannot be a matter of headache for them.

### **1.10 Objectives of the study/research**

Core objective of this report is acquainting with the professional world practically and gather the practical experience. To be more specific, throughout the process of finding out the scope of digital marketing in this sector, I have tried to fix the sales issues and try to increase the sales by aiding web usability of the digital marketing. As well as, this report is supposed to make sure the:

- To achieve the academics constraints.
- To gain knowledge about the organization and implementation of digital commerce itself.

Again to find out:

- How long people are online?
- What do they like to see online?
- What do they want to skip?
- Data usage policy of using internet.
- Finding out the digital culture of both existing and potential customers.

### **1.11 Methodology**

The essential data which is collected by firsthand information is called Primary data. In this case, I have a unique problem statement which focuses on the “Why an established distributor should sizzle through online – a term of digital marketing”.

In order to gather the primary information I made a questionnaire, and did a random survey within my targeted age groups. I have also mentioned in this paper about how and what should be done quite based on my personal experience and the knowledge gathered from my teachers.

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### 1.12 Limitation of the Study

- This study was made among 30 interviewees, so it may not be totally accurate for the mass digital eco system of the country.
- These 30 interviewees were mostly my friends and colleges and these people very frequent users of internet, so it may not be totally accurate for the mass digital eco system of the country.
- As I had to maintain many confidential issues as per my organizational loyalty, I have not mentioned many frameworks and data, we use.
- Time limitation played a key role in this survey and that is why I had to cut down the sample size into 30.

### 1.13 Analysis of the Study

- Do you have Access to internet?

I have taken responses from 30 interviewees were internet users or not and there was yes to all

- What's the gender?

Among 30 participants 19 were male and 11 were female.

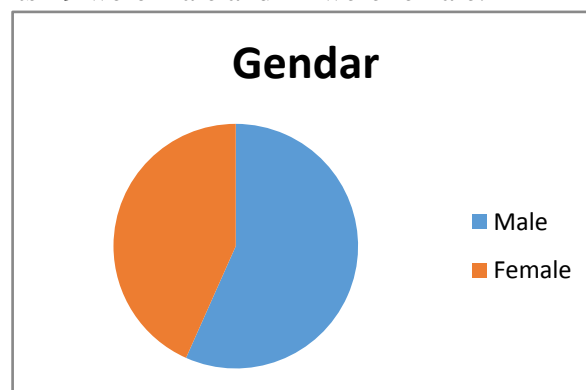


Figure 9: gender percentage

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- What’s your age?

Among 30 interviewees 11 which is 36% is from 25-34 age group, 47% which is 14 are from 11-24 age group and 17% which is 5 are from the age group 35-45.

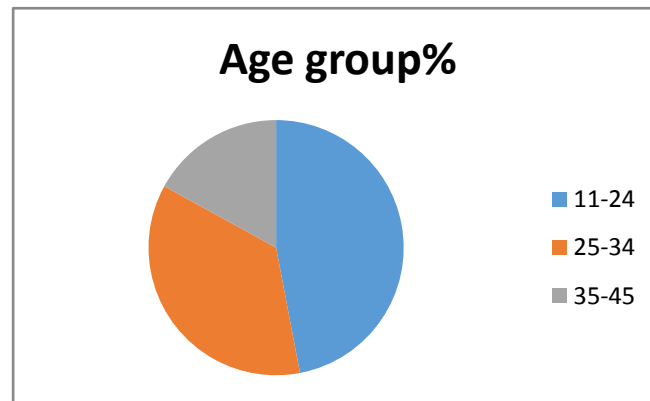


Figure 10: Age group%

- occupation of interviewee?

Among the Interviewees, 21(70%) are in service, 1 (3%) do business and 8 (27%) are students.

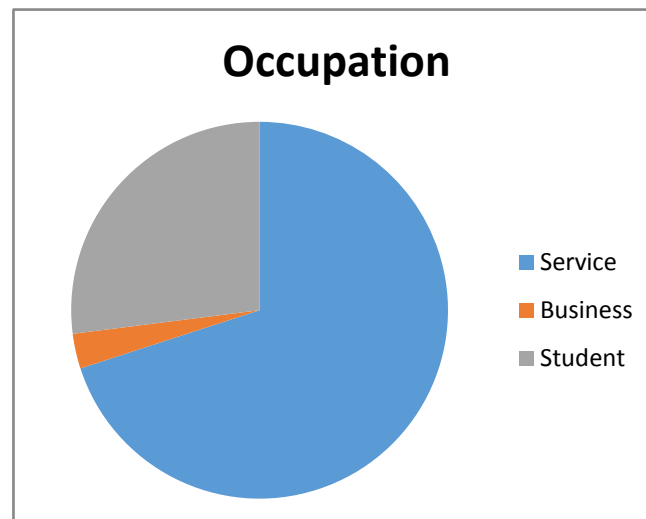


Figure 11: Occupation

- What is the purpose of using internet?

All the interviewees said they use internet both for using social media and searching information.

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- Through which channel you use internet

16% use only mobile data, 54% use only wifi and 30% use both of them to browse internet.

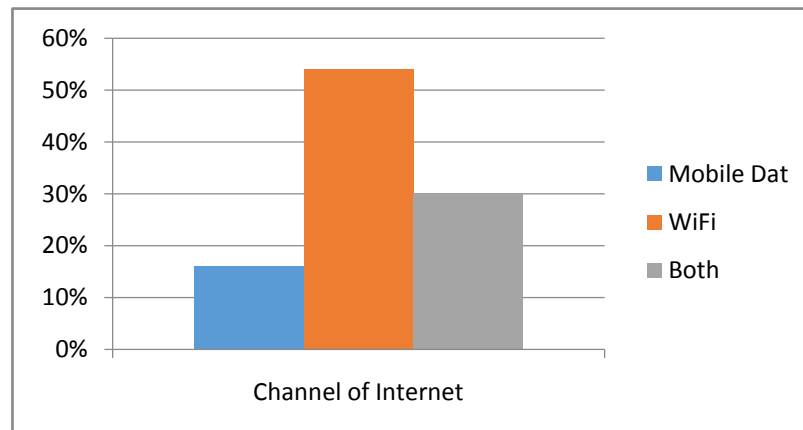


Figure 12: channel of using internet

- Importance of searching information while using internet (Rate it in the scale of 5, where 1 is the least and 5 is the most)

Among 30 interviewees 7 people voted for rank 4, 16 people ranked 5, none ranked least, 7 ranked 2 and 1 as less important

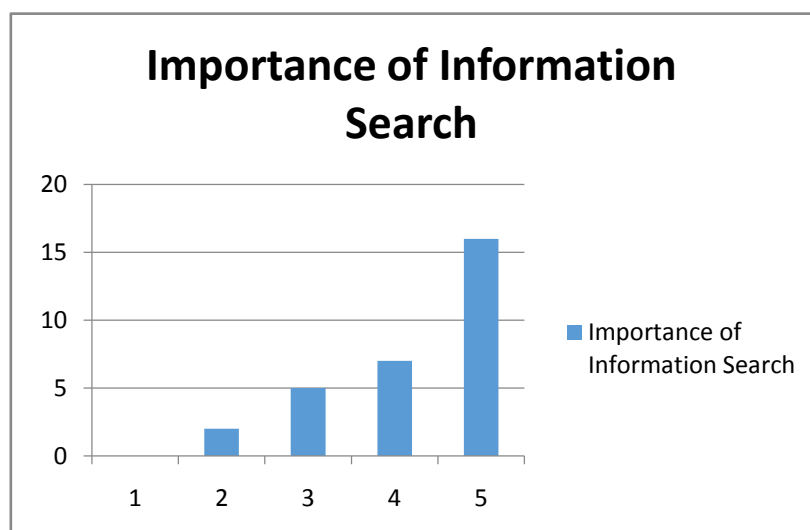


Figure 13: Importance of Information Search

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- How long you use internet each day?

26 interviewee which is 86% of total are using internet +5 hours a day. 3 that is 10% use 3-4 hours and remaining 1 which is 4% use internet for 1-2 hours a day.

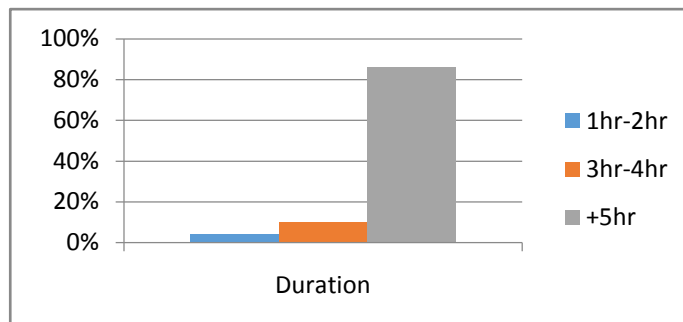


Figure 14: Duration of Using Internet

- Have you seen online brand offerings?

30 out of 30 which are 100% have seen online brand offerings.

- Do you have any trust issue with online advertisement?

Out of 30 interviewee, 18 that mean 60% have trust issue especially in financial transaction. 16% doesn't have any issue other 7 (23%) is neutral.

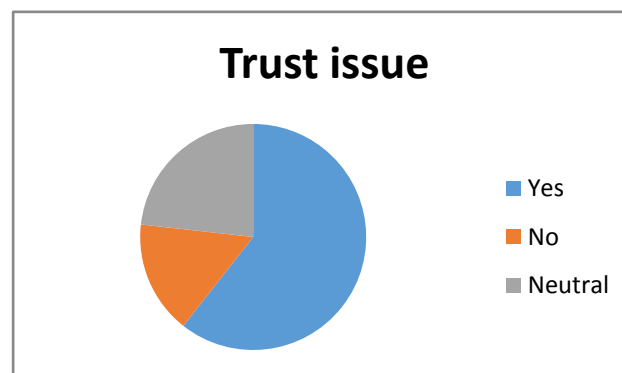


Figure 15: Trust Issue of providing information

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- Have you read printed newspaper lately?

Another surprising finds out is 12 which is 40% didn't read printed version in one month. 11 (36%) read it regularly and other 7 (23%) doesn't read at all.

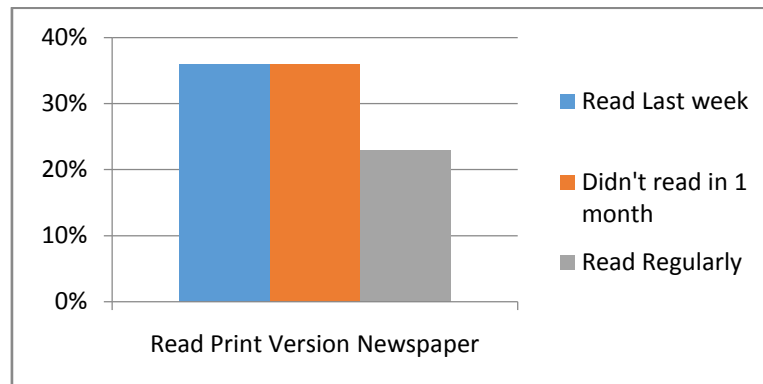


Figure 16: Newspaper reading %

- How often you read online newspaper?

27 interviewee read online version of newspaper which is another surprising information from this study.

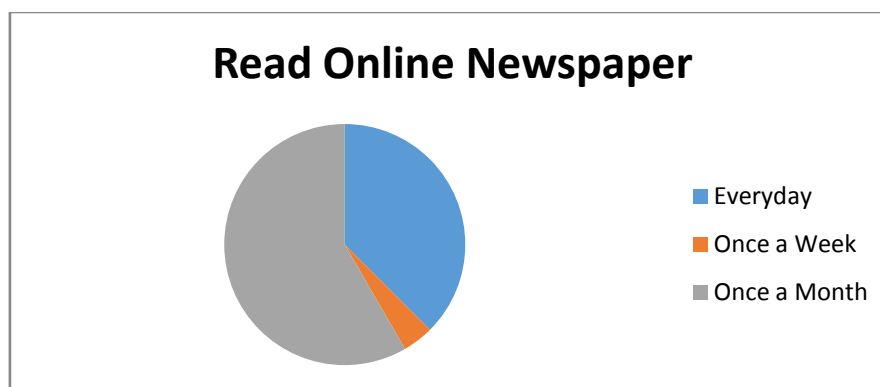


Figure 17: Percentage of reading online newspaper

- Have you ever experienced any product or service by seeing their ads online?

19 interviewee agreed that they purchased via ads online, other 11 have seen ads but didn't bought online.

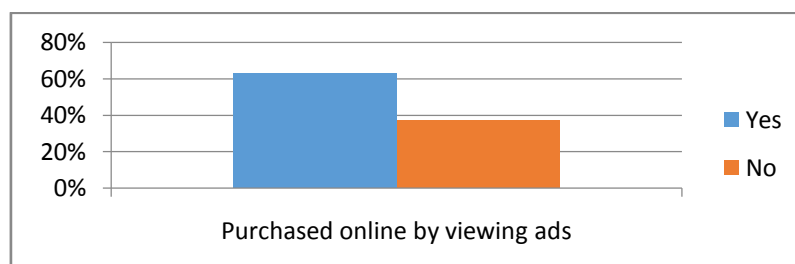


Figure 18: Purchased online by viewing ads



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- How was your buying experience?

13% which means 4 said that their experience was excellent. 15(50%) mentioned it as a bad experience because of service/product quality. 3 (10%) said its good, 8(26%) was neutral about it.

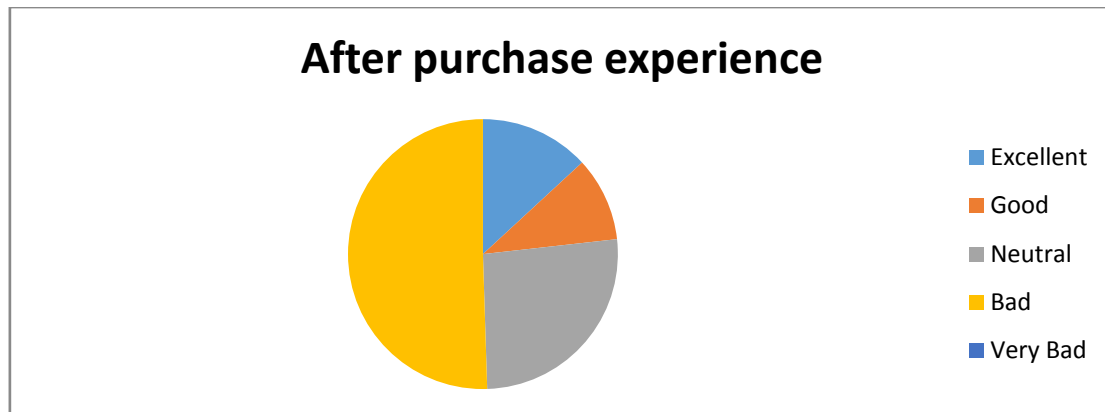


Figure 19: After purchase experience

- Do you think online marketing or buying hampers your privacy?

In the middle of 30 interviewees 19 that is 63% said online buying can hampers their privacy and rest 11 that is 37% stated there is no privacy issue in online buying.

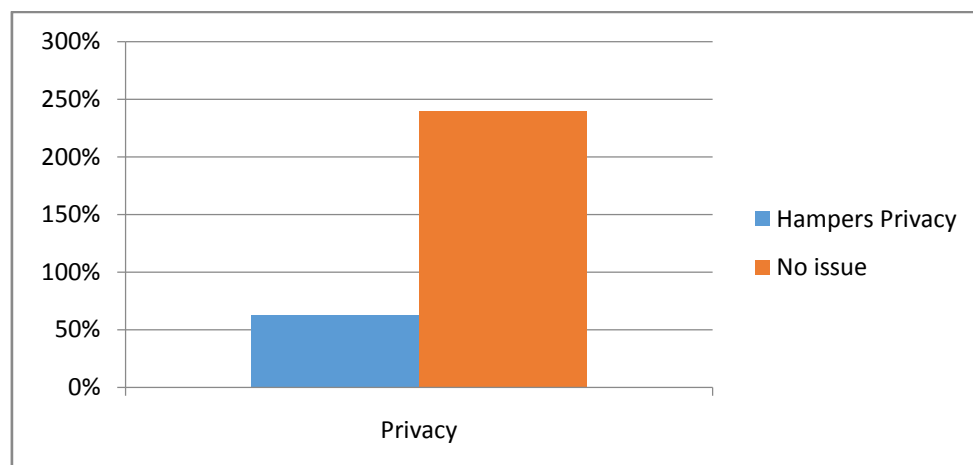


Figure 20: Privacy Issue

### **1.14 Findings of the Study**

- Search for Information, Entertainment & Social Networking are the main cause of using internet.
- Since my survey was based on my colleagues and friends (who are employed in other firms as well) so most of them uses internet for more than 5 hours.
- Low product quality and after sales service of e commerce firms hampering reputation of buying online in Dhaka.
- Reading newspaper online is becoming rather popular than reading the printed version.
- Lucrative ads and brand's online promotions getting users impressions more than ever.
- Buying behavior online is still under developing state. By establishing faith under potential customer's skin by the firms this would be the most powerful market channel in Bangladesh.
- Through the developing process of potential customers privacy and trust issue should be resolved.

### **1.15 Recommendations**

As Speed is still adopting the concepts of digital marketing, I would like to recommend them not only based on my survey analysis but also based on my personal experience backed up by expertise references. Which are furnished below;

- Compelling marketing message: Speed should know what their customer is thinking, put a memorable marketing message, be specific about what they do for clients, pinpoint their niches in order to make an excellent compelling marketing message which will attract more customer and more business with them(Clientattaction, 2014)
- Search term: Speed should properly survey their target customer about their preference regarding keywords query which will draw more eye attention and the chances of click through(Aldiss, 2013)
- Spending: Speed should focus on creating a separate budget on marketing through online alongside of their marketing which will aid them to come out of their competitors shadow
- Ethical: Speed has been very ethical about the quality issue which should be used as their focused weapon through online as most of the e-commerce sites are failing in Bangladesh(Star, 2014).
- Unique: Google webmaster tool always looking for extraordinary descriptions to rank the website so it's important for Speed to come up with the most unique Metas for coming in lime light (Aldiss, 2013).
- Social Media: Both in my survey and national report about social media 87% of internet users who use social media using facebook for their day to day based communication(Workshop on facebook marketing for e-commerce, 2015). Therefore, neglecting the concept of F-Commerce will back fire Speed big time.
- Collaborating offline and online channel: To ensuring people's faith over Speed's e-commerce its offline channel should come forth to educate their customers about usefulness of going online(Workshop on facebook marketing for e-commerce, 2015).

### **1.16 Conclusion**

Last but not least, digital platform has enabled us with most flexible way of marketing and sales. It has given us chance to find out boundless way to communicate with any target group, interact and influence the sales. It's flexibility to target and promote has proven most efficient than any other media available. No matter what type of product or service you market digital platform has that much diversity and opportunity for marketers.

In Bangladesh's perspective use of internet and social media sites is increasing rapidly which is a good sign for marketers. However, traditional marketing and traditional media still got its full glory over here. Therefore, combining both platforms is the only way to rise up into the peak. After all the analysis I have found that people wants to be more engage along with keeping his/her privacy which means any has to be ethical and concerned about what they are showing and providing because only by this any can rise the popularity of digital platforms and ensure profit in most efficient plus effective way.

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## **“Why a distributor should sizzle through online, a study on Bangladesh Market”**

### **Appendix**

#### **Questionnaire**

1. Do you use internet?
  - ☐ Yes
  - ☐ No
2. Which sex group are you from?
  - ☐ Male
  - ☐ Female
3. Which age group are you from?
  - ☐ 18-24
  - ☐ 25-34
  - ☐ 35-44
4. What do you do?
  - ☐ Service
  - ☐ Business
  - ☐ Student
5. Through which channel you use internet?
  - ☐ Mobile Data
  - ☐ Wi-Fi
  - ☐ Both
6. Main reason of your internet consumption?
  - ☐ Social media
  - ☐ Information search
  - ☐ Both
7. Rate the importance of searching information while using internet? (Rate it in the scale of 5, where 1 is the least and 5 is the most)

1	2	3	4	5
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8. How long you use internet each day?
  - ☐ 1hr-2hr
  - ☐ 3hr-4hr
  - ☐ 5hr+
9. What you do while traveling?
  - ☐ Surfing internet

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- ☐ Observing surroundings
- 10. Have you seen online brand offerings?
  - ☐ Yes
  - ☐ No
- 11. Do you have any trust issue with online advertisement?
  - ☐ Yes
  - ☐ No
  - ☐ Neutral
- 12. Have you read printed newspaper lately?
  - ☐ Last week
  - ☐ Last month
  - ☐ Cannot remember
- 13. How often you read online newspaper?
  - ☐ Everyday
  - ☐ Once a week
  - ☐ Once a month
- 14. Have you ever experienced any product or service by seeing their ads online?
  - ☐ Yes
  - ☐ No
- 15. How was your buying experience?
  - ☐ Excellent
  - ☐ Good
  - ☐ Neutral
  - ☐ Bad
  - ☐ Very bad
- 16. Do you think online marketing or buying hampers your privacy?
  - ☐ Yes
  - ☐ No