



A study on the “buy now” service of Bikroy.com and the causes of its success.



Internship report

A study on the “buy now” service of Bikroy.com and the causes of its success

Submitted to:

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14/12/2016

Date of Submission

Letter of Transmittal

14th December, 2016.

Ms. Humaira Naznin

Senior Lecturer,

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Mohakhali, Dhaka.

Subject: Submission of Internship Report

Dear Miss,

I am here by submitting my Internship Report on “A study on the “buy now” service of Bikroy.com and the causes of its success” which is a part of the BBA program curriculum. Besides, I also include about my experience on the project regarding “Digital platform of Bikroy.com” in Positive Hub Limited Digital marketing unit under Digital Division for 3 months, under the supervision of Mr. Efaz Rahman Khan, Head of digital services, digital division.

I therefore hope and pray that you are kind enough to receive this report and provide your valuable judgment. And also it would be pleasure for me if you find this report helpful.

Sincerely,

Mir Istiak Ahmed Rinkue

ID: 13104145

ACKNOWLEDGEMENT

Firstly, I am thankful to Almighty ALLAH for giving me the opportunity to work with an Agency as an Intern and also Positive Hub Ltd for selecting me. I am also grateful towards my Internship Advisor Ms. Humaira Naznin, Senior Lecturer, BRAC Business School, and BRAC University for her supervision during my organizational attachment period. Besides, I am also grateful to my supervisor Mr. Efaz Rahman Khan for his guidance, without his help it would be difficult for me to prepare the report. Moreover, I would also like to thank my Positive Hub Ltd fellows, seniors and colleagues for their suggestions, motivations, advices and guidelines. They not only provided guideline but also helped me to cope-up with the agency culture which will help me in my near future.

EXECUTIVE SUMMARY

Bikroy.com is the leading e-commerce site of our country since its inception. Even before starting my internship in Positive Hub 360 they told me that I was going to work on their bikroy.com account. Bikroy.com launched their service of Buy now a few days before I started my internship and since day one of my internship I had to work on this new service of bikroy.com. As an intern I was very lucky enough to get the chances of going into client meetings and I saw how important this service was to bikroy.com and how passionate they were about this service. As I looked after the digital platform of bikroy.com in my tenure of internship in the newly made groups, as per their instructions my main goal was to promote and push the sales for those products whose are in the Buy now options. In front of my eyes I saw how bikroy.com overcame the problems of this service, how they tried to handle each and every query of their Buy now customers, their promotional campaigns etc. In my report I tried to find out the overall success or failure of this Buy now service until now from their customers perspective. I tried to find out what the customers like about this service, if they like it then why and if they don't like it then why don't they etc. queries like these by doing a survey. Along with that I also tried to explain the service in brief, tried to show my learning's during internship etc. Although the main topic of this report is about Buy now service but still I tried to cover and show something that I have learnt on those 3 months.

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CHAPTER 1

Introduction

1.1 Background of Study:

All the students of BRAC Business School have to go through the internship program. It's a three months program where the students work under different organizations and gets a glimpse of corporate life before entering into one. It is an immense pleasure for us to get practical experiences of the theoretical knowledge that we have gathered in our four years Undergraduate life. Moreover, we have to submit a final report on the specific organization assigned by our respective supervisor.

The topic of my report is, “Buy now service of bikroy.com and the causes of its success”. Bikroy.com launched this service couple of months back as a new trend setter in the e-commerce industry of our country. Their main target was to tap an untapped service sector within this industry and to capture maximum value from it by creating more value for their customers than their competitors. As i had worked on the bikroy.com account during my internship so I had knowledge about this service, how this service works, the goal of this service, functions of it etc. That's why I decided to work on this topic for my internship report.

1.2 Objectives of the study:

The broad objective of this report is to find out the overall effect of this service in this short tenure of it on the customers of this service. The short or specific objectives of this study is to find out,

- a) Are the target customers aware of this service?
- b) Has the service been able to create the values for its customers as planned?
- c) Who are getting the major benefits from this service, the buyers or the sellers?
- d) What are the strengths and weaknesses of this service?
- e) Is there any setback of this service for the company?

1.3 Research Methodology:

For my report I used descriptive research methodology because my report is based on my survey and for survey based research descriptive research is more appropriate than the other two research methodologies. According to The Association for Educational Communications and Technology (AECT), (2001), the term descriptive research refers to the type of research question, design and data that will be applied in a given topic. As in my survey I tried to find out how frequently the buyers or sellers of bikroy.com faces a particular type of problem, how many people hold a certain type of view about the Buy now service of bikroy.com and clearly descriptive research enables to find out these. In my report I used both qualitative and quantitative research methods. One of the main reasons of selecting descriptive research methodology is that it can be qualitative or quantitative or both. Descriptive research involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection (Glass & Hopkins, 1984). One of the main objectives of my report is to find out "what is" buy now service of bikroy.com and how it helps the customers of them. Descriptive studies are aimed at finding out "what is," so observational and survey methods are frequently used to collect descriptive data (Borg & Gall, 1989). In my report I have taken multiple variables and for that descriptive research methodology was needed. Descriptive research is unique in the number of variables employed. Like other types of research, descriptive research can include multiple variables for analysis, yet unlike other methods, it requires only one variable (Borg & Gall, 1989). Because descriptive research spans both quantitative and qualitative methodologies, it brings the ability to describe events in greater or less depth as needed, to focus on various elements of different research techniques, and to engage quantitative statistics to organize information in meaningful ways. (2016)

In my report as a primary source I conducted the interviews of two employees of bikroy.com as well as 50 customers of them.

As the secondary source I have utilized the data from the website of bikroy.com, from different digital platforms of bikroy.com and from the available articles on bikroy.com.

1.4 Limitations:

The major limitations of this report to me are:

- a) As this service is completely a new service in this industry so I had no primary or secondary data to show on my report.
- b) As the service is new in the market so these are still early days to come into a conclusion that these are the main causes of the success for the service.
- c) I couldn't collect many samples for my survey because of time constraints.
- d) The analysis that I made was the result of only 50 samples of the study so it might not give an accurate picture of the study.

CHAPTER 2

Organizational Overview

2.1 Introduction:

Positive Hub Limited which is the brainchild of few people from various creative fields with the same interest under one Hub to bring innovation within the mainstream industry of Media in Bangladesh is a digital marketing agency which looks after the digital platform of Bikroy.com. The vision of the Company is to revolutionize advertising & media industry and take it to the next level. The Company has three branches with Audio Production, Video Production and Digital Marketing that strives to fit into the description of a "One Stop Shop" for companies and individuals seeking music, media and marketing services.

The Three Unit is leaded by renowned music director Mr. Fuad Al Mukhtadir with some passionate youngsters who want to create and foster enormous brands. The Company strengthens their competitive advantage by blending the unique talents of the growing staff with knowledge and expertise of members. Positive Hub Limited is all about Togetherness with the belief of producing a "symphony of success" that will help and carry closer to the company goals and maintain a leadership position in the marketplace.

2.2 Service Offerings:

The Mission of Positive Hub Limited is to use extensive experience and passion to deliver the best quality production of creative ideas to the clients and their audiences across all media platform with the belief in transforming concepts and ideas into reality.

Services of Positive Hub Limited:

Digital Marketing
Conventional Marketing
Social Media Contents
TV/Radio Commercials
Corporate AV
Online Virals
Online Promotionals
Music Videos

Dramas
Telefilms
Documentaries
Trailers
Documentaries
Training Videos
TV Programs/Packages
Jingles
Musical Albums
Caller Tunes
Voice Overs

Table 1: Services of Positive Hub Limited

2.3 Operational Network Organogram:

Positive Hub Limited gives innovative arrangements and related administrations as indicated by customer's request. The innovative procedure permits conveying the message in an unmistakable, drawing in and engaging way that is important to the gathering of people. The organization attempts to a settled cost and set a reasonable vision and degree for the undertakings. To make a viable Operating Strategy the organization not simply required administration duty, but rather bolster from the staff too. This guarantees assets, choices, energy are kept up all through the change procedure.

Administration must have an unmistakably explained vision for the firm, and the mission, objectives and goals must be substantial and comprehended by all levels of the association. For making the employment put benevolent and the works simple, the CEO of Positive Hub Limited Mr. Abir Ashraf Chowdhury chose to make a Flat Model for the Operations of the Organization. As per Mr. Chowdhury, when they were contemplating the operational procedure they expected to nearly look at:

1. Types of client(s) being adjusted
2. What do they say they do?
3. What would they say they are known for?

4. Relative part/force of capacities in the office (e.g. account benefit versus inventive)
5. Depth and expansiveness of asset pool
6. Systems for data accessibility
7. Proximity (staff, workplaces, customers)

Mr. Chowdhury clarifies, "Our group has acknowledged substantial outcomes in benefit, profitability and representative spirit. On a bigger scale, we have effectively composed and executed new authoritative structures, made long haul frameworks methodologies, streamlined work forms by 30% to half and made the structures and apparatuses to bolster prepare upgrades. All the more barely engaged activities have included outlining a generation charging framework, moving an inventive creation handle from manual to electronic-based and enhancing representative profitability."

The Flat structure Positive Hub Follows is called, Delivery/Team Based Model for Agency Operation.

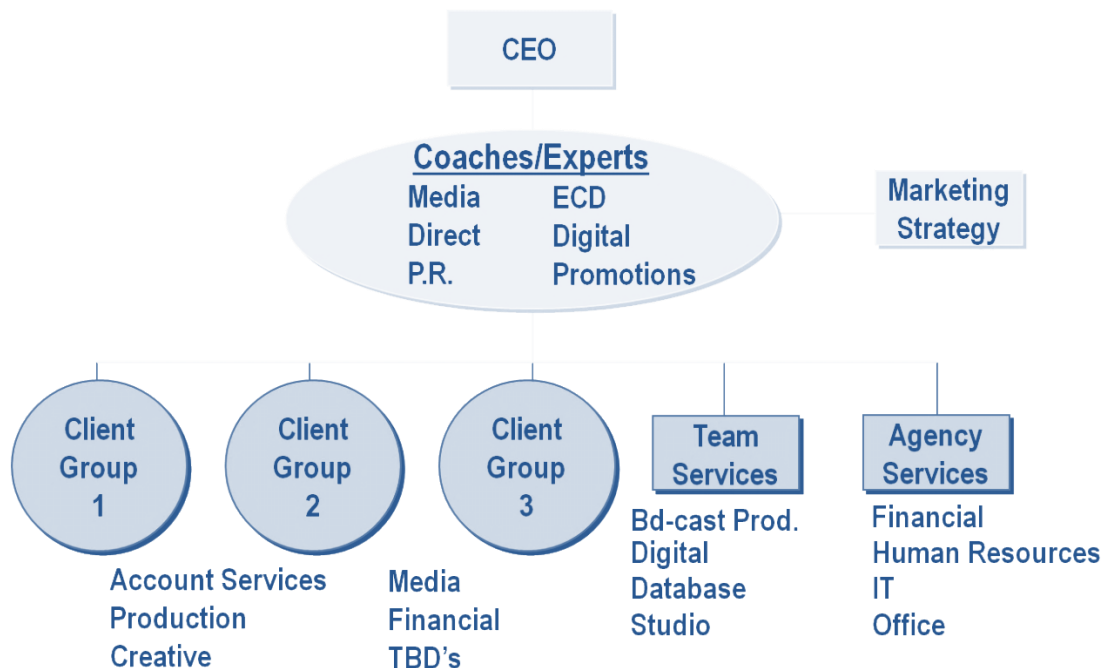


Figure 1: Delivery/ Team Based Model

2.4 Key Success Factors:

- Matching Work with Capabilities

- Developing Appropriate Culture / Career Paths
- Balancing Strategy with Executional Orientation

2.5 When Appropriate:

- Stable, Well Defined Clients / Work
- High Volume / Quick Turnarounds
- Tight Economics

2.6 Issues Addressed:

- Reduced Politics / Focused Priorities
- Client at Center
- Entrepreneurial / Motivating

2.7 Issues Created:

- Maintaining Specialization and Career Focus
- Cross Fertilization and Utilization of ‘Best’ Resources
- Short Term Orientation

2.8 Internship Experience and activities:

I started my internship at Positive Hub Ltd. on 1st August, 2016. Obviously before they took me as an intern they took several interviews of mine, 3 interviews to be precise. On July 30th, 2016 they confirmed me that they are going to take me as an intern from the next month and my supervisor gave me a through idea about my responsibilities that I will have to perform. I was assigned on their bikroy.com account. I came to know that bikroy.com is expanding their activities on digital platform and they have decided to open a group named Bikroy Buy and sell and will promote their members products through that group. In my supervisors brief I found out that there are many shops and stores which are the members of bikroy.com and they sell their products in collaboration with bikroy.com and he gave me the list of those members. He told me that I will have to find out the best 10 deals of the day of those

members and I will have to send the details of that to our designers. Based on that the designers will make a post and then they will send it back to me. Then I will have to post the ad on our group on a pre-determined method. I was given a 30 minutes SLR in between a post that is I will have to maintain a maximum of 30 minutes gap between two posts. After posting an ad I will have to do community management that is to answer the queries of our customers. Along with these I will have to promote our group on other groups to attract more members in our group. Lastly, I will have to fill up a KPI sheet which was given by our client to have a record of our activities. He also told me that they are giving me their flagship account to handle and they made me the leader of that account. They assigned a subordinate of mine and that was a real confidence booster for me. So at the very outset of my internship I was assigned in charge of an account and it was very understandable to me that they have high hopes for me.

Although I was working in the agency wing of Positive Hub Ltd. and we all know that the agencies don't follow a strict timetable in their workplace rather agencies are very informal organizations and they usually maintain a flexible working hours but as per the demand of the client they had to start working from 10am every day and 6 days a week. So, I had to start working from 10 am. I must say it was very challenging for me from the beginning because not only I had to perform my responsibilities but also I had to give suggestions about how to improve the performance of our group, how to drive sales etc. As I have mentioned earlier that this group thing was a whole new project of bikroy.com and they were also continuously pushing to have a positive outcome from this so they were changing directions initially which made my task harder. I remember in my beginning days of internship I had to publish a post for 4 times which means I had to change the post 3 times because they wanted to go for or try something else at that moment.

From day one of my internship I was prepared to do whatever it takes to fulfill my responsibilities and to impress my supervisor. So I started working hard and remained patient as required. I and my colleague divided the work amongst us. I asked her to find the products which we were going to post and send me a draft. After receiving the draft I sent those to the designing team for giving it a good look. Our designing team followed a particular template to put the name, price and the brand name which was approved by the client. After making the post designing team sent those to me for publications. At first I had to check if there are any mistakes on the name of the product and price of the product as those two were the major

variables of the post. If the post was ok only then I was able to post it in our group, if not then I had to send back it to the designing team. In time of posting I had to follow a definite pattern like at first I had to mention the location of the product and then the name of the product, followed by the price of the product. In the description part at first I had to give a CTA (Call to action). CTA varied on the products. As we used to offer both buy now and non-Buy now products hence I had to make sure that appropriate CTA has been given for that particular product. For example, in Buy now products CTA was, ‘Message us directly or call seller for more information (sellers phone no)’. And in case of non-Buy now products the CTA was, ‘Call seller for more information (sellers phone no). After the CTA action we used to give the detailed important description of the product and at last we added a section named, ‘for more information’ where we gave the bikroy.com link of the products. After doing all these then I had to insert the pictures or posts handed to me by the designing team and then I posted those in the group. After posting the group I had to share the post in the website of bikroy.com also.

In my early days the most challenging task to me was to do the query management. Initially I had to do the query management of both our group and also in the website of bikroy.com for the posts which we shared there. I had to maintain a time frame like I had to answer every query within 15 minutes and that was the hard part because every now and then the comments were coming and I had to refresh the pages frequently just to make sure if any new query has come or not. There were no definite pattern of answering the queries but the ultimate goal was to sell the product to the customer who had any query on any product. As there were no definite pattern of replying so I had to improvise every time I faced a new kind of query and because of that it took some more time than usual. Another thing to worry for me was our client bikroy.com, employees of them were continuously monitoring our activities and if we did any simplest of mistakes even then they used to notify us and our senior management came to asking about the problem and then I had to explain to them everything about that. Because of these I had to remain careful about everything all the time, to some extent it was good for me because it made me more engaging to my work and made me working hard.

After first 7 days my work doubled up because our client wanted to introduce 2 new groups named, “Bikroy buy and sell vehicles” and “Bikroy rent, buy and sell properties”. I had to prepare 5 posts for each of the groups. So on my eighth working day I had to prepare and

publish 20 posts for all 3 groups and I had to share all those posts in the website of bikroy.com as well. Along with that I also had to do the query management of those posts in both the platforms. Besides every day I had to share 10 posts in other groups to attract members of others groups in our group. Sometimes people used to comment on those shared posts and I had to reply those as well. Our customers also used to ask about their queries through messages and every morning my first task was to reply those queries and try to convince them to buy the product. We used to finish our work at 6pm every day and after that I had to fill up the KPI (Key Performance Indicator) sheet provided by bikroy.com and then I was done with my day usually, not every day though. My toiling days started from my 15th working day when my colleague who was with me in bikroy.com left the office for some personal reasons. The next 15 days were like a nightmare because I had to do all the previous mentioned tasks alone before they recruited 3 new interns.

Although I was assigned to the bikroy.com account but every now and then I had to perform some other responsibilities like sometimes for other clients I had to give the copy for different posts and that was very challenging. Sometimes when the workload was extremely high for others then I had to help them out after my responsibilities or in between them. Sometimes I had to come up with catchy lines or phrases for the captions of the post. Sometimes I had to go for photo shoot of other clients and those were really fun times. The amount of work increased for the whole team when there were, “pitch” for a new client. We had to work literally day and nights before a pitch. In a pitch we had to show the client that what value we are going to create for them and in what way. For that reason we had to show and prepare a comprehensive plan for them.

Working in Positive Hub 360 gave me an opportunity which i believe no intern had ever got. As I was looking after the account so once in a week I had to go for a meeting along with my supervisor to meet the top officials of bikroy.com. During my internship tenure I believe I had to attend in around 9 meetings with them. Each and every meeting was a new experience for me and both my supervisor and the employees of bikroy.com were generous enough to give me the floor to speak and they used to ask me my opinions about different matters and how we can improve the services of the groups, how we can increase the number of members of our groups, how we can increase the sales etc. To be honest these meetings raised my confidence level very high.

2.9 My learning outcome:

Throughout my internship period I learnt a lot of new things, developed some of my skills, got to meet different influential persons and above all it gave me a comprehensive idea about how agencies work and digital Medias work. Some of the important things that I learnt are given below:

- a) Learnt how the digital marketing works.
- b) How to make digital posts for a brand.
- c) Learnt how to run a professional group.
- d) Developed some of my soft skills.
- e) Learnt how to push the sales on digital platforms and how to convince people etc.

CHAPTER 3

A study on the buy now service of Bikroy.com and the causes of its success.

3.1 About the project:

Bikroy.com was propelled in 2012 and has areas committed to private and business commercials for autos and vehicles, property, gadgets, home machines and individual things, game and pastime things, and employments, among others.

Bikroy.com is a site where you can buy and offer for all intents and purposes everything. The best game plans are as often as possible completed with people who live in your own city or in solitude street, so on bikroy.com it's definitely not hard to buy and offer locally. You ought to just pick your locale. It takes you under 2 minutes to post an ad on bikroy.com. You can consent to a free record and post advancements easily unfailingly. Bikroy.com has the broadest assurance of standard second hand things all over Bangladesh, which makes it easy to find unequivocally what you are hunting down. So on the off chance that you're hunting down an auto, mobile phone, house, PC or maybe a pet, you will find the best course of action on bikroy.com. Bikroy.com does not have some aptitude in a specific grouping - here you can buy and offer things in more than 50 unmistakable characterizations. We in like manner meticulously study all advancements that are being dispersed, to guarantee the quality is up to our gages. ("Bikroy.com - Electronics, Cars, Property and Jobs in Bangladesh", 2016)

Bikroy.com is a web application (now a days I tries not to utilize the expression "sites", but rather I utilize "web application") where client can post notice for their items. Posting notice is free. You just need to set a secret word against your notice and you email address. Nothing else! (A client administration area would be decent for this site. It will help clients.) So as to alter the notice, you need to discover the commercial and alter it .you will require the secret key that you have given while making the notice. (Once more, client administration will be pleasant in this progression). From the promote detail see, you can send email to dealer, see the telephone number, or add to top pick. You can see your most loved applications. (Session/treat administration can't have it be most loved constantly!). Site essential dialect is Bangla, yet there is English support. ("How Does Bikroy.com Earn Money", 2016)

3.2 Buy now service:

Buy now, Bikroy's new organization that passes on your needed thing perfect to your doorstep. Find the right thing at the right cost among countless available on Bikroy.com. Click Buy Now and fill in your purposes of intrigue and we will contact you to attest the demand and set a transport time. Our transport assistant will get the thing from the merchant, and pass on it to your doorstep. You pay just if you are satisfied. Buyers can now purchase picked things from dealers particularly on bikroy.com. Just tap on Buy Now to present a demand and bikroy.com will contact the seller and pass on the thing perfect to your doorstep inside 48 hours. ("Bikroy.com", 2016)

3.2.1 How Buy now functions:

1. Click on Buy now and fill in your points of interest. ("Bikroy.com", 2016)
2. Bikroy.com gets in touch with you to orchestrate a conveyance time. ("Bikroy.com", 2016)
3. Bikroy.com grabs the item from the dealer and conveys and conveys it to purchaser inside 48 hours. ("Bikroy.com", 2016)
4. You examine the thing and pay for it in the event that you are fulfilled. ("Bikroy.com", 2016)

3.2.2 Points of interest of Buy now: (For buyers)

1. Get things passed on to your doorstep. ("Bikroy.com", 2016)
2. Inspect the thing before paying for it. ("Bikroy.com", 2016)
3. No need to waste time meeting untouchables. ("Bikroy.com", 2016)

3.2.3 Advantages of Buy now: (For sellers)

1. Sell your things bother free and hazard free. ("Bikroy.com", 2016)
2. We find genuine purchasers for you. ("Bikroy.com", 2016)
3. You pay an administration charge just if your thing is sold – until then, the administration is free. ("Bikroy.com", 2016)

3.2.4 Guarantees for sellers:

1. Bikroy.com ensures 100 percent estimation of merchants things if there should arise an occurrence of any harm, robbery or lost instance of the item amid conveyance. ("Bikroy.com", 2016)
2. Bikroy.com guarantees 100 percent security of dealer's item amid the conveyance of the item. ("Bikroy.com", 2016)
3. Bikroy.com guarantees 100 percent certification of the installment to the dealers once the thing has been effectively sold to the purchaser. ("Bikroy.com", 2016)

3.2.5 Service charge for sellers:

Benefit charge is just pertinent just when the thing has been sold through the Buy now administration to the vender effectively. Benefit charges are comprehensive of VAT and they are given beneath according to the cost of the thing:

1. Item cost up to Taka 300 - Service charge Free. ("Bikroy.com", 2016)
2. Item cost up to Taka 301 to 2000 - Service charge 50 Tk. ("Bikroy.com", 2016)
3. Item cost up to Taka 2001 to 5000 - Service charge 100 Tk. ("Bikroy.com", 2016)
4. Item cost up to Taka 5001 to 10000 - Service charge 200 Tk. ("Bikroy.com", 2016)
5. Item cost up to Taka 10001 to above - Service charge 300 Tk. ("Bikroy.com", 2016)

3.3 Campaign for Buy now service:

Purchasers acquiring an item utilizing purchase now administration can get an opportunity to win 100% money back of the item esteem. Every week for the month of August and September, 2016, bikroy.com will report one fortunate victor from prompt past week's purchasers utilizing Buy Now benefit. In this way, begin and do your shopping internet utilizing Buy Now benefit and grab this superb arrangement. The more you purchase, the more you have the scope to win. ("OfferHawker: Bikroy.com Buy Now Service Win 100% Cashback", 2016)



Figure 2: Buy Now service

3.3.1 How it works:

- Purchase any product on Bikroy.com with Buy Now option. ("OfferHawker: Bikroy.com Buy Now Service Win 100% Cashback", 2016)
- You pay for the product during the delivery. ("OfferHawker: Bikroy.com Buy Now Service Win 100% Cashback", 2016)
- Bikroy will review the list of buyers who have successfully completed the above process, and select a winner. ("OfferHawker: Bikroy.com Buy Now Service Win 100% Cashback", 2016)
- There will be one lucky winner each week, which will be selected from previous week's buyers. ("OfferHawker: Bikroy.com Buy Now Service Win 100% Cashback", 2016)
- Bikroy.com will contact the winner. ("OfferHawker: Bikroy.com Buy Now Service Win 100% Cashback", 2016)
- The winner has to visit Bikroy.com office to collect the prize within 7 working days of contacting him. ("OfferHawker: Bikroy.com Buy Now Service Win 100% Cashback", 2016)

3.3.2 Terms & Conditions:

- You accept that your picture will be communicated in social media. ("OfferHawker: Bikroy.com Buy Now Service Win 100% Cashback", 2016)

- The decision of Bikroy.com will be considered as final and no claims or queries will be entertained. ("OfferHawker: Bikroy.com Buy Now Service Win 100% Cashback", 2016)
- Bikroy.com reserves the right to change the terms and conditions at any time without notice. Changes will be effective at any point of time as decided by Bikroy.com. ("OfferHawker: Bikroy.com Buy Now Service Win 100% Cashback", 2016)

3.4 Analysis on External environment of Buy now service:

3.4.1 Economic environment:

The economic environment played the most vital role while selecting this service for Bikroy.com. Like most other businesses earning profit is the main drive for e-commerce site bikroy.com. As there were a service gap in this industry and bikroy.com realized it before their competitors so they decided to go for providing this service. Along with their traditional charges now they can also charge for this additional service to the seller of the product and it increased their sales too.

3.4.2 Social environment:

As I mentioned earlier that there was a need for this service in the society because of the changing needs of society and increasing time constraint factors of people are going to get this service and that was I think the thought process of the company along with creating the value for the customers was one of the main reasons of starting this service and this social environment played a vital role on that.

3.4.3 Technological environment:

No doubt technological environment played a massive role for the implementation of this service. The backbone of e-commerce sites is technology and with the improvement of technology the services and performances of e-commerce sites improve. Their technological

support allowed them to go for this service and without the backing of this technological support bikroy.com wouldn't have been able to launch this service.

3.4.4 Legal environment:

Before the introduction of this service at first bikroy.com made sure they are legally right in each and every step of the way. They had to make sure that their members whose products are mainly the inventories of the service are on the same page and then they had to work on their distribution channels especially with the courier service team and had to get on the same page with them too legally. Without the completion of the legal environment bikroy.com wouldn't have been able to go on with this service.

3.4.5 Opportunities:

As I have mentioned earlier that bikroy.com saw an untapped service sector within the e-commerce business while analyzing the external environment for this service. They saw that people are now a days buying products more from the online sites for saving their time and they prefer it to be home delivered so, bikroy.com cut out the service of the middle man and they became middle man on their own business. Besides they wanted to have the advantage of being the first service provider in this case.

3.4.6 Threats:

Bikroy.com was the pioneer of e-commerce sites in our country back in 2012. Over the last few years many other companies have come in this sector. Many other foreign companies had invested in this sector and many local companies too. As the competition is getting more intense only the diverse companies will be able to make profit as per their plan. So to make them unique again and to eliminate the threat and to capture more market share bikroy.com had invested in this service.

3.5 Analysis on Internal environment of Buy now service:

3.5.1 Strength:

Bikroy.com is the market leader in e-commerce business for a quiet a long time and they are the pioneer in this business and they have the experience and infrastructure to provide this buy now service to their customers. As bikroy.com was the first mover in this industry and they have the most experience of doing business in our country so they wanted to be first provider of this service too.

3.5.2 Weakness:

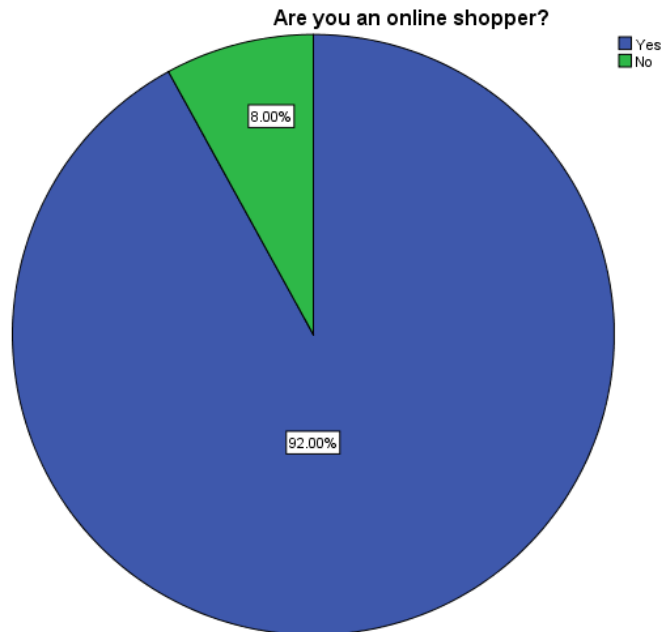
Although they are the market leaders but over the last few years in terms of promotional activities and creating more market awareness their competitors has surpassed them in many aspects. Now a day’s people talk more about ekhanei.com, daraz.com, kaymu.com more than bikroy.com.

So I think bikroy.com has realized that and to overcome this weakness they have introduced this service once again which is something unique from their competitor’s perspective and they are trying to converting this weakness as strength.

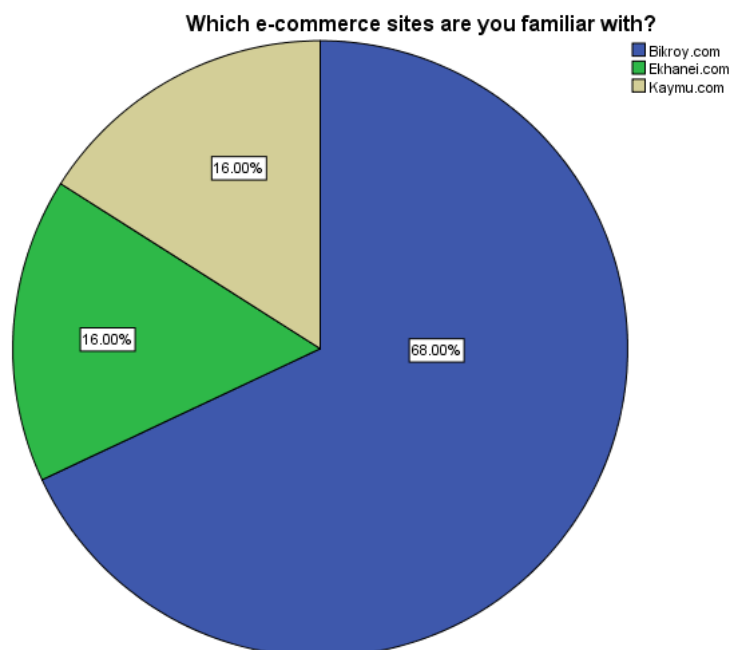
CHAPTER 4

Key Findings

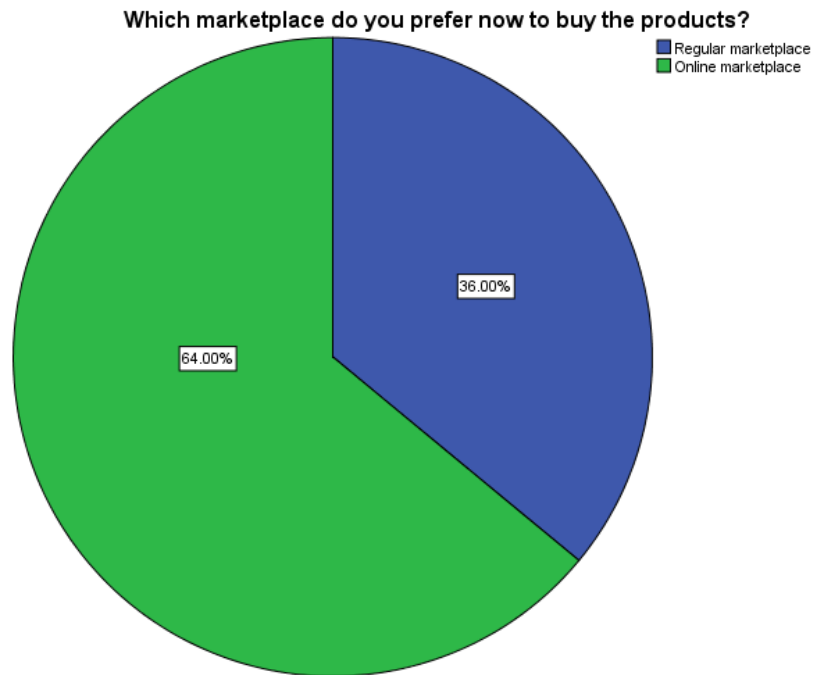
From survey :(seller)



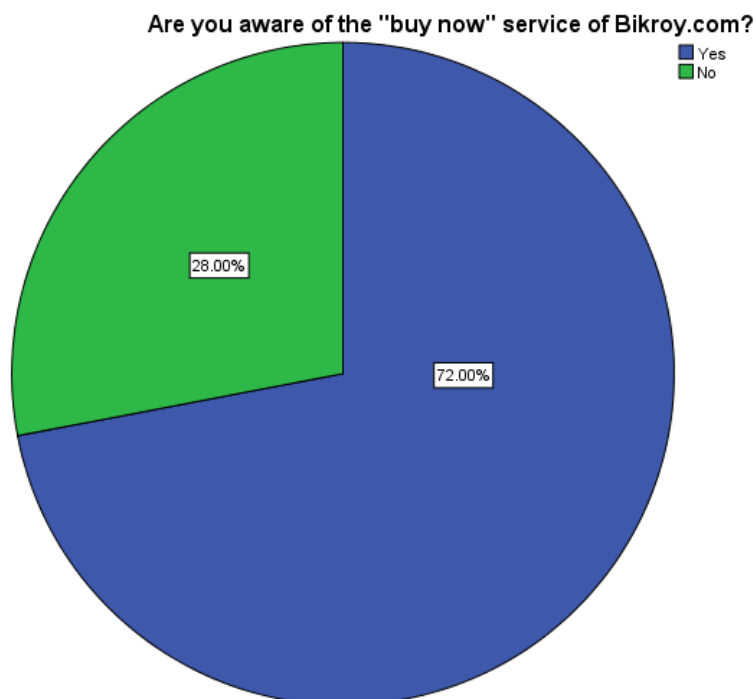
Here, it has been identified that 92% of the customers who participated in this survey are online shoppers.



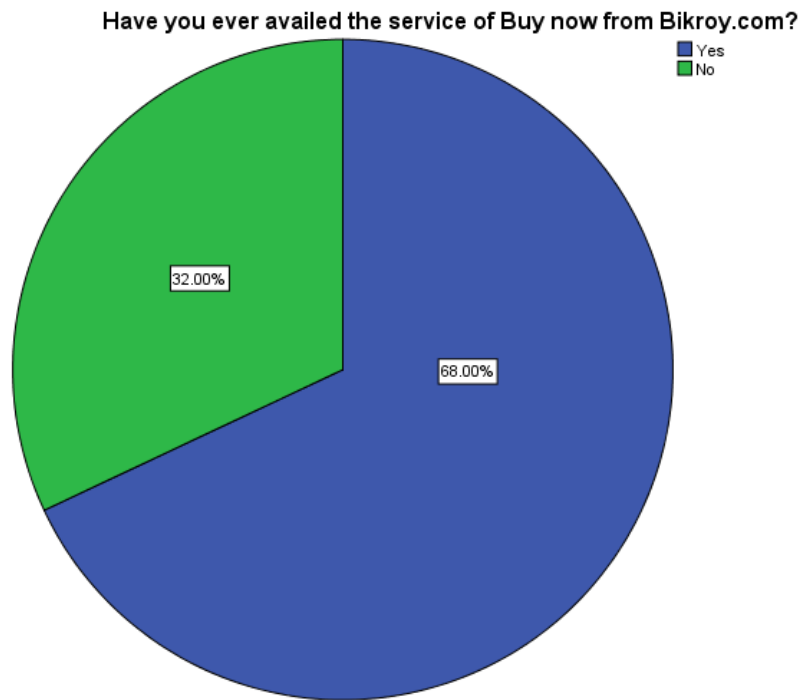
Here, it has been identified that 68% of the customers who participated in this survey are familiar with the e-commerce site Bikroy.com 16% with Ekhanei.com and rest 16% with Kaymu.com.



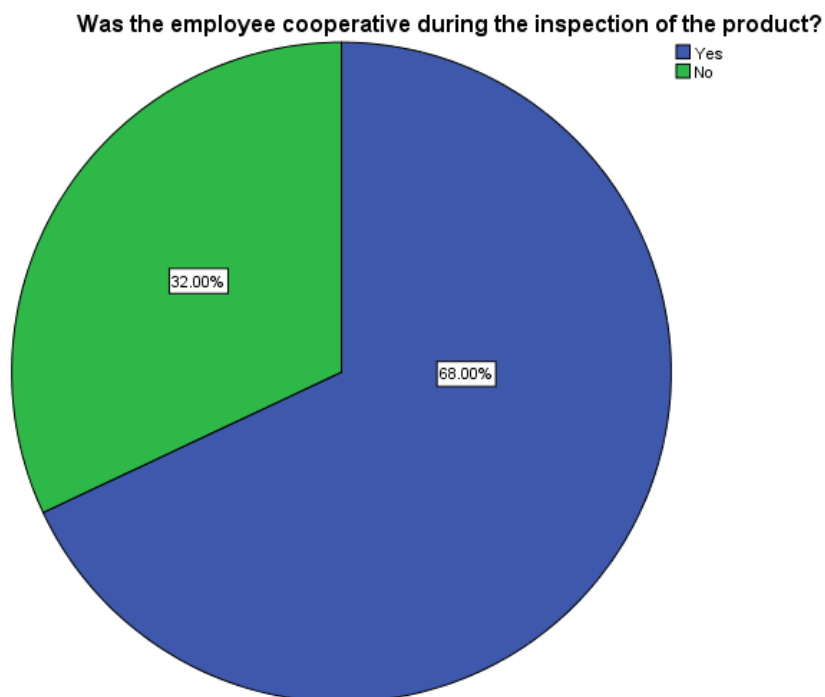
Here, it has been identified that 64% of the customers now prefer to buy their products from online media rather than conventional one.



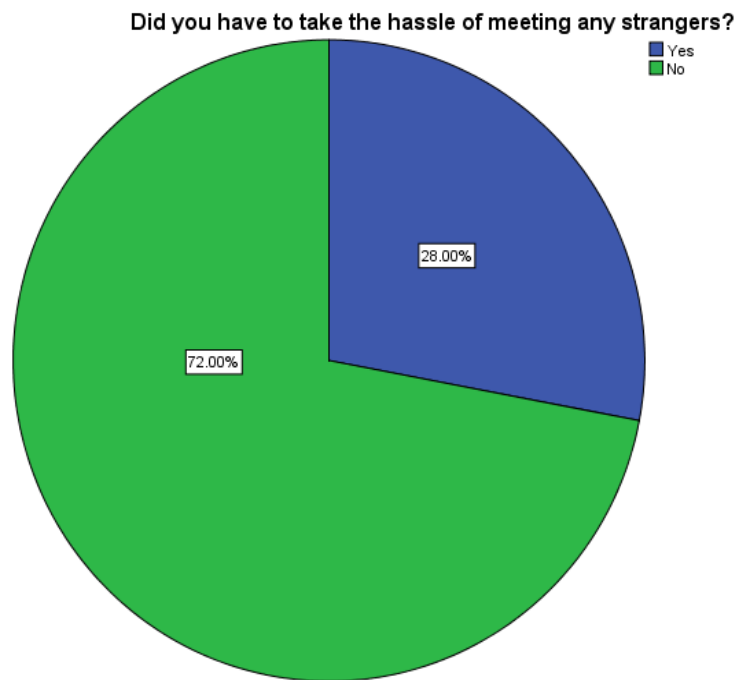
Here, it has been identified that 72% of the customers are aware about the buy now service of Bikroy.com.



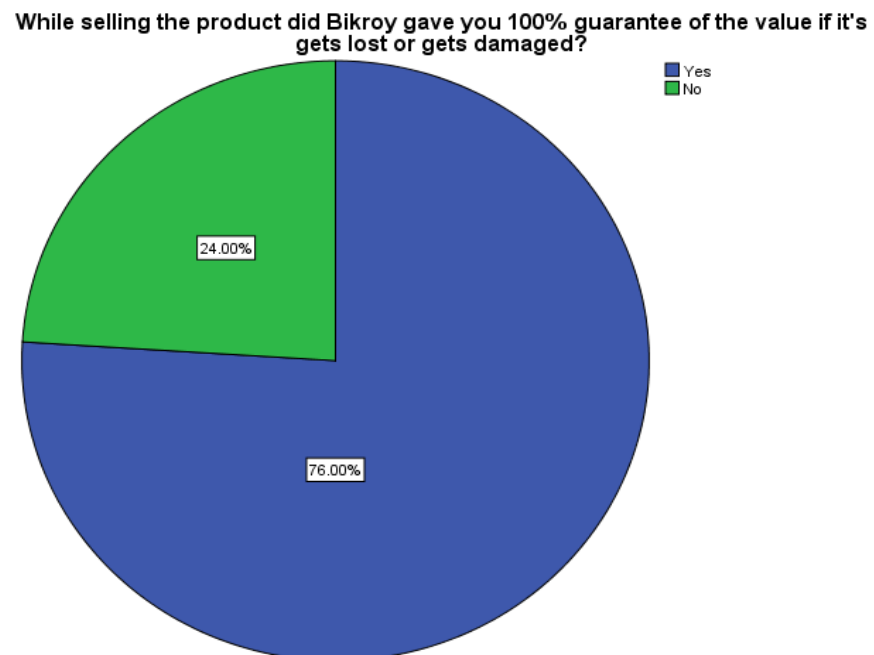
Here, it has been identified that 68% of the customers had availed the service of buy now.



Here, it has been identified that, 68% of the customers think that the employee was cooperative during the inspection of the product.

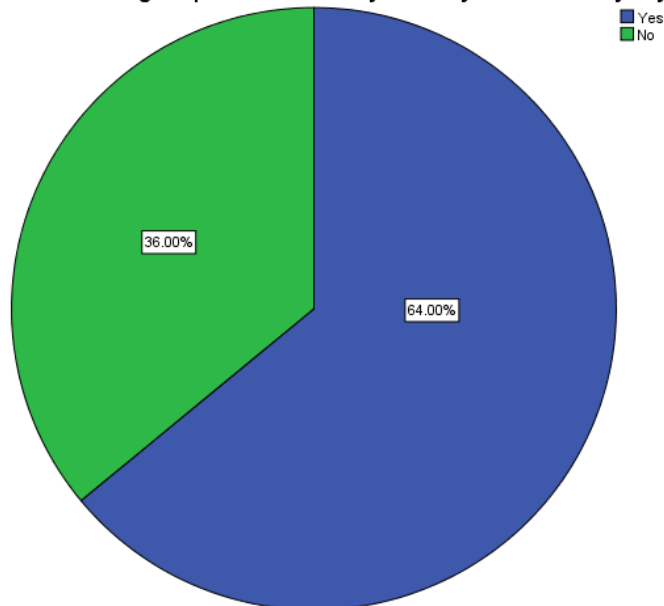


Here, it has been identified that 72% of the customers didn't have to take any hassle of meeting any strangers.



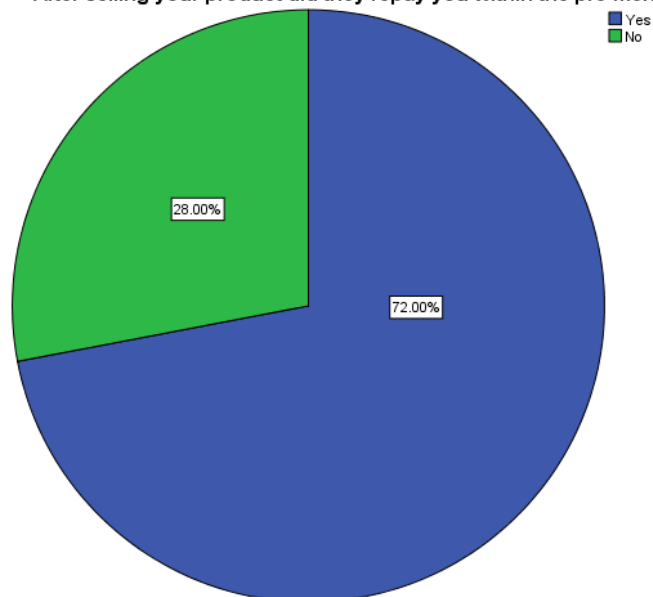
Here, it has been identified that 76% of the customers think that Bikroy gave them 100% guarantee of the product.

While selling the product did Bikroy ensure you 100% safety of your product?

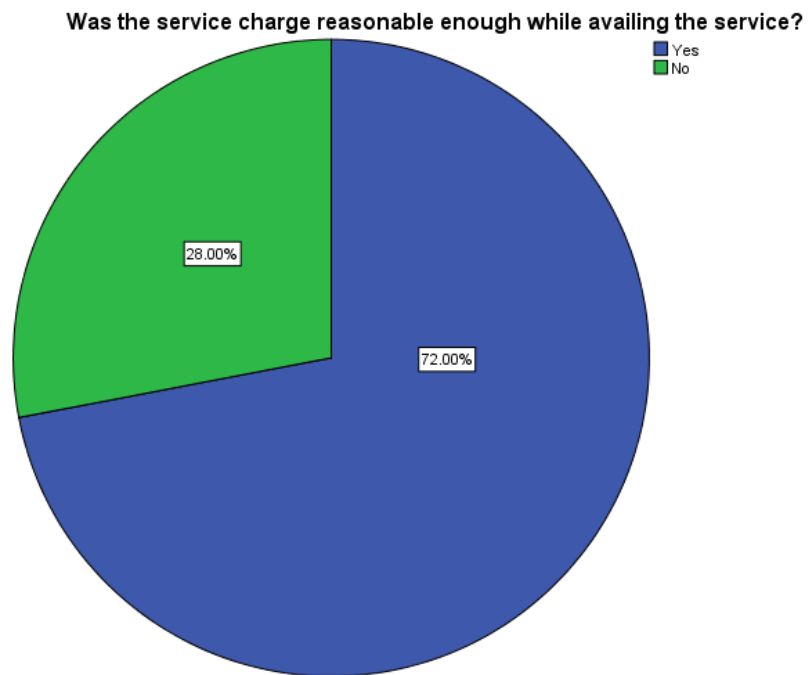


Here, it has been identified that 64% of the customers think that Bikroy ensured 100% safety of their products.

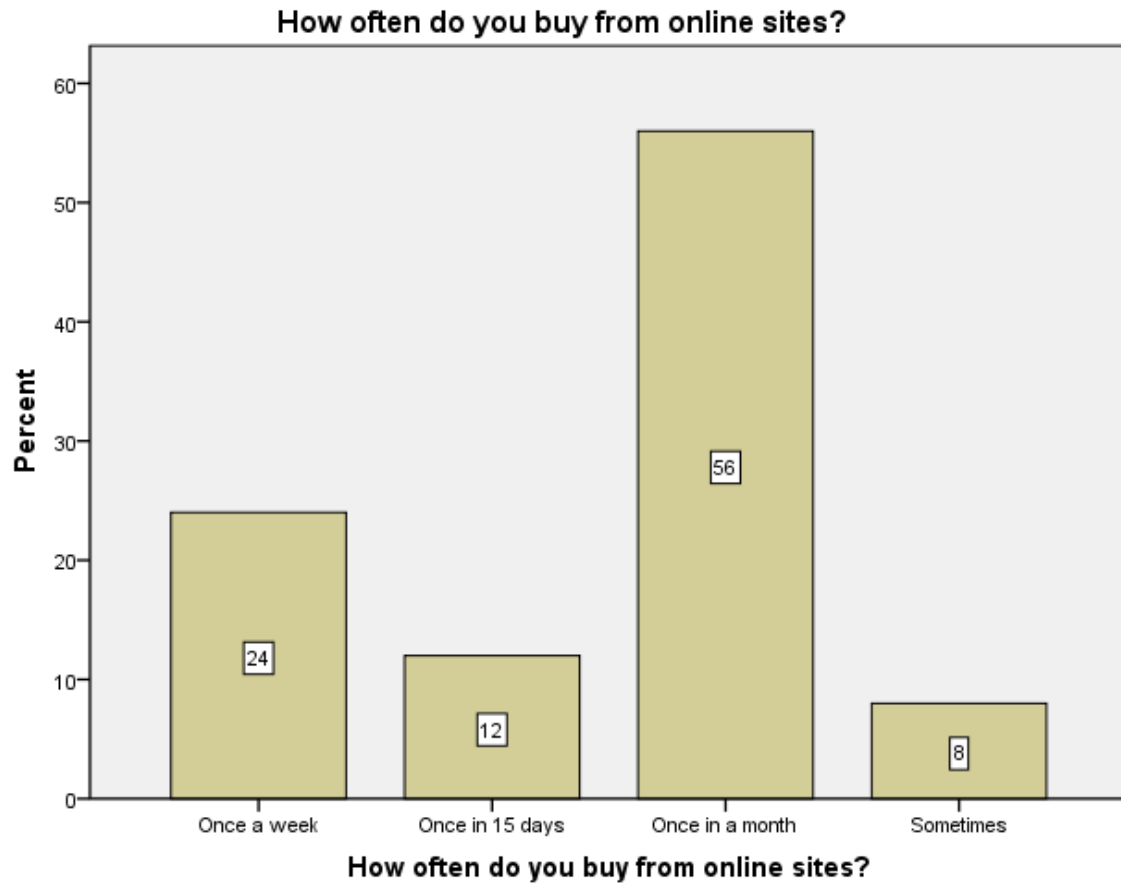
After selling your product did they repay you within the pre-mentioned time?



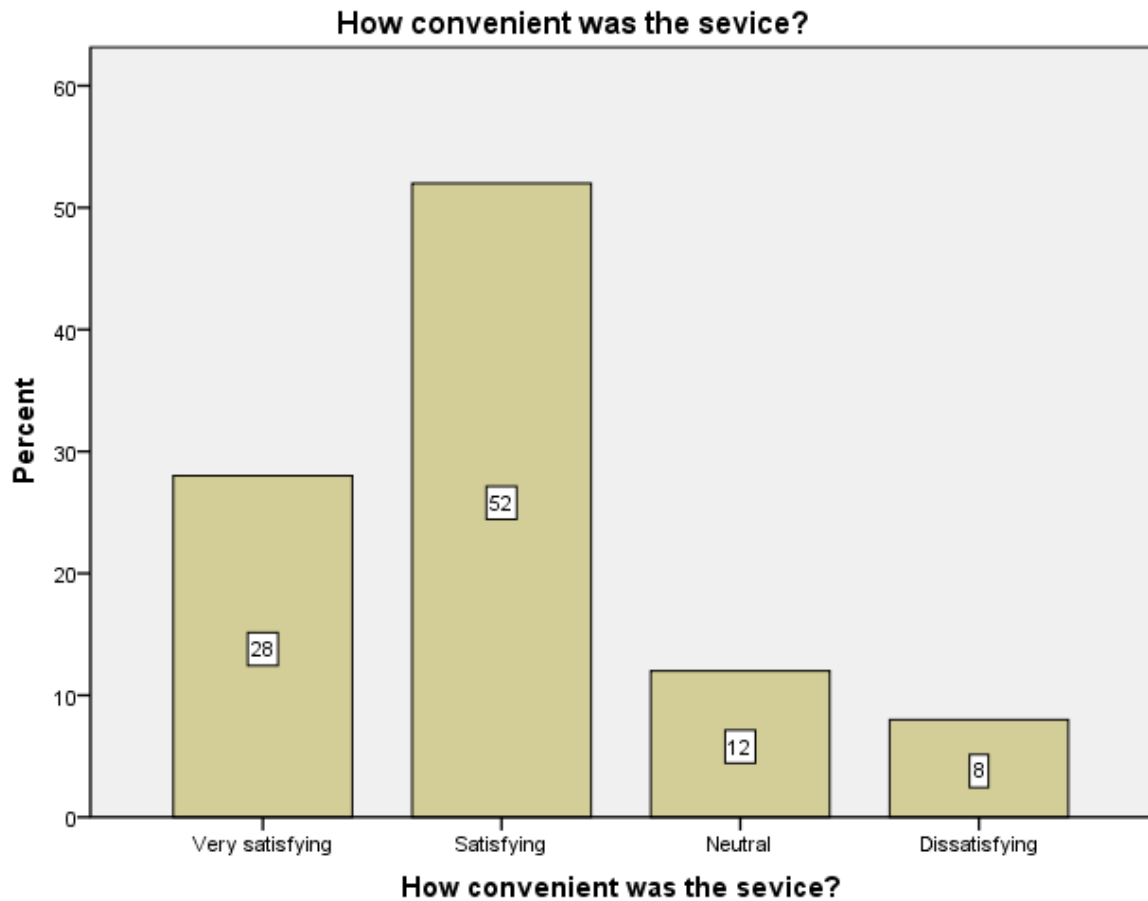
Here, it has been identified that 72% of the customers think that Bikroy repaid them within pre-mentioned time.



Here, it has been identified that 72% of the customers think that the service charge was reasonable enough.

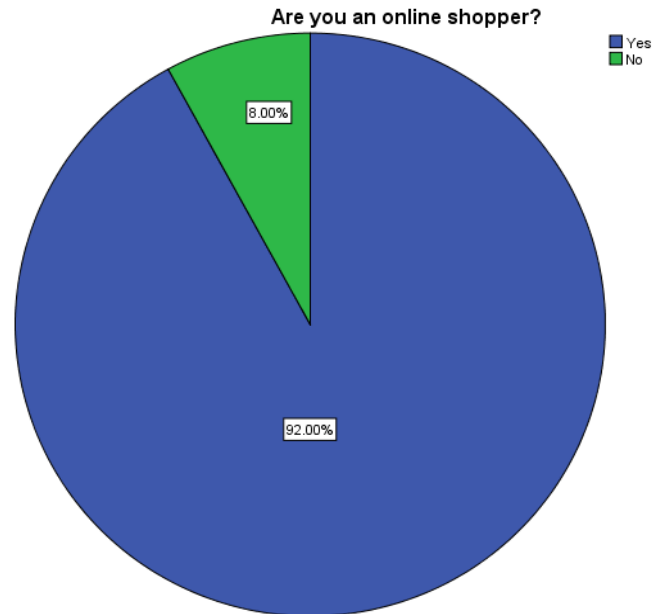


Here, it has been identified that 56% of the customers buy from online sites once a month. 12% buy once in 15 days, 24% buy once a week and 8% buy sometimes from online sites.

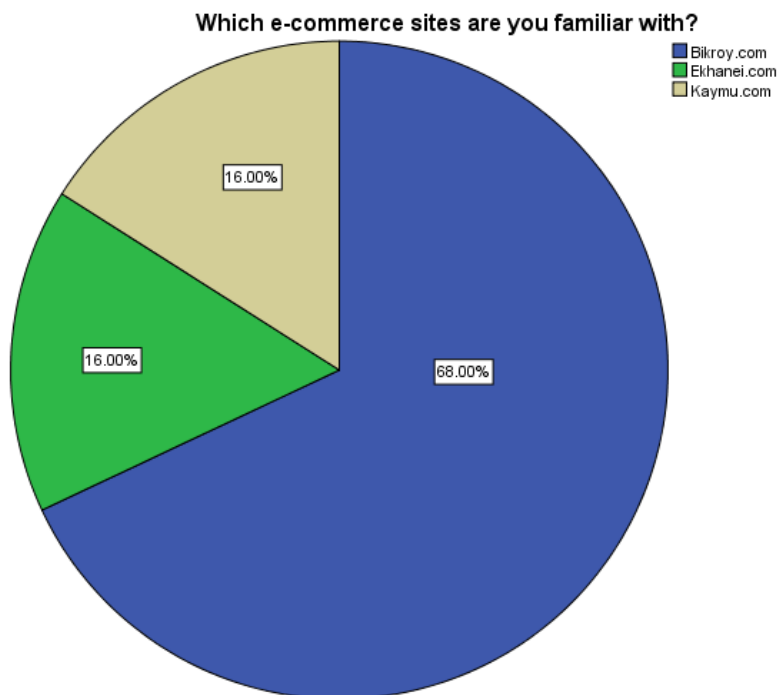


Here, it has been identified that 52% of the customers were satisfied with the service of Buy now option, 28% were very satisfied, 12% said it was neutral and 8% were dissatisfied.

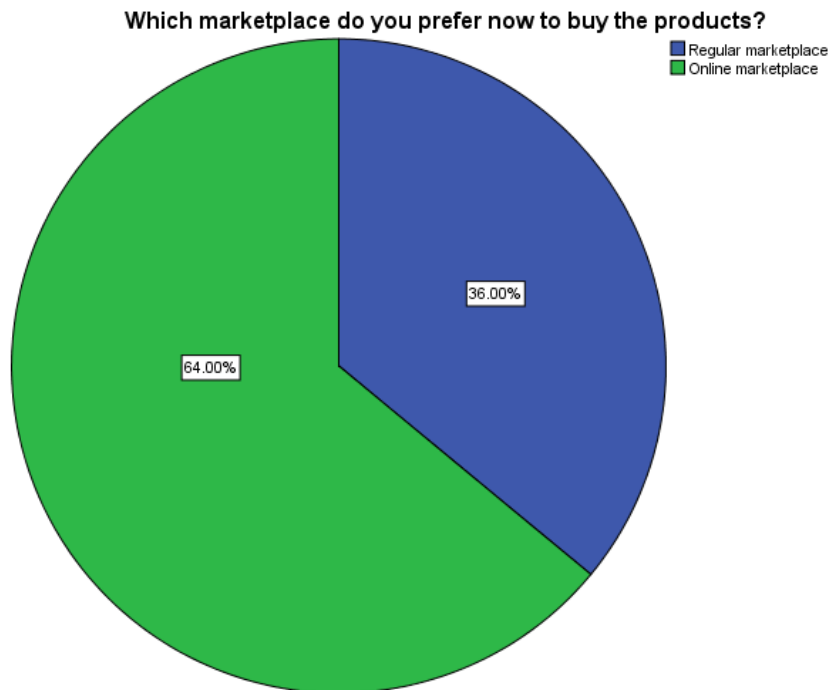
Findings from survey: (buyer):



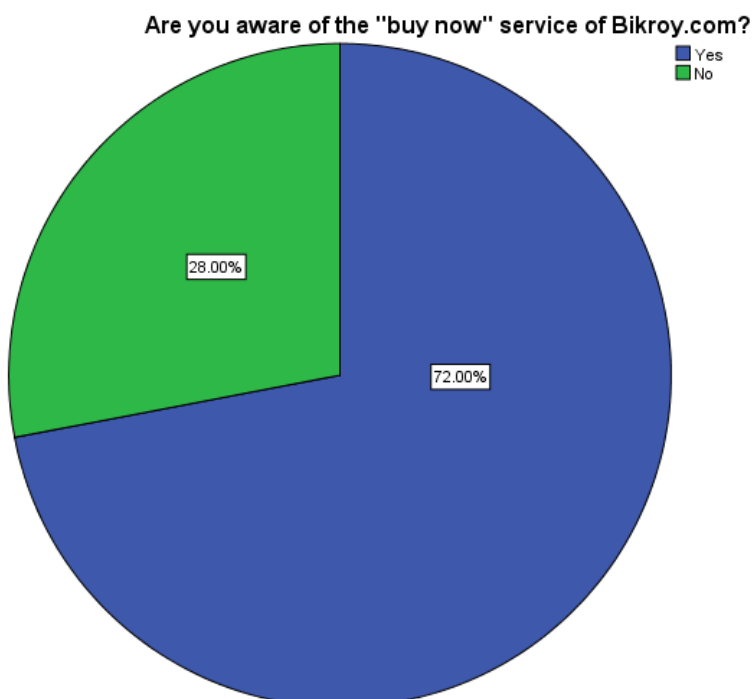
Here, it has been identified that 92% of the customers are online buyers.



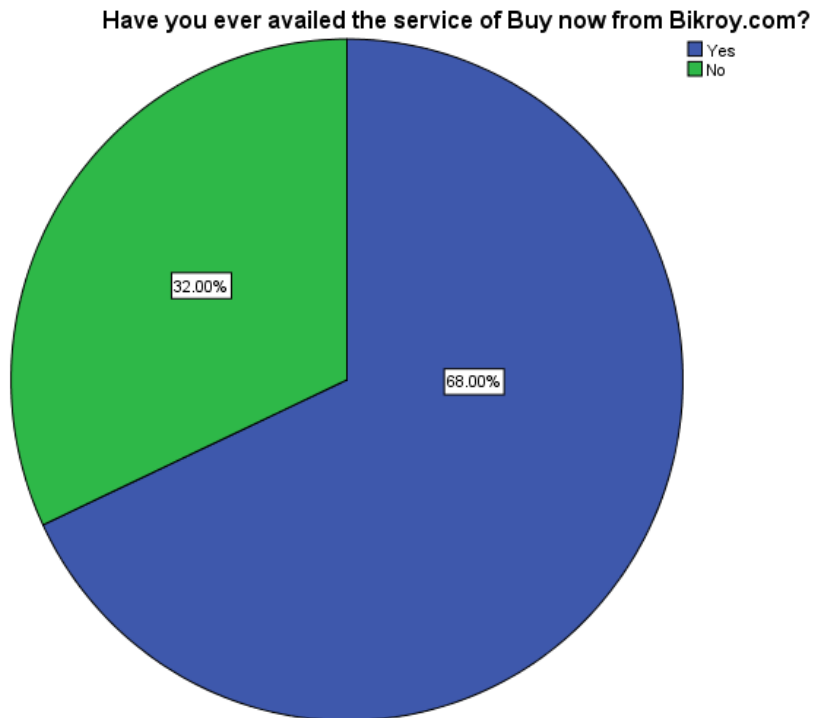
Here, it has been identified that 68% of the customers are familiar with Bikroy.com, 16% with ekhanei.com and 16% with Kaymu.com.



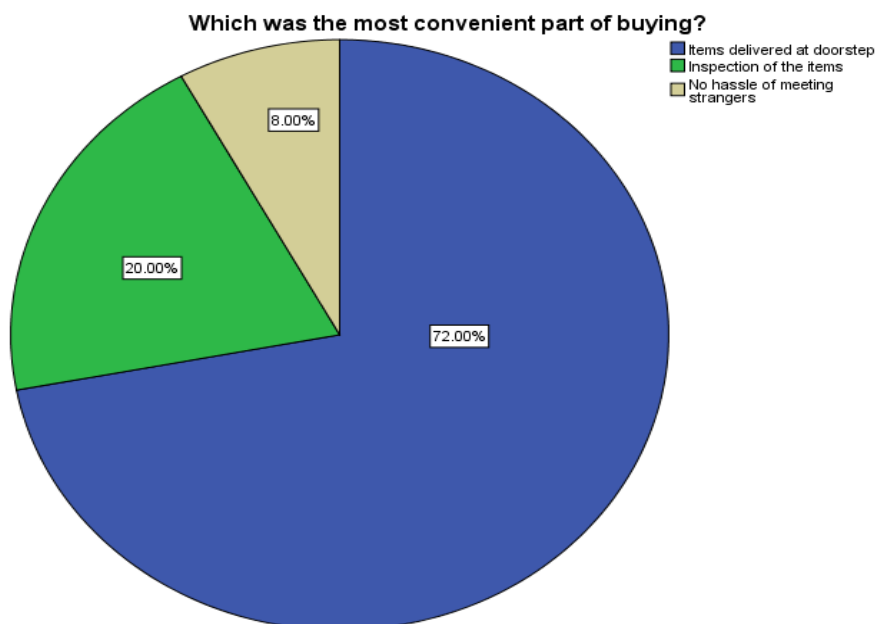
Here, it has been identified that 64% of the customers prefer online marketplace over the traditional marketplace.



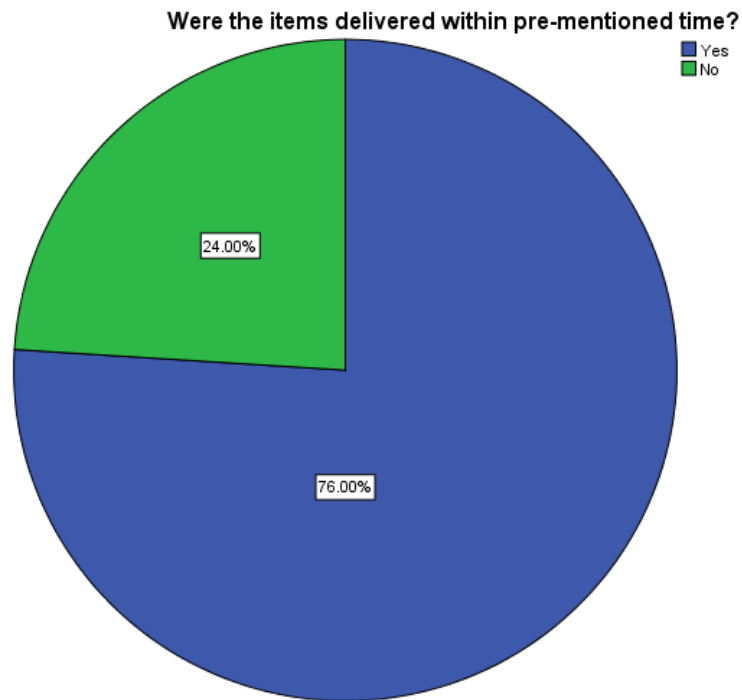
Here, it has been identified that 72% of the customers are aware of the buy now service.



Here, it has been identified that 68% of the customers availed the service of Buy now from Bikroy.



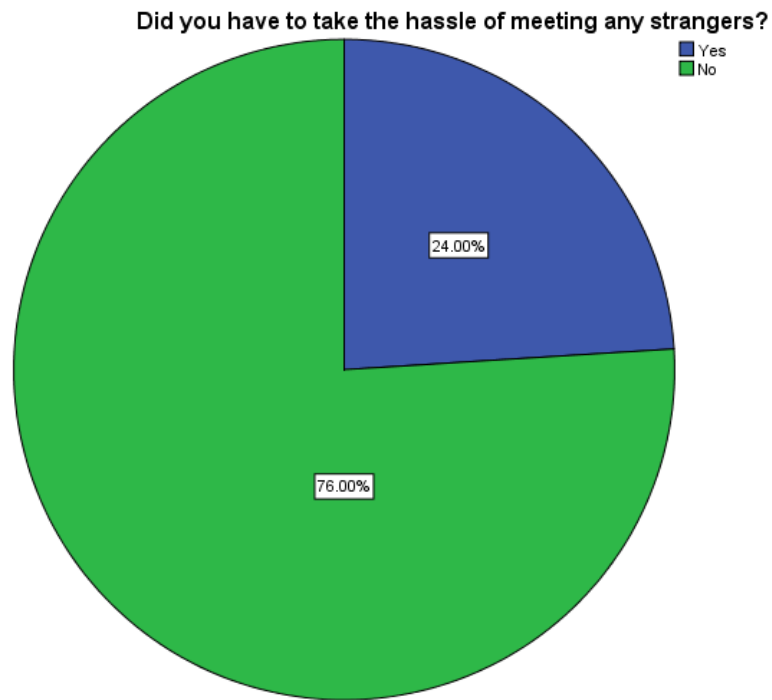
Here, it has been identified that 72% of the customers think that items delivered at doorstep was the most convenient part of shopping.



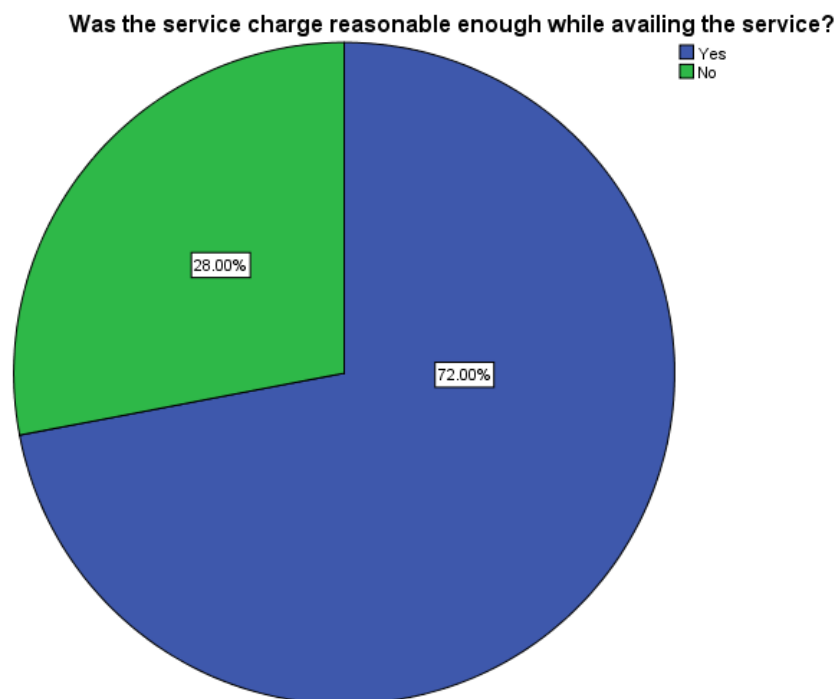
Here, it has been identified that 76% of the customers think that the items were delivered within pre-mentioned time.



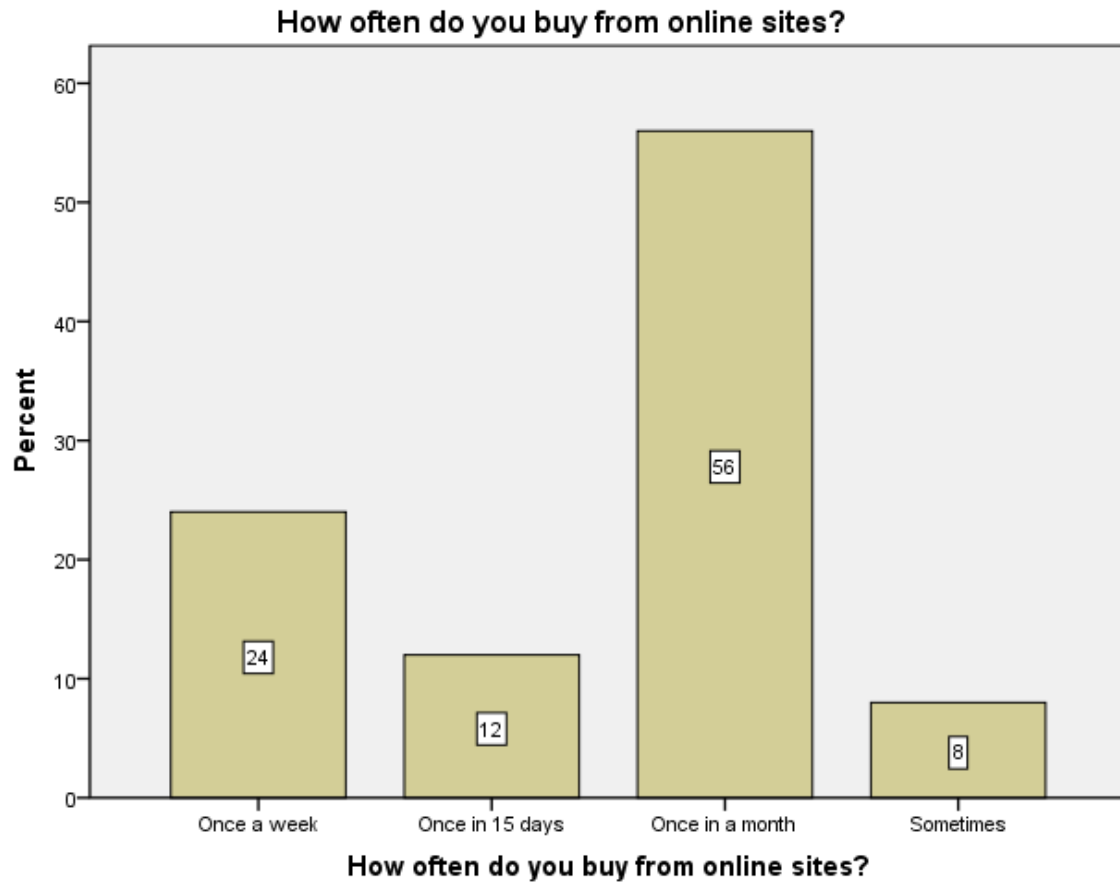
Here, it has been identified that 80% of the customers think that the employee was cooperative.



Here, it has been identified that 76% of the customers think that they didn't had to take any hassles.



Here, it has been identified that 72% of the customers think that the service charge was reasonable enough.



Here, it has been identified that 56% of the customers buy from online sites once a month. 12% buy once in 15 days, 24% buy once a week and 8% buy sometimes from online sites.

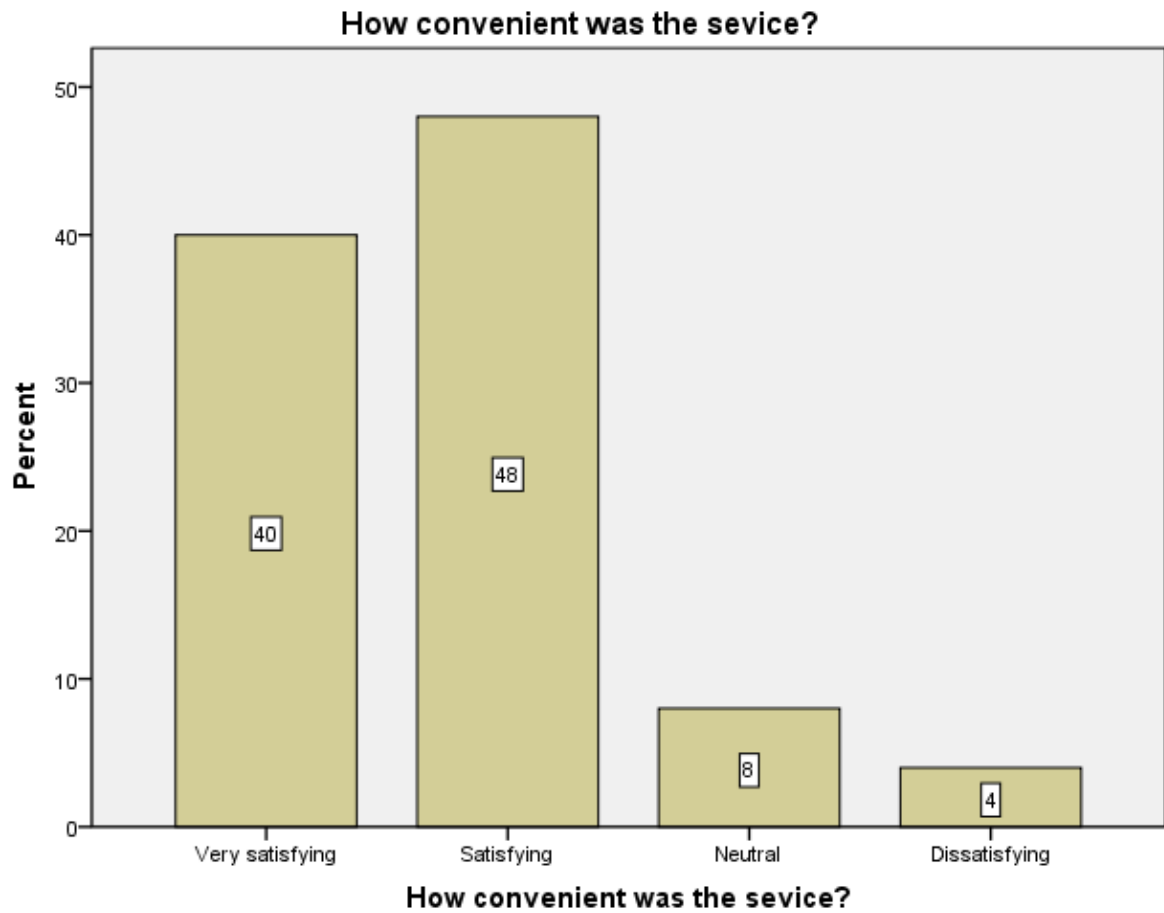


Figure 3: Findings

Here, it has been identified that 48% of the customers were satisfied with the service of Buy now option, 40% were very satisfied, 8% said it was neutral and 4% were dissatisfied.

Chapter 5

Analysis of data

Are you an online shopper? * Which marketplace do you prefer now to buy the products? Cross tabulation

			Which marketplace do you prefer now to buy the products?		Total
			Regular marketplace	Online marketplace	
Are you an online shopper?	Yes	Count	8	15	23
		Expected Count	8.3	14.7	23.0
	No	Count	1	1	2
		Expected Count	.7	1.3	2.0
Total		Count	9	16	25
		Expected Count	9.0	16.0	25.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.185 ^a	1	.667	1.000	.600
Continuity Correction	.000	1	1.000		
Likelihood Ratio	.178	1	.673		
Fisher's Exact Test					
Linear-by-Linear Association	.178	1	.673		
N of Valid Cases	25				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is .72.

b. Computed only for a 2x2 table

In case of a seller, as the value of Pearson Chi-Square is $.185 > .05$ so, there is a positive correlation between online shopping and preferring which marketplace to choose and its positive.

Are you an online shopper? * Which e-commerce sites are you familiar with? Cross tabulation

			Which e-commerce sites are you familiar with?			Total
			Bikroy.com	Ekhanei.com	Kaymu.com	
Are you an online shopper?	Yes	Count	16	4	3	23
		Expected Count	15.6	3.7	3.7	23.0
	No	Count	1	0	1	2
		Expected Count	1.4	.3	.3	2.0
Total		Count	17	4	4	25
		Expected Count	17.0	4.0	4.0	25.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.022 ^a	2	.364
Likelihood Ratio	1.833	2	.400
Linear-by-Linear Association	.991	1	.320
N of Valid Cases	25		

a. 5 cells (83.3%) have expected count less than 5. The minimum expected count is .32.

In case of a seller, as the value of Pearson Chi-Square is $2.022 > .05$ so, there is a positive correlation between an online shopper and which e-commerce site are you familiar with.

Are you aware of the "buy now" service of Bikroy.com? * Have you ever availed the service of Buy now from Bikroy.com? Cross tabulation

			Have you ever availed the service of Buy now from Bikroy.com?		Total
			Yes	No	
Are you aware of the "buy now" service of Bikroy.com?	Yes	Count	16	2	18
		Expected Count	12.2	5.8	18.0
	No	Count	1	6	7
		Expected Count	4.8	2.2	7.0
Total		Count	17	8	25
		Expected Count	17.0	8.0	25.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	12.891 ^a	1	.000	.001	.001
Continuity Correction	9.690	1	.002		
Likelihood Ratio	13.044	1	.000		
Fisher's Exact Test					
Linear-by-Linear Association	12.375	1	.000		
N of Valid Cases	25				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 2.24.

b. Computed only for a 2x2 table

In case of a seller, as the value of Pearson Chi-Square is $12.891 > .05$ so, there is a positive correlation between aware of the buy now service and availing the service.

Was the employee cooperative during the inspection of the product? * Did you have to take the hassle of meeting any strangers? Cross tabulation

			Did you have to take the hassle of meeting any strangers?		Total
			Yes	No	
Was the employee cooperative during the inspection of the product?	Yes	Count	6	11	17
		Expected Count	4.8	12.2	17.0
	No	Count	1	7	8
		Expected Count	2.2	5.8	8.0
Total		Count	7	18	25
		Expected Count	7.0	18.0	25.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.402 ^a	1	.236	.362	.246
Continuity Correction	.499	1	.480		
Likelihood Ratio	1.545	1	.214		
Fisher's Exact Test					
Linear-by-Linear Association	1.346	1	.246		
N of Valid Cases	25				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 2.24.

b. Computed only for a 2x2 table

In case of a seller, as the value of Pearson Chi-Square is $1.402 > .05$ so, there is a positive correlation between co-operative employee and not taking the hassle of meeting any strangers.

Have you ever availed the service of Buy now from Bikroy.com? * While selling the product did Bikroy gave you 100% guarantee of the value if it's gets lost or gets damaged? Cross tabulation

			While selling the product did Bikroy gave you 100% guarantee of the value if it's gets lost or gets damaged?		Total
			Yes	No	
Have you ever availed the service of Buy now from Bikroy.com?	Yes	Count	12	5	17
		Expected Count	12.9	4.1	17.0
	No	Count	7	1	8
		Expected Count	6.1	1.9	8.0
Total		Count	19	6	25
		Expected Count	19.0	6.0	25.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.853 ^a	1	.356	.624	.349
Continuity Correction	.178	1	.673		
Likelihood Ratio	.929	1	.335		
Fisher's Exact Test					
Linear-by-Linear Association	.819	1	.366		
N of Valid Cases	25				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 1.92.

b. Computed only for a 2x2 table

In case of a seller, as the value of Pearson Chi-Square is $.853 > .05$ so, there is a positive correlation between availing buy now service and getting 100% guarantee on products.

Have you ever availed the service of Buy now from Bikroy.com? * While selling the product did Bikroy ensure you 100% safety of your product? Cross tabulation

			While selling the product did Bikroy ensure you 100% safety of your product?		Total
			Yes	No	
Have you ever availed the service of Buy now from Bikroy.com?	Yes	Count	10	7	17
		Expected Count	10.9	6.1	17.0
	No	Count	6	2	8
		Expected Count	5.1	2.9	8.0
Total	Count		16	9	25
	Expected Count		16.0	9.0	25.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.618 ^a	1	.432	.661	.374
Continuity Correction ^b	.115	1	.734		
Likelihood Ratio	.639	1	.424		
Fisher's Exact Test					
Linear-by-Linear Association	.593	1	.441		
N of Valid Cases	25				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 2.88.

b. Computed only for a 2x2 table

In case of a seller, as the value of Pearson Chi-Square is $.618 > .05$ so, there is a positive correlation between availing the buy now service and getting 100% safety.

Have you ever availed the service of Buy now from Bikroy.com? * After selling your product did they repay you within the pre-mentioned time? Cross tabulation

			After selling your product did they repay you within the pre- mentioned time?		Total
			Yes	No	
Have you ever availed the service of Buy now from Bikroy.com?	Yes	Count	12	5	17
		Expected Count	12.2	4.8	17.0
	No	Count	6	2	8
		Expected Count	5.8	2.2	8.0
Total		Count	18	7	25
		Expected Count	18.0	7.0	25.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.053 ^a	1	.819	1.000	.607
Continuity Correction ^b	.000	1	1.000		
Likelihood Ratio	.053	1	.818		
Fisher's Exact Test					
Linear-by-Linear Association	.050	1	.822		
N of Valid Cases	25				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 2.24.

b. Computed only for a 2x2 table

In case of a seller, as the value of Pearson Chi-Square is $.053 > .05$ so, there is a positive correlation between availing the service and getting repaid within pre-mentioned time.

Have you ever availed the service of Buy now from Bikroy.com? * Was the service charge reasonable enough while availing the service? Cross tabulation

			Was the service charge reasonable enough while availing the service?		Total
			Yes	No	
Have you ever availed the service of Buy now from Bikroy.com?	Yes	Count	13	4	17
		Expected Count	12.2	4.8	17.0
	No	Count	5	3	8
		Expected Count	5.8	2.2	8.0
Total		Count	18	7	25
		Expected Count	18.0	7.0	25.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.527 ^a	1	.468	.640	.393
Continuity Correction ^b	.062	1	.804		
Likelihood Ratio	.512	1	.474		
Fisher's Exact Test					
Linear-by-Linear Association	.506	1	.477		
N of Valid Cases	25				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 2.24.

b. Computed only for a 2x2 table

In case of a seller, as the value of Pearson Chi-Square is $.527 > .05$ so, there is a positive correlation between availing the service and finding the service charge reasonable.

Have you ever availed the service of Buy now from Bikroy.com? * Which was the most convenient part of buying?

Cross tabulation

			Which was the most convenient part of buying?			Total
			Items delivered at doorstep	Inspection of the items	No hassle of meeting strangers	
Have you ever availed the service of Buy now from Bikroy.com?	Yes	Count	12	3	2	17
		Expected Count	12.2	3.4	1.4	17.0
	No	Count	6	2	0	8
		Expected Count	5.8	1.6	.6	8.0
Total		Count	18	5	2	25
		Expected Count	18.0	5.0	2.0	25.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.103 ^a	2	.576
Likelihood Ratio	1.699	2	.428
Linear-by-Linear Association	.350	1	.554
N of Valid Cases	25		

a. 4 cells (66.7%) have expected count less than 5. The minimum expected count is .64.

In case of a buyer, as the value of Pearson Chi- Square is $1.103 > .05$ so, there is a positive correlation between availing the service and getting convenience while buying.

Have you ever availed the service of Buy now from Bikroy.com? * Were the items delivered within pre-mentioned time? Cross tabulation

			Were the items delivered within pre-mentioned time?		Total
			Yes	No	
Have you ever availed the service of Buy now from Bikroy.com?	Yes	Count	13	4	17
		Expected Count	12.9	4.1	17.0
	No	Count	6	2	8
		Expected Count	6.1	1.9	8.0
Total		Count	19	6	25
		Expected Count	19.0	6.0	25.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.006 ^a	1	.936	1.000	.651
Continuity Correction ^b	.000	1	1.000		
Likelihood Ratio	.006	1	.936		
Fisher's Exact Test					
Linear-by-Linear Association	.006	1	.937		
N of Valid Cases	25				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 1.92.

b. Computed only for a 2x2 table

In case of a buyer, as the value of Pearson Chi-Square is $.006 < .05$ so, there is a negative correlation between availing the service and items delivered in pre-mentioned time.

Have you ever availed the service of Buy now from Bikroy.com? * Was the employee cooperative during the inspection of the product? Cross tabulation

			Was the employee cooperative during the inspection of the product?		Total
			Yes	No	
Have you ever availed the service of Buy now from Bikroy.com?	Yes	Count	14	3	17
		Expected Count	13.6	3.4	17.0
	No	Count	6	2	8
		Expected Count	6.4	1.6	8.0
Total	Count		20	5	25
	Expected Count		20.0	5.0	25.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.184 ^a	1	.668	1.000	.525
Continuity Correction ^b	.000	1	1.000		
Likelihood Ratio	.179	1	.672		
Fisher's Exact Test					
Linear-by-Linear Association	.176	1	.674		
N of Valid Cases	25				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 1.60.

b. Computed only for a 2x2 table

In case of a buyer, as the value of Pearson Chi-Square is $.184 > .05$ so, there is a positive correlation between availing the service and finding the employee cooperative.

Have you ever availed the service of Buy now from Bikroy.com? * Did you have to take the hassle of meeting any strangers? Crosstabulation

			Did you have to take the hassle of meeting any strangers?		Total
			Yes	No	
Have you ever availed the service of Buy now from Bikroy.com?	Yes	Count	4	13	17
		Expected Count	4.1	12.9	17.0
	No	Count	2	6	8
		Expected Count	1.9	6.1	8.0
Total		Count	6	19	25
		Expected Count	6.0	19.0	25.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.006 ^a	1	.936	1.000	.651
Continuity Correction ^b	.000	1	1.000		
Likelihood Ratio	.006	1	.936		
Fisher's Exact Test					
Linear-by-Linear Association	.006	1	.937		
N of Valid Cases	25				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 1.92.

b. Computed only for a 2x2 table

In case of a buyer, as the value of Pearson Chi-Square is $.006 < .05$ so, there is a negative correlation between availing the service and taking hassles.

Have you ever availed the service of Buy now from Bikroy.com? * Was the service charge reasonable enough while availing the service? Cross tabulation

			Was the service charge reasonable enough while availing the service?		Total
			Yes	No	
Have you ever availed the service of Buy now from Bikroy.com?	Yes	Count	14	3	17
		Expected Count	12.2	4.8	17.0
	No	Count	4	4	8
		Expected Count	5.8	2.2	8.0
Total		Count	18	7	25
		Expected Count	18.0	7.0	25.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.824 ^a	1	.093	.156	.116
Continuity Correction ^b	1.448	1	.229		
Likelihood Ratio	2.713	1	.100		
Fisher's Exact Test					
Linear-by-Linear Association	2.711	1	.100		
N of Valid Cases	25				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 2.24.

b. Computed only for a 2x2 table

In case of a buyer, as the value of Pearson Chi-Square is $2.824 > .05$ so, there is a positive correlation between availing the service and finding the service charge reasonable.

Chapter VI:

Recommendations & Conclusion

6.1 Recommendations:

Buy now service of Bikroy.com has been launched only a few months back and it will not be right to comment on any of its faults now. But still as I have worked on this project for some time and while doing the research I found there are some areas where the service can be improved and should be improved. These are:

1. As the target customers of this service are the mass people and keeping that in mind they should simplify the ordering process of any product in their website.
2. One of the main reasons why I think they are losing many orders is the process they are following to make their customers understand about the process of it whether be it by over the phone conversations or by replying through messages. They I think scares the customers about all the payments the customers have to make like giving the delivery costs of the courier service, service charges etc. So, I think they should find a way of letting their customers know about the costing in such a manner which will make the customers feel comfortable when they will get to know about it.
3. They should be able to deliver the product to the customers within pre mentioned time.
4. They should be able to repay the sellers of the product within the pre mentioned time.
5. They should make sure that the buyers or sellers don't have to meet any unwanted strangers.
6. In time of any accident they should make sure that they repay their customers full money for damaging the product within the given time.

6.2 Conclusion:

As I mentioned earlier that over the last few years the competitors of Bikroy.com got more attention and was talked more about which was a threat to them. As Bikroy.com is the pioneer of e-commerce business in our country and like that they have also become a pioneer by introducing this unique service in this industry. I think this service will once again prove the superiority of Bikroy.com over its competitors. I think this service will increase the revenue of Bikroy.com as well as the market share for them because of the uniqueness and timely step of this service. As this service was designed keeping in mind the current needs and comfort ability of the customers so, I think this service will be a huge hit in coming days if they can address the little problems that they have effectively.

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Appendix:

Research questionnaire:

1. Your name: _____
2. Are you an online shopper?
 - a) Yes
 - b) No
3. Which e-commerce sites are you familiar with?
 - a) Bikroy.com
 - b) Ekhanei.com
 - c) Kaymu.com
 - d) Others.
4. How often do you buy from online sites?
 - a) Once a week.
 - b) Once in 15 days.
 - c) Once in a month.
 - d) Sometimes.
5. Which marketplace do you prefer now to buy the products?
 - a) Regular marketplace.
 - b) Online marketplace.
6. Are you aware of the “buy now” service of Bikroy.com?
 - a) Yes
 - b) No
7. Have you ever availed the service of Buy now from Bikroy.com?
 - a) Yes
 - b) No
8. Were you a buyer or a seller?
 - a) Buyer
 - b) Seller
9. Which was the most convenient part of buying?
 - a) Items delivered at doorstep.
 - b) Inspection of the items.
 - c) No hassle of meeting strangers.

10. Were the items delivered within pre-mentioned time?
 - a) Yes
 - b) No
11. Was the employee cooperative during the inspection of the product?
 - a) Yes
 - b) No
12. Did you have to take the hassle of meeting any strangers?
 - a) Yes
 - b) No
13. While selling the product did Bikroy gave you 100% guarantee of the value if it's gets lost or gets damaged?
 - a) Yes
 - b) No
14. While selling the product did Bikroy ensure you 100% safety of your product?
 - a) Yes
 - b) No
15. After selling your product did they repay you within the pre-mentioned time?
 - a) Yes
 - b) No
16. How convenient was the service?
 - a) Very satisfying.
 - b) Satisfying.
 - c) Neutral.
 - d) Dissatisfying.
17. Was the service charge reasonable enough while availing the service?
 - a) Yes
 - b) No
18. Would you like to avail this offer again?
 - a) Yes. Please state a reason: _____
 - b) No. Please state a reason: _____

Reliability analysis for sellers:

Case Processing Summary			
		N	%
Cases	Valid	25	100.0
	Excluded	0	.0
	Total	25	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.576	14

Reliability analysis for buyers:

Case Processing Summary			
		N	%
Cases	Valid	25	100.0
	excluded	0	.0
	Total	25	100.0

a. List wise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.526	13

