

**Internship Report**  
**Factors Affecting on Purchasing Clothing through Online (A study  
on Customer of Le Reve)**

Submitted to

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Submitted by

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## LETTER OF TRANSMITTAL

To

Dr. Khan M Raziuddin Taufique

Assistant Professor

BRAC Business School

BRAC University

Subject: Submission of Internship report on Factors Affecting on Purchasing Clothing through Online (A study on Customer of Le Reve).

Dear Sir,

This is my great pleasure to submit the Internship report. The title of the report is “Factors Affecting on Purchasing Clothing through Online (A study on Customer of Le Reve)”. This report has been prepared to fulfill the requirement of my internship program at my own work place Le Reve where I am working from last two and half years.

I have put my utmost effort to make this report a successful one. It has been a joyful & enlightening experience for me to prepare a report about my workplace & prepare this report. However, this has been obviously a great source of learning for me to conduct similar types of studies in the future.

I would like to express my sincere gratitude to you for your kind guidance & suggestions in preparing this report. It would be my immense pleasure if you find this report worthwhile & informative to have an apparent perspective on the issue. I shall be happy to provide any further explanation and query regarding this report or any other relevant matters, if required.

Thanks and Best Regards,

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Md. Shoaib Mahmud

ID: 14264005

Brac Business School

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## **ACKNOWLEDGEMENT**

First of all, I would like to thank my Advisor Dr. Khan M Raziuddin Taufique for his help, effort, suggestions and utter co-operation. Without his utmost co-operation it would have been impossible for me to complete the report in due time. I shall remain ever grateful to him for his extraordinary gesture and pure interest in completing my report.

I am also thankful and acknowledged to my supervisor Afrina Habib, Manager, Marketing Team Le Reve, without her direct help, suggestion, and assistance it would have proven quite difficult for me to complete this report.

I am also grateful to the other officials & my friends who helped me while preparing the study by giving their suggestions, assistance & supply of information, which were valuable to me. Their helping hand supported me to complete my report successfully. Finally, I want to thank my parents who gave special attention to me from the very beginning and during the preparation of report & the internship program.

# Factors Affecting on Purchasing Clothing through Online (A study on Customer of Le Reve)

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**Contents**

Executive Summary..... 5

An overview of Le Reve..... 7

Company Strategy:..... 8

Figure: Organizational Structure..... 9

Introduction ..... 10

Background ..... 11

Objectives of the report..... 12

Literature Review ..... 13

Methodology..... 15

Limitations of the Study ..... 16

Data Analysis..... 16

Major findings of the Report ..... 17

Recommendations ..... 19

Conclusion..... 19

References ..... 21

## **Executive Summary**

Online shopping is a recent phenomenon in the field of e business in the context of Bangladesh and is definitely going to be the future of shopping not only in our country but also the whole world. Now days, we can see various types of e commerce site like daraz, ajker deal, bagdoom,kiksha and all are selling different types of product and clothing item should be a mandatory item to them because of customer demand. Beside this, most of the clothing brands like Aarong, Ecstasy, Yellow, Le Reve, Sailor, Rang and Infinity are running their running their online portal to sell their own products. The Potential growth of online shopping has triggered these brands to visible in online market. But it is not an easy task to grabs the consumer mind in case of clothing item buying decision. There are several factors in case of buying clothing product through online and in this report; we focus on this factors by analyzing a survey which is conducted on the online customer of Le Reve. Customer mainly focuses in website design, color and fitting, easily accessible, product Varity and design, price, payment security, delivery time, product quality, cash on delivery (COD) facilities, reference group suggestions and return policy. Through these factors, we want to identify the customer view about the lereve and according their view we make some recommendations for le reve.

## An overview of Le Reve

Le Reve is one of the most promising Bangladeshi Brand in the clothing retail industry of Bangladesh. Though the journey of le Reve started from 2009 but within short time it grabs the market very strongly. Le Reve is a part of Reve Tex limited company which is a sister concern of Bangladeshi multinational organization Reve group which head office situated in Singapore but all the operations conducted from Bangladesh.

Le Reve is fashion for everyone for every occasion. Synonymous with grace and effortless style, Le Reve offers value fashion for Men, Women, and Kids. Le Reve presents a complete wardrobe of uniquely crafted Ethnic Wear, Casuals, Edgy Denims, & Accessories inspired from the most contemporary fashion trends across the globe in an exciting mix of silhouettes, colors & styles.

Le Reve embodies the spirit of today's youth that is playful, fashion & value conscious.

At Le Reve, customers can browse at convenience, and shop in a relaxed and pleasing atmosphere at all our stores. The use of space is carefully done to give a truly international retail ambience. Our continuous endeavor is to provide the consumers a delightful shopping experience through world-class ambience, customer service and clearly differentiated merchandising concepts. In a short period of time, our stores have become one of the most preferred shopping destinations in prime locations of Bangladesh & we are expanding aggressively.

### Short Description of Le Reve

Company name: Reve Tex Limited

Type of Business: Clothing Retails

Types of Products: Men, women & kids item, various accessories

No of factories: four factories situated in mirpur, badda , narayangang & Gazipur.

No Of employees: 2500-3000

Local Head Office address: 94, purbachol highway express, Dumni, khilket, Dhaka

## **Company Strategy:**

**Purpose:** To be a Multinational Clothing Brand in International market through quality products and design.

**Vision:** To provide a complete wardrobe of uniquely crafted ethnic wear.

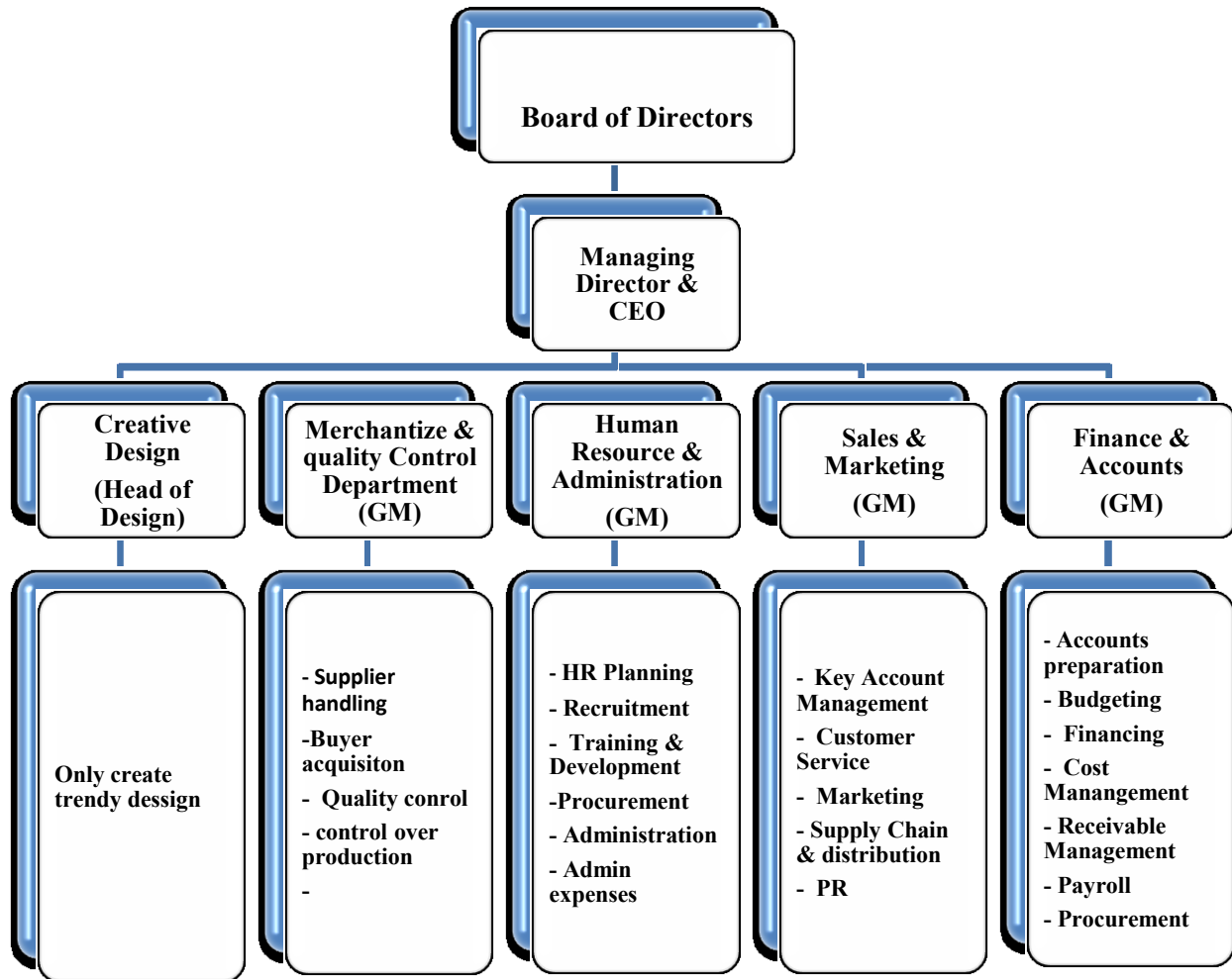
**Mission Statement:** To build long term relationship with consumers with quality & design promise

**Core Values:** We believe in treating our customers with respect and faith. We grow through creativity, invention and innovation. We integrate honesty, integrity and business ethics into all aspects of our business functioning.

**Goals:** Expansion in international market by 2018 & increase the investment and asset of the company to support the development of the company.



## Organizational Structure



**Figure: 1.1**

### My Job Responsibilities:

As an assistant manager of marketing team, my job responsibilities are given below.

1. Market visiting regularly basis and competitor analysis.
2. Preparing promotional campaigning. Working in close coordination with the store operation team to ensure all the sales & marketing activities, promotions or execution of marketing campaigns are done on time
3. Monitoring digital marketing activities and maintain regular update of online portal.
4. Monitoring vendor works for billboard & print media.
6. Handling the PR coverage for both print & digital media.

## **Introduction**

E-commerce is now a means for business growth and expansion in relation to both small and large firms. Internet user has been increased in Bangladesh day by day and many companies have already started their online business. According to Bangladesh Telephone Regulatory Commission (BTRC), last November 43 million people used internet in Bangladesh. Online business is a booming business now and it also makes life easier. Every year in our country about 1.5 or 2 million people shop online which value approximate 200 crore taka and every year growth rate 15 to 20 percent (Prothom alo). Online Shopping increases during Eid, puja and other festivals. Buying and selling also increased through social media Facebook. Several shops and brand fashion houses have cropped up on facebook. Now a day's every fashion brand have individual website and facebook page. Online shopping has spread from capital city of Dhaka to Chittagong, Sylhet, Barisal, and Khulna all over the country. But there are some factors which affect customer very much in their purchasing decision. When e commerce industries started their journey cash on delivery service is not integrated but now a days this cash on delivery service (COD) is more popular then payment method. Because of perceived risk issues, people like this options. AKM Fahim Monsur former president of Bangladesh Association of software and information services (BASIS) said that, most of the shoppers pay in cash and till now one to two percent Bangladeshi internet user buy and sell online. So this market has great potential future. In this report we want to find out the main purchasing factors which affect a consumer when he or she makes a purchase decision through online. Here we make a questionnaire and made a survey of customer of le reve by which we can easily find out the purchasing factors of buying clothing items.

## **Background**

In Bangladesh the economy is growing very fast and the buying pattern of the customer has been changed. The people of Bangladesh are now using internet for their economic transaction and this tendency is growing very fast. Online shopping or internet shopping has paved the way to interact customers with marketer in an easiest way than before which has created a new era in the business world, on the other hand customers also trying to adopt with this new method of transactional system and there is a good response coming from customer. Internet based shopping is growing very fast throughout the world. Now a day's almost every developed or developing countries accepted online shopping positively and now thinking to set a guideline for this new setup so that in long run they would not face any problem. Marketer should rethink about what customer really want from you and must be focused into your service. Among the physical item, clothing was top from the last few years. It is very difficult to run online business if marketer didn't focus on customer demand and requirement.

## **Objectives of the report**

Our report title is “Factors Affecting on Purchasing Clothing through Online (A study on Customer of Le Reve)” will be completed by maintaining the following objectives.

- To identify the major purchasing factor in case of buying clothing item
- To know the usability and satisfaction of customer in online shopping in Bangladesh.
- To identify Le Reve customer current view about le reve online system
- To find out the questionnaire survey feedback report and by analyzing them make a recommendation for le reve for their sustainable growth future.

## Literature Review

### *Website Design*

Website is the ultimate virtual shop for customers. For online order customer visit website and make an order from here. Website gives a complete idea about product. For clothing item, product variation, design, color, fabrics materials and size guideline should be mandatory. Beside this, ease of use like placing order, content writing details about product are also important. In a glance if website is not user friendly then customer do not attracted by it.

### *Perceived Risk*

Perceived risk is the uncertainty that consumers face when they cannot foresee the consequences of their purchase decisions (Schiffman et al., 2007). It reflects customer's subjective belief about the probability of a negative outcome from any purchase decisions in terms of functional risk, physical risk, financial risk, social risk, psychological risk, time risk. Consumer perception of these risks varies, depending on the person, the product category, the shopping situation (i.e., traditional brick-and-mortar retail stores, online, catalog, direct mail or door to door sales) and also with the culture. Perceived risk also said to influence the consumer's likelihood of trying new products or services. Internet being relatively new channel of purchase, consumers perceives risk and electronic commerce is perceived to be more risky than traditional commerce. In an early attempt to identify the perceived risks of online shopping, Tan (1999) found that perceived risk is higher when purchasing products through Internet than when purchasing by in-store means. Consumers may also select a particular shopping mode - i.e. bricks and mortar versus online outlet - based on their perceptions about whether a product or service is best bought from one or the other.

### *Payment Method*

Payment method is the important factors for online shopping. Some people do not want to share personal information or confidential information that's why they are choosing cash on delivery service. In our country cash on delivery option is very much popular than payment through debit card, credit card or bkaash. From le Reve online sale report, we find out that 80 percent of total online sale come from cash on delivery and rest of others coming from mobile banking and other sources.

### *Product Variety*

Product variation in case of clothing item is very important. Customers want new design Variety of product from a single market place. So if one person find out all categories of product like men, women and kids item then it will be easier to purchase their desired product. In le Reve, we found various product line categories.

### *Price*

Now a day's customers are very much careful about price as they have a minimum idea about the product line. Before going to purchase anything from physically shop or online shop people surface internet and by the help of Google collect all necessary price information of the certain product. So people are more price conscious than before.

### *Delivery Time*

Delivery time is the potential factors in case of online shopping. If marketer does not arrange the delivery time online order must decrease day by day and it also impact as a bad impression for the brand. In our country, several delivery service organizations emerged to fulfill the customer demand. In our country, Daraz, bagdoom or some renowned brand already adopt their own delivery service but till now maximum market depend on third party like SA pariban, shundorban, continental, DHL. So delivery time is very much influential part of purchasing factors.

### *Return or Exchange Policy*

In case of online shopping, customer could not touch the product physically and for this reason customer are more conscious about the return and exchange policy. If customer would not satisfy with the return policy then they can simply avoid your product. So marketer is more conscious about clothing product return policy. In le reve, for cash on delivery if customer have mismatch in size or color they can easily exchange the products within seven days.

### *Service Quality*

Service quality also impact customer buying decision. If you fail to provide standard service guideline to your customer you must lose them. So for online shopping service quality must be improved. 24/7 hotline support, live chat through messenger or other communication media are popular now a days. It also enhances service quality. Le reve is integrated by 24/7 hours call centre support and also provide live chat in their web page by which customer can easily communicate.

### *Reference group*

In case of online purchasing, reference group plays a vital role. Individual or group factors influencing a customer very much. For this reason marketer should take care about the proper

marketing strategies to reach the customer. Face book ad, google ad, Google remarketing, email, newspaper advertisement are very much useful tool to reach target audience.

## Methodology

This study obtains primary data by conducting a survey towards consumers who are purchasing from le reve. Secondary data is obtained from articles, journals, local websites, newspaper and literature published nationally and internationally. The sample size is 40. The sample size is limited by the small sample size which may not be enough to fully represent the actual population. This report is made on short time period. Most of the data required for the study were collected from primary source through structured questionnaire and the questionnaire contains 19 questions. In the questionnaire we use likert scale questions. This is fulfilled by 40 respondents. The entire respondent from the geographic area of Bangladesh. This research has done to link between theoretical knowledge and its practical implementation. We have tried to give our maximum afford to complete this task. We have created some questionnaire about the factors related to the online shopping clothing item and do the online survey selecting the defined respondent.

### Data Collection

*Primary Data* It is original primary data for the specific purposes of this report. Primary data collected from survey questionnaire.

### Statistical Treatment

The Likert scale was used to interpret items in the questionnaire. These responses were based on the respondents' assessment. The range and interpretation of the five-point scale are shown in the Table.

**The Five-point Likert Scale**

Scale	Response rate	Interpretation
5	4.01 – 5.00	Excellent
4	3.01 – 4.00	Very Good
3	2.01 – 3.00	Good
2	1.01 – 2.00	Fair

1	0.01 – 1.00	Poor
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### *Sample*

For this report we collect sample data from le reve admin panel. Total sample size 40. For respondent description we use this two screen shoot of le reve admin panel.

### **Limitations of the Study**

There are some limitations of this report. These are

- Couldn't provide all the information of the companies as there were barriers of company policy
- Due to the time constrains couldn't able to do deeper research.
- Analyzing 40 people only doesn't come out with actual scenario of the market. But due to lack of time and opportunity it wasn't possible to work with bigger sample size.
- Here we collect data only from le reve admin panel so if we can collect data from other sources then it will be more effective.

### **Data Analysis**

Here we followed descriptive method for data analysis. We have collected 40 respondents' data and used likert scale. Here we used Microsoft excel for data analysis and shows it as percentage and response rate likert scale excellent to poor 5 to 1. We analysis part by part of every point which come from survey result.



## Major findings of the Report

**Easily find in Search engine:** The average perceived value for it is 5. 25 respondents answer is excellent. Because Le reve is one of the top clothing brands and people can easily find it through search engine. There is no other address when searching [www.lerevecraze.com](http://www.lerevecraze.com).

**Comfort in case of searching Information:** The average perceived value for this is 5(excellent). Customer can easily search various product related information from here. So we can assume that le reve website design is better. But 5% respondents also show negative impression. So le reve should continuously work on it because this is very much potential part of online purchasing.

**Availability of relevant Information:** In le reve website we can see category wise product display. The average respondent value for this question is 4(very good). But 25% respondent remain fair which indicate that le reve should more careful about relevant option.

**Security purpose in case of buying from le reve:** Here perceived value is 5 (excellent). Because of brand name and trust people feel secured in case of buying online. Though now a days, customer prefer most cash on delivery service by checking the product, so here customer become more secure in case of purchasing through online.

**Product Quality:** If we see the respondent answer, 45 % people said excellent, 25% people comments as very good but 5% people also comment as bad. Le reve product quality improve day by day that's why customer have some positive comments but here also need to grow up because 5 % people also comments as bad.

**Reliable Payment Method:** The average perceived value of this question is 5. Customer get cash on delivery service, mobile banking like bkaash, rocket, ucash, debit card or credit card accept all reputed bank. Le reve payment gateway partner is SSL wireless. They provide large number of payment gateway that's why people trust le reve payment method.

**Range of Products:** The average perceived value is 2. So le reve should increase the range of products. These results indicate that le reve can do better in this option.

**Le Reve Service:** The average perceived value for this question is 5(excellent). That means the 24/7 call centre, live chat options in website also fruitful to develop le reve customer satisfaction.

**Reasonable Pricing:** Here perceived value for this question is 1(poor). Customer feels that product price higher than others.le reve should emphasize more in the competitive pricing matter.

- **Customer Account Design:** Here the perceived value for this question is 4 but some respondent also marked it as poor. In case of customer account design le reve want name, mobile number, shipping address and customer can also place order without sign up. Customer can sign up as a guest.
- **Delivery Time:** The average value for this question is poor that means 1. Because le reve could not bring proper delivery time both inside and outside of Dhaka. Online respondent claims significantly in this matter.
- **Return & Exchange Policy:** Here average customer feedback is very good. Customer did not bother with le reve return and exchange policy. If customer could not like the product he or she can return it at the time of delivery and customer can also change the products within 7 days.
- **Marketing Promotion:** Here also survey respondent average result is 5. Actually le reve is very much conscious about online or offline marketing. So reference group or individual highly in touch with le reve.

#### **Summary of the whole findings:**

1. Potential website is very much effective. Here survey results shows positive feedback for le reve.
2. Information layout, appropriate information about product and fabrics and user friendly environment is necessary in case of clothing purchase decision.
3. Ensuring Customer security in terms of personal data or payment security le reve and other fashion brand like Aarong, ecstasy grabs the mind of customer. That's why we also get a positive feedback from respondent.
4. Product quality and new trendy design will be the major factors and le reve also sustain their business in consumer mind with positive feedback.
5. Product range should be increase for better performance.
6. Delivery process is the key fundamental things in online shopping but le reve become failure in case of delivery customer products because of 3<sup>rd</sup> party currier service.
7. Exchange or return policy should be the major point in case of purchasing decisions. Le reve return policy satisfied the customer.
8. Better customer care service with 24/7 hour service and live chat in website are effective customer care tool.
9. Reference group plays an important role in case of purchasing decision. Le reve aggressive marketing policy convince customer to make a purchase through online.

## Recommendations

After analyzing the survey report, we make some recommendations for le reve. These are

1. Le reve should increase the variety of product line with stock to get more online order. And for this reason they can add more outlet stock to online shop.
2. Le reve should think about the delivery systems procedure, they should attach with renowned currier service for better service otherwise they will continuously losing customers.
3. Though the overall feedback is positive which is come from survey report but le reve should continuously worked for new adoption in website and more emphasize on marketing communication to attain sustainable growth.

## Conclusion

Bangladesh is an emerging potential country for online business. If you consider the large population of Bangladesh, you can easily understand the scope of online business in this area. Till now only 2 percent internet user attach with online buying system. When this percentage increases, the market value will cross beyond expectation. Now mainstream businesses as well as new business all are introduced with e commerce business. So marketer should be more active in case of buying behavior of customer and also take care about the purchasing factors. In our survey we found the basic purchasing factors in case of purchasing clothing item. If a marketer like le reve follows the discussed factors then he will be the pioneer in this business.

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10. (Schiffman et al., 2007).
11. Perceived risk Tan (1999)

## Questionnaire

Here we first made this questionnaire for survey.

### Questionnaire

Name:

Gender: Male/Female

Contact no:

Sl No	Questionnaire	Likert Scale				
		Excellent	Very good	Good	Fair	Poor
1	How easily could you find Le reve in search engines like Google?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2	How comfortable was it when searching information in Le reve website?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3	How was the availability of relevant information of products in Le Reve?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4	How secure do you feel to buy products from Le Reve?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5	What about the product quality?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6	How reliable do you think that Le Reve's payment methods are?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7	How satisfied were you with Le reve's range of product?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8	Your experience of le reve's service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9	How reasonable was the pricing?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10	How convenient was customer account design to avail services in Le Reve?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11	How secure do you feel with your personal data? (username/password/credit card number)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12	How convenient was it to place an order from Le Reve?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13	How would you rate Le Reve's delivery time?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14	How is Le Reve's return policy or exchange policy?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15	How will you rate the delivery service of Le Reve?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16	How often they were available when you avail customer care service?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17	How convenient was the process to file a complaint or queries?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18	How would you rate their marketing promotion program? (Reward points/discounts)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19	What do you think about Le Reve as a rising brand?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Order Date	Order Value	Customer Info	Payment Type	Order Status	Delivery Status	Details	Invoice Print
2017-08-15 18:14:28	3680.00	Name : Tanzina siddiquee meem City : Dhaka	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	<a href="#">print</a>
2017-08-15 07:38:11	1590.00	Name : Falguni alam City : Naogaon	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	<a href="#">print</a>
2017-08-14 21:13:51	1490.00	Name : Sadiq Miah City : Moulvibazar	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	<a href="#">print</a>
2017-08-14 11:15:52	1785.00	Name : Falguni alam City : Naogaon	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	<a href="#">print</a>
2017-08-13 16:50:31	4290.00	Name : S. M. Faisal Mahmud City : Chittagong	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	<a href="#">print</a>
2017-08-12 09:53:28	2280.00	Name : Imrul kayes City : Chandpur	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	<a href="#">print</a>
2017-08-11 10:14:22	2180.00	Name : Raju City : Moulvibazar	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	<a href="#">print</a>
2017-08-10 18:39:12	690.00	Name : Humayra City : Jessore	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	<a href="#">print</a>
2017-08-10 07:40:42	4490.00	Name : Falguni alam City : Naogaon	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	<a href="#">print</a>
2017-08-09 15:51:27	1390.00	Name : ayesha siddika City : Dhaka	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	<a href="#">print</a>
2017-08-09 15:12:47	1770.00	Name : Falguni alam City : Naogaon	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	<a href="#">print</a>
2017-08-09 07:56:51	785.00	Name : Falguni alam City : Naogaon	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	<a href="#">print</a>
2017-08-06 14:07:47	5090.00	Name : Taufiq Intiaz City : Dhaka	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	<a href="#">print</a>
2017-08-06 10:43:23	690.00	Name : Rima City : Dhaka	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	<a href="#">print</a>
2017-08-05 10:38:09	690.00	Name : Sumon kundu City : Bandarban	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	<a href="#">print</a>
2017-08-04 14:53:53	6070.00	Name : Mahbuba Aktar City : Dinajpur	Cash On Delivery	confirmed	Processing	<a href="#">details</a>	<a href="#">print</a>
2017-08-02 01:24:20	2490.00	Name : Tanvir City : Dhaka	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	<a href="#">print</a>
2017-08-01 21:44:46	1690.00	Name : nidwana rahman City : Dhaka	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	<a href="#">print</a>
2017-08-01 14:59:01	1690.00	Name : Mahbuba Aktar City : Dinajpur	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	<a href="#">print</a>
2017-08-01 09:31:38	1690.00	Name : Aurin akter City : Satkhira	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	<a href="#">print</a>

Order Date	Order Value	Customer Info	Payment Type	Order Status	Delivery Status	Details	Invo
2017-07-30 13:11:37	4690.00	Name : Falguni alam City : Naogaon	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	P
2017-07-29 16:40:17	1690.00	Name : shipla City : Dhaka	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	P
2017-07-26 05:37:34	690.00	Name : Dr. Md. Zahirul Alam City : Chuadanga	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	P
2017-07-22 08:13:15	1390.00	Name : Prana Jannat Rawan City : Dhaka	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	P
2017-07-20 16:26:43	4290.00	Name : Falguni alam City : Naogaon	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	P
2017-07-17 08:24:00	4080.00	Name : Dr. Rezwana City : Dhaka	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	P
2017-07-16 14:42:00	2070.00	Name : Aktaruzzaman City : Manikganj	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	P
2017-07-15 15:10:45	1490.00	Name : ayesha siddika City : Dhaka	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	P
2017-07-14 19:12:54	3080.00	Name : Kamrul City : Khulna	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	P
2017-07-13 16:39:41	1590.00	Name : Feroz Ahmed City : Dhaka	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	P
2017-07-11 06:07:42	1690.00	Name : Marufa Leena City : Dhaka	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	P
2017-07-10 12:03:23	1790.00	Name : Mansi City : Dhaka	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	P
2017-07-07 10:12:41	1090.00	Name : Hasibul Amin City : Dhaka	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	P
2017-07-06 08:11:30	4290.00	Name : Falguni alam City : Naogaon	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	P
2017-07-06 08:05:10	1490.00	Name : Falguni.alam City : Naogaon	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	P
2017-07-05 22:45:19	1390.00	Name : Ahsan Ullah City : Dhaka	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	P
2017-06-21 14:35:31	4690.00	Name : tamanna City : Dhaka	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	P
2017-06-20 23:43:06	690.00	Name : Abdul Hai City : Dhaka	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	P
2017-06-20 15:26:48	1390.00	Name : Tarek City : Sylhet	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	P
2017-06-17 22:41:53	5690.00	Name : Jesmin City : Dhaka	Cash On Delivery	confirmed	Handed over to courier	<a href="#">details</a>	P



Question 1. How easily could you find Le reve in search engines like Google?

The average perceived value for this question is 5. 25 respondents answer is excellent. Because

Le reve is one of the top clothing brands and people can easily find it through search engine. There is no other address when searching [www.lerevecraze.com](http://www.lerevecraze.com).

Question 2. How comfortable was it when searching information in Le reve website?

- The average perceived value for this is 5(excellent). Customer can easily search various product related information from here. So we can assume that le reve website design is better. But 5% respondents also show negative impression. So le reve should continuously work on it because this is very much potential part of online purchasing.

Question 3. How was the availability of relevant information of products in Le Reve?

- In le reve website we can see category wise product display. The average respondent value for this question is 4(very good). But 25% respondent remain fair which indicate that le reve should more careful about relevant option.

Question 4. How secure do you feel to buy product from Le Reve?

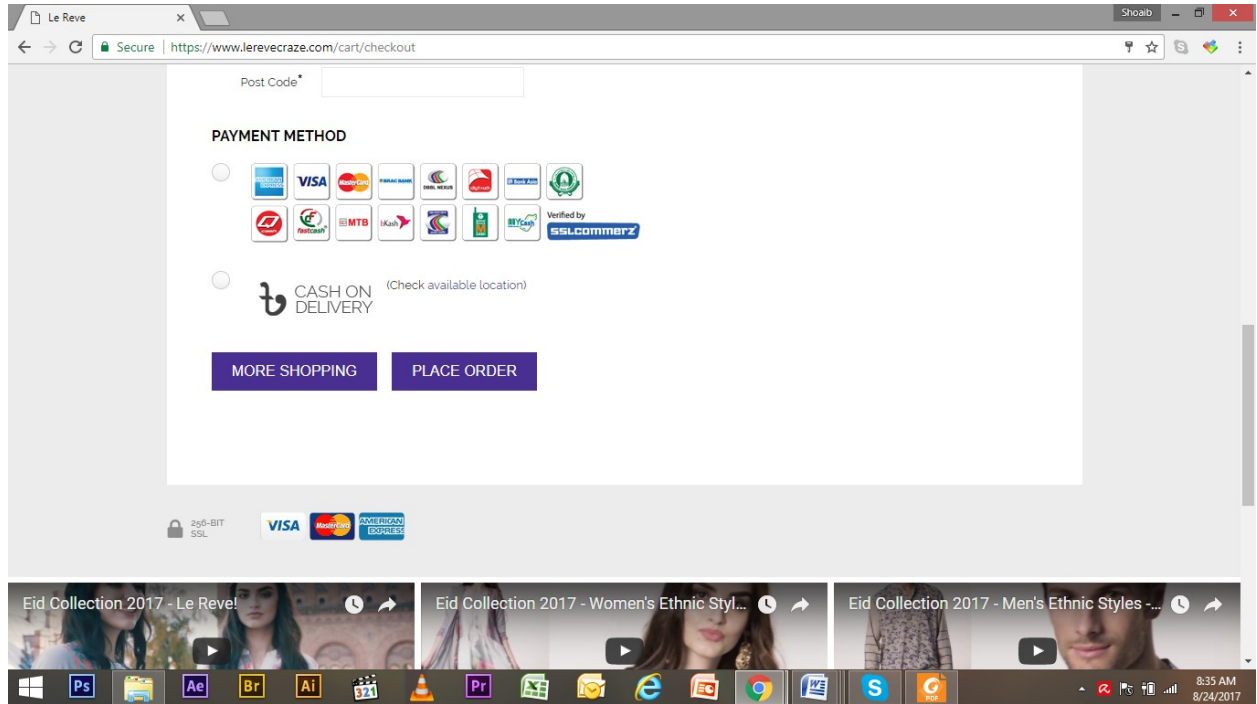
- Here perceived value is 5 (excellent). Because of brand name and trust people feel secured in case of buying online. Though now a days, customer prefer most cash on delivery service by checking the product, so here customer become more secure in case of purchasing through online.

Question 5. What about the product quality?

- If we see the respondent answer, 45 % people said excellent, 25% people comments as very good but 5% people also comment as bad. Le reve product quality improve day by day that's why customer have some positive comments but here also need to grow up because 5 % people also comments as bad.

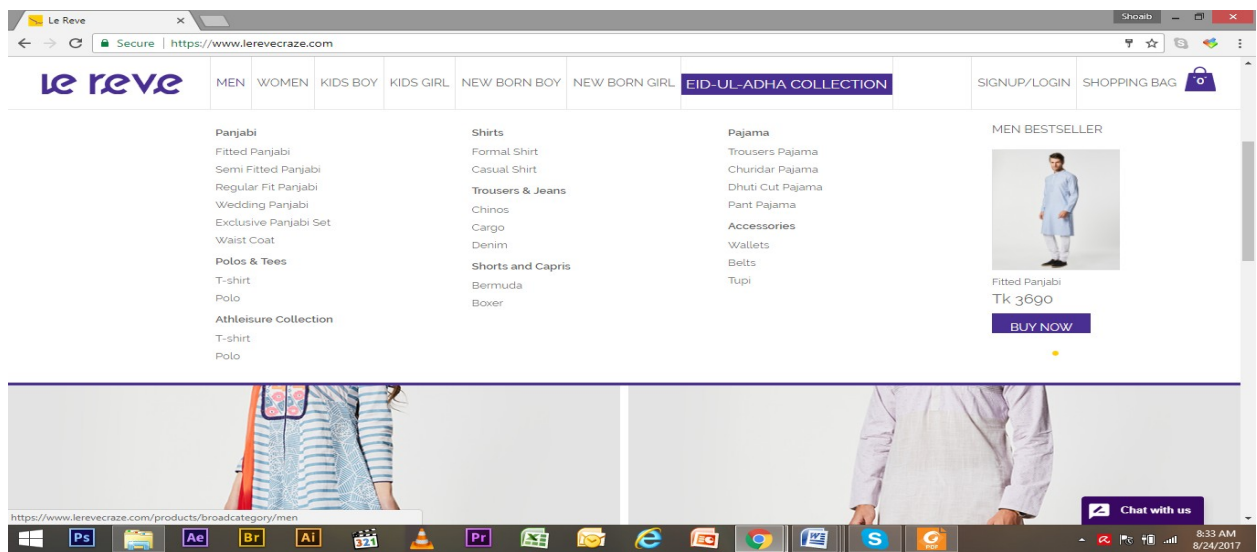
Question 6. How reliable do you think that le reve payment method?

- The average perceived value of this question is 5. Customer get cash on delivery service, mobile banking like bkaash, rocket, ucash, debit card or credit card accept all reputed bank. Le reve payment gateway partner is SSL wireless. They provide large number of payment gateway that's why people trust le reve payment method.



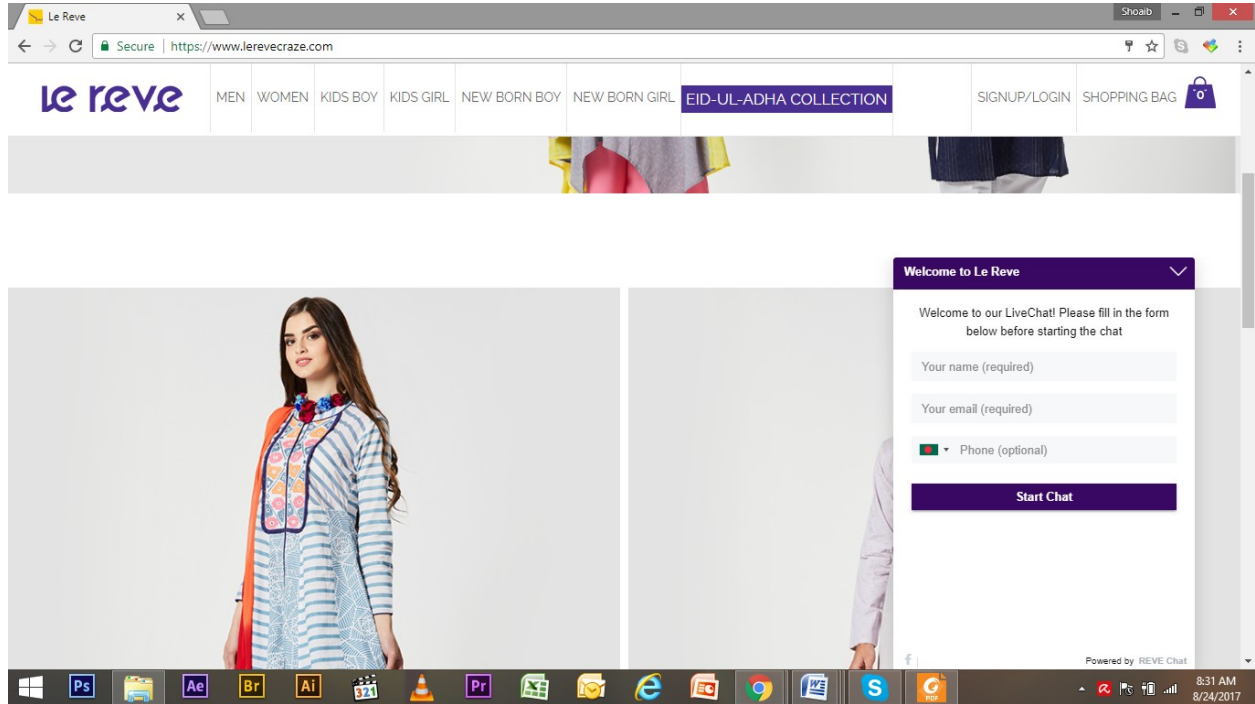
Question 7. How satisfied were you with le reve range of products?

- The average perceived value is 2. So le reve should increase the range of products. These results indicate that le reve can do better in this option.



Question 8. Your experience of le reve's service

- The average perceived value for this question is 5(excellent). That means the 24/7 call centre, live chat options in website also fruitful to develop le reve customer satisfaction.

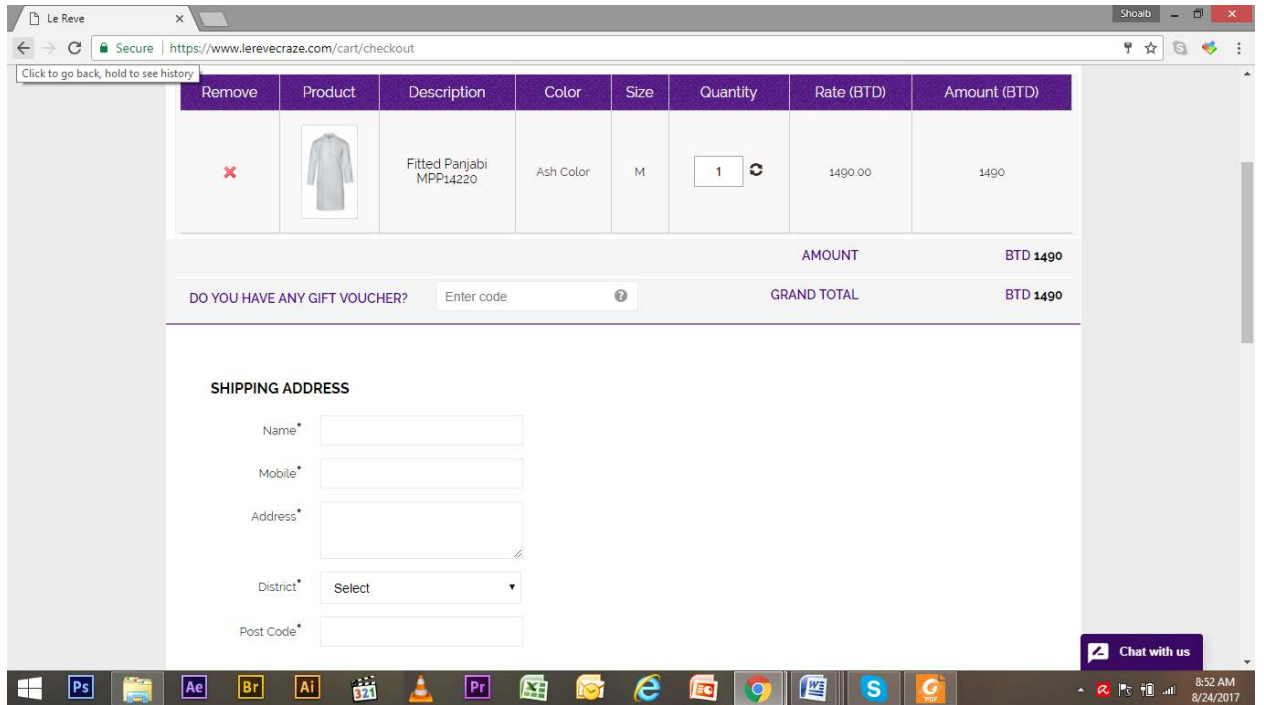


Question 9. How reasonable is the pricing?

- Here perceived value for this question is 1(poor). Customer feels that product price higher than others. So le reve should emphasize more in the competitive pricing matter.

Question 10. How convenient was customer account design to avail services in Le Reve?

- Here the perceived value for this question is 4 but some respondent also marked it as poor. In case of customer account design le reve want name, mobile number, shipping address and customer can also place order without sign up. Customer can sign up as a guest.



Question 11: how secure do you feel to share personal data?

- The average respondent answer value is 5. That means customer feel secure to share personal data. And customers are more tech savvy and that's why they have a clear idea about brand and non brand.

Question 12. How convenient was it to place an order from Le Reve?

- Le reve website can control good number of traffic and that's why if customer is overloaded that time also can work without any trouble. The average perceived value is 5. So customers feel convenient in case of placing order.

Question 13. How would you rate Le Reve's delivery time?

- The average value for this question is poor that means 1. Because le reve could not bring proper delivery time both inside and outside of Dhaka. Online respondent claims significantly in this matter.

Question 14. How Le Reve's return policy or exchange policy?

- Here average customer feedback is very good. Customer did not bother with le reve return and exchange policy. If customer could not like the product he or she can return it at the time of delivery and customer can also change the products within 7 days.

Question 15. How will you rate the delivery service of Le Reve?

- 25% respondent said poor, 25% remain fair. But the average value regarding delivery service is not satisfactory.

Question 16. How often they were available when you avail customer care service?

- Respondent are satisfied with the available customer service. 24 hours customer gets online support.

Question 17. How convenient was the process to file a complaint or queries?

- For any query or complaint customer can directly mail the customer care manager [care@lerevecraze.com](mailto:care@lerevecraze.com) or can chat live in website. Here respondent's average value is 5.

Question 18. How would you rate their marketing promotion program?

- Here also survey respondent average result is 5. Actually le reve is very much conscious about online or offline marketing. So reference group or individual highly in touch with le reve.

Question 19. What do you think about Le Reve as a rising brand?

- Here also the value is 5. That indicates that customer consider your brand as a reputed brand.