

REPORT ON

**“Transforming Grocery Shopping in Bangladesh through Digital Innovation:
A Case Study Based on Chaldal”**

By

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A case study report submitted to BRAC Business School in Partially fulfillment of the
Requirements for the degree of Master of Business Administration

Master of Business Administration

BRAC Business School

BRAC University

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Declaration

With this declaration, it is hereby stated that-

1. During the completion of my MBA at BRAC University, I submitted a case study that is entirely my own creation.
2. All content within the report is original and does not include any previously published or third-party written material, unless it is properly cited with complete and accurate references.
3. There is no content within the report that has been acknowledged or approved for any academic credential or diploma from other educational establishments or universities.
4. I have acknowledged all primary sources of assistance.

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Letter of Transmittal

January 31, 2024

To,

Dr. Md Arif Hossain Mazumder

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BRAC University

Subject: Submission of Case study as part of Internship report.

Dear Sir,

I am writing to notify you that I have completed the case study paper titled **“Transforming Grocery Shopping in Bangladesh through Digital Innovation: A Case Study Based on Chaldal”**

This paper has been thoroughly created as a requirement for successfully completing the MBA Program at BRAC University.

I consider myself lucky to have had the opportunity to acquire valuable knowledge about the intricacies of this e-commerce platform, particularly regarding their sales and distribution processes. I made a concerted effort to fully grasp and understand every aspect of it.

Before I begin my internship, I would like to extend my sincere appreciation for your kind assistance and valuable guidance that I anticipate receiving. I found great satisfaction in the process of completing the report and I hope that you will kindly consider any errors or shortcomings that may have occurred.

I kindly request your acceptance of my internship report, for which I would be obliged. Your support in this matter is truly admirable and highly appreciated.

Regards

Name: Seratun Sadia

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BRAC Business School, BRAC University

NON-DISCLOSURE AGREEMENT

Seratun Sadia (ID: 21164064), a BRAC University student, has mutually agreed to engage into this agreement to prevent any unlawful exposure of the e-commerce grocery platform's Chaldal.com confidential information.

ACKNOWLEDGEMENT

I am grateful to my supervisor, **Dr. Md Arif Hossain Mazumder**, and my co-supervisor, **Dr. Suman Paul Chowdhury** at BRAC Business School, for their invaluable guidance and support.

I would like to express my gratitude for the valuable assistance and guidance provided in the preparation of this Final Internship Report. The suggestions offered have been instrumental in ensuring that this report is both informative and helpful. I am truly thankful for the generous cooperation extended during the groundwork phase of this report, which has contributed to its overall quality.

I am filled with a keen sense of confidence regarding the anticipated results of my internship project.

I am immensely grateful to my supervisor and co-supervisor for their invaluable support throughout this arduous task. They imparted to me the necessary instructions, aid, and mentorship, enabling me to complete this demanding endeavor.

DISCLAIMER

As part of my MBA program, I hereby confirm that I have authored the internship report titled **“Transforming Grocery Shopping in Bangladesh through Digital Innovation: A Case Study Based on Chaldal”** to meet the program's requirements.

My case study on Chaldal was approved and accepted by BRAC University.

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Executive Summary

Chaldal.com, a digital grocery platform in Bangladesh, has transformed the grocery shopping experience by integrating online convenience with product quality and timely deliveries. Chaldal.com, an innovator in the digital realm of grocery shopping in Bangladesh, has revolutionized the way consumers shop by prioritizing digital convenience. As a symbol of the new age of retail, Chaldal.com has set the bar high for customer-centricity and efficiency. The platform prioritizes a user-friendly interface, diverse product range, and commitment to product quality and freshness. Chaldal.com has optimized organization network, established a responsive delivery system, and supported local suppliers, small-scale farmers, and eco-friendly packaging solutions. By taking a comprehensive approach to sustainability, Chaldal.com is in line with the changing values of consumers and considered a socially responsible brand. The platform's success story highlights the transformative impact of digital innovation in the grocery sector and serves as an inspiration for businesses aiming to navigate the intersection of technology and consumer-centric values in the ever-evolving retail landscape.

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INTRODUCTION

Bangladesh is famous for its bustling markets and bazaars and its bustling streets have long been a foundation of the country's rich cultural heritage. However, the emergence of a pioneer in digital grocery platforms has revolutionized the way Bangladesh does its daily shopping. With a relentless focus on convenience, quality, and customer satisfaction, chaldal.com has become a pioneer in the country's retail space reinventing the traditional way of grocery shopping and setting new standards for digital innovation and customer-centric service standards.

Chaldal.com was founded in 2013 by a group of ambitious entrepreneurs to redefine the grocery shopping experience for urban and South-urban people in Bangladesh. Recognizing the inherent challenges of navigating a crowded market, enduring long queues, and managing busy schedules, the founders envisioned a comprehensive solution that combines the convenience of online shopping with ensuring product quality and timely delivery. This vision laid the foundation for the creation of chaldal.com, a digital platform designed to simplify the grocery shopping process and provide customers with a hassle-free and reliable shopping experience.

Chaldal.com's transformative impact on the grocery shopping experience in Bangladesh can be attributed to its commitment to three key pillars: digital convenience, product quality, and efficient logistics. By prioritizing these fundamentals Chaldal.com has successfully bridged the gap between traditional and retail practices and the evolving needs of a tech-savvy customer base leading a paradigm shift in the way Bangladeshis purchase their essentials and household items with the launch of Chaldal.com, the retail sector in Bangladesh has undergone a massive transformation, allowing customers to freely browse a wide range of merchandise from home wares and personal care products, refresh products and staples from the comfort of their home. Customers are not limited by time or distance as they can easily access a wide range of products, compare prices, and make informed decisions thanks to the platform's extensive search capabilities and simple interface. The new digital convenience not only makes shopping easier but also enables customers to spend more time with their family, career, and personal interests helping to build a productive culture in Bangladesh's busy Cities.

In addition to Chaldal.com's ongoing commitment to digital convenience, the company is committed to maintaining the highest standards of product quality and freshness. Chaldal.com guarantees strict quality control and stringent sourcing requirements for every product listed on its marketplace by entering into strategic agreements with dependable suppliers, farmers, and local vendors. Customers now see chaldal.com as a trusted source of authentic and high-quality goods, so they do not have to worry about the freshness or authenticity of what they buy. This is due to the company's commitment to quality assurance.

A vital component of Chaldal.com's success is its seamless and efficient logistics network which has redefined the concept of last-mile delivery and customer service in the Bangladesh retail industry. By using state-of-the-art technology and optimized delivery routes, Chaldal.com has built a robust and responsive delivery system that caters to the diverse needs and preferences of

its customer base. Whether traveling through the bustling streets of Dhaka or reaching the farthest corners of the suburbs, Chaldal.com's delivery service remains committed to ensuring on-time delivery, fast order fulfillment, and unparalleled customer satisfaction, keeping the platform in a reliable position, and further strengthening its position as a customer friendly supplier central grocery retailer in Bangladesh.

Additionally, Chaldal.com's Operating framework now includes social and ethical responsibility because of its commitment to supporting sustainable business practices and community engagement. Chaldal.com actively supports the expansion of the regional agricultural industry and promotes environmental sustainability by promoting local suppliers, supporting small farmers, and promoting environmentally friendly packaging options. This creates a holistic ecosystem that puts the health of customers and the communities they serve first.

In its revolutionary Journey, Chaldal.com has exceeded the limitations of traditional retail methods and leveraged digital innovation to create a progressive, customer-centric grocery shopping experience in Bangladesh. Chaldal.com's unwavering commitment to digital convenience, high-quality products, and efficient logistics has enabled the company to redefine the dynamics of the grocery industry and set new standards for customer satisfaction, service excellence, and sustainable business practices in a country with a rapidly changing retail landscape standard.



CHAPTER 1

1.1 Background of the grocery shopping Landscape in Bangladesh

Over time the grocery shopping environment in Bangladesh has changed significantly due to changing customer preferences, technological developments, and the development of modern retail formats. The country's grocery shopping industry has proven to be resistant and adaptable, moving towards a more structured and diverse market despite the obstacles posed by limited infrastructure and traditional markets.

In Bangladesh, the traditional way of grocery shopping still prevails, with many corner stores also known as dukaans in urban and rural areas. These stores are vital to people's daily needs as they are easily accessible, especially in places that are inaccessible to modern retail stores. They typically stock a wide variety of goods from household goods and personal care items to staples such as rice, lentils, and cooking oil.

But for many urban shoppers, the advent of modern supermarkets and hypermarkets in big cities like Dhaka, Chittagong, and Khulna has revolutionized the grocery shopping experience. Domestic and foreign retail giants have invested in these formats to provide a one-stop shopping experience for customers looking for a wider range of products, including domestic and international brands. Focusing on quality, hygiene, and customer service, these modern retailers offer a more organized shopping experience and cater to the changing tastes of the growing middle class.

Furthermore, the emergence of e-commerce platforms has had a significant impact on the grocery shopping scene in Bangladesh. Due to the increasing use of smartphones and the growing popularity of the internet, many online grocery delivery services have gained popularity. These platforms allow users to order a variety of groceries and have them delivered directly to their homes, providing accessibility and convenience.

This trend is growing in popularity, especially in cities where time-pressed shoppers want a convenient and hassle-free shopping experience.

Simultaneously the grocery shopping in Bangladesh has been fundamentally remodeled by government initiatives pointed towards reinforcing food security and agriculture production networks. Initiatives have been taken for sustainable farming and ensuring fair prices for the farmers. Besides that, improvement in storage and distribution has been seen significantly over the last couple of years.

Moreover, programs that support food handling standards and rules have added to expanding client confidence and confirmation of the products available in the marketplace.

Despite these turns of events, there are still issues confronting Bangladesh's shopping for groceries. The deficiency of storage spaces and transportation organizations along with unpredictable power supplies are among the foundation problems that continue to be an obstacle to the successful circulation and openness of grocery transition. Moreover, the expansion of

disgraceful and fake products keeps on being an issue highlighting the need for severe quality control methodology and consumer awareness campaigns.

It is believed that Bangladesh's shopping for groceries will proceed to grow and change from now on. To fulfill the changing needs and inclinations of the country's assorted customer base, the business future is supposed to be molded by the joining of innovation, the development of contemporary retail designs, and the accentuation of economic practices.

1.2 Background of the study

Chaldal, which is a new digital platform, has altered the market by employing technology to improve the grocery shopping experience. The purpose of this case study is to look at the digital innovations deployed by Chaldal and assess their impact on the online grocery shopping along with retail grocery sector in Bangladesh.

1.3 Methodology of the study

My approach for the case study data collection is both primary and secondary sources.

Primary sources: I know many people in Bangladesh who use chaldal.com as part of their online grocery shopping experience. I also used chaldal.com countless times. I have used my own experience of using chaldal.com as well as while I was in Bangladesh, I spoke to people I know regarding their experience. I have used those experiences in my data collection as well.

Secondary sources: I have done a lot of online research on chaldal.com and how it is renovating online grocery shopping in Bangladesh. This research has helped me collect a lot of information which was required in the data collection of the case study.

1.4 Outcome of the case study

This research aims to understand the underlying elements that have contributed to Chaldal's success in altering grocery purchasing in Bangladesh. The case study intends to provide significant insights into the implications for the larger digital retail ecosystem in Bangladesh and other emerging economies by evaluating Chaldal's techniques and digital breakthroughs. This case study eventually seeks to emphasize the critical role of digital innovation in changing traditional retail models and encouraging inclusive economic development in Bangladesh.

1.5 Overview of the case study purpose

The overview of the case study purpose is described below:

- The Case Study's fundamental objective is likely to explore how chaldal.com has made a difference in Bangladesh's conventional basic supply buying encounter. This involved an extensive examination of the strategies and innovations Chaldal.com has utilized to capitalize on advanced advancements.
- Another objective of the case study is to comprehend how Chaldal.com's advanced advancements have influenced Bangladesh's larger grocery retail industry. This involves assessing shifts within the competitive environment, advertising elements, and shopping behavior.
- With this case study, we will try to look at the significant components that made chaldal.com so effective in revolutionizing the basic need of obtaining industry. This might cover things like supply chain, administration, client engagement strategies, and innovation integration.
- This case study will provide insights into the industry. Chaldal.com offers experiences that may help other companies seeking equivalent to advanced change activities as well as academic talk around the joining of the innovative and retail industry.

1.6 Case study questions I will try to Answer:

- Background of Chaldal.com along with its business model, key operations and Market positioning and competitive analysis.
- What are the primary services and offerings of Chaldal.com?
- How is grocery shopping changing with the help of digital innovation?
- How Chaldal.com is making digital innovations in the sector of digital grocery shopping in Bangladesh?
- Impact of chaldal.com in the grocery shopping in Bangladesh.
- Why should people of Bangladesh consider online grocery shopping in Bangladesh?
- Why did Chaldal.com decide to focus on the digital transformation of grocery shopping in Bangladesh, and what market trends and possibilities influenced this decision?
- Why is digital innovation critical for enhancing grocery shopping convenience and accessibility, particularly in densely populated metropolitan areas?
- Why have Chaldal's customers embraced its digital platform, and what benefits do they gain from this novel approach to supermarket shopping?
- Why is sustainability and environmental responsibility essential to Chaldal.com?
- Why has Chaldal.com been effective in revolutionizing Bangladeshi grocery shopping?
- What are the challenges that are faced by Chaldal.com as a pioneer in the digital grocery shopping industry in Bangladesh?
- What sustainable strategies can be taken by chaldal.com to keep the business growing as well as saving the environment of Bangladesh?
- What are the best practices of business for grocery shopping business in Bangladesh?
- What are the lessons learned in this industry?
- What is the outlook of the industry?

CHAPTER 2

2.1 The emergence of Chaldal.com and its Significance

Established in 2013 chaldal.com quickly turned into a vital participant by changing the way customers in Bangladesh get their day-to-day basics.

Chaldal.com was the first company to present the possibilities of grocery shopping online. When it was first settled conventional physical stores were deserted for a new and reasonable strategy for customers to get an enormous choice of products. The stage developed rapidly contacting a more extensive scope of customers. The development of online-based purchasing in the market that was before reliant upon actual retailers was worked with by this turn of events.

Chaldal.com set up a reliable and viable conveyance framework. Its administration became known for its brief and doorstep conveyance which fulfilled a need from clients searching for a faster and more helpful choice than going shopping for groceries. Chaldal.com differentiated itself from the opposition by giving many groceries like food items, new organic products, and family products. This broad product offering engaged a wide scope of clients filling in as an all-in-one resource for different regular required products.

Chaldal.com achieved specialized advancement to work on the experience for clients. The overall allure was upgraded by highlights like request following, Versatile applications, and an easy-to-use interface, especially for well-informed customers. A significant consideration causing a social change in client conduct was made by chaldal.com.

Because of Chaldal.com's fame, online shopping for groceries is turning into a more normal way for individuals to get their groceries, reflecting mobbing shoppers' tastes and ways of life.

Considering Chaldal.com's prosperity, extra web-based staple applications have arisen, changing the cutthroat climate. The following contest rushed the advancement of Bangladesh's web-based retail industry a lot more.

The development of chaldal.com means a key change in the retail scene of Bangladesh displaying the potential for advancement and variation in the web-based business space. It stays a central member in the web-based staple area, adding to the continuous development of buyer propensities and retail rehearses in the country.

2.2 Business model, key operations and Market positioning, and Competitive analysis of chaldal.com

Founded in 2013, Chaldal has become the market leader in online shopping in Bangladesh. The company has turned the traditional shopping model on its head by using technology to provide customers with a hassle-free and convenient shopping experience. Chaldal's business model, key activities, market position, and competitor analysis are covered in this report.

Business model

The integration of logistics, supermarkets, and e-commerce is the cornerstone of Chaldal's business strategy. The key elements that compose a business model are as follows:

- **Website:** Chaldal offers a mobile app and web platform that allows users to search and buy a variety of food from the comfort of their homes. The site offers secure payment methods, personalized recommendations, and intuitive user experience.
- **Inventory Management:** Chaldal stores various products in an efficient warehouse and manages its inventory. Thanks to vertical integration, organizations can guarantee the availability, quality, and delivery time of products.
- **Logistics and Delivery:** We have invested heavily in building a strong network for logistics and delivery. Chaldal has its delivery staff, so deliveries are guaranteed to the customers' door and on time. This strategy improves customer satisfaction and differentiates Chaldal from competitors who rely on external inventory.
- **Customer Relationship Management (CRM):** Chaldal uses a CRM solution to track customer sentiment, past purchases, and preferences. By using data-driven strategies, companies can better engage customers, track sales, and personalize recommendations.
- **Partnerships and cooperation:** Chaldal works with local manufacturers, distributors, and suppliers to expand its product lines and improve its service offerings. This cooperation allows us to offer a variety of new products.

Main functions

- **Order Processing:** Users browse the website, select what they want, and place an order. Chaldal's efficient order processing system ensures the timely fulfillment of customer requests.

- **Inventory Management:** Chaldal's inventory management system tracks expiration dates, replenishes products as needed, and maintains inventory levels. This helps ensure the availability of various products and avoid stock-outs.
- **Logistics and Delivery:** Chaldal manages the operations of its transport vehicles and drivers. Even in urban areas, logistics teams optimize delivery routes to ensure accurate and reliable delivery.
- **Technology involvement:** Businesses continue to invest in technology to improve the customer experience. This requires optimizing the ordering process and using smart algorithms for deliveries.
- **Quality control:** Chaldal takes the quality of its products very seriously. Before the products are delivered to the customers, the company goes through strict quality control procedures to ensure that the required specifications are met.

Market position

Through the following activities, Chaldal has established itself as a market leader in the online shopping sector in Bangladesh.

- **Commitment:** By offering a user-friendly online platform and efficient delivery services, Chaldal meets the growing need for a convenient shopping experience, especially in urban areas where luxury is a commodity.
- **Selection of products:** The organization offers a wide variety of products such as packaged fruits, fresh vegetables, household items, etc. Chaldal's wide range of products caters to the needs of a wide range of customers, providing a one-stop shop for all their shopping needs.
- **Reliability:** Chaldal's reputation for reliability has been strengthened by investments in its own delivery network and infrastructure. Accurate order fulfillment and on-time delivery increase customer satisfaction and confidence.
- **Technology Adoption:** Chaldal has become a forward-thinking player in the market by introducing technologies like AI recommendations and secure payment systems to meet the needs of its tech-savvy customers.
- **Social involvement:** Through social responsibility programs, companies actively contribute to society. This will improve your brand reputation and deepen your relationship with customers.



Here in the market, they have positioned themselves in such a way that makes the people of Bangladesh feel like No matter what products people of Bangladesh needs for daily lifestyle Chaldal.com has their support and will keep supporting all the way till the end.

Competitors of Chaldal.com

Just like any other company fighting in the market Chaldal.com also has competitors. Chaldal.com has 5 major competitors in Bangladesh. Chaldal.com not only sells groceries but a vast range of other items as well which is sold by the online stores. These stores give major competition to Chaldal.com's online presence yet Chaldal.com has successfully managed to eradicate these competitors and proceed with their business success.

- **Daraz Bangladesh:** Daraz is a widely recognized e-commerce platform that operates in numerous nations in South Asia, including Bangladesh. It sells a wide variety of things, including technology, fashion, beauty, and groceries. Daraz allows various sellers to reach a big customer base.
- **Aarong:** Aarong is a renowned store chain in Bangladesh that promotes traditional Bangladeshi handicrafts and items. While it primarily maintains physical stores, it also has a presence on the internet where customers may purchase a wide range of products, including groceries.

- **Khaas food:** Khaas Food specializes in supplying fresh and organic meals to customers. They have a variety of organic fruits, veggies, and other foods. The platform emphasizes the significance of eating well and choosing high-quality foods.
- **Shwapno:** Shwapno is one of Bangladesh's largest grocery chains, with physical locations around the country. It also offers an online platform for users to order food and have it delivered to their door. Shwapno promises to be a one-stop shop for clients' grocery needs.
- **MeenaClick:** MeenaClick is a digital marketplace that sells a wide variety of things such as food, household items, and gadgets. It seeks to give Bangladeshi consumers with a convenient online purchasing experience.

These companies are trying to give a tough competition to Chaldal.com with their online presence and marketing activities but when it comes to grocery shopping that is fresh as well as full of nutrition value no company can come near the standard of Chaldal.com.

Market Share of Chaldal.com

Chaldal.com has a big market share in Bangladesh. They are currently holding a market share of 90% among other competitors. In the Vegetable market there is no competitor who is supplying such fresh vegetables to their customers online. Since Chaldal.com has collaboration with local farmers they collect fresh vegetables straight from the farmers every day so they can supply fresh vegetables to the customers based on their orders. Below is an analysis of the market share between Chaldal and some of the competitors.

Competitor Name	Market Share
Chaldal.com	90%
Shwopno	3%
Daraz	2%
Aarong	0.50%
Khaas Food	2%
Others	2%

Table 1: Chaldal.Com Major Compititors

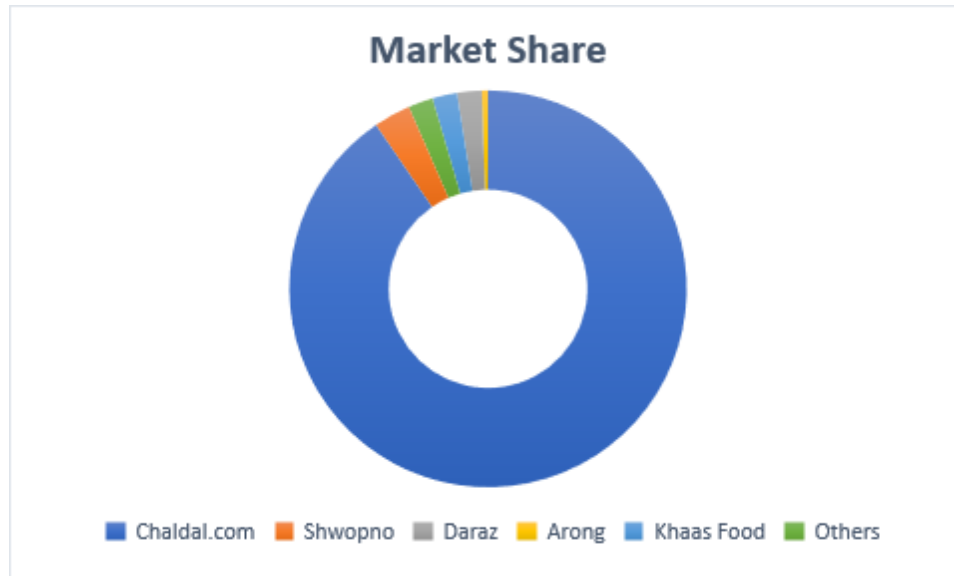


Figure 1: Chaldal.com Competitors overview

If we see the above chart, we can clearly see that Chaldal.com covers around 90% of Bangladesh online grocery and essential items market. They have been successfully doing so from the very beginning of their journey. Though the journey was not easy and Chaldal.com has suffered a lot of backlashes for many reasons they still held their head up high with an amazing service quality and exceptionally fresh products. Chaldal has gradually taken over the online grocery market of Bangladesh by storm. If they can keep on doing this, they can certainly defeat all the customers and become the sole company in this business.

Competitive Analysis

Despite its massive success, Chaldal faces competition from e-commerce companies and traditional retailers. They are part of a competitive environment:

- **Traditional Retailers:** The retail business in Bangladesh still consists of traditional brick-and-mortar stores. Chaldal's biggest challenge is converting people from the convenience of the local store to the benefits of online shopping, such as time savings and more product choices.
- **Online Shopping Competition:** Many e-commerce sites have entered the online shopping market. Chaldal differentiates itself by focusing exclusively on markets and building a large coordination network to gain a competitive advantage in the perishables market.

- **Supply Chain Difficulties:** The Internet retail market is prone to supply chain difficulties. Chaldal needs to invest in strengthening its supply chain capacity to reduce risks from product shortages, traffic congestion, and other challenges.
- **Market expansion:** Transporting Chaldal products to markets outside the city is a challenge. This includes figuring out how to manage barriers in rural areas and tailoring business plans to meet the unique needs of different customers.
- **Technological innovation:** Maintaining a competitive advantage requires continuous investment in technology. Chaldal must stay at the forefront of innovation and explore modern technologies to increase customer satisfaction, streamline processes, and maintain a competitive edge.

Chaldal's competitive advantage in the online grocery sector is due to strong business strategy, effective management, strategic market positioning, and continuous innovation. Ensuring growth and leadership in the rapidly changing Bangladeshi market requires organizations to increase their market share while managing competitive challenges and navigating the changing environment.

2.3 Revenue Analysis of Chaldal.com

Chaldal.com has been showing steady growth ever since they started doing business in the year 2013. In the initial phase they desired to have at least thirty deliveries per day but due to the quality of service provided by Chaldal they quickly rose to the top. Now a day Chaldal makes around 100000+ deliveries per day. They have an extraordinarily strong delivery and supply chain base for getting the delivery work done. This has helped a lot behind them raising their business as much as they do currently. In the grocery shopping online industry Chaldal.com has shown tremendous growth over the years. Initially their revenue was not extremely high since developing the business, warehousing, agreement with companies along with delivery service people hiring took a lot of investment.

After creating a powerful base and working through the tough times Chaldal.com has seen excellent growth in their profits. Here I am sharing a chart of their Revenue over the period of 5 Years from 2019 to 2023. If we analyze these, we can see the difference each year in revenue.

Year	Revenue (IN MILLION)
2019	17
2020	31
2021	57
2022	48
2023	45

Table 2: Chaldal.com Revenue

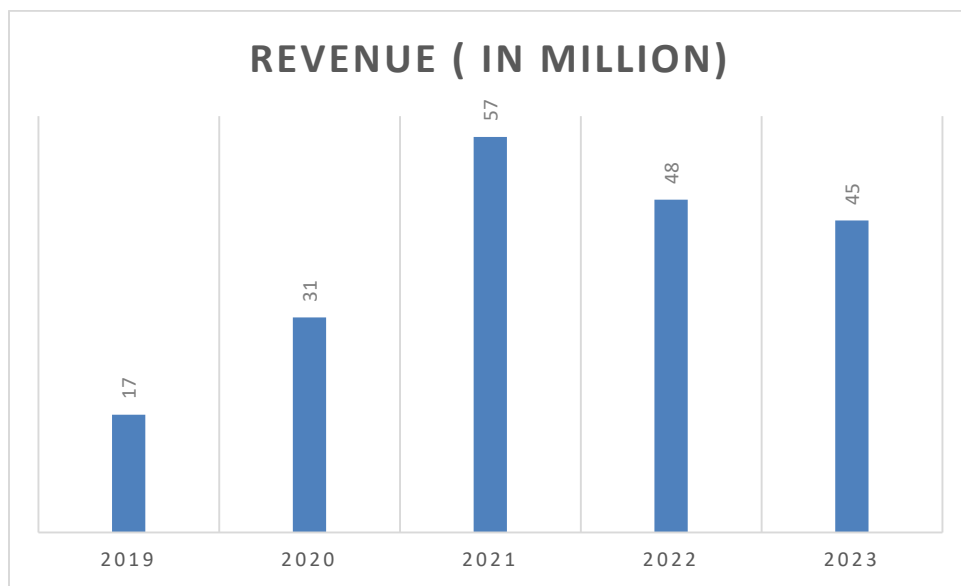


Figure 2: Chaldal Revenue Over the last 5 years

Here we can see that there has been excellent growth between the year 2020 and 2021. These are the Covid years where there has been lockdown all over Bangladesh and Chaldal.com supported the people of Bangladesh over these two years tremendously. In the year 2019 they managed to earn revenue of 17 million.

The year 2020 and 2021 were two of the golden years of Chaldal.com. They managed to generate significant revenue in these two years with revenue of 31 million and 57 million yearly respectively.

After the pandemic, in the year 2022 many people went back to normal life with no lockdown and scare of virus. Which is why there has been some reduction of profit in the years 2022 and 2023 yet it must be said that compared to the year 2019 the next 4 years have been tremendously

successful for Chaldal.com. They do not need to look back on those initial years from 2013 to 2018.

Chaldal.com has made considerable progress in their revenue generation by offering a new and extensive range of products on their online shop. People of Bangladesh can buy anything they can ever imagine related to grocery, pet care, baby care, foot care, stationary, lifestyle essentials and adding many more product category and product for people of Bangladesh.

2.4 Key products offered by Chaldal

Chaldal provided the following important products. They believe these types of products are required daily and Chaldal.com is giving the people of Bangladesh where they can buy it all at once at a single website just a click and they are done.

- **Groceries:** Chaldal provides an extensive selection of grocery products, encompassing essential pantry items such as rice, lentils, cooking oil, and various other staples.



- **Fresh Produce food:** Customers wanting the greatest quality and freshness have the option of purchasing locally sourced fresh vegetables and fruits from Chaldal.
- **Meat and Seafood:** Chaldal provides a diverse selection of fresh meat, poultry, and seafood items to fulfill their clients' protein needs.
- **Dairy and Frozen Products:** Dairy includes milk, cheese, and yogurt, while frozen products include veggies and ready-to-cook meals.
- **Bakery and Snacks:** Chaldal offers a wide range of bakery products, including bread, pastries, cookies, and a variety of snacks.
- **Beverages:** Customers can choose from soft drinks, juices, teas, and coffee.

- **Household Essentials:** Chaldal offers a variety of cleaning materials, personal care products, fashion, and home furnishings products.
- **Vehicle and Pet Essentials Items:** Chaldal offers a variety of Vehicle and Pet Essentials Items.
- **International products:** Chaldal offers a wide range of international products, offering customers products that they cannot find in nearby stores.

Below I am sharing a few images of Chaldal.com's categories, and range of products.

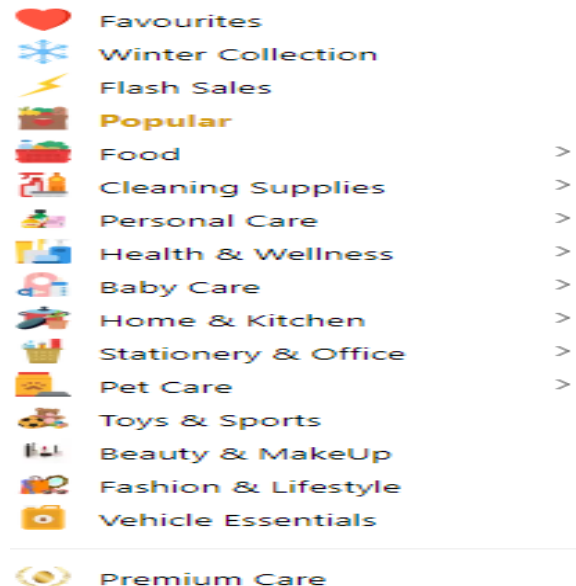


Figure 3: Chaldal.Com Range of Products

- **Pharmacy:** Chaldal.com has also launched an online pharmacy to help make sure the customers do not have to go out or go to different apps to order for Medicine. They can do it with a single click while shopping for their required items. Here they have kept all kinds of medical necessary products and medicines the customers can look out for.

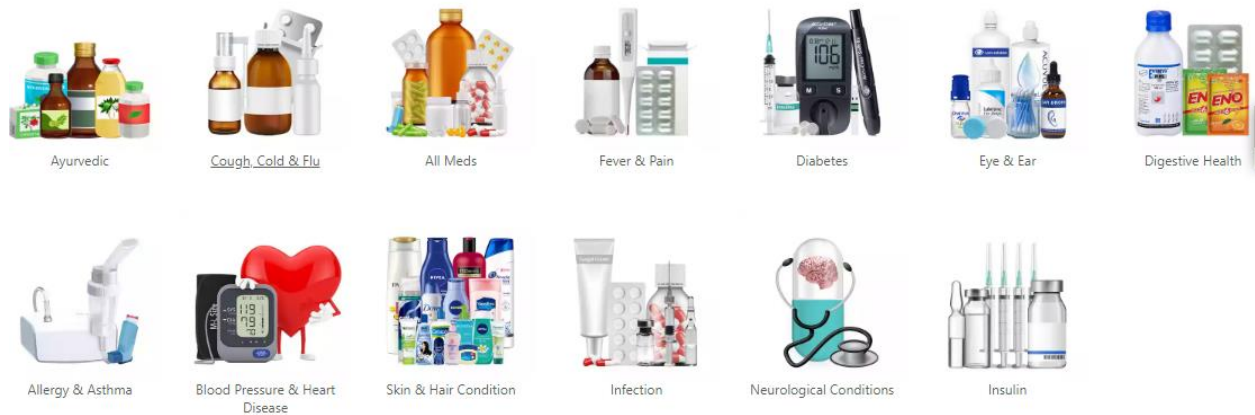


Figure 4: Chaldal.com Medicine Hub all type of Medicines

- **Cook-Up:** Chaldal.com has launched a partnership with cook-up, which is a home-made food delivery service. It also provides recipes for delicious dishes. Besides this recipe and ingredients required information are both on one page. So, a person looking into the recipe can also add the required items to their shopping list and cook the dishes at the comfort of their own home.

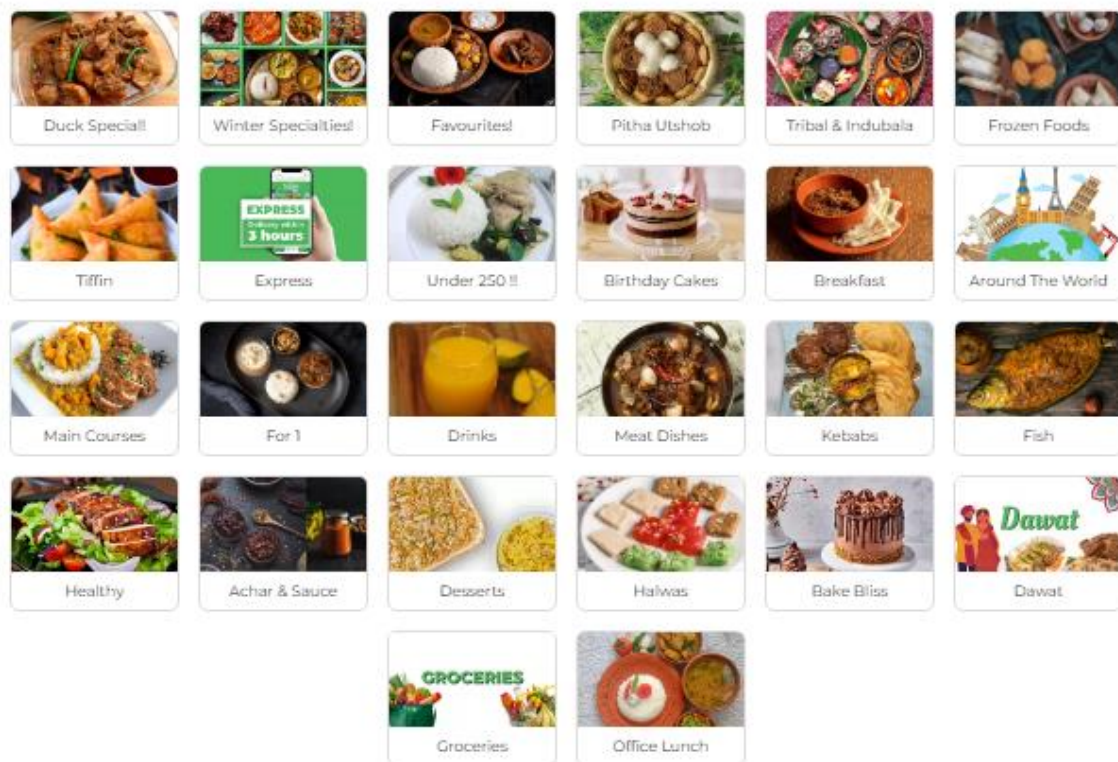


Figure 5: Chaldal.com Collaboration with Cook-up

2.5 The ways Chaldal.com different than its competitors

It is the strategies and actions taken at the right time that matters the most when it comes to making a differentiation. Chaldal.com has created a massive differentiation by implementing the factors below in their strategies that made the difference. Below are the factors that make Chaldal.com different from its competitors.

- **Product Selection:** Chaldal.com offers a wide range of products to choose from which other competitors cannot offer to that extent. This is a major difference between Chaldal.com and its competitors. This could involve partnering with local farmers to offer a selection of fresh produce that is not commonly found on other competing platforms.
- **Competitive price:** Chaldal.com provides competitive pricing which allows them to fight with the competitors.
- **Real-time Tracking enhances the delivery services:** One aspect that improves the efficiency of delivery services is the implementation of real-time tracking. With this technology in place, customers can easily monitor the progress of their packages as they make their way to the intended destination. This not only provides peace of mind for the customers but also allows them to plan and prepare accordingly. By knowing exactly when their package will arrive, Chaldal can ensure that someone is available to receive it and avoid any unnecessary delays or missed deliveries. Overall, real-time tracking plays a crucial role in streamlining the delivery process and ensuring that packages are delivered promptly and efficiently. Additionally, Chaldal.com sets itself apart by offering efficient and transparent delivery services. For example, customers have the option to track their deliveries in real-time, allowing them to stay informed about the progress of their orders and receive them promptly.
- **Personalized Recommendations and User-Friendly Technology:** By prioritizing the ease of use in our technological advancements, Chaldal ensures that users can navigate through its platforms effortlessly. With user-friendly technology, individuals can access and utilize our services without any complications or frustrations. This seamless experience allows users to fully engage with our platforms and take advantage of the personalized recommendations tailored specifically to their needs and interests. Chaldal ensures that individuals may fully benefit from its platforms' specialized ideas by stressing ease of use and creating a seamless experience. Through the utilization of advanced algorithms and data analysis, Chaldal.com systems can gather information about each user's preferences, browsing history, and previous interactions.
- **Direct Sourcing and Collaborations with Local Partners:** Chaldal.com's dedication to supporting local enterprises may entail establishing direct alliances with farmers, producers, and suppliers. As an example, the platform could highlight certain products labeled as "Chaldal Direct," signifying that these items are procured straight from local partners. By adopting this strategy, Chaldal.com can guarantee the quality and freshness of its products while simultaneously fostering the long-term viability of local businesses.
- **Unparalleled Customer Service and Assistance:** Chaldal.com can distinguish itself by delivering outstanding customer service. One way to achieve this is by establishing a

resolute customer support team that can be reached through various channels, including phone, live chat, and email. Additionally, the platform can incorporate customer feedback systems to constantly enhance its services using valuable input from users.

- **Innovative Promotions and Loyalty Programs:** When it comes to promotions and loyalty programs, Chaldal.com has a knack for thinking creatively and introducing fresh ideas. One potential strategy is to launch limited-time promotions that coincide with local festivals or events, adding an element of excitement and relevance. Additionally, their loyalty program could be structured in tiers, granting exclusive advantages to customers who achieve higher levels. This not only encourages loyalty but also enhances customer engagement.
- **Sustainability commitment:** Chaldal.com has a wide range of sustainability initiatives to which it is dedicated. These initiatives could involve the implementation of environmentally friendly packaging materials, the reduction of carbon emissions during the delivery process, and the support of various environmental causes. To connect with consumers who prioritize environmental consciousness and uphold its corporate social responsibility values, the platform can openly communicate its sustainability endeavors.

These footsteps illustrate potential strategies that Chaldal.com could use to differentiate itself from competitors.

2.6 Improved accessibility and convenience for consumers by chaldal.com

Chaldal.com's user-centric strategy and creative digital solutions have revolutionized the grocery shopping experience, increasing accessibility and convenience for customers in Bangladesh. Chaldal.com has made accessibility, efficiency, and convenience of use its top priorities by utilizing innovative technologies and a customer-first mentality. This ensures that customers can easily access a varied choice of high-quality products and enjoy a hassle-free shopping experience.

- **Online Platform and Mobile App:** Customers can easily access a wide range of grocery products thanks to Chaldal.com's online platform and mobile app. Chaldal.com's intuitive interface, easy navigation, and easy sorting allow customers to navigate through a variety of products and find what they are looking for in just a few clicks quickly and easily.
- **24/7 Availability and Order Taking:** Chaldal.com is available 24/7 to its customers, giving them the right to shop at their convenience and place orders as per their schedule. Chaldal.com ensures continuous access to products that are relevant to customers, to meet their diverse lifestyles and needs, whether they choose to shop day or night.
- **Wide selection and customization of products:** Chaldal.com offers a wide variety of products that can be customized to suit your dietary needs and preferences. This includes fresh vegetables, meats, personal care products, and specialty products. Chaldal must consider the unique tastes of each customer. It also offers com customization options.

These options allow customers to add customization to their order, select their preferred delivery window, and edit their regular subscriptions.

- **Good delivery service and timely fulfillment:** Chaldal.com provides good delivery service and order fulfillment to ensure that customers get the products reliably and on time. Chaldal.com simplifies delivery options, provides real-time ordering, and offers flexible shipping options for customer satisfaction. This allows customers to get their food where and when they want it without any hassle or delay.
- **Convenient and safe payment method:** Chaldal introducing convenient and secure payment methods makes transactions easier and improves the overall shopping experience. Chaldal.com builds customer trust by offering a variety of digital payment options and establishing strong data security protocols, enabling customers to transact worry-free.
- **Customer Support and Feedback Channels:** Using Chaldal, customers can find, submit feedback, and resolve issues quickly with responsive customer support and flexible feedback channels. Chaldal.com is committed to ensuring that all customers have a smooth and positive shopping experience by encouraging open communication and responding promptly to customer questions and comments.

With these initiatives, Chaldal.com has revolutionized the affordability and accessibility of the retail market in Bangladesh, providing consumers with the highest levels of flexibility, affordability, and flexibility to meet their needs and wants.

2.7 Effects of Chaldal's innovation on traditional brick-and-mortar grocery stores

Chaldal's new online retail strategy has significantly changed the competitive landscape and affected consumer buying habits compared to traditional retailers in Bangladesh. Chaldal Digital advances have increased access and availability to unprecedented levels but have forced traditional retailers to change and evolve to stay competitive. Chaldal's creation influenced brick-and-mortar stores. Methods like:

- **Changing Consumer Preferences:** Consumer preferences for online shopping have changed as Chaldal focuses on convenient and time-saving technology. Chaldal consumers' growing preference for online grocery shopping has led to a decline in foot traffic and in-store sales at some brick-and-mortar establishments.
- **Increased focus on digital integration:** Some brick-and-mortar retailers need to invest in digital integration to stay competitive in the changing retail environment. Like Chaldal's strategy for digital marketing, some have created online stores or partnered with existing e-commerce companies to offer consumers more ways to shop for food.

- **Improve customer experience and service:** Chaldal's focus on customer service has enabled brick-and-mortar retailers to improve their in-store and out-of-store shopping experience. This could include providing personalized advice, increasing in-store assistance, or setting up a loyalty program to reward repeat purchases, all indicative of Chaldal's customer-centric approach.
- **Diversification of product offering:** Some brick-and-mortar retailers have expanded their product offerings to reflect the wide range of products offered by Chaldal. Through the competition and product diversity of Chaldal's online platform, this expansion aims to meet customer needs for a wide range of products, including classic and specialty items.
- **Improved operations and management processes:** Some of the traditional stores have improved their operations and operations due to Chaldal's efficient supply chain and operations management. Chaldal's goal of increasing operational efficiency and providing customers with a smooth and efficient shopping experience may be to improve delivery services, streamline inventory management, and implement technical solutions.
- **Emphasis on local and fresh produce:** Some established retailers have responded to Chaldal's focus on local and fresh produce by strengthening relationships with farmers and the nearest supplier. In Chaldal's effort to find cost-effective, new, and reliable products for its customers, its focus on local products and new products aims to attract customers who value product quality and support small businesses.

Traditional retail stores faced challenges due to the Chaldal operation but were also motivated to innovate, adapt, and improve their products and services to better meet the changing needs and wants of consumers. It is a rapidly changing environment.

2.8 Customers win by using Chaldal

Chaldal's customers have adopted the company's digital platform for many reasons, taking advantage of the multiple advantages of this innovative way of selling merchandise. The main factors that contribute to the appeal of Chaldal and the benefits offered to customers are:

- **Convenience:** Customers can browse and purchase a wide range of products from the comfort of their homes and offices thanks to Chaldal's digital platform that offers hassle-free convenience. They do not waste time and effort in visiting physical stores, which is particularly useful in the busy cities of Bangladesh.
- **Time Saving:** Chaldal's digital platform saves users a lot of time by eliminating the need to physically visit stores. This allows you to focus on other important tasks or spend more time with your family.

- **Wide selection of products:** To accommodate a wide range of customer needs, the Chaldal platform offers a wide variety of products, including specialty items and necessities such as groceries. This range allows consumers to easily find and buy what they are looking for, without the limitations of physical stores.
- **Competitive prices and remarkable offers:** Chaldal's platform often offers customers competitive prices and unique offers, allowing them to save money on marketplaces and access payment solutions not found in brick-and-mortar stores.
- **Reliable Delivery Service:** Even in crowded areas due to difficult transportation and logistics issues, Chaldal's reliable and efficient delivery service ensures that customers receive their products on time. This reliability and speed results in excellent customer experience.
- **Quality Assurance:** Chaldal is committed to providing high-quality products to our customers. Chaldal cultivates customer loyalty and trust by partnering with trusted suppliers and brands to ensure that authentic and innovative products reach consumers. Chaldal's user-friendly design provides customers with a smooth and intuitive online shopping experience by allowing them to easily navigate the platform, place orders, and pay online.
- **Customer Support:** Chaldal provides reliable customer support to answer customer questions and concerns regarding ordering and shipping. Providing personalized service not only improves customer satisfaction but also strengthens the relationship between Chaldal and customers.



As customers are offering unique offers and discounts like this, the customer feels like it is a win-win situation for them. By offering these benefits and catering to the diverse needs of Bangladeshi consumers, Chaldal's digital platform has gained immense popularity among users and cemented its position as the leading online shopping hub.

2.9 Employment opportunities and economic impact of Chaldal

Apart from completely changing the shopping experience in Bangladesh, Chaldal has also contributed to the growth of jobs and the country's economy. Chaldal's innovative business approach and focus on building relationships with local suppliers has fueled job and entrepreneurship growth and helped expand Bangladesh's digital economy. Here is an overview of Chaldal's activities and economic impact:

- **Job creation in the digital economy:** Chaldal's growth has opened employment prospects in various industries, including marketing, technology, coordination, and customer service. Chaldal plays a vital role in developing an innovative and entrepreneurial culture, recruiting talented professionals, volunteers, and support staff. This has not only helped the digital economy grow but has also helped create a skilled workforce in Bangladesh.
- **Empower local farmers and suppliers:** Chaldal's collaboration with local farmers, suppliers and small farmers has strengthened local communities and helped expand the agricultural industry. By providing local businesses with a platform to access a wider consumer base, Chaldal has enabled small farmers and suppliers to increase their markets, sources of income and the wider economic development of their communities.
- **Entrepreneurship and relationships:** Chaldal fostered a culture of self-employment and small business ownership by building relationships with local entrepreneurs and suppliers. By promoting cooperation between local entrepreneurs, helping small businesses grow and providing a platform for specialized delivery services, Chaldal has contributed to building a strong and inclusive business ecosystem in Bangladesh.
- **Technological innovation and skills development:** Chaldal focused on digital solutions and innovative technologies, encouraging employees to expand their knowledge of technology and expand their skills. Chaldal has established a culture of continuous learning and professional growth by providing training programs, internships, and technical resources. These efforts have provided the company's employees and partners with the tools and knowledge they need to survive in the digital environment.
- **Socio-Economic Development and Community Impact:** Chaldal's financial contribution has increased the socio-economic growth of Bangladeshi society. Chaldal makes a significant contribution to the health and well-being of the community by creating jobs, supporting small local businesses, and promoting economic development. This helped to create a sense of social responsibility and social development in society at large.

Overall, Chaldal supports inclusive growth and economic empowerment in Bangladesh's digital economy through its commitment to creating employment opportunities, strengthening the capacity of local suppliers, fostering entrepreneurship, promoting technical literacy, and supporting the socioeconomic development of the country's strength.

2.10 Potential growth and expansion of Chaldal in Bangladesh

The future holds immense potential for the growth and expansion of Chaldal in Bangladesh.

Through its innovative solutions, customer-centric approach, and robust operational infrastructure, Chaldal has established itself as a dominant player in the online grocery shopping industry in Bangladesh. With a strong foothold and a proven record of success, Chaldal possesses the capability to expand and grow further within the country. Numerous factors contribute to the potential for Chaldal's ongoing expansion and growth in Bangladesh.

The relationship between market demand and consumer behavior is a crucial aspect:

The study of market demand and consumer behavior is essential for understanding the dynamics of the market. Chaldal is poised for expansion in Bangladesh due to the rising popularity of online shopping and the surging desire for convenient, trustworthy, and high-quality grocery services. With the ongoing shift in consumer habits towards digital platforms, Chaldal has a strategic advantage in seizing a greater portion of the market and meeting the changing demands and preferences of tech-savvy customers.

- **Technological advancement and infrastructure development:**

The progress of Bangladesh's digital infrastructure, encompassing enhancements in internet connectivity, mobile technology, and coordination networks, creates a favorable setting for the expansion of Chaldal. The constant evolution of technological capabilities and the improvement of digital infrastructure bolster Chaldal's endeavors to connect with fresh clientele, broaden its range of services, and optimize operational efficiency over a wider geographical expanse.

- **Expanding the range of products available:**

Chaldal's capacity for expansion is reinforced by its aptitude to vary its assortment of products and introduce fresh categories in response to consumer demand and market fluctuations. Through the expansion of its inventory to encompass a broader spectrum of items, such as specialty products, essential household goods, and consumer merchandise, Chaldal can appeal to a wider array of customers and position itself as a comprehensive destination for diverse consumer requirements that extend beyond conventional grocery items.

- **The company's expansion strategy includes expanding into untapped regions and cities:**

The key to Chaldal's growth lies in its capacity to infiltrate unexplored territories and urban centers throughout Bangladesh. Through a strategic focus on areas with limited access to services and the expansion of its delivery infrastructure to encompass remote and suburban regions, Chaldal can utilize its operational proficiency to serve a wider range of customers. This approach promotes inclusive development and enables Chaldal to extend its presence to previously overlooked segments of the population.

- **Constant Innovation and Customer Engagement:**

The ongoing pursuit of innovation and active engagement with customers are key elements for success. Chaldal's unrelenting commitment to continuous innovation, technological advancement, and active client interaction drives the company's growth and success. Through substantial investments in research and development, exploration of novel technologies and a strong emphasis on customer input, Chaldal can introduce groundbreaking solutions, enhance its range of services, and elevate the overall satisfaction of its customers. This steadfast commitment firmly establishes Chaldal as a trailblazer in the digital retail industry of Bangladesh.

Through leveraging these factors and upholding its commitment to customer-centric values, operational excellence, and strategic expansion efforts, Chaldal can optimize its potential for long-term growth and emerge as a significant influence in shaping the trajectory of the online grocery shopping industry in Bangladesh.

2.11 Chaldal's impact on the digital transformation of grocery shopping in Bangladesh

Due to many crucial differences and trends in the industry, Chaldal.com, one of the leading online shopping platforms in Bangladesh, has taken a strategic decision to focus on the digital transformation of food shopping in the country.

- **Increasing Internet Penetration:** Consumers in Bangladesh are increasingly shopping online for convenience and access due to increased use of the Internet and smartphones.
- **Busy Lifestyle and Urbanization:** People in Bangladesh are living busy lives and are witnessing an increase in urbanization, which has created the need for efficient shopping solutions to save time and effort. Online grocery shopping fulfills these requirements through a hassle-free shopping experience.

- **Changing consumer taste:** More people are choosing to shop online over traditional brick-and-mortar stores because of the ease and convenience. Color Com may have noticed this change and tried to change consumer tastes.
- **Growing Middle Class and Revenue Generation:** Chaldal.com aimed to provide an online platform to the growing middle class and increase revenue, thereby satisfying their need for a quick shopping experience and high-quality products.
- **Technological developments:** Online grocery shopping has become better and better thanks to technological developments such as better payment gateways, user-friendly interfaces, and better coordination. This has led companies like Chaldal.com to invest in the digital transformation of the shopping experience.
- **Changes in consumer behavior due to the pandemic:** The COVID-19 pandemic has led to a rapid shift to online shopping across the world, including Bangladesh. During the pandemic, Chaldal.com saw an increased demand in the market for contactless sales solutions and worked to meet this demand.

Chaldal.com was able to take note of these market trends and opportunities and see a wonderful opportunity to meet Bangladesh's unmet need for a fast, dependable, and efficient shopping experience. That is why they decided to focus on the digital transformation of grocery shopping.

2.12 Chaldal.com's role in promoting e-commerce in Bangladesh

Chaldal.com has made significant contributions to the digital economy of Bangladesh and has also revolutionized grocery shopping trends by promoting the expansion and adoption of e-commerce in Bangladesh. Chaldal.com, a leader in online shopping, has accelerated the growth of e-commerce in Bangladesh by adopting innovative technologies, creating best practices, and promoting the level of quality management and customer satisfaction. Chaldal.com's contribution to the nation's E-commerce promotions includes:

- **Digital transformation in marketing:** Chaldal's success has become an example of how digital solutions can completely change the marketing sector, encouraging marketers and startups to adopt businesses and integrate digital technologies into their daily work. Chaldal started the wave of digital transformation in the mass marketing sector by proving that online shopping is efficient and profitable. Innovation increased and management improved the Expansion of e-commerce in Bangladesh.
- **Consumer awareness and awareness:** Chaldal has played a significant role in educating consumers about the benefits and principles of online shopping. Chaldal's promotion of the benefits of its digital platform, secure transactions, and reliable delivery services convinced consumers to embrace e-commerce as a viable alternative to traditional retail.

This has led to an increase in the number of customers and the development of online shopping culture in Bangladesh.

- **Job creation and economic empowerment:** Chaldal's expansion has helped develop skilled workers and employment prospects for the e-commerce industry. Chaldal has promoted social and economic development in Bangladesh by building relationships with local suppliers, farmers, and exporters. These partnerships have promoted economic empowerment, entrepreneurship, and sustainable development.
- **Innovative technologies and innovation:** Chaldal focuses on innovation and technology, which accelerates the creation of advanced digital solutions and logistics infrastructure for the e-commerce ecosystem. Chaldal has advanced Bangladesh's e-commerce capabilities by investing in innovative technologies, supply chain management systems, and customer-centric platforms. In doing so, the company has redefined the standards of operational excellence, customer care, and service.
- **Competitive Opportunities and Market Expansion:** Chaldal's success has helped create a competitive environment in the e-commerce space, promoted the growth of new online retailers, and expanded the market. Chaldal has set higher standards for customer experience, product quality, and service standards, promoting healthy competition and market growth. The result is a dynamic and vibrant e-commerce ecosystem that offers a variety of choices and options to consumers in Bangladesh. The value proposition has improved.

Chaldal's significant contribution to the promotion of e-commerce in Bangladesh demonstrates the company's ability to drive digital transformation, support economic empowerment, promote a strong digital economy, and enter the country. Chaldal's innovation and service expansion place it at the forefront of the continued development and growth of e-commerce, laying the foundation for the future of Bangladesh to increase technology, digital inclusion, and life.

2.13 Sustainability and environmental responsibility

Chaldal.com is committed to sustainability and environmental responsibility for several reasons that demonstrate the company's commitment to social and environmental sustainability.

- **Reduce Carbon Footprint:** Chaldal.com's approach to sustainability allows you to adopt strategies to reduce your carbon footprint, which helps efforts to fight climate change and environmental pollution. This is important in communities where carbon emissions and other environmental issues are a major concern.

- **Encourage environmental behavior:** Chaldal.com may encourage environmentally friendly activities such as the use of bio-based products, promote the search for sustainable products, and implement effective delivery methods to reduce negative effects on the environment. By following these steps, companies demonstrate that they are committed to reducing waste and promoting sustainable consumption.
- **Foster ethical and sustainable work:** Chaldal.com makes it a priority to work with manufacturers and suppliers who meet these standards. This ensures that the goods offered on the platform are ethical and do not involve the exploitation of natural resources, deforestation, or environmental destruction.
- **Making the green brand style:** Chaldal.com can attract environmentally conscious customers by incorporating sustainability into their business plans. This will improve your company's reputation and help you attract customers who value sustainability when shopping.
- **Satisfy customer needs:** As customers are more concerned about environmental sustainability, companies like Chaldal.com must ensure that their policies reflect the beliefs and tastes of their customers. Chaldal.com can drive long-term loyalty by addressing the diverse needs of environmentally conscious customers and demonstrating its commitment to sustainability.
- **Promote community well-being:** Chaldal.com's focus on sustainability goes beyond environmental factors to include projects that support local communities and improve social life. This may include supporting projects that help the regions where Chaldal.com operates, promoting fair trade, and collaborating with farmers and producers.
- **Long-Term Business Viability:** The long-term business viability of Chaldal.com can be enhanced by implementing sustainable practices in its operations. Chaldal.com uses sustainable business practices and state-of-the-art resource management, which enables Chaldal.com to reduce operating costs, increase productivity, and secure resources for future generations.

However, Chaldal.com's commitment to environmental responsibility and sustainability is not only in line with global initiatives to address environmental issues but is a crucial step forward to promote more responsible and sustainable business models that benefit the organization. And communities that work.

2.14 Chaldal's distinctive features and offerings in comparison to its foreign rivals

When comparing Chaldal to its international counterparts, one cannot help but notice the distinctive features and offerings that set it apart. Chaldal, a trailblazing digital grocery platform in Bangladesh, stands out from its international counterparts with its array of distinctive features and offerings tailored to the local market. These exceptional attributes contribute to Chaldal's individuality and differentiate it from global rivals.

Notable among these unique features and offerings are:

- **Localized Product Range and Customization:**

The focus on tailoring products to specific regions and customizing them is a key aspect of our business strategy. Chaldal meticulously selects its assortment of products to meet the unique tastes and dietary needs of the Bangladeshi community. With a focus on locally procured goods, specialty items, and culturally significant groceries, Chaldal ensures that customers have access to a broad range of products that align with their culinary customs and personal preferences.

- **Last-mile coordination and localized delivery solutions are crucial aspects in the world of transportation and distribution:**

Chaldal has developed a delivery network and last-mile logistics solutions that are specifically designed to overcome the distinctive obstacles presented by Bangladesh's diverse geography and urban infrastructure. By optimizing its delivery services, Chaldal guarantees prompt and dependable product deliveries, even in densely populated cities and remote suburbs. This sets Chaldal apart from international competitors who may not possess the same comprehensive knowledge of Bangladesh's unique logistical challenges. To promote cultural understanding and aid with language, it is important to prioritize cultural sensitivity and language support.

- **Collaborations with nearby suppliers and farmers:**

Chaldal prioritizes the development of robust alliances with nearby suppliers, farmers, and small-scale producers, actively contributing to the expansion of the local agricultural industry while advocating for sustainable sourcing methods. Through its emphasis on local partnerships and support for indigenous enterprises, Chaldal reaffirms its dedication to engaging with the

community and fostering economic empowerment. This approach sets Chaldal apart from international competitors who may not place the same emphasis on sourcing locally and cultivating community relationships.

Chaldal's dedication to catering to the specific requirements of the Bangladeshi market, through its focus on localization, cultural sensitivity, and community-driven initiatives, sets it apart from global competitors and solidifies its reputation as a reliable and preferred option for online grocery shopping in Bangladesh.

2.15 Opportunities for collaboration and partnerships with global players

Partnerships and joint ventures with global players represent a key prospect for digital retail businesses, allowing them to leverage the experience, resources, and market share of established multinationals. These collaborations can provide numerous benefits to companies seeking to build a global presence and strengthen their competitive advantage by fostering innovation, supporting market growth, and fostering long-term success. Some important possibilities for partnerships and cooperation between international players include:

- **Collaborate for technology exchange and innovation:**

Partnerships with global technology companies and digital innovators can foster technology sharing while encouraging joint efforts to drive innovation in the digital retail sector. By collaborating on research and development efforts and exchanging best-in-class information, companies can enhance their digital capabilities, streamline processes, and bring innovative solutions to the market in response to changing customer expectations and market trends. Marketers act and use innovative technological solutions.

- **Market growth and global distribution network:**

Partnering with international sellers and manufacturers can provide access to a global distribution network, which allows companies to expand their market reach and reach new customer bases in different geographies. Organizations can use distribution channels and strategic alliances to explore new market prospects, enter international markets, and expand their customer base, resulting in long-term growth and increased sales and Global market presence.

- **Supply chain and cross-border trade integration:**

Hiring a global supply chain and coordination company can help your organization strengthen procurement, shipping, and inventory management functions and manage cross-border trade. By forming strategic alliances with global supply chain partners,

companies can improve operational efficiency, reduce transportation costs, and reduce operational complexity, Competition, and response.

- **Cross-cultural communication and understanding of local markets:** Collaborating with international companies can provide valuable insights into local market dynamics, customer needs, and cultural differences, helping companies better understand global markets and consumer behavior. By aligning products, services, and marketing strategies, companies can reach different customer segments, promote brand loyalty, and build strong relationships with global customers.

- **Strategic partnerships for product differentiation and innovation:**

Building strategic relationships with global customers and industry leaders will help drive product differentiation and innovation as Chaldal.com develops new offerings and solutions to meet the diverse needs and tastes of our global customer base. Organizations need collaborative knowledge and a resource, Chaldal.com has established itself as a leader in market intelligence, product development, and customer engagement.

Companies that utilize these collaborations and collaboration opportunities with global players are positioned for long-term success by opening new growth opportunities, promoting world growth, and fostering a culture of innovation and excellence in the global digital marketing sector that strength in an increasingly interconnected and competitive global market.

2.16 The influence of consumer trust and loyalty on Chaldals' reputation

Chaldal's standing as a prominent online grocery retailer in Bangladesh has been influenced by the trust and loyalty of its customers. The effects of consumer trust and loyalty on Chaldal's reputation are evident in various key factors:

- **Positive referrals and word-of-mouth:**

Chaldal's reputation for dependability, excellence, and ease of use has been enhanced by its customers' confidence and loyalty, resulting in positive word-of-mouth testimonials and recommendations. Contented consumers actively shared their experiences with their social circles, resulting in the organic expansion of Chaldal's customer base via recommendations along with positive feedback.

- **Brand credibility and dependability:**

Chaldal's brand credibility and reliability in the market have been bolstered by the trust and loyalty of consumers. Through unwavering commitment to fulfilling promises, upholding product quality, and delivering exceptional customer service, Chaldal has cemented its position as a brand that can be relied upon, further strengthening its reputation.

- **The concept of repeat purchases and customer retention is crucial for businesses to maintain a loyal customer base:**

Chaldal's sustained growth and market presence can be attributed to the strong customer trust and loyalty it has cultivated. By providing a reliable and satisfactory service, Chaldal has created a loyal customer base that consistently makes repeat purchases and remains dedicated to the brand. This ongoing patronage and loyalty from satisfied customers have played a vital role in Chaldal's success and continued expansion in the grocery shopping industry.

- **Market Challenge Resilience:** The ability to withstand and overcome market challenges is a crucial aspect of success in today's business landscape. Chaldal's competitive edge and ability to endure market obstacles stem from the unwavering trust and loyalty it commands from consumers. In the face of heightened competition or market volatility, Chaldal can depend on its devoted customer base, who steadfastly back the brand and opt for its services instead of alternatives. This resilience empowers Chaldal to retain its market standing and withstand the trials within Bangladesh's ever-evolving retail sphere.

Therefore, Chaldal's reputation has been significantly shaped by the influence of consumer trust and loyalty, playing a pivotal role in establishing the brand as a reliable and preferred option for online grocery shopping in Bangladesh.

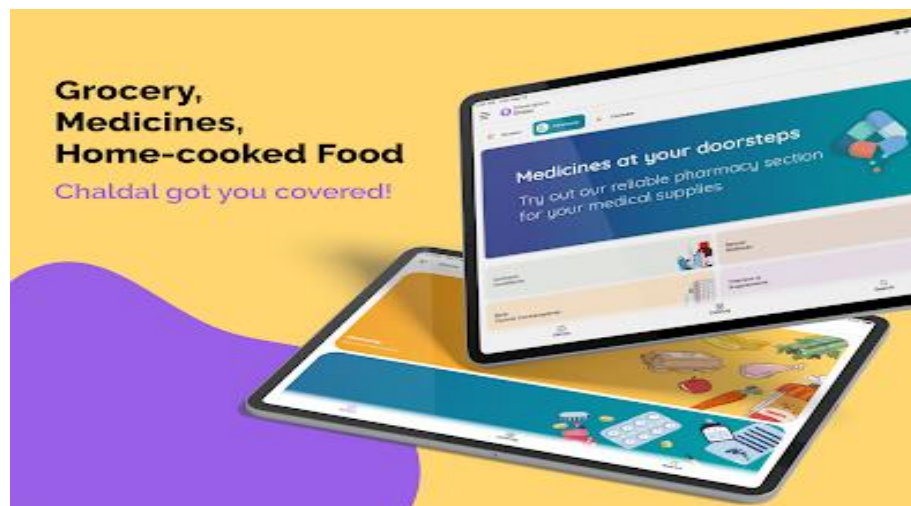
CHAPTER-3

3.1 E-Commerce Marketing Mix Model of Chaldal.com

Chaldal.com has effectively incorporated the e-commerce marketing mix into its business strategy through various activities and initiatives that have contributed to its success in the Bangladeshi market. Here's how Chaldal.com has utilized the e-commerce marketing mix elements:

1. **Product:**

- Chaldal.com offers a diverse range of products, including groceries, household essentials, personal care items, and more, catering to the varying needs of its customers.
- The platform emphasizes the quality and authenticity of its products, partnering with trusted brands and suppliers to ensure customer satisfaction and trust in the products offered.



2. **Price:**

- Chaldal.com implements competitive pricing strategies, offering affordable prices and occasional discounts or promotional deals to attract and retain customers.
- The platform regularly features unique offers, bundle deals, and seasonal discounts to provide customers with cost-effective options and value for money.

3. Promotion:

- Chaldal.com engages in various promotional activities, including digital advertising, social media marketing, and email campaigns to reach a broader audience and increase brand visibility.
- The platform collaborates with influencers, bloggers, and social media personalities to promote its products and offerings, leveraging their reach and influence to attract new customers and retain existing ones.



4. Place (Distribution):

- Chaldal.com emphasizes the convenience of doorstep delivery, ensuring timely and efficient distribution of products to customers' homes, particularly in densely populated metropolitan areas.
- The platform has expanded its delivery network, enabling it to reach a wider customer base across different regions of Bangladesh, enhancing its accessibility and customer reach.

5. People:

- Chaldal.com focuses on providing excellent customer service, employing trained personnel to assist customers with their orders, inquiries, and concerns throughout the purchasing process.
- The platform prioritizes customer satisfaction by ensuring that its customer service representatives are equipped to provide personalized support and a seamless shopping experience for all customers.

6. Process:

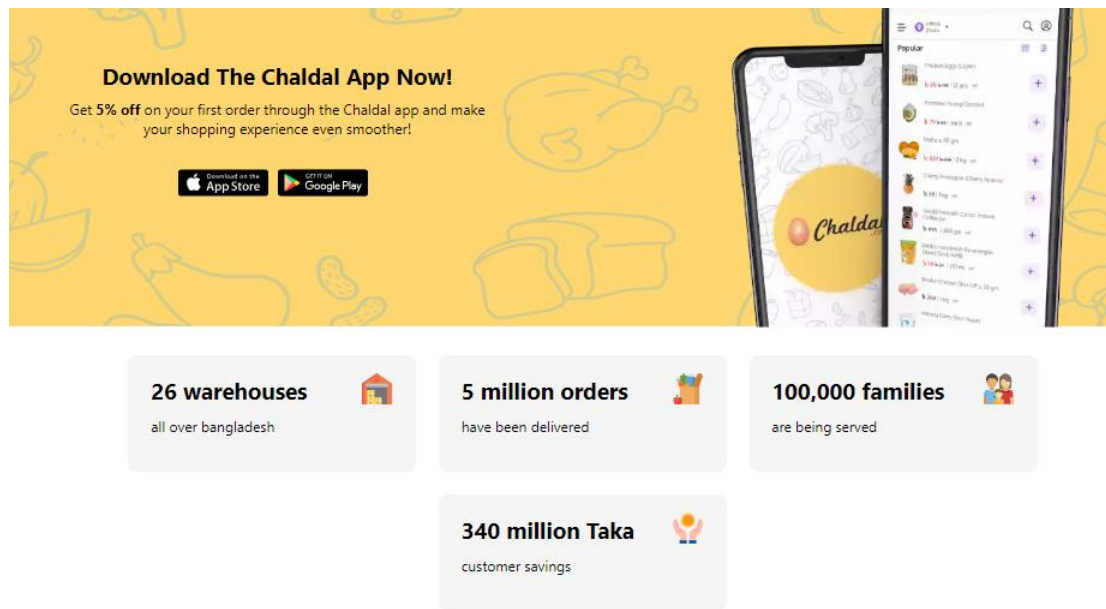
- Chaldal.com offers a user-friendly interface, allowing customers to easily browse products, add items to their carts, and make secure online payments through a simplified and efficient ordering process.
- The platform continuously enhances its website and mobile app to improve the overall user experience, making the purchasing process seamless and hassle-free for its customers.



Chaldal Simple Order Process

7. Physical evidence:

- While primarily operating in the digital space, Chaldal.com ensures that the quality and authenticity of its products are reflected through its branded packaging materials and efficient delivery services.
- The platform focuses on providing customers with a tangible and reliable shopping experience, reinforcing trust and confidence in the brand through its physical evidence of product quality and delivery efficiency.



By effectively integrating these activities into its e-commerce marketing mix, Chaldal.com has successfully established itself as a leading online grocery shopping platform in Bangladesh, providing customers with a convenient, dependable, and efficient shopping experience.

3.2 Digital Marketing Strategies taken by Chaldal.com

Chaldal.com has used various digital marketing methods to expand its reach, engage customers, and increase its presence in the online shopping market in Bangladesh. Chaldal.com implements the following key marketing strategies:

1. SEO:

- Chaldal.com optimizes website content using declared keywords, Meta tags, and keywords for better visibility in search.
- This platform offers great content, grocery shopping tips, cooking ideas, and recipes to increase organic engagement and user engagement.

2. Social Media Marketing:

- Chaldal.com uses Facebook, Instagram, and Twitter to communicate with its target audience and market its products.
- The platform provides regular updates, exclusive deals, and customer reviews to its followers to build a strong and trusted community.

3. Email Marketing:

- Chaldal.com uses email campaigns to communicate with customers about new products, unique offers, and upcoming promotions.
- Customers receive personalized recommendations and alerts based on past purchases and viewing behavior, encouraging repeat purchases and customer retention.

4. Content Marketing:

- Chaldal.com engages in content marketing through blog posts, articles, and videos on cooking, food, and nutrition tips.
- The platform collaborates with influencers and food bloggers to create engaging and useful content for their audience, thereby increasing website marketing and brand awareness.

5. Influencer Marketing:

- Chaldal.com partners with local food and lifestyle brands to promote their products and services.
- The platform collaborates with influencers to create promotional content, product reviews, and social media to promote Chaldal.com products and increase user engagement and conversion prices.

6. Pay-per-click (PPC) advertising:

- Chaldal.com uses targeted PPC ads on search engines and social media to promote products and attract customers.
- By targeting the right keywords and using creative advertising, the platform can drive traffic to their site, improve conversion rates, and maximize return on investment.

7. User Generated Content (UGC):

- Chaldal.com encourages user engagement and product reviews as part of its business.
- The site includes customer testimonials, reviews, and user-generated images to increase visitors' trust and confidence, as well as a sense of community and recognition.

Chaldal.com has gained online visibility, works well with its target audience, and has emerged as a major player in the e-commerce industry by following the needs and preferences of consumers in Bangladesh.

3.3 Consumer behavior theories used by Chaldal

Chaldal.com applies various consumer behavior theories in its business expansion, aiming to better understand its customers and cater to their needs effectively. Here are some examples of how Chaldal.com might utilize these consumer behavior theories:

Theory of Planned Behavior (TPB):

This theory suggests that behavioral intentions are influenced by attitudes, subjective norms, and perceived behavioral control. Chaldal may focus on shaping positive attitudes toward its services through targeted marketing campaigns. For example, Chaldal.com employs TPB by emphasizing the positive aspects of online grocery shopping, highlighting customer testimonials, and user experiences on its website. By highlighting the convenience of doorstep delivery, the platform encourages customers to perceive online grocery shopping as a favorable and accessible option, influencing their intentions to make repeat purchases.

Maslow's Hierarchy of Needs:

Chaldal.com might consider Maslow's Hierarchy of Needs by promoting the safety and convenience aspects of its services. By emphasizing contactless transactions, reliable delivery, and high-quality products, Chaldal.com addresses customers' physiological and safety needs, creating a sense of trust and security that fosters long-term customer relationships. Chaldal.com taps into consumer motivations by:

- **Convenience:** Emphasizing the time-saving aspect of online grocery shopping, particularly for busy individuals or those with limited access to physical stores.
- **Variety:** Highlighting the extensive product range to cater to diverse consumer preferences and needs.

Consumer Decision-Making Process:

Chaldal.com can utilize the Consumer Decision-Making Process model by offering personalized recommendations and promotional offers based on customers' previous purchases and browsing history. Chaldal.com employs a personalized marketing strategy to guide customers and enhance their decision-making process, resulting in higher customer engagement and repeat purchases. To achieve this, Chaldal.com considers the various stages of the consumer decision-making process, including problem recognition, information search, and evaluation of alternatives, purchase decision, and post-purchase evaluation. At each stage, Chaldal.com utilizes targeted advertising, provides comprehensive product information, and offers enticing promotions or discounts. For example, Chaldal creates awareness through advertising and social media; provides detailed product information to assist customers in their evaluation and offers promotions or discounts to facilitate the final purchase decision.

Social Influence and Word of mouth:

To enhance its marketing efforts, Chaldal can tap into social influence by integrating social proof into its strategies. This can be achieved by featuring favorable reviews and testimonials from satisfied customers, enlisting the support of influencers to endorse the service, and promoting user-generated content on various social media platforms to establish credibility and trust. By leveraging social networks, Chaldal can encourage organic word-of-mouth marketing, incentivizing satisfied customers to share their positive experiences on social media. The impact of positive reviews, testimonials, and active engagement on social media can significantly sway potential customers, effectively building social proof and fostering a positive brand perception.

As an example, Chaldal has implemented referral programs to incentivize current customers to spread the word about their positive experiences to their loved ones. This strategy aims to foster greater trust and encourage new customers to embrace the platform.

Cultural Influence Theory:

The theory of cultural influence explores the impact of culture on society and individuals.

Consumer behavior is impacted by culture. In the context of Bangladesh, Chaldal, a company operating in this country, takes cultural aspects such as customs, values, and traditions into careful consideration when devising its marketing strategies. By acknowledging the cultural factors present in Bangladesh, Chaldal tailors its marketing communications to align with the local values and traditions. As an illustration, Chaldal strategically promotes certain products or services during cultural festivals or events that strongly resonate with the preferences of their target audience. During cultural events or festivals, Chaldal could offer special promotions or bundles tailored to traditional celebrations, aligning their offerings with cultural practices.

Chaldal.com successfully incorporates consumer behavior theories into its business expansion strategies, resulting in effective customer engagement, fulfillment of evolving needs, and the cultivation of a loyal and satisfied customer base.

3.4 Marketing theories used by Chaldal

As a prominent e-commerce platform in Bangladesh, Chaldal is likely to come across various theories from marketing that provide explanations for the adoption of new products and services. Here are a few theories that could be applicable to Chaldal:

Diffusion of Innovations Theory (Rogers, 1962):

The diffusion of innovations theory, introduced by Rogers in 1962, provides insight into the process by which new products or services spread among a population. The speed at which adoption occurs is influenced by several factors, including the perceived attributes of the innovation itself. These attributes encompass the relative advantage, compatibility, complexity, trial ability, and observability of the innovation. To expedite the adoption of its online grocery platform, Chaldal employs strategies that highlight these attributes to its target market. This theory classifies adopters into distinct groups, namely innovators, early adopters, early majority, late majority, and laggards. When Chaldal unveils a fresh addition, such as the option of receiving groceries within an hour, those who are forward-thinking and quick to embrace change are likely to be the initial ones to give it a shot. As word of mouth spreads with favorable reviews, the majority of people, both early and late adopters, jump on board. Eventually, even the most resistant to change, the laggards, will follow suit.

Technology Acceptance Model (TAM) (Davis, 1989):

The Technology Acceptance Model (TAM) developed by Davis in 1989 centers around the concept of users' acceptance of technology. According to TAM, the crucial factors that influence user acceptance are the perceived ease of use and perceived usefulness of the technology. The Technology Acceptance Model (TAM) provides a thorough explanation for users' willingness to employ a specific technology, which is primarily driven by two fundamental factors: perceived usefulness and perceived ease of use. For example, if Chaldal introduces a new mobile app feature that allows users to conveniently track their orders in real time and receive personalized recommendations based on previous purchases, the likelihood of user adoption will increase if the feature is perceived as both beneficial and easy to use. Chaldal has meticulously crafted its app and website to create a user-friendly platform that guarantees a smooth and hassle-free experience for its customers. The primary objective of Chaldal is to enhance the perception of ease of use by offering a mobile app that boasts a simplistic and instinctive user interface. Furthermore, the marketing materials strategically highlight the perceived usefulness of the

service, emphasizing the unparalleled convenience of doorstep delivery and the unparalleled ability to effortlessly browse and shop from the comfort of one's own home.

Innovation-Decision Process (IDP) Model (Rogers, 1962):

The Innovation-Decision Process (IDP) Model, developed by Rogers in 1962, provides a comprehensive framework for understanding the stages of innovation adoption. Chaldal's marketing strategies are designed to cater to customers at each of these stages, offering valuable information, addressing any concerns, and facilitating the decision-making process. The Innovation-Decision Process theory presents a comprehensive framework that details the sequential stages individuals undergo when encountering an innovation, starting from initial awareness to complete adoption: knowledge acquisition, persuasion, decision-making, implementation, and confirmation. Upon the introduction of Chaldal's new grocery subscription service, customers are likely to first learn about it through various promotional materials or email newsletters. At this point, they may proceed to gather more information and evaluate how it aligns with their existing grocery shopping routines. This evaluation process may then lead to a decision to give the service a try, followed by the actual sign-up and utilization of the service. Eventually, customers will confirm their satisfaction with the service over an extended period of time. Chaldal has the potential to tailor their marketing strategies to correspond with every phase of the IDP model. To begin with, they can employ informative content to enlighten prospective customers about the platform during the knowledge stage. In the persuasion stage, the utilization of promotional offers or discounts can serve as catalysts for decision-making, while post-purchase communication can guarantee a seamless implementation of the service.

Brand Loyalty and Relationship Marketing:

Establishing lasting connections with customers is essential for sustained success in the realm of brand loyalty and relationship marketing. Chaldal, as a means of accomplishing this, utilizes various strategies such as prioritizing customer satisfaction, implementing loyalty programs, and engaging in personalized communication to both retain current customers and entice new ones. By employing a loyalty program, Chaldal incentivizes repeat purchases, effectively nurturing customer loyalty.

For example, Chaldal has recently unveiled a loyalty program that rewards customers with points for every purchase they make, resulting in enticing discounts and exclusive offers. This initiative serves a dual purpose, as it not only fosters customer loyalty by encouraging them to come back for more, but also deepens the emotional bond between the brand and its valued patrons.

Additionally, personalized communication, whether through email campaigns or app notifications, serves to convey gratitude for customer loyalty and present exclusive offers, thereby fortifying the bond between the brand and its customers.

Cross-Cultural Marketing Theories:

When it comes to marketing theories that cross cultures, Chaldal can consider the cultural context of Bangladesh and tailor their marketing strategies to correspond with the local values, preferences, and traditions.

To accommodate the singular traditions and customs of Bangladesh, Chaldal alters its marketing methods accordingly. One method of achieving this is through the design of promotions and marketing campaigns that are themed around cultural events and holidays. During times of celebration, such as festive seasons, Chaldal can develop unique promotions and marketing campaigns that effectively capture the essence of cultural festivities.

Perceived Risk Theory:

When consumers consider adopting new products or services, there is a tendency for them to perceive risks. To address this, Chaldal employs various strategies aimed at alleviating these perceived risks.

For example, Chaldal offers periods of trial, and money-back, and promotes the safety and dependability of their services. To mitigate concerns, Chaldal employs various strategies including a trial period without associated risk, a guarantee of returning the money, and prominently displaying reliable payment options. Additionally, ensuring the process of delivery is dependable and the quality of the products is superior can also help to reduce the perceived risks.

These theories provide a significant foundation for understanding the complex process of customer acceptance of new products or services, allowing Chaldal to develop innovative strategies for promoting and facilitating adoption among its target audiences.

3.5 Integration of technology for personalized shopping experiences by chaldal.com

Chaldal.com has skillfully utilized several advances to offer its Bangladeshi buyers custom-made shopping encounters. Chaldal.com has progressed customer engagement, satisfaction, and devotion by customizing its offers to coordinate the interesting interface and requests of personal customers by utilizing innovative computerized arrangements and data-driven strategies. This can be an outline of how Chaldal.com employs innovation to convey customized shopping encounters.

- **Information Analytics for Personalized Proposals:**
Chaldal.com analyzes client browsing propensities, past buys, and inclinations utilizing machine learning calculations and information analytics. Chaldal.com utilizes this information to supply clients with tailored item proposals and concepts, empowering them to discover offers and products that suit their inclinations and zones of intrigue.
- **User-Friendly Site and Portable Application:**
Chaldal.com's site and versatile application are made to be user-friendly and offer a customized interface for each client. Chaldal.com conveys a natural shopping involvement that requests personal clients by implying individualized dashboards, customized item shows, and customized client settings. This permits easy routes and consistent shopping travel.
- **Custom-fitted Limited-time Campaigns and Offers:**
Chaldal.com utilizes customized limited-time offers and promotes campaigns agreeing to the interface and customer sections. Chaldal.com energizes rehash trade and builds client dependability by focusing on specific client bunches with personalized advancements, rebates, and extraordinary offers based on an investigation of client information and buying patterns.
- **Intelligent Client Engagement Stages:**
Chaldal.com leverages client engagement stages to encourage coordinated client communication, counting chatbots, in-app informing, and personalized client care. With the utilization of these stages, Chaldal.com can right away react to customer questions, give item proposals, and get feedback—all of which progress the whole shopping encounter and cultivate persevering, individualized associations with customers.
- **Customizable Membership Administrations:**
Chaldal.com gives clients the capacity to customize item collections, conveyance timings, and repeat arrange choices. Chaldal.com ensures that clients get curated and personalized item choices based on their tastes and needs on a customary premise by consolidating innovation into its membership administrations.
- **Personalized Dependability Programs and Rewards:**
Chaldal.com offers its customers remarkable advantages, investment funds, and motivating forces through the execution of personalized devotion programs and rewards frameworks. Chaldal.com offers individualized grants and motivation based on client inclusion and buy history, which advances rehash trade and develops a feeling of appreciation and eliteness among its clientele.

Chaldal.com has successfully set up an energetic and customized shopping involvement that meets the unmistakable requests and inclinations of its clients through these technology-driven activities. Chaldal.com is committed to raising the bar for personalized shopping encounters in Bangladesh's advanced retail showcase by utilizing information analytics, user-friendly

interfacing, focused on special campaigns, intelligent client engagement stages, customizable membership administration, and personalized loyalty programs.

3.6 Changes in consumer behavior and preferences due to digital innovation by Chaldal

Chaldal's digital innovations have had a tremendous impact on customer behavior and preferences in Bangladesh, transforming the way people buy groceries and their expectations for convenience, quality, and accessibility. Chaldal has influenced customer buying behaviors by introducing an evolving and user-friendly online platform, encouraging the use of digital solutions, and incorporating technology into the everyday consumer experience. Chaldal Digital Innovation has identified the following important shifts in consumer behavior and preferences:

- **Convenience preferences:**
The focus on convenience by Chaldal has resulted in a rise in consumer favoritism towards shopping experiences that are hassle-free and timesaving. Nowadays, consumers prioritize the convenience offered by online shopping, enjoying the ease of browsing through a wide variety of products, effortlessly placing orders, and receiving doorstep deliveries, all from the comfort of their homes or workplaces.
- **Product quality and freshness are emphasized:**
Chaldal's commitment to maintaining product quality and freshness has significantly raised consumer consciousness and standards when it comes to product expectations. Customers now place a greater emphasis on purchasing fresh and high-quality groceries, produce, and household necessities. They seek reassurance that the products they receive adhere to rigorous quality control standards and align with their preferences for genuine and dependable merchandise.
- **The usage of Digital Payment Methods:**
The incorporation of secure and user-friendly digital payment alternative by Chaldal has effectively motivated individuals to adopt digital transactions and shift away from conventional cash-based payments. By prioritizing the protection of personal information and ensuring smooth payment procedures, consumers have developed a greater sense of ease when utilizing digital payment methods. This, in turn, has played a significant role in the expansion of the digital payment landscape in Bangladesh.
- **Shift to Online Research and Product Comparison:**
Chaldal's online platform has revolutionized consumer behavior by encouraging a transition towards conducting extensive online research and meticulously comparing various product options before finalizing purchase decisions. Nowadays, consumers actively engage in comprehensive product analysis, carefully examining reviews,

comparing prices, and scrutinizing product specifications. This newfound approach empowers consumers with the necessary information to make well-informed choices that prioritize value and satisfaction.

- **The requirement for a diverse product line and customization:**

Consumer demand for Chaldal's vast product range and customization capabilities stems from a need for a diverse selection of products as well as the ability to personalize their shopping experience. Customers now have a predisposition towards a broader assortment of items, including unique and specialized products, and want the freedom to personalize their purchases, delivery timings, and product preferences to meet their lifestyle requirements and preferences.

- **Preference for reliable and transparent brands:**

Consumers place a higher value on organizations that demonstrate integrity, openness, and ethical behavior, such as Chaldal, because of the emphasis on brand trust and transparency. Consumers today choose brands that are open about their product sourcing, production procedures, and supply chain management practices. These brands adhere to ethical standards and prioritize consumer trust and happiness, resulting in a preference for their products and services.

The evolving retail landscape of Bangladesh is being significantly influenced by Chaldal's digital innovation, which is evident in the changes in consumer behavior and preferences. This emphasizes the increasing significance of convenience, quality, and transparency in shaping consumer choices and expectations within the digital economy.

3.7 Competition and market challenges on online grocery shopping in Bangladesh

In the ever-changing digital retail landscape of Bangladesh, the online grocery shopping sector has experienced a notable increase in competition and encountered a range of market challenges. To maintain a competitive edge, strategic adaptation, and innovation have become essential. Let us explore the key competitors and market challenges in this sector.

- **The emergence of established players has led to an increase in competition:**

Competition within the market has been heightened due to the rise of new online grocery retailers and the entrance of well-established e-commerce giants. MeenaClick, Daraz, and Evaly, among others, have expanded their product range, prompting existing players like Chaldal to constantly innovate and distinguish their services to stay ahead in the competitive landscape.

- **Challenges in logistics and delivery:**

The challenges associated with coordination and delivery are multifaceted and complex. The task of accomplishing efficient last-mile delivery in Bangladesh continues to pose a noteworthy obstacle, as it involves maneuvering through crowded urban regions and catering to the varied geographical terrain. The ability to guarantee punctual and dependable delivery, particularly for perishable goods, has emerged as a pivotal priority for e-commerce grocery retailers. This necessitates ongoing investments in resilient coordination and supply chain management systems.

- **Challenges with infrastructure and connectivity offer substantial limits:**

Online grocery retailers in Bangladesh face obstacles in providing a seamless customer experience due to the country's infrastructure constraints. Inadequate road networks and unreliable internet connectivity in certain areas present challenges for these retailers. To overcome these hurdles and cater to a wider customer base, it is crucial to invest in improving digital infrastructure and ensuring efficient last-mile connectivity.

- **Consumer confidence and quality assurance:**

In the realm of online grocery retail, it is of utmost importance to establish and uphold consumer trust and confidence in the excellence and freshness of products. The key to building and maintaining a devoted customer following lies in effectively addressing apprehensions surrounding product quality, precise order fulfillment, and dependable delivery. This is particularly significant in a market where conventional in-person shopping has traditionally held sway over consumer inclinations.

- **Price sensitivity and value proposition are synonymous:**

The consumer base in Bangladesh is renowned for its price sensitivity, which poses a challenge for online grocers. They must provide competitive prices while also offering value-added services and a diverse selection of products. It is crucial to find a middle ground between affordability and upholding quality standards to remain competitive and appeal to price-conscious customers.

- **The matters about regulations and compliance:**

Online grocery retailers face a challenge when it comes to meeting regulatory requirements, particularly in the areas of e-commerce, data protection, and consumer rights. These retailers need to stay up to date with evolving regulatory frameworks while also maintaining efficient operations. This requires a deep understanding of legal obligations and the implementation of initiative-taking measures to ensure compliance with all applicable laws and regulations.

To stay ahead in the competitive landscape, online grocery retailers in Bangladesh, such as Chaldal, must prioritize the improvement of their logistical capabilities, investment in reliable digital infrastructure, establishment of transparent practices to build consumer trust, implementation of competitive pricing strategies, and adherence to regulatory standards. By

strategically addressing these challenges, online grocery retailers can secure long-term growth and achieve success in Bangladesh's ever-growing digital retail market.

3.8 The Strategies adopted by Chaldal to overcome challenges

By utilizing a range of strategic measures, Chaldal has triumphantly tackled the obstacles encountered within the online grocery shopping industry in Bangladesh. Employing inventive strategies, embracing technological advancements, and prioritizing customer satisfaction, Chaldal has not only surmounted the intricacies of the market but has also solidified its position as a dominant force in the realm of digital retail.

- **A robust and efficient network for logistics and delivery:**

Chaldal has made significant investments in establishing a strong and efficient network for logistics and delivery. Through the integration of innovative technology, such as route optimization and real-time tracking, Chaldal has successfully overcome logistical hurdles and improved the overall satisfaction of its customers. This commitment to seamless product delivery has allowed Chaldal to ensure timely and dependable shipments, even in areas with challenging geographical features and limited infrastructure.

- **The focus lies heavily on ensuring quality control and maintaining freshness:**

To guarantee the freshness and genuineness of its products, Chaldal has taken decisive steps to enforce rigorous quality control protocols and forge robust alliances with dependable suppliers and nearby farmers. By placing utmost importance on product excellence and upholding transparent sourcing methods, Chaldal has successfully cultivated a sense of trust and assurance among consumers, effectively alleviating any apprehensions regarding the reliability of the groceries available on its platform.

- **Allocating funding to construct technical infrastructure is a critical investment:**

Chaldal has made consistent efforts to improve its technological framework, which encompasses its online platform, mobile app, and backend systems. Through the utilization of innovative technologies like data analytics, artificial intelligence, and machine learning, Chaldal has optimized its operations, elevated its inventory management, and elevated the user experience. This has resulted in smooth navigation, tailored suggestions, and streamlined order processing for its clientele.

- **Customer-driven Approach:**

Chaldal's unwavering dedication lies in comprehending and fulfilling the ever-changing desires and inclinations of its clientele. Through the provision of tailored suggestions, adaptable subscription options, and attentive customer assistance, Chaldal has cultivated a culture centered on the needs and contentment of its customers. In doing so, they have adeptly tackled obstacles in the market concerning consumer confidence, preferences, and ease.

- **Collaborative alliances and active involvement with the community:**

Through the establishment of strategic alliances with nearby suppliers, small-scale farmers, and delivery agents, Chaldal has played a crucial role in bolstering the progress of local communities and nurturing a cooperative ecosystem. By actively involving themselves with local stakeholders and championing community-led endeavors, Chaldal has successfully cultivated an atmosphere of collective accountability and cooperation, effectively tackling obstacles within the market regarding the sustainability of the supply chain, economic empowerment, and social influence.

- **Navigating and conforming to regulatory changes requires both compliance and adaptability:**

Chaldal has taken initiative-taking measures to guarantee conformity with both regulatory demands and industry norms, consistently abiding by ever-changing legal frameworks and regulations that safeguard consumer rights. By placing regulatory compliance at the forefront and adapting to shifts in the legal environment, Chaldal has exhibited a steadfast dedication to ethical business conduct and open operations, effectively tackling market obstacles associated with regulatory compliance and consumer protection.

By implementing these strategic initiatives, Chaldal has showcased its ability to overcome obstacles in the market and adapt accordingly. This has solidified its position as a prominent figure in Bangladesh's highly competitive online grocery shopping industry, while also establishing new benchmarks for operational efficiency, customer contentment, and sustainable expansion.

3.9 Analysis of consumer reviews and feedback reinforces

Chaldal's accomplishments

Based on the sentiments expressed by consumers up until my last update in 2021, Chaldal had gained a positive reputation for its convenience, high-quality products, and dependable services. Although I cannot provide current data, I can offer an analysis based on the overall consumer feedback received thus far.

Chaldal has garnered positive attention from consumer reviews and feedback, specifically highlighting various key aspects-

- **Convenience and Accessibility:** The convenience and accessibility factor play a significant role. During the pandemic, the ability to conveniently order groceries online and have them delivered directly to their homes was highly valued by consumers.
- **The quality and freshness of the product are of utmost importance:** Consumers have expressed their appreciation for Chaldal's commitment to ensuring the excellence and vitality of its merchandise. Chaldal has garnered praise for its ability to provide pristine produce, top-notch groceries, and reputable brands, which has fostered a sense of trust and assurance among its loyal clientele.
- **Timely and efficient delivery of goods and services:** Consumers have expressed their satisfaction with Chaldal's prompt and effective service, praising the punctuality of their deliveries. Despite the difficulties posed by traffic and logistical obstacles in Bangladesh, Chaldal consistently delivers products promptly. This reliable and punctual service enhances the overall consumer experience.
- **Responsive Customer Service:** Our customer support team is readily available and responsive to assist you with any inquiries or concerns you may have. Consumers have expressed their appreciation for Chaldal's customer support, which is known for being responsive and helpful. Many reviews highlight the support team's prompt and effective assistance, which plays a significant role in enhancing customer satisfaction.
- **The interface and experience are user-friendly:** The interface and user experience are designed to be intuitive and easy to navigate, providing a seamless and enjoyable interaction for users. Chaldal has received accolades from consumers for its website and mobile app, which are lauded for their user-friendly nature. Users appreciate the seamless ordering process, intuitive interfaces, and easy navigation. The positive experience provided by Chaldal's simple and efficient platform has resulted in repeat usage and a keen sense of brand loyalty among consumers.

Although most consumer reviews and feedback have been favorable, there have been instances where certain issues and areas that require improvement have been brought to light. 47 These include occasional delays in delivery, instances where products are unavailable, and the necessity for a wider range of product options. Chaldal has taken these concerns into account and has taken steps to enhance its logistics, inventory management, and customer support services. The aim is to effectively tackle these concerns and continually enhance the overall customer experience.

3.10 Recommendations for the sustainable growth and development of digital innovations in the grocery industry in Bangladesh

Prioritizing strategies that support long-term sustainability, technological advancement and inclusive growth in the economy is essential for the growth and development of digital innovation in the food industry in Bangladesh. Several key strategies should be explored to promote sustainable development and harness the potential of digital technologies in the food sector:

- **Investment in digital infrastructure and connectivity:** Prioritize investment in digital infrastructure and connectivity to improve internet access in urban and rural areas of Bangladesh. As network access and connectivity improves, more consumers and companies will be able to access and benefit from new digital food products, and integration and connectivity will be supported, making digital solutions available to a wider audience.
- **Promoting Entrepreneurship and Innovation:** Create an enabling environment for food business and innovation. Encourage and support startups, local entrepreneurs, and small businesses to develop and implement digital solutions that address the unique challenges and potential of local businesses, supporting innovation leadership and long-term business support.
- **Promote sustainable business and ethics in large-scale businesses:** Promote the promotion of responsibility, the relationship between fair trade and environmental sustainability, enable businesses to contribute to this relationship, reduce environmental impact, and ensure customer trust through transparent and ethical business practices.
- **Supporting the development of digital literacy knowledge and skills:** Developing skill development plans and activities to increase digital knowledge and skills in the workplace. Investing in training, workshops, and training events to provide employees and stakeholders with the knowledge and skills required to use and use digital tools and technologies, thereby creating a skilled workforce that can drive long-term digital innovation in the food industry.
- **Promote public and private partnerships and collaborations to promote the long-term growth and development of the food industry:** Promote collaborative measures that leverage expertise, resources, and collaboration between the two departments to address business issues, promote policy reform, and implement strategies that support the adoption of digital innovation, stimulate business development and increase the overall competitiveness of the business.

- **Prioritize data security and consumer privacy protection to increase consumer trust and confidence in digital food products:** Implement strong data protection procedures, cyber security measures, and privacy laws to protect customer data and sensitive information, ensuring digital solutions value customer privacy and comply with international best practices and regulations on data security and privacy.

By implementing these recommendations, stakeholders and policymakers can create an ecosystem that supports long-term growth and the development of digital innovation in the food industry in Bangladesh, thereby promoting economic growth, prosperity, and growth.

Conclusion

The case study of Chaldal.com serves as a prime example of how digital innovation has revolutionized the way people in Bangladesh shop for groceries. By prioritizing digital convenience, high-quality products, streamlined logistics, sustainability, and community involvement, Chaldal.com has become a pioneer in the industry, setting new standards for exceptional service and customer happiness. This remarkable achievement not only underscores the profound influence of digital innovation on the grocery sector but also serves as a source of inspiration for businesses seeking to navigate the dynamic retail landscape where technology and consumer-centric values intersect.

To recapitulate, the progression of Chaldal.com from its humble beginnings as a digital startup to its status as a game-changing force in Bangladesh's grocery industry embodies the essence of innovation, adaptability, and customer-centricity. This case study demonstrates the enormous potential of digital innovations, not only in meeting customer wants, but also in anticipating and shaping those needs. As Chaldal.com continues to grow and establish new standards, its influence extends far beyond the grocery sector, inspiring a fresh wave of transformative initiatives and reinforcing the notion that, in this era of digital innovation, the customer holds the key to a new era of retail excellence.

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