

Report On

**District Bazaar: A virtual wholesale marketplace for micro
retailers around the country**

By

Mahedi Hasan Khan
Student ID: 16304098

An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration

BRAC Business School
BRAC University
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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Supervisor's Full Name & Signature:

Letter of Transmittal

BRAC Business School
Kha 224 Bir Uttam Rafiqul Islam Avenue, Merul Badda
Dhaka 1212

Subject: Submission of internship report on **“District Bazaar: A virtual wholesale marketplace for micro-retailers around the country”**.

Dear Sir,

It is my pleasure to present this report on **“District Bazaar: A virtual wholesale marketplace for micro-retailers around the country”** to you which is a requirement for completing the BUS400 course.

I have attempted my best to finish the report with the essential data related to the emerging B2B micro retailers’ solutions in the wholesale e-commerce industry in our country & how District Bazaar is ensuring one stop solution through the suitable business model and userfriendly mobile app. The idea about this topic came from my observation while working here which helped me to prepare the report with the direct experience.

I trust that the report will meet the desires.

Sincerely yours,

BRAC Business School
BRAC University
Date:

Non-Disclosure Agreement

This agreement is between “District Bazaar” & me as a student of BRAC University to utilize and access all company information in response to my internship assignment, “**District Bazaar: A virtual wholesale marketplace for micro-retailers around the country**”.

The information & data provided about the company in this report are authorized & done under close supervision of my organizational supervisor. I would like to show my humble gratitude for letting me use the information for preparing my report.

As a part of the course & also as part of working as an intern in District Bazaar a detailed presentation and the report also needs to be given to the company. The organizational supervisor strictly guided me not to use confidential information. This agreement may not be altered or changed without the written instrument signed by each party.

Name of Company: District Bazaar

Supervisor Name: Shamdanee Tabriz, Chief Executive Officer at District Bazaar

Signature:

Name of Student: Mahedi Hasan Khan

Signature:

Address: Kha 224 Bir Uttam Rafiqul Islam Avenue, Merul Badda

Dhaka 1212

Description of the report: “**District Bazaar: A virtual wholesale marketplace for micro-retailers around the country**”

Acknowledgement

All praise goes to the Almighty Allah for giving me the ability and chance to complete this report within the timeline. Completing this report was a challenging task that would have been totally impossible without the assistance of a bunch of people. Firstly, I would like to thank my internship report coordinator, Riyashad Ahmed, Sir for the continuous assistance, support, and motivation.

Furthermore, I would like to thank my supervisors and peers at District Bazaar, particularly Mr. Shamdanee Tabriz, CEO of District for giving me constant support and making me comfortable in the new environment. In addition to that, there were other colleagues who were always ready to guide me and solve any problem that I might have faced while doing the internship. Besides, there were also some other interns who gave me support while facing any difficulties at the initial level.

Lastly, I would like to express my gratitude to all the respondents who have taken out their valuable time from their busy schedule. It would be totally impossible without everyone's support and assistance.

Executive Summary

An age-old challenge faced by merchants operating in rural areas of Bangladesh inspired the conception of the idea that would become the District Bazaar. As of 2019, Bangladesh's retail market is approximately \$18.4 billion, and FMCG, or Mudikhana Goods, accounts for nearly 47 percent of the market. With a comprehensive distribution channel, they cover the entire market without interruption.

However, the remaining segment of the market demands products such as shoes, sunglasses, gadgets, fashion items, RMGs, luxury items, etc., that do not have the same well laid out supply chain as the FMCGs. Therefore, plenty of middlemen are involved in adding value to the existing supply chain of such products, and, subsequently, they are inflating the price of the product as it reaches the hands of the retailers.

District Bazaar is a mobile app that provides more options for products for retailers at a much lower price. The operation is driven by a sophisticated supply chain and field agents, intertwined with power technology. We plan on creating local employment in the rural areas and adding value to the community through a range of intrinsic developments.

Keywords: Supply Chain; Retailers; Mudikhana Goods; FMCG; Rural Bangladesh; Local Employment.

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List of Acronyms

FMCG	Fast-Moving Consumer Goods
RMG	Ready Made Garment
FGD	Focus Group Discussion
BIC	BRAC Incubation Center
CED	Center for Entrepreneurship Development
B2B	Business-to-Business
SME	Small and Medium Enterprises
APICTA	Asia Pacific ICT Alliance
BASIS	Bangladesh Association of Software and Information Services

Chapter 1 Overview of Internship

1.1 Student Information:

Bachelor of Business Administration

Major: Marketing & e-Business

1.2 Internship Information:

Period: 21.3.2021 to 22.6.2021

Company Name: District Bazaar

Department: Marketing

Address: 4th Floor, House no 261/E, Hazi Moron Ali Road,
East Nakhalpara, Tejgaon, Dhaka-1212, Bangladesh

Email: district.bazaar.2021@gmail.com

Website:

https://districtbazaar.business.site/?utm_source=gmb&utm_medium=referral

Supervisor's Name: Shamdanee Tabriz

Designation: Chief Executive Officer

Email: shamdanee1618@gmail.com

1.2.3 Job Scopes-Job Description/ Duties/ Responsibilities:

- **Fieldwork:** Visiting different suppliers' and retailers' zones to understand their perspectives on buying and selling products and collecting product information to upload into the mobile app's database. In the meantime, I have to guide the procurement team and selling agents to excel in their daily targets.
- **Information Arrangement:** For the collection of information and data, it was necessary to discuss with line managers of a team of field-level marketing managers. In addition to that, information and insights were also collected from the meetings and seminars. The data was also collected from different types of marketing research. Assisting the supervisors with proving organized information from scattered sources also helped in the arrangement of information for the report.
- **Market Research:** To break the traditional wholesale system, the whole marketing team needs to understand the perception of the retailer and suppliers. To do so, market research is very important.
- Analyze the market and keep up with the latest developments.
- Assist with administrative tasks on a daily basis.
- Create and showcase innovative social media campaign concepts.
- Keep an eye on all of the social media accounts for breaking news, ideas, and criticism.
- Make thorough promotional presentations.
- Assist with marketing event planning and execution.
- Examine and compare the marketing and digital material of your competitors.
- Contribute to mock-ups, email marketing, and social media content production.

1.3 Internship Outcomes:

- **Student's Contribution to the Company:** With merely theoretical knowledge, no study or higher education program is complete. An internship serves as a hands-on learning experience in which the student may learn how to apply theories to various tasks set by their respected supervisor. The major goal of the internship is to gain practical experience while also increasing the company's worth. When an intern submits a report on his or her respected assignment to his or her supervisor, the supervisor reviews and confirms the task before assigning the next task to him. Furthermore, interns offer new ideas or tactics to the organization, which the company may find useful for launching new initiatives or dealing with current difficulties. Secondary data gathered from various external sources aid the team and department in carrying out their strategies. Aside from that, data analysis and sorting and rechecking the data made a significant contribution to the organization. Lastly, many retailers and suppliers enlist in the District Bazaar app every day to conduct their business more conveniently. The survey done in Chapter 3 will also help the District Bazaar management team get a quick overview of the current market and try out new strategies based on what customers think to build brand equity over time.

My Responsibility:

- Developing data collection tools and procedures such as surveys, opinion polls, and questionnaires
- Identifying consumer trends through collecting and evaluating data.
- Consumer attitudes and marketing techniques are investigated, and changes to present strategies are proposed as a result.
- Data visualization and the translation of difficult research into easily understandable material for stakeholders and other departments

- Creating marketing concepts and presentations that are tailored to the demands of the firm
- Consumer satisfaction with products or services is measured.
- Monitoring and monitoring the company's social media sites, as well as changing outreach strategies as necessary.

1.3.2 Benefits to the student:

While seeking an internship in a reputable firm after finishing all of the courses at BRAC University, the internship vacancy post at District Bazaar came to my attention. I jumped at the opportunity, and I can confidently state that interning under the supervision of District Bazaar was one of the most rewarding experiences of my life. The internship program has given me a good understanding of the wholesale e-commerce business as well as additional knowledge and insights from other departments that will be useful in redesigning my career in the future.

The following are the most notable abilities that I have acquired:

Technological Skills:

At this time, technological skills are one of the most important skills that need to be mastered nowadays. While working with this company, I learned a lot of technological tools like mobile app UI/UX design, app's backend control, database management, filing, social media marketing, graphics designing, and many more, which will help me to boost my confidence in this field.

Punctuality:

District Bazaar is a stickler for punctuality. The working hours were from 9:30 a.m. to 6 p.m. Every day, we were advised to leave the workplace by 6 p.m. and finish the remaining tasks for

the next day. However, as a marketing intern, sometimes I have to give more time due to managing the field teams.

Working As a Team:

Every team is connected, and they are also dependent on one another to complete the task assigned by the company's management as a whole. So, all employees and interns at District Bazaar must be able to work well with their peers.

Corporate Culture:

Corporate culture is maintained at District Bazaar to the highest standards. District Bazaar requires us to use Bhaia and Apu instead of Sir or Madam when addressing our senior members of staff. The older members of the staff are both extremely competent and friendly.

Working Under Pressure:

In District Bazaar, we must meet a goal set by our supervisor and deliver our work on time to our superiors. As a result, the ability to work under pressure is also critical here.

1.3.3 Problems/ Difficulties:

As a result of the global spread of the COVID-19 pandemic, the intern in District Bazaar encountered several challenges. The company opened their office in March, but strict safety precautions had to be observed. The whole country entered a lockdown period after March, and the work-from-home policy went into effect. It was a significant loss of interns because they did not enjoy the office environment. The office environment is essential for corporate grooming and understanding the corporate world, and a work-from-home policy cannot provide this. Due to not being there in person, the supervisors did their best to talk to the interns, but it wasn't always easy to get the right instructions from them. Working as an intern during such a hard time was tough, but District Bazaar has done its best to make sure that interns learn as much as they can while they are there.

1.3.4 Recommendation:

District Bazaar believes in providing the interns and employees with the maximum amenities and a dynamic working environment. Because the company believes that if employees are motivated and satisfied, growth and success will occur automatically. However, I would like to add a few implementation recommendations that may enhance the management team's experience. The following describes them:

- As employees and interns work from home now, Casual weekly Zoom meetings can be arranged between interns and employees. This will reduce the work-from-home gap and give interns a better idea of the company.
- Interns from one department can spend one day per week in other departments, thereby introducing an innovative practice. This will help the interns understand the different ways the company works and how the different departments work together for the company's success.

Chapter 2: Organization Part: Overview, Operations

2.1 Introduction:

This section discusses the District Bazaar's essential characteristics, data, and, most importantly, an overview. The company's supervisor and the District Bazaar's website contributed to the validation of the information presented here.

2.1.1 Objective:

The primary objective of this report is to substantiate the measures and actions taken by District Bazaar, as well as how District Bazaar ensures local employment through agents and adaptation of rural entrepreneurs to make purchases.

Broad Objective: This report's primary objective is to analyze the emerging B2B microretailer solutions in the wholesale e-commerce industry in our country, as well as how District Bazaar provides a one-stop solution via a suitable business model and a user-friendly mobile app.

2.1.2 Methodology:

This section describes the data collection process. District Bazaar is a concern of Rapido Deliveries, one of the most prominent Bangladeshi logistical technology companies since 2016. The company serves more than 3,200 businesses and has received numerous awards, such as the BASIS National ICT Awards '17, Channel I SME Awards, and APICTA Awards (nominated), among others. District Bazaar has multiple divisions so that it can successfully conduct its business operations. A vast number of resources are available for data collection. However, much of the data is restricted due to confidentiality concerns and strict company policy. Consequently, the collection of data or information integrates both primary and secondary data.

Primary Data: Primary data has been collected through qualitative research. Therefore, information is collected through

- FGD with office colleagues,
- Interaction with the organizational supervisor,
- Getting insight & first-hand experience while working in the marketing division

Secondary Data: The secondary data was collected from the District Bazaar's website, magazines, and newspapers. In the last part of this report, the citations for the secondary data source will be given.

2.1.3 Authentication of the Data Analysis & Report:

The entire process of writing this report and analyzing the data was done based on the organizational supervisor's direction and advice. The supervisor authorized the report's

information. Other secondary information came from the District Bazaar's website, company profile report, and different magazines.

2.1.4 Scope:

The key aim of this internship report is to identify the key strategies and actions implemented by District Bazaar to ensure local employment via agents and the adaptation of rural entrepreneurs to make purchases. In Bangladesh, the demand for e-commerce services is on the rise, and the rise of the pandemic has made users realize that e-commerce companies are becoming an integral part of our daily lives. In the future, this report will help to determine how to reduce all unnecessary costs, thereby making products more affordable for final consumers and empowering rural Bangladesh, particularly women, by allowing them to purchase goods from any location they choose. Moreover, from a personal standpoint, this report has provided experience in the process of gathering information through various means.

The report has also helped people learn how to communicate and do business professionals within organizations.

2.1.5 Limitation:

During the report's conception, we encountered a few limitations. Among the most significant limitations encountered are:

- Collecting and assembling data and information has been the greatest obstacle for everyone. The District Bazaar administration has always ensured that confidential information is not disclosed without their consent. Consequently, it has become quite difficult to collect the necessary information while maintaining confidentiality.
- As the country went into lockdown and all organizations were forced to work from home, communicating and interacting with the advisor and other coworkers became difficult. As a result, some of the insights that could have been gained through physical labor were lost

due to the office closing. The regular employees had been working from home, while the internship program had been temporarily postponed for the interns. Due to the lack of a regular work schedule, interns had a restricted scope of work, and communication became rare.

2.1.6 Significance:

This main research objective is to demonstrate how District Bazaar implements various strategies and actions to ensure local employment through agents and the adaptation of rural entrepreneurs to make purchases. This section explains that the goal of District Bazaar is to integrate all the major producers and importers into the app and bridge the gap between them and the end consumers. By doing so, we can reduce all unnecessary expenses, thereby making products more affordable for end consumers. This report can also be reviewed by management to determine the extent to which the company's operations are organized. District Bazaar's plans to become the largest B2B e-Commerce platform with an unrivalled product catalogue, sourced from all over the country and the world, are easily understood by HR, Marketing, and Finance division management. The District Bazaar, unlike any other eCommerce app, is a lifestyle app that provides retail business owners with both entertainment and solutions. For academic purposes, preparing this report has provided me with a unique experience, as the effort put into collecting data and information for this report will be beneficial for a student to learn how to create an academic report on a company while working for that company. In addition, this report will teach future students the skills and knowledge required to conduct company research and produce a report. This report is important because it will help both the organization and other students who want to do similar research.

2.2 Overview of the Company:

This section provides a comprehensive explanation of District Bazaar. I will try to elaborate on the District Bazaar's operational processes.

2.2.1 District Bazaar:

District Bazaar is a business-to-business (B2B) startup that makes it easy for local stores to buy wholesale goods and resources. The founders came up with the idea to solve a problem that many rural retailers face: how to set up a good supply chain. They wanted to get a piece of the retail market, which is worth billions of dollars, so they made an app that retailers can use to place orders and get the goods.

Abir Khan, a senior at Brac University's BBS department and one of the co-founders says, "A retailer in a district has a lot of trouble getting the products he needs for his business." Because there isn't a good supply chain, there are a lot of middlemen, which drives up the price of the products. We want to offer a service that makes it easy and affordable for them to get the products they want from wholesalers right to their door. The operation is driven by a sophisticated supply chain, field agents, and power technology.

The startup is already open for business in Pabna, but it is still in the process of growing. It has set its sights on the growing business hub around the Ruppur nuclear power plant. They run their business like an agent, taking orders from small shops around the district through their app. Abir says that when they take orders, they show samples of the products to make sure there are no questions about their quality. They also choose agents who know the businesses in a certain area, which makes the process go much more smoothly.

During their trip, they ran into problems, like having to deliver a lot of products at once. To fix this, they used bus companies and the train system to set up the right transportation. The founders want to give people jobs in rural areas and make the community better by doing several things that are unique to the area. They also hope to grow around the world in the future.



Figure 1: District Bazaar logo and poster

2.2.2 Mission of District Bazaar:

The mission of District Bazaar is to make wholesale goods easily accessible to local business owners in rural areas.

2.2.3 Vision of District Bazaar:

District Bazaar is an e-commerce platform for rural retailers. It allows them to select and purchase a variety of products from a single platform. The District Bazaar, unlike any other eCommerce app, is a lifestyle app that provides retail business owners with both entertainment and solutions. District Bazaar ensures local employment through agents and the adaptation of rural entrepreneurs to make purchases.

District Bazaar aims to become the largest B2B e-Commerce platform with an unrivalled product catalogue. We want to empower rural Bangladeshi women by letting them buy products from anywhere. The District Bazaar is a lifestyle app that entertains and helps retail business owners.

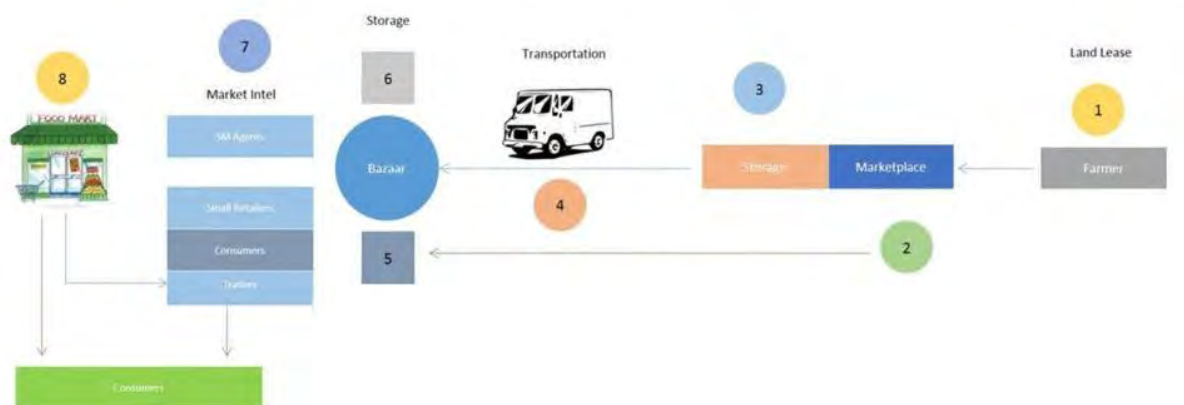


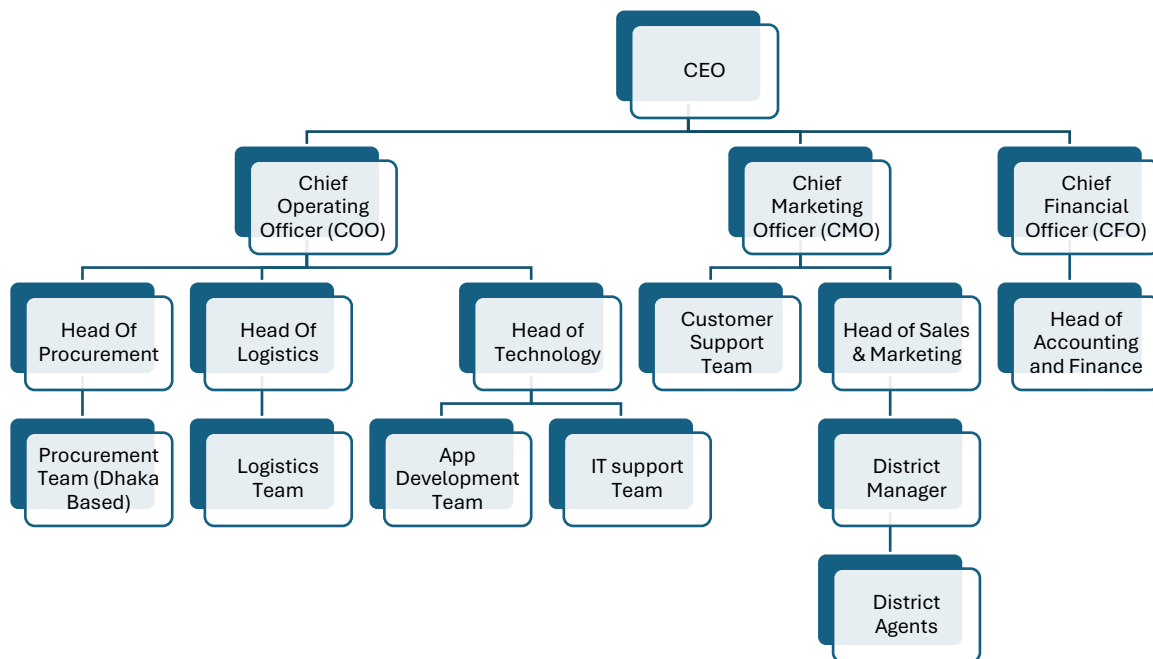
Figure 2: Vision of District Bazaar

2.2.4 Service of District Bazaar:

District Bazaar was conceived to solve an age-old problem facing retailers in rural Bangladesh. As of 2019, Bangladesh's retail market size is approximately \$18.4 billion, and FMCG, or Mudikhana Goods, accounts for approximately 47 percent of the market. With a sophisticated distribution channel, they cover the entire market without interruption. They also offer dedicated field agents, credit facilities, door-to-door delivery, and a wide range of products at the best price on the market.

District Bazaar is also a mobile app that offers retailers better prices. Power technology and a sophisticated supply chain drive the operation. They plan to create rural jobs and add community value through intrinsic development. A team with logistics, e-commerce, and marketing experience runs the business. Rapido Deliveries, a prominent Bangladeshi logi-tech company, owns District Bazaar. The company serves 3,200 businesses and has won BASIS National ICT Awards '17, Channel I SME Awards, and APICTA Awards (nominated).

2.3 Organogram of District Bazaar:



District Bazaar divided into three core departments, operation, marketing and finance reporting to the CEO. Chief Operating Officer (COO) controls the sourcing of all the products from ground level where the vendor needs to submit their product images along with product description to the procurement team in order to live their products into the app platform. Based on the order logistics team collect all the products and deliver to the retailers. Additionally any troubleshoot of the app or any support for district agents; technology and IT team work to provide the support. Marketing department runs the crucial part of this business which is to deploy district agent to the rural retailers and make them understand the benefits of ordering through District Bazaar and place the order on behalf of the retailers. Accounting and Finance departments work on the disbursement of merchant payments, collecting retailers payment or issue credit facilities for the retailers.

2.4 Marketing Department of District Bazaar:

Mahedi Hasan Khan is a co-founder of "District Bazaar" and serves as its Chief Marketing Officer. He is also a co-founder of "Khan's Jute Composite Mills Ltd." and serves as its Assistant Director. He is an entrepreneur, fashion model, and actor for a wide variety of fashion brands in Bangladesh. His home country is Bangladesh. Mahedi got his start in the world of entrepreneurship when he won a business competition organized by the BRAC Incubation Center (BIC) and the Center for Entrepreneurship Development (CED). He is now the founder and CEO of Zoom Tube.

2.5 Wholesale e-commerce services of Bangladesh:

Even though it has grown a lot in recent years, Bangladesh's e-commerce industry is still in its early stages. Only four percent of the nation's consumers prefer online shopping, while the rest prefer shopping malls, markets, or physical stores. Consequently, e-commerce businesses are not yet popular. But because of the Corona epidemic, the country's e-commerce business picked up a lot of steam.

Handicrafts, silk, jute products, leather, tea, and leather goods were among the items that Munshiji Technology Limited initially exported when it established Munshiji in 1999. In April of 2005, ClickBD.com first opened its virtual doors. Initially, anyone could sell anything on this website. Later, the platform added online stores. In 2006, CellBazaar, the country's first free classifieds website, launched. Later, ekhanei.com was renamed.

The country lacked the necessary regulations and infrastructure for online transactions until 2008, according to e-cab. Internet services were expensive, so internet penetration was low. Most of the country didn't know about e-commerce sites. Bangladesh Bank regulated online transactions in 2009. Wimax Internet was also introduced. SSLCOMMERZ developed the country's first payment gateway infrastructure in 2010. Initially launched by Dutch Bangla Bank Limited and Brac Bank, it's now Bangladesh's largest payment gateway.

Akhoni.com was founded in 2011 and renamed Bagdoo.com in 2016. In 2011, ajkerdeal.com was launched. In 2012, Bangladesh introduced 3G internet service, which increased internet penetration and boosted e-commerce. In the same year, rokomari.com followed the strategy of Amazon.com. Rokomari, a popular e-commerce bookselling platform, is expanding into electronics and stationery. Bikroy.com, founded in October 2012, is the country's largest C2C and B2C consumer marketplace.

Bangladesh Bank and BASIS celebrated E-Commerce Week in 2013. An e-commerce fair called "Computer Jagatfirst" was also held in Dhaka DC Office in the year 2013. Over 30 ecommerce platforms, both public and private, were on display at the show. Online shopping with international credit cards was made possible by the Bangladesh Bank in 2011. Chaldal.com launched the same year, is Bangladesh's most popular online grocery store.

"Daraz" began operations the same year and is now Bangladesh's leading e-commerce platform. At the moment, both local and international vendors can sell on the platform. The international vendors were the first to deliver imported goods directly to consumers in their home countries. The platform is also working to deliver Ali Express's products. In January 2014, the e-commerce association, or E-Cab, was established to address e-commerce concerns and promote the sector's growth. The E-cab declared 2015 "The E-commerce Year."

With the launch of eCourier in 2014 and Pathao Courier in 2015, more online parcel delivery services entered the market, which boosted e-commerce in the country. In the same year as Pran RFL's othoba.com, pickaboo.com launched. Meena Bazaar and Shopno launched ecommerce websites in April 2017. Many groceries, home appliances, retailers, and brand websites have also launched. Bangladesh published a digital commerce policy in 2018 to guide e-commerce websites and protect consumer rights. The Ministry of Commerce will enforce copyright, hacking, and product pricing. Bangladesh published an e-commerce policy in 2018 to protect consumer rights. Copyright, hacking, and product pricing will be enforced.

2.6 Operation Management:

District Bazaar operate agent based app model, where the district agent approach to the retailer, show them different products catalogue and place the order in the app for attaching the retailers details. This order first prompt to the district manager and after approved order place to head office site. Logistics team collect the products from the merchant and deliver to the retailers. The main reason for this model is to create a market base by educating the retailer with the app via local district agents. Current scenario, it is difficult to eradicate traditional wholesalers by an app; district agent plays a vital role to bridge the gap between the technology and retailers. After creating strong base in the market, District Bazaar app will be available in the app store to download and order products from anywhere inside Bangladesh.

2.7 SWOT Analysis:

Strengths: One of the biggest strengths for District Bazaar is the untapped retailers and there have huge growth potentials. The app is designed in such a way that it is friendly to its end users and the app can be use as the retailer social media platforms.

1. Innovative B2B model targeting untapped rural retailers
2. User-friendly mobile app platform
3. Streamlined supply chain reducing intermediaries
4. Wide product range and competitive pricing
5. Flexible payment options and credit facilities

Weakness: The current business model of District Bazaar is very much helpful to generate the sales initially, but this is slower process to cover the retail market. Additionally, the internet connectivity, diverse product categories management and for logistics depending on the third party is the main weaknesses.

1. Limited geographical coverage (currently operating in Pabna)
2. Reliance on internet connectivity in rural areas

3. Potential challenges in inventory management across diverse product categories
4. Need for continuous tech infrastructure upgrades
5. Dependency on third-party logistics for deliveries

Opportunity: The growing smartphone users and internet availability is the main opportunity for District Bazaar, where the business can grow in full pace and expand to different areas with their supper app model.

1. Huge untapped rural retail market in Bangladesh
2. Potential for expansion to other districts
3. Growing smartphone penetration and internet usage in rural areas
4. Possibility of partnerships with financial institutions for expanded credit offerings
5. Increasing demand for e-commerce solutions, accelerated by the COVID-19 pandemic

Threats: Traditional wholesales businesses are well established all over the country, to penetrate the market this will be the biggest challenge where other e-commerce players are also entering to the market.

1. Potential entry of large e-commerce players into the rural B2B market
2. Resistance from traditional wholesalers and distributors
3. Regulatory changes affecting e-commerce or B2B operations
4. Economic downturns impacting rural retailers' purchasing power
5. Cybersecurity risks and data privacy concerns

Chapter 3 Project Part: Analyzing the behavior and perception of people towards District Bazaar and virtual wholesale marketplace for microretailers around the country

3.1 Introduction:

District Bazaar and the virtual wholesale marketplace for micro-retailers all over the country are referenced in the project's title to experiment the way people behave and perceive them. Aside from that, the study will examine how satisfied people are with the virtual wholesale marketplace for micro-retailers all over the country.

3.1.1 Background:

Nazmul Hossain, a store owner in Ishwardy, had to do it because it was part of his job. In the last four years, he has gone to the capital city twice or three times a month to shop at the wholesale fabric and clothing markets. He buys clothes for his store in Ishwardy, which is called Sadia Fashion House. Because he had to pay for a hotel and transportation each time he took this trip, it could cost him up to Tk. 10,000. Later, in 2020, he was told about District Bazaar, a B2B e-commerce site that let him order his favorite products and have them delivered to his door for a fraction of the price. Imagine the format of Daraz or Evaly-a virtual wholesale market or e-commerce website from which retailers can order and sell products in bulk from their stores. However, District Bazaar, however, is designed specifically for Bangladeshi micro retailers located outside of Dhaka, the country's capital.

Their app, DistrictBazaar.com, was released on the 30th of April, and it currently features 53,000 products from 1,500 suppliers and manufacturers. Shamdanee Tabriz, the organization's chief executive officer, believes we must abandon the concept of a Dhaka-based startup market. "In the United States, there are 2 million micro retailers covering a total market of \$18.42 billion. Today or tomorrow, a startup should address the issues faced by local businesses outside of this city. As more people utilize smartphones and the internet, this will be a substantial

market. " Therefore, retailers and business owners outside of Dhaka require a solution that is both accessible and adaptable. With this in mind, Tabriz and his team conceived of "District Bazaar," a Bangla-language mobile application that can also be accessed offline. This app allows local micro-retailers to order products from wholesale manufacturers in Dhaka or other major cities.

Due to the expansion of information technology around the world, the business sector has shifted to online commerce for a number of years. This online business refers to the recent expansion of e-commerce into developing nations such as Bangladesh. Proper ecommerce websites, such as Brand Ecommerce, play a crucial role in job creation and internet usage expansion. Traditional businesses involve the most market intermediaries, as well as the industry and firm value chain. The online market eliminates this intermediary by establishing an alternate channel between a producer or manufacturer and consumers or audiences via the Internet.

3.1.2 Objective:

The objective of this chapter is to investigate the challenges and opportunities in expanding District Bazaar's virtual marketplace to new districts and product categories, to analyse the effectiveness of District Bazaar's mobile app in connecting rural micro-retailers with wholesale suppliers across Bangladesh and evaluating the impact of the business model on reducing supply chain inefficiencies and lowering costs for rural retailers.

Specific Objective:

To summarize the broad objectives, the primary purpose of this section is to:

- Investigating the challenges and opportunities in expanding District Bazaar's virtual marketplace to new districts and product categories

- Analysing the effectiveness of District Bazaar's mobile app in connecting rural micro-retailers with wholesale suppliers across Bangladesh
- Evaluating the impact of the business model on reducing supply chain inefficiencies and lowering costs for rural retailers.

3.1.3 Significance:

The primary objective of this study is to gain insight into the District Bazaar's performance. This study is intended to assist readers and business owners in understanding the current situation and formulating new strategies based on the findings. In addition, a number of graphs have been added to facilitate comprehension of the changes within the report. Thus, research on these types of topics will be beneficial for both business and academic purposes. On the basis of this study, the company can consider developing strategies or actions for similar situations in the future. This research will also help a lot for students who are looking for jobs or internships with companies that do wholesale e-commerce.

3.2 Methodology:

When it comes to quantitative methods, the focus is on objective measurements and statistical, mathematical, or numerical analysis of data obtained through polls and questionnaires, or by applying computer tools to alter already-existing statistical data, according to Creswell, JW (2013). This report makes use of both qualitative and quantitative research methods in order to achieve a fruitful result and a helpful insight as a result of its contents. The qualitative method is preferred more than the quantitative method in the survey because the report is primarily based on measuring perception. The research tool known as a survey questionnaire was utilized in this study for the purpose of gathering information. According to Check and Schutt (2012), "the collection of information from a sample of people through their responses to questions" is what survey research is. The method of survey questionnaires is the one that is used the most

frequently to gather the insights from the data. The analysis of this report was constructed using a sample size of thirty people as its basis. It is not a sample size that can be considered significantly large. As a result, it does not provide an overview of the current state of the market. The sample size was taken from regular people from all over the country who use a variety of online wholesale marketplaces catering to micro-retailers.

3.2.1 Limitation of the Study:

The following are the study's significant limitations:

- Because of the lockdown, the policy on working from home has been adhered to very closely. As a result, the collection of primary data from the office presented challenges the majority of the time.
- The sample size wasn't big enough, and it was impossible to go talk to respondents in person because of the lockdown.
- District Bazaar has a stringent policy against the disclosure of customers' sensitive information. Therefore, many aspects were difficult to obtain due to confidentiality concerns.

3.3 Data Analysis and Interpretation:

This part talks about how the research was done and what it showed. The sample size is 30, and 70% of the people in it are men, and 30% are women, most of whom are young. Here's a detailed look at how the survey turned out:

Preferred Shopping Mode of Micro-retailers:

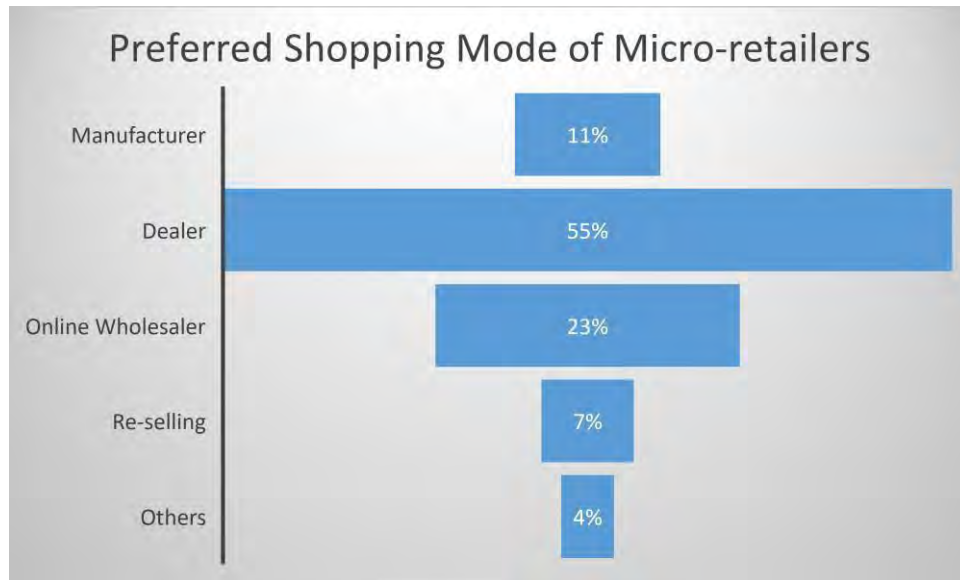


Figure 3: Preferred Shopping Mode of Micro-retailers

The above graph shows that there are a huge number of micro-retailers who still rely on local dealers to get the supply of their products. As we can see, 55% of micro-retailers prefer shopping from dealers. A virtual wholesale marketplace is preferred by 23% of micro-retailers. In addition, micro-retailers are also shifting to the virtual wholesale marketplace gradually with the advancement of technology. 11% obtained direct supply from the manufacturer, but this is not a sustainable option because most manufacturers cannot guarantee continuous availability. 7% of micro-retailers still depend on re-selling methods, and soon they will be shifted to a virtual wholesale marketplace.

Most preferred virtual wholesale marketplace for micro-retailers:

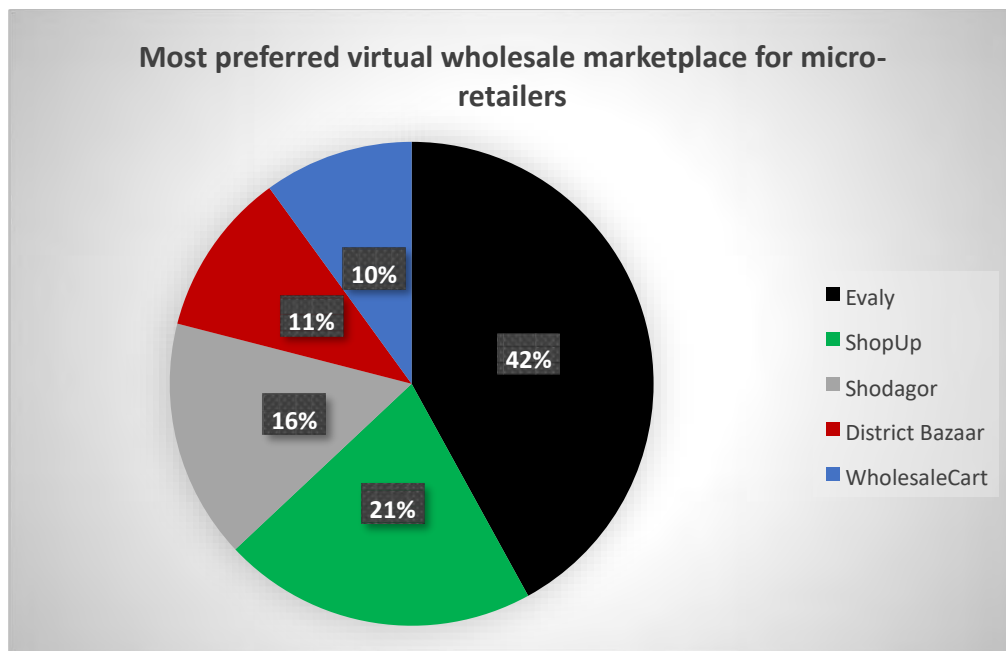


Figure 4: Most preferred virtual wholesale marketplace for micro-retailers

With the advancement of communication technology, micro-retailers tend to buy their products from virtual wholesale marketplaces like evaly, shopUp, Shodagor, district bazaar, wholesale cart, and so on. Evaly has the most popularity among all with 42% of the vote, followed by ShopUp with 21%. ShopUp got a huge amount of funding, which will help them expand their operations. Shodagor, District Bazaar, and WholesaleCart, on the other hand, have 16%, 11%, and 10% preference, respectively. This preference often varies depending on the promotions offered by the companies.

The Level of habituation of micro-retailers using virtual wholesale marketplace system:

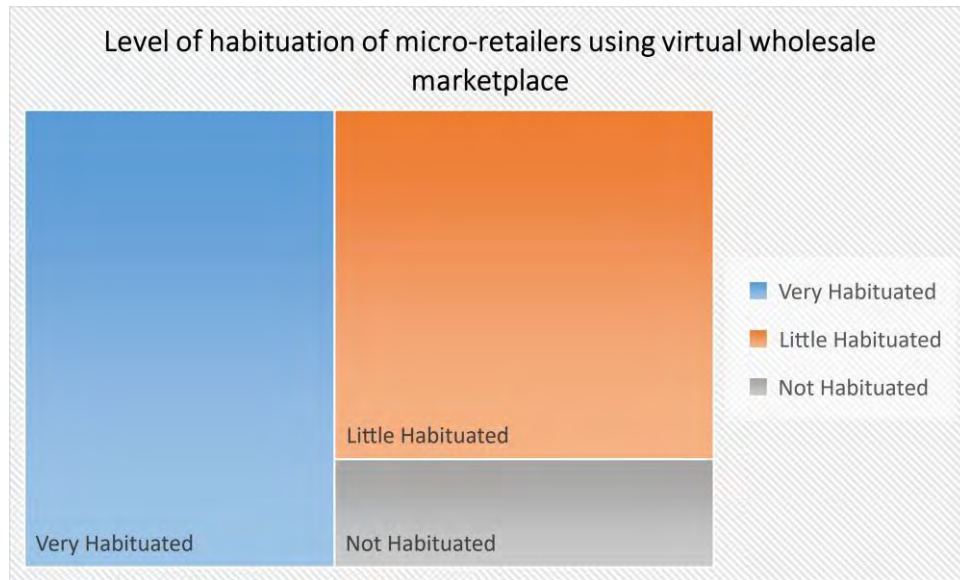


Figure 5: Level of habituation of micro-retailers using virtual wholesale marketplace

The above graph shows the level of habituation of people of micro-retailers using the virtual wholesale marketplace system. This has had a significant boom since the pandemic. 45% of micro-retailers are habituated to ordering micro-retailers using a virtual wholesale marketplace system. On the other hand, 42% of people are unfamiliar. It's not like they do not order using a virtual wholesale marketplace system. They use a virtual wholesale marketplace system with the help or assistance of others. Lastly, 13% of people believe they are not familiar with the virtual wholesale marketplace system. Therefore, they depend on the local dealers.

Trust Issue Regarding Using Virtual Wholesale Marketplace App:

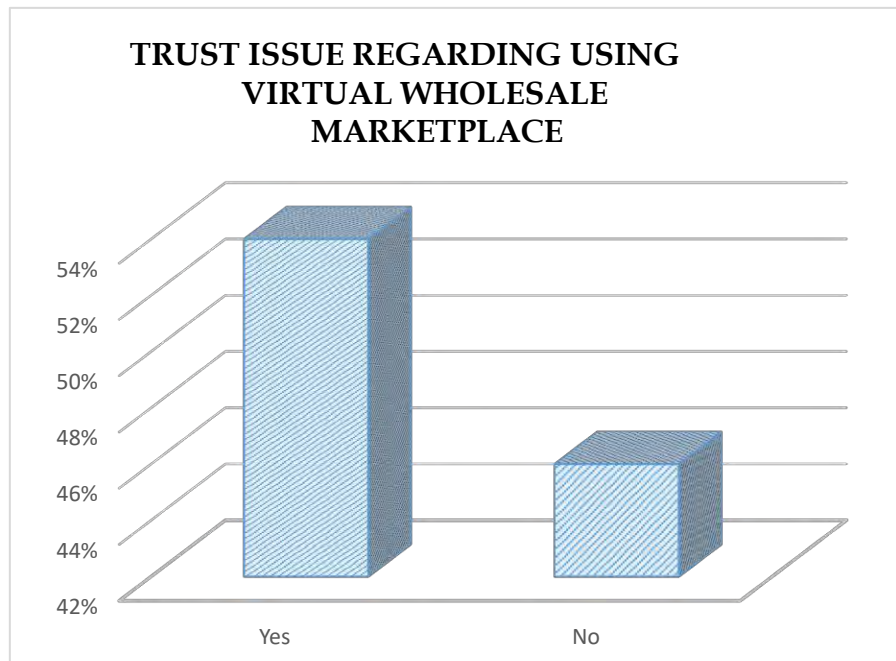


Figure 6: Trust Issue Regarding Using Virtual Wholesale Marketplace

The Virtual Wholesale Marketplace companies at present are carrying out different types of marketing and awareness campaigns to gain goodwill and trust in the market. Most people do not have trust issues. However, 46% of people still have trust issues. They think whether if they cannot get the product at the right time, the company may get lost after getting their down payment. As a result, District Bazaar is concerned because 46% still have trust issues. But the good news is that 54% have trust in the Virtual Wholesale Marketplace nowadays.

Preferred Virtual Wholesale Marketplace During the Eid Times:

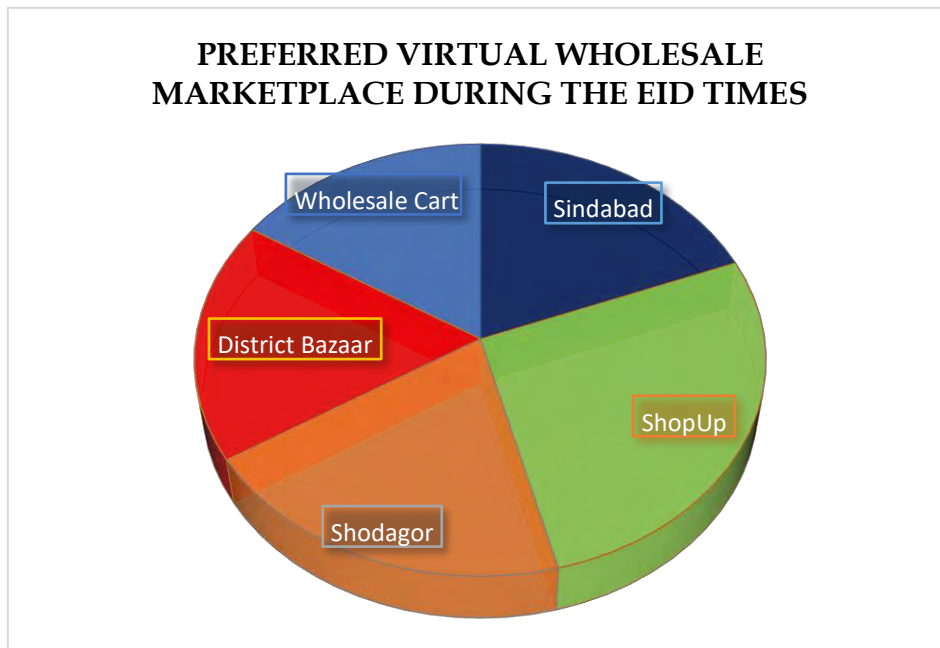


Figure 7: Preferred Virtual Wholesale Marketplace During the Eid Times

During any vacation like Eid, Puja and any Bengali festivals micro-retailers wanted to buy their products in a huge amount from virtual wholesale marketplaces like shopUp, Shodagor, district bazaar, wholesale cart, Sindabad and so on. As ShopUp got a huge amount of funding, which will help them expand their operations. ShopUp has the most popularity among all with 27% of the vote, followed by Shodagor with 20%. Sindabad, District Bazaar, and WholesaleCart, on the other hand, have 19%, 18%, and 16% preference, respectively. This preference often varies depending on the promotions offered by the companies.

Internet Issue While Using District Bazaar:

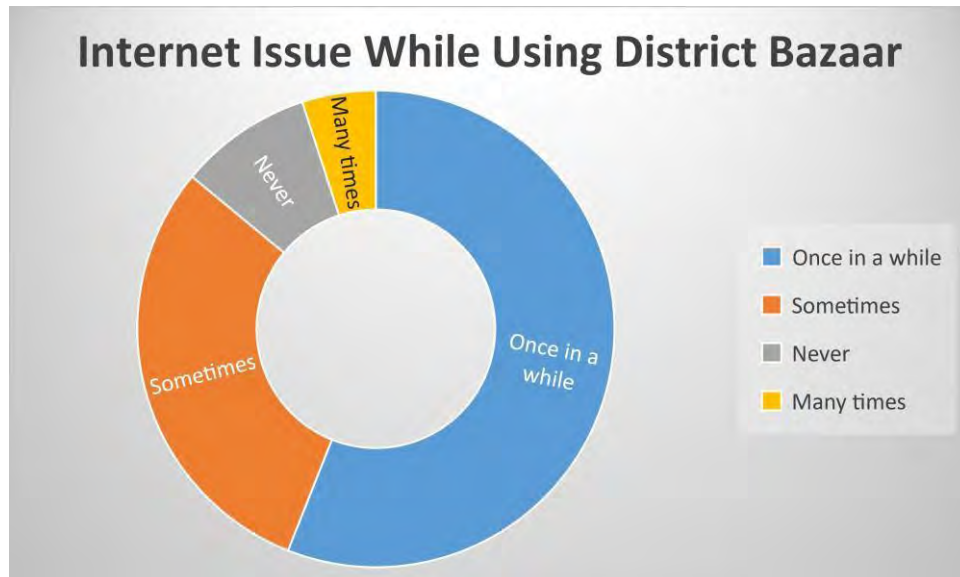


Figure 8: Internet Issue While Using District Bazaar

The internet speed of Bangladesh has developed amazingly during the last 5 years. The remote also gets access to the internet day by day. However, during the time of natural calamity like rain, storm or cyclone the system breaks down, Therefore District Bazaar app users also has faced the consequence of this. 56% of people have answered that they have faced internet issues once in a while, while 30% answered that they sometimes face internet issues. Only 9% have answered that they have never faced such an issue. They are mostly city dwellers who have strong WiFi as a backup. 5% of users who live in rural areas face internet issues often.

Preferred Wholesale Marketplace During the Peak Time of the Pandemic:

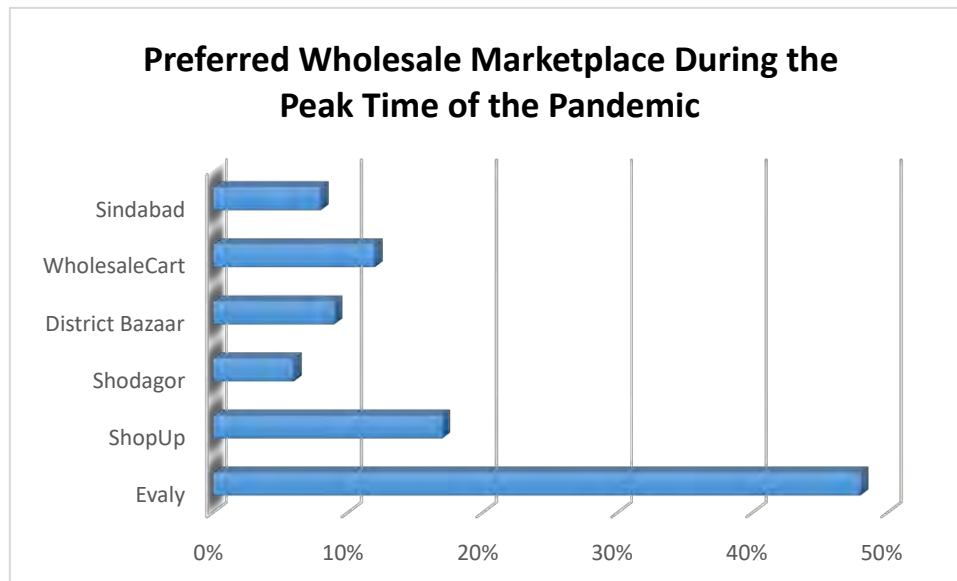


Figure 9: Preferred Wholesale Marketplace During the Peak Time of the Pandemic

The entire nation was placed under quarantine while the pandemic was ongoing. At this precise moment in history, the entire nation has transitioned to utilizing internet services; the wholesale market is not an exception to this rule. At that point in time, there were a number of other online wholesale marketplaces, one of which was called Sindabad, and wholesalecart was one of them. The graph shows that Evaly was the most well-known and popular brand during the pandemic, with 47 percent of the market share, and they made the most of the epidemic for their business. ShopUp is currently in second place, and it is also the company that has attracted the most money in recent years. Next, we can observe that wholesalecart now holds the third spot in the rankings. The District Bazaar comes in at number four with a percentage of nine percent, and following that, Sindbad comes in at number two with eight percent, and Shodagar comes in at number three with six percent. Therefore, it should not come as much of a surprise to learn that there was an increase in demand on the wholesale market when the pandemic was at its height.

The ups and downs of the online wholesale market have also been influenced, at least in part, by the rational choice-making of individuals.

The Satisfaction Level of people regarding the local employment through agents and adaptation of rural entrepreneurs to make purchases from District Bazaar:

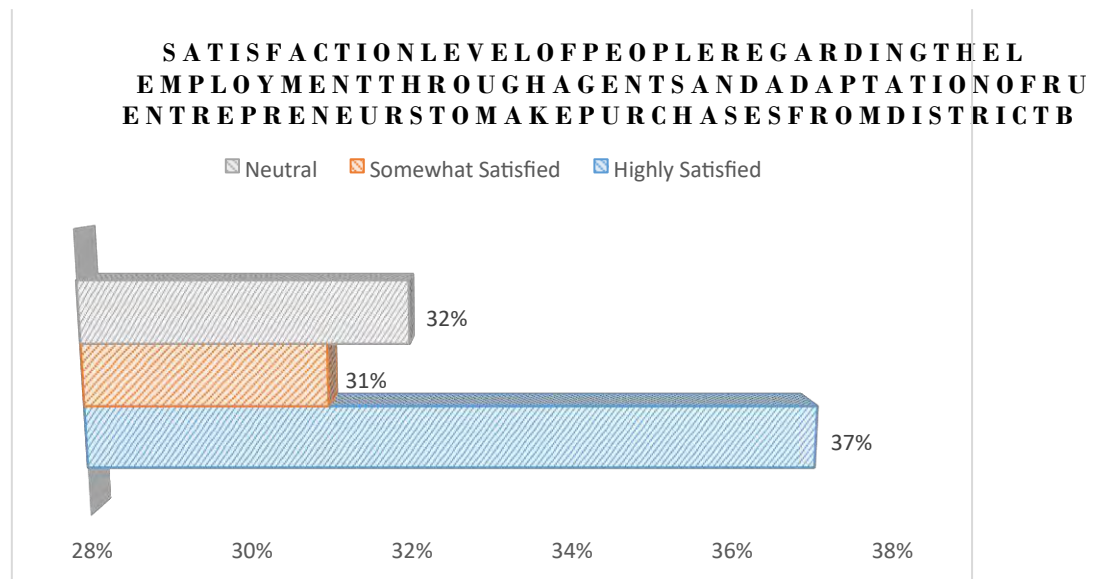


Figure 10: Satisfaction Level of people regarding the local employment through agents and adaptation of rural entrepreneurs to make purchases from District Bazaar

District Bazaar's concept is separate from those of Daraz and Evaly because it was designed exclusively for Bangladeshi micro-retailers located outside of Dhaka, the country's capital. District Bazaar's current objective is to cover 5% of Pabna's retail commerce; in the future, they intend to expand to all 64 districts. District Bazaar too has an agent-based business model. According to the model, five agents will collect orders from stores in a certain district while being supervised by a district manager. Every order will yield a 0.25 percent commission to the agent. The manager alerts the procurement authority in Dhaka, who then delivers the item within two or three days to the merchants. Retailers may take items on credit for a maximum

of six months. Due to the absence of middlemen, the product is also priced inexpensively. From the graph, we can see that 37% of respondents are Extremely satisfied with District Bazaar's service, while 31% are Slightly content, and 32% have no opinion.

3.4 Summary and Conclusion:

District Bazaar is a mobile app that provides more options for products for retailers at a much lower price. The operation is driven by a sophisticated supply chain and field agents, intertwined with power technology. We plan on creating local employment in the rural areas and adding value to the community through a range of intrinsic developments. Currently, District Bazaar's goal is to cover 5 percent of Pabna's retail trade, and in the future, they plan to expand to all 64 districts. District Bazaar employs an agent-based business model as well. According to the model, five agents will gather orders from shops in a given district under the supervision of a district manager. The agent will receive a 0.25% commission for every order. The manager notifies the procurement official in Dhaka, who then delivers the merchandise to the merchants within two or three days. Retailers are permitted to accept things on credit for up to six months. Due to the absence of intermediaries, the product is likewise affordably priced. However, District Bazaar faces obstacles similar to those faced by any other startup.

As the majority of producers are located in Dhaka and other major cities, retailers outside the city must go through a lot of middlemen to obtain the product. Also, when transportation costs are added to the price of a product, the total price is much higher than the cost of making the product. The company's goal is to eliminate all intermediaries and become a 360-degree intermediary that handles everything from communication to product delivery and transportation. Their slogan is *"Kenay Jitle Bechay Jitben,"* which translates to "If you win while buying, you will surely win in selling."

3.5 Recommendations:

District Bazaar employs an agent-based business model as well. According to the model, five agents will gather orders from shops in a given district under the supervision of a district manager. The agent will receive a 0.25% commission for every order. A few implementation tips may improve the management team's experience. They are:

- Trust is like capital itself. Rapido delivery has already established a strong reputation in the industry, and the company is off to a good start. If District Bazaar is able to make the most of its available resources and experience, I have no doubt that District Bazaar will replace Daraz as Bangladesh's preeminent military power.
- Taking risks is part of doing business. Micro-retailers won't buy from them if the quality is bad. But if it saves me money and is good, I think it's worth taking a chance on.

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Appendix.

Appendix A

1. What is the Preferred Shopping Mode of Micro-retailers?

- ☐ Manufacturer
- ☐ Dealer
- ☐ Online Wholesaler
- ☐ Re-selling
- ☐ Others

2. Most preferred virtual wholesale marketplace for micro-retailers?

- ☐ Evaly
- ☐ ShopUp
- ☐ Shodagor
- ☐ District Bazaar
- ☐ WholesaleCart

3. The Level of habituation of micro-retailers using virtual wholesale marketplace system?

- ☐ Very Habituated
- ☐ Little Habituated
- ☐ Not Habituated

4. Trust Issue Regarding Using Virtual Wholesale Marketplace App?

- ☐ Yes
- ☐ No

5. Preferred Virtual Wholesale Marketplace During the Eid Times?

- ☐ Sindabad
- ☐ ShopUp
- ☐ Shodagor

- District Bazaar
- WholesaleCart

6. Internet Issue While Using District Bazaar?

- Once in a while
- Sometimes
- Never
- Many times

7. Preferred Wholesale Marketplace During the Peak Time of the Pandemic?

- Shodagor
- Sindabad
- District Bazaar
- WholesaleCart
- ShopUp
- Evaly

**8. The Satisfaction Level of people regarding the local employment through agents
and adaptation of rural entrepreneurs to make purchases from District Bazaar?**

- Highly Satisfied
- Somewhat Satisfied
- Neutral