Report on

"Customer Satisfaction of Online Shopping

And

E-Commerce Business in Bangladesh"
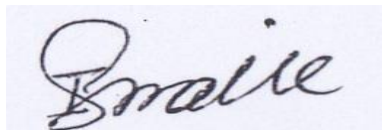
By

Md Ismaile Hussen

ID: 19164008

A report submitted to the Brac Business School in partial

fulfillment of the requirements for the degree of

Masters of Business Administration (MBA)

MBA

Brac Business School

Brac University

November, 2021

Student Declaration

I am Md Ismaile Hussen, Student of Brac University, MBA Program, and ID: 19164008 declared that This Internship Report Based on "Customer Satisfaction of online shopping and E-commerce business in Bangladesh" which is submitted as requirement for the (MBA) Program at BRAC University which is fully prepared by myself. Here, in this report I try to collect my best and all the effective information of the organization that made these reports specific and also original.

…………………………………………..

Md Ismaile Hussen

ID: 19164008

MBA, BRAC BUSINESS SCHOOL

BRAC UNIVERSITY

Letter of Transmittal

Mr. KM Jamshed-uz-Zaman

Professor

Masters of Business Administration (MBA)

Brac University

66 Mohakhali, Dhaka- 1212

Subject: Submission of Internship Report on "Customer Satisfaction of Online Shopping and E-Commerce Business in Bangladesh".

Dear Sir, it is a great honor for me to submit me my internship report on "Customer Satisfaction of online shopping and E-Commerce Business in Bangladesh. under your supervision, for the completion of BUS-699 course. I have done my internship at Evaly.com Ltd. as an Intern for Three months (May 21 – Aug 21). I tried to achieve the goal of this course and also, I tried to follow all the instructions given to me by my supervisor and I am really thankful to you sir for your all kinds of support and helpful instructions during the survey.

…………………………………………..

Mr. KM Jamshed-uz-Zaman

BRAC Business School

BRAC UNIVERSITY

Acknowledgement

For starting my report at first, I want to thank Almighty Allah for everything. With the help of the Almighty I have successfully completed this report after finishing of my 3 months internship period. Next, I would like to express my gratitude to my advisor, **Mr. KM Jamshed-uz-Zaman, Professor of BRAC Business School, BRAC University**, for his constant assistance and supervision. Along with that I need to thank Md. Abdul Kader, Senior Executive, Warehouse and Inventory, Evaly.com Ltd. under his supervision I have completed my internship. He provided me so many learning opportunities to enrich my knowledge. I would like to thank my other colleagues of Evaly.com Ltd. for their guidance and support during the entire program and teaching me to face the professional world. I have tried to complete this report with full dedication. Any kind of comments or suggestions regarding this will be highly appreciated.

………………………………..

Sincerely Yours,

Md Ismaile Hussen

ID: 19164008

Executive Summary

As we all know currently days, E-commerce has brought a brand-new means of searching trend in Bangladesh. It's opened such a large amount of opportunities for business together with new trend for the shoppers. During this report I even have tried to bring some facts of on-line searching in Bangladesh and Company summary of Evaly.com Ltd from wherever I even have completed my berth. At the start of the report in Chapter one, I even have given a quick summary of e-commerce and on-line searching trend in Bangladesh. On Chapter a pair of I place literature review of e-commerce and on-line searching. On ensuing in Chapter three, I even have other company summary of Evaly.com Ltd. On Chapter four, I represented my job responsibilities of my berth amount. In Chapter five, there's methodology, limitations and analysis objective of this report. In Chapter half-dozen, there's result and interpretation of the analysis. Moreover, Findings and suggestions even have been other during this chapter. Conclusion, References and Appendix are place in chapter seven. Throughout the report I attempted to seek out what kinds of service customers expect from E-commerce and what the service condition is during this sector. It's such a lot vital to develop a service-oriented business to satisfy the shoppers anticipating their desires and demands.

Table of Contents

Chapter-1

Introduction

Introduction

Evaly is a web business webpage which can be acceptable giving every kind of merchandise and things from every phase to every client that is found in Bangladesh. Nowadays people have the choice to shop for everything; from a tiny low size of pin to a high-rise product from evaly web site. they need accumulated the foremost splendid personalities of Bangladesh and given them the stage to perform to their fullest degree. In our country like fifteen years back we tend to didn't assume that we are going to purchase something ordering on-line. however, at recent time the state of affairs has modified drastically. This happened thanks to the advance of technology further as for a brand-new thought, e-Commerce. Ecommerce was introduced concerning fifty years a gone to anticipate the client demand and additional pursue client satisfaction E-commerce got an entire new level in 1970's.

Some e-commerce sectors are:

- Supply chain and logistics

- Payment systems

- Automated online assistant

- Online shopping

- Online banking

- Shopping cart software

- Teleconferencing

- Electronic tickets

- Social networking

- Digital Wallet System

- Online Buying and Selling Platform.

- Online Riding System.

-

In Bangladesh e-commerce was introduced few years back and it became well-liked close to concerning 2013-2014. numerous e-commerce corporations started their journey. Most of them started as on-line look. there have been each native and Foreign corporation. currently there's smart

atmosphere of e-commerce in Bangladesh, even Bangladesh government is additionally accenting on this sector considering its growth. in keeping with BTRC, the entire variety of web users in Bangladesh was a hundred and 20.95 million in June this year. It was 117.31 million in could. Thus, here is big potential market of e-commerce growth. Male customers search for "Clothing and footwear" on-line and feminine customers rummage around for "Jewelries and Watches". Lowering web price is driving the e-commerce growth. want for reliable delivery service to support e-commerce growth, money on delivery choices, addition of different on-line services in client service and success stories of social media stores are unconcealed for the thought of the being and unhitched request entrants.

Chapter-2

Literature Review

Literature Review

There have three essential variables, that are seemingly to influence shopper intentions:

(a) convenience characteristic of seareching channels, (b) product kind characteristics, and (c) perceived worth of the merchandise. A result indicates that convenience and merchandise kind influence shopper intention to have interaction in on-line seareching. once customers understand offline seareching as inconvenient, their intention to buy on-line is bigger. Also, on-line seareching intention is higher once customers understand the merchandise to be search merchandise than expertise merchandise. customers additionally expected that product delivery in on-line seareching are going to be faster compared to offline stores and timely delivery on their convenience time. The factors that keep customers satisfy in victimization net as a tool for seareching is timely and reliable delivery expected the connection between time or effort savings and buy intentions is strengthen. customers can place a lot of stress on the time and energy savings once they need old however very little time and energy takes to form a web purchase. recommended that to save lots of customer's time and absolutely replicate the convenience of on-line seareching, e- marketers ought to strengthen site's dealing capability and certify all operations will be completed online.

In 2005, the general net and e-commerce adoption rate was lower in South Asia than the remainder of the planet .However, an amendment during this path came about within the past fifteen years with the quantity of net users and so, the quantity of individuals partaking in e- business of assorted kinds increasing at a fast pace estimates that the quantity of world net users shall be between 500-900 million by 2022 and this specifically includes a number of the South Asian countries, with Asian nation together of the highlights. This outcome echoes previous report on the expansion of IT sector in Asian nation, particularly since the year 2010 once its freelancer community contributed around America $700 million towards export. The usage of mobile net could be a key tributary facet towards the prevalence of e-commerce in Asian nation.

Chapter-3

Company Overview

3.1 Company Profile

Evaly.com Ltd started its journey on Gregorian calendar month 2018 as an internet E-Commerce System. It started a replacement manner system in e-commerce business in Asian nation. Evaly.com.bd is that the 1st Bangladeshi possession Company. Evaly.com.bd is that the largest native e-commerce company in Asian nation. Among its notable ventures, the major subsidiaries of evaly include:

- E-food – the fastest growing food delivery service
- E-Khata – the fastest growing SME financial tool
- E-jobs – the fastest growing Online Job Site
- E-bazar- the fastest growing C2C buy/sell platform
- E-health - the fastest growing Health Apps.
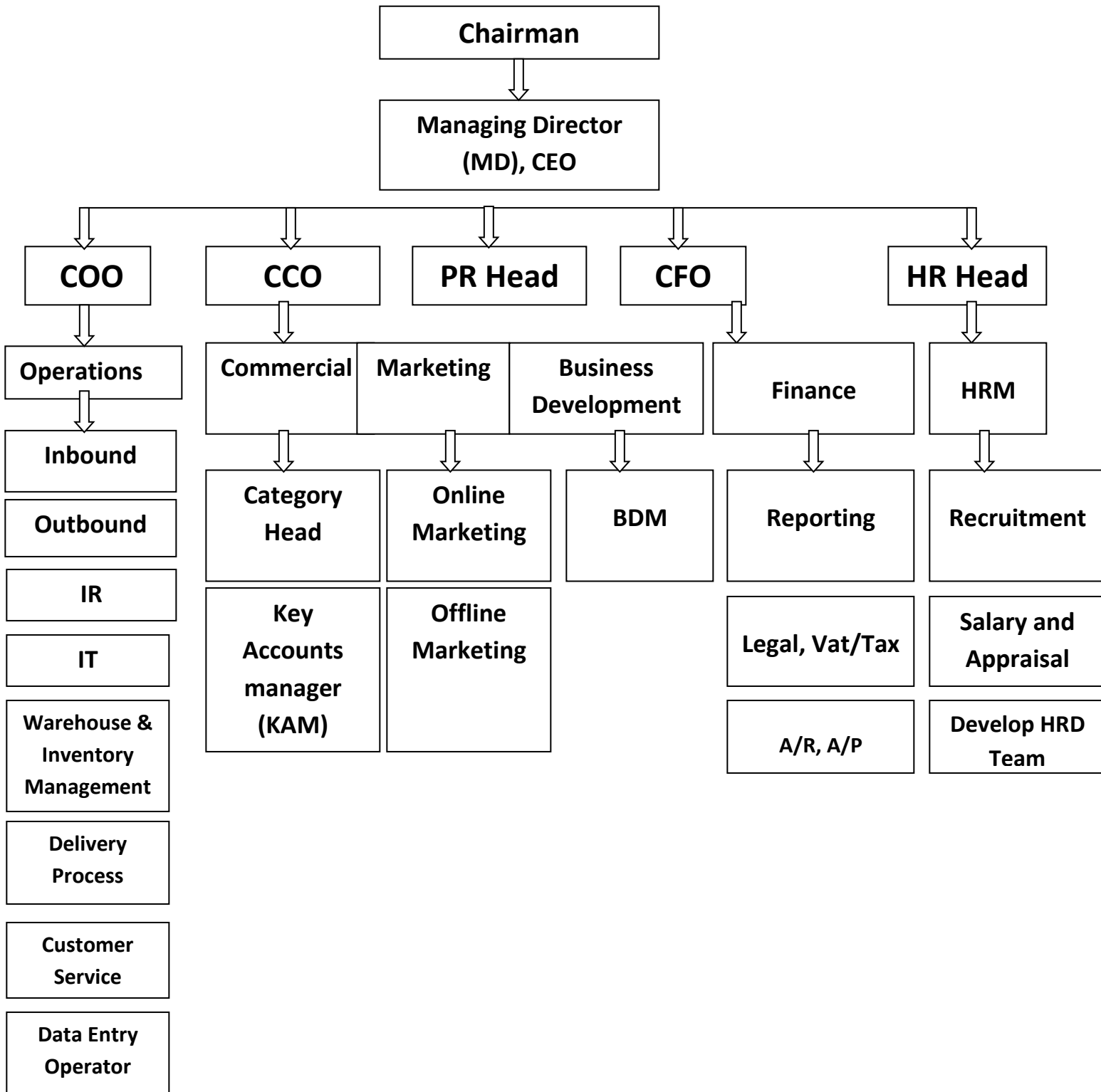- Flight Expert- The Tour Ticketing agency.

On the opposite hand, they're on the thanks to set up for the MFS service conjointly.Evaly.com ltd. may be a market place wherever the consumers and sellers meet. Evaly provides larger choice of merchandise to its customers. From Fashion to General selling everything is offered on Evaly web site. they need some differing kinds of campaign like- The Cyclone that was endured each Friday (Delivery Time Line 07-45 Days),Earthquake (Delivery Time Line 07-15 Days),Thunder Storm (Delivery Time Line 07-45 Days),POD(Payment on Delivery) (Delivery Time Line 01-07 Days),COD(Cash on Delivery) ,Flash Hour (Delivery Time Line 07-45 Days), T-10 (Delivery Time Line 03-10 Days), T-7 (Delivery Time Line 03-07 Days), T-5 (Delivery Time Line 03-05 Days),T-3(Delivery Time Line 03-07 Days) and conjointly they need some vouchers and gift cared in several forms of occasion and conjointly they need ample branded gift cards on their provide like Fashion Gift cared, Eid-ul-fitr gift cared, Bangla year gift cared, physics things gift cards etc. Customers can visit their website www.evaly.com.bd and choose their preferable products in different types of campaign without any hassle and the products will be delivered within The Delivery Deadline. Customers can find desirable products under the following categories:

1. Men's Fashion
2. Women's Fashion
3. Mobiles & Tablets

4. TV, Audio & Gaming

5. Appliances

6. Computing

7. Beauty & Health

8. Home & Living

9. Sports & Fitness

10. Luxurious Goods

Evaly constantly keep modifying their categories and product lines to meet the customer demands. Customers can use their cards to pay while riders will be delivering products.

3.2 Company Hierarchy

```
                              Chairman
                                 │
                                 ▼
                         Managing Director
                            (MD), CEO
                                 │
    ┌───────────┬───────────────┬───────────────┬───────────────┐
    ▼           ▼               ▼               ▼               ▼
   COO         CCO           PR Head          CFO           HR Head
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COO	CCO			CFO	HR Head
Operations	Commercial	Marketing	Business Development	Finance	HRM
Inbound	Category Head	Online Marketing	BDM	Reporting	Recruitment
Outbound	Key Accounts manager (KAM)	Offline Marketing		Legal, Vat/Tax	Salary and Appraisal
IR				A/R, A/P	Develop HRD Team
IT					
Warehouse & Inventory Management					
Delivery Process					
Customer Service					
Data Entry Operator					

3.3 Company Department

There have some different kinds of Department. With these departments evaly run their systems. Those are:

- ✓ Business Development Department
- ✓ Category Head Department
- ✓ Component Graphics & Design Department
- ✓ Customer Service Department
- ✓ IR Department
- ✓ IT Department
- ✓ Human Resources & Admin Department
- ✓ Marketing Department
- ✓ Sales & Account Management Department
- ✓ Inventory Management Department
- ✓ Warehouse and Inventory Department
- ✓ Delivery Process Department

3.4 Marketing Mix

As we know evaly is an e-commerce platform and if we study on the marketing mix then we can verify some customer services of evaly. Marketing Mix refers the 4 important factors of a company. These factors are called 4P s. These factors are:

- ✓ Product
- ✓ Price
- ✓ Place
- ✓ Promotion

3.4.1 Product

Evaly doesn't manufacture any product. It's an internet market place wherever totally different sellers will place their product on Evaly web site. Initially the sellers and also the evaly sign a contract with evaly then the Sellers have to be compelled to register to place their product on evaly web site. These sellers are known as Suppliers. Evaly and also the suppliers come back to mutual affection concerning the commission. relating to the place as and additionally studied I establish that in Evaly there are concerning 5000+ sellers UN agency sell totally different product like fashion things, mobiles, appliances etc. Customers will visit Evaly web site and select for the product from the different types of campaign which is fully organized by evaly.

Figure: Evaly Products in Cyclone

There are also other products categories are available in Evaly website like- The Men's & Women's Fashion, Mobiles & Tablets, Appliances, Health & Beauty etc. There are about 50000+ products available on Evaly website.

3.4.2 Price

As we all know evaly started their company in 2018.so, it's a growing company. That's why Evaly sets competitive worth supported customer's expectation. however, thanks to the unstable and fewer monitored market most of the businesses set worth to sustain and increase their sells. Actually, this comes up as unhealthy follow. firms with low investment won't be able to survive during this market. So, worth variation is noticeable in current market.

3.4.3 Place

Evaly is a web market place thus it doesn't have any physical store. They sell product via its web site WWW.evaly.com.bd. Suppliers transfer their product on the web site and patrons purchase from the web site. Hence, Evaly have mobile app conjointly that customers will install in their itinerant and may shop any time. Customers can purchase their product via in desktop conjointly in app. as a result of they need each version, one is desktop and conjointly their own mobile app name "Evaly" Version.
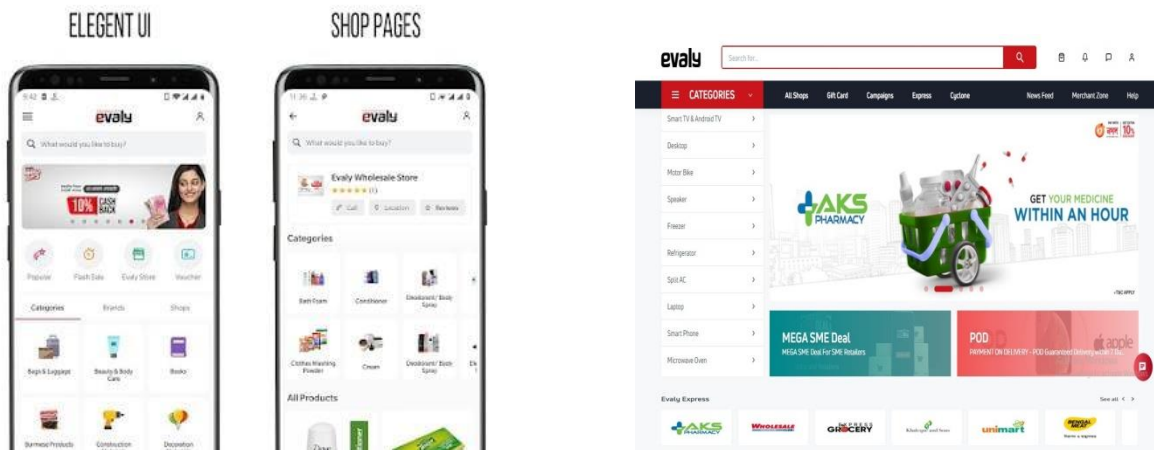

Figure: Evaly Mobile and Desktop Version

3.4.4 Promotion

Evaly focused on both online and also in offline marketing like: Facebook, Google, Advertisements, Banner, T-shirts, Gift these are the main promotional things of Evaly. It has set of target group to push promotional activities.

Figure-3: Evaly Promotion

- ✓ Evaly is also affiliated with Tahsan Khan, Shobnom Faria (Celebrity)
- ✓ Sponsor in Lots of Cricket Tournament like-BPL, Ban vs NZ Series etc.
- ✓ Produce a film with RAB
- ✓ Campaign or sells.
- ✓ Banner, Billboard Etc.
- ✓ Sends SMS to users mobile about the promotional offer

Also, evaly has brought new era on e-commerce sector in Bangladesh. It has brought "Cyclone and T-10" offer in every Friday. it was a great success. On this campaign Evaly offers biggest discount with great deals. Evaly has succeeded to set a new shopping trend with this Campaign.

Chapter-4

Job Description

Job Description

The Job Description of my Internship program consisted of the following details

Department of Employment

I was employed as in Operations in Warehouse and Inventory of the company.

Working Hours

Saturday to Thursday 10.00 am to 8.00 pm

Working Place

I was appointed in Warehouse and Inventory. It is in the middle of Baliarpur and Aminbazar. on the other hand, for some information and working purpose also need to go their head office which is in Dhanmondi, House #8 1st Floor, Road: 14, Dhaka 1209.

Job Responsibilities

I worked in Warehouse. So, there was lots of job responsibilities. Some of the job responsibilities are mentioned below:

- Solving the Invoice Problem: Some of the Invoice have some problem, like some products are missing, some products from invoice is delivered, partial delivery, Shipped Invoice, Delivered Invoice, Product Missing Invoice etc.

- Update the Stock: In warehouse everyday lots of products are inbound and outbound. Those products updates are really important for manage a warehouse. So, it is also one of my job responsibilities.

- Working on Panel: As we know I worked in invoice. So, those invoices who have the problem I solve those problem form their panel or software. It is also one of my job responsibilities.

Chapter-5

Research Objective and Methodology

5.1 Research Objective

Initial objective of this paper is to search out the service and therefore the services quality of e-commerce corporations in Asian nation. When the study and additionally learning out from completely different social media pages of many corporations it's quite clear that almost all of the purchasers aren't pleased with the service quality of the web retailers or e-commerce corporations in Asian nation. As I completed my billet in evaly.com I realize countless completely different problems. For example:

- Late delivery
- Poor Management system
- Poor Warehouse and Inventory System
- Poor Operational strategy
- Poor Recruitment Strategy
- Lack of Better customer service
- Lack of after sales service
- More price than offline shop
- Poor Employee Behavior
- Poor Packaging System
- Employees Qualification is poor.

On this paper I have tried to find out the issues behind this problem and how to sort out these things. There were also some of limitations in evaly as an ecommerce system. As I don't have all the data access of the companies. So, from the customers opinions, and also the employees I opinion and the Co-operation I tried to merge all the things.

5.2 Methodology of the study

Data type & Data sources:

1. **Primary Data:**

   As we know primary data is those data which we can collect from the study, job, Survey and customers and employee's opinion etc. Here, I collected the primary data from my job experiences, customers' opinion, employees' opinion and also their co-operations.

2. **Secondary Data:**

   In this report the secondary data collected from some of the article, journal, websites, etc.

5.3 Limitations

There were some limitations of this research

• Couldn't offer and conjointly couldn't collect all the knowledge of the businesses as there have been barriers of company policy.

• Due to the shortage of time couldn't able to do deeper analysis of the organization.

• All the advice was from book directed and conjointly the expertise that I actually have got operating within the company. There can be additional ways in which to form higher service directed on-line looking or e-commerce business like evaly.

• Moreover, the survey was conducted to it portion of individuals WHO have handiness of high school and high-speed web however I couldn't reach to the opposite people that don't have these facilities. So, their preferences can be a lot of completely different which would possibly flip this report back to another purpose.

Chapter-6

Interpretation, Findings & Recommendations

6.1 Interpretation

In my whole situation amount analyzing the survey and additionally the first and also the secondary knowledge I actually have tried to relate them with all of my analysis objectives. Moreover, I attempted to search out the shopper's expectation and perception of on-line seareching or e-commerce service.

On this survey I picked random thirty individuals from my friends, colleagues, and also the customers of evaly. Among them I received 100 percent responses. All of them are responses in my form. They place their opinions on the survey questioners. they need measured the service quality of on-line seareching and e-commerce business in Asian nation. Here, I interpret the information and survey. Those interpretations are supported the survey results. Like: The people of Users in e-commerce, Priority Factors of e-commerce, product delivery time, payment technique, pricing, perception rate of client satisfaction, and also the seareching possibility and etc.

Age Group

What is the age group of most users' e-commerce in Bangladesh?

On this survey most of the group was from 22-26 age which is 40 %. That Means out of 30 people 12 people's ages are between 22-26. Some of the groups are up to 26-30. But the 22-26 ages group is the highest number of internet users and also the ecommerce shoppers. They have several choices of online shopping. As we know evaly now days all the people have one choice is evaly. But generally, their main priority is the product quality. Because they have delivered the best quality products.
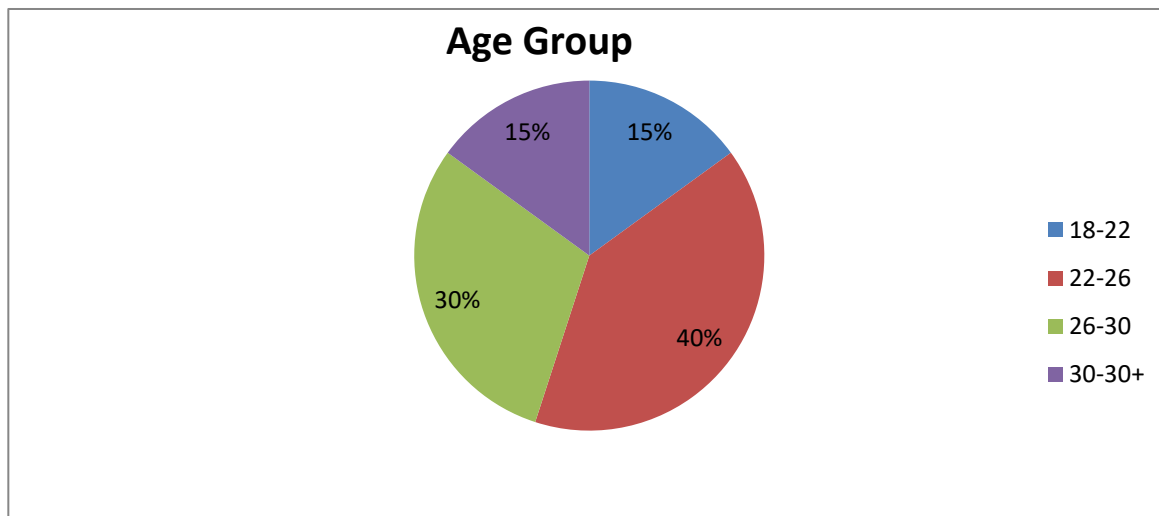
Figure: Survey Result- Age Group

Here we can see that most of the people's ages are 22-26. That means 22-26 years old ages are the most users in Online Shopping. This age group is a huge potential market for e-commerce.

Online shopping priority factors

Which Option will you choose and give the priority in case of shopping in E-commerce?

This refers to what is the most important factor of online shopping. Most of them marked on time and the product quality.
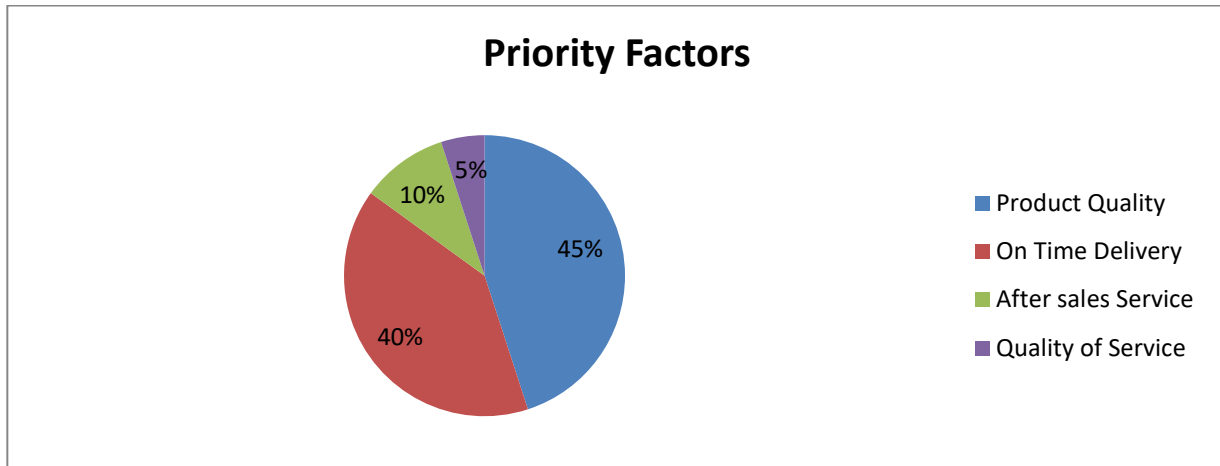

Priority Factors

- Product Quality
- On Time Delivery
- After sales Service
- Quality of Service

45%
40%
10%
5%

Figure: Survey Result- Priority Factors

Here we are able to see that forty fifth of the individuals have an interest on product quality then the delivery time. meaning concerning thirteen.5 individuals out of thirty are wish to offer the priority on Product quality and twelve individuals are wish on time delivery services out of the thirty peoples. So, here we tend to see customers will satisfy if e-commerce organization will prove their commitment on the merchandise quality and on time delivery. So, evaly must specialize in the merchandise quality, it's a burning issue for on-line searching. so as to achieve customers, trust corporations ought to guarantee sensible quality of product. thus, not solely sensible quality product however additionally corporations ought to offer on time delivery service as promise.

Product Delivery Time

What is the delivery time you expect for delivery in an e-commerce organization in case of Discount rate is high?

Companies ought to ensure that they delivered the merchandise with in time as they promise. Fancy advertisements may not guarantee on time delivery service so that they ought to guarantee their commitment towards customer's satisfaction. Most of the shoppers need their merchandise inside 7-45 days as a result of evaly offer their delivery time 7-45 days. however, they are doing not take their guarantees. As evaly offer many discounts that's why client needs the delivery with their time line. however, matter of proven fact that most of the businesses fail to try and do therefore. rather than in supply 7-45 days as committed, delivery time takes quite sixty days. This additionally causes failure of company's service and customer's trust. The client additionally response the delivery point in time in seven days. Evaly have all the campaigns relating to the higher to lower delivery time. But, on the opposite hand they failing on every occasion rather than one or double.
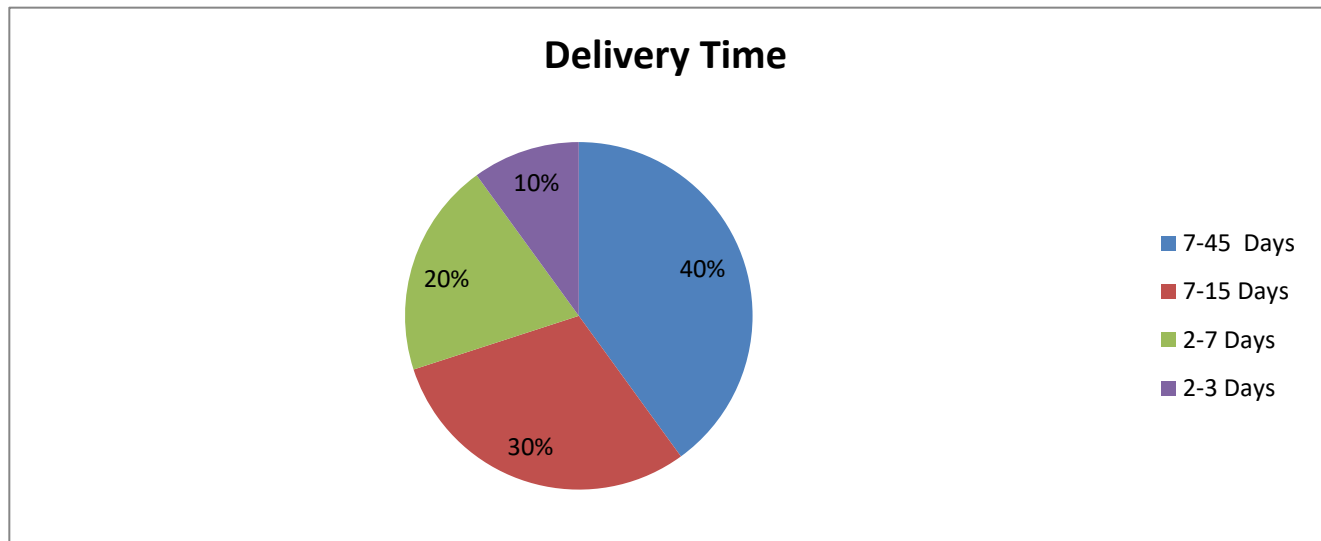

Figure: Survey Result: Delivery Time

Payment Method

What is the Payment method you should prefer in shopping in an e-commerce section in Bangladesh?

As we all know Evaly take on-line Payment to method the order. Most of the individuals suppose that they must use money on delivery for the payment. this is often the better method. Moreover, they could not feel secured to pay on-line. However, on the opposite hand, client pays on-line for process the order in evaly if they take their commitment on time. Here we tend to see that almost all of the individuals mean that concerning eighteen individuals out of thirty are happy in money on Delivery (COD) technique.
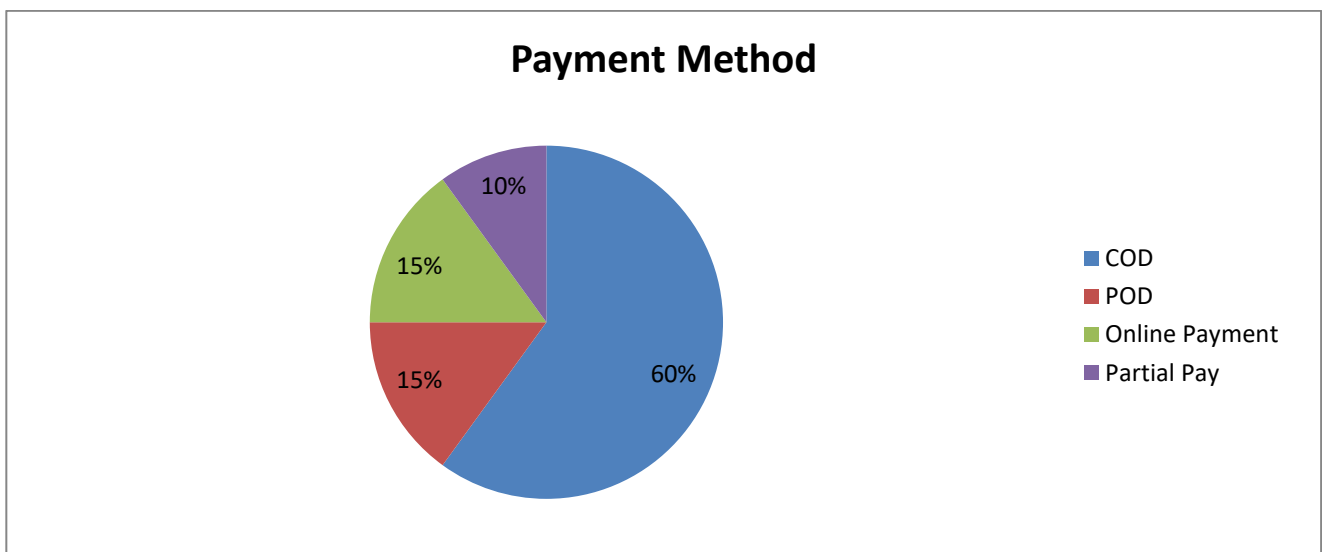
Payment Method

10%

15%

15%

60%

■ COD
■ POD
■ Online Payment
■ Partial Pay

Figure: Survey Result: Payment Method

Perception Rate

What is the Perception rate of Customer satisfaction in shopping with evaly?

Most of the individuals provide their client satisfaction rate in four out of five of their expertise of on-line looking in Bangladesh. forty fifth individuals aren't quite happy meaning regarding thirteen.5 out of thirty peoples aren't very happy on looking in evaly and therefore the others e-commerce platform like, Daraz, Ajker deal, e-orange, Alesha retail store, Adyan mart, sirajgonjshop, Qcomm, etc. That's why they rate four out of five. they may be missing the key factors like on time delivery, service quality of the businesses. solely 100 percent suggests that three individuals thinks that each one the businesses area unit providing sensible quality service on the opposite hand solely one or regarding 1.8 individuals out of thirty assume looking isn't sensible as a result of they cannot offer best service just in case of online shopping in Bangladesh.
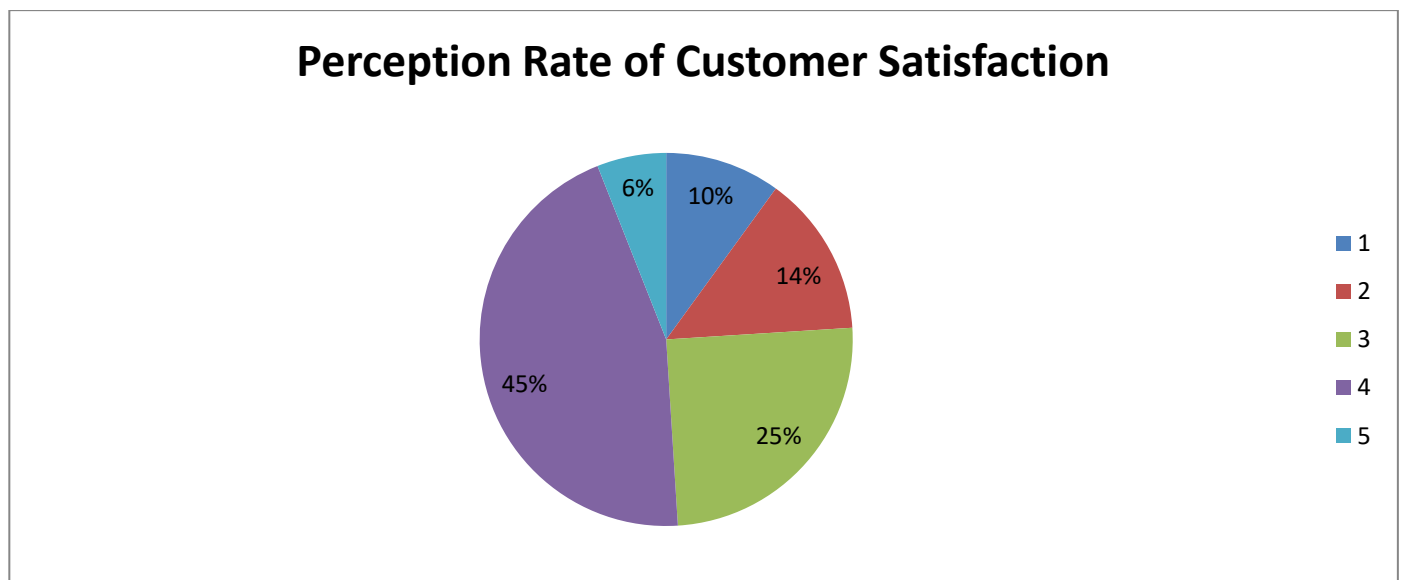

Figure: Survey Result: Online Shopping Perception of Customer Satisfaction

Pricing

What is the Satisfactory price for you on shopping in evaly?

As we know, on-line seareching firms supply largely a lot of value instead of the offline store. So, customers have a foul impression of this. typically, its manner on top of the offline store. Moreover, there's Brobdingnagian value variation within the e-commerce firms like if a Smartphone is priced 17000tk in an exceedingly web site that actual device may cost a little 20000tk in another web site. This essentially happens because of the seller's selection and commission quantity. however, this follow has to be stopped. firms and sellers have to be compelled to return to a sympathy to supply higher evaluation for the shoppers. Here we tend to see that eighty fifth individuals say that mobile value is high than offline stores. however, if we tend to compare the value in evaly it's moderate than the opposite on-line seareching.
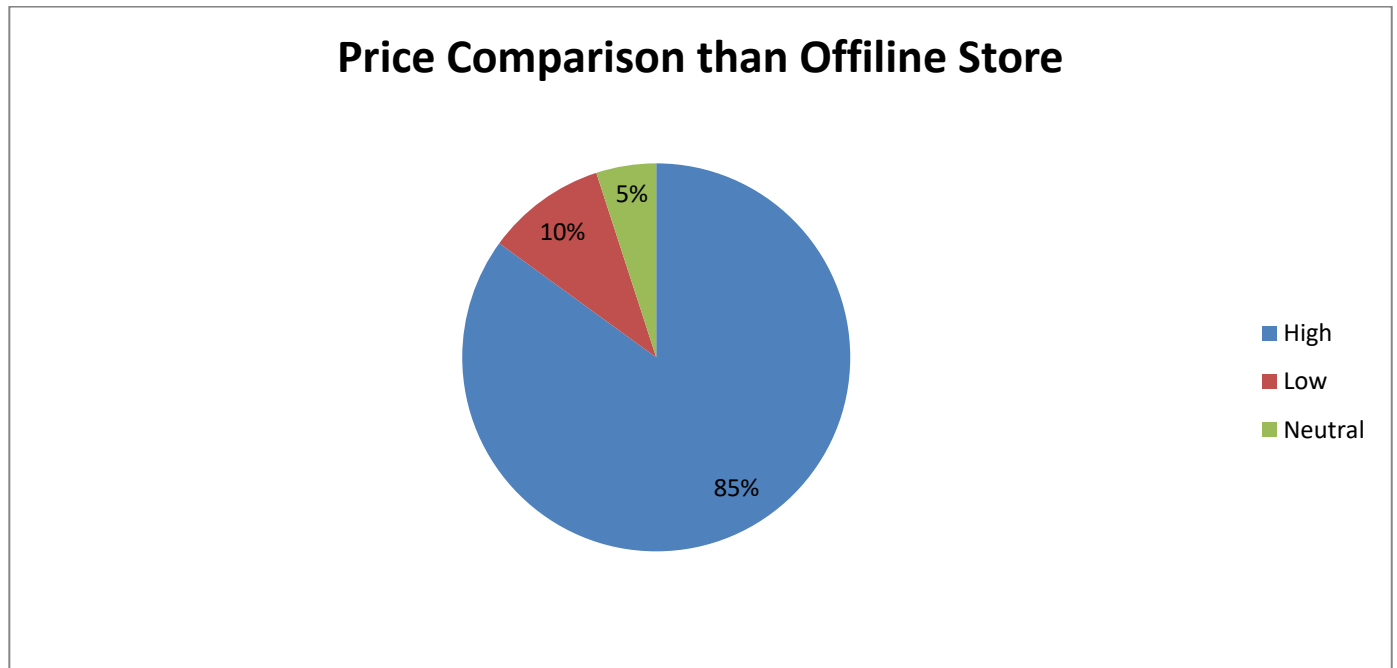

Figure: Survey Result: Price Comparison

Shopping options

Which organization you prefer for shopping option as a customer after getting your satisfaction?

There are a unit many massive players within the market. Among them fifty fifth picked Evaly for his or her on-line looking. Alesha sales outlet fifteen and Daraz had twenty fifth, and also the others is five-hitter. All this firms ought to make certain smart service quality to the purchasers to satisfy the individuals for looking in on-line.so, here from the survey of client when looking and satisfaction client area unit extremely like evaly as their looking choice. 16.5 individuals out of thirty area unit provide their vote towards evaly for looking choice.
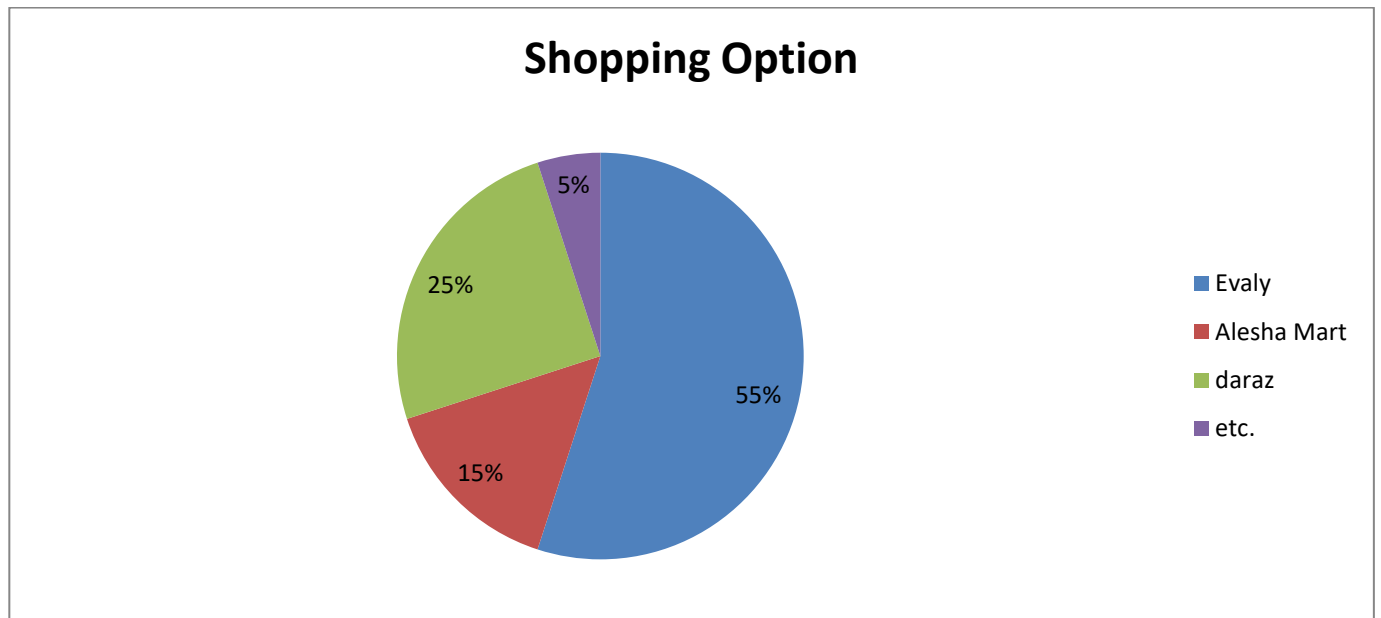

Figure: Survey Result: Shopping Option

6.2 Findings

From The upper discussion or interpretation of customer survey we knew about the satisfaction side of customer and also after studying the survey and from the interpretation I found lots of findings of evaly in the side of customer satisfaction in online shopping and E-commerce business in Bangladesh. Also, outside the survey I found some others problem which they need to overcome. Those Findings are:

- As we know evaly is an e-commerce organization and here on the survey we can see that Lots of customers are younger and student and the age of the maximum customer around 22-26. But evaly sold all types age's people products.
- Need to Focus the product quality, also in delivery time commitment.
- They have the problem in Payment Method
- Their Customer Service are very poor
- Price is higher than the offline market
- There warehouse management is very poor.
- Lack of Qualified employees.
- Better facilities

6.3 Recommendations

We know that every organization want to be perfect. But they have some problem or issue which they need to overcome. So, from the findings here are some recommendations for overcome these findings for achieving the customer satisfaction as an w-commerce system. Those are discussed in below:

- They need to focus all age's group because they sold all age's customer's necessary items.

- As we know evaly always delivered the quality products. Because they always want to provide best products to customers. But sometimes the customers got the wrong product variant because of the sellers. So, for achieving the customer satisfaction they must need to focus these things.

- Also, there delivery commitment is not good, this is one of the negative things for an e-commerce sector. They cannot deliver the products as in time. So, they must need to focus on this.

- There payment system is also wrong they take advance for processing the orders and could not deliver the item as in time. Also, sometimes we saw that because of server problems the payment is not paid but already deduct from balance. So, they need to upgrade the payment servers.

- They do not have the qualified employees for operating the warehouse and also their management system is also really poor. They need to focus on this also.

- They can start the hub system for giving the delivery faster.

- They need to give the better facilities like- the increment, pickup and drop service, Salary on Time, Payment on time for sellers etc.

- They don't have the enough stock of their running products. So, they have to ensure the availability of their products.

- One the other hand we know that recently evaly have a great issue. There liabilities more than their assets. That's why Govt. has frozen their Accounts. So, they need to do the right decision and giving the orders regularly as soon as possible for operating their organization and achieve the goals. Gov't must need to give a chance for operating their business and overcome this situation.

After all we tend to know that evaly is fast paced company. As growth of this business is simply too quick thus evaly ought to look out of these things. as a result of any business has just one goal to grave the shoppers. however, to customers their square measure tons of choices. If you didn't satisfy your customers, they'll switch from you to your competition.

Chapter-7

Conclusion, References & Appendix

7.1 Conclusion

As a intern in AN e-commerce company wherever I will use my very little data and gathering info in e-commerce and creating report. Luckily, I got elite for operating with evaly.com Ltd that is renowned organization for purchasers in recent days. There square {measure} such a lot of gifted folks operating around me. Daily I'm learning new issue the way to create call, the way to add a team, the way to recover any mistake, the way to bring best out of 1. during this paper i attempted to merge my data, people's opinions, bookish articles, what I learned from my university. Actually, suppose e-commerce or on-line looking no matter business it's, it ought to be a lot of service familiarized. Corporations ought to ensure they supply the most effective service to the client. Customers have many demands corporations ought to anticipate the demand. In e- commerce there's vast chance in Asian nation. simply ought to work properly and guarantee customers satisfaction. That what takes to form e-commerce revolution in Asian nation. however, in recent days as we all know evaly have a giant issue. The govt. freezes their operation to verify company's monetary things thanks to they need innumerable liabilities. however, on the opposite hand, the client, sellers, and conjointly the e-cab protest in road for running their operations with success and that they told that if evaly got an opportunity then they ought to overcome this example and running with success. I hope that, evaly got an opportunity and build a number one and robust position within the Asian nation market. we should always always offer them an opportunity to running their operations with success to beat the liabilities. as a result of this is often the primary Bangladeshi possession e-commerce company.

7.2 References

- https://en.wikipedia.org/wiki/Online_shopping_in_Bangladesh

- https://wikitia.com/wiki/Evaly

- https://www.slideshare.net/SaifMahmud/internship-report-e-commerce-industries-in-bangladesh-and-their-services-a-study-on-shohoj-limited
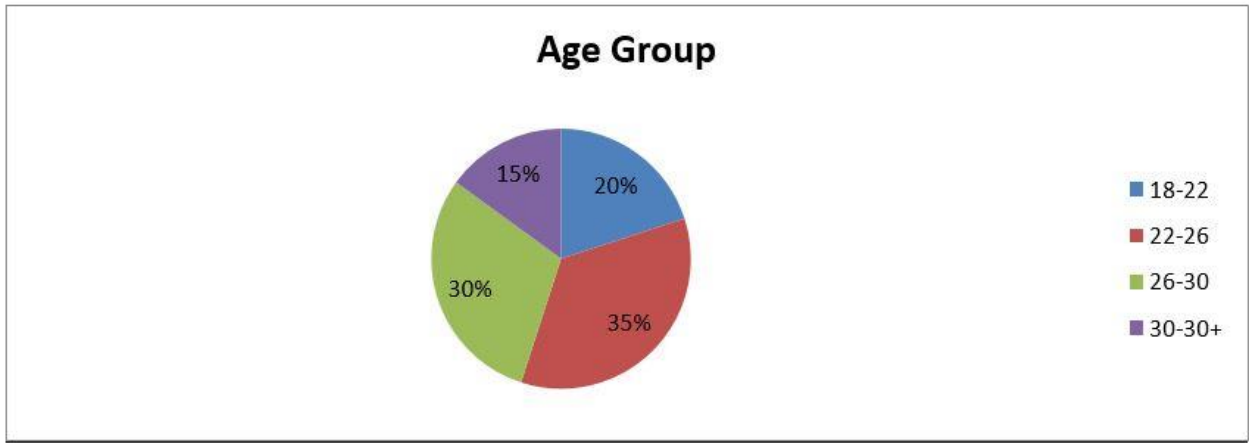
- https://www.coursehero.com/file/74187257/Researech-Paper-Evalydocx/\

7.3 Appendix

Age Group

- 20% — 18-22
- 35% — 22-26
- 30% — 26-30
- 15% — 30-30+

Legend:
- ■ 18-22
- ■ 22-26
- ■ 26-30
- ■ 30-30+

Figure: Survey Result- Age Group

Priority Factors

- 45% — Product Quality
- 40% — On Time Delivery
- 10% — After sales Service
- 5% — Quality of Service

Legend:
- ■ Product Quality
- ■ On Time Delivery
- ■ After sales Service
- ■ Quality of Service

Figure: Survey Result- Priority Factors

Figure: Survey Result: Delivery Time

Figure: Survey Result: Payment Method

Perception Rate
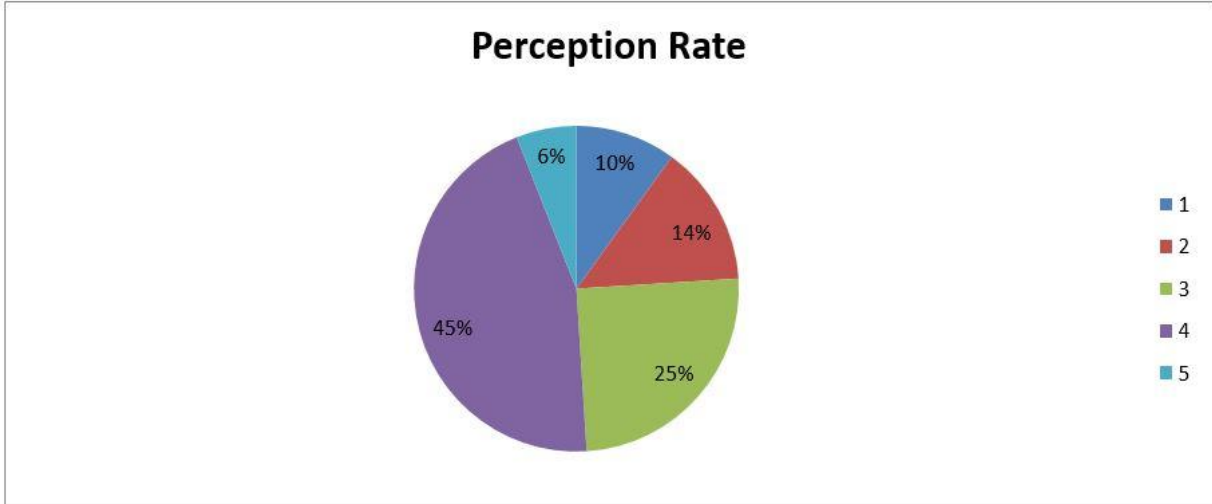

Legend:
- 1
- 2
- 3
- 4
- 5

10%, 14%, 25%, 45%, 6%

Figure: Survey Result: Online Shopping Perception

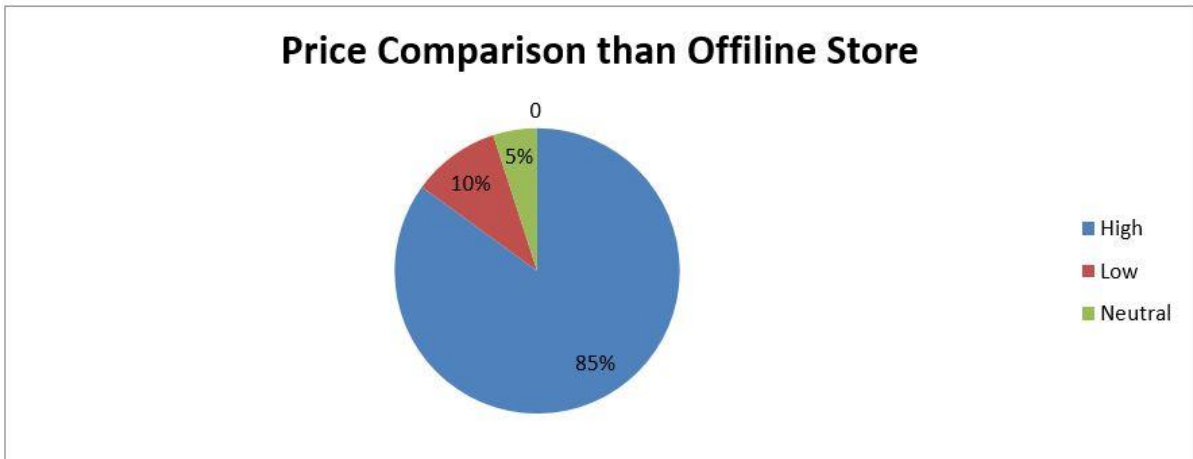## Price Comparison than Offiline Store

0
5%
10%
85%

Legend:
- High
- Low
- Neutral

Figure: Survey Result: Price Comparison

Price Comparison than Offiline Store

0
5%
10%
85%

Legend:
- High
- Low
- Neutral

Figure: Survey Result: Price Comparison