

Report On “Growth and challenges of E-commerce in Bangladesh: a study on priyoshop.com ltd”

By

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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.

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## **Letter of Transmittal**

Zaheed hossein Mohammad Al-din

Lecturer

BRAC Business School

BRAC University

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Subject : Submission of Internship final report .

Dear sir,

It is my pleasure to submit my internship report that I have prepared from my experience during working in Priyoshop.com Limited under the marketing and branding department. Throughout my internship period at priyoshop.com l Limited I have learnt and gathered a lot of experience about the corporate world. This report has been prepared to fulfill the requirement of myinternship program at my assigned organization.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible. It would be absolute honor for me if you find this report informative enough to fulfill the requirements. I trust that the report will meet the desires.

Sincerely yours,

Mahtabashamin Chowdhury

Student ID – 14204017

BRAC Business School , BRAC University .

## **Acknowledgement**

In preparing the internship report on my three months long experience with Priyoshop.com Limited, firstly I would like to convey my utmost gratitude to my academic supervisor Zaheed Hossain Al Din. Without his kind direction and proper guidance this report would not have been possible. I also would like to show my deepest appreciation and gratitude to my field supervisor Tusin Ahmed and my senior who helped me to understand the basic of the business. They supported and guided me throughout my internship journey. I thank them for putting their trust on me with real tasks which gave me the opportunity to play an active role in priyoshop.com LTD. I also would like to thank my each and every fellow colleague for their support and valuable time of sharing important information with me. Without their co-operation it was impossible to prepare this report. Throughout the last three months as a part of my role in Priyoshop.com, I got the opportunity to meet many clients from different background and professions. I would like to thank each one of them for their valuable contribution in making my internship program a successful and memorable one.

## **Executive Summary**

During my internship period at Priyoshop.com LTD, I have worked for different corporate clients and Focallure is one of them. In my report I have tried to portray the Growth and challenges of digital marketing over traditional marketing .And how it reaches people by the rebranding of different brands. To find out the real information an interview has been taken where I acknowledged about the reason behind the rebranding like –

solving the issues with previous logo, introducing new value proposition, reach more people at a time etc. Moreover, for the rebranding of Focallure in the time of Brand Week , they used social media most, over the traditional media. Based on this interview and other secondary data I have also conduct a survey to find out the purchase behavior of customers, reason behind choosing Facallure, how much they satisfied with the services, pricing etc. However, after researching that entire field I have found that, in few areas the rebranding of Focallure has been successful but in terms of establishing new value proposition, pricing strategy, marketing strategy. they still need to focus more and bring some changes to increase their brand visibility, grab more customer and turn them into regular customer for long term.

**Keywords:** Digital media; E- marketing Traditional media; Rebranding; Product Proposition.

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# Chapter **1**

## *Introduction*

### Chapter Content

✓ Introduction



## 1.1 Introduction

Priyoshop.com is the largest site which working with e-commerce in Bangladesh. Priyoshop.com is also one of the first organization which works on basically E-commerce in Bangladesh. A large portion of e-commerce market is covered by priyoshop.com. To reach in this position priyoshop.com definitely faced a lot of challenges. Each e-commerce site has to face these challenges in Bangladesh.

Its been 29 years almost that e-commerce has started its journey in Bangladesh. At the very first stage of e-commerce journey in our country was not very easy. When e-commerce came to our country at that time ICT sector was just developing . At that time Priyoshop.com came with a new concept of e-commerce in Bangladesh. People were not concern that much about e-shopping and govt. was not supportive that much as well. Therefore, neighboring countries has high rate of e-commerce compare to Bangladesh. Growth of e-commerce rate of Bangladesh was really low (4.80%) in 2010. Growth rate of e-commerce in India was 34% and Pakistan was 28% in 2010.

## 1.2 Topic

Identifying the growth and barriers of E-commerce in Bangladesh : report on Priyoshop.com

## 1.3 Background of the study

This topic was related to the growth and challenges of priyoshop.com . Here, priyoshop.com was selected as e-commerce site and the reason is , it was the very first e-commerce site in Bangladesh.

# Chapter 2

## ***Company Profile & Literature Review***

### **Chapter Content**

- ✓ Company Profile
- ✓ Review of other relevant Studies.

## **Company profile :**

Priyoshop.com is a online shopping platform from where people can purchase products and this site is really reliable . Priyoshop.com also consider consumers hassle-free shopping experience. We offer customers a trustworthy platform and hassle-free shopping. Now shopping is not that much tough, time consuming and always enjoyable. Priyoshop also offer different collection to pick up products by consumers own choice. Priyoshop.com started its journey in February 2013. A Leading IT firm named splendor IT is great support for establishing priyoshop.com ltd. Priyoshop counts consumers taste and demand as well. So, priyoshop collects products to sell from different categories . For example, clothing, Shoes, ornaments, accessories, electronics, books, Baby products, beauty and many more. We always try our level best to keep latest collection of products , trendy in fashion.

In Bangladesh ,priyoshop offers at the very first online shopping and started digital marketing. We always up to date with trend, maintain occasional offer and services. Priyoshiop also provide on time delivery. There are also scope to share any concerns and any objection of any consumers about products.

Priyoshop also tries to give a memorable shopping experience to consumers.Choose whatever you like . And our enthusiastic delivery team are there for on time delivery at your doorstep. Finally anyone can look up, choose , and purchase best products. people must enjoy online shopping as its reliable with priyoshop.com . people can get products with the best trustworthy shopping through online .

### **Mission:**

Priyoshop.com will provide the finest experience for our customers and merchants at e-commerce platform. We will always try to satisfy customers by offering exclusive products as well as make our merchants' sales increased.

### **Vision of PSC :**

To create fantastic, splendorous platforms that transform lives so that public can know it by itsname and fame as well.

Moto of PSC:

Continuously

## **COMPANY VALUES:**

- Entrepreneurship
- Knowledge
- Results
- Trust
- Customer Delight
- Employee

Web services of splendor IT :

Splendor it has different types of websites. Splendor IT team always try to create a different, unique, superclass brand image in particular sectors in our country. There are different websites of Splendor IT . Splendor IT developed education related website, job related website, technology related website, travel related website, corporate and business related website and some news portal websites. Splendor IT has developed the following websites . Splendor IT has developed the following websites:

- Priyoshop.com( E-commerce site)
- Global24.com ( 24 Hours Online News Site)
- Student-wish.com ( education related information site)
- Bunilife.com ( job Solution Site )
- Bdtraveling.com ( Traveling Site )
- Web doctor bd.com ( Online Medical Treatment Site )
- Businessblogmate.com ( Business Blog Site)

## **BDTRAVELING.COM**

The “Bdtraveling.com” focuses and highlights the hidden treasures of Bangladesh. It includes our country’s lots of places which are of historic heritage and natural beauty. Visitors or travelers can also know the residential accommodation as well as transportation for their desired destination. The mission of this site is always provides clear information to make sound tour in Bangladesh.

## **MILESTONES**

- The world’s most artistic illusionist Jewel Aich personal website developed. UN organization Youth Foundation of Bangladesh website developed.
- Advertisement firm View Finder corporate website developed.
- BIBI Foods and Beverage Ltd Corporate website developed.
- Eco Development and Holding Limited corporate website developed.
- UIU Student Alumni Association website developed.

## **SERVICES:**

- Web Based Services
- Secured Domain Registration
- Powerful Web server solutions (Hosting)
- Website Development (Static/Dynamic)
- Website Maintenance
- Corporate-email solution

## **New Services:**

- Admission Circular Posting
- Job posting
- Events Website
- Online Registration

## **Marketing Services:**

- E-mail Marketing
- Web Based SMS Marketing
- Search Engine Optimization
- Marketing Research and Survey

- Social Media Ad.
- Professional IT Training
- Microsoft Certified Technology Specialist
- Microsoft Certified IT Professional
- Microsoft Certified System Application Developer (NET)
- Office Productivity with MS office.
- Professional Freelancer.
- Freelance Data Design
- Dynamic Web Design
- Search Engine Optimization
- Graphics & Digital Printing Solution.
- Logo/Brochure/Manual PVC Banner
- Digital Sticker
- Digital Placard.
- Book/Magazine design

### **Web Services:**

- Glocal24.com
- Student-wist.com
- Bdunilife.com
- Bdtraveling.com
- Priyoshop
- Web Doctor BD.com
- BUSINESS Blog Mate.com

### **CORPORATE SOCIAL RESPONSIBILITY-CSR :**

- Developed citizen journalism website and sponsored monthly award program  
Develop many social web services.
- Creative Idea competition.
- Lets your Intellect Shine Mega Online Quiz Contest.
- Future Leader of Bangladesh
- Young Soul of Bangladesh
- Bijoy Quiz Program

- Co-sponsor of International Chef competition at Dhaka Sheraton Hotel (Recently Hotel Rupashi Bangla)
- Online partner in difference concert for charity

#### **AFFILIATION/ASSOCIATION WITH**

- Associate member of BCS (Bangladesh Computer Society)
- BdOSN-Bangladesh Open Source Network)
- Bdjobs (Bangladesh Job Portal)
- Young Soul of Bangladesh
- Bijoy Quiz Program
- Co-sponsor of International Chef competition at Dhaka Sheration Hotel (Recently Hotel Rupashi Bangla)
- Online partner in different concert for charity.

#### **AFFILIATION/ASSOCIATION WITH**

- Associate member of BCS (Bangladesh Computer Society)
- BdOSN-(Bangladesh Open Source Network)
- Bdjobs (Bangladesh Job Portal)

#### **Brief history of PriyoShop:**

First of all splendor IT started journey as IT firm obviously . At first started with a student based web service student Wish.com. Then it initiated numerous web services like corporate planet. com, tech-yard.com, and glocal24.com. PriyoShop is another web service initiative of this firm. The purpose of this service is to ensure greatest and latest platform of e-commerce where online shopping will be easier, hassle free and enthralling.

PriyoShop started their journey on the basis of the commitment to ensure the ultimate shopping destination in the country. Whatever happens or not PriyoShop will be in favor of customer always to ensure the satisfaction at maximum level. There is lot of problems which were surveyed by the team of PriyoShop in the sector of E-commerce throughout Bangladesh. So the strategic team of this site at first determines the solution to improve these problems. After the commercial launch of this website PriyoShop still standstill and strictly

supervise these quite carefully so that customer satisfaction and trust is being ensured at first. That's why the strategies are planned quite with experience and expertise and every strategy is interrelated with other because for the sake of business PriyoShop must ensure the interest of itself, merchants and obviously customers. PriyoShop has been commercially launched only for two months. Within this short time for an E-commerce site it is not possible to adapt all kind of strategies. But so far it's more than enough strategies applied by Priyoshop if we consider the current customer responses.

## **Marketing Strategy of Priyoshop**

- **Product:** At present Priyoshop is offering numerous product items in the category. The currently available products category is:
  - **Dress:** In this category both male and female wearing are available. The dresses are exclusive T-shirts, pants, shirts, traditional shari, kameez etc.
  - **Electronics:** In electronics computer laptops, tablet PC, digital camera, electronic clock and many more are available.
  - **Fashion:** In fashion jewelry, bags, wallet, watch, belts, perfume, body spray are available.
  - **Shoes:** Shoes of different fashion for male, female, kids are available in the site.
  - **Appliances:** Priyoshop offers many items on appliances both for home and kitchen appliances.
  - **Books and magazine:** Amongst the books item novel, academic, IT based, magazine and journals are available for the clients.
  - **Foods:** Not only the Bangladesh foods but also Chinese, Thai, Indian foods of different restaurants are offered in the site.
  - **Travel & tourism:** Customers can get attractive travel packages on tourism. This package is based on natural spots with suitable price for the clients. There are also offers based on amusement parks, theme parks including package.
  - **Health & beauty:** Priyoshop also offers many products on health and beauty items for male and female.
  - **Games and movie:** Famous computer games and recently released film DVD are also provided for the customers.



- **Gifts and toys:** Gifts item like festival, birthday gift, anniversary gifts and toys for the kids are also provided by the site.
- **Software & antivirus:** Besides these PriyoShop also sells software related services like antivirus software.

## **Review of Other Relevant Studies**

E-commerce, in a simple sense means purchasing and selling the product or it can be service through online. Here, transaction isn't happen through telephone or fax or any other media rather it occurs through internet. Through electronic process buying and selling process happen here. It covers many other different business

## **History of E-commerce :**

A good hearted man Michael Aldrich invented this new concept, shopping through online. In 1979 this thing invented in France . At first he used to take order through online. This part started through a France Telecom Minitel. Then, in 1984 B2C online shopping started with great possibility. One Important example in 1995 Jeff Bezos founded Amazon.com and got name as world famous online shopping center. In Bangladesh , in 1998 e-commerce introduced to people . and 2013 , priyoshop.com started its journey here. Some other e-shopping platforms are Alibaba.com ( China) , DHgate.com ( china) , Daraz.com and etc.

## **The Role of E-commerce in the Era of Globalization:**

As its time to change with Globalization and so happened with E-business as well . It has came up with lots of changes in business sector throughout whole world. Communication happens between buyers and sellers has become critical for many reasons.

commerce which occurs through Internet, websites, and other facilities. Besides this , this is enable to a business to be linked with every corner of the world. Moreover, use of technology has a great impact on e-business . Easily , e-business can grab all the facilities of internet .

Another important point here is, as use of technology is more easier than to go shop and purchase. So , life ends with fun of shopping with the touch of globalization.

## **SWOT analysis :**

### **Strengths:**

- Procedure of E-business is really faster.
- Less geographic limitations.
- physical company set up is not mandatory
- Home delivery system.

### **Opportunities:**

- Quick and 24 hour business
- Lower cost
- Higher profit
- Unique products

### **Weaknesses:**

- Lack of security and privacy
- Less concern about web sites.
- Less credit card user.

### **Threats:**

- Gap between awareness of government and public level .
- People's mindset are that Internet services is very slow and expensive.
- Service failure in case of delivery.

## **The difference between online shopping and traditional shopping :**

- Sales media: The sales channel of e-commerce is producer –consumer. On the other hand the channel of traditional shopping is producer-wholesaler—retailer—seller—consumer.
- Sales territory/business hour: E-commerce runs worldwide on 24/7 hours basis. Traditional business operates in a fixed location on fixed timeline.

- Network: E-commerce has worldwide network while other business limited to shop only.
- Information service: Anytime customers can know the information about the product through internet in case of online shopping meanwhile in traditional shopping customers have to go to the shop physically for collecting the information.
- Customer support: E-commerce ensures real time customer support but in other commerce customer service is provided with much delay.

Capital: One major advantage in e-commerce is the requirements of Limited capital. But in conventional shopping you require enough capital.

# Chapter 3

## *Methodology*

### Chapter Content

- ✓ Research Design
- ✓ Description of Data
- ✓ Type of Research
- ✓ Sample Frame
- ✓ Sample Selection Procedure
- ✓ Sample Size
- ✓ Report Writing

## Methodology

Choosing the suitable research strategy is a foremost conditions of an effective study. The General principles that the research strategy, the methods or formula used here must be perfect fit for the questions needed to be answered.

**Research Design:** This is a qualitative type of report. This report is got ready which is basically dependent on primary data and secondary data. The relevant date information was collect through direct interviewing of Public CO Sir of Priyoshop by giving an informal questionnaire. The Secondary data has the major implications in the study. Secondary data are gathered from the relevant published books, journal, internet etc.

**Description of Data:** The study tried to make a proper balance of primary and secondary information .

**Primary Data:** The basic information is gathered from questionnaire filled up by an in depth conversation with CO Sir of Priyoshop. Another source of primary data is observation of the activities of Priyashop.

**Secondary Data:** Except the primary information secondary information is figured out from the relevant published books, journal, literature review, internet, and articles.

**Type of Research:** This is a qualitative type of report. This is because the report is required to be completed by deep information analysis which can only be done in qualitative report.

**Sample Frame:** to design the sample frame the study has considered single unit sample as it is a qualitative report, not many samples are required.

**Sample Selection Procedure:** The study has considered Key informant interview for the study. For this kind of study predetermined sample is selected by whom the study can get required information.

**Sample Size:** For the purpose of survey, the sample size the study took consistent one respondent as the Key informant interviewee who is CO Sir of Priyoshop.

**Report Writing:** The present part of the study is fixed into six chapters so that its become easier to fulfill the objective of the study. They are as follows :

**Chapter One** is the chapter where discussed about introduction mainly about the background of the report, objectives rational of the study, scope and limitations of the study.

**Chapter Two** focuses on the company profile, history objectives, mission vision and other description of PSC. This chapter also include review of other relevant studies.

**Chapter Three** discuss the methodology of the report. In methodology research design, description of data, survey period, sample selection procedure and sample size is indicated.

**Chapter Four** includes qualitative analysis e-commerce history. This part also include the challenges faced by Priyoshop. It also includes all the findings related with the objectives of the report.

**Chapter Five** is all about recommendations and conclusion.

**Chapter Six** includes all the supportive documents as like questionnaire and references related with the report as appendix.

# Chapter 4

## *Analysis & Results*

### Chapter Content

- ✓ Analysis
- ✓ Major Findings

## **Analysis**

### **Growth of E-Commerce**

As earlier , it already mentioned that , e-business started in Bangladesh in 1995. From that period , it was just a starting journey of e-business here. After that , in the mid of 2000-2008 , e-business found a minimum growth. Around Tk 11 billion transactions happens in this sector in 2008. Information collected from Bangladesh Bank. This changes spread this way when Bangladesh Bank gave permission to for online payment in this sector. After that , in the period of 2013 , Bangladesh Association of software and information services and Bangladesh Bank first observed ‘e-commerce week’ in Bangladesh.

### **.Growth or prospects of e-commerce are discussed below :**

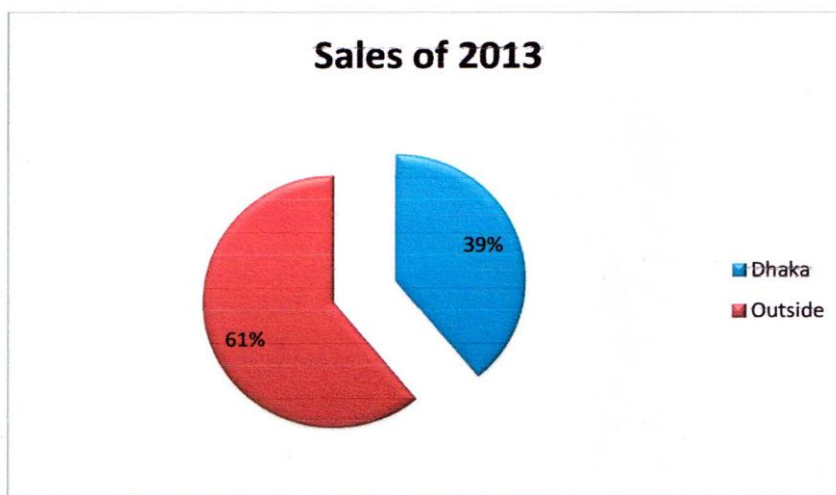
- Government is increasing the support to increase e-commerce. Developing infrastructure to expand internet connection is one way government is supporting. Another major way.
- Expansion of internet all over the country is supporting the growth of e-commerce. Through mobile internet many people has come under coverage of internet. They can easily access any e-commerce website as like Priyoshop.
- Mobile banking like Bkash, UCash, Rocket etc has added advantage to e-commerce payment system. This banking facility has made the payment system easier for customer. Moreover there are some discounts offer which attracts the customer to pay through this system.
- Some foreign big organization is directly investing on this e-commerce based business. For example PriyoShop has recently got an approval of investment from Microsoft. These investments are made to develop the structure of this kind of business.
- At first there were few products when e-commerce was introduced on Bangladesh. At present almost every type of products are found in e-commerce. From dresses to electronics product.
- In online based shopping it is easy to seek more options in short time. Customer do not have to go shop to shop to compare product. videos and details with specification are provided into e-commerce website as like PriyoShop.
- To start a e-commerce based business required capital is low. People with knowledge about e-commerce can easily start this kind of business with little effort.



- Now a day's people are getting busy whit their day to day task. Traffic jam kills most of the time of a day. In this situation customers are switching to online shopping to save time.

### Growth of Priyoshop

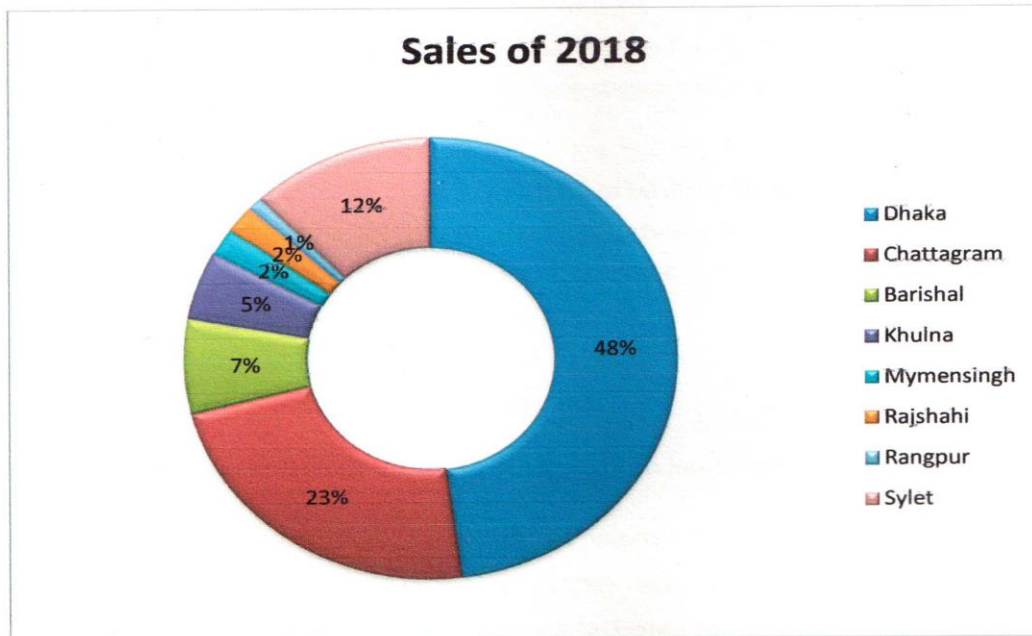
One of the most important analyses in this report was customer purchase rate according to the region throughout the Bangladesh in 2013. In the last two months in 2013 PriyoShop got order from throughout the country. Officially there are almost 80 orders so far in the last 10 days. Now let's see the number of orders according to the division and district:



In this graph we can see that in 2013 the total sales of Priyoshop was divided into two division. In first division in Dhaka total sales was 39% an rest of the 6% was outside Dhaka.



However due to expansion of business this classification of division increased. This was mainly done because of increase of demand. According to last sales summary available from



December 2018 the average number of order is 300 per day. This means the number of order per 10 days are almost 3,000 in average.

In this graph we can see that in 2018 the total sales of Priyoshop was divided into eight division In Dhaka division total sales was 48%, Chattagram 23%, Barishal 7%, Khulan 5%, Mymensingh 2% Rajshahi 2% Rangpur 1% and Sylhet 12%

#### **Challenges of e-commerce:**

- Even though the industry has passed few years in Bangladesh, government support is not enough.
- As thee is lock of trusted of B2C E-commerce site in Bangladesh major portion of customers do not relay on online shopping.
- Major portion of population of Bangladesh thinks Facebook buying and selling is e-commerce.
- Less consumers with credit card .
- Internet service throughout the country is not that much strong. Price of internet packages are also high. Coverage of internet and speed is not up to the mark to satisfy the need of the country.

- Since most of the people use traditional system for buying and selling. Still people do not understand the process of payment in e-commerce. Peoples do not find online purchase reliable due to payment process.
- In Bangladesh delivery chain in this kind of business is depends on courier service. Even though some private courier services organization has spread their business still this is not enough to cover the county. There are some arias where has not covered.

#### **4.2 Major Findings:**

According to the analysis and objective of the study, it has found.

- Government support, increase use of internet along with coverage of internet, new payment system, investments from outside, wide range of products are the major factors which drives the growth of e-commerce in Bangladesh.
- At the starting years (2013) of PriyoShop paverage sales order per 10 days was 80. However gradually in increased and currently (2018) order per day is 300 per day.
- In 2013 the total sales value was divided in to two division. Currently the explanation of Priyoshop forced to divide its division into eight to cover all over Bangladesh.
- However the challenges or e-commerce is lack of idea and knowledge of customers about e-commerce. Despite all this growth internet coverage has not covered total country, many customers can not fully relay on e-commerce.

# Chapter 5

## *Recommendations & Conclusion*

**Recommendations:**

According to findings of the report following recommendations can be made

- Government may increase logistic and infrastructural support.
- Steps can be taken to educate customers about the positive sides of e-shopping .
- Priyoshop may use local courier service to spread their network.

**Conclusion:**

E-Business is the system of exchanging of goods and services through internet. Here, Only internet connection is not enough to get proper improvement of e-business sector. The whole environment is essential for the development, maintenance and growth of ecommerce. The analysis of the environmental forces reveals that the prevailing situation is encouraging because of the implementation of e-business here in Bangladesh. before starting my internship report even I was not so inspired about this stage of the E-commerce in Bangladesh. During my internship as I was a part of business development and customer interaction so I understood the fact practically and now I can recommend that a very good prospect of E-commerce is waiting for the country. Though we are far behind of the other countries but the successive growth year by year really inspires us everyone. More importantly it is going to be a great industry in near future. If all the concerns associated with the sector come forward quite sincerely that day is not so far when Bangladesh will also rule in the E-commerce industry.

# Chapter 6

## Appendix

### Chapter Content

- ✓ Reference

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