**Seminar Paper on**

**Problems and Prospects of Online Food Delivery Service in Sylhet City**

**Course Title: Seminar**

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**Submitted to:**

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**Letter of Transmittal**

Date: 24 January 2025

To

### Dr. Ahsan Habib

##### Assistant Professor

##### Department of Computer Science & Engineering

Shahjalal University of Science and Technology, Sylhet

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Subject: Submission of the seminar paper.

Dear Sir,

We have honor to submit the seminar paper entitled **“Problems and Prospects of Online Food Delivery Service in Sylhet City”** under your direct supervision as a partial requirement of Bachelor of Business Administration degree. To do so, we sought relevant information from available sources. We would like to thank you for approving this significant and interesting topic. We may note here that there has been no dearth of sincerity on our part to bring the issue under study into paper focus.

We will highly appreciate it if you kindly accept the report and we would request you to forward us to present it before the chairman of our examination committee.

Thank you for your kind assistance and advice on this concern.

Yours obediently,

**Tabassum Islam Nowshin**

Department of Business Administration,

Shahjalal University of Science & Technology

# Introduction to the study

**1.1 Introduction**

Food is one of the most fundamental human necessities. People must eat regardless of their circumstances. The things may differ, and the location may differ, but all humans must eat on a daily basis. As a result, the food business continues to expand in tandem with population increase. The food business has long been one of the largest industries of all, with a vast number of members. The number of restaurants continued to grow day by day. Every single corner of the cities now has restaurants, food carts, and other establishments that serve food to the public. So the fundamental concept of eating out has always been the same. Customers go to restaurants, order food, eat it, and then pay the bill. There were some changes in this chronology of consuming meals at a restaurant, such as self-service, when customers must take their own food without the assistance of servers, and the usage of a 'pay first' approach to promote convenience for restaurant owners. However, these were minor enhancements that had no significant impact on the industry.

With the advent of technology, inventors began to reconsider every procedure. There have been numerous startups that have influenced how we view the world today. There was the rise of tech giants such as Google, Facebook, and e-commerce sites such as Amazon and eBay. All of these new technology-based enterprises hinted at one thing: technology will take over our entire lives. And that is the reality we currently inhabit. Among all of these startups, e-commerce sites were one of the fastest growing. In fact, even after regularly generating shares to pay employees, Amazon remains one of the fastest growing stock players in the stock market. This concept of e-commerce has brought all of our purchases into our phones. Food couldn’t get saved from that too. Different companies all over the world have transformed food consumption by launching online food delivery services. Around 2012, a few Bangladeshi startups began to emerge in this sector. Only five businesses currently dominate 90% of the online meal delivery market. It's critical to understand the development of food delivery services in order to understand their current state. The industry has changed dramatically from the days of phone orders to the modern digital platforms and mobile applications. In addition to redefining customer expectations, the convenience provided by these services has changed the dynamics of the restaurant and hospitality industries. This has completely altered the restaurant industry in Bangladesh. The complex web of logistics involved is one of the main problems facing meal delivery businesses. Ordering and coordinating with delivery drivers, restaurants, and consumers in a timely and effective manner is crucial. The overall experience of a consumer might be negatively impacted by delays, wrong orders, and improper food handling during delivery. Food delivery presents a huge problem in terms of ensuring food quality and freshness. Innovative methods to retain flavor and texture are necessary to preserve the integrity of many cuisines, each with its own set of specifications. The expansion of restaurants' customer base by meal delivery services comes with financial difficulties. Restaurant profit margins, particularly those of smaller businesses, can be negatively impacted by the commission fees these platforms charge. Because of growing digitization and shifting customer behaviors, the online meal delivery market offers profitable prospects. The need for quick meal options is increasing as hectic lifestyles become more common. Businesses can capitalize on this trend by creating cutting-edge platforms and using technology to handle orders and logistics of delivery in an effective manner. Expanding menu selections through partnerships with nearby eateries helps draw a variety of patrons. In this cutthroat market, services may stand out from the competition by using sustainable practices and guaranteeing a flawless user experience. A lot of room exists for innovation and strategic alliances to flourish in the fast-paced online meal delivery sector as long as the industry keeps changing. For last few years, Sylhet has also been having this service and that’s what this study will evaluate thoroughly. The problems faced by the food delivery services will be given a brief discussion as well as the prospects of online food delivery service in Sylhet will also be portrayed with proper data-based logics.

## 1.2 Background to the topic

Online food delivery is undeniably exciting. In recent years, both the population and the number of internet users have increased. People are more likely to utilize the internet as a result of the government's broad digitization efforts throughout Bangladesh. Digitalization has had a significant influence. Bangladesh today has about 100 million internet users. That is a massive market, and the numbers are growing by the day. People are more inclined to use online services. Food costs less than any other e-commerce services, and customers are less choosy when purchasing meals online. The convenience of having food at home is invaluable, even if it costs slightly more, despite the fact that many online food delivery businesses offer the food at a lower cost. In addition to these incredible benefits, this market appears to be growing so quickly that it may become unsustainable due to a lack of effective planning. Bangladesh's infrastructure is less conducive to such widespread use of technology, although the market appears to be expanding despite a variety of impediments. This sector has faced numerous challenges since its inception. . Some of them got solved in Sylhet and some new problems came in too. But whatsoever, online food delivery service has made quite a hype in the Bangladeshi food industry as it seems to be.

## 1.3 Background to relevant organizations

The food delivery organizations that are currently providing their services in Sylhet are food panda, HungryNaki, Hello Deliver, Food Express and a few restaurants on their own.. All of these groups have been providing this service for the past few years. This new market has emerged as a result of the high volume of internet activity. Restaurants such as Pizza Hut, Panshee, and a few more provide their own food delivery services via phone calls and applications. Hello Deliver is Sylhet's sole native meal delivery service.

## 1.4 Rationale of the study

There have been several research on internet food delivery services in Bangladesh. But they're all based in Dhaka. Sylhet's infrastructure is much more diverse than Dhaka's. As a result, there may be significant modifications to both the overall process and the company's operations. That is the reason why we chose this topic. This study will undoubtedly provide a greater understanding of online food delivery services and their growth, but it will also identify the variables that may be driving the massive rise of online food delivery services.

## 1.5 Questions of the study

The questions arising relevant to the study are:

* What are the differences in the food delivery services here in Sylhet compared to Dhaka?
* What might be the factors that can decrease the productivity of this service in Sylhet?
* What are the prospects for growth in this area?

# Literature Review

The title of this seminar paper is "Problems and Prospects of Online Food Delivery Services: A Study of Sylhet City". The parameters of this study include all of the relevant factors of this seminar paper, such as consumer behavior, app development culture in Bangladesh, people's interaction with new technologies, changes in food consumption, and any other factor related to online food delivery services. The study focuses mostly on the city of Sylhet.

According to Ahmed (2017), Bangladeshi people's food consumption habits have changed. Sylhet hasn't fallen short of that. The changing food consumption habit has had an impact on the market. However, as Al Abid and Karim (2017) point out, the utilization of technology breakthroughs has been the driving force behind market shifts. So far, the move appears good. This has resulted in many more organizations growing from nothing. Online meal delivery services are one of them. According to Islam et al. (2018), the introduction of these online meal delivery services into the Bangladeshi market has been the primary specification deviation of Bangladeshi food consumption behavior during the previous decade.The adoption of these online meal delivery services has significantly improved the lives of the people in our country. However, Rahman (2015) discovers that if appropriate safeguards are not followed, this rising site may not be as fruitful as it claims to be.

This study identified a variety of issues with online food delivery services in Sylhet. All of these may be identified, and recommendations have been made so that online meal delivery services can exploit these insights to turn obstacles into competitive advantages. The prospects have been extensively examined throughout the study because it has the potential to grow into one of the greatest marketplaces in the country.

# Methodology of the study

**3.1 Research Process**

The methodology research process is concerned with how we approach identifying problems and then finding answers in a data-driven model. This study is based on a deductive model in which some specific assumptions were made in order to examine certain elements. In this study, we employed questionnaire analysis. So we used data from primary sources. The research also makes recommendations to the company and attempts to identify any gaps in judgment or incorrect paths taken by the companies.

## 3.2 Research Approach

The deductive research approach was used for this study because it allows the researcher to present detailed information and findings. The key reason for choosing the deductive approach in this study is because it is concerned with the analysis and production of hypotheses based on existing theory, which then aids in the testing of the hypotheses using proper instruments and techniques. It helps you better grasp the customers' perspectives and how they are approaching this market. Aside from that, the deductive technique requires the creation and testing of hypotheses, whereas the inductive research approach does not support or deal with hypothesis testing.

## 3.3 Research Strategy

## The survey research methodologies were used for this study because they enabled the researcher to get valuable data or information. The research included quantitative surveys as a means of gathering, evaluating, and utilizing data to devise tactics aimed at optimizing performance. The researcher was able to boost study performance and gather relevant and trustworthy data with the aid of survey research methodologies. The fact that the study is quantitative in nature and the survey process is economical is another reason for choosing survey methods over ground theory. Moreover, anonymous survey tactics allow for more straightforward and truthful responses than other kinds of strategies.

## 3.4 Research Methodology

## Quantitative and qualitative research methods

The current study uses a hybrid methodology, combining qualitative and quantitative research techniques. When gathering data using qualitative approaches, non-specific information is used to get findings. The data is then grouped and analyzed, which helps to deliver information in a more targeted way. The researcher's qualitative methodology encompassed conducting interviews with management within the firm. Because the interview will be loosely organized, it will offer detailed information on the attitudes, answers, and opinions of the respondents regarding the effectiveness of performance management. The researcher was able to ascertain the structured cause-and-effect link with the assistance of the quantitative research methodology selection (Silverman, 2016). In addition, quantitative data facilitates the collection of observable information by the researcher for use in statistical, mathematical, and computational approaches to research question answers. Methods have been used in the quantitative data collection survey using questionnaires. To support the hypothesis testing and make it more accurate, qualitative data from various web sources has been supplied in addition to the quantitative data.

## 3.5 Instruments/Tools

To do the study more effectively, both questionnaires and interviews have been used. The questionnaire technique used in this study has several advantages, including low cost, scalability, simplicity of analysis, practice, and standardization. It facilitates the investigator's ability to gather a sizable volume of data quickly and affordably from a wide population. Compared to other types of outcomes, the data gathered using questionnaire techniques and analysis is done in a more impartial and scientific manner. In addition, the academic was able to provide detailed information and understanding about the subject thanks to the interview methods. Additionally, to gather relevant data for this study, primary and secondary data gathering techniques have been used. The utilization of the main data gathering method has the advantage of yielding unique data. Additionally, using secondary data collection techniques speeds up the process of gathering information. Effective data analysis and evaluation require the use of statistical tools and procedures, such as the MS Excel application. Scholars utilize Microsoft Excel tools and strategies to display information or data in tabular form, as well as graphical representations like pie charts.

## 3.6 Sampling

To help academics perform studies in an acceptable manner, the current study chose sampling procedures that are both non-probability and probability based. The probability sampling approach is primarily implemented for its expediency and simplicity of use. Additionally, it aids the scholar in choosing the clientele and staff of the company impartially. The method of non-probability sampling is used throughout the interview procedure. The non-probability sampling procedure works well during the study's exploratory phases. The performance management system's influence was determined by choosing about fifty patrons, riders, and eateries.

# Data Analysis and Findings

**Analysing research and data using appropriate tools and techniques**

## Customer Survey Analysis:

1. **Which part of Sylhet city do you live in?**

|  |  |  |
| --- | --- | --- |
| Answer | Numbers | Percentage |
| Zindabazar | 6 | 6% |
| Akhalia | 44 | 44% |
| Noyashorok | 2 | 2% |
| Subidbajar | 6 | 6% |
| Modina Market | 14 | 14% |
| others | 28 | 28% |
| Total | 100 | 100 |

According to the data, most of the online orders to the online food delivery services are placed from the area Akhalia. A reason of this might be that most of the residents of Akhalia are University students who live in different messes where they struggle to get quality food on a daily basis. That is why, online food delivery services are their only hope.

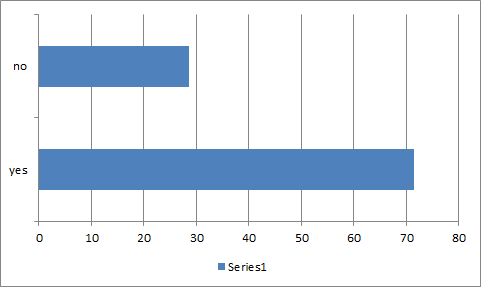
1. **Have you ever used an online food delivery service in Sylhet City?**

|  |  |  |
| --- | --- | --- |
|  | Numbers | Percentage |
| Yes | 81 | 81% |
| No | 19 | 19% |
| Total | 100 | 100% |

This study has mainly focused on the ones who actually order foods through online food delivery services. Yet, a tiny number of them doesn’t do that frequently. But almost every single data givers of this study have connection to the food delivery services and they order food in them.

1. **Do you have any app of the online food delivery services?**

|  |  |  |
| --- | --- | --- |
|  | Numbers | Percentage |
| Yes | 73 | 73% |
| No | 27 | 27% |
| Total | 100 | 100% |



One might not order food frequently. But having the app of the online food delivery service is a very simple case. People not using it frequently also keep the app in their phone.

1. **How often do you use online food delivery services in Sylhet City?**

|  |  |  |
| --- | --- | --- |
| Answer | Numbers | Percentage |
| Daily | 3 | 03% |
| Weekly | 16 | 16% |
| Monthly | 18 | 18% |
| Rarely | 63 | 63% |
| Total | 100 | 100% |

Not all the online food delivery service users order foods on a daily basis. They actually order foods when they actually need it. And that is why the number of rarely users of the online food delivery services are really high.

1. **Which type of meal do you prefer the most to be ordered from online food delivery services?**

|  |  |  |
| --- | --- | --- |
| Answer | Numbers | Percentage |
| Breakfast | 03 | 03% |
| Lunch | 15 | 15% |
| Dinner | 25 | 24% |
| Multiple | 57 | 57% |
| Total | 100 | 100% |

The choice of meal ordered through the online food delivery services actually vary a lot. Some area’s people don’t have any restaurants for their breakfast, so they order breakfasts more often. Others might order more in the time of lunch or dinner. Whatever the case is, there is no fixed timeline of order and users order food in different times.

1. **How will you rate the food quality of the online food services on a scale of 1-10?**

|  |  |  |
| --- | --- | --- |
| Answer | Numbers | Percentage |
| 1-3 | 13 | 13% |
| 4-7 | 69 | 69% |
| 8-10 | 18 | 18% |
| Total | 100 | 100% |

The food quality of the restaurants keeps on moving ups and downs. There are some good quality foods and then again, some bad quality ones. Yet, most of the customers find the quality of the food to be of medium quality, nothing special and not below average as well.

1. **Do you think that the quality of the food of the online food delivery services is restaurant dependent?**

|  |  |  |
| --- | --- | --- |
| Answer | Numbers | Percentage |
| Yes | 84 | 84% |
| No | 16 | 16% |
| Total | 100 | 100% |

The quality of the food mostly depends upon the restaurants ordered from. Restaurants with a goodwill for a long period of time tends to provide quality food to the customers no matter whatever the time or order is. Theoretically, there is no impact of the food delivery service on the quality of the food served.

1. **How is the packaging of the online food delivery services?**

|  |  |  |
| --- | --- | --- |
| Answer | Numbers | Percentage |
| Very Poor | 02 | 2.2% |
| Poor | 06 | 5.5% |
| Moderate | 44 | 42.9% |
| Good | 42 | 44% |
| Very Good | 06 | 5.5% |
| Total | 100 | 100% |

The packaging of the ordered foods in the online food delivery services also varies from restaurant to restaurant. Though most of them are good enough to get the job done. But there are some extraordinary ones that helps to keep the proper quality of the food livelier even after the delivery.

1. **How much will you rate the timeliness of the online food delivery services in Sylhet on a scale of 1-10?**

|  |  |  |
| --- | --- | --- |
| Answer | Numbers | Percentage |
| 1-3 | 10 | 10% |
| 4-7 | 69 | 69% |
| 8-10 | 21 | 21% |
| Total | 100 | 100% |

The timeliness of the of the food delivery service also varies based on a number of factors. But the main factor here is the time to be served by the restaurants. Sometimes, restaurant take a lot of time to serve the food. And there are4 cases where the rider delays the order. Whatever the case is, the timeliness of the online food delivery services in Sylhet is average and nothing splendid.

1. **How much will you rate the behavior of the riders of the food delivery services in Sylhet on a scale of 1-10?**

|  |  |  |
| --- | --- | --- |
| Answer | Numbers | Percentage |
| 1-3 | 10 | 10% |
| 4-7 | 48 | 48% |
| 8-10 | 42 | 42% |
| Total | 100 | 100% |

The behavior of the riders is quite satisfactory as they serve the food with proper care most of the time. And the interaction here is so small that there is now ay to judge the interaction of this. Yet, it can be seen being in a satisfactory level.

1. **What is the mode of payment that you use while ordering through the food delivery services?**

|  |  |  |
| --- | --- | --- |
| Answer | Numbers | Percentage |
| Cash on Deliver | 78 | 78%% |
| Debit Card | 01 | 01% |
| Credit Card | 00 | 00% |
| Other Online payment system | 21 | 21% |
| Total | 100 | 100% |

The mode of payment used in Sylhet city is almost fully cash on delivery. Customers rarely pays with other online system such as Bkash, Nogod, Rocket etc. All the customers tend to pay with the cash money only.

1. **Do you find online delivery service to be better in comparison to going to the restaurant for the same food on the basis of time consuming?**

|  |  |  |
| --- | --- | --- |
| Answer | Numbers | Percentage |
| Yes | 67 | 67% |
| No | 33 | 33% |
| Total | 100 | 100% |

Well, if time consumed is the concern, then a huge number of people actually prefer online food delivery service over going physically to the restaurant. This is because of the whole experience they provide. Unlike the physical going to the restaurant, the online food delivery service is quite a flawless process where the food is ordered and consumed in a minimalistic way where necessary efforts are to mended in a great way.

1. **Have you ever wanted to put any complaint about any of the food delivery services/restaurants?**

|  |  |  |
| --- | --- | --- |
| Answer | Numbers | Percentage |
| Yes | 58 | 58% |
| No | 42 | 42% |
| Total | 100 | 100% |

Most of the customers wanted to complain about different incidents. That means, even though the online food delivery services are providing great utility, there also have been a lot of case of dissatisfaction of the customers where they wanted to complain. These sorts of occurrences reduce the quality of the service, shares bad knowledge about it and decreases the popularity of the service.

1. **Is there any complaint box/customer service of the online delivery services?**

|  |  |  |
| --- | --- | --- |
| Answer | Numbers | Percentage |
| Yes | 30 | 30% |
| No | 70 | 70% |
| Total | 100 | 100% |

Well, the complain boxes are almost hidden to the online food delivery services and the customers hardly find these chances to complain about any inconvenience. Then again, there is no way to complain about anything directly to the food delivery services.

1. **Do you think there is lack of professionalism comparing to other cities in the food delivery?**

|  |  |  |
| --- | --- | --- |
| Answer | Numbers | Percentage |
| Yes | 59 | 59% |
| No | 41 | 41% |
| Total | 100 | 100% |

The data shows that the average customer find it something different from the other cities. But, some of them do not feel that there is lack of professionalism among the online food delivery services of Sylhet.

1. **Do you consider online food to be hygienic?**

|  |  |  |
| --- | --- | --- |
| Answer | Numbers | Percentage |
| Yes | 48 | 48% |
| No | 58 | 58% |
| Total | 100 | 100% |

The data shows that most of the customers consider that online food is unhygienic. But, some of them feel that the online food is hygienic.

# Findings of the Study

# Problems of Online Food Delivery Services in Sylhet

* **Geographical barriers:**

Online food delivery services struggle to provide coverage to remote or rural areas with longer distance. The cost of delivery to these areas is higher, making it less economically viable for delivery platforms. Harsh weather conditions, such as heavy rain, snow, or storms can disrupt delivery operations. In regions with unpredictable weather, online food delivery services may face challenge in maintaining consistent service levels. Sylhet with an environment where heavy rain, flood is happening causes inefficiency to delivery.

* **Cost & Lack of Efficiency**

Online delivery provides delivery of food in minimalistic time with a reasonable delivery charge. But the cost of delivery might increase with longer distance, economical issues and circumstances. Technical issues or system downtimes can disrupt the entire delivery process, causing delays and customer dissatisfaction.

* **Privacy & Securities**

Online food delivery platforms store a vast amount of customer data, including personal information and payment details. A data breach can lead to unauthorized access to this sensitive information, putting customers at risk of identity theft or financial fraud.

* **Rider problem**

One of the most significant concerns for customers is the timely delivery of their food orders. Poor communication between the delivery rider, the restaurant & the customer can lead to misunderstandings or delays and causes late deliveries. It creates a negative impact on customer experience.

* **Safety Concern**

Customers are concerned about the safety of their food deliveries, especially if riders engage in unsafe riding practices or if there are issues with the condition of the delivery vehicle.

## Prospects of Online Food Delivery Services in Sylhet

* **Convenience**

Online food delivery offers unparalleled convenience to consumers. With just a few taps on a mobile app or clicks on a website, customers can have their favorite meals delivered to their doorstep. This convenience is particularly appealing to busy individuals and those who prefer the ease of ordering from the comfort of their homes.

* **Diverse Options**

Online food delivery platforms typically partner with a wide range of restaurants, offering customers an extensive selection of cuisines and dishes. This diversity allows consumers to explore and try new food options without having to visit different physical locations.

* **Pandemic Influence**

The COVID-19 pandemic has accelerated the adaptation of online food delivery services. Lockdowns, social distancing measures, and restaurant closures led to a surge in demand for food delivery, and many consumers have continued to embrace the convenience of online ordering even a restriction ease.

* **Global expansion:**

Many online food delivery services are expanding their operations globally, tapping into new markets and capitalizing on the growing demands for convenient food options worldwide.

* **Availability of riders**

The availability of riders is a huge opportunity for these online food delivery services. A number of people has interest in making money through these sorts of service providing.

# Recommendations:

The following suggestions are meant to help Sylhet's online food delivery services grow in order to reap the greatest rewards from this market:

* Priority must be given to quality control.
* A complaint box has to be located, both online and offline
* In order to maintain time efficiency even in the rain, riders must be outfitted with raincoats.
* The terms of the agreement with the restaurants must be sufficiently stringent to prevent them from serving subpar cuisine, and the expansion must be carried out in a sustainable way.

# Conclusion

A significant portion of our whole food consumption life cycle will be dominated by online food delivery services. There is no doubt that using these services is quite convenient and beneficial for consumers. Therefore, all of the online food delivery businesses will soon be expanding. Subsequently, they must ensure that the chosen course is sufficiently sustainable. This research has addressed every facet of the issues and opportunities facing Sylhet's online food delivery businesses at the moment. Key criteria have been used to identify the challenges, and market research has been used to incorporate opportunities. That's not all, though. Research can yet be done in a few more areas. One can conduct study on the many services that cyclists and bike riders offer. Research on the comparative comparison of online food delivery services would undoubtedly be beneficial. It is also possible to evaluate how other cities' online food delivery services compare. All of them will contribute to a deeper comprehension of Bangladesh's online food delivery services.

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