**Document on Gumtree and Bikroy.com**

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**Gumtree**

**Introduction**

Gumtree is a British based online marketplace. Classified ads are either free or paid for depending on the product category and the geographical market. As of November 2010, it was the UK's largest website for local community classifieds and was one of the top 30 websites in the UK, receiving 14.8 million monthly unique visitors according to a traffic audit in 2010.

**History & Market Expansion**

Gumtree was founded in March 2000 by Michael Pennington and Simon Crookall as a local London classified ads and community site. In May 2005, Gumtree was acquired by eBay’s classifieds group for an undisclosed sum. At the time of the acquisition, Gumtree was available in multiple cities in United Kingdom, Poland, France, Canada, Australia (Gumtree Australia), Ireland, New Zealand, South Africa, and Hong Kong.

**Business strategy and Marketing**

Gumtree has an extensive social media presence on Facebook and Twitter. Gumtree uses social media to communicate news and information about the brand as well as launch competitions and promotions.

**Bikroy.com**

**Introduction and Background**

Bikroy.com was launched in 2012 and has sections dedicated to private and business advertisements for cars and vehicles, property, electronics, home appliances and personal items, sport and hobby items, and jobs, among others.

Bikroy is owned by global tech firm – Saltside Technologies. Saltside Technologies is a Sweden-based company. On 18 October 2012, Bikroy was formally launched in a press conference held in Bangladesh's capital city Dhaka but had begun operations in June earlier that year. In 2016 the company launched a Membership service for small businesses, allowing them to advertise their products under their own page on Bikroy.

**Marketplace Expansion**

Bikroy launched membership services in May 2016, which allowed users to have a dedicated page of their own with business details, photos and all their advertisements. Members could post extended numbers of advertisements through different membership packages and receive free promotions, shop stickers, business card and a dedicated team for assistance.

In 2017 Bikroy introduced their online job portal and entered an agreement with one of the rides sharing apps in Bangladesh, Pathao, as it’s official recruitment partner.

In 2018 Bikroy partnered with Aarong to become its official recruitment partner for publishing all available job opportunities in Bikroy.com/jobs. Aarong is an enterprise of one of the largest social development organizations in Bangladesh.

**Social Responsibility**

Bikroy joined the global list of Women's Empowerment Principles (WEPs) signatories – a collaboration between UN Women and the UB Global Compact.

**Difference between Gumtree and Bikroy.com**

* The difference between the two companies are the marketing strategies they have taken. Gumtree extensively uses social media Facebook and twitter for advertisement were as, bikroy.com has paid membership service and has partnered with companies like Aarong and pathao to for online job portal.
* Gumtree has expanded its business globally across many European countries were as, biroy.com has limited its business to Bangladesh only.