



Thulo - Ecommerce Report

E-commerce (Tribhuvan Vishwavidalaya)



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TRIBHUVAN UNIVERSITY
BHAKTAPUR MULTIPLE CAMPUS

Dudhpati-1, Bhaktapur



PROJECT REPORT

ON

THULO.COM

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Submitted To:

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(Department of IT)

Bhaktapur Multiple Campus

(In partial fulfillment of the requirements for the Course E-Commerce)

Dudhpati-1, Bhaktapur

September, 2019

ACKNOWLEDGEMENT

We would like to express our gratitude to Bhaktapur Multiple Campus Dudhpati, Bhaktapur for providing us this golden prospect to prepare the research report on “website review on Thulo.com”. Our horizons of knowledge have been expanded about the consumer to consumer ecommerce website in Nepal and its importance in contemporary business world. Moreover, we experienced and enjoyed the difficulty in conducting research, however we got opportunity to earn our language, knowledge and talent.

Our sincere thanks goes to Mr. Serij Suwal Sir from the department of IT in BMC for guidance and inspiration and resource materials without which we would not be able to prepare this report. We express thank to Mrs. Gyani Shah Malla, Director of BBA and Mr. Tulsi Ram Ghemoshu, BBA Co-ordinator, BMC for their time and advices in managing the content of the report. We are profoundly grateful to all the intellectuals’ colleagues who helped us throughout the project.

Many attempts have been made to bring this report up to the standard so as to balance without our text. Despite these efforts, there may be shortcomings regarding this topic. Therefore, we are highly anticipated for the suggestions and recommendations for further improvement of the report. Those suggestions will be highly appreciated and acknowledged.

Jeevan Ojha

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6th semester

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DECLARATION

We, the Research team (Jeevan Ojha, Keshab Suwal) declare that the work presented in the form of report entitled “Thulo.Com” submitted to department of IT, Bhaktapur Multiple Campus is our original work done in the form of partial fulfillment of requirement of BBA program E-commerce course of Sixth semester under the supervision of Mr. Serij Suwal, Bhaktapur Multiple Campus.

Jeevan Ojha

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RECOMMENDATION

This is to certify that the report submitted by Jeevan Ojha, Keshab Suwal entitled “Report on Thulo.Com” has been prepared and submitted in the prescribed format of Department of IT, Bhaktapur Multiple Campus. This report is forwarded for evaluation.

.....

Mr. Serij Suwal

(Department of IT)

Bhaktapur Multiple Campus

.....

Mrs. Gyani Shah Malla

(Director of BBA)

Bhaktapur Multiple Campus

EVALUATION SHEET

We have concluded the viva-voce examination of the report by (Jeevan Ojha and Keshab Suwal) on online shopping: thulo.com and found the report to be the original and according to the prescribed format. We recommend the report to be accepted as partial fulfillment of the requirements for E-commerce of BBA program.

.....

(Internal evaluator)

.....

(External evaluator)

ABSTRACT

E-commerce is the commercial transactions conducted electronically on the internet using various electronic devices like desktop, laptop, smartphone, tablet, etc. E-commerce is a modern business methodology that addresses the needs of organizations, merchants and consumers to cut or reduce costs while improving the quality of goods and services increasing the speed of service delivery. In Nepal, e-commerce is a growing industry. For most of the people in Nepal, Amazon, Alibaba, Flipkart are not alien concept. We have many ecommerce venture such as Daraz.com. Sastodeal.com, Hamrobazzar.com etc. Local market is still unknown to the concept of buying and selling products through online. However, most of the urban Nepalese population is the major target market of ecommerce companies who have the more knowledge about online shopping and technology.

Thulo.Com is one of the biggest ecommerce site which creates the platform for sellers and buyers. Thulo.Com believes that that internet is a great promotional vehicle as well as communication channel for connecting buyers and sellers. Everything and anything is available in Thulo.Com needs to have competitive pricing and should be lowest in the market. The mission of thulo.com is to serve maximum numbers of customers, providing the best customer service possible as per industry practice, in terms of price, quality, choice of product categories/products, buying process and delivery. Thulo.Com bargains with manufacturers and suppliers to deliver the products in lowest possible price, where customers are guaranteed that they do not overpay for goods and service offered at Thulo.Com. Thulo.Com provides largest selection of products, which will save time and money for our customers travelling road around store by store to find the products they are looking to buy. At Thulo.com, you can shop all kinds of products enjoying our Free Home Delivery. It has abundance of categories such as Personal Care, Electronics, Apparel, Sports and Outdoors, Office Supplies, Fashion, Books, Daily Needs and many more. Till date, Thulo.com has served 1000s of satisfied customers; and so ensuring high level of loyalty from those valued customers. Thulo.com, ensure timely delivery of products to your homes.

Table of Contents

ACKNOWLEDGEMENT.....	ii
DECLARATION.....	iii
RECOMMENDATION.....	iv
EVALUATION SHEET.....	v
ABSTRACT.....	vi
CHAPTER 1: INTRODUCTION.....	1
Introduction of the project work.....	1
Objectives of the Study.....	2
Scope and Significance of the Study.....	2
Methodology of the Study.....	3
Limitations of the Study.....	3
CHAPTER 2: REVIEW OF THE WEBSITE.....	4
Introduction of the Website.....	4
Process of using Thulo.Com.....	7
Service Guarantee by Thulo.Com:.....	8
Features of Thulo.Com.....	8
D2H by Thulo.com (Direct to Home).....	10
Notification Management.....	10
CHAPTER 3: PROCESS OF BUYING AND SELLING IN THULO.COM.....	12
Selling process in thulo.com.....	12
Category of product in thulo.com.....	13
Buying process in thulo.com.....	17
Delivery & Shipping Options:.....	19
Free 3 Days Delivery:.....	19
Free 7 Days Delivery:.....	19
Express - 2 Hours Rapid Delivery:.....	19
Express - Same Day Quick Delivery:.....	19
Express - One-Day Delivery:.....	19
Express Air Delivery:.....	19
International Regular Shipping:.....	20
International Express Shipping:.....	20
International Express Premium Shipping:.....	20

Payment methods:.....	21
Return, Exchange & Refund Policy.....	22
Share & Earn Money Online from thulo.com.....	23
How does this work?.....	23
How Thulo.Com Protect Personal information?.....	26
Data security and Privacy:.....	26
What do Thulo.Com use our information for?.....	26
CHAPTER 4: SWOT ANALYSIS OF THULO.COM.....	28
Strengths.....	28
Weaknesses.....	28
Opportunities.....	29
Threats.....	29
CHAPTER 5: DATA PRESENTATION AND ANALYSIS.....	30
The Factor Affecting Online Shopping.....	30
Preferred mode of payment in thulo.com.....	31
Benefits of online shopping.....	32
Preferable tool for online shopping.....	32
CHAPTER 6: CONCLUSION AND SUGGESTIONS.....	34
CONCLUSION.....	34
SUGGESTIONS.....	35
REFERENCES.....	36

LIST OF FIGURE

Figure 2. 1: Map and the address of the Thulo.Com.....	5
Figure 2. 2: Logo of Thulo.Com.....	5
Figure 2. 3: Homepage of Thulo.Com.....	6
Y	
Figure 3. 1: Become a Thulo.Com Vendor.....	12
Figure 3. 2: Categories of products in thulo.com.....	13
Figure 3. 3: Product Categories.....	16
Figure 3. 4: Product detail page.....	17
Figure 3. 5: Payment Method, Payment partner, banking partner.....	21
Figure 3. 6: category name and sales commission.....	23
Figure 3. 7: Form of Thulo.Com to Create account.....	24
Figure 3. 8: Buy and Rating.....	25
Figure 3. 9: Post to Facebook.....	25
Figure 4. 1: The Factor affecting online shopping.....	30
Figure 4. 2: Mode of payment in Thulo.Com.....	31
Figure 4. 3: Benefits of online shopping.....	32
Figure 4. 4: Preferable tool for online shopping.....	33

YCHAPTER 1: INTRODUCTION

Introduction of the project work

E-commerce is a modern business methodology that addresses the needs of organizations, merchants and consumers to cut or reduce costs while improving the quality of goods and services increasing the speed of service delivery. E-commerce is associated with the buying and selling of goods and services, or the transmitting of funds or data, over a digital electronic network, primarily the internet. These business transactions occur either as business-to-business, business-to-consumer, consumer-to-consumer or consumer-to-business. The terms e-commerce and e-business are often used interchangeably.

The growing use of internet in Nepal provides a developing prospect for online shopping. If the E-marketers know the factors affecting online behavior, the relationships between these factors and the type of online buyers, then they can further develop their marketing strategies to convert potential customers into active ones, while retaining existing online customers. E-commerce has played vital role in every business operating today since it reduces cost lower product cycle times, faster customer response and improved service quality. The impact of ecommerce has been already seen in the areas of business, from customers to new product design. It facilitates new types of information based business processes for connecting and interacting with the customers, online advertising, online marketing, online order tracking, online customer service, etc.

This report presents the analysis of the ecommerce in Nepal with reference to Thulo.Com. Online buying and selling is a form of ecommerce where consumers can buy goods and services from a seller over the Internet by using the web browser. Thulo.Com is one of the ecommerce site for online buying and selling. Ecommerce platform helps a business to do boundless business, reduce operational cost, reduce inventories and maximize customization. E-commerce gives the real time customer service. Customer today prefer e-commerce because they can have more choices, 24*7 access, price comparison and facilitates the delivery of digital product. Hence, companies believe that e-commerce can increase their efficiency in finding and

interacting with customer, in communicating with trade partner and in developing new products in the markets. This reports helps to explore about the e-commerce and its significance.

Objectives of the Study

The major objective of the study is to explore about Hamrobazar.com. The specific objectives of the study are as follows:

- i. To know the important of E-commerce in today's environment.
- ii. To highlight the online services provided by Thulo.Com.
- iii. To explore out the online security mechanism of Thulo.Com.
- iv. To find out the payment mechanism of Thulo.Com.
- v. To make reader aware of the role played by Thulo.Com
- vi. To understand about technical working of thulo.com.
- vii. To know about the information and workflow management of thulo.com.

Scope and Significance of the Study

Scope of the project work means the range to which this report can be taken as reference or how much it can be applied. This project work may be helpful to those readers who want to know about the today's ecommerce environment in business and also to those who want to explore about the Thulo.Com.

This study attempted to examine the e-commerce site Thulo.Com. Thulo.Com is one of the site where one can buy goods. Every business today is using electronic mechanism because of the huge amount of benefit they can get by adopting it. According to them the benefits include convenience to customer, speed and quality of services, reduction in total overhead cost, etc. This study helps to get knowledge about the online business, the services they provide, the security mechanism and payment system they use.

Methodology of the Study

Methodology is a system of methods used in a particular area of study or activity. This research is based on two methodology of data collection they are primary and secondary data.

Primary research is the process of gathering **data** directly from original sources as opposed to collecting information from research that others have done. Information can be obtained by observation, by mail and telephone surveys, or by face-to-face interviews.

The **secondary data** can be both qualitative and quantitative. The qualitative **data** can be obtained through newspapers, diaries, interviews, transcripts, etc., while the quantitative **data** can be obtained through a survey, financial statements and statistics.

In this report, we chatted through website which was taken as techniques to collect data for our research. Besides primary data, websites, reports related to Thulo.Com were taken as a data source for our research as a secondary data source.

Limitations of the Study

This report consists of some limitations due to some reasons. Despite the full concentration on subject matter and wider scope of learning this research could have some of the limitation on own. This study mayn't help to reader who want the detailed information about Hamrobazar.com.

The following are the major limitation of the study:

- Since the major report is based on secondary data the findings are based on the information collected
- This report is conducted under the prescribed format by T.U. for the purpose of practical exam report of bachelor degree.
- The study has been prepared under the constraint of the limited time.

Thus, detail and analytical study could not be conducted.

CHAPTER 2: REVIEW OF THE WEBSITE

Introduction of the Website

This project is based on the website Thulo.Com. This project is written as the project work of ecommerce. Thulo.Com is the B2C ecommerce website that is used to connect the buyers and sellers. It basically provides the platform for buyers and sellers. Customer's buy products, services or information from sellers using a Thulo.Com online portal. Thulo.Com doesn't usually interfere in the transactions.

Thulo.Com is the Nepal's largest online supermarket. Thulo.Com is free online classified which enables individuals as well as companies to list wide variety of new or used product online. Thulo.Com Leadership involves four core members they are Raja Ram Nepal(CEO, Thulo Group), Bibek Karki(Chairman, Thulo Group), Achyut Nepal(CEO, Thulo.Com), Surakchya Adhikari(COO, Thulo Group)and launched a free online classified portal Thulo.Com. Thulo.Com is developed by NCS. Technology. It is a platform developed using Internet tools, which connects potential buyers and sellers. Thulo.Com is perfect solution which helps to list your products for free. Its head office is located in Jwagal Road, Kupondole-10, Lalitpur,Bagmati, Nepal. It is the leader of digital innovation in Nepal. It is the group of socially aware entrepreneurs with a vision of building "the digital ecosystem" that transforms Nepal into the first world nation.

Thulo.Com believe in the “3 Ts” (Technology, Travel & Trade) as the main three pillars to build thriving communities in Nepal. Passionate entrepreneurs come together to create & implement the world-class platforms for doing business. Thulo.Com is on the mission of making customer's living easy; in every way possible; all around the globe. Mission of the Thulo.Com is to serve maximum no. of customers, providing the best customer service possible as per industry practice, in terms of price, quality, choice of product categories/products, buying process and delivery. Vision of the Thulo.Com is to make customer's living easy, in every way, all around the globe. Thulo.Com believes that Internet is a great promotional vehicle as well as communication channel for connecting buyers and sellers.

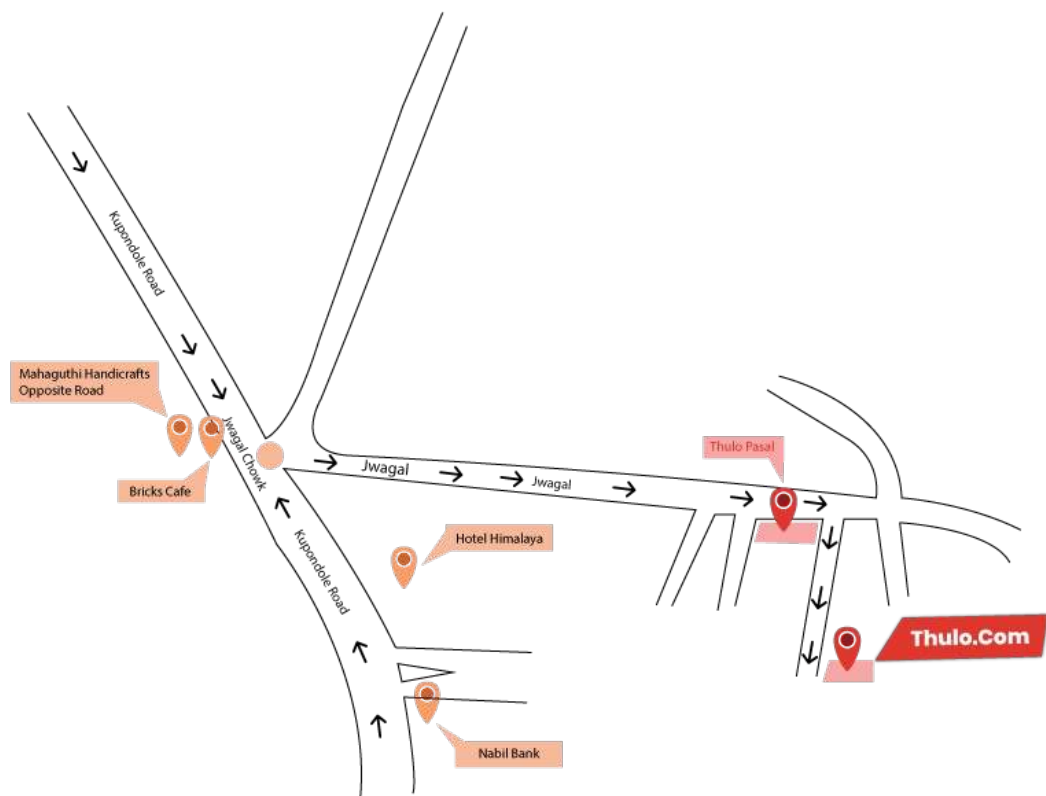


Figure 2. : Map and the address of the Thulo.Com



Figure 2. : Logo of Thulo.Com

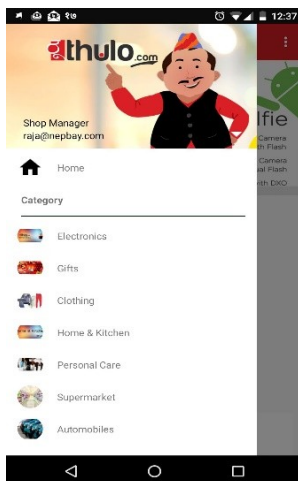
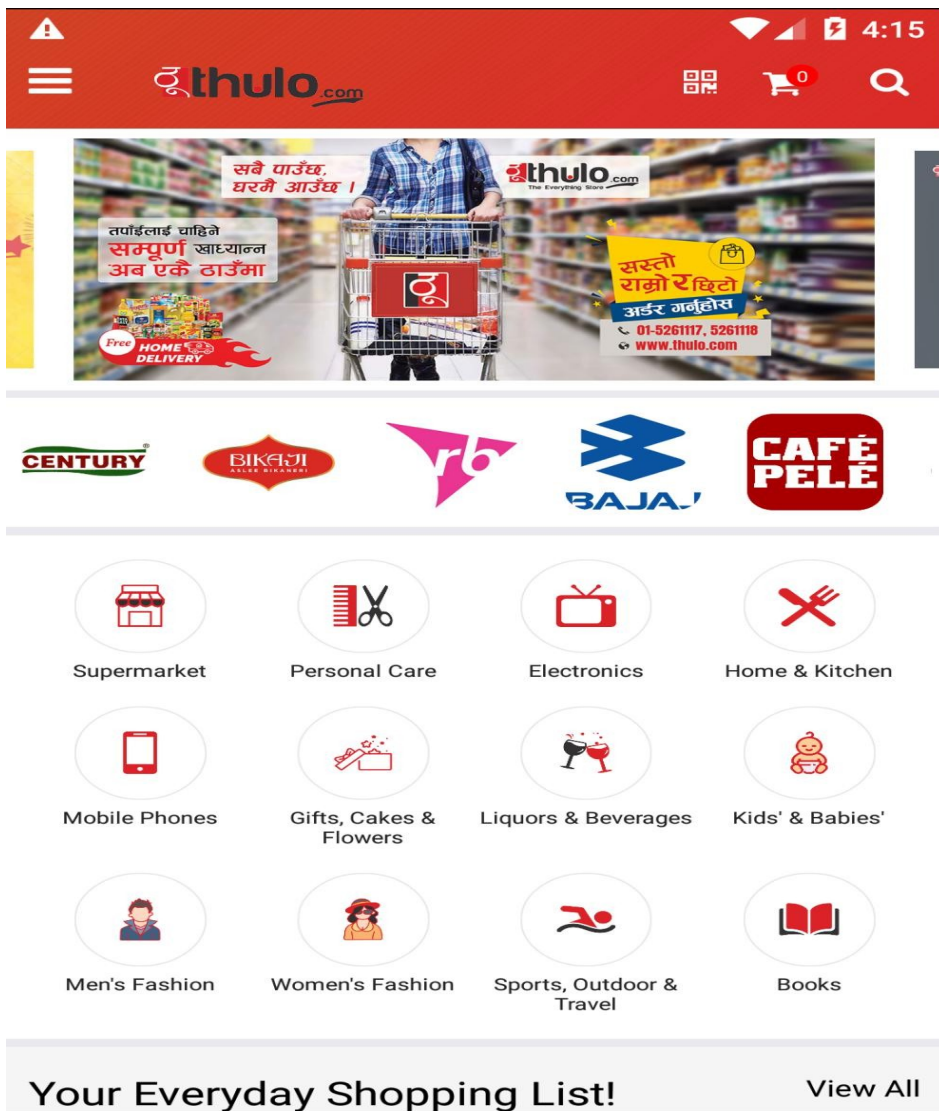


Figure 2. : Homepage of Thulo.Com

Process of using Thulo.Com

You may open your internet browser (eg: Mozilla, Chrome, Safari etc.) and type www.thulo.com; you will reach Thulo.Com ecommerce website where you can browse through thousands of products and order/buy online. Or you can download Thulo.Com mobile app for Android & iOS in your smartphones and browse through hundreds of brands to shop online in Nepal.

At Thulo.com, you can shop all kinds of products enjoying Free Home Delivery. Thulo.Com have abundance of categories such as Personal Care, Electronics, Apparel, Sports and Outdoors, Office Supplies, Fashion, Books, Daily Needs and many more. Till date, Thulo.com has served 1000s of satisfied customers; and so ensuring high level of loyalty from those valued customers. Thulo.com, ensure timely delivery of products to your homes.

Thulo.Com believes that Internet is a great promotional vehicle as well as communication channel for connecting buyers and sellers.

Service Guarantee by Thulo.Com:

Service Guarantee by Thulo.Com is to realize Thulo.Com vision and to make its mission a real experience. We have built the amazing services within and around Thulo.Com to meet every requirements of our customers. Our services ranges from providing you home delivery services to giving you opportunities to earn money online. Our solutions helps brands and manufacturers to widen their customer reach and get more sales. More than everything, we provide our customers with great experience both online and offline.

Features of Thulo.Com

- Customer First Policy:

All our operation is derived from value of customer satisfaction where our employees and shareholders believe in serving customers first, which eventually bring value for them in long-run.



- Largest Selection:

Thulo.Com provides largest selection of products, which will save time and money for our customers for not having to road around store by store to find the products they are looking to buy.



- **Quality Products Guaranteed:**

All our products will go through multi-layer inspection, which will ensure quality products at customer's doorstep every time they choose to buy from Thulo.Com.



- **Low Price Guarantee:**

Everything and anything available in Thulo.Com needs to have competitive pricing and should be lowest in the market. Thulo.Com bargains with manufacturers and suppliers to deliver the products in lowest possible price, where customers are guaranteed that they do not overpay for goods and service offered at Thulo.Com.



-
- **On-Time Delivery Guaranteed:**

When customer is expecting their delivery at certain time, we make sure they get the products on time. We make no excuses and will try to deliver all the goods to customers on expected time, no matter however odd the situation be.



D2H by Thulo.com (Direct to Home)

Successfully delivering products from Mechi to Mahakali has always been Thulo.com's forte. With this experience in the online retail industry, we are stepping towards a new service that we call 'D2H by Thulo.com'. D2H by Thulo.com is the first of its kind service in context of Nepal, through which we deliver Fast-Moving Consumer Goods (FMCG) such as toothpaste, body soap, shampoo, face cream, processed foods and toilet cleaner, to name a few, at lower prices than what you are offered at 'pasals' nearby your houses. You only need to tell us what you want, and everything shall be at your home on a regular basis, be it weekly, fortnightly or monthly – YOU CHOOSE.

So, we are striving to make your lives Economic by offering products at amazingly Lower Prices and providing Free Home Delivery, Easier by regularly delivering all your purchases at your homes and Sensible by saving your valuable time being spent on shopping for Regular Essential products.

Yes, you NO MORE have to rush to purchase a shampoo because you were too busy to buy it the earlier day. You NO MORE have to buy and carry heavy loads of products all the way to your home. You NO MORE have to worry about smaller things in life.

Notification Management

Notifications contain user-specific information about changes made to items in which the user has an interest, or tasks the user must perform. The user can view them by clicking the envelope icon in the top right of the window.

Examples are updates to a flowchart or mailing list, or reminders about a deadline for an assigned task.

Thulo.Com notify the changes made on it, with new updates and requirements the notification pops up in the home page of our Thulo.Com account. They also send

email as well as make calls to the registered customers in their private accounts. The customers' needs to sign well receive note once they receive ordered product to assure received product is in good condition. The person can check the products to be assured that the product is ok.

Once up, Notification Management, it consistently performs instant, automated message delivery in response to certain ERP events, activities, calendar entries, and Job Queue items. For instance, you can keep stakeholders apprised of any changes in projects, production, or resources; inform customers and partners of shipments and project milestones; and enable sales and finance to be more nimble in managing customer accounts. Without paper trails and printed documents, electronic notifications make your priority communications more efficient and reduce their environmental impact.

CHAPTER 3: PROCESS OF BUYING AND SELLING IN THULO.COM

Thulo.Com provides very flexible and user friendly process for both the seller and buyers to get registered in the website. Both process is described below:

Selling process in thulo.com

Any shop and individual can be a certified seller in thulo.com. Thulo.com helps us to use their storefront to sell our products through their websites. We can get our profit share by selling through the website of thulo.com. to become a certified seller or vendor. in thulo.com we need to apply this form:

Become a Thulo.Com Vendor - Apply Now!

Shop name *

Plan

Individual Seller (₹ 0)

Description

First name *

Last name *

E-mail *

Phone *

URL

Address *

City *

Country *

Nepal

State/Province *

Province No. 3

Zip/postal code *

Date of Birth *

Mobile Number *

☐ I accept the Terms and Conditions

Submit

Figure 3. : Become a Thulo.Com Vendor

After filling up this form and submitting to the thulo.com, our form will be checked by them and if all the things and condition are good then the form will be approved in 3 to 4 business days. Then we will become a certified seller and vendor of thulo.com. Thus, now we can show our products and its details in the website or store front of the thulo.com to sell to the potential online buyers who visits websites of thulo.com.

Category of product in thulo.com

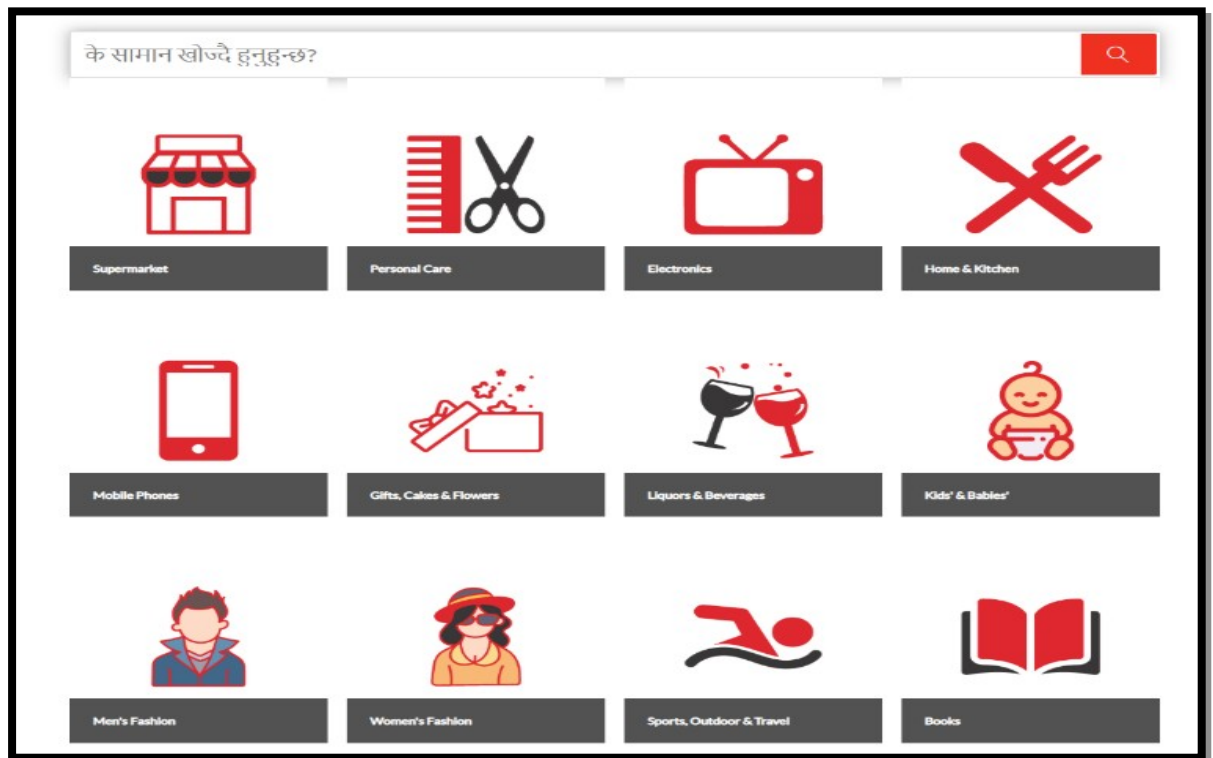


Figure 3. : Categories of products in thulo.com

<p>1. SUPERMARKET & GROCERY SHOPPING</p> <p>PACKED & CAN FOOD</p> <ul style="list-style-type: none"> • Instant Noodles • Instant Soup • Dry Fruits & Nuts • Chocolates, Wafers & Candies <p>FRESH MEAT & FISH</p> <ul style="list-style-type: none"> • Sea Food • Fresh Meat • Fresh Fish • Dry Meat <p>BREAKFAST ITEMS</p> <ul style="list-style-type: none"> • Cereals & Cornflakes • Biscuits & Cookies • Tea • Coffee 	<p>2. MOBILE PHONE & ACCESSORIES</p> <p>SMARTPHONES</p> <ul style="list-style-type: none"> • HTC Desire Mobile Phones • Xiaomi Mobile Phones • Oppo Mobile Phones • Gionee Mobile PHones <p>FEATURE/BAR PHONES</p> <ul style="list-style-type: none"> • DTC Mobile Phones • Karbonn Mobile Phones • Lava Mobile Phones • DTC Gear Max <p>MOBILE ACCESSORIES</p> <ul style="list-style-type: none"> • Smart Watch • Cases & Covers • Power Banks • Earphones & Headphones
<p>3. ELECTRONIC & HOME APPLIANCES</p> <p>SMALL HOME APPLIANCES</p> <ul style="list-style-type: none"> • Gas Geyser • Heaters • Vacuum Cleaners • Electric Kettles <p>KITCHEN APPLIANCES</p> <ul style="list-style-type: none"> • Gas Stove • Rice Cooker • Coffee Maker • Hot Pots, Air Pots <p>COMPUTERS & LAPTOPS</p> <ul style="list-style-type: none"> • All-in-One PCs • Laptops • Laptop Backpack • Laptop Accessories 	<p>4. MEN'S FASHION</p> <p>MEN'S CLOTHING</p> <ul style="list-style-type: none"> • Men's Jackets & Coats • Hoodies & Pullovers • Men's Sweaters • Track Suit & Sports Wear <p>MEN'S SHOES</p> <ul style="list-style-type: none"> • Sports Shoes • Sneakers • Formal/Party Shoes • Boots <p>MEN'S ACCESSORIES</p> <ul style="list-style-type: none"> • Watches • Men's Purse & Wallets • Bags & Backpacks • Winter Caps & Hats
<p>5. WOMEN'S FASHION</p> <p>WOMEN'S CLOTHING</p> <ul style="list-style-type: none"> • Coats & Jackets • Jeans, Pants, Trousers • Panchu & Outers • Sweaters & Pullovers <p>WOMEN'S SHOES</p> <ul style="list-style-type: none"> • Sports Shoes • Sneakers • High Heels • Sandals <p>FASHION ACCESSORIES</p> <ul style="list-style-type: none"> • Handbags & Wallets • Watches 	<p>6. KIDS & BABY PRODUCTS</p> <p>KIDS & BABY CLOTHING</p> <ul style="list-style-type: none"> • Infant Clothing • Baby Clothing • Girls Clothing • Boys Clothing <p>KIDS & BABY TOYS</p> <ul style="list-style-type: none"> • Learning Toys • Stuffed Toys • Bath Tub • Potty Seats <p>KIDS & BABY PRODUCTS</p> <ul style="list-style-type: none"> • Child Safety Belt • Baby Carrier Bags

<ul style="list-style-type: none"> • Fashion Jewellery • Lingerie & Nightwear 	<ul style="list-style-type: none"> • Sports Items • Lunch Boxes
<p>7. PERSONAL CARE</p> <p>HEALTHCARE APPLIANCES</p> <ul style="list-style-type: none"> • BP Monitor • Gulcometer • Pain Reliever • Massagers <p>TOILETRIES</p> <ul style="list-style-type: none"> • Bathing Soap • Shampoo • Toilet Paper • Toothpaste <p>SKIN CARE</p> <ul style="list-style-type: none"> • Face Wash • Face Mask • Body Lotion • Lip Care 	<p>8. HOME & KITCHEN CLEANING SUPPLIES</p> <ul style="list-style-type: none"> • Clothes/Fabric Washing • Dish Washing Supplies • Domex Toilet Cleaner • Surf Excel Quick Wash <p>PORTABLE FURNITURE</p> <ul style="list-style-type: none"> • Portable Wardrobe • Cabinets • Shoe Racks • Multipurpose Racks <p>FURNISHING & HOME DECOR</p> <ul style="list-style-type: none"> • Bedsheets & Pillow Covers • Winter Blankets • Wall Hangings • Home Furnishing
<p>7. PERSONAL CARE</p> <p>HEALTHCARE APPLIANCES</p> <ul style="list-style-type: none"> • BP Monitor • Gulcometer • Pain Reliever • Massagers <p>TOILETRIES</p> <ul style="list-style-type: none"> • Bathing Soap • Shampoo • Toilet Paper • Toothpaste <p>SKIN CARE</p> <ul style="list-style-type: none"> • Face Wash • Face Mask • Body Lotion • Lip Care 	<p>8. HOME & KITCHEN CLEANING SUPPLIES</p> <ul style="list-style-type: none"> • Clothes/Fabric Washing • Dish Washing Supplies • Domex Toilet Cleaner • Surf Excel Quick Wash <p>PORTABLE FURNITURE</p> <ul style="list-style-type: none"> • Portable Wardrobe • Cabinets • Shoe Racks • Multipurpose Racks <p>FURNISHING & HOME DECOR</p> <ul style="list-style-type: none"> • Bedsheets & Pillow Covers • Winter Blankets • Wall Hangings • Home Furnishing
<p>9. LIQUORS & BEVERAGES</p> <p>WHISKY</p> <ul style="list-style-type: none"> • Premium Whisky • Regular Whisky • Bourbon Whisky • Domestic Whisky <p>WINES</p> <ul style="list-style-type: none"> • Red Wine • White Wine • Sparkling Wine 	<p>10. GIFT, CAKES & FLOWERS</p> <p>CAKES & CHOCOLATES</p> <ul style="list-style-type: none"> • Birthday Cakes • Wedding Cakes • Multi-tire Cakes • Chocolates, Wafers & Candies <p>GIFT ITEMS & CARDS</p> <ul style="list-style-type: none"> • <u>Greeting</u> Cards • Soft Dolls & Bears • Showpiece

<ul style="list-style-type: none"> • Domestic Wine +MORE LIQUORS <ul style="list-style-type: none"> • Vodka • <u>Champagne</u> • Tequila, beer 	<ul style="list-style-type: none"> • Couple Figurine GIFTS BY OCCASSION <ul style="list-style-type: none"> • Birthday Gifts • Wedding Gifts • Anniversary Gifts
11. SPORTS, OUTDOOR & TRAVEL FITNESS & EXERCISE <ul style="list-style-type: none"> • Dumbbell • Six Pack Care • Slim Shaper Belt • Waist Trimmer Belt TRAVEL ACCESSORIES <ul style="list-style-type: none"> • Helmets • Backpacks • Camera Bags • Messenger Bags SPORTS ITEMS <ul style="list-style-type: none"> • Football • Cricket • Badminton • Sketing 	12. BOOKS <ul style="list-style-type: none"> • Biographies & Memoirs • Children's Books • Fiction • Auto-Biography • Business • Religion & Spirituality • Poetry

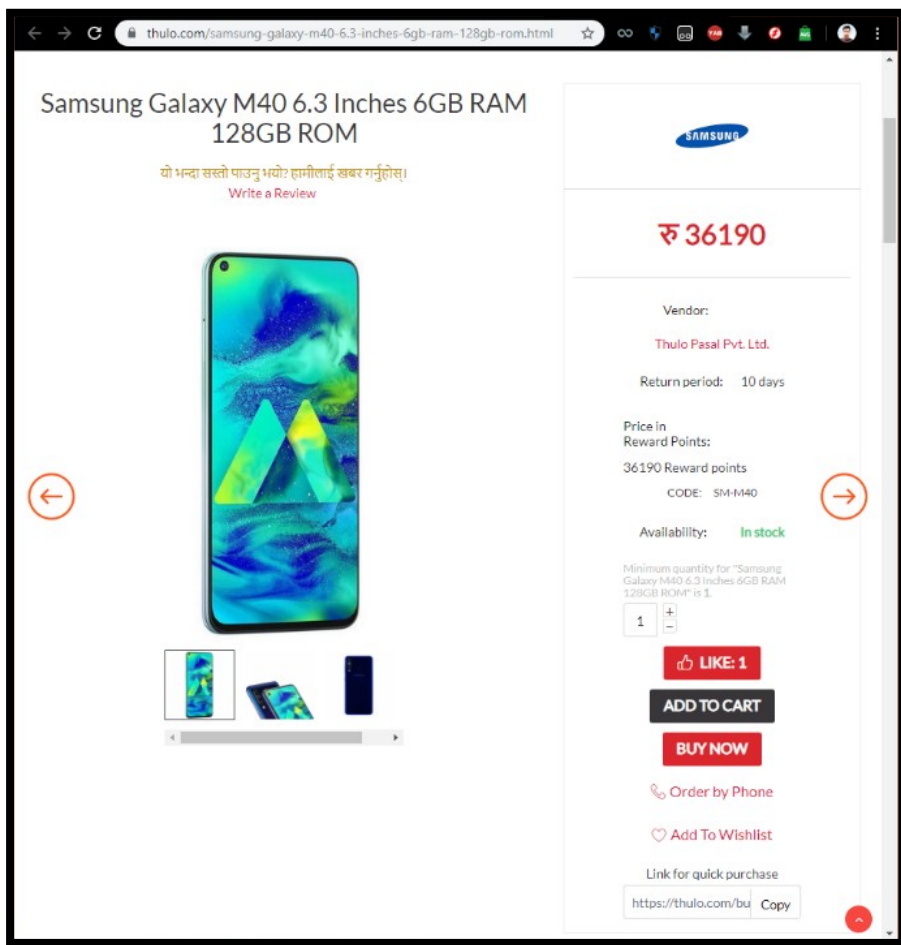
Figure 3. : Product Categories

Buying process in thulo.com

To purchase something, one must have an account in thulo.com. One simply needs to register by providing some basic information (name, address, birthdate, phone number etc.). Once buyer likes something s/he places an order by clicking buy now.

After this, a text message/email is sent with a code to validate the purchase. If the buyer validates it, the seller can see it when they login to their account and then seller is responsible for calling up the buyer, confirming the order, answering to any necessary queries, and deliver the product. If the buyer is unable to validate the order, a customer service agent from thulo.com calls the buyer up and validates the order and then the seller's process starts as mentioned above. This process generally takes about 2-5 working days and the buyers usually get it by then unless there are other issues.

Most sellers provide cash on delivery to buyers. Following is the process showing how customer can buy through thulo.com's website:



1. Visit the product detail page>>>

Figure 3. : Product detail page

2. Now you are in product details, there you will see two buttons "ADD TO CART" grey button and "BUY NOW" red button. Click "ADD TO CART" if you like to order more than one items, or "BUY NOW" if you just want to order this product.

3. Let's assume you have clicked "BUY NOW", now you will reach login or register page. If you have a Thulo.Com login using your email address and Thulo.Com Password or click "Create a New Account", button and fill the form to become a Thulo.Com member.

4. Enter your delivery address and payment address. You can use the contact list for this. Example is you can enter multiple delivery address and choose while you order. It will save you time entering delivery information every time.

5. Now you need to choose delivery options as per your need, we offer multiple delivery options such as Express Delivery, Next Day Delivery & Free Delivery. You can also enter your preferred delivery date.

6. Choose the payment option, we offer multiple payment options making easier for you to pay. We have "Cash on Delivery", option available for Kathmandu Valley and Chitwan Valley. You can choose "PayPal", if you are ordering from outside Nepal to be delivered within Nepal. You can choose "SCT Pay", if you are ordering anywhere in Nepal and want to use your bank accounts, credit cards and ATM cards.

7. Once payment option confirmed, we have now received your order.

8. Please relax, and wait for your sales staff to call and confirm your order.

9. Once confirmed, we will get it delivered to your doorstep within mentioned time.

Or,

You can also order products from Thulo.Com through website or by calling customer care center.

Call thulo.com customer care center at: +977-1-5261117, +977-1-5261118, +977-1-5261119

After verifying the seller will get an email from thulo.com regarding the order and accordingly s/he will deliver the product to the customer.

Delivery & Shipping Options:

Thulo.Com delivers goods to your home or office or the location of your choice all around Nepal. It provide following delivery options to its customers.

Free 3 Days Delivery:

This is the most famous delivery option available for customers in Kathmandu Valley, including of all the cities within Kathmandu, Lalitpur & Bhaktapur districts.

Free 7 Days Delivery:

This option is available for rest of Nepal, where it provide free home delivery to its customers all over Nepal.

Express - 2 Hours Rapid Delivery:

Currently this delivery option is available within Kathmandu Ringroad, and is available in selected products including of grocery products.

Express - Same Day Quick Delivery:

This delivery option is available inside Kathmandu Valley (5KM from Ringroad), where Thulo.Com logistics team will put their best effort to deliver the goods same day of ordering. Same Day Delivery means, all orders placed before 10:AM everyday, excluding Saturdays are delivered within same before 6:00 PM in the evening.

Express - One-Day Delivery:

This amazing delivery option allows you to get your ordered items delivered within 24hrs of your order. One Day Delivery represents the 24hrs time span after the order is placed. One-Day Delivery option is currently available within the range of 10 Kilo Meter of distance from Kathmandu Ringroad.

Express Air Delivery:

This delivery options are available within airport cities of Nepal, and which is subject to the flight condition in that area. Delivery are dispatched every day at 10:00 AM and 2:00PM.

International Regular Shipping:

This shipping is done through by land and through seas, this is the most affordable shipping option available. Global delivery depends upon your location and the time taken by the cargo ship to reach your destination. Generally this options allows you to receive your order within 90 days anywhere in the world. Prices are affordable and calculated at the time of checkout.

International Express Shipping:

This shipping options is express shipping option where your orders are dispatched within 3 days and delivery time takes maximum of 15 days anywhere in the world and happens within 7 days in most part of the world. This is express delivery option where orders reaches you much faster and you pay very low prices. Its International Express Delivery is handled by Nepal Government Postal service through its global network of National Postal and Delivery agencies.

International Express Premium Shipping:

This delivery option are handled through service provider like DHL, FedEx, Aramex etc, where your orders are dispatched within 2 days and reaches you within 10 days anywhere in the world and within 5 days in most of the parts of the world.

Thulo.com delivers your order of Rs. 999 and more for free within Kathmandu Valley, and this option is not available outside Kathmandu Valley or outside Nepal.

This offer is not available to goods sold through promotions, Flash Sales and instant sales.

Payment methods:

Electronic payment system is the alternative to the coin or paper based cash payment system to easy the user to make payment for their purchased goods and services over the network or internet and absence of physical presence. It has the characteristics of acceptability, easy to use, security, reliability, trust, scalability, efficiency and so on.

Here the Thulo.Com also take advantage of electronic payment system. Mostly it supports two method of payment:

- Debit Cards
- Visa Cards

Payment partners:

- Khalti
- PayPal

Banking Partners:

- NIC Asia
- Mega Bank
- NMB Bank
- NBL
- Kumari Bank
- Machhapuchchhre bank limited
- Civil Bank
- Himalayan Bank

Other partner:

- Connect IPS



Figure 3. : Payment method, Payment partner, banking partner

Return, Exchange & Refund Policy

To guarantee customer satisfaction, Thulo.Com offer free returns for the products that for some reasons did not met our customer's expectations. It provides free exchange option for the product you would like to buy. Its return & exchange policy are not available in Food items, which has expiry dates. It make sure all the products we deliver have enough consumption period. Exchanges or returns are not available for grocery items.

You are required to create a return request right from your customer account in Thulo.Com.

This is the last solution it will seek for. It will make sure and use all its power and authority to satisfy your need. If still you are not satisfied with the products that is delivered to you. You may return the product and get refund for the products you return intact and as delivered with all the items, accessories and intact packaging.

Thulo.Com will not refund or return or exchange your product if those are damaged or has been modified or used.

Refund are issues through Thulo Wallet, which you can use to buy any available items in the website.

Refunds are issues within 15 working days after you have requested the refund and the case has been resolved and conclusion has been reached for refund.

All the delivery charges occurred during delivery and return and exchange process are deducted from your refund amount.

You are required to return the items that you received within 3 days and not to be delivered to Thulo.Com offices later than 10 days.

All the return, refund and exchanges needs to be placed through your online account.

All telephone orders are also required to request returns, refunds and exchange through their account in Thulo.Com.

Delivery person might not be able to take the item that you would like to return at the time of delivery. You are required to manage the return delivery method or pay additional charges depending upon your location.

Share & Earn Money Online from thulo.com

Thulo.Com brings us amazing opportunity to earn money online from our Facebook account. All we need to do is share thulo.com's products to our Facebook account or Facebook Page or Facebook Groups and earn commissions up to 8% on every products bought by your referrals.

How will we earn money online in Thulo.Com?

- For every new customer we send to Thulo.Com: NPR 25/-

Category name	Sales commission
Mobile Phones	1%
Women's Fashion	8%
Men's Fashion	8%
Electronics	5%
Liquors & Beverages	5%
Supermarket	6%
Personal Care	8%
Home & Kitchen	5%
Gifts, Cakes & Flowers	5%

- On every sale we make: UPTO 8% Commissions

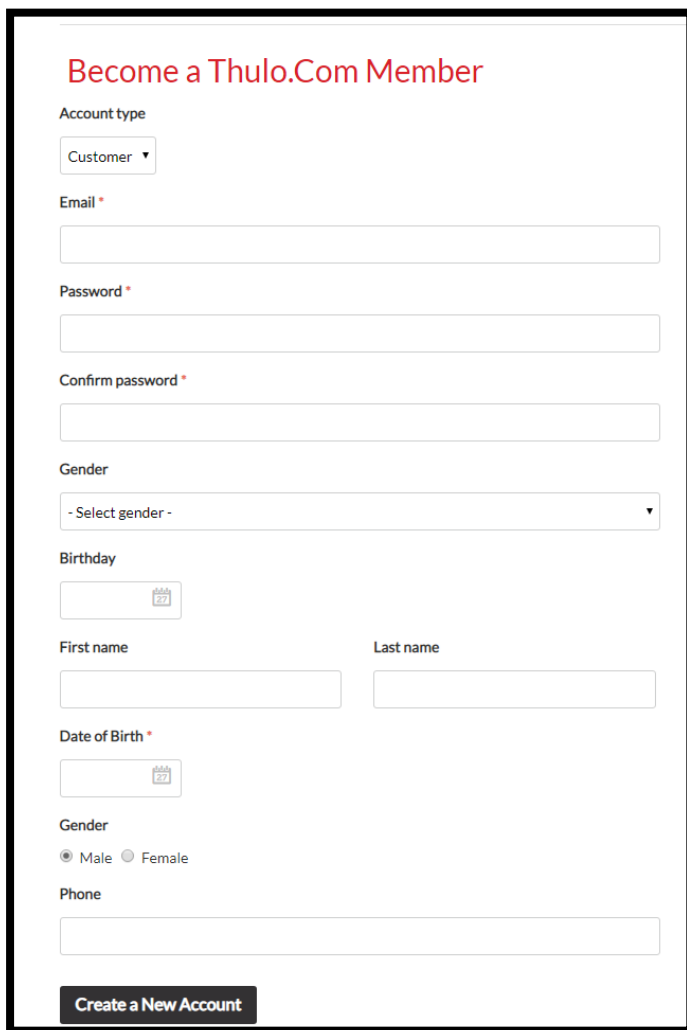
Figure 3. : category name and sales commission

How does this work?

Earning money by sharing products to our Facebook accounts, pages and groups is very simple. But before we begin, we need to register for an Affiliate account in Thulo.Com. Thulo.com's Affiliate manager will approve our account in 2-3 business days. Once our account is approved we will be able to access thulo.com's Affiliate section at <https://thulo.com/affiliate>

STEP 1:

Go to apply for new affiliate account or visit: https://thulo.com/register/?user_type=P



The image shows a registration form titled "Become a Thulo.Com Member" in red text. The form is enclosed in a black border. It contains the following fields and elements:

- Account type:** A dropdown menu with "Customer" selected.
- Email *:** A text input field.
- Password *:** A text input field.
- Confirm password *:** A text input field.
- Gender:** A dropdown menu with "- Select gender -" selected.
- Birthday:** A date picker showing the 27th.
- First name:** A text input field.
- Last name:** A text input field.
- Date of Birth *:** A date picker showing the 27th.
- Gender:** Radio buttons for "Male" (selected) and "Female".
- Phone:** A text input field.
- Create a New Account:** A dark button at the bottom.

Figure 3. : Form of Thulo.Com to Create account

STEP 2:

Once Thulo.Com Affiliate account is approved, we can just login to our account in



Thulo.Com and click "Share", button; which is available in every product detail page.

Figure 3. : Buy and Rating

STEP 3:

Now when our friends see the product we have shared, and after they click on the link, they will reach product detail page and buy the product.

For every purchase made by our referrals, we will earn commission as mentioned in the table above. And we will also earn money when our friend registers in thulo.com website by clicking the link we shared.



Figure 3. : Post to Facebook

How Thulo.Com Protect Personal information?

Thulo.Com implement a variety of security measures to maintain the safety of our personal information when we place an order or enter, submit, or access our personal information.

It offers the use of a secure server. All supplied sensitive information is transmitted via Secure Socket Layer (SSL) technology and then encrypted into its Payment gateway provider's database only to be accessible by those authorized with special access rights to such systems, and are required to keep the information confidential.

Data security and Privacy:

Thulo.Com do not sell, trade, or otherwise transfer to outside parties our personally identifiable information. This does not include trusted third parties who assist in operating its website, conducting its business, or servicing us, so long as those parties agree to keep this information confidential. Thulo.Com may also release your information when it believes release is appropriate to comply with the law, enforce its site policies, or protect its or others rights, property, or safety. However, non-personally identifiable visitor information may be provided to other parties for marketing, advertising, or other uses.

What do Thulo.Com use our information for?

Any of the information Thulo.Com collect from us may be used in one of the following ways:

- To personalize our experience(customer information helps thulo.com to better respond to its individual needs)
- To improve its website(it continually strive to improve thulo.com website offerings based on the information and feedback it receive from us)
- To improve customer service(customer information helps Thulo.Com to more effectively respond to customer service requests and support needs)

- To process transactions

Thulo.Com information, whether public or private, will not be sold, exchanged, transferred, or given to any other company for any reason whatsoever, without our consent, other than for the express purpose of delivering the purchased product or service requested.

- To administer a contest, promotion, survey or other site feature
- To send periodic emails

The email address we provide for order processing, may be used to send us information and updates pertaining to our order, in addition to receiving occasional company news, updates, related product or service information, etc.

Note: If at any time we would like to unsubscribe from receiving future emails, thulo.com include detailed unsubscribe instructions at the bottom of each email.

CHAPTER 4: SWOT ANALYSIS OF THULO.COM

SWOT analysis is a structured planning method used to evaluate the strengths, weaknesses, opportunities and threats in a business. The key to a SWOT analysis is to identify the internal and external factors to achieve a company's objective. Strengths and weaknesses are the internal factors that are measured with a comparative benchmark, while Weaknesses and Opportunities are the external factors which are measured with a competitor in the same industry. The SWOT analysis of Thulo.Com, are as follows:

Strengths

The strength of Thulo.Com are as follows:

- Unlimited potential customers.
- They provide goods in relatively cheap price
- 24/7 market place for your products and services.
- Free advertisement posting.
- Buy and sell any type of goods and services.

Weaknesses

The weaknesses of Thulo.Com are as follows:

- Dependence on products and services controlled by competitors.
- Negative customer feedback can spread easily damaging the name of product.
- Security and privacy issues
- Inability to improve the state of goodwill they possess in the market.
- Competition increases because online marketing helps consumers to easily Compare between different products.
- Complexity of business model.
- Lack of clear business strategy and competitive advantage.
- Requires broad knowledge of web and its applications.

Opportunities

The opportunities of Thulo.Com are as follows:

- Making a disruptive innovation in online retail industry.
- Engaging in business diversification.
- Formation of strategic alliances
- Engaging in acquisition
- Integration with back end system can improve transaction turn around and increase productivity.
- Globalization

Threats

The threats of hamrobazar.com are as follows:

- Breach of security
- Competition from ecommerce giants like merokirana.com, sulavbasket.com, metrotarkari.com etc.
- Legal and regulatory change in instance
- Lack of knowledge of web technologies can lead to problems.
- Will be very difficult to compete with established firms.

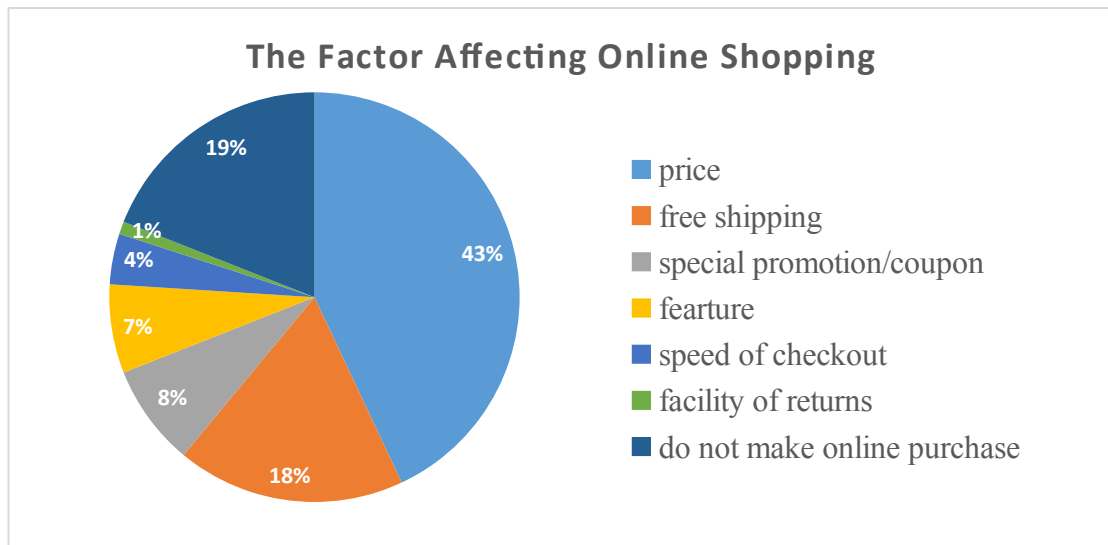
CHAPTER 5: DATA PRESENTATION AND ANALYSIS

Now days, most of the people perform online shopping for their ease. In addition with this, it might be said that thulo.com always relies upon the dealers or suppliers of products because they are not storing the product. They use just in time method in buying and selling process. They just work as the middleman between seller and buyers. When thulo.com get order from consumers, then only they order the same product from the seller to sale to the related buyers.

From the above survey, we could find out that thulo.com is on the way of the successful online shops in Nepal. Online shopping had been increasing now days. Thulo.com will face lots of challenges in future as e-commerce industries in Nepal is growing. Ebay.com, sastodeal.com, hamrobazar.com, flipkart.com, amazon.com, and etc. are the competitors of thulo.com. So for being the best online e-commerce company of Nepal, it need to provide best customer services with the best selling price, better quality, best promotional tools which helps to increase the number of customer.

After analyzing the survey statistics and secondary data, we have tried to narrate them with my report objectives. Furthermore I have tried to find out customer expectation and perception about thulo.com. The findings are given below:

The Factor Affecting Online Shopping



From our survey on the consumers' review of the thulo.com, we found the major factors affecting online shopping.

Figure 4. : The Factor affecting online shopping

The major factor affecting the online shopping is the price of the product which they are buying. If the price of product is higher than the price while buying in the offline store, they don't want to buy from online websites.

Consumers also prefer the online shopping if there is the facility of free shipping. Shipping cost increase the price of product, thus consumer doesn't prefer high cost products.

Preferred mode of payment in thulo.com

In the transaction of thulo.com, there is various types of mode of payment is available. Consumers can choose the mode of payment as per their need.

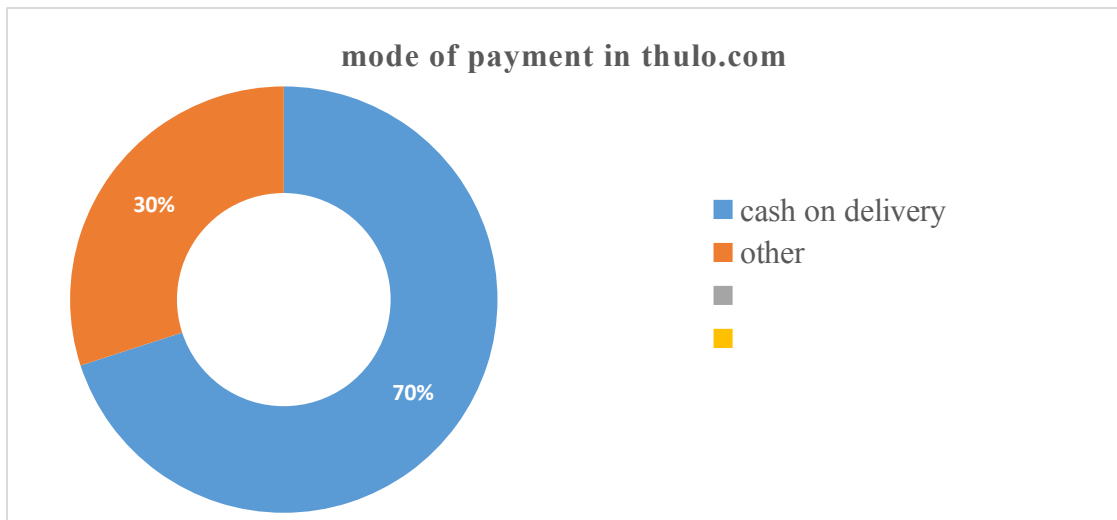
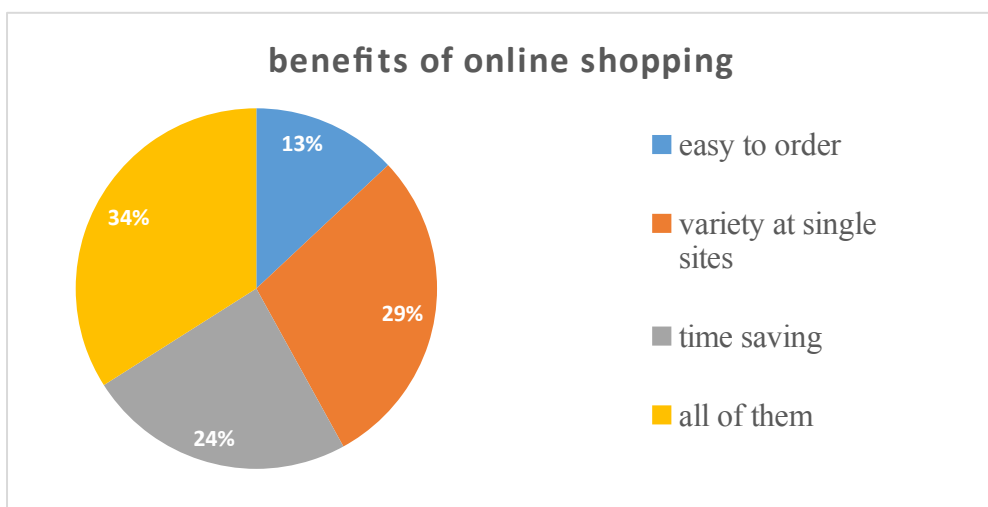


Figure 4. : Mode of payment in Thulo.Com

The above figure is about the preferred modes of payment in thulo.com site. From this research, we found that most of people use cash on delivery than other gateways like khalti, mobile banking and visa. 70% people used cash on delivery whereas remaining 30% people used other mode of for payment in thulo.com site.

Benefits of online shopping



The chart in figure shows that the major

advantage of online shopping are easy to order, variety at one shop and time saving.

Figure 4. : Benefits of online shopping

Thirty four percent respondents have chosen all of them because due to the facility of internet and smart phones, within a single touch the desired product can be ordered.

Similarly, another major benefit of online shopping is saving the time. Online shopping seems beneficial for traffic jams and parking problem in town. Also the product's variety and discount /offers can facilitate and attracts the new consumers.

Preferable tool for online shopping

Among three major online modes for online shopping, phone call ordering is traditional way where using websites and mobile phone application are modern way of online shopping. Nineteen percent respondents preferred phone calls. Eleven percent respondents preferred websites and forty six percent respondents preferred mobile phone application.

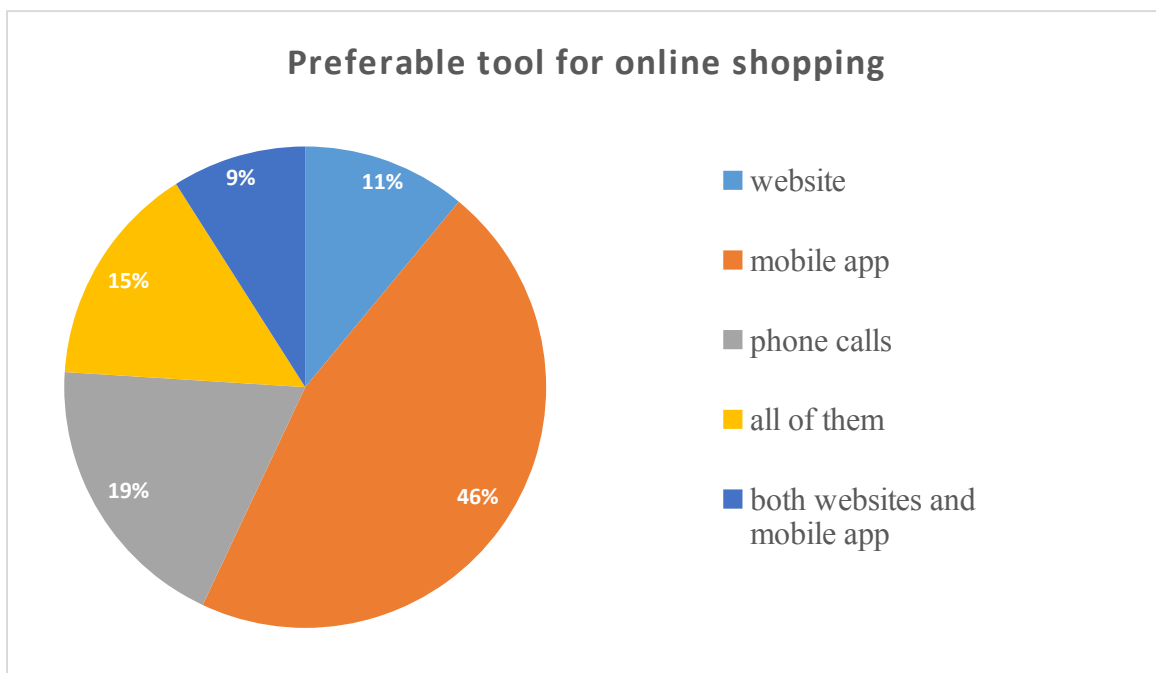


Figure 4. : Preferable tool for online shopping

CHAPTER 6: CONCLUSION AND SUGGESTIONS

Conclusion

The project is related with the overall evaluation of the ecommerce site Thulo.Com. It is considered as the number one Business to consumer ecommerce site in Nepal. Many crucial facts and basic information about Thulo.Com is explained in detail in the report. From the report we can learn about technical working and information management in this particular site. Many security issues and privacy settings are also discussed. Basically Thulo.Com, is free online classified which enables individuals as well as companies to list wide variety of new or used product online. We at Thulo.Com believe that Internet is a great promotional vehicle as well as communication channel for connecting buyers and sellers. The developer and launcher of the site credit goes to Raja Ram Nepal who was supported by Bibek Karki, Achyut Nepal, Surakchya Adhikari. In this report various aspects and features of ecommerce website is explained. Some of the features include service offered, review of the website, performance and service, advertising and incentives, personal attention, community relationships, security and reliability, payment management, notification management etc. Basic service offered by the site is the platform to connect the buyers by allowing them purchase goods and services on their website. They generate income from the affiliate marketing by posting ads of various organization or sites and charge with commission. The site is number one because of the numbers of users of this site. Although the site has lots of scope and application for the users the content management of the site is not so pleasant and also the look and feel of the site is not very attractive. The Thulo.Com application is also only available for android users but not to apple users. There is also no availability of order tracking facility on the site. The payment and delivery mechanism is dependent on the users as it doesn't interfere but there are some security issues which should concerned the users. Hence the site is number one Business to consumer ecommerce site and helping buyers and sellers to connect and communicate to perform commercial activities, it should focus on the limitation and provide better service to the users to retain its position.

Suggestions

- Better if they make advertisement of their sites to also include 35-55 age group as their major customer who are now at minor.
- Quick update of price change and products should be inherited.
- They now must expand their business countrywide and abroad. Here, abroad market is for Nepalese residing abroad who wants to gift their near and dear ones in Nepal.
- Banking transactions should be extended in other banks rather than just few banks only.
- Delivery services should be made as quick as possible so as to achieve customer satisfaction.

References

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www.google.com

www.wikipideia.com