# American International University-Bangladesh (AIUB)



# A Report on

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# Improvement of E-Commerce Portal CHALDAL in Bangladesh

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# A Report on Improvement of E-Commerce Portal “CHALDAL” in Bangladesh

**Introduction:**

The amazing growth of E-Commerce in Bangladesh has been run by many factors like increased internet penetration, changing consumer preferences efficiency in shopping and so on. One company that has made significant strides in the online grocery market is Chaldal.com, a leading E-Commerce portal that offers a wide range of products, including fresh produce, dairy, meat, and household items. Chaldal.com has made several improvements to its business model over the years, including expanding its product offerings, enhancing its user interface, and introducing sustainable packaging options, among other things. All of these improvements have changed and enabled Chaldal.com to stand out in a crowded market and establish itself as a leader in the online grocery space in Bangladesh. Here in this report, there will be detailed information about the improvements made by Chaldal.com, what improvements can be done in the future, and how they have contributed to its success.

Chaldal.com has been at the forefront of the E-Commerce boom in Bangladesh, taking advantage of the country's growing digital economy and changing consumer behavior. The company has leveraged technology and innovation to offer a seamless and convenient shopping experience to its customers, who can order groceries and other products online and have them delivered to their doorstep in a matter of hours. Just a clear focus on quality, affordability, and customer satisfaction, at the present condition, Chaldal.com has become a trusted and reliable name in the online grocery market, catering to a diverse range of customers across Bangladesh. In this report, we will try to examine the key improvements made by Chaldal.com that have enabled it to establish itself as a market leader and explore how the company is shaping the future of E-Commerce in Bangladesh.

Another factor that sets Chaldal.com apart from its competitors is its commitment to sustainability and social responsibility. The company has introduced eco-friendly packaging options, such as paper bags and reusable boxes, to reduce waste and minimize its environmental impact. Chaldal.com has also launched a loyalty program, which rewards customers for their repeat purchases and encourages them to shop with the company again.

In terms of delivery options, Chaldal.com offers same-day delivery in select areas, as well as next-day delivery for orders placed after the cutoff time. The company also provides a cash-on-delivery option, which is preferred by many customers in Bangladesh.

**Current State of E-Commerce “CHALDAL” in Bangladesh:**

Chaldal.com has established itself as a leading E-Commerce platform in Bangladesh, with a strong presence in the online grocery market. The company's focus on quality, convenience, and affordability has resonated with customers, who can access a wide range of products through the Chaldal.com website or mobile app. Chaldal.com's product offerings include fresh produce, dairy, meat, household items, and other essentials, making it a one-stop shop for customers looking to purchase groceries and other goods online.

One of the key strengths of Chaldal.com is its user-friendly platform, which allows customers to easily browse products, place orders, and track deliveries. The company's website and mobile app are designed to offer a seamless and intuitive shopping experience, with features such as personalized recommendations, easy payment options, and real-time order tracking.

Overall, the current state of e-commerce in Chaldal.com is strong, with the company continuing to innovate and improve its platform to meet the evolving needs of customers in Bangladesh. With a strong focus on quality, convenience, and sustainability, Chaldal.com is well-positioned to maintain its position as a market leader in the online grocery space.Chaldal.com is a popular E-Commerce portal in Bangladesh that primarily focuses on groceries and household essentials.

In this report we will talk about some the improvements made by Chaldal.com in recent years and also discuss some further improvements can be done by Chaldal.com in upcoming years.

Here are some of the improvements made by Chaldal.com in recent years:

1. **Innovation:**

Chaldal.com has demonstrated a willingness to innovate by introducing new features and services on its platform, such as a recipe section that provides customers with ideas for cooking meals using the ingredients available on the platform.

1. **Partnerships with farmers:**

Chaldal.com has formed partnerships with local farmers and suppliers to promote sustainable agriculture practices and ensure that customers have access to fresh, locally sourced produce.

1. **Expansion:**

Chaldal.com has expanded its operations beyond Dhaka, the capital city of Bangladesh, and now offers delivery services to customers in other major cities such as Chittagong and Sylhet.

1. **Marketing campaigns:**

Chaldal.com has launched several successful marketing campaigns, such as the "Ramadan" campaign, which offered discounts and promotions during the Eid holiday season, helping to increase customer engagement and loyalty.

1. **Integration with other platforms:**

Chaldal.com has integrated with other platforms to offer customers a more seamless shopping experience. For example, the integration with ride-hailing service Pathao allows customers to receive their grocery deliveries on the same day, while the integration with food delivery service Foodpanda allows customers to order food and groceries together.

1. **Customizable orders:**

Chaldal.com has introduced a "Customize your Order" feature, which allows customers to select the quantity and size of products according to their preferences. This feature enables customers to create customized grocery lists that meet their specific needs, making the shopping experience more convenient and personalized.

1. **Health and wellness products:**

Chaldal.com have expanded its product range to include health and wellness products, such as vitamins, supplements, and personal care items. This expansion reflects the growing demand for health and wellness products in Bangladesh and positions Chaldal.com as a one-stop shop for all grocery and personal care needs.

1. **Price transparency:**

Chaldal.com has introduced a price comparison feature that allows customers to compare the prices of products across different brands and select the most affordable option. This feature promotes transparency and fairness in pricing, which is important for building trust with customers.

1. **Easy returns and refunds:**

Chaldal.com have made it easier for customers to return products and receive refunds by implementing a hassle-free returns policy. This policy allows customers to return products for any reason within a certain period of time and receive a full refund or exchange.

1. **Customer feedback:**

Chaldal.com regularly solicits customer feedback through surveys and social media channels. This feedback helps the company to identify areas for improvement and make changes accordingly. For example, based on customer feedback, Chaldal.com has introduced new payment options, such as mobile banking and credit card payments.

1. **Cashback offers:**

Chaldal.com offers cashback offers on selected products, encouraging customers to make repeat purchases and increasing customer loyalty. This strategy is effective in retaining customers and increasing sales, particularly for products that are frequently purchased.

1. **Safe and secure payments:**

Chaldal.com has implemented strong security measures to ensure that customer payments are safe and secure. The platform uses encryption technology and secure payment gateways to protect customer information. This commitment to security is important for building trust with customers and ensuring that their personal and financial information is protected.

1. **Sustainable packaging:**

Chaldal.com has introduced sustainable packaging options, such as reusable bags and eco-friendly packaging materials, to reduce its environmental impact. This initiative reflects Chaldal.com's commitment to sustainability and its efforts to address environmental challenges in Bangladesh.

1. **Subscription service:**

Chaldal.com has introduced a subscription service, which allows customers to receive regular deliveries of their preferred products on a recurring basis. This service is convenient for customers who regularly purchase the same items and helps to ensure that customers remain loyal to Chaldal.com.

1. **Same-day delivery:**

Chaldal.com offers same-day delivery for orders placed before a certain time, which is a major advantage for customers who require groceries or other products urgently. This feature enables Chaldal.com to compete with traditional brick-and-mortar stores and offers a significant benefit for customers.

1. **Loyalty program:**

Chaldal.com has introduced a new program called loyalty, which rewards customers for their repeat purchases from Chaldal. This program offers points for each purchase by the customer, which can be redeemed for discounts on future purchases. This strategy is effective in retaining customers and encouraging repeat purchases.

1. **Mobile app:**

Chaldal.com has developed a mobile app, which is available for both iOS and Android devices. The app offers a user-friendly interface and allows customers to shop for groceries and other products on the go. The app also offers to push notifications for updates on new products and promotions.

1. **Social media presence:**

Chaldal.com has a strong social media presence on platforms such as Facebook and Instagram, which it uses to engage with customers, share updates, and promote its products. This presence is important for building brand awareness and loyalty.

1. **Customer service:**

Chaldal.com offers excellent customer service, with a dedicated customer service team available to answer questions and resolve issues. The company also offers a live chat feature on its website, which enables customers to receive real-time assistance with their queries.

Here are some of the improvements can be done by Chaldal.com in upcoming years:

1. **Expanding the Product Range:**

While Chaldal.com offers a wide range of products, there is still room for improvement in terms of the product range. The company can consider expanding its product range to include more diverse and niche products that are not commonly available in physical stores. This will give customers more options to choose from and enhance the overall shopping experience.

1. **Enhancing the Delivery Process:**

Delivery is a critical aspect of online grocery shopping, and Chaldal.com can make improvements in this area by introducing more flexible delivery options. For instance, the company can introduce same-day delivery in more areas to provide customers with more convenience. Additionally, the company can work on reducing delivery times, which will improve the overall customer experience.

1. **Improving the User Experience:**

Chaldal.com can make improvements to its website and app to enhance the user experience. The company can consider redesigning its website and app to make them more user-friendly, easy to navigate, and visually appealing. Additionally, Chaldal.com can introduce features such as product recommendations, customer reviews, and a more personalized shopping experience to make the shopping experience more engaging and enjoyable.

1. **Increasing Customer Engagement:**

Customer engagement is crucial for any business, and Chaldal.com can make improvements in this area by introducing loyalty programs and rewards for regular customers. The company can also work on improving customer service and communication to build better relationships with customers.

1. **Investing in Technology:**

Technology plays a critical role in online grocery shopping, and Chaldal.com can make investments in technology to enhance its operations. The company can consider investing in automation and artificial intelligence (AI) to improve the efficiency of its operations, reduce costs, and improve the overall customer experience.

1. **Strengthening the Supply Chain:**

A robust supply chain is essential for any online grocery store, and Chaldal.com can consider strengthening its supply chain to improve the efficiency of its operations. This can be done by partnering with more suppliers, improving inventory management, and implementing a more efficient order fulfillment process.

1. **Introducing Sustainable Practices:**

With the growing concerns around sustainability, Chaldal.com can introduce sustainable practices such as eco-friendly packaging, reducing food waste, and partnering with local farmers to promote sustainable agriculture practices. This will not only benefit the environment but also enhance the company's reputation among environmentally conscious customers.

1. **Offering Value-Added Services:**

Chaldal.com can introduce value-added services such as meal kit delivery, personalized nutrition advice, and cooking classes to provide customers with a more holistic grocery shopping experience. These services will not only differentiate the company from its competitors but also provide customers with added value.

1. **Improving Payment Options:**

Online payment options are essential for any e-commerce business, and Chaldal.com can improve its payment options to provide customers with more convenience. The company can consider introducing more payment options such as mobile wallets, cash on delivery, and credit card payments to cater to different customer preferences.

1. **Expanding to New Cities:**

While Chaldal.com currently operates in a few cities in Bangladesh, the company can consider expanding its operations to new cities to reach a larger customer base. This will require investments in logistics and infrastructure but can provide significant growth opportunities for the company.

1. **Improving Data Analytics:**

Chaldal.com can leverage data analytics to gain insights into customer behavior, preferences, and shopping patterns. By analyzing this data, the company can make informed decisions about product offerings, promotions, and marketing strategies. This will help the company to better understand customer needs and preferences, and tailor its services accordingly.

1. **Enhancing Marketing and Promotion:**

While Chaldal.com has already established a strong brand presence, the company can consider enhancing its marketing and promotion strategies to reach a wider audience. This can be done by partnering with influencers, increasing advertising spend, and introducing more targeted promotions to attract new customers and retain existing ones.

1. **Improving Language Support:**

Bangladesh has multiple languages, and Chaldal.com can improve its language support to cater to customers who prefer to shop in their native language. Like it needs to look at all languages. This can be done by introducing language options on its website and app and offering customer service in multiple languages.

1. **Introducing New Technology:**

Technology is constantly evolving, and Chaldal.com can introduce new technology to enhance its operations and customer experience. For instance, the company can consider introducing virtual reality shopping experiences, chatbots for customer service, and augmented reality for product visualization.

1. **Investing in Social Responsibility:**

As a responsible corporate citizen, Chaldal.com can consider investing in social responsibility initiatives that benefit the local community. This can include supporting local charities, sponsoring community events, and introducing programs to promote environmental sustainability.

**Conclusion:**

In conclusion, Chaldal.com has made significant improvements to its E-Commerce portal in Bangladesh, enhancing the customer experience and differentiating itself from competitors in the market. These improvements include expanding its product offerings, improving its website and user interface, introducing sustainable packaging, and offering same-day delivery and a loyalty program. The company's focus on customer service, mobile app development, and social media presence has also contributed to its success. As a result of these efforts, Chaldal.com has established itself as a major player in the online grocery market in Bangladesh and is well-positioned for continued growth and success in the future.

Finally, we can say that, Chaldal.com's efforts to integrate technology and innovation into its business model have helped to increase efficiency and improve the customer experience.

Its dedication to sustainability and social responsibility is also admirable and sets an example for other companies in the industry to follow.