

ENABLING DIGITAL INCLUSION: SWIFTTECH EMPORIUM'S MULTI-SIDED BUSINESS MODEL FOR AFFORDABLE PC COMPONENTS AND DIGITAL UPSKILLING OF UNDERSERVED TECHNO-PRENEURS IN BANGLADESH

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ABSTRACT: This paper aims to create a conceptual business model, for SwiftTech Emporium, a growing entity in the technology retail and digital upskilling field in Bangladesh. The goal of SwiftTech Emporium is to provide affordable computer components and digital skills training addressing challenges such as access to technology lack of skills, unemployment, economic difficulties fragmented digital ecosystem and limited upskilling programs. These challenges have been further magnified by the Covid 19 pandemic especially affecting individuals below the poverty line. Using Design Thinking methodology this paper combines insights from literature review, industry analysis and surveys targeting customers, subscribers, advertisers and underserved individuals. The business case paper applies five steps of Design Thinking; understanding customer needs through empathy; defining the problem from the customers perspective (POV); generating solutions through ideation; creating prototypes to represent proposed solutions;. Finally testing these prototypes for valuable feedback. The resulting business model is presented using frameworks such, as Initial Business Model Canvas, Value Proposition Canvas, Environmental Map and Strategy Canvas. The framework in this paper is, in line, with the United Nations Sustainable Development Goals (SDGs) specifically focusing on promoting work and economic growth (SDG 8) well as industry, innovation and infrastructure development (SDG 9). Moreover it also aligns with SDG 1 which aims to address poverty eradication and SDG 4 which emphasizes the importance of quality education. In our conclusion we highlight the positioning of SwiftTech Emporium while our future work section emphasizes the need to refine our business model and create a business plan to ensure sustained growth in todays ever changing technology retail landscape.

KEY WORDS: *Conceptual Business Model, Affordable Technology, Digital reskilling and upskilling, E-commerce, Business Model Canvas*

1. INTRODUCTION

The Covid 19 pandemic has had an impact, on the economy especially affecting people living below the poverty line. This has greatly changed the lives of those living in Bangladesh. According to recent data, approximately 27.51 lakh individuals in Bangladesh fell into poverty in 2022 due to post-COVID price inflation and global economic pressures. This trend has continued into 2023, as ongoing global price spikes and a slowing global economy further strained the financial stability of many Bangladeshi households (The Daily Star, 2023). Many people experiencing poverty have faced difficulties because they don't have access, to technology. They've struggled to make a living after losing their source of income. Nowadays many known companies don't pay attention to their online presence. The current regulations make it hard for companies and the local market to be profitable while also providing goods and services to customers.

The computer market, in Bangladesh has experienced an increase in prices for computers. It accessories over the last two years (Khan, 2021). This rise in prices is mainly attributed to the restrictions caused by the pandemic. The increased costs have made it more difficult for consumers to afford tech products like laptops, desktops and computer components causing accessibility issues. The disruptions in the supply chain along with the challenges of managing shop outlets with reduced workforces have contributed to these price hikes. The President of Bangladesh Computer Samity (BCS) and the President of Bangladesh Association of Software and Information Services (BASIS) have expressed their concerns about these rising prices and their potential negative impact on the market. They are advocating for measures such as reducing taxes on IT accessories to support the development of the tech industry and meet the growing demand, for devices. However this presents challenges in terms of profitability and accessibility (The Daily Star, 2021).

The main goal of this conceptual business model is to offer computer components, in Bangladesh while also empowering the underserved individuals through skills enhancement. Our focus is on building trust in the quality of our products and services to drive business growth and profitability. To achieve this we need a network infrastructure, customer service, a skilled marketing team and exceptional product quality. Unlike existing businesses in Bangladesh that lack up skilling programs our conceptual business model aims to provide both components and high quality skill training opportunities for people. Through differentiation market analysis and ensuring accessibility for the population we aim to bring about a revolutionary change, in the industry.

The reason behind creating this conceptual business case paper is important because it has the potential to create value from the proposed business plan, which will have an impact on the people involved and also contribute to the situation in Bangladesh. SwiftTech Emporiums main focus, in their business model is to provide the solutions that cater to their customers needs. Furthermore the company aims to help individuals who are living below the poverty line by implementing programs that enhance their skills giving them a start and promoting stability.

2. OBJECTIVES

The primary aim of this business case paper is to construct a conceptual business model for SwiftTech Emporium. This model encompasses the provision

of cost-effective computer components and digital skill programs, with the intention of alleviating customer pain points and generating value which includes:

- a. Develop a conceptual business model for SwiftTech Emporium that addresses the retail and upskilling aspects of technology with a focus on tackling challenges related to technology access, digital skills, unemployment and economic hardships.
- b. Implement the Design Thinking methodology to understand customers needs, identify problems, generate solutions, create prototypes and gather feedback for refining the business model.
- c. Ensure that the business model aligns with Development Goals (SDGs) such as poverty eradication (SDG 1) quality education (SDG 4) decent work and economic growth (SDG 8) and industry innovation and infrastructure development (SDG 9). This will contribute to social and economic development objectives.
- d. To effectively showcase the complexities of the business model. It is beneficial to utilise recognized business frameworks, like the Value Proposition Canvas and Business Model Canvas.
- e. Specifically address challenges arising from the Covid 19 era by focusing on making technology affordable and accessible for individuals who are below the poverty line.
- f. Develop strategies that set SwiftTech Emporium apart in the market through factors like affordability, high quality products/services as inclusion of digital upskilling programs.
- g. Emphasize SwiftTech Emporium's role in supporting tech industry growth by aligning with industry initiatives aimed at reducing taxes on IT accessories while meeting the increasing demand for devices.
- h. Highlighting Strategic Advantage; We aim to showcase the position of SwiftTech Emporium, in the evolving technology retail industry addressing market demands and competition to ensure consistent growth.

3. METHODOLOGY

This paper utilizes the Design Thinking (DT) approach which aims to identify challenges and propose solutions. The DT process involves five steps; empathizing to understand customer needs defining the problem based on customer perspectives (POV) generating solutions through ideation creating prototypes to represent the proposed solutions and testing these prototypes for feedback (Dam, 2019). Empathy plays a significant role, in DT as it helps to understand and address the difficulties faced by customers. This paper includes conducting a literature review and benchmarking as an online survey using business modeling tools such, as the Business Model Canvas (BMC) Value Proposition Canvas (VPC) Environmental Map (EM) and Strategy Canvas.

A. Business Model Canvas (BMC)

The Business Model Canvas (BMC) serves as a strategic framework for delineating the foundational elements of a business or product. The framework consists of nine constituent elements, namely Customer Segment, Customer Relationship, Channels, Revenue Streams, Value

Propositions, Key Activities, Key Resources, Key Partners, and Cost Structure (Sadikin, 2023).

B. Value Proposition Design Canvas (VPC)

The utilization of VPC is employed to elaborate on the two fundamental components of the Business Model, namely the Customer Segment and Value Map. Furthermore, gaining a deeper understanding of the client is crucial in establishing a harmonious alignment between the product and the market (Belleflamme & Neysen, 2020).

C. Strategy Canvas (SC)

The SC (market share) provides an assessment of the present condition of the firm within the market, facilitating a comparative analysis with other similar apparel retailers operating in the competitive landscape (Blue Ocean, 2013).

D. Environmental Map (EM)

The utilization of environmental scanning, commonly referred to as EM, enables organizations to gain a deeper understanding of their operating environment. This understanding, in turn, facilitates the development of more competitive business models. The design space encompasses several factors such as Market Forces, Industry Forces, Key Trends, and Macroeconomic Forces (Amarsy, 2015).

4. LITERATURE REVIEW

4.1. Impact of Covid-19 in Bangladesh

The global impact of the Covid-19 pandemic has instilled fear and concern within nations across the globe, including Bangladesh. Countries such as Bangladesh persistently encounter challenges pertaining to their economy, healthcare infrastructure, and educational sector. According to Chowdhury (2022), the poverty rate in Bangladesh has experienced a significant increase from 24.3 percent in 2016 to 35 percent in 2020 as a result of the detrimental impacts of the pandemic. The influence on the quality of life has been significant. According to the Office for the Coordination of Humanitarian Affairs (OCHA), as of January 25, 2022, it was observed that around 72% of the participants experienced a decrease in their household income as a consequence of the COVID-19 pandemic. According to the respondents, Chittagong experienced the most significant decline in income among the eight divisions, with a decrease of 82%. This was followed by Mymensingh, Sylhet, and Rajshahi, which saw income drops of 80% and 72% respectively. However, it is important to note that the pattern of income reduction is similar in both urban and rural areas.

4.2. Unemployment Problem in Bangladesh

Despite the predicted acceleration in economic growth, the issue of unemployment has remained unchanged. The primary education rate in Bangladesh experienced a notable growth, with an average annual increase of 19.39 percentage points, from 28.5 percent in 1981 to 73.5 percent in 2011. Unemployment remains a chronic and formidable challenge in numerous countries, defying effective resolution, as reported in 2022. According to Akter (2018), the current literacy rate in Bangladesh stands at 74.66%. There exist multiple perspectives through which unemployment might be examined.

4.3. The booming of digital business models

The COVID-19 pandemic has exerted a substantial influence on individuals, enterprises, and the worldwide economy. Nevertheless, technology is also facilitating numerous organizations in their efforts to adjust to and surmount the prevailing COVID-19 dilemma. The e-commerce sector has experienced significant growth over the past two years following the pandemic, as noted by the E-commerce Association of Bangladesh (e-CAB). This growth may be attributed to the rise in the number of e-commerce firms, the expansion of product offerings available on virtual platforms, and the rising online client base. According to Almeida (2020), the advent of the internet and other digital technologies in recent decades has brought about a substantial revolution in corporate operations. There has been a significant acceleration in the adoption of digitization, driven by various factors including the COVID-19 pandemic, changes in consumer preferences, and developments in technology. Subsequent to that period, the e-commerce market has exhibited a persistent lack of improvement (Babu, 2022). The surge in online ordering was precipitated by the period of closure that transpired from March to May 2020, which coincided with the onset of the pandemic.

4.4. The Big Change

The revolution of technological advancement has presented the world with an opportunity by leading the creation of new business models specially in post Covid scenario. When faced with uncertainties like those caused by Covid 19 organizations often embrace temporary adhocracies solely dedicated to fostering innovation (Khayru, 2021). Within these adhocracies experts in marketing, information technology and design thinking collaborate on projects aimed at realizing the potential, for digitizing products or services. Additionally these projects explore alternatives and if not feasible seek ways to deliver products or services while minimizing physical contact (Seetharaman, 2020).

4.5. Consumer Behavior and Tech Ecosystem

Changes in consumer behavior have also significantly contributed to the development of digital transformation (Chetioui et al., 2020). The new business model was a resounding success as a result of pervasive Internet usage and digital marketing. As a result of the lockdown during the pandemic, everyone was online and perusing the Internet (Sayyida et al., 2021). They initiated Internet order placement. People were compelled to place orders online despite not typically doing so. The solution of the PC component issue is improbable to occur suddenly due to the influence of various coronavirus varieties impacting numerous nations. Moreover, it is noteworthy that a comparable incident occurred during the initial phase of the pandemic, resulting in the withdrawal of certain orders for imported personal computer components.

4.6. Benchmark of Business Models

StarTech (<https://www.startech.com.bd/>)

Since its establishment, in 2007 Star Tech has gained a reputation in Bangladesh as a known brand. They have earned this recognition by prioritizing customer satisfaction and embodying the motto "Customers Come First." With a workforce of over 700 individuals and 17 physical stores scattered throughout the country Star Tech stands as the retailer specializing in computers and technology.

It is also a choice for E Commerce solutions in Bangladesh. Their unwavering dedication to providing tech products has contributed to their growth catering to customers both through physical outlets and their online platform. The business model of StarTech is shown in Fig. 1.

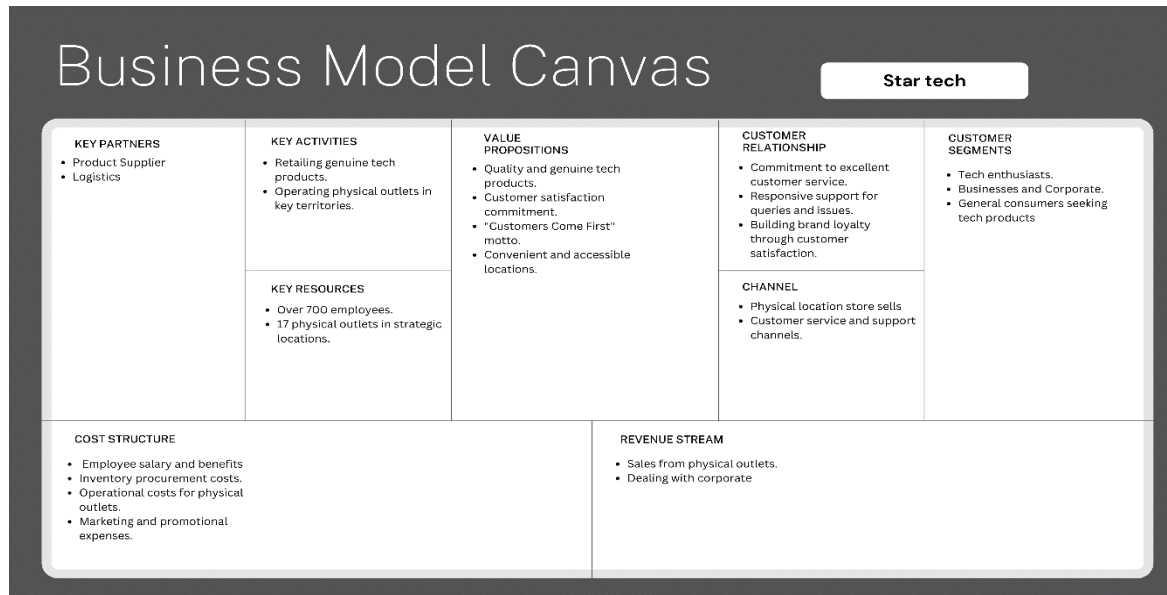
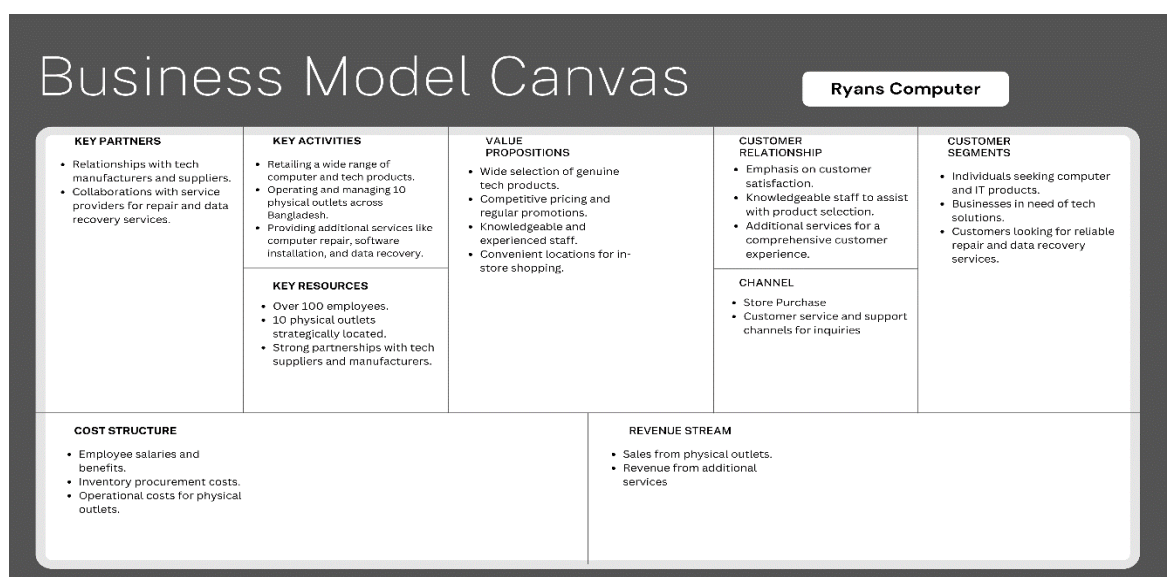


Fig. 1. StarTech Business Model Canvas (Author's Own Perspective)

Ryans Computer (<https://www.ryanscomputers.com/>)

Ryans Computers is a known brand, in Bangladesh that has been around since 2000. They are highly committed to ensuring customer satisfaction and follow the motto of "Customers Come". With a workforce of over 100 employees and 10 physical stores spread across the country Ryans Computers is a leading retailer specializing in computers and technology. They excel in the field of E commerce. One of their features is the variety of products they offer, coupled with competitive prices. Their staff members are knowledgeable. Provide assistance not to mention their comprehensive services that include computer repair and data recovery. Whether you choose to shop or visit one of their stores Ryans Computers



guarantees an exceptional shopping experience making them the top choice for all your computer and IT needs in Bangladesh. The business model of Ryans Computer is shown in Fig. 2.

Fig. 2. Ryans Computer Business Model Canvas (Author's Perspective)

TechLand (<https://www.techlandbd.com/>)

TechLand since its establishment, in 2016 has become an ally in the field of computing. They offer a range of products and solutions including desktop PCs, laptops, monitors, printers, networking equipment, software and accessories. Tech Land BD is known for its commitment to quality and innovation. They provide services like computer repair, software installation and data recovery. With prices and a knowledgeable team Tech Land BD ensures customer satisfaction by delivering online and in store shopping experiences. Whether you're an individual or a business Tech Land BD equips you with the solutions and expertise for success in the world. The business model of Ryans Computer is shown in Fig. 3.

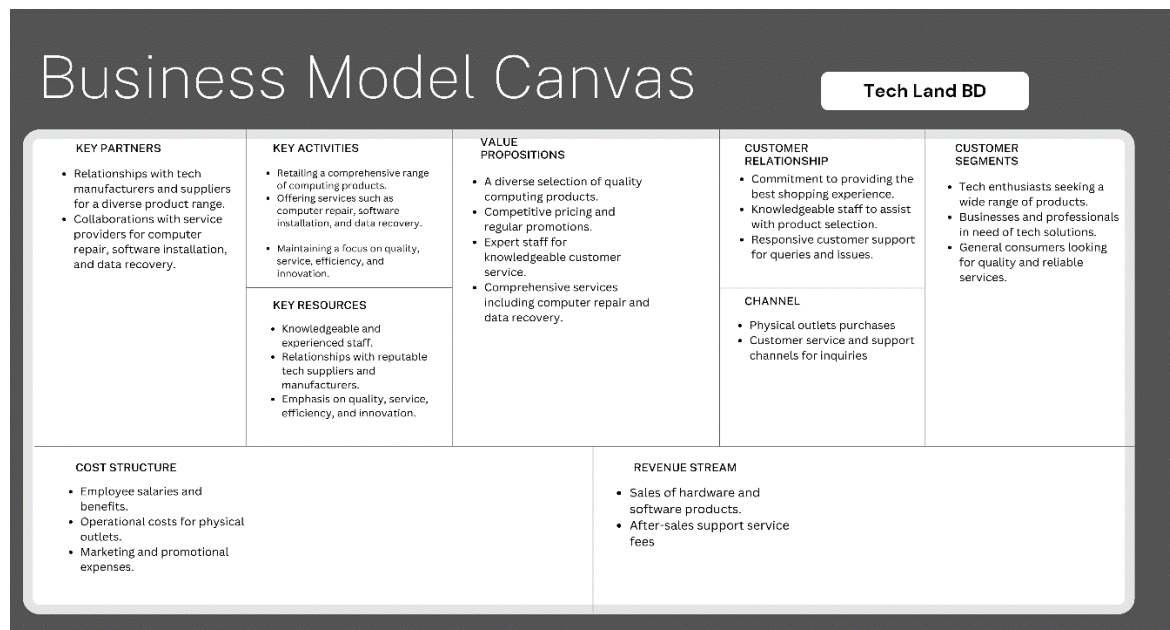


Fig. 3. TechLand Business Model Canvas (Author's Perspective)

5. INITIAL BUSINESS MODEL (BM) – USING BMC & VPC

In the context of this conceptual paper, the SwiftTech Emporium Business aims to offer affordable computer components and digital skills training through a digital platform. The development of SwiftTech Emporium's BMC is derived from the literature review. The objective of SwiftTech Emporium is to provide assistance to marginalized individuals and those who are currently unemployed. Also to provide any pc parts in an affordable price to every customer. The organization seeks to offer a range of services with the overarching goal of enhancing their skill sets and ultimately facilitating their success in the context of the fourth industrial revolution (4IR). It is consistent with the United Nations' Sustainable Development Goals (SDG), with an emphasis on SDG 8, SDG 9, SDG1 and SDG4 (Goals, 2023).

6.1. Initial Business Model Canvas (BMC)

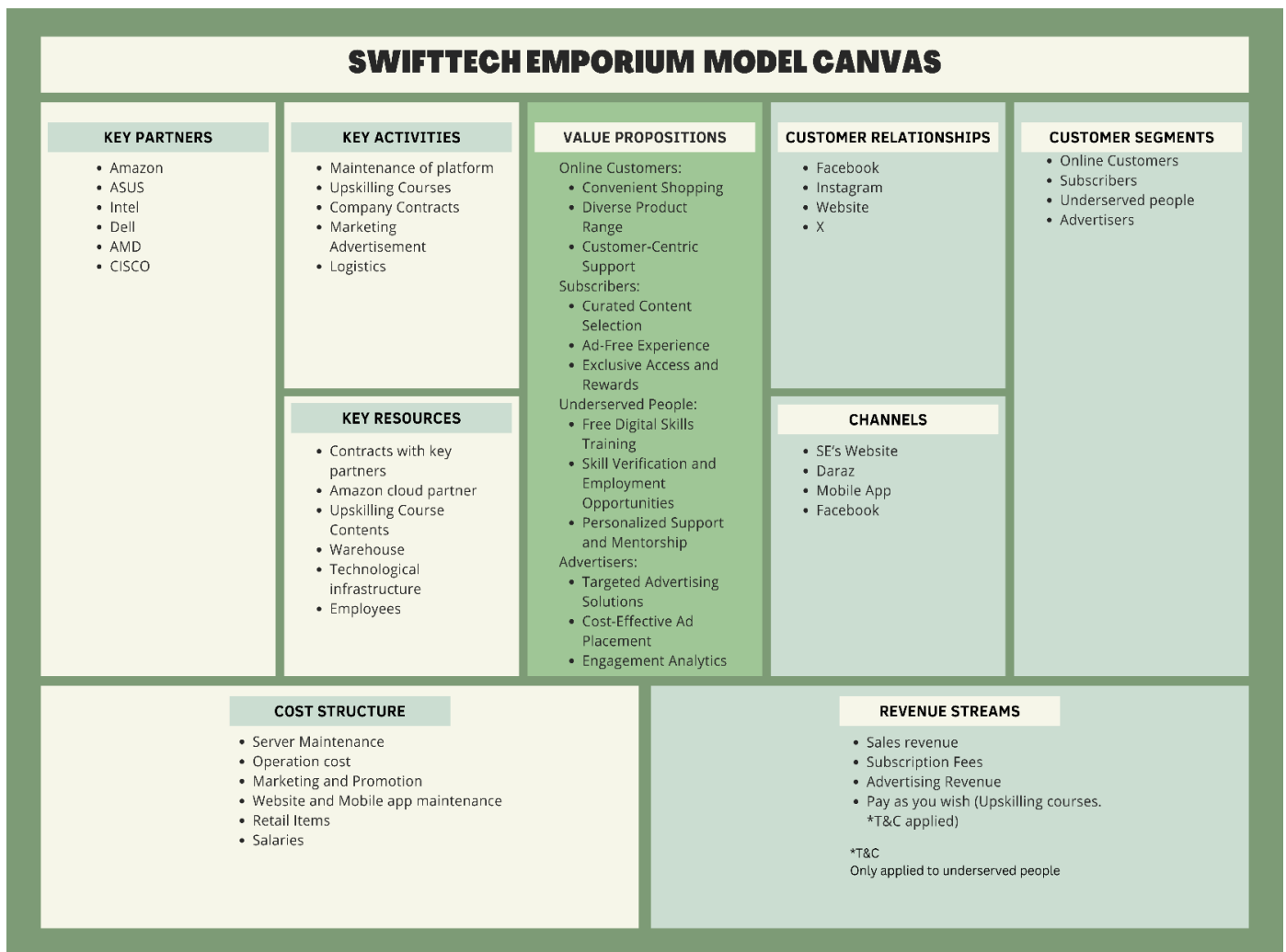
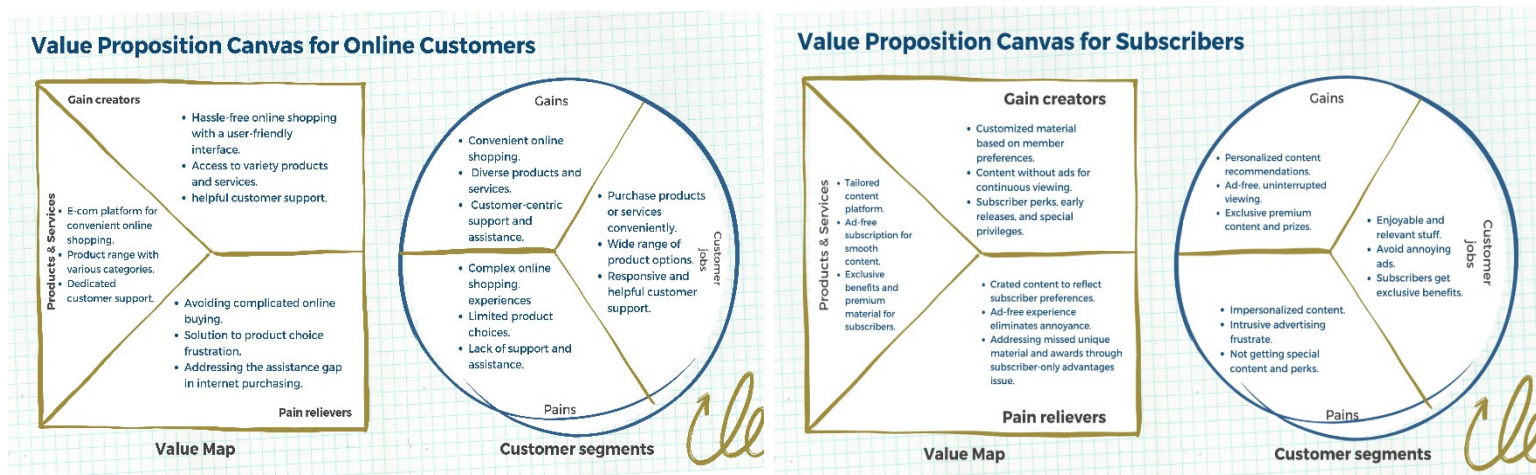


Fig. 4. Initial Business Model Canvas

6.2. Initial Value Proposition Canvas (VPC)



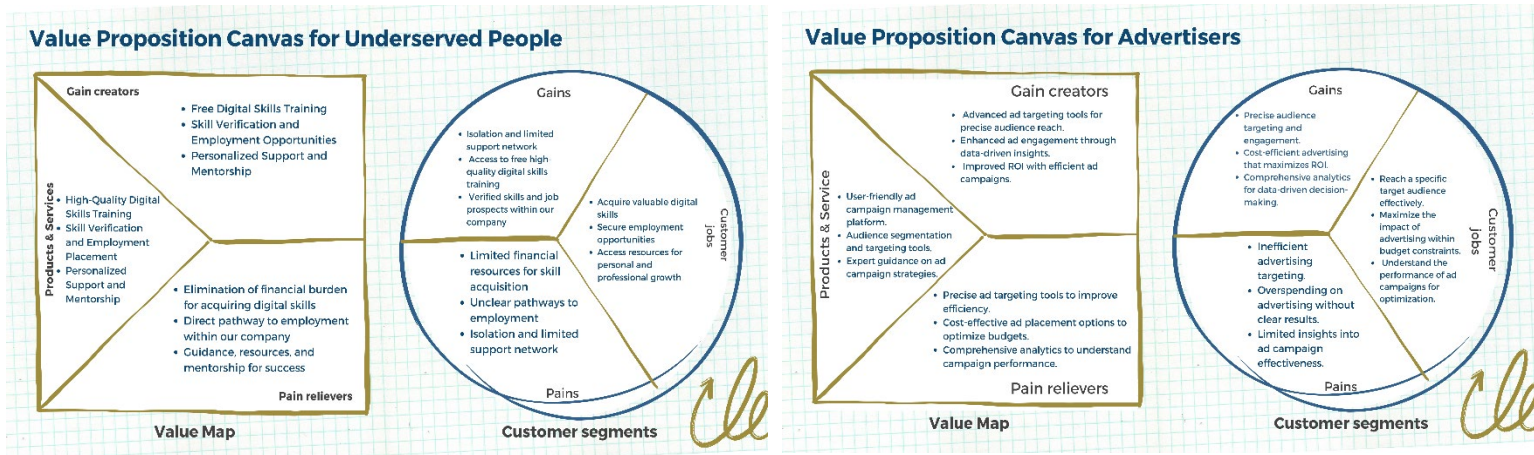


Fig. 5. Value Proposition Canvas for Online Customers, Subscribers, Underserved People and Advertisers

6. CONDUCT VALIDATION OF INITIAL BM & KEY FINDINGS

Based on the responses of 26 participants, it is evident that the majority of respondents primarily use tools for purposes (53.8%) and educational endeavors (65.4%). Home usage accounts for 42.3%. When choosing computer peripherals or digital skills training services quality (80.8%) and price (69.2%) are the factors influencing their decisions followed by brand reputation (61.5%) and features (30.8%). The availability of affordable computer hardware and software is highly valued, with 61.5% considering it extremely important and 30.8% considering it important.

The digital skills training services provided by SwiftTech Emporium seem to be well regarded with 57.7% of respondents finding them highly beneficial and 15.4% finding them moderately valuable. In terms of customer service preferences while shopping or learning 37.5% prefer the clock hotline (33.3%) while another 33.3% opt for chat assistance during their experiences. However, community forums hold importance.

SwiftTech Emporium's website (45.8%) and mobile applications (50%) are platforms for making purchases while Facebook (50%) Daraz (29.2%) and Evaly (70.8%) also play a role.

Many of the respondents opted for computer hardware and software that's either very affordable (41.7%) or affordable (29.2%) without considering expensive premium options.

When asked about their willingness to pay for features related to skills training 58.3% responded with "Yes, Maybe " while 25% said "Yes, Definitely." A considerable portion of the participants found subscription-based pricing models (41.7%) and frequent shopper discounts (54.2%)

SwiftTech Emporium offers a range of products (62.5%) a user website (70.8%) and top-notch training materials (41.7%). Customers are also interested, in training programs (58.3%) product categories (62.5%) certification opportunities (50%) and consulting services (25%).

Concerns related to costs include prices (58.3%) hidden fees (66.7%) unclear pricing structures (41.7%) and the lack of discounts (41.7%). These factors may discourage people from making purchases or participating in skills training.



Fig. 6. Survey Results

7. VALIDATED BM FRAMEWORK

8.1. Validated Business Model Canvas

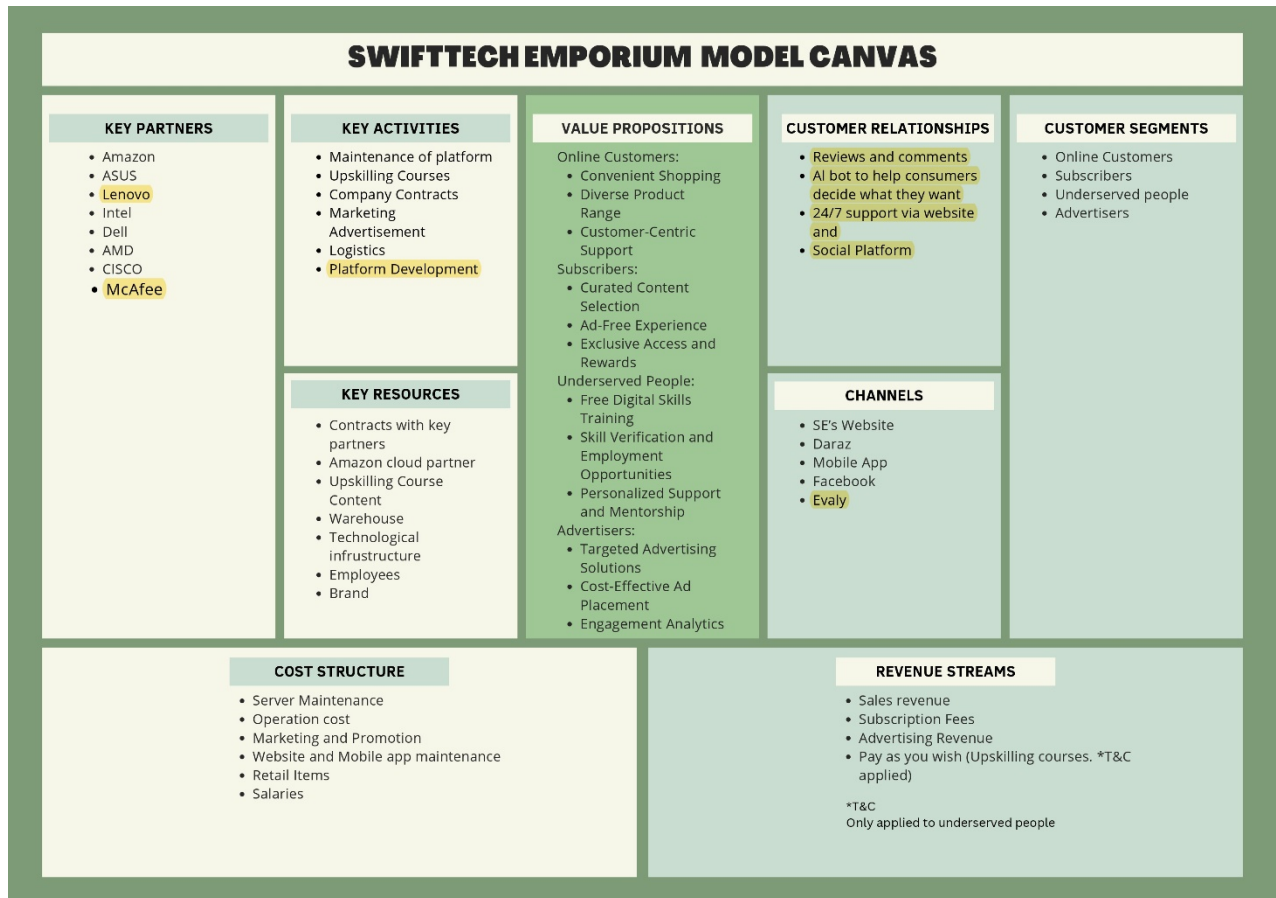


Fig. 7. Validated Business Model Canvas

8.1.1. Customer Segments

SwiftTech Emporium serves a range of customers providing services that cater to the requirements of advertisers subscribers, online shoppers and underserved individuals. Advertisers benefit from advertising solutions cost effective ad placement and analytics to maximize their outreach. Subscribers enjoy a curated selection of content an ad free browsing experience and exclusive perks. Online shoppers appreciate the convenience of browsing through a range of products while receiving customer support. Underserved individuals receive attention with digital skills training opportunities, for skill verification and employment along with personalized support and mentorship.

8.1.2. Value Propositions

The value propositions at SwiftTech Emporium are customised to meet the needs of each customer segment. Advertisers benefit from targeting and cost ad placement. Subscribers enjoy an experience, with curated content and exclusive rewards. Customers who shop online appreciate the convenience, range of products and reliable support. In addition to these benefits, underserved individuals also receive opportunities like digital skills training, skill verification for employment prospects and personalised mentorship. This helps bridge economic gaps.

8.1.3. Channels

SwiftTech Emporium utilises a variety of channels to connect with their audience. These include their website (SEs website) Daraz (a marketplace) , an app (for convenient access) Facebook (, for engagement) and Evaly (another online marketplace). Each channel serves as a way to interact with customers efficiently while delivering value in ways based on consumer preferences.

8.1.4. Customer Relationships

At SwiftTech Emporium customer relationships are built on levels. User engagement is fostered through reviews and comments that establish a sense of community and trust. An AI bot assists consumers in making informed decisions to enhance their experience on the platform. Moreover the brands commitment to offering 24/7 support via the website and social platforms ensures that customers receive assistance reinforcing the company's dedication to customer satisfaction.

8.1.5. Revenue Streams

SwiftTech Emporium generates revenue through channels. Sales revenue is derived from customers who purchase products from the platform. Additionally subscribers contribute to revenue through subscription fees. The company also earns revenue from advertisers who utilise advertising services offered by SwiftTech Emporium. Moreover there is a "Pay as you wish" model for underserved individuals taking upskilling courses (subject to certain terms and conditions).

8.1.6. Key Resources

SwiftTech Emporium relies heavily on resources to drive its business model. These resources include partnerships with industry players, a strategic collaboration with Amazon for cloud services, comprehensive upskilling course content, physical warehouses for product storage, advanced technological infrastructure, a talented workforce and a well established brand. Together these elements form the foundation of the company's success.

8.1.7. Key Activities

The success of SwiftTech Emporium relies on operations. It is vital to maintain an user-friendly platform to ensure an experience for our clients. We empower users through upskilling classes helping them improve their skills and increase their employability. Through alliance management we gain access to resources and expertise. By implementing marketing campaigns we enhance brand recognition. Attract new customers. Our efficient logistics management ensures delivery of products and services. We constantly work on platform development to keep up with advancements and evolving customer needs. These initiatives form the cornerstone of SwiftTech Emporium's achievements.

8.1.8. Key Partners

To provide support, product offerings and added credibility through associations with reputable brands SwiftTech Emporium has strategically partnered with leading companies such as Amazon, ASUS, Lenovo, Intel, Dell AMD CISCO McAfee.

8.1.9. Cost Structure

The cost structure of SwiftTech Emporium encompasses components required for its operation. This includes server maintenance to ensure functionality, day to day costs to keep the business running smoothly investments in marketing and promotion activities to enhance brand visibility and recognition continuous maintenance of the website and mobile app to provide optimal user experience expenses related to retail items sold on the platform and competitive salaries allocated towards building a highly skilled and motivated workforce. Each element plays a role, in maintaining the financial health and operational efficiency of the business.

8.2 Enviromental Map

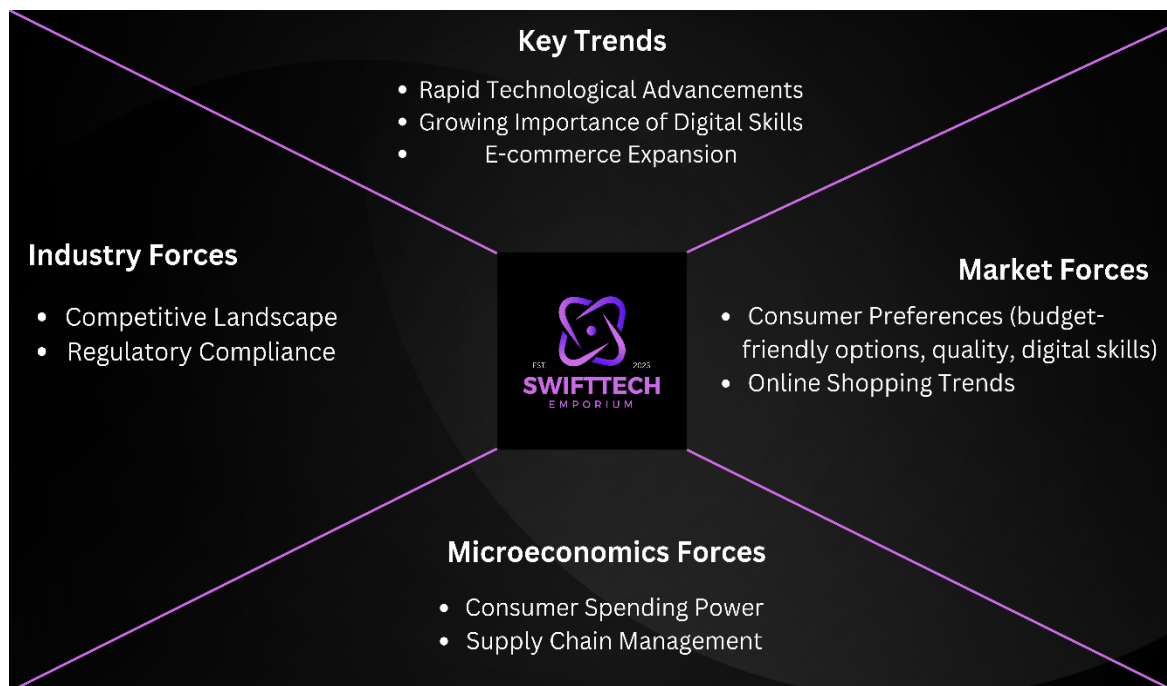


Fig. 8. Enviromental Map

8.2.1. Key Trends

The changing landscape of the technology industry, which includes intelligence 5G, blockchain, cloud computing and quantum computing requires SwiftTech Emporium to continuously adapt. These trends provide opportunities to improve productivity enhance customer experiences, foster innovation and promote sustainability (The Impact of Rapid Technological Change, on Development, 2020). The increasing prominence of online shopping highlights the significance of SwiftTechs focus on optimizing e commerce. This involves considering aspects such, as market analysis, customer preferences, payment options and efficient delivery methods (International Ecommerce; How to Sell Globally Online, 2021).

8.2.2. Market Forces

To ensure the success of SwiftTech Emporium it is crucial to understand how consumer preferences are changing. Factors such, as budget considerations, quality expectations and digital skills play a role in shaping these preferences (Amaesan, 2022). In order to cater to the needs of customers it is important for SwiftTech to utilize data and analytics to segment its customer base and offer

products and services. The rise, in online shopping has made it more essential for businesses to establish a digital presence and provide user friendly platforms that cater to the diverse and discerning preferences of consumers especially considering the ongoing pandemic (Charm et al., 2020).

8.2.3 Macroeconomics Forces

SwiftTech Emporiums pricing strategies are influenced by the spending power of consumers and various economic factors. To determine the pricing approach they closely monitor market conditions take into account price elasticity, online shopping trends, consumer confidence levels and income inequality. By doing they can develop pricing strategies that are optimized for efficiency. Additionally SwiftTech Emporium utilizes technologies, like cloud computing. Blockchain, in their supply chain management processes to ensure product availability enhance customer satisfaction and promptly respond to market demands.

8.2.4. Industry Forces

In a market where there are tech retailers and providers offering skills training SwiftTech Emporium needs to come up with new ideas and stand out from the competition. It's important for them to adapt to the changing technology landscape make use of data and analytics and create an environment that encourages learning. They also need to make sure they comply with industry regulations such, as the Personal Data Protection Act and IT Service Management standards. This is crucial not for maintaining high quality products/services but for building trust, with customers while staying within legal boundaries.

8.3 Strategy Canvas

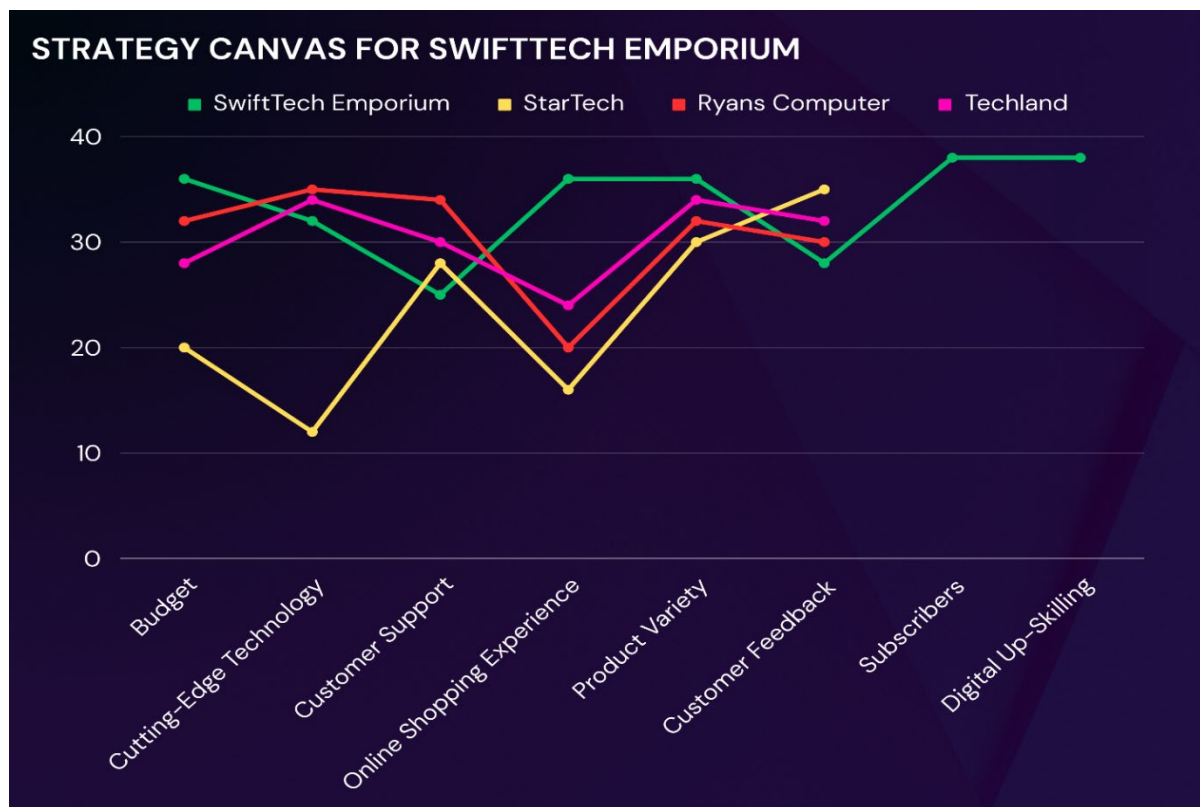


Fig. 9. Strategy Canvas

SwiftTech Emporium distinguishes itself in the market by excelling in areas compared to its competitors. We assess these factors on a scale, from 1 to 40 where higher scores indicate strengths and lower scores suggest areas for improvement. When it comes to considering budget SwiftTech takes the lead with a score of 36 emphasizing affordability without compromising quality. On the hand Startech focuses more on budget with a score of 20. In terms of embracing cutting edge technology SwiftTech remains at the forefront with a score of 32 showcasing their commitment to innovation. However Startech lags behind with a score of 12 indicating an area that they could improve upon. Customer support is an aspect where Ryans Computer excels with a score of 34 closely followed by SwiftTech at 25. This suggests that SwiftTech has an opportunity to enhance their customer support initiatives. When it comes to the shopping experience SwiftTech outperforms its competitors with a score of 36. Could strive to match Techlands score of 24 for improvement. Product variety is another strength, for SwiftTech (score; 36) offering customers a range of options while Startech (30) and Ryans Computer (32) follow behind.

Lastly SwiftTech stands out as the leader in providing upskilling training achieving a score of 38. This showcases an advantage over Startech, Ryans Computer and Techland all of which scored zero in this aspect. This comprehensive analysis highlights the strengths of SwiftTech Emporium and identifies areas where there is room, for improvement in comparison to its competitors. It provides us with insights, into the businesss position.

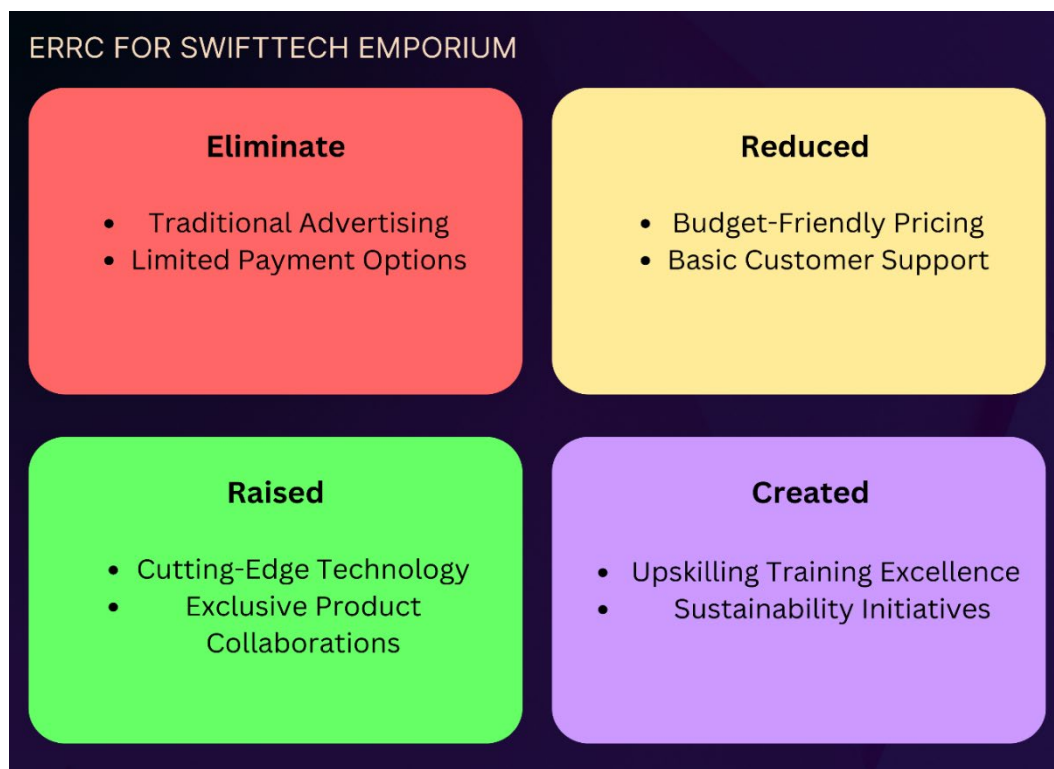


Fig. 10. ERRC for SwiftTech Emporium

The ERRC Framework, Fig. 10, offers an approach, to decision making. In the case of SwiftTech Emporium it provides guidance in four areas; Eliminate, Reduce, Raise and Create. In relation to SwiftTech our suggestion is to streamline operations by eliminating Traditional Advertising and Limited Payment Options.

Optimizing efficiency can be achieved by reducing the emphasis on Budget Friendly Pricing and Basic Customer Support. To foster innovation it is recommended to increase focus on Cutting Edge Technology and Exclusive Product Collaborations. Lastly setting SwiftTech apart, in the landscape can be achieved by excelling in Upskilling Training and introducing Sustainability Initiatives that align with market trends.

8.4 Low Fidelity Prototype

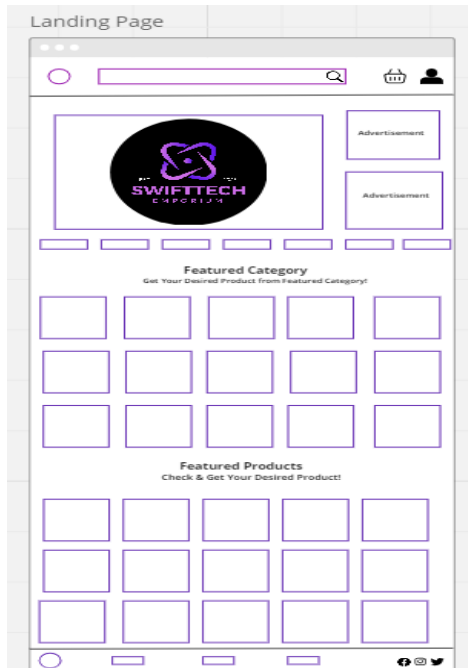


Fig. 11. Landing Page

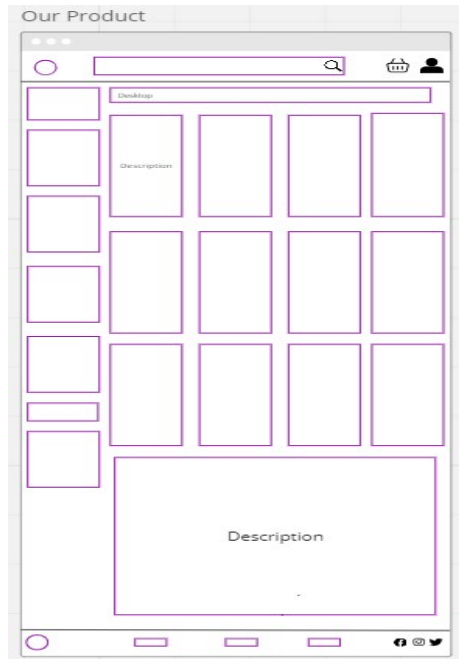


Fig. 12. Product Page

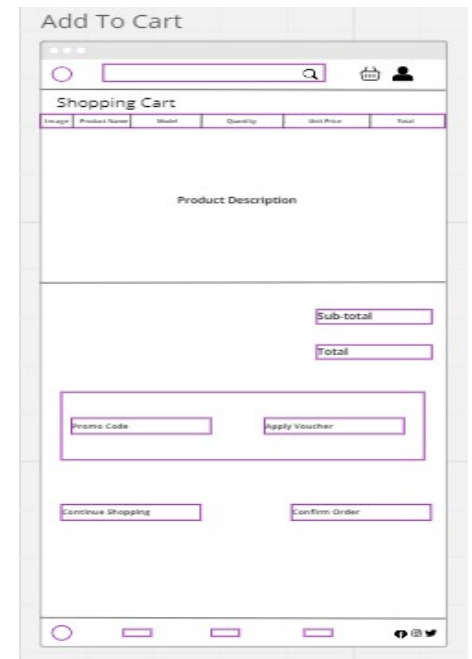


Fig. 13. Add to Cart Page



Fig. 14. Buy Now Page

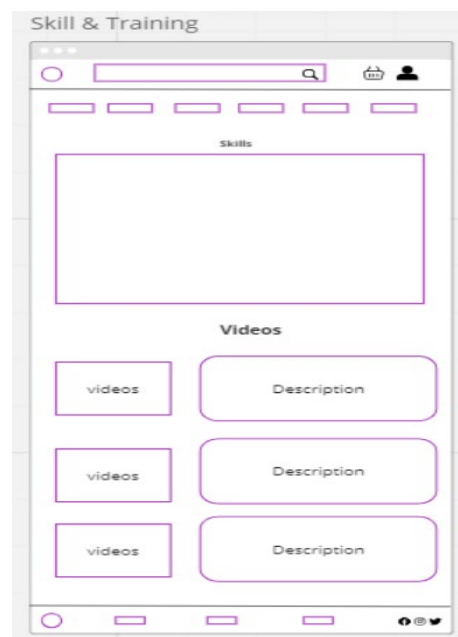


Fig. 15. Upskilling Page

8. CONCLUSION AND FUTURE WORKS

In conclusion, the conceptual establishment of SwiftTech Emporium presents a timely response to the multifaceted challenges brought forth by the Covid-19 pandemic in Bangladesh. The pandemic-induced economic downturn, coupled with the surge in computer-related costs, has significantly impacted the lives of individuals, especially those residing below the poverty line. SwiftTech Emporium's commitment to providing affordable computer components, coupled with digital skills training, emerges as a strategic solution to alleviate the economic strains faced by the population. The validated business model, grounded in comprehensive research and utilizing the Design Thinking approach, positions SwiftTech Emporium as a pioneer in addressing the evolving needs of the market. By leveraging partnerships, innovative channels, and a customer-centric approach, SwiftTech Emporium aims to not only provide quality products but also bridge the digital divide and empower individuals through upskilling programs. As the company positions itself within the competitive technology retail and digital skills training sectors, its distinctive strengths in affordability, technology adoption, and diverse offerings differentiate it from existing market players.

Looking ahead, the next phase for SwiftTech Emporium involves refining the business model and formulating a comprehensive business plan. Future works will revolve around enhancing customer relationships, staying abreast of technological advancements, and ensuring adaptability to market dynamics. Additional to this an extensive interview need to be conducted in future with various service providers to understand the dynamics of the industry and possible collaboration with industry leaders to achieve a sustainable and evolving business model. SwiftTech Emporium will focus on strategic collaborations for diversified offerings, technological integration, and a sustainable approach. Additionally, a robust marketing strategy and a detailed business plan will be essential for effective execution and implementation in the competitive technology retail sector.

10. ACKNOWLEDGEMENT

We want to extend our appreciation to our colleague and survey participants throughout the development of this business plan, for SwiftTech Emporium. Their help and guidance have greatly influenced our knowledge and strategic approach.

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