

Internship report
on
Problems and prospects of E-Commerce in Bangladesh:
A Study on Rokomari.com



Submitted to

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Letter of Transmittal

28th February 2016

Prof. Dr. Md. Jakir Hossain

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Subject: Submission of Internship Report

Dear sir,

With due respect , I am pleased to submit my internship report on Problems and prospects of E-Commerce in Bangladesh: A study on Rokomari.com. to fulfill the requirement of bachelor degree under your supervision. It has been worthwhile experience for me in undertaking such a report work to get exposure to the real life E-Commerce organization. I have given my best effort satisfied the academic requirement.

In this report , I analyzed Rokomari.com and worked as their public relation and events and also branding team as well . I would like to thank you for your encouragement and support which inspired me to work enthusiastically. It would be my pleasure to respond to any of yours inquiries regarding the report.

Sincerely yours

Saifuddin Zubair

ID 110204014

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Declaration

I, Saifuddin Zubair student of Department of Marketing , Jagannath University hereby declare that the internship report on " Problems and Prospects of E-Commerce in Bangladesh: A study on Rokomari.com." is an original and this report has not been submitted or published elsewhere . This is report is done by me for the partial fulfillment of B.B.A ,as a part of my academic curriculum.

.....

Saifuddin Zubair

ID: B110204014

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Letter of Acceptance

This is to certify that , Saifuddin Zubair Student of B.B.A 6th batch ID No. B110204014, Department of Marketing, Jagannath University Dhaka has prepared his report under my guidance. This report can be accepted for evaluation . I wish him every success in life .

Prof. Dr. Md. Jakir Hossain

supervisor

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Acknowledgement

I am also grateful to the Human Resource Department of Rokomari.com for granting me the opportunity to make my internship program in this organization. At first I would like to express my deepest sense of gratitude and gratefulness to almighty creator . I have completed my internship in Rokomari.com at Motijheel. . My internship wont be possible without the contribution of few people .With profound regard I gratefully acknowledge my respected teacher and supervisor Prof. Dr. Md. Jakir Hossain, Chairman of Department of marketing, Jagannath University for his generous help and suggestion in the process of my internship report.

Next I would like to show my gratitude to Abu Bokor Siddique Raju , head of public relation and events for being extremely supportive to me . I cannot thank enough to all the personnel of Rokomari.com.. They have explained everything I asked for in details. Throughout time they were never impatience. They did not allow me to feel uncomfortable for even a single moment. I am really grateful to all for their supportive and friendly behavior. I also show my appreciation to my friends for their help in creating this report .

Executive Summary

Thousands of development organizations have gone online in the past five years, having realized the importance of the Internet for the exchange and distribution of information and also good and service . The topic of my report is the problem and prospects of E-Commerce in Bangladesh and a study on Rokomari.com . The broad objective of this report is to find out what problems does E-Commerce site faces , what are the potential of these E-Commerce sites in the economy and as a E-Commerce site how well Rokomari.com is doing .

The first part of this report contains the introductory part , the rational of the study . What inspired me in choosing this topic . This part also points out the objectives of this study , there is general and four specific objective in this study . In this section methods of data collection for study purpose is described as well as literature review and the limitation had to face in creating this report.

In the second part the origin of E-Commerce, its development in world perspective is presented and the current statues of E-Commerce in Bangladesh and its potentials sector wise is put in details . The transformation in the life of average consumers it has brought is also summarized in this report .

Third part cover the overview of Rokomari.com its business process , The business model it follows and all the organizational activities it executes . In this section we will learn how an E-Commerce site works . The main purpose of internship is to working in a practical environment and apply the knowledge acquired during the studies in a real word scenario.

This report also include the service the organization provides , its pricing , its placing and its promotional activity alongside with strength and weakness of the organization

At the end of the report I have pointed out and discussed the solution to the challenges the company face and the problems it has .

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Chapter 1: Introduction

1.1 Preamble

An E-Commerce is a facilitated online environment that connects multiple buyers and suppliers in a single, Web-based hub to more effectively match supply and demand while reducing transaction cycles and costs. This is an Internet site where goods and services suppliers publish catalogues of their wares and service offerings, which can be accessed by a large number of buyers. Value-added services and E-Commerce can offer include the provision of automated documents to speed up the negotiation process, decision-support information, and other E-Commerce services — such as company profiles and financial services for credit checks, online transaction processing, and access to efficient means of fulfillment.

All over the world there is none country whose population density is like Bangladesh. But every first world country all kinds of institutions, firms, industry and organization are proper distributed. In BD all type of demand for population can be found either capital (Dhaka) or city area. Consequently online market is effective in this country. As mention that in this country market middlemen are involved in all type of business sector. That creates an artificial extra products cost. It is a developing country, so the communication infrastructure is not suited. As a result physically movement to buy a product is a time consuming for the consumer. This discussion creates a demand for proper online marketplace.

The present government's vision of making a "Digital Bangladesh" by 2021 has brought about an increased impetus in efficiency and technological improvement towards a greater openness, transparency, and accountability in government system and performance. In this circumstance, BEI(Bangladesh Enterprise Institute) has undertaken a rigorous study on the status and possibilities of E-Commerce entitled "Realizing the Vision of Digital Bangladesh through E-Government", as a follow-up to a study entitled "Analysis of the Impact of Culture and IT (Information Technology) Infrastructure on growth of E-Commerce in Bangladesh" carried out by BEI in 2004. This study aims to assist the Government of Bangladesh and development partners to reach the vision of 'Digital Bangladesh' through more coordinated

efforts. Development countries smoothly run worldwide brand E-Commerce site like Amazon, eBay, Walmart.com, LLBeandn.com, Sony.com etc. As well as a larger number of firms from developing countries such as South Korea, Taiwan, Israel, Brazil and India have already become global players in many industries . To fully exploit the potential of the internet and E-commerce, policy makers in developing as well as industrialized countries are taking initiatives to develop the global information infrastructure (GII) and connect their national infrastructures to the (GII). Global E-Commerce amounted to US\$ 26 billion in 1997(OECD 2001) and estimated to exceed US\$ 5 trillion in 2001. In 2007, total B2C revenue were about \$225 billion. Largest form of E-Commerce amounted \$3.6 trillion in transactions in USA, 2007 whereas, BD is new born in E-Commerce business arena. BD's existing sites are not well organized as well as they cannot run online business smoothly though BD is in now the facility of 3rd generation (3g) internet services. In future, online business strategy can bring glorious opportunity this developing country if it can be applied in proper business purposes including all E-Commerce business dimensions such as B2B, B2C, C2C and M-commerce.

1.2 Rational of the Study

This is the era of information and communication technology. The leading concern of electronic revolution in this 21st century is to establish and ensure a better, easy and comfortable way of management, communication and development with the use of information technology. E-Commerce has become a buzzword of present information technology. It is the process of conducting all forms of business through computer network and digital communication. Today the emerging trend of online shopping and business has ensured to create a whole new line of industry where every customer have access to all kinds of products and service at a click of a button This revolution which started a few years back has expanded at light speed . It is my outmost interest to know more about E-Commerce and its and its operation . That why i have chosen to do internship at Rokomari.com and study about problems and perspective of E-Commerce in Bangladesh . This report I assume will provide an insight about the subject .

1.3 Objective of the Study

The main objective of the study is to accumulate a clear idea about E-Commerce in Bangladesh. The understanding of E-Commerce is widespread and find out the probable solution for barriers. More objectives are as follows:

General Objective:

To get experience in E-Commerce practice, this will give us an opportunity to understand the electronic transaction system and its limitations as well as the way to overcome them.

Specified Objective:

- To Describe about E-Commerce
- To Explain the activities of Rokomari.com as an organization involved in E-commerce
- To Identify problems or constraints in E-Commerce operation of Rokomari.com.
- To put forward some suggestion to improve the performance of Rokomari.com in regards to E-Commerce activity .

1.4 Methodology of the Study

In conducting a research on a certain issue researcher has to adopt some methods and techniques. The logic of certain methodological approach depends on the nature and purpose of the study, and cost factors are also considered in any particular approach. The present study is designed to get an overall idea about the present scenario of E-Commerce in Bangladesh. In this perspective qualitative method have been used during data collection, and open ended question are asked to interviewee.

Data collection

- a. Primary data :** Primary data includes the crude data or information collected from Rokomari.com employees
- b. Secondary data :** Secondary data include Rokomari.com data base and the internet

1.5 Literature Review

An expansion of the literature and an analysis of various kinds, articles and common related website in the field E-Commerce are reviewed in this study. Principles and techniques are used to introduce a general knowledge regarding to electronic transaction and its benefit and advantages of the customer service strategy.

E-Commerce is a narrower part of e-business dealing with the purchase and sale of goods and services over the internet, including support activities such as marketing and customer support. The ability to made transaction for personal or professional use over the internet is known as electronic commerce or E-Commerce(Coursaris, et al., 2003) . Chaffey (2007) defined E-Commerce as “The exchange of information across electronic networks, at any stage in the supply chain, whether within an Organization, between businesses, between businesses and consumers or between the public and private sector, whether paid or unpaid.” Buffam (2012) depicted that companies that build the better e-business solutions will outperform their competitors. Companies that build the very best e-business solutions will transform themselves into zero-latency enterprises. Companies that choose not to embrace e-business, or do so ineffectively, will underperform or be driven out of business. Turban et al. (2012) argued that following points of managerial issues are very important: Focus of Electronic commerce management; Sales promotion; Purchase process reengineering; Just-in-Time delivery; new electronic intermediary business; Provision of solutions; Business ethics. Hoq, Kamal and Chowdhury (2012) argued that a key reason why E-Commerce, especially the business-to-business segment, is growing so quickly is its significant impact on costs associated with inventories, sales execution, procurement, intangibles like banking, and

distribution costs. Uddin and Islam (2012) observed that the multifarious projections of ICT in human life plead a winning case for institutional integration of ICT related components in rural support programs taken by Governments and NGOs. Chaffey (2006) dealt with strategy and applications of E-Commerce in a logical but robust manner. He stressed E-Commerce is very important for management implications as such a bridge to link leading edge research and professional practice is required. From the aforesaid literature review, it is evident that online banking can act as a complementary towards E-Commerce. With the help of E-Commerce the country can create opportunities as this will help both producers and customers. But these theoretical observations may not be feasible in this country. As such the study seeks to evaluate whether the country has proper infrastructure for doing E-commerce? What are the statuses of E-Commerce in our country? Does online transaction really work as a complementary to E-Commerce in Bangladesh? Aforesaid questions arise which the study intends to examine. This report is prepared in a structured way and it is full of important information. The present government's vision of making a "Digital Bangladesh" by 2021 has brought about an increased impetus in efficiency and technological improvement towards a greater openness, transparency, and accountability in government system and performance. In this circumstance, BEI (Bangladesh Enterprise Institute) has undertaken a rigorous study on the status and possibilities of E-Commerce entitled "Realizing the Vision of Digital Bangladesh through E-Government", as a follow-up to a study entitled "Analysis of the Impact of Culture and IT (Information Technology) Infrastructure on growth of E-commerce in Bangladesh" carried out by BEI in 2004. This study aims to assist the Government of Bangladesh and development partners to reach the vision of 'Digital Bangladesh' through more coordinated efforts.

1.6 Scope and Limitations of the study

Maximum effort was given to make the study a successful one, but it suffers from some limitations those were apparently unavoidable. The major ones were:

Shortage of time period:

The major limitation faced to carry out this project was mainly time constraints. It hindered the course of vast area and time for preparing a report within the mentioned period is really difficult.

Secrecy of Management

The authority of the organizations couldn't provide much information as it is an infant organization no annual report or any sort of organizational report is currently available .

Busy working environment

The officials had some times been unable to provide information because of their huge routine work. So, we could not gather vast knowledge about the critical issues. It is really difficult to gather data from the place where people do not know me for a long time.

Lack of information

Limitation of information regarding the topic creates challenge in making this report . The organization lacked organized information about their activities and profile were available.

Chapter 2: E-Commerce

2.1 Definition

E-Commerce is considered to be the right tool for gaining competitive advantage in the competitive global business world. E means anything doing via the Internet and Commerce means business. Simply electronic commerce is the process of doing business electronically or over the Internet. Like traditional commerce, E-Commerce does not involve only in buying and selling of goods and services via internet rather includes inter-company and intra-company functions like negotiations and transactions, manufacturing and marketing, using email, Electronic Data Interchange (EDI), Electronic Fund Transfer(EFT) ,fax, file transfer, video conferencing etc. (Najmul, 2010)

“E-Commerce is the use the internet and the web to transact business .More formally digitally enabled commercial transactions between and among organizations and individuals.”(Laudon, 2008)

“Electronic commerce is an emerging concept that describes the process of buying and selling or exchange of product, service, and information via computer network including the internet.”(Turban, 2001)

E-Commerce means to the buying and selling of products or services over electronic systems such as the Internet and other computer network. Other than buying and selling, many people use Internet as a source of information to compare prices or look at the latest products or offer before making a purchase online or at traditional store.

2.2 History of E-Commerce

One of the most popular activities on the Web is shopping. It has much allure in it — you can shop at your leisure, anytime, and in your pajamas. Literally anyone can have their pages built to display their specific goods and services.

History of E-Commerce dates back to the invention of the very old notion of "sell and buy", electricity, cables, computers, modems, and the Internet. E-Commerce became possible in 1991 when the Internet was opened to commercial use. Since that date thousands of businesses have taken up residence at web sites.

At first, the term E-Commerce meant the process of execution of commercial transactions electronically with the help of the leading technologies such as Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT) which gave an opportunity for users to exchange business information and do electronic transactions. The ability to use these technologies appeared in the late 1970s and allowed business companies and organizations to send commercial documentation electronically.

Although the Internet began to advance in popularity among the general public in 1994, it took approximately four years to develop the security protocols (for example, HTTP) and DSL which allowed rapid access and a persistent connection to the Internet. In 2000 a great number of business companies in the United States and Western Europe represented their services in the World Wide Web. At this time the meaning of the word E-Commerce was changed. People began to define the term E-Commerce as the process of purchasing of available goods and services over the Internet using secure connections and electronic payment services. Although the dot-com collapse in 2000 led to unfortunate results and many of E-Commerce companies disappeared, the "brick and mortar" retailers recognized the advantages of electronic commerce and began to add such capabilities to their web sites (e.g., after the online grocery store Webvan came to ruin, two supermarket chains, Albertsons and Safeway, began to use E-Commerce to enable their customers to buy groceries online). By the end of 2001, the largest form of E-Commerce, Business-to-Business (B2B) model, had around \$700 billion in transactions (http://www.E-Commerce-land.com/history_E-Commerce.html) .

History of E-Commerce is unthinkable without Amazon and Ebay which were among the first Internet companies to allow electronic transactions. Thanks to their founders we now have a handsome E-Commerce sector and enjoy the buying and selling advantages of the Internet. Currently there are 5 largest and most famous worldwide Internet retailers: Amazon, Dell, Staples, Office Depot and Hewlett Packard. According to statistics, the most popular categories of products sold in the World Wide Web are music, books, computers, office supplies and other consumer electronics.

Amazon.com, Inc. is one of the most famous E-Commerce companies and is located in Seattle, Washington (USA). It was founded in 1994 by Jeff Bezos and was one of the first American E-Commerce companies to sell products over the Internet. After the dot-com collapse Amazon lost its position as a successful business model, however, in 2003 the company made its first annual profit which was the first step to the further development. At the outset Amazon.com was considered as an online bookstore, but in time it extended a variety of goods by adding electronics, software, DVDs, video games, music CDs, MP3s, apparel, footwear, health products, etc. The original name of the company was Cadabra.com, but shortly after it became popular in the Internet Bezos decided to rename his business "Amazon" after the world's most voluminous river. In 1999 Jeff Bezos was entitled as the Person of the Year by Time Magazine in recognition of the company's success. Although the company's main headquarters is located in the USA, WA, Amazon has set up separate websites in other economically developed countries such as the United Kingdom, Canada, France, Germany, Japan, and China. The company supports and operates retail web sites for many famous businesses, including Marks & Spencer, Lacoste, the NBA, Bebe Stores, Target, etc.

History of E-Commerce is a history of a new, virtual world which is evolving according to the customer benefit. It is a world which we are all building brick by brick, laying a secure foundation for the future generations.

A timeline for the development of e-commerce:

- 1971 or 1972: The ARPANET is used to arrange a cannabis sale between students at the Stanford Artificial Intelligence Laboratory and the Massachusetts Institute of Technology, later described as "the seminal act of e-commerce" in John Markoff's book *What the Dormouse Said*.^[1]
- 1979: Michael Aldrich demonstrates the first online shopping system.^[2]
- 1981: Thomson Holidays UK is first business-to-business online shopping system to be installed.^[3]
- 1982: Minitel was introduced nationwide in France by France Télécom and used for online ordering.
- 1983: California State Assembly holds first hearing on "electronic commerce" in Volcano, California.^[4] Testifying are CPUC, MCI Mail, Prodigy, CompuServe, Volcano Telephone, and Pacific Telesis. (Not permitted to testify is Quantum Technology, later to become AOL.)
- 1984: Gateshead SIS/Tesco is first B2C online shopping system ^[5] and Mrs Snowball, 72, is the first online home shopper^[6]
- 1984: In April 1984, CompuServe launches the Electronic Mall in the USA and Canada. It is the first comprehensive electronic commerce service.^[7]
- 1990: Tim Berners-Lee writes the first web browser, World Wide Web, using a NeXT computer.^[8]
- 1992: Book Stacks Unlimited in Cleveland opens a commercial sales website (www.books.com) selling books online with credit card processing.
- 1993: Paget Press releases edition No. 3 ^[9] of the first^[citation needed] app store, The Electronic App Wrapper ^[10]

- 1994: Netscape releases the Navigator browser in October under the code name Mozilla. Netscape 1.0 is introduced in late 1994 with SSL encryption that made transactions secure.
- 1994: Ipswitch IMail Server becomes the first software available online for sale and immediate download via a partnership between Ipswitch, Inc. and Open Market.
- 1994: "Ten Summoner's Tales" by Sting becomes the first secure online purchase.^[11]
- 1995: The US National Science Foundation lifts its former strict prohibition of commercial enterprise on the Internet.^[12]
- 1995: Thursday 27 April 1995, the purchase of a book by Paul Stanfield, Product Manager for CompuServe UK, from W H Smith's shop within CompuServe's UK Shopping Centre is the UK's first national online shopping service secure transaction. The shopping service at launch featured W H Smith, Tesco, Virgin Megastores/Our Price, Great Universal Stores (GUS), Interflora, Dixons Retail, Past Times, PC World (retailer) and Innovations.
- 1995: Jeff Bezos launches Amazon.com and the first commercial-free 24-hour, internet-only radio stations, Radio HK and NetRadio start broadcasting. eBay is founded by computer programmer Pierre Omidyar as AuctionWeb.
- 1996: IndiaMART B2B marketplace established in India.
- 1996: ECPlaza B2B marketplace established in Korea.
- 1998: Electronic postal stamps can be purchased and downloaded for printing from the Web.^[13]
- 1999: Alibaba Group is established in China. Business.com sold for US \$7.5 million to eCompanies, which was purchased in 1997 for US \$149,000. The peer-to-peer filesharing software Napster launches. ATG Stores launches to sell decorative items for the home online.

- 2000: The dot-com bust.
- 2001: Alibaba.com achieved profitability in December 2001.
- 2002: eBay acquires PayPal for \$1.5 billion. Niche retail companies Wayfair and NetShops are founded with the concept of selling products through several targeted domains, rather than a central portal.
- 2003: Amazon.com posts first yearly profit.
- 2003: Bossgoo B2B marketplace established in China.
- 2004: DHgate.com, China's first online b2b transaction platform, is established, forcing other b2b sites to move away from the "yellow pages" model.^[15]
- 2007: Business.com acquired by R.H. Donnelley for \$345 million.^[16]
- 2009: Zappos.com acquired by Amazon.com for \$928 million.^[17] Retail Convergence, operator of private sale website RueLaLa.com, acquired by GSI Commerce for \$180 million, plus up to \$170 million in earn-out payments based on performance through 2012.^[18]
- 2010: Groupon reportedly rejects a \$6 billion offer from Google. Instead, the group buying websites went ahead with an IPO on 4 November 2011. It was the largest IPO since Google.^{[19][20]}
- 2011: Quidsi.com, parent company of Diapers.com, acquired by Amazon.com for \$500 million in cash plus \$45 million in debt and other obligations.^[21] GSI Commerce, a company specializing in creating, developing and running online shopping sites for brick and mortar businesses, acquired by eBay for \$2.4 billion.^[22]
- 2014: Overstock.com processes over \$1 million in Bitcoin sales.^[23] India's E-Commerce industry is estimated to have grown more than 30% from 2012 to \$12.6 billion in 2013.^[24] US E-Commerce and Online Retail sales projected to reach \$294

billion, an increase of 12 percent over 2013 and 9% of all retail sales.^[25] Alibaba Group has the largest Initial public offering ever, worth \$25 billion.

2.3 Business Application of E-Commerce

Some common applications related to electronic commerce are:

Document automation in supply chain and logistics

Document automation (also known as document assembly) is the design of systems and workflows that assist in the creation of electronic documents. These include logic-based systems that use segments of pre-existing text and/or data to assemble a new document. This process is increasingly used within certain industries to assemble legal documents, contracts and letters. Document automation systems can also be used to automate all conditional text, variable text, and data contained within a set of documents.

Automation systems allow companies to minimize data entry, reduce the time spent proof-reading, and reduce the risks associated with human error. Additional benefits include: time and financial savings due to decreased paper handling, document loading, storage, distribution, postage/shipping, faxes, telephone, labor and waste.

There are many documents used in logistics. They are called: invoices, packing lists/slips/sheets (manifests), content lists, pick tickets, arrival acknowledgement forms/reports of many types (e.g. MSDS, damaged goods, returned goods, detailed/summary, etc.), import/export, delivery, bill of lading (BOL), etc. These documents are usually the contracts between the consignee and the consignor, so they are very important for both parties and any intermediary, like a third party logistics company (3PL) and governments. Document handling within logistics, supply chain management and distribution centers is usually performed manual labor or semi-automatically using bar code scanners, software and tabletop laser printers. There are some manufacturers of high speed document automation systems that will automatically compare the laser printed document to the order and either insert or automatically apply an enclosed wallet/pouch to the shipping container (usually a flexible

polybag or corrugated fiberboard/rigid container). See below for external website video links showing these document automation systems. Protection of Privacy and Identity Theft are major concerns, especially with the increase of e-Commerce, Internet/Online shopping and Shopping channel (other, past references are catalogue and mail order shopping) making it more important than ever to guarantee the correct document is married or associated to the correct order or shipment every time. Software that produce documents are; ERP, WMS, TMS, legacy middleware and most accounting packages. A number of research projects have looked into wider standardization and automation of documents in the freight industry.

Domestic and international payment systems

An E-Commerce payment system facilitates the acceptance of electronic payment for online transactions. Also known as a sample of Electronic Data Interchange (EDI), E-Commerce payment systems have become increasingly popular due to the widespread use of the internet-based shopping and banking

There are companies that enable financial transactions to transpire over the internet, such as PayPal. Many of the mediaries permit consumers to establish an account quickly, and to transfer funds into their on-line accounts from a traditional bank account (typically via ACH transactions), and vice versa, after verification of the consumer's identity and authority to access such bank accounts. Also, the larger mediaries further allow transactions to and from credit card accounts, although such credit card transactions are usually assessed a fee (either to the recipient or the sender) to recoup the transaction fees charged to the intermediary.

Method of online payment

Credit cards constitute a popular method of online payment but can be expensive for the merchant to accept because of transaction fees primarily. Debit cards constitute an excellent alternative with similar security but usually much cheaper charges. Besides card-based payments, other forms of payment have emerged and sometimes even claimed market leadership. Wallets like PayPal and Alipay are playing major roles in the ecosystem. Bitcoin payment processors are a cheaper alternative for accepting payments online which also offer better protection from fraud.

Net banking

This is a system, well known in India, that does not involve any sort of physical card. It is used by customers who have accounts enabled with Internet banking. Instead of entering card details on the purchaser's site, in this system the payment gateway allows one to specify which bank they wish to pay from. Then the user is redirected to the bank's website, where one can authenticate oneself and then approve the payment. Typically there will also be some form of two-factor authentication. It is typically seen as being safer than using credit cards, with the result that nearly all merchant accounts in India offer it as an option.

A very similar system, known as iDEAL, is popular in the Netherlands.

Paypal

PayPal is a global E-Commerce business allowing payments and money transfers to be made through the Internet. Online money transfers serve as electronic alternatives to paying with traditional paper methods, such as check and money orders. It is subject to the US economic sanction list and other rules and interventions required by US laws or government. PayPal is an acquirer, a performing payment processing for online vendors, auction sites, and other commercial users, for which it charges a fee. It may also charge a fee for receiving money, proportional to the amount received. The fees depend on the currency used, the payment option used, the country of the sender, the country of the recipient, the amount sent and the recipient's account type. In addition, eBay purchases made by credit card through PayPal may incur extra fees if the buyer and seller use different currencies. On October 3, 2002, PayPal became a wholly owned subsidiary of eBay. Its corporate headquarters are in San Jose, California, United States at eBay's North First Street satellite office campus. The company also has significant operations in Omaha, Scottsdale, Charlotte and Austin in the United States; Chennai in India; Dublin in Ireland; Berlin in Germany; and Tel Aviv in Israel. From July 2007, PayPal has operated across the European Union as a Luxembourg-based bank.

Google wallet

Google Wallet was launched in 2011, serving a similar function as PayPal to facilitate payments and transfer money online. It also features a security that has not been cracked to date, and the ability to send payments as attachments via email.

Mobile money wallets

In undeveloped countries the banked population is very less, especially in tier II and tier III cities. Taking the example of India, there are more mobile phone users than there are people with active bank accounts. Telecom operators, in such geographies, have started offering mobile money wallets which allows adding funds easily through their existing mobile subscription number, by visiting physical recharge points close to their homes and offices and converting their cash into mobile wallet currency. This can be used for online transaction and E-Commerce purchases. Many payment options such as Airtel Money and M-Pesa are being accepted as alternate payment options on various E-Commerce websites.

Group buying

Group buying, also known as collective buying, offers products and services at significantly reduced prices on the condition that a minimum number of buyers would make the purchase. Origins of group buying can be traced to China where a team buying was executed to get discount prices from retailer when a large group of people was willing to buy the same item. In recent times, group buying websites have emerged as a major player in online shopping business. Typically, these websites feature a "deal of the day", with the deal kicking in once a set number of people agree to buy the product or service. Buyers then print off a voucher to claim their discount at the retailer. Many of the group-buying sites work by negotiating deals with local merchants and promising to deliver a higher foot count in exchange for better prices.

Automated online assistant

An automated online assistant is a program that uses artificial intelligence to provide customer service or other assistance on a website. Such an assistant may basically consist of a dialog system, an avatar, as well an expert system to provide specific expertise to the user.

Automated online assistants have the ability to provide customer service during 24 hours a day and 7 days a week, and may, at least, be a complement to customer service by humans. One report estimated that an automated online assistant produced a 30% decrease in the workload for a human-provided call centre.

Large companies such as Lloyds Banking Group and Royal Bank of Scotland are now using automated online assistants instead of call centers with humans to provide a first point of contact. Also, IKEA has an automated online assistant in their help center. Automated online assistants can also be implemented via Twitter, or Windows Live Messenger, such as, for example, Robocoke for Coca ColaHungary. This automated online assistant provides users with information about the brand Coca Cola, but he can also give users party and concert recommendations all over Hungary.

Online shopping

Online shopping (sometimes known as e-tail from "electronic retail" or e-shopping) is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile optimized online site or application

An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay.

Customers are attracted to online shopping not only because of high levels of convenience, but also because of broader selections, competitive pricing, and greater access to information. Business organizations seek to offer online shopping not only because it is of much lower cost

compared to bricks and mortar stores, but also because it offers access to a worldwide market, increases customer value, and builds sustainable capabilities.

Online customers must have access to the Internet and a valid method of payment in order to complete a transaction. Generally, higher levels of education and personal income correspond to more favorable perceptions of shopping online. Increased exposure to technology also increases the probability of developing favorable attitudes towards new shopping channels. In a December 2011 study, Equation Research surveyed 1,500 online shoppers and found that 87% of tablet owners made online transactions with their tablet devices during the early year end shopping season.

Online banking

Online banking also known as internet banking, e-banking, or virtual banking, is an electronic payment system that enables customers of a bank or other financial institution to conduct a range of financial transactions through the financial institution's website. The online banking system will typically connect to or be part of the core banking system operated by a bank and is in contrast to branch banking that was the traditional way customers access banking services. To access a financial institution's online banking facility, a customer with internet access would need to register with the institution for the service, and set up a password and other credentials for customer verification. The credentials for online banking is normally not the same as for telephone or mobile banking. Financial institutions now routinely allocate customers numbers, whether or not customers have indicated an intention to access their online banking facility. Customers' numbers are normally not the same as account numbers, because a number of customer accounts can be linked to the one customer number. The customer number can be linked to any account that the customer controls, such as cheque, savings, loan, credit card and other accounts.

The customer visits the financial institution's secure website, and enters the online banking facility using the customer number and credentials previously set up. The types of financial

transactions which a customer may transact through online banking usually includes obtaining account balances and list of latest transactions, electronic bill payments, and funds transfers between a customer's or another's accounts. Most also enable a customer to download copies of statements, which can be printed at the customer's premises (with some banks charging a fee for mailing hardcopies of bank statements). Some banks also enable customers to download transactions directly into the customer's accounting software. The facility may also enable the customer to order cheque-books, statements, report loss of credit cards, stop payment on a cheque, advise change of address, and other routine transactions.

According to "Banking and Finance on the Internet," edited by Mary J. Cronin, online banking was first introduced in the early 1980s in New York. Four major banks—Citibank, Chase Manhattan, Chemical and Manufacturers Hanover—offered home banking services. Chemical introduced its Pronto services for individuals and small businesses in 1983. It allowed individual and small-business clients to maintain electronic checkbook registers, see account balances, and transfer funds between checking and savings accounts. Pronto failed to attract enough customers to break even and was abandoned in 1989. Other banks had a similar experience.

In the 1990s, banks realized that the rising popularity of the World Wide Web gave them an added opportunity to advertise their services. Initially, they used the Web as another brochure, without interaction with the customer. Early sites featured pictures of the bank's officers or buildings, and provided customers with maps of branches and ATM locations, phone numbers to call for further information and simple listings of products.

In 1995, Wells Fargo was the first U.S. bank to add account services to its website, with other banks quickly following suit. That same year, Presidential became the first U.S. bank to open bank accounts over the internet. According to research by Online Banking Report, at the end of 1999 less than 0.4% of households in the U.S. were using online banking. At the beginning of 2004, some 33 million U.S. households (31%) were using some form of online banking. Five years later, 47% of Americans used online banking, according to a survey by Gartner Group. Meanwhile, in the UK online banking grew from 63% to 70% of internet users between 2011 and 2012.

Electronic tickets

An electronic ticket (commonly abbreviated as e-ticket) is a digital ticket. The term is most commonly associated with airline issued tickets. Electronic ticketing for urban or rail public transport is usually referred to as travel card or transit pass. It is also used in ticketing in the entertainment industry.

An electronic ticket system is a more efficient method of ticket entry, processing and marketing for companies in the railways, flight and other transport and entertainment industries.

Social networking

A social networking service (also social networking site or SNS) is a platform to build social networks or social relations among people who share similar interests, activities, backgrounds or real-life connections. A social network service consists of a representation of each user (often a profile), his or her social links, and a variety of additional services such as career services. Social network sites are web-based services that allow individuals to create a public profile, create a list of users with whom to share connections, and view and cross the connections within the system. Most social network services are web-based and provide means for users to interact over the Internet, such as e-mail and instant messaging. Social network sites are varied and they incorporate new information and communication tools such as mobile connectivity, photo/video/sharing and blogging. Online community services are sometimes considered a social network service, though in a broader sense, social network service usually means an individual-centered service whereas online community services are group-centered. Social networking sites allow users to share ideas, pictures, posts, activities, events, and interests with people in their network. The use of social networking services in an enterprise context presents the potential of having a major impact on the world of business and work (Fraser & Dutta 2008).

Social networks connect people at low cost; this can be beneficial for entrepreneurs and small businesses looking to expand their contact bases. These networks often act as a customer relationship management tool for companies selling products and services. Companies can also use social networks for advertising in the form of banners and text ads. Since businesses operate globally, social networks can make it easier to keep in touch with contacts around the

world. Applications for social networking sites have extended toward businesses and brands are creating their own, high functioning sites, a sector known as brand networking. It is the idea that a brand can build its consumer relationship by connecting their consumers to the brand image on a platform that provides them relative content, elements of participation, and a ranking or score system. Brand networking is a new way to capitalize on social trends as a marketing tool.

The power of social networks is beginning to permeate into internal culture of businesses where they are finding uses for collaboration, file sharing and knowledge transfer. The term "enterprise social software" is becoming increasingly popular for these types of applications.

Instant messaging

Instant messaging is a set of communication technologies used for text-based communication between two or more participants over the Internet or other types of networks. IM—chat happens in real-time. Of importance is that online chat and instant messaging differ from other technologies such as email due to the perceived quasi-synchrony of the communications by the users. Some systems permit messages to be sent to users not then 'logged on' (*offline messages*), thus removing some differences between IM and email (often done by sending the message to the associated email account).

IM allows effective and efficient communication, allowing immediate receipt of acknowledgment or reply. However IM is basically not necessarily supported by transaction control. In many cases, instant messaging includes added features which can make it even more popular. For example, users may see each other via webcams, or talk directly for free over the Internet using a microphone and headphones or loudspeakers. Many applications allow file transfers, although they are usually limited in the permissible file-size.

It is usually possible to save a text conversation for later reference. Instant messages are often logged in a local message history, making it similar to the persistent nature of emails.

Instant messaging has proven to be similar to personal computers, email, and the World Wide Web, in that its adoption for use as a business communications medium was driven primarily by individual employees using consumer software at work, rather than by formal mandate or provisioning by corporate information technology departments. Tens of millions of the consumer IM accounts in use are being used for business purposes by employees of companies and other organizations.

Pretail

Pretail (also referred to as pre-tail, pre-retail, pre-launch, or pre-commerce) is a sub-category of E-Commerce and online retail for introducing new products, services, and brands to market by pre-launching online, from creating a interest waitlist of signups before launch to collecting reservations or pre-orders in limited quantity before release, realization, or commercial availability. Pretail includes pre-sale commerce, pre-order retailers, pre-launch marketing services, incubation marketplaces, crowd funding communities, and demand chain management systems. Retailers today are increasingly pre-tailing to test, promote, and monetize consumer demand in the initial phase of the new commerce pipeline as first introduced in a 2012 Forbes article. Consumers engaging in pretail are known as an early adopter, fan, backer, supporter, or presumer (pre-launch consumer).

Pretail demand is growing in consumer retail: electronics, movies, music, video games, books, fashion, software apps, connected devices, cars, toys, cosmetics, art, events, etc. This trend is being driven by companies to enhance new product development, better organize product releases, lower market risk, and increase early fan adoption. Large companies such as Amazon and Apple are pre-tailing new products to measure demand, manage supply chain market dynamics, and monetize fandom anticipation. Small companies are embracing crowd funding platforms such as Kickstarter and Indiegogo before product realization to test product-market fit, fund manufacturing, and build fandom community. Consumer involvement with products and services pre-launch is becoming mainstream according to industry experts on consumer behavior trends.

Digital Wallet

A digital wallet refers to an electronic device that allows an individual to make electronic commerce transactions. This can include purchasing items on-line with a computer or using a smart phone to purchase something at a store. Increasingly, digital wallets are being made not just for basic financial transactions but to also authenticate the holder's credentials. For example, a digital-wallet could potentially verify the age of the buyer to the store while purchasing alcohol. It is useful to approach the term "digital wallet" not as a singular

technology but as three major parts: the system (the electronic infrastructure) and the application (the software that operates on top) and the device (the individual portion).

An individual's bank account can also be linked to the digital wallet. They might also have their driver's license, health card, loyalty card and other ID documents stored on the phone.

Consumers are not required to fill out order forms on each site when they purchase an item because the information has already been stored and is automatically updated and entered into the order fields across merchant sites when using a digital wallet. Consumers also benefit when using digital wallets because their information is encrypted or protected by a private software code; merchants benefit by receiving protection against fraud.

Digital wallets are available to consumers free of charge, and they're fairly easy to obtain. For example, when a consumer makes a purchase at a merchant site that's set up to handle server-side digital wallets, he types his name and payment and shipping information into the merchant's own form. At the end of the purchase, the consumer is asked to sign up for a wallet of his choice by entering a user name and password for future purchases. Users can also acquire wallets at a wallet vendor's site.

Although a wallet is free for consumers, vendors charge merchants for wallets. Some wallet vendors make arrangements for merchants to pay them a percentage of every successful purchase directed through their wallets. In other cases, digital wallet vendors process the transactions between cardholders and participating merchants and charge merchants a flat fee.

Upwards of 25% of online shoppers abandon their order due to frustration in filling in forms. (Graphic Arts Monthly, 1999) The digital wallet combats this problem by giving users the option to transfer their information securely and accurately. This simplified approach to completing transactions results in better usability and ultimately more utility for the customer.

2.4 Types of E-Commerce

According to the wiki book article E-Commerce is categorized in 4 major category Which are-

Business to Business (B2B)

Business-to-business E-Commerce deals between the businesses or among the businesses. Most of B2B applications are used in the area of distribution management, inventory management, channel management, supplier management and payment management. B2B E-Commerce is simply defined as E-Commerce between companies. This is the type of E-Commerce that deals with relationships between and among businesses. About 80% of E-Commerce is of this type, and most experts predict that B2B E-Commerce will continue to grow faster than the B2C segment. The B2B market has two primary components: E-infrastructure and E-markets. E-infrastructure is the architecture of B2B, primarily consisting of the following:

logistics - transportation, warehousing and distribution (e.g., Procter and Gamble); application service providers - deployment, hosting and management of packaged software from a central facility (e.g., Oracle and Linkshare); outsourcing of functions in the process of e-commerce, such as Web-hosting, security and customer care solutions (e.g., outsourcing providers such as eShare, NetSales, iXL Enterprises and Universal Access); auction solutions software for the operation and maintenance of real-time auctions in the Internet (e.g., Moai Technologies and OpenSite Technologies); content management software for the facilitation of Web site content management and delivery (e.g., Interwoven and ProcureNet); and Web-based commerce enablers (e.g., Commerce One, a browser-based, XML-enabled purchasing automation software). E-markets are simply defined as Web sites where buyers and sellers interact with each other and conduct transactions. The more common B2B examples and best practice models are IBM, Hewlett Packard (HP), Cisco and Dell. Cisco, for instance, receives over 90% of its product orders over the Internet.

Most B2B applications are in the areas of supplier management (especially purchase order processing), inventory management (i.e., managing order-ship-bill cycles), distribution management (especially in the transmission of shipping documents), channel management (i.e., information dissemination on changes in operational conditions), and payment management (e.g., electronic payment systems or EPS).¹¹

E-Marketer projects an increase in the share of B2B E-Commerce in total global E-Commerce from 79.2% in 2000 to 87% in 2004 and a consequent decrease in the share of B2C E-Commerce from 20.8% in 2000 to only 13% in 2004 .

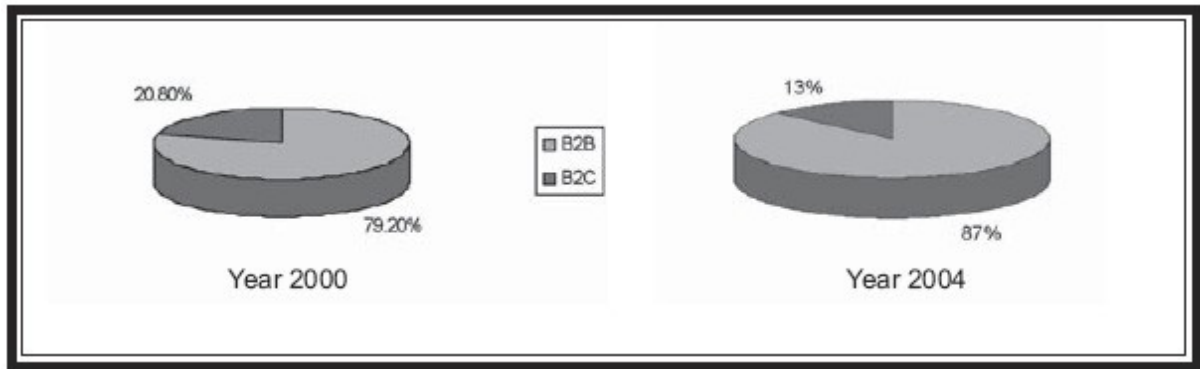


Figure 1. Share of B2B and B2C E-Commerce in Total Global E-Commerce (2000 and 2004)

source : https://en.wikibooks.org/wiki/E-Commerce_and_E-Business/Concepts_and_Definitions

Benefits of B2B E-Commerce in Developing Markets

The impact of B2B markets on the economy of developing countries is evident in the following:

Transaction costs. There are three cost areas that are significantly reduced through the conduct of B2B e-commerce. First is the reduction of search costs, as buyers need not go through multiple intermediaries to search for information about suppliers, products and prices as in a traditional supply chain. In terms of effort, time and money spent, the Internet is a more efficient information channel than its traditional counterpart. In B2B markets, buyers and sellers are gathered together into a single online trading community, reducing search costs even further. Second is the reduction in the costs of processing transactions (e.g. invoices, purchase orders and payment schemes), as B2B allows for the automation of transaction processes and therefore, the quick implementation of the same compared to other channels (such as the telephone and fax).

Efficiency in trading processes and transactions is also enhanced through the B2B e-market's ability to process sales through online auctions. Third, online processing improves inventory management and logistics.

Disintermediation. Through B2B e-markets, suppliers are able to interact and transact directly with buyers, thereby eliminating intermediaries and distributors. However, new forms of

intermediaries are emerging. For instance, e-markets themselves can be considered as intermediaries because they come between suppliers and customers in the supply chain. Transparency in pricing. Among the more evident benefits of e-markets is the increase in price transparency. The gathering of a large number of buyers and sellers in a single e-market reveals market price information and transaction processing to participants. The Internet allows for the publication of information on a single purchase or transaction, making the information readily accessible and available to all members of the e-market. Increased price transparency has the effect of pulling down price differentials in the market. In this context, buyers are provided much more time to compare prices and make better buying decisions. Moreover, B2B e-markets expand borders for dynamic and negotiated pricing wherein multiple buyers and sellers collectively participate in price-setting and two-way auctions. In such environments, prices can be set through automatic matching of bids and offers. In the e-marketplace, the requirements of both buyers and sellers are thus aggregated to reach competitive prices, which are lower than those resulting from individual actions. Economies of scale and network effects. The rapid growth of B2B e-markets creates traditional supply-side cost-based economies of scale. Furthermore, the bringing together of a significant number of buyers and sellers provides the demand-side economies of scale or network effects. Each additional incremental participant in the e-market creates value for all participants in the demand side. More participants form a critical mass, which is key in attracting more users to an e-market.

Business to Consumer (B2C)

Business-to-consumer e-commerce, or commerce between companies and consumers, involves customers gathering information; purchasing physical goods (i.e., tangibles such as books or consumer products) or information goods (or goods of electronic material or digitized content, such as software, or e-books); and, for information goods, receiving products over an electronic network.¹²

It is the second largest and the earliest form of e-commerce. Its origins can be traced to online retailing (or e-tailing).¹³ Thus, the more common B2C business models are the online

retailing companies such as Amazon.com, Drugstore.com, Beyond.com, Barnes and Noble and ToysRus. Other B2C examples involving information goods are E-Trade and Travelocity.

The more common applications of this type of E-Commerce are in the areas of purchasing products and information, and personal finance management, which pertains to the management of personal investments and finances with the use of online banking tools (e.g., Quicken).¹⁴

E-Marketer estimates that worldwide B2C E-Commerce revenues will increase from US\$59.7 billion in 2000 to US\$428.1 billion by 2004. Online retailing transactions make up a significant share of this market. E-Marketer also estimates that in the Asia-Pacific region, B2C revenues, while registering a modest figure compared to B2B, nonetheless went up to \$8.2 billion by the end of 2001, with that figure doubling at the end of 2002-at total worldwide B2C sales below 10%.

B2C E-Commerce reduces transactions costs (particularly search costs) by increasing consumer access to information and allowing consumers to find the most competitive price for a product or service. B2C E-Commerce also reduces market entry barriers since the cost of putting up and maintaining a Web site is much cheaper than installing a “brick-and-mortar” structure for a firm. In the case of information goods, B2C E-Commerce is even more attractive because it saves firms from factoring in the additional cost of a physical distribution network. Moreover, for countries with a growing and robust Internet population, delivering information goods becomes increasingly feasible.

Consumer to consumer (C2C)

Consumer-to-consumer E-Commerce or C2C is simply commerce between private individuals or consumers. This type of E-Commerce is characterized by the growth of electronic marketplaces and online auctions, particularly in vertical industries where firms/businesses can bid for what they want from among multiple suppliers.¹⁶ It perhaps has the greatest potential for developing new markets.

This type of E-Commerce comes in at least three forms:

- Auctions facilitated at a portal, such as eBay, which allows online real-time bidding on items being sold in the Web;
- Peer-to-Peer systems, such as the Napster model (a protocol for sharing files between users used by chat forums similar to IRC) and other file exchange and later money exchange models; and
- Classified ads at portal sites such as Excite Classifieds and eWanted , Pakwheels.com (an interactive, online marketplace where buyers and sellers can negotiate and which features “Buyer Leads & Want Ads”).

Consumer-to-business (C2B) transactions involve reverse auctions, which empower the consumer to drive transactions. A concrete example of this when competing airlines gives a traveler best travel and ticket offers in response to the traveler’s post that she wants to fly from New York to San Francisco.

There is little information on the relative size of global C2C e-commerce. However, C2C figures of popular C2C sites such as eBay and Napster indicate that this market is quite large. These sites produce millions of dollars in sales every day.

Advantage of C2C Sites

Consumer to consumer E-Commerce has many benefits. The primary benefit to consumers is reduction in cost. Buying ad space on other E-Commerce sites is expensive. Sellers can post their items for free or with minimal charge depending on the C2C website.

C2C websites form a perfect platform for buyers and sellers who wish to buy and sell related products. The ability to find related products leads to an increase in the visitor to customer conversion ratio. Business owners can cheaply maintain C2C websites and increase profits without the additional costs of distribution locations. A good example of a C2C E-Commerce website is Esty, a site that allows consumers to buy and sell handmade or vintage items and

supplies including art, photography, clothing, jewelry, food, bath and beauty products, quilts, knick-knacks, and toys.

Disadvantage of C2C Site

There are a couple of disadvantages to these type of sites as well. Doing transaction on these type of websites requires co-operation between the buyer and seller. It has been noted many times that these two do not co-operate with each other after a transaction has been made. They do not share the transaction information which may be via credit or debit card or internet banking. This can result in online fraud since the buyer and seller are not very well versed with each other. This can lead to lawsuit being imposed on either ends or also on the site if it has not mentioned the disclaimer in its terms and conditions. This may also hamper the C2C website's reputation. Companies which handle consumer to consumer **ecommerce websites** seem to have becoming very cautious to prevent online scams.

Business to Government (B2G)

Business-to-government E-Commerce or B2G is generally defined as commerce between companies and the public sector. It refers to the use of the Internet for public procurement, licensing procedures, and other government-related operations. This kind of E-Commerce has two features: first, the public sector assumes a pilot/leading role in establishing e-commerce; and second, it is assumed that the public sector has the greatest need for making its procurement system more effective.

Web-based purchasing policies increase the transparency of the procurement process (and reduces the risk of irregularities). To date, however, the size of the B2G E-Commerce market as a component of total E-Commerce is insignificant, as government e-procurement systems remain undeveloped.

2.5 Drivers of E-Commerce

There are at least three major forces that drive e-commerce: economic, marketing and customer interaction, and technology, particularly multimedia convergence.

Economic

One of the most evident benefits of E-Commerce is economic efficiency resulting from the reduction in communications costs, low-cost technological infrastructure, speedier and more economic electronic transactions with suppliers, lower global information sharing and advertising costs, and cheaper customer service alternatives.

Economic integration is either external or internal. External integration refers to the electronic networking of corporations, suppliers, customers/clients, and independent contractors into one community communicating in a virtual environment (with the Internet as medium). Internal integration, on the other hand, is the networking of the various departments within a corporation, and of business operations and processes. This allows critical business information to be stored in a digital form that can be retrieved instantly and transmitted electronically. Internal integration is best exemplified by corporate intranets. Among the companies with efficient corporate intranets are Procter and Gamble, IBM, Nestle and Intel.

Market

Corporations are encouraged to use E-Commerce in marketing and promotion to capture international markets, both big and small. The Internet is likewise used as a medium for enhanced customer service and support. It is a lot easier for companies to provide their target consumers with more detailed product and service information using the Internet.

Technology

The development of ICT is a key factor in the growth of e-commerce. For instance, technological advances in digitizing content, compression and the promotion of open systems technology have paved the way for the convergence of communication services into one single platform. This in turn has made communication more efficient, faster, easier, and more economical as the need to set up separate networks for telephone services, television broadcast, cable television, and Internet access is eliminated. From the standpoint of firms/businesses and consumers, having only one information provider means lower communications costs.

Moreover, the principle of universal access can be made more achievable with convergence. At present the high costs of installing landlines in sparsely populated rural areas is a disincentive to telecommunications companies to install telephones in these areas. Installing landlines in rural areas can become more attractive to the private sector if revenues from these landlines are not limited to local and long distance telephone charges, but also include cable TV and Internet charges. This development will ensure affordable access to information even by those in rural areas and will spare the government the trouble and cost of installing expensive landlines.

2.6 The components of a typical successful E-Commerce transaction

E-Commerce does not refer merely to a firm putting up a Web site for the purpose of selling goods to buyers over the Internet. For E-Commerce to be a competitive alternative to traditional commercial transactions and for a firm to maximize the benefits of e-commerce, a number of technical as well as enabling issues have to be considered. A typical E-Commerce transaction loop involves the following major players and corresponding requisites:

The **Seller** should have the following components:

- A corporate Web site with E-Commerce capabilities (e.g., a secure transaction server);
- A corporate intranet so that orders are processed in an efficient manner; and
- IT-literate employees to manage the information flows and maintain the E-Commerce system.

Transaction partners include:

- Banking institutions that offer transaction clearing services (e.g., processing credit card payments and electronic fund transfers);

- National and international freight companies to enable the movement of physical goods within, around and out of the country. For business-to-consumer transactions, the system must offer a means for cost-efficient transport of small packages (such that purchasing books over the Internet, for example, is not prohibitively more expensive than buying from a local store); and
- Authentication authority that serves as a trusted third party to ensure the integrity and security of transactions.

Consumers (in a business-to-consumer transaction) who:

- Form a critical mass of the population with access to the Internet and disposable income enabling widespread use of credit cards; and
- Possess a mindset for purchasing goods over the Internet rather than by physically inspecting items.

Firms/Businesses (in a business-to-business transaction) that together form a critical mass of companies (especially within supply chains) with Internet access and the capability to place and take orders over the Internet.

Government, to establish:

- A legal framework governing E-Commerce transactions (including electronic documents, signatures, and the like); and
- Legal institutions that would enforce the legal framework (i.e., laws and regulations) and protect consumers and businesses from fraud, among others.

And finally, **the Internet**, the successful use of which depends on the following:

- A robust and reliable Internet infrastructure; and

- A pricing structure that doesn't penalize consumers for spending time on and buying goods over the Internet (e.g., a flat monthly charge for both ISP access and local phone calls).

For E-Commerce to grow, the above requisites and factors have to be in place. The least developed factor is an impediment to the increased uptake of E-Commerce as a whole. For instance, a country with an excellent Internet infrastructure will not have high E-Commerce figures if banks do not offer support and fulfillment services to E-Commerce transactions. In countries that have significant E-Commerce figures, a positive feedback loop reinforces each of these factors.

Chapter 3 E-Commerce in Bangladesh

3.1 Evolution of E-Commerce in Bangladesh

E-commerce is already quite popular in Bangladesh and it is only increasing. Compared to other countries of the world, E-commerce came at a later stage in our country but it grew very quickly.

E-commerce or Electronic Commerce is closely related to computer and Internet. If we have to talk about the history of E-commerce in Bangladesh then we also have to talk about the

history of computer and Internet this region. In 1853, the British established telegraph service in India. After one hundred year Pakistan Telegraph and Telephone board was established. Radio came to Bangladesh in 1939. Television came in 1964 and Bangladesh got its first computer that same year. Atomic Energy Commission of Bangladesh brought the first mainframe computer IBM-1620. This model had transistor, magnetic disk and magnetic core.

Bangladesh Agricultural University was the first educational institution in the country to use and Radio Shack TRS-80 64K model computer. The model is still preserved in Agriculture Museum. Still then, the use of computer was very limited because of large size and higher cost.

Computer started to become popular in the late 1980s. The printing and publication industry embraced this technology. Publication cost decreased significantly.

Rise of computer in the 90s

Throughout the 90s, use of computer only grew. Some of the major milestones of this decade were:

- Internet came to Bangladesh in 1993. Initially, it was Unix-to-Unix Copy Protocol (UUCP) e-mail. They were replaced by Internet Protocol accounts in 1996. In June, 1996 the government decided to allow private companies to act as Internet Services Providers (ISPs) using VSATs.
- From 1996, Computer was also being introduced as a subject in secondary level education. Subjects like Computer Science, Computer Engineering became very popular. In addition, numerous organizations were offering short courses or one year diploma course.
- In 1998, the then government of Bangladesh removed all types of tax and duty from computer.

Bangladesh Computer Council and Bangladesh Bureau of Statistics conducted a survey which revealed that there 780000 PCs in the country by the end of 1998 with more than 120,000 licensed software. Dhaka had the highest concentration of computer (72%).

Arrival of mobile phone

Mobile phone came into the country in the 90s. Sheba Telecom was the first Mobile phone service provider but the service was very expensive. In 1997, Grameenphone introduced affordable mobile service. Since then the usage of mobile only continued to grow.

Beginning of E-commerce in Bangladesh

E-commerce started in Bangladesh in the late 90s. The earlier E-commerce sites were actually gift sites targeted towards the Non-Residential-Bangladeshis (NRB) living in abroad. All the sites were based in abroad and had branches in Bangladesh. NRBs would buy various products for their families or loved ones and pay in credit card. The site would then deliver the product to their family or friend in Bangladesh.

From 2000 to 2008 the E-commerce sector observed slow growth. There were few E-commerce websites but there were no system for online transaction which is the first condition for E-commerce. In addition, high cost of Internet and lower penetration meant that few people knew about these sites. According to Bangladesh Bank, payments and transactions by credit cards were nearly Tk11 billion in June 2008; one of the lowest in the world.

The country had only about 400,000 credit card holders at the end of June 2009. From 2008, things started to look bright as Bangladesh Bank took various initiatives including implementation of e-Payment Gateway.

3.2 E-Commerce in Different Sector in Bangladesh

Though being a under developed country, selected segments of the Bangladeshi business community has embraced technology with reasonable success. Personal computers and the Internet are also emerging as day-to-day business tools. These positive indicators are favoring the prospects of e-commerce in Bangladesh. Some sectors are given below-

Banking sector

The real change came in 2009 when Bangladesh Bank allowed online payment in the country thus, officially opening up the E-commerce sector. In November that year, Bangladesh Bank issued a circular where it gave permission for following types of online transaction in the country:

- Online utility bill payment from client's accounts to recipient's accounts.
- Online money transfer from online of a client to his/her another account in the same bank
- Collection of money from/to buyer's bank account to seller's bank account for Purchase/sale of products under e-commerce system transaction via internet using credit cards in local currency.

Another major incident of 2009 was introduction of WiMax internet in Bangladesh. It became quite popular in the country.

Readymade Garments (RMG)

The RMG sector emerged during the early 1980s in Bangladesh and information has been the strategic partner in its phenomenal growth. Telex was the only tool of cross border data communication in those days. International courier services were the means of receiving the approved designs from the buyers. The Facsimile machine, in the mid 80s, radically replaced both of these orthodox communicating media (i.e. telex and courier). This "Office Automation Equipment" contributed towards accelerating RMG exports. Faster and cheaper data communications coupled with real-time design-pattern development enabled the buyer and manufacturer expediting business negotiations.

A specific use of internet technology would be to access The Bangladesh Garment Manufacturer Exporter Association's (BGMEA) website, which provides a list of member companies and key information regarding those firms. In addition, it updates and reports on the United States and Canadian quota used for the year on a given date. Concurrently, through the web site of the North American port authorities, the volume of quota items that have entered their respective countries can be found. A Bangladeshi producer may prefer to stop shipment and wait for the next year (when new quota privileges begin) to avoid the risk of collecting demurrage at a foreign port in case the quota has been exhausted.

BGMEA can play a vital role in authentication of buyers and sellers through encryption method. Authentication by BGMEA can ensure the confidence of the importers regarding the genuineness of the manufacturers. This would discourage unscrupulous enterprises from making false claims on their web pages.

Following the withdrawal of the quota system and the GSP in 2005, the RMG sector will inevitably become more competitive. As expected delivery time decreases, considering alternative payment mechanisms becomes imperative. The effective use of e-commerce both for placing orders, purchasing raw materials and for quick and efficient payment would be the necessary ingredients for any country to enhance its ability to deliver early. Necessary infrastructural, legal and regulatory reforms will be essential to avail of the e-commerce technology in dealing with the international market place.

Access to the market depends on the buyers and sellers' willingness and ability to market through mediums that are mutually cost effective, reliable, and replicable. A foreign buyer, say in the readymade garments sector, expresses a preference to use e-commerce for its purchases, thereby circumventing the Letter of Credit (L/C) mechanism to place an order. Since the overseas financial institutions often insist for "Add Confirmation" it increases the cost of L/C. Add Confirmation is basically a matter of payment guarantee depending on the country's credit rating, asset status etc., where Bangladesh generally lags behind. If Bangladeshi producers are unable to accommodate electronic transfer of payment and other facets of e-commerce, the business opportunity will move on to countries that have developed such systems.

E-commerce usage will become attractive when entrepreneurs will be convinced that this medium is capable of obtaining orders as well as increasing profitability by eliminating the role of middlemen. However, confidence and trust between the buyers and sellers is an important determinant. If the local producer fails to ensure adequate quality or timely delivery of products, the benefits of an efficient search and communication process will be undermined. Thus, authentication of both buyer and seller is a prerequisite for successful implementation of this medium.

The services of organizations like XMNet, Net ASM, etc. can be utilized in order to obtain information regarding authentic suppliers, manufacturers and buyers. XMNet is an organization that provides the service of verifying the claims of sellers with excess goods. They send inspectors to readymade garment factories worldwide to check on merchandise and production lines, and also use independent agencies to check product quality. On the other hand, they also provide the seller with the credit history of the buyer to help them locate genuine buyers. For a reasonable fee, a great deal of information can be found from the Net

Asian Sources Media Group (ASM) website.

With improvements in infrastructural facilities (e.g. cheaper and better access to Internet service), and greater application of the computer in management and finance by individual firms, export oriented sectors (such as frozen food, sea food, leather) as well as importers would appreciate the ease and benefits of the Internet in promoting their products.

Online Shopping

Online shopping in Bangladesh is a new idea and since the e-commerce protocol by the government of Bangladesh it has become much easier and is now popular in Bangladesh. A recent survey shows that Bangladesh is an emerging market for the online sectors and it has a growing market of around 2 billion BDT. The introduction of 3G mobile internet boosted the online retail industry significantly. The main items sold are clothing, electronics, toiletries and gifts. There is a number of free classified websites in Bangladesh, including Ekhanai, Bikroy.com, Lamudi, Carmudi, Kaymu, clickBD and some website has made which included all online shopping address on a portal like All online shopping site list and others.

According to Prothom Alo in 2014, about 1.5 to 2 million people shopped online every year, and the market was growing by 15% to 20%. According to MetrixLab, internet users in Bangladesh had 1 billion used goods in their stocks worth BDT 147 billion in 2014. According to Bangladesh Bank, around 1 million versatile clients accessed mobile banking, and over 100 crore transactions are made through mobile banking accounts by 2014.

3.3 Major E-Commerce Websites in Bangladesh

In spite of various barriers many e-commerce websites are established in Bangladesh. In July, 2013, an article published on Financial Express with title “e-commerce expanding at faster pace; yet no PayPal operation allowed in Bangladesh”. E-commerce in Bangladesh is expanding rapidly, thanks to a fast growing number of Internet and mobile users, people familiar with the business. The volume of e-commerce in terms of transactions in monetary value is expected to reach BDT-2000 million in 2013 against around BDT.450 million of 2012. The products and services that now dominate the country's e-commerce are railway tickets, domestic air tickets, hotel booking, electronic products, books, gift items, jobs, hotel

reservation clothing and some food items. Major e-commerce websites in Bangladesh are given below-

- www.banglamart.com
- www.bikroy.com
- www.akhoni.com
- www.ajkerdeal.com
- www.sohojsshopping.com
- www.cellbazaar.com
- www.rokomari.com
- www.bdjobs.com
- www.mutobazaar.com

3.4 The Role of E-Commerce in Bangladesh

The Phenomenon of Electronic Commerce has found in every aspect of our life. In the last two decades, Electronic Commerce is revolutionizing the way firms conduct business around the world. Internet based electronic commerce is playing a crucial role in addressing strategic, mission critical business needs of the companies. That's why the companies are taking it as an integral part of their business strategies. E-Commerce provides several benefits for the following parties:

Benefits to organizations

Electronic commerce expands the marketplace from national to international level and reduces the cost of crafting, processing, distributing, storing and retrieving paper –based information. It allows decreased inventories and overhead by facilitating pull –type supply chain management. It also reduces the time between the outlay of capital and the receipt of products and services and telecommunication cost. Business process reengineering is another important benefit to the organization. (Turban, 2001)

Benefits to consumers

Electronic commerce enables customers to shop or do other transactions 24 hours a day, from almost any location. It provides customers with more choices and less expensive products and services. It also allows quick delivery of goods and services makes it possible to participate in virtual auctions. It is true that Electronic commerce facilitates competition. (Turban, 2001)

Benefits to society

Electronic commerce enables more people to work at home and to do less traveling for shopping and allows some merchandise to be sold at lower prices resulting in improving standard of living of our country. It enables people in rural areas to enjoy products and services that are not available to them.

It also facilitates delivery of public services such as health care, education and distribution of government social services at a reduced cost and improved quality. (Turban, 2001)

Nowadays, people do business through the Internet. New businesses are sprouting everyday in the Web, while established and existing enterprises are making it their priority to move their operations over to the online world. Trading online has a lot of benefits both large and small benefits can enjoy. For one, the Internet allows them to tap into a large market due to its broad reach. It is now easy for enterprises regardless of size to go global through the Internet. Numerous small ventures have found success using the Internet, and more are following in their footsteps. Another advantage of E-Commerce is that it gives equal chances for success to all businesses. Size does not matter at all in the Web for business. As long as you have the right marketing scheme made up, you can make it in the tough and competitive world of online selling. In short, you now have the means to stand up even to the older and larger enterprises as long as you market your business right to your target audiences. With all these benefits, it is not surprising at all that entrepreneurs are choosing the Internet as a venue for their companies. The global capabilities that the Internet affords their enterprises are simply too good to resist for both big and small corporations. With equal footing between the established companies and the newly born businesses, these business owners are finding it ideal for their goals to move their operations over to the Web.

3.6 Present Status Of E-Commerce in Bangladesh and its Potential

Nowadays the online possibly took for a huge marketplace possibly able of dealing the population of the whole world. This is the question why come E-Commerce is so magnetic for a lot of traditional businesses. E-Commerce is modifying the technique people do business. By large corporations to small industries, businesses are going away internet, opening their products and service offers to new groups of people world. At that place, there are several paths to get your products and services internet, from simple shopping web site to high-end database driven, data-capture and online credit card confirmation solutions.

In Bangladesh, there is a great deal of interest in e-business; however, due to various economic, infrastructural and legal reasons it has not spread. Most important companies, associations, chambers and government offices have set up websites. These sites mainly provide information about the organization, and its products and services. There are very few sites where financial transactions can be completed.

Main reasons for low E-Commerce transactions are absence of legal framework for completing an electronic business or financial payment system, low Internet usage due to lack of adequate telecom facilities, and overall lack of confidence in the security and reliability of E-Commerce transactions.

Bangladesh internet shopping as the internet becomes more usable to Bangladesh; it's clear-cut that online sales will spring up. This is ahead to more accessibility of online buys. Competitor will become fast-growing as online shopping raises and so Bangladeshi retailers shouldn't be left alone. The online retail industry is getting more significant as the internet carries on rising in signification in Bangladesh. Bangladesh internet site Directory for Online Shopping especial wholesale & retail choice of E-Commerce internet site and first-class stores, Dhaka shops for fashion clothing, shoes & jewelry. Chittagong online retail stores for desktops, laptops, tablets & netbooks, Kulna E-Commerce sites for toys, kids & baby, and Rajshahi music, movies & games wholesalers & Sylhet websites for sports & outdoors, E-Commerce& e-business from Barisal. At present, as a started out with E-Commerce they

attempt to establish an effective platform in Bangladesh. Additionally, they are wishing customer support to establish a well platform to E-Commerce in Bangladesh.

Currently many people of Bangladeshi livelihood abroad in several countries including USA, Canada in North America, UK, Australia, China, Middle East and other parts in the world. Several times they would like to shop online from abroad to purchase Bangladeshi products. This may be for gifts shopping, for shipping groceries to Bangladesh or to take the products in their living countries. Because the purpose they all of the time try to get a reliable Bangladeshi online shop and for future shopping. Only Cell-Bazaar offers an example of a successful mobile based electronic marketplace in Bangladesh. It is a mobile application that brings buyers and sellers together in a mobile environment where they can publish and retrieve information on goods or services.

It is a real-time collection of classified advertisements that is accessible through a mobile phone connected to Grameenphone's mobile network, or through a computer via the Cell-Bazaar website (www.cellbazaar.com). Advertisements can be posted to the system and browsed on a mobile phone using SMS, WAP, or IVR (voice, for buyers only), and through a computer via the Cell-Bazaar website.

At present, 35,396 posts for multiple products in 141 categories are available for viewing, ranging from livestock to education services to agro-produce to electronics. Users pay standard SMS, WAP and voice rates to access the service. But nowadays present government is trying their most in effect to raise upwards the ICT and ICT based dealings in Bangladesh by legal model and arranging infrastructures.

To online business purpose several E-Commerce sites are found in Bangladesh. They serve more likely equivalent business dimensions. Their revenue model is several categories. As well as payment systems are also more similar. According to Alexa traffic rank some of the Bangladeshi E-Commerce sites are evaluated.

Site name	Alexa rank	BD rank
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Bikroy.com	8,516	25
Clickbd.com	10,344	44
Cellbazaar.com	10,496	36
Rokomari.com	67,592	240
Hutbazar.com	267,801	1,020

Table 2. Foremost Bangladeshi E-commerce Sites

Chapter 4 E-commerce operation of Rokomari.com

4.1 Background

Rokomari.com one of the first online book store in the country , it is the sister concern of onnorokom web service limited a part of onnorokom group . Rokomari.com came into being in January 19 , 2012 . Today a reader from Teknaf is receiving the same book another reader from Dhanmondi is receiving at their doorsteps. The success of Rokomari.com from its beginning makes us believe that the people of Bangladesh never lost the habit of reading from the deep cores in their minds. The habit of reading is reviving. Today, most internet addicted youngsters are often having a glance through Rokomari.com web site. The company is headed by a board of directors and a chairman , Mahmudul Hasan Shohag also the founder of Udvash coaching center . Mahmudul Hasan Shohag is considered as one of the successful entrepreneur in Bangladesh . The company is headed by a Chief executive officer who is a well known professional . The head office of Rokomari.com is located in Motijheel , the main commercial center of Dhaka. Rokomari.com is never obsessed with sells and marketing only. To make skilled and trained manpower is another challenge and the organization is working best for it. They have three types of development programs-

- Youth Development Program
- Mental Health Development Program
- Skill Development Program

Vision :

To involve books with the daily-lives of the people of society is their challenge.

Mission :

Along with books to deliver other necessary service and products . To ensure service quality and enrich lives , create value and contribute towards socio- economic development of the country .

4.2 Organization Organigram

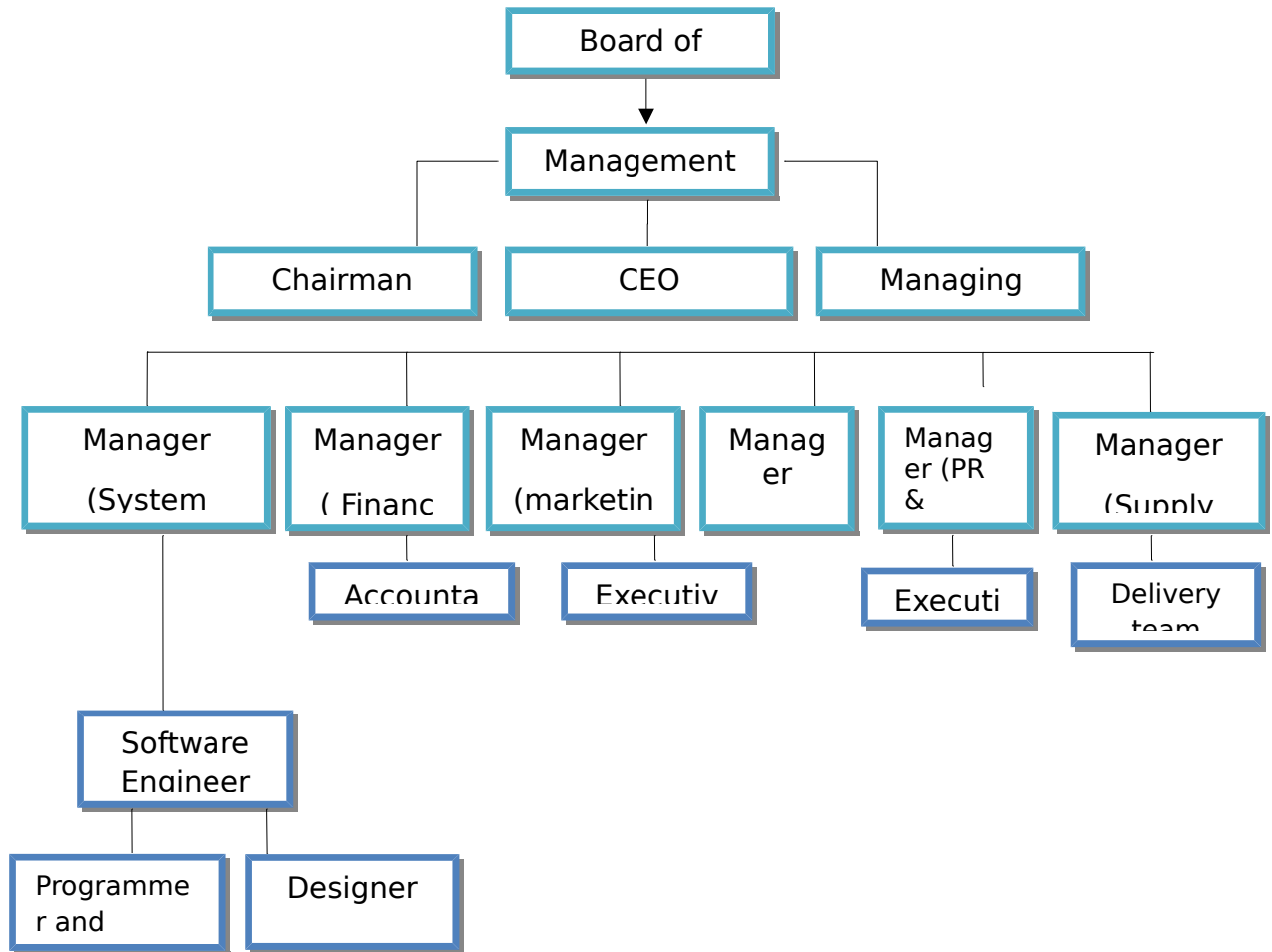


Figure 1 : Management Team of Rokomari.com

4.3 Business model

Like other deal sites Rokomari.com works like a connector between general customers and Publishers . Rokomari.com offers its customers a discount on behalf of the Publisher based on prior agreement which leads its customers getting Product in less cost . The main benefit for customers is the discount and for merchants it is increasing customer base and promote. Trade is conducted B2B (Business to Business) and B2C (Business to Customer) or both B2B and B2C mode . Rokomari.com collects their products or books from publishers as per order from customer , who could be another business institute or final consumer .



Figure 2 : Rokomari.com Business model .

4.4 Target Market

The target market of Rokomari.com sites basically cover the total customer demography . The clumsy traffic condition of urban areas gives an opportunity to create value in customers life through taking out some hassle and the inconvenience of customer and market distance .

4.5 Marketing and Promotion

As it is an online store Rokomari.com has to do vigorous marketing and promotion of their business . This crucial task is executed by the Branding and public relation and events department . Marketing and promotion is done online and off line . The Branding department looks the online marketing section and off line is looked out by Public relation and events . Rokomari.com does 70 % of marketing and promotional work for the organization . The Branding department mainly cover the rest and promotes any new entry in their catalogue . Rokomari.com promotional and marketing activities is done by various modes such as

Events

Major promotional and marketing activates is done in events held all over the country . These events include National Book fair , Math Olympiad , IT Business fair and events help by educational institute or institute of other discipline

Email

The Rokomari.com database incorporates email addresses that people used to open an account at Rokomari.com. An Email id is registered in their database at the time of purchase . Any new entry to the catalogue or promotional offers are notified to that email id . The organization also add data in their potential customer database by conducting survey and gathering information for further promotional and marketing activities .

SMS broadcast

Rokomari.com notifies its subscribers about every new deal through SMS. It works like an instant alert about a new offers for subscribers. The cell number database consists 10,000 cell numbers of its subscribers which is also increasing every day.

Social Media

After the renovation of Facebook through going timeline Facebook has been able to draw the attention of users who use Facebook for business purpose in a whole new way. Now Facebook provides detailed stats about a business page which is pretty crucial for businesses like Ajkerdeal.com. Currently Rokomari.com Facebook fan page has 15,94,340 and counting fans which are generated using promotional tools like Facebook ad. . Without any artificial manipulation this fan base is expanding everyday which gives it recognition among the mass people. When a new deal is live, Rokomari.com promotes it on its Facebook fan page through an image along with a brief description about the offer and a direct URL link to that offer at Rokomari.com website.

4.6 Payment Method

As a E-commerce site Rokomari.com follows two methods of payment for their service , Online payment or cash on delivery . Customer Pay the bill in any way that suits them . You can pay after having the product in their hands (cash on delivery); or they can use mobile banking, credit card or online services such as PayPal or Payza and others option like bikash , Visa , Maestro and BDDL mobile banking .

Discount

Rokomari.com provides discount on every product . All products are being sold at a discounted price than the market price. Every Book has a discount ranging from 10% to 40% . A promotional discount card is provided to customers for extra which has validity up to 2 years.

4.7 Customer Service

Rokomari.com has dedicated customer service which helps all kinds of problem regarding the delivery issue, timing of delivery, quires about the product, after sales inquiry, online payment issue etc. with time. They have our own call center to provide maximum convenience to customers. Rokomari customer care is open for 7 days a week from 9.00 am to 11.00 pm .

4.8 Product Delivery

To ensure service quality, Rokomari.com launched their own courier service in 2014. Although till now Rokomari.com courier works in Dhaka, Chittagong and Rangpur, it will spread nationwide with time. For other regions third party organization is used to deliver order . There are two different charge for product delivery, 30 BDT if order is placed via its website and 50 BDT if order is placed by Rokomari.com hot line . Product delivery charge in other nations are measured by the weight of Books ordered , in this case delivery charge vary by destination .

Free Shipping

Rokomari.com provides customer free shipping code .It is one of its promotional tools . This service is applicable for all over Bangladesh. This offers validity remain from one month or one order to several month and several orders .

Chapter 5 Analysis and Finding

5.1 SWOT Analysis of Rokomari.com

In this report a SWOT analysis of Rokomari.com have been conducted and web usability has been analyzed and organization problems have been identified .

Strength :

- Rokomari.com follows simplified B2B and B2C / B2C business model .
- Its target audience is the whole population . There is no need of planning a different marketing plan for different demographic segment .
- Payment system include cash on delivery . It is widely acceptable and hassle free .
- Rokomari.com collection of books is huge . Its inventory consists over a million books of different category .
- The Rokomari web site is aesthetically pleasing .
- The site also supports Bengali language .
- Up to 25 % off on any purchase of books make competitive advantage .

Weakness:

- Rokomari.com has no value proposition it has been able to sell only books.
- No multiple revenue model , no subscription fees , affiliation revenue model ad. fees .
- Lacks Consumer to Consumer (C2C) business model .
- lack efficiency in project execution.
- lake internal communication and logistic support .

Opportunity :

- Rokomari.com has similar marketing opportunity like amazon .
- So to start e-books and other line of products .
- Has option to have multiple business model .

Threat:

- Risk of transaction . One party of a transaction can deny to pay .
- Shipping policy time consuming . 3 to 10 days working days .
- Firm profit may fall down dramatically . Because market size is small.
- Merchant can generally move to another emerging site .

5.2 Web Usability

The ease with which the users use a websites is known as the Web Usability. It is the presentation and quality of the websites which makes the users comfortable while using the websites. The meaning of web usability is the smoothness of utilization of a website. In the perception of e-commerce websites, web-usability is narrowed down to efficiency, triggering sales and/or performing other transactions significant to the business. The concept of usability can be defined as “how well and how easily a user, without formal training, can interact with an information system of a website” (Benbunan-Fich, 2001). Bernard et al. (1981) suggested that a “truly usable system must be compatible not only with the characteristics of human perception and action, but, most critically, with users’ cognitive skills in communication, understanding, memory, and problem solving.” A usability evaluation consequently assesses the ease of use of a website functions and how well they enable users to perform their tasks efficiently. Subsequently, usability is a more comprehensive build than usefulness.

Below the web usability of the website of Rokomari.com is analyzed.

5.1.2 Problems in Rokomari website

The web usability of Rokomari website is below the standard . The time to load the site requires very The content is not clear along with many other navigation problems and has poor image content

The site was accessed on 15 th February 2016 for doing the analysis and also on. The web usability problem of the website of Rokomari is discussed below.

Navigation :

The navigation of Rokomari web site is inconvenient . There is no option for getting to the previous page one was , he or she have to get to the home page again and start over .The distribution of content and link in not user-friendly . It seem very confusion at first .

Loading of web site :

Even though Rokomari.com is a light website but still it takes time to load in some specific browsers like Firefox and Internet explorer .

Unclear Content :

The image quality of the contents is poor . In some case not visible . Some product image are not available . Some image are blurry and doesn't match the actual image of the product .

Lack of products in categories:

As Rokomari declares that they have all the books in their catalogue but some Some product doesn't appear in the cataloged as they appear in the search option of the website . This creates dissatisfaction and negative impression in the minds of the consumers .

Chapter 6 Recommendations and Conclusion

Recommendation

The website of rokomari.com has to increase its web usability and as a organization it have to build up a better sense of internal communication and efficient in operation . Every website have to take better consideration in developing user-friendly interface . Rokomari.com is an infant organization it has to learn from all the projects executed and task undertaken .

Recommendation regarding its website usability is as follows :

- Rokomari.com should simplify their website . section of author , product category should be developed in separate scroll down tab . It is more convenient then putting all the elements all over the page
- Proper and perfect picture should be taken of the product and edit them accordingly so that there is no difference between the actual product and the image given in the website.
- The categories and sub categories needs to be fixed so that whenever a customer a search they can get the desired product they are looking for. Each products line should have categories individually.

As an organization Rokomari.com has its limits . Considering all those problems some suggestion are as follows.

Rokomari.com should consider the following recommendations :

- The internal communication should be effective and clear . A company cant profit if the task and objectives are ambiguous to the team members . Clear and comprehensive instruction should be provided to executives .

- In matters of promotional tours enough team members should be assigned and each of their task should be defined .
- Logistic support should be developed for performing any project without hassle .
- To become popular in earliest time Rokomari.com need huge promotion like billboard, TVC, leaflet, print media etc. so that people can find it easily.

Conclusion

The rational of this study has been discussed at the beginning of this report . From last few decades, organizations have conducted business electronically by employing a variety of electronic commerce solutions. In the conventional scenario, an organization enters the electronic market by establishing trading partner agreements with retailers or wholesalers of their choosing. These agreements may include any items that cannot be acquiescent electronically, such as terms of transfer, payment mechanisms, or implementation conventions. After establishing the proper business relationships, an organization must choose the components of their electronic commerce system. In this report I have formulate the basic concept of E-commerce its origin and its stand in the perspective of Bangladesh . this report should give a clear in site about E-commerce . My report also discusses the E-commerce based organization I was with . This report points out the flows and as well as considerable solution to those flows of the organization . The recommendation will help them to make their site better and their operation efficient .

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