



C2C E-commerce Business Analysis

Based on Bikroy.com Model

Name: Nafisha Anzum Dipra

ID: 2211365

Course: E-commerce & Web Application

Submitted to : **Arifur Rahman Khan**

Bikroy.com Overview

- Bangladesh's largest marketplace platform
- Tiered membership structure:
 - Basic Member
 - Verified Seller
 - Authorized Dealer
- Focus on SME empowerment
- Virtual shop functionality

Web Usability Guidelines for C2C

User Experience:

- Streamlined registration process
- Intuitive product listing interface
- Advanced search functionality
- Mobile-first approach

Trust & Safety:

- Verification systems
- Secure messaging
- Rating and review platform
- Report functionality

Revenue Generation Model

- **Primary Revenue :**

- Tiered membership subscriptions
- Featured listing fees
- Transaction commissions
- Premium placement fees

Secondary Revenue:

- Advertising space
- Promotional services
- Value-added services
- Data analytics packages

THANK YOU

- "Thank you for your attention. I'm happy to answer any questions about our analysis and recommendations."

