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Research topic:

E-Commerce and its Role in Healthcare sector in Bangladesh

Introduction:

Today, one of the industries with the fastest and most explosive growth is healthcare e-commerce. Bangladesh now has access to online health services thanks to the widespread internet and smartphone penetration over the past few years. This study was carried out to examine the current state and future prospects of e-commerce in the healthcare sector in Bangladesh. This study will aid in understanding the opportunities and difficulties associated with healthcare E-Commerce.

Problem Statement:

Any project has constraints and hazards that must be managed in order for it to be successful in the long run. We will work hard and do our best to collect more accurate data so that we may perhaps create more accurate predictions for our research. The primary driver behind the creation of this project was the lack of consumer interest in and activity surrounding online health care services. We'll conduct a poll to learn

about consumer expectations, and then use data mining tools to analyze the results.

Objectives:

This study's main objectives were to assess the current state of e-commerce in healthcare and determine its future course. Finding its success elements, opportunities, and limitations was a secondary objective.

1. To identify the key benefits and drawbacks of online healthcare.

2. To determine the principal difficulties that internet healthcare faces.

Preliminary Literature Review:

The previous study concluded that E-Commerce is assisting consumers in buying and selling health goods and services, and that traditional business and purchasing regulations in Bangladesh have altered. It is also apparent that it is used for information transmission between businesses, between buyers, and between buyers and businesses, as well as for advice-seeking. Access to medical services can now be made quick, dependable, and efficient thanks to the widespread use of smart phones and the accelerating internet. More and more people are using the internet to research diseases and specific medical concerns. The use of social media by Bangladeshi hospitals, doctors' offices, and

clinics to connect with patients and draw in new ones by posting advertisements is evident.

Methodology:

Online surveys will be used for the research. We'll also gather information from government reports, websites, publications, and blogs on the internet, journals, and other sources. We'll use HTML and CSS to build a website.

1. We'll conduct a Google-based poll and gather information.

2. After that, we will analyze the data to discover customer trends in this industry. We'll also look into the state of e-commerce in the nation's health care industry.

References:

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