

E-commerce Business Audit Example (Bangladesh Market)

1. Audit Objective

Evaluate the financial health, operational efficiency, customer satisfaction, and compliance of an e-commerce business selling gadgets in Bangladesh.

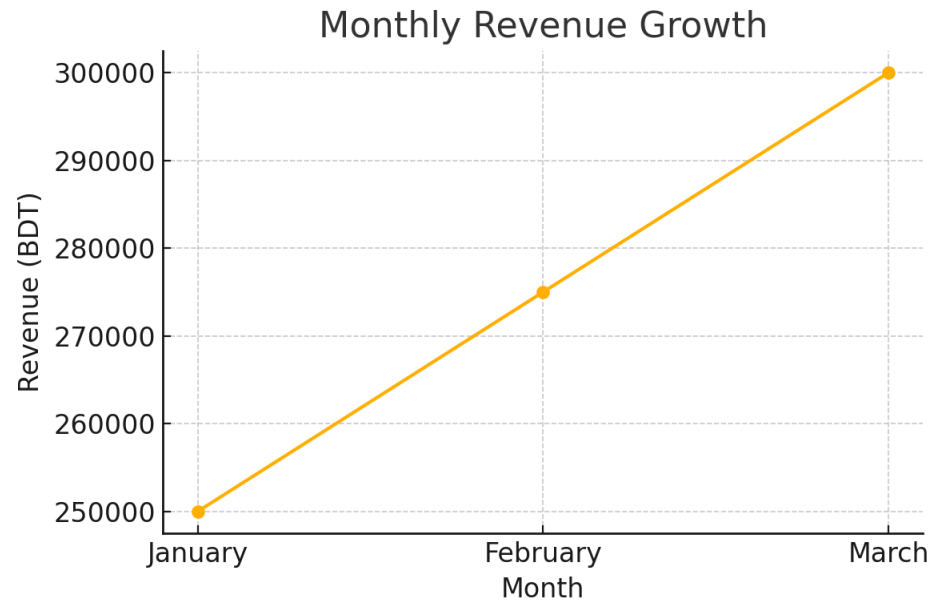
2. Basic Business Data

- Business Name: GadgetHub BD
- Products: Mobile accessories, Smart gadgets, Wearables
- Platform: Website + Facebook shop
- Payment Methods: Bkash, Nagad, Cash on Delivery (COD)

3. Financial Audit

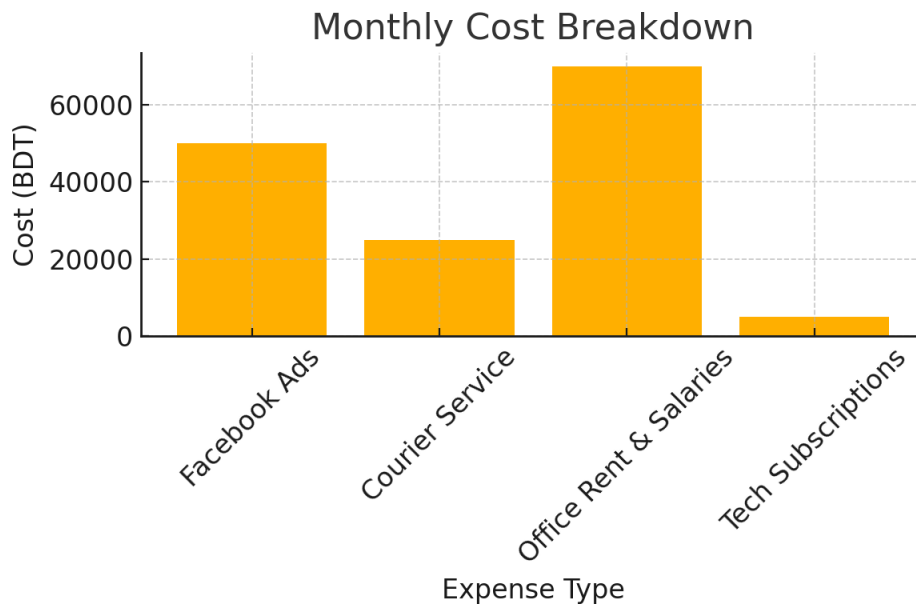
3.1 Revenue Analysis

Monthly Revenue Growth:



3.2 Cost Analysis

Monthly Cost Breakdown:



3.3 Profitability

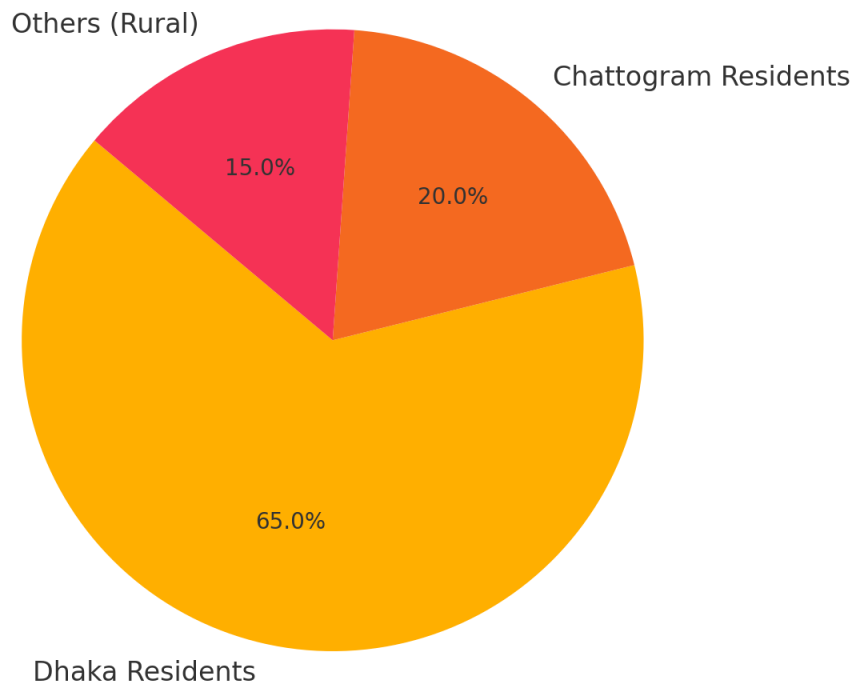
- Gross Margin: 40%
- Net Profit Margin: 18%

4. Customer and Market Audit

4.1 Customer Segments

Customer Location Distribution:

Customer Location Distribution



4.2 Customer Satisfaction

- Average Rating: 4.2/5
- Top Complaints: Late delivery (15%), Product mismatch (8%)
- Return Rate: 5%

5. Operational Audit

- Average delivery time: 4 days (target: 2-3 days)
- Stockouts for hot products: 2 per month
- Failed deliveries: 8% of total orders
- Mobile bounce rate: 58% (needs optimization)
- Conversion rate: 1.8%
- Payment System Split: 95% mobile payments, 5% COD

6. Legal and Compliance Audit

- Business registered with RJSC
- Trade License and VAT BIN: Active
- Refund Policy: Displayed clearly
- Customer Data: Basic data encryption (recommend improvement)

7. Summary Report (SWOT)

Strengths:

- Strong mobile payments
- Good customer ratings

Weaknesses:

- Slow delivery
- Website needs optimization

Opportunities:

- Expand product lines
- Faster courier tie-ups

Threats:

- Competitor pricing
- Logistic disruptions

8. Recommendations

- Partner with faster courier services.
- Improve mobile website speed.
- Introduce loyalty program to retain customers.
- Add more product categories like laptops and smart home devices.
- Better encryption for customer data security.