

Globally, the agriculture sector is suffering from high pricing of agricultural products which affects the cost of living. Traveling to a long distance of location to get the product needed can be time consuming. In Bangladesh, farming is the predominant activity. In the current market, agents primarily defraud Bangladeshi farmers, resulting in economic deprivation. (Mia, 2017).

The utilization of social media on a large scale has increased recently. E-commerce and e-business have progressively become essential elements of businesses and a potent source of economic growth in the newly developing global economy. The adoption of information and communications technology (ICT) in business has completely changed how people relate to one another both inside and outside of enterprises. Specifically, aside from minimizing costs, the use of ICT in business has increased productivity, prompted greater customer engagement, and enabled mass customization.

With advancements in Internet and Web-based technology, distinctions between traditional markets and the global electronic marketplace are shifting. The ability of a corporation to identify emerging opportunities and use the required human capital skills to capitalize on these opportunities through an e-business plan is straightforward, practical, and practicable in the context of a global information milieu and new economic environment. E-commerce, when combined with the appropriate