

# E-commerce Challenges, Solutions and Effectiveness Perspective Bangladesh

Ohidujjaman  
MSCSE

Department of Computer Science  
and Engineering  
United International University,  
Dhaka, Bangladesh.

Mahmudul Hasan  
Lecturer

Department of Computer Science  
and Engineering  
Comilla University,  
Comilla, Bangladesh.

Mohammad Nurul Huda  
Associate Professor

Department of Computer Science  
and Engineering  
United International University,  
Dhaka, Bangladesh

## ABSTRACT

Due to increasing the Information Technology around the world have a strong role in business sector that have already turned into online business many year past. This online business refers to the E-commerce which is recently moved in to developing countries like Bangladesh (BD). This paper describes the present challenges of E-commerce and it's solution in BD. It also discusses the effectiveness of E-commerce in financial sector of BD .Proper Ecommerce sites like Brand E-commerce play a vital role in employment generation as well as increasing the internet utilization .This research mainly describes the present status of BD's E-commerce sites as well as study of traditional commerce for developing online business.

By surveying fruitful questionnaire from consumer site, E-commerce services provider related parties, banking sector give a perfect assessment of BD's present E-commerce infrastructure and its future organizational structure. Market middlemen, and industry and firm value chain are the most involvement in traditional businesses. Online marketplace eliminates that involvement by creating an alternative channel from producer or manufacturer to consumers or audiences via Web [10]. As a developing country BD is not well known about IT sector. As a result this paper also shows how to reach digital Bangladesh. The comparative analysis of different E-commerce sites represents an analytical initiative. This research compares the local E-commerce sites with worldwide brand E-commerce sites to make an effective solution of BD's E-commerce.

## Keywords

E-business, E-commerce, Market middlemen, Supply chain, Transaction costs, M-commerce

## 1. INTRODUCTION

### 1.1 Background

The initiate of internet the large planet named world become a tiny one. Both the globalization and internet have the prospective to offer a lot of benefits to individuals and organizational in developing as well as developed countries. Internet and e-commerce are closely wrapped towards developed countries. But they can achieve tremendous benefits to developing countries if it is applicable as an ideal business purpose. E-commerce is a revolution in business practices.

In the whole world the potential economic is dependent on business sector. Long period past in the first world countries ,their business is in online marketplace .That is a traffic turn in business sector for saving time ,eliminating market middlemen , reduction of necessary product cost, visiting a free-

dom marketplace , ensuring the quality of products and opportunity for checking the product prices as well as save the transportation cost for consumer mobility.

Geographically Bangladesh is an agriculture based country. But, It has lots of population like 161 millions now [15]. According to its area population density is very high. Since this country is an agricultural based, but it is known to all agriculture is the raw materials of the industry. In every country industry is the creator of business sector. However, BD can use their large number of population in a potential business arena including agriculture sector.

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.

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 [4]. 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 [4] 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 3<sup>rd</sup> 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 [11].

### 1.2 Evolution of E-commerce

Although E-commerce is a very recent phenomenon of the late 1990s, it already has a brief chaotic history. The history of E-commerce can be divided into three periods. They are innovation, consolidation and reinvention periods.

**Table 1. Evolution of E-commerce [10]**

Evolution of E-commerce		
1995-2000 (Innovation)	2001-2006 (Consolidation)	2006-Future (Reinvention)
Technology-driven	Business-driven	Audience, customer and Community- driven
Revenue growth emphasis	Earnings and profits emphasis	Audience and social network growth emphasis
Venture capital financing	Traditional financing	Smaller VC investments; early small firm buyouts by large online players
Ungoverned	Stronger regulation and governance	Extensive government Surveillance
Entrepreneurial	Large traditional firms	Large pure Web-based firms
Disintermediation	Strengthening intermediaries	Proliferation of small online intermediaries renting business processes of larger firms
Perfect markets	Imperfect markets, brands and network effect.	Continuation of online market imperfections; commodity competition in select markets.
Pure online strategies	Mixed “bricks and clicks” Strategies	Return of pure online strategies in new markets; extension of bricks and clicks in traditional retail markets.
First-mover advantages	Strategic follower strength; complementary assets	First mover-advantages return in new markets as traditional Web players catch up
Low complexity retail products	High complexity retail products	services

## 2. RECENT ISSUES AND DEVELOPMENTS

E-commerce is the very recent trend in business regarding to Bangladesh. Many people are trying to develop its activities related to different views. This work studied basically existing almost recent related tasks. Three recent works out of them are sequentially depicted as follows.

### 2.1 E-commerce aspect of Developing Countries like Bangladesh (March 2011)

**Table 2. Analytical report of 2.1 [1]**

Major issues	Research	Hypothesis
First mover activity	Nature of the company. Number of the employees. Company's internet experience.	This paper emphasis on these issues. But no indication online marketplace opportunity. Specified as first mover for traditional business.

E-commerce web site development and maintenance process	No mentioned	This issue is a continues (99.99+) Process and provides service as 24/7.
Internet issue	Company's internet experience. NO. Of computer literate officer. Mode of the Internet usage.	This issue is poorly described. Just specified the internet usage level of merchant expressed as percentage result. Dial up, Broad band and office automation as a mode of internet usage result. No details infrastructure of internet for an E-commerce.
Revenue model	Revenue of the company. Profit of the company.	Several types of revenue model are not point out at all. Just express the revenue and profit of the firms. Here sales of goods are the revenue model.
Payment system agreement	No mentioned	For secure online value transaction this issue is the most essential.
Transportation agreement	No mentioned	For successful shipping this issue is efficient.
Multiple business dimensions	Only B2B	But no specified about B2C,C2C,M-commerce, P2P
Target audience or consumer study	Not specified	To run an E-commerce must prophecy of consumers
Privacy policy of merchant side	Not specified	This issue protects mainly consumer's privacy monitored by the merchant side.

### 2.2 E-Commerce in Bangladesh: Status, Potential and Constraints

**Table3. Sketch of limitations of the paper. [2]**

Swot up area	Sketch Of Limitation
Dimensions of the business	B2B, B2C and B2G are specified. But Emerging model C2C, M-commerce is not specified. Also P2P is not depicted.
Ecommerce web site development and maintenance	Not specified about this issue
Internet status and issues	Directly this issue is in BTTB. But there is no well depiction about internet infrastructure for E-commerce
Disintermediaries	Well description about business dimension but no stresses how would be eliminated market middlemen.
Shipment policy	As E-commerce purpose no shipping agreement.
Audience Analysis	Not specified

Payment via clearing house	Only specified Payment system via bank but the procedure is not sketched. Not identified clearing house.
Revenue model	Just identified revenue and profit of the firms but what types of revenue model are there, is not stated.
Online marketplace	Did not touch Online marketplace commencement.
Cultural tradition Issue	Not point out.

### 2.3 Present Status and Critical Success factor of E-commerce in Bangladesh

Constriction of this paper [3] Perspective developing country:

- ✓ Vital outcome success factor are not highlighted (Elimination market middlemen, multiple revenue aspect, time, first mover opportunity etc.)
- ✓ No details about online marketplace
- ✓ Consumer analysis is skipped
- ✓ No touch to E-commerce site development in business purpose.
- ✓ No details role of Internet for online market.
- ✓ Online banking role is omit
- ✓ Several payment systems are not specified
- ✓ Product and services shipping policy was not found.
- ✓ Only three business models are expressed (C2C, M-commerce are skipped)
- ✓ There is no privacy policy sketch.
- ✓ Lack of depicted foreign currencies approval.
- ✓ No specified third party involvement in value payment (e.g. clearing house)
- ✓ Not spoken cultural tradition to buy product

### 3. EXISTING SCENARIO OF E-COMMERCE IN BANGLADESH

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.

Table 4. Foremost Bangladeshi E-commerce sites [17]

Site Name	Alexa Rank	BD Rank
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

This study analyzes some E-commerce in BD applying several key factors. Mainly these major factors manipulate to establish an ideal E-commerce infrastructure.

Major Attributes to establish an ideal E-commerce are as follows:

- ✓ 8 Key Elements of Business model
- ✓ 8 Unique Features of E-commerce Technology
- ✓ Business Dimensions / Models
- ✓ Revenue Model
- ✓ Target audiences
- ✓ E-commerce Website Methodology
- ✓ Secure and quick payment system
- ✓ Currencies Support
- ✓ Shipping policies
- ✓ Collection of multiplicity
- ✓ Businesses cover up arena
- ✓ Privacy policy

The SWOT (Strengths Weakness Opportunities Threat) analysis is the following on the several existing E-commerce site.

### 3.1 Bikroy.com

Table 5. SWOT analysis of bikroy.com [18]

	Helpful	Destructive	
Strength	1. C2C business model	1. No value proposition – Most of the products are old.	Weaknesses
	2. Revenue model – Advertisement	2. C2C causes Consumer generated business model.	
	3. Target Audiences- All BD's Population	3. Lack of B2B, B2C business model.	
	4. Payment system –hand to hand during receive the product	4. No Multiple revenue model-Sales of goods, Transaction fees, Subscription fees, Affiliate.	
	5. Cover up arena –Six Divisions	5. No online payment system.	
	6. Collection of multiplicity-More than Thirty different categories product	6. Shipping policy –up to consumers.	
	7. Easy to use the site -No Need registration to upload ads	7. Site design – Cannot see the products in different dimension, no shopping cart option.	
	8. Privacy policy –Hide personal information to post ads	8. Currency support – Only BDT/Taka.	
	9. Also support Bengali language	9. Global rich- no support.	
	10. Support social network	10. No Competitive advantages- As Consumer generated.	
		11. Lack of Market opportunity – Not include multiple business model	

<b>Opportunities</b>	<ol style="list-style-type: none"> <li>Has option to turn Multiple business model</li> <li>Has chance to eliminate market middlemen</li> <li>Can create employment</li> <li>Audiences may gather IT knowledge</li> <li>Option to run secure Online payment system-that helps one step to run E -banking</li> <li>M-commerce – that may cover all target audiences</li> <li>Marketing – that may bring first mover facility</li> </ol>	<ol style="list-style-type: none"> <li>Market strategy may fail -because user generated.</li> <li>Products are old- User may reduce</li> <li>Risk of hand to hand transactions – because of dishonest user</li> <li>Shipping policy time consuming –so consumer may move to better one</li> <li>Firm profit may fall down – Because of limited revenue model</li> </ol>	<b>Threats</b>
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### 3.2 Clickbd.com

**Table 6. SWOT analysis of Clickbd.com [19]**

	Helpful	Destructive	
<b>Strength</b>	<ol style="list-style-type: none"> <li>B2B,B2C,C2C business model</li> <li>Revenue model –Ads, Sales of goods, Subscription fees, Transaction fees</li> <li>Target Audiences- City corporation area and large district level town.</li> <li>Payment system –Click card, cheque, Cash at home, Courier pay</li> <li>Collection of multiplicity- Large collection</li> <li>Privacy policy –Personal information is securely stored in clickbd server.</li> <li>Support social network</li> <li>In ClickBD over 90% of all listed items get sold.</li> </ol>	<ol style="list-style-type: none"> <li>Online payment system- Use only click card</li> <li>No affiliate revenue model</li> <li>Shipping policy – No proper shipping policies</li> <li>Site design – Cannot see the products in different dimension, no shopping cart option, not easy to access the site.</li> <li>Currency support – Only BDT/Taka</li> <li>Global rich- no support</li> </ol>	<b>Weaknesses</b>
<b>Opportunities</b>	<ol style="list-style-type: none"> <li>Has chance to eliminate market middlemen</li> <li>Can create employment</li> <li>Audiences may gather IT knowledge</li> <li>Has option to study of cultural tradition</li> <li>Option to run secure Online payment system-that helps one step to steer E banking</li> <li>M-commerce – that may cover all target audiences</li> <li>Rich structure of website –that may help to run an ideal E-commerce</li> </ol>	<ol style="list-style-type: none"> <li>Weak Shipping policy –can lose the user</li> <li>Improper web site design – May disagree the users to access the site</li> <li>Limited market space-can avoid the consumer</li> <li>No media publicity-can away from competitive environment</li> <li>Going to introduce E-gateway cards for both banking e-commerce transaction which may take the market of Click-Cards.</li> </ol>	<b>Threats</b>

### 3.3 Cellbazaar.com

**Table 7. SWOT analysis of Cellbazaar.com [20]**

	Helpful	Destructive	
<b>Strength</b>	<ul style="list-style-type: none"> <li>✓ C2C business model</li> <li>✓ Revenue model – Advertisement, SMS charges</li> <li>✓ Target Audiences- Six Divisions</li> <li>✓ Payment system –hand to hand during receive the product</li> <li>✓ Cover up arena –Six Divisions</li> <li>✓ Collection of multiplicity-variety collection as user generated</li> <li>✓ Mobile SMS-dial 3838 or SMS can enable to trade</li> <li>✓ First concept of M-commerce in BD</li> <li>✓ Partnership with the largest telecom company(GP)</li> <li>✓ Platform SMS ,VOICE,WAP,WEB</li> </ul>	<ul style="list-style-type: none"> <li>✓ No value proposition – Most of the products are old</li> <li>✓ Lack of marketing</li> <li>✓ Lack of B2B,B2C business model</li> <li>✓ No Multiple revenue model-Sales of goods, Transaction fees, Subscription fees , Affiliate revenue model</li> <li>✓ No online payment system</li> <li>✓ Shipping policy –up to consumers</li> <li>✓ Site design – Cannot see the products in different dimension, no shopping cart option.</li> <li>✓ Currency support – Only BDT/Taka</li> <li>✓ Global rich- no support</li> <li>✓ No Competitive advantages- As Consumer generated.</li> <li>✓ Lack of Market opportunity – Not include multiple business model</li> </ul>	<b>Weaknesses</b>
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>✓ Has option to turn Multiple business model</li> <li>✓ Has chance to eliminate market middlemen</li> <li>✓ Can create employment</li> <li>✓ Audiences may gather IT knowledge</li> <li>✓ Option to run secure Online payment system-that helps one step to run E banking</li> <li>✓ M-commerce – that may cover all target audiences</li> </ul>	<ul style="list-style-type: none"> <li>✓ Market strategy may fail -because user generated.</li> <li>✓ Products are old- User may reduce</li> <li>✓ Risk of hand to hand transactions – because of dishonest user</li> <li>✓ Shipping policy time consuming –so consumer may move to better one</li> <li>✓ Firm profit may fall down – Because of limited revenue model</li> <li>✓ Emerging C2C businesses – creates competition to hold marketplace</li> <li>✓ Cultural tradition-obstacle to turn online business</li> </ul>	<b>Threats</b>

### 3.4 Rokomari.com

Table 8. SWOT analysis of Rokomari.com [21]

Helpful		Destructive	
Strength	<ul style="list-style-type: none"> <li>✓ B2C,B2B business model</li> <li>✓ Revenue model –Sales of products, transaction fees</li> <li>✓ Target Audiences- All BD's Population</li> <li>✓ Payment system –hand to hand during receive the product and bkash</li> <li>✓ Collection of multiplicity-Large collection of books in different categories</li> <li>✓ The site is aesthetically pleasing</li> <li>✓ Also support Bengali language</li> <li>✓ Up to 20% off on every purchase of books-makes competitive advantages</li> </ul>	<ul style="list-style-type: none"> <li>✓ No value proposition – Only sell books and CDs</li> <li>✓ No Multiple revenue model- Subscription fees , Affiliate revenue model, ads fees</li> <li>✓ Lack of C2C business model</li> <li>✓ No online payment system</li> <li>✓ Shipping policy –up to merchant.</li> <li>✓ Currency support – Only BDT/Taka</li> <li>✓ Global rich- no support</li> <li>✓ Lack of Market opportunity – Limited classification products</li> </ul>	Weaknesses
	Opportunities		

### 3.5 Hutbazar.com

Table 9. SWOT analysis of Hutbazar.com [22]

Helpful		Destructive	
Strength	<ul style="list-style-type: none"> <li>✓ B2C business model</li> <li>✓ Revenue model –Sales of products, Delivery charges</li> <li>✓ Target Audiences- BD Citizen who lives outside BD.</li> <li>✓ Payment system – Secure online transaction (Pay pal)</li> </ul>	<ul style="list-style-type: none"> <li>✓ No Multiple revenue model-Advertisement , Subscription fees , Affiliate revenue model</li> <li>✓ Lack of Market opportunity – because not include BD.</li> </ul>	Weaknesses

Strength	<ul style="list-style-type: none"> <li>✓ Web site design-An ideal E-commerce site, shopping cart etc</li> <li>✓ Privacy policy –Secure online transaction(pay pal) and hide the person information</li> <li>✓ Shipping policy – Secure and fast</li> </ul>	<ul style="list-style-type: none"> <li>✓ Only One payment system(pay pal)</li> <li>✓ Lack of C2C,B2B business model</li> <li>✓ High Product prices</li> <li>✓ No multiple collection of variety</li> <li>✓ Merchant does not act as clearing house.</li> <li>✓ Limited services area ( 17 town over BD)</li> </ul>	Weaknesses
	Opportunities		

## 4. SURVEY AND RESULT FORMULATION

### 4.1 Survey of Different localized audiences in BD

This study surveyed on 500 hundred people randomly all over the country (BD) through only educated population. **Literacy: definition:** age 15 and over can read and write

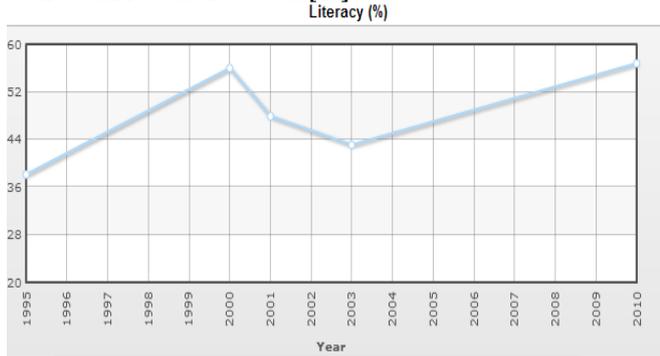
**Total population:** 56.8%

**Male:** 61.3%

**Female:** 52.2% (2010 EST.)

**Definition:** This entry includes a *definition* of literacy and Census Bureau percentages for the *total population, males, and females*. There are no universal definitions and standards of literacy. Unless otherwise specified, all rates are based on the most common definition - the ability to read and write at a specified age. Detailing the standards that individual countries use to assess the ability to read and write is beyond the scope of the *Factbook*. Information on literacy, while not a perfect measure of educational results, is probably the most easily available and valid for international comparisons. Low levels of literacy and education in general, can impede the economic development of a country in the current rapidly changing, technology-driven world.

Source: CIA World Fact book [15]



Country	1995	2000	2001	2003	2010
Bangladesh	38.1	56	47.9	43.1	56.8

Fig 1: Last update literature rate of BD.

This survey was based on some questionnaires.

1. Are you Familiar with e-commerce?

a. Yes c. Partial b. No

These percentage values are calculated over 500 literate populations.

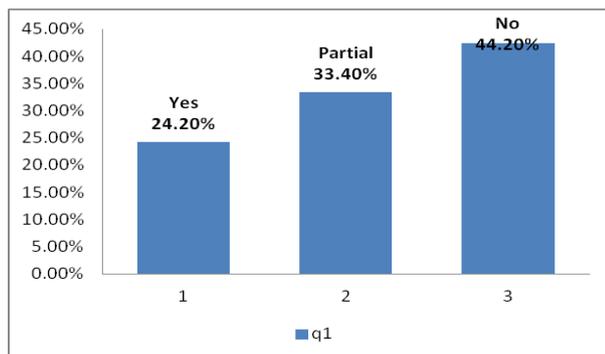


Fig 2: E-commerce familiar percentage values over 500 literate populations.

2. Did/do you use/access this service?

a. Yes b. No

3. Do you agree that e-commerce can provide an alternative marketing channel by eliminating middleman?

a. Yes b. No

4. According to you, is e-commerce suitable or traditional business model for our facilities?

a. Traditional b. E-commerce

These percentage values are calculated over absolute and partial familiar population to E-commerce.

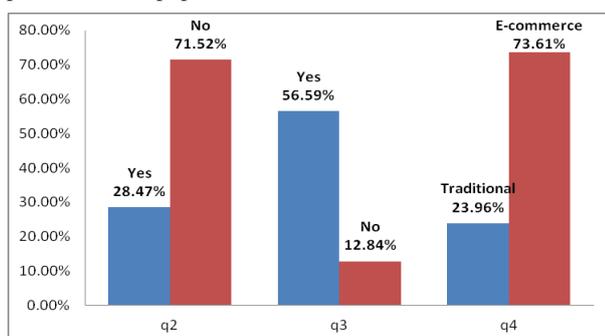


Fig 3. Percentage values for prediction about E-commerce.

5. How do you access this site?

a. Cell phone b. PC

6. Did you buy any products from E-commerce sites?

a. Yes b. No

These percentage values are calculated over the population who only access the sites.

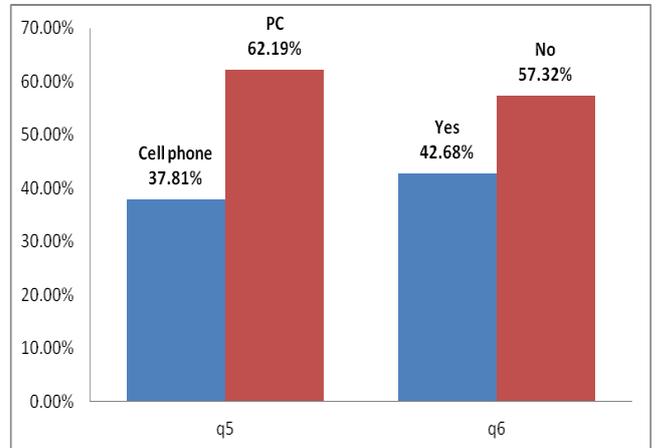


Fig 4. Percentage values on entrance users/consumers

7. How do you pay to buy products /services?

a. Online payment b. Other

8. Which type of business model did you use?

a. b2b b. b2c c. c2c

9. Are you satisfied to receive /get their services?

a. Yes b. Partial c. No

These percentage values are calculated over the population who buy the products or services.

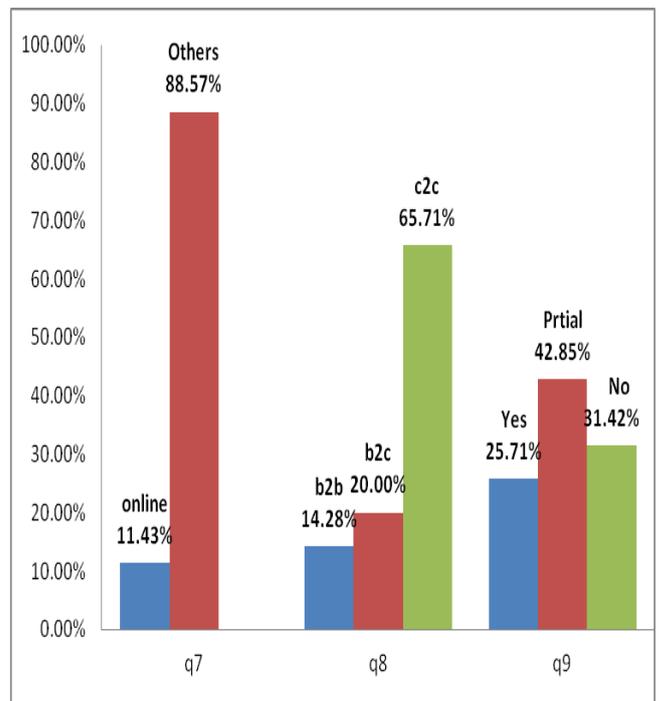


Fig 5. Percentage values on true consumers

These percentage values are calculated over 500 literate populations.

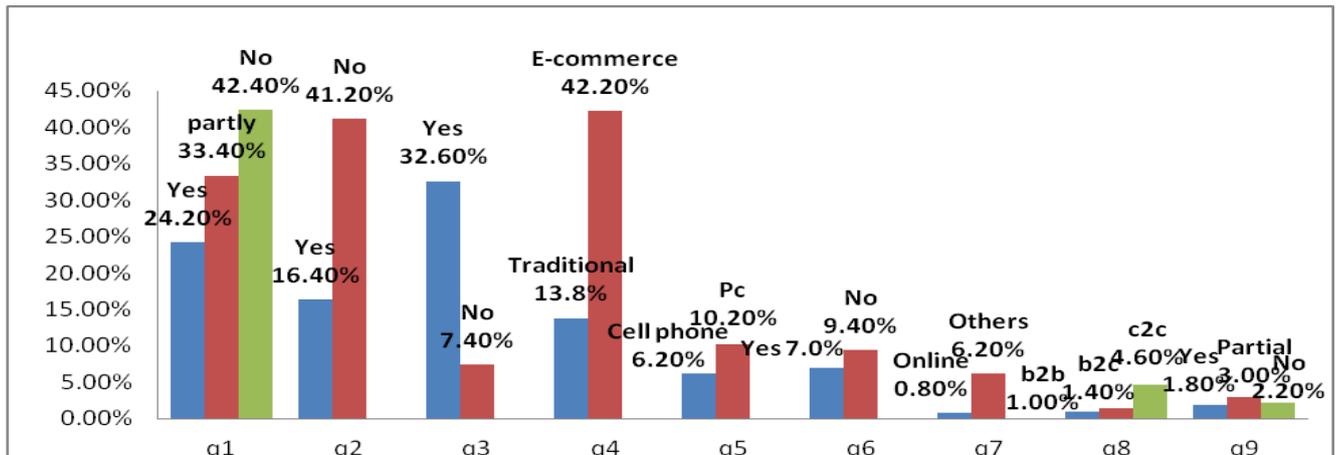


Fig 6. Overall Percentage values are calculated on survey audiences.

## 4.2 Survey on E-commerce service provider parties.

The survey was based on some important questionnaires regarding the online business perspective. This assessment is done through the existing 17 online market sites over the country (BD). The questions are the following:

- What Kinds of business model do you run?  
(a) b 2 b (b) b2c (c) c2c
- Mention the major revenue models used in your E-commerce site.  
a. Sales of goods b. Advertise c. Transaction fee  
d. Subscription fees  
e. Referral fee
- Do you follow any privacy policy in your site? :  
(a) Yes (b) No
- Is this site cover over the world or designed to service for local area?  
a. Local b. Global

- What are the payment systems in your site?  
(a). Manual system (b). Online payment system
- Does it support any types of currencies?  
(a) Local currency (b) Foreign currencies
- Who are the target audience of your site?  
(a) Local (BD) (b) Outside the country
- Do you thing that the Govt. of BD is doing its enough to promote e-commerce in Bd.  
(a)Enough (b) Partial (c) Not at all
- Do this site has contractual policy with any products delivery parties (Post office, courier service, S.A Paribahan, etc) for delivering products?  
(a) Absolutely (b) partial
- Does this site follow marketing to explore online business?  
(a) Fully (b) Partly (c) No

These percentage values are calculated existing 17 online market sites over the country (BD).

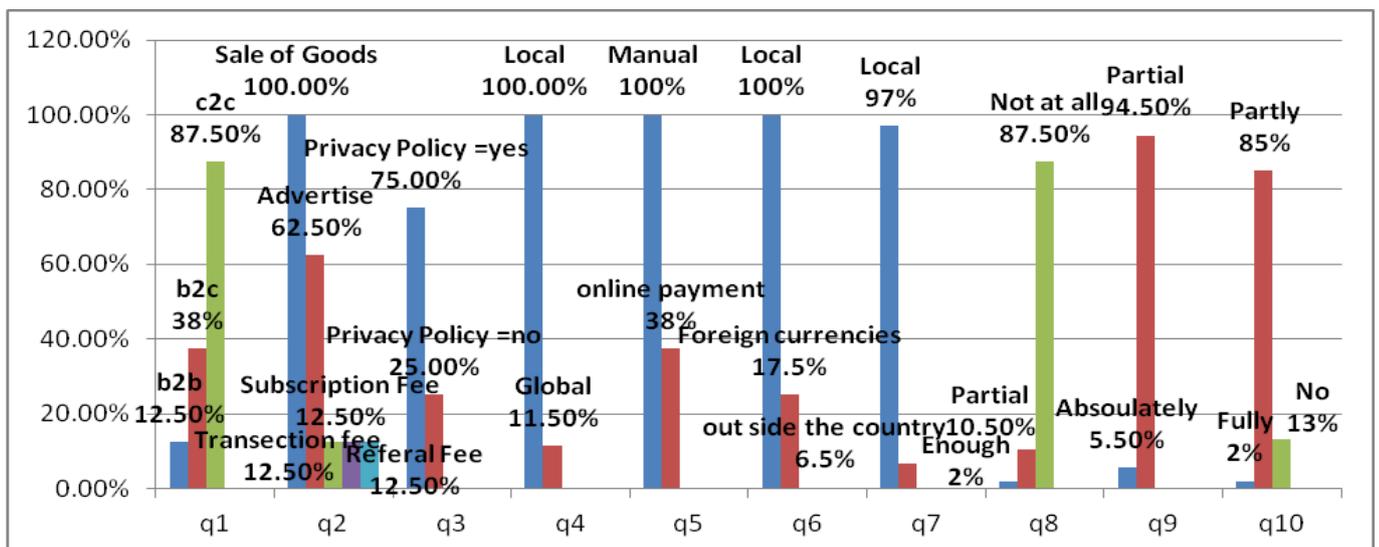


Fig 7: Survey report on online markets.

### 4.3 Comparison Between world wide E-commerce sites versus Local existing E-commerce (BD).

This assessment is done in the view of some potential aspects. These issues [10] are applied in both cases to evaluate the distinction. The prospective features are such as:

- ✓ Business Dimensions / Models
- ✓ Revenue Model
- ✓ Target audiences
- ✓ E-commerce Website Methodology
- ✓ Secure and quick payment system
- ✓ Currencies Support
- ✓ Shipping policies
- ✓ Collection of multiplicity
- ✓ Businesses cover up arena
- ✓ Privacy policy

**Table 10. Comparison world wide E-commerce sites versus Local existing E-commerce (BD). [21][22] [23] [24]**

Areas	Bangladesh	Global
Business Dimension	B2B, B2C, C2C, M-commerce	B2B, B2C, C2C, M-commerce, P2P
Revenue Model	Sales of Goods, Advertisement	Sales of Goods, Advertisement
E-Commerce Website Methodology	Development and Maintenance in a irregular basis	Development and Maintenance Continuous Process (99.99+%)
Target audiences	Native People/ Local Market	International Market
Secure and quick payment system	Negotiateable	Well Secured and electronic transaction
Currencies Support	Almost Local Currency	International Currencies
Shipping policies	Not organized	World Wide
Collection of multiplicity	Poorly	Covers Maximum
Businesses cover up arena	Local	Global
Privacy policy	Not Trustworthy	Trustworthy

## 5. ARISING CHALLENGES, SOLUTIONS AND EFFECTIVENESS

### 5.1 Challenges [12]

There are huge challenges that should be overcome before start e-commerce. Some of these are as follows.

- ✓ Lack of education
- ✓ Govt. / Pvt. Corporation noninvolved
- ✓ Cultural tradition
- ✓ Poor concept of online marketing
- ✓ Poor ICT education and training
- ✓ Internet usage cost high
- ✓ No proper agreement for shipping policy
- ✓ Lack of Privacy policy
- ✓ Feeble Site development and maintenance
- ✓ Less marketing or promote

- ✓ Political problem
- ✓ Business and enterprise less interested to move
- ✓ Lack of first mover
- ✓ Banking sector are not negotiable for electrical transaction
- ✓ High cost of products/services comparing traditional market
- ✓ Internet coverage arena is limited.
- ✓ Communication is haphazard over the country
- ✓ Collection of multiplicity is very low.
- ✓ Lack of trustable business and enterprise
- ✓ Lack of experience of meeting directly with merchant and customer

### 5.2 Solutions [12]

'Build a business, not a website.' E-Commerce is not only a website. This is more than this. An e-commerce site is often as distinctive as the business model it follows. For example, any of the following might also apply:

- ✓ Product relationships/suggestions (up-selling)
- ✓ Customized/Personalized products
- ✓ Ticketing and unique code generation (for use on different sites/services)
- ✓ Discounts, Coupons, and Gift Cards
- ✓ Tax calculations and exemptions
- ✓ Multiple currency and multilingual support
- ✓ Fulfillment and inventory management
- ✓ Notifications (both administrative and customer)
- ✓ Reporting
- ✓ One-step checkout
- ✓ Multiple payment methods
- ✓ Data Migration (from an existing store or database)
- ✓ Integration with non-commerce services (e.g. marketing data collection, newsletters, sharing purchase information on a social network)

### 5.3 Effectiveness [10][11]

Effectiveness is the success issue of the work. However, this study observed various triumph in several dimensions that are out come result after exploitation online market.

**Mentionable helpfulness issues are depicted below:**

- ✓ Most important role to build up digital Bangladesh.
- ✓ Create a direct relation from manufacturer to consumer
- ✓ Eliminate value chain
- ✓ Eliminate market middlemen
- ✓ Great option to create employment
- ✓ Excellent chance to buy products/services in low cost
- ✓ Abolish the negative cultural tradition
- ✓ Secure and easy payment system
- ✓ Save the consumer time
- ✓ Secure marketing policy
- ✓ Eliminate consumer and provider haphazard scheme
- ✓ Great option to gather IT knowledge
- ✓ Comparatively less capital to open online market space
- ✓ Virtual customer service (Easy and quick)
- ✓ Enormous quality of services
- ✓ Consumer has multiple options to choose the products and services
- ✓ Fast and easy shopping
- ✓ Tremendous grad of services
- ✓ Supreme bargaining option
- ✓ Mentionable Revenue for the country Etc.

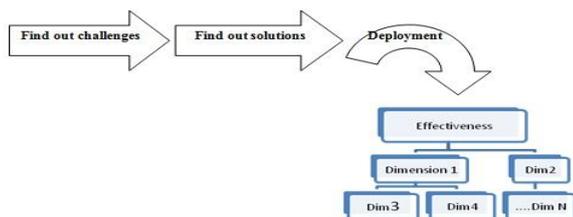


Fig 8: Effectiveness in various dimensions.

## 6. CONCLUSION

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 paper we formulate current ecommerce issues, challenges and their effective solutions regarding Bangladesh.

In future the authors would like to concentrate on secure payment, e-banking and e-governance.

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