Thesis Report

On

"Growth and Challenges of E-commerce in Bangladesh: A case study on Priyoshop.com Ltd"

Submitted By:

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ID: MBA2402032006
Program: MBA
Major: HRM
Spring-2025
Sonargaon University (SU)

Submitted To:

Department of Business Administration
Sonargaon University (SU)
Submitted For The Partial Fulfillment of The Degree of
Master of Business Administration



Sonargaon University (SU)
147/I, Green Road, Tejgaon, Dhaka-1215, Bangladesh.

Date of Submission: 28 April, 2025

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Date of Submission: 28 April, 2025

Letter of Transmittal

28 April, 2025

Shafiqul Islam
(Lecturer)
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Subject: Submission of thesis paper.

Dear Sir,

It is a great pleasure that you have given me an opportunity to submit the report that I have prepared from my experience during working in Priyoshop.com Limited under the Account and Finance department. Now I am looking forward for your kind appraisal regarding Thesis report.

I have given my best effort to prepare the report with relevant information that I have collected from PriyoShop and from other relevant sources during my MBA program. I have the great pleasure to have the opportunity to study on "Growth and challenges of E-commerce in Bangladesh: A case study on priyoshop.com Ltd". It is meaningful to mention that the knowledge I have accumulated during the job time frame.

Regardless of different deficiencies, I have attempted to cover every one of the important issues. It is very qualified to specify that without your sort hearted direction and participation it would not be feasible for me to verify this paper.

Yours Sincerely,

Samor Kumar Biswas
ID: MBA2402032006
Major in HRM
Program: MBA
Department of Business Administration
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Declaration of Student

This is to notify you that, the thesis paper on "**Growth and challenges of E-commerce in Bangladesh: A case study on priyoshop.com ltd**" has been prepared as a part of my dissertation formalities. It is an obligatory part of my MBA program to submit a thesis paper.

Moreover, my supervisor Shafiqul Islam, Lecturer, Department of Business Administration, Sonargaon University (SU), inspired and instructed me.

I am further declaring that I did not submit this report anywhere for awarding any degree or certificate.

Yours Sincerely

Samor Kumar Biswas

ID: MBA2402032006

Major: HRM

Department of Business Administration

Sonargaon University (SU)

Certificate of Supervisor

This is to certify that the thesis report "**Growth and challenges of E-commerce in Bangladesh: A case study on priyoshop.com ltd.**" has been prepared as a part of the completion of the MBA program from the Department of Business Administration, Sonargaon University (SU), carried out by Samor Kumar Biswas, bearing ID: MBA2402032006 under my supervision. The report or the information will not be used for any other purposes.

Shafiqul Islam

Lecturer

Department of Business Administration

Sonargaon University (SU)

Acknowledgement

In the beginning, I would like to convey my sincere appreciation to the Almighty God for giving me the strength and ability to finish the task.

I want to thank my academic supervisor Shafiqul Islam, Lecturer, Department of Business Administration, Sonargaon University (SU), for providing me with all the necessary help for the completion of this report. I want to give him greatest thanks for guiding me as an advisor to start and complete this report successfully.

My sincere gratitude goes to Operation Officer of the PriyoShop, Dhaka for giving excellent opportunity and support me to job my report.

My faculty advisor guided me in proceeding with the report work. For them I could complete my job along with this report successfully. I would like to thanks all the officials of PriyoShop. I warmly thanks them for their support. And finally, I would like to thank all the respondents in my survey. I thank all of them for their cooperation.

Executive Summary

This thesis report is an outlook to the Study of PriyoShop. The Title of this report is **"Growth and challenges of E-commerce in Bangladesh: A case study on priyoshop.com Ltd"** which covers all the particulars of my work. The first chapter offers a clarification on the point source of the report, objective of the report, methodology, scope and limitations of the report. The second chapter provides a complete overview of PriyoShop in details. It has been described about the significant sections that PriyoShop can speak to. PriyoShop picks a few factors for their market division like: Age, Gender, Religion, Income, and Behave. There has been described about the market situating of PriyoShop based on the objective fragment. A few pictures about their special exercises have been attached. The third chapter covers of the analysis that I have conducted. To understand the company's internal strength and weakness and to find out the external opportunities and threat, a SWOT analysis is very important.

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Chapter: 01

Introduction

1.1 Introduction

PriyoShop is a Bangladeshi e-commerce platform, headquartered in Dhaka, Bangladesh. The organization began its procedure on February 2013. It is a B2C stage following the commercial center model. It has been retailing a wide scope of electronic and way of life items, for example, clothing, footwear, gems, frill, gadgets, apparatus, medical services, magnificence items. PriyoShop was established by Asikul Alam Khan. It was established on seventh February 2013.It began its excursion out of a 600 sq. ft. office and with a minuscule 3-part group. It is one of the most punctual internet business major parts in the nation to put resources into house coordination's. Its coordination's activity currently deals with its own conveyance in Dhaka and contiguous regions. For conveyances in further regions, it uses a few of its conveyance administration accomplices. It is occupied with a 3C model (PCs, correspondence, buyers), with more than 60 representatives. It has 5 distribution centers in Dhaka. To drop-off and get bundles, the organization utilizes an arrangement of touch focuses which incorporate mail depots, UDC focuses, and Banglalink Kiosks. The organization use the mailing station network as a coordination's channel, with 8000+ mail depots inside 1-2mile distance of any shopper working down to the UDC levels it has a site and an Android and iOS application where clients can arrange items. Clients of Priyashop.com can get items conveyed from the touch point of Banglalink arranged in the minor spaces of the country. PriyoShop is a definitive internet shopping objective for Bangladesh offering totally bother free shopping experience through secure and trusted entryways. It offers clients popular and dependable shopping with all their most loved brands and then some. Presently shopping is simpler, quicker and consistently upbeat. It is a drive of the main IT firm Splendor IT. At first it began with an understudy based web administration studentWish.com. Then, at that point it changed over into a total IT firm. Then, at that point it started various web administrations like corporate planet.com, tech-yard.com, and glocal24.com. PriyoShop is another web administration drive of this firm. The reason for this assistance is to guarantee most noteworthy and most recent foundation of internet business where web based shopping will be simpler, bother free and exciting. 21 PriyoShop began their excursion based on the obligation to guarantee a definitive shopping objective in the country. Whatever occurs or not PriyoShop will be supportive of client consistently to guarantee the fulfillment at most extreme level. There is part of issues which were reviewed by the group of PriyoShop in the E-business industry of Bangladesh. So the essential group of this site at first decides the answer for work on these issues. After the business dispatch of this site PriyoShop still stop and stringently administer these cautiously so consumer loyalty and trust is being guaranteed from the beginning. That is the reason the

procedures are arranged very with experience and mastery and each technique is interrelated with other in light of the fact that for business PriyoShop should guarantee the interest of itself, traders and clearly clients. PriyoShop has been financially ©Sonargaon University (SU) 2 dispatched distinctly for a very long time. Inside this brief time frame for an E-trade site it is preposterous to expect to adjust all sort of techniques. In any case, that far all that anyone could need procedures applied by PriyoShop on the off chance that we consider the current client reactions. In this undertaking part the in general procedures of PriyoShop have been talked about in subtleties to relate it with the current situation of the E-trade in Bangladesh. PriyoShop grandstands items from all classes like attire, footwear, gems, frill, hardware, machine, books, eateries, wellbeing and magnificence, and as yet checking. Their assortment consolidates the most recent in style just as the record breaking top picks. Their items are solely chosen for the clients. At PriyoShop.com, have all that you require under one umbrella. On top of the vision Digital Bangladesh, PriyoShop opens the entryway for everyone to shop over the Internet. It continually refreshes with part of new items, administrations and uncommon offers. They give on time conveyance of items and speedy goal of any worries. They furnish their clients with significant web based shopping experience. Their devoted PriyoShop quality affirmation group works nonstop to buy and by ensure the right bundles reach on schedule. Clients can pick whatever they like. PriyoShop conveys it directly at client's location across Bangladesh. Their administrations are at doorsteps constantly.

1.2 Background of the study

This topic was related to the growth and challenges of priyoshop.com. Here, priyoshop.com was selected as e-commerce site and the reason is, it was the very first ecommerce site in Bangladesh.

1.3 Objectives of the Study

The study has been carried out with the following objectives: ¬ To analyze the online marketing operation process of PriyoShop; To evaluate the activities of the Content management; ¬ To identify problems related to the marketing operation process; and ¬ To make recommendations based on problems findings.

1.3.1 Broad Objective:

The primary purpose of this report is to meet the partial requirements for the Bachelor of

Business Administration degree.

1.3.2 Specific Objectives:

Studying the promotional and distribution strategy of PriyoShop Ltd. likely involves a few specific objectives:

• Understanding Target Markets: Analyze how PriyoShop identifies and segments its target markets for different products. This involves demographics, psychographics, and behavioral factors influencing their promotional and distribution choices.

• Promotional Mix Analysis: Investigate the specific promotional tools and strategies employed by PriyoShop, such as advertising, sales promotions, public relations, and direct marketing. Determine which methods are most effective in reaching their target audience.

• Distribution Channels: Examine the distribution channels used by PriyoShop to get their products to consumers. This involves understanding their relationships with wholesalers, retailers, and any direct-to-consumer channels.

• Market Penetration Strategies: Explore how PriyoShop aims to penetrate new markets or increase their market share in existing ones. This could involve studying pricing strategies, promotional campaigns, or geographical expansion plans.

• Competitive Analysis: Compare PriyoShop' promotional and distribution strategies with competitors in the industry. Understand their unique selling propositions, market positioning, and how they differentiate themselves.

• Consumer Behavior Impact: Evaluate how consumer behavior influences promotional and distribution decisions. This might involve studying consumer preferences, buying patterns, and responses to different marketing stimuli.

• Effectiveness Measurement: Assess the metrics and tools used by PriyoShop to measure the effectiveness of their promotional and distribution strategies. This could include sales data, customer feedback, or market research findings. By focusing on these objectives, one can gain a comprehensive understanding of how PriyoShop Ltd. promotes and distributes its products, as well as the rationale behind their strategic choices.

1.4 Scope of the Study

The motivation behind this report is to give an impression of my temporary position insight. The objective was to gain practical knowledge from this internship program at Priyoshop.com and understand the working environment of acquisition department. In this report, I have tried to come up with the overall marketing strategies of Priyoshop.com. I have also taken some expert opinion for the topic I have covered in this report.

1.5 Limitations of the Study

During the course of my study, I encountered certain challenges that can be characterized as limitations or shortcomings of the research. These include:

1.5.1 Limited Timeframe:

A particular period of time has been given to me for preparing the report. But the limitation of the time is too short to collect data about the company but the report must be done.

1.5.2 Insufficient Data Availability:

As PriyoShop is a FDI (Foreign Direct Investment) based company and they haven't expanded their business in Bangladesh yet. For this there is a limitation of the data to collect for preparing the report.

1.5.3 Inadequate Records:

Due to Poor record keeping of this organization up to decreasing productivity as well as the information of the company. When employees are forced to track down the information, they need to complete tasks. But lack of information of the company it is not possible to complete the task. For PriyoShop there is this type of inadequate records keeping.

1.5.4 Incomplete and Ambiguous Data:

In time of conflicting the ambiguous data there is an example. Example is supposed there are two people named Frederick James Smith and Frederick John Smith. Suppose that a data base system contains records indexed by name, and that names are represented Lastname_Firstname_Middle-Initial. Then both people will be represented as Smith_Frederick_J and there is data ambiguity.

Chapter: 02

Review of Literature

Literature Review

Financial ratios serve as a method for assessing a company's financial condition, profit, and loss. Financial institutions have numerous stakeholders, such as owners, management, personnel, customers, suppliers, competitors, regulatory agencies, and academics, each with their perspectives on utilizing financial statement analysis for evaluations. Exploring financial ratios aids organizations in fostering innovation, promoting improvement, valuing urgency, and developing individuals who embrace challenges and transform them into opportunities. Customers' purchasing decisions are influenced by various factors, with information-seeking being a key component. Commercial sources serve as the primary means of acquiring information (Kotler & Keller, 2012). Andrianto (2013) asserts that a strong brand enhances product appeal, leading customers to favor branded products due to perceived superiority and safety (Iswara and Jatra, 2017). Marketing strategy is an approach utilized by organizations to connect with their target market, creating awareness and encouraging the purchase of specific products. This section reviews prior research on the topic to draw a comprehensive conclusion (Chartered Association of Business Schools, 2020). Research by Khan & Dhar (2010) reveals that purchasing bundles is more common during sales discounts, especially for hedonic rather than utilitarian components. This finding underscores the effectiveness of promotions in influencing purchases, in line with the findings of Kivetz & Zheng (2017), who emphasize the significant impact of promotional programs on purchase decisions. • The company is dedicated to implementing a welfare-oriented operational system that focuses on uplifting the economic status of the low-income population and generating employment opportunities. The company is devoted to establishing an economic framework that promotes social justice and equitable wealth distribution. Its aim is to drive transformations underdeveloped rural regions, ensuring a balanced socio-economic advancement of the nation through micro level initiatives. Furthermore, the company actively engages in both economic and philanthropic endeavors.

The foundation of customer satisfaction often rests on the product itself, making it a pivotal element within the marketing mix. The product not only serves as a platform for competition but also generates revenue while symbolizing the strategic trajectory of the organization. Consequently, financial institutions, particularly companies of this nature, have developed an increasing focus on various facets related to product strategy. Millat (2010) states that owners should place more emphasis on their marketing activities. They should start marketing through trade fairs and the Internet. They should try to

build an international reputation.

It's common knowledge that in today's cutthroat business environment, quality and satisfied customers are essential to making it. According to (Oliver, 1993), service quality would precede customer satisfaction whether these constructions were cumulative or transaction- specific, and this is still generally accepted as the case today. Researchers have become more exact in their definitions and assessments of customer happiness and service quality, allowing them to draw clearer connections between the two. While there are some overlaps between satisfaction and service quality, the latter tends to zero in on more narrowly defined aspects of the service being provided (Wilson, 2008). Although it is acknowledged that other elements, such as pricing and product quality, may have an effect on customer satisfaction, one component of customer satisfaction is customers' perceptions of the quality of the service they get (Zeithaml V. A., 1990). According to (Wilson, 2008), service quality is a narrowly focused evaluation that reflects the customer's perception of reliability, assurance, responsiveness, empathy, and tangibility, whereas satisfaction is broader and is influenced by the perceptions of service quality, product price and quality, as well as situational factors and individual factors. As the degree of knowledge among bank clients rises, the connection between service quality and customer satisfaction becomes more important.

Chapter: 03

METHODOLOGY OF RESEARCH

3.1 Methodology of Research

Choosing the suitable research strategy is a foremost conditions of an effective study. The General principles that the research strategy, the methods or formula used here must be perfect fit for the questions needed to be answered.

3.2 Research Design:

This is a qualitative type of report. This report is got ready which is basically dependent on primary data and secondary data. The relevant date information was collect through direct interviewing of Public CEO Sir of Priyoshop by giving an informal questionnaire. The Secondary data has the major implications in the study. Secondary data are gathered from the relevant published books, journal, internet etc.

3.3 Questionnaire

I have designed a structured questionnaire in such a manner that it is helpful in obtaining input from a limited but representative sample of possible responders. I have done this by developing the questionnaire in such a way as to: This part of the activity consisted of conducting more casual, free-form interviews with a number of probable responders based on the sample. Here, both quantitative and qualitative information is provided. This report, however, is qualitative in character.

Survey Method: I prepared a thorough questionnaire for my survey. I have gathered information from both secondary and primary sources.

Sample Size: The overall sample size for my study was 100

Sample Technique: I employed a non-probability convenience sample for the interview with the consumer.

3.4 Methods of Data Collection

The combination of both primary and secondary sources of information is a noteworthy aspect of the study. The information comes from the following two places:

Primary Sources:

- Close communication with the relevant officer(s) and staff member(s) of the Branch in question.
- Conversations with consumers that take place face to face.
- Relevant file research as submitted by the relevant personnel.

  Secondary Sources: The secondary data come from a variety of various conceptual concerns, and the following sources, among others, were used in the research project:

Internal Sources:

- Annual report of PriyoShop.
- Prospectus and other documents of PriyoShop.
- Prior research report Website.

External Sources:

- Different books and periodicals related to the e-commerce sector
- Different Newspaper

3.5 Methodology of the Study

To prepare this report, information has been collected from different sources. The sources of the data divided into two parts - One is primary sources and another one is secondary sources. Primary Sources: Primary sources refer that the information gathered specifically for the current market research and deals in, with 'hands-on' and original data collected from actual sources. Such as, customers, dealers, producers etc. Secondary Sources: Secondary sources refer that any piece of information used for market research, which was previously collected and is not specifically meant for the current purpose. It includes: newspaper

articles, internet, government reports etc. To set up the report both essential and auxiliary information has been utilized.

Drawing from my educational background, I've acquired various research methodologies. This study provided me with the chance to apply my academic knowledge in a real-world context. Data collection predominantly involved secondary sources.

Sources of Data:

- Annual report of PriyoShop Ltd.
- Books, manuals,
- Journals,
- Official publications,
- Web sites,
- Relevant industry reports,
- Scholarly articles.

Chapter: 04

Organizational Profile

4.1 Overview of PriyoShop

Priyoshop.com is an online shopping platform from where people can purchase products and this site is really reliable Priyoshop.com also consider consumers hassle-free shopping experience. We offer customers a trustworthy platform and hassle-free shopping. Now shopping is not that much tough, time consuming and always enjoyable. Priyoshop also offer different collection to pick up products by consumers own choice. Priyoshop.com started its journey in February 2013. A Leading IT firm named splendor IT is great support for establishing priyoshop.com ltd. Priyoshop counts consumers taste and demand as well. So, priyoshop collects products to sell from different categories. For example, clothing, Shoes, ornaments, accessories, electronics, books, Baby products, beauty and many more. We always try our level best to keep latest collection of products, trendy in fashion. In Bangladesh, priyoshop offers at the very first online shopping and started digital marketing. We always up to date with trend, maintain occasional offer and services. Priyoshiop also provide on time delivery. There are also scope to share any concerns and any objection of any consumers about products. Priyoshop also tries to give a memorable shopping experience to consumers. Choose whatever you like. And our enthusiastic delivery team are there for on time delivery at your doorstep. Finally anyone can look up, choose, and purchase best products. People must enjoy online shopping as it's reliable with priyoshop.com. People can get products with the best trustworthy shopping through online.

4.2 Mission:

Priyoshop.com will provide the finest experience for our customers and merchants at ecommerce platform. We will always try to satisfy customers by offering exclusive products as well as make our merchants' sales increased.

4.3 Vision:

To create fantastic, splendorous platforms that transform lives so that public can know it by its name and fame as well.

4.4 Goal

It needs to give the best quality items at the most serious cost. It accepts to present the most recent.

4.5 Company Values

- Client Delight
- Entrepreneurship
- Knowledge
- Result
- Trust Employee

4.6 Marketing Strategy of PriyoShop

To shape an effective Business, advertising technique plays as a key game player which set a place of the organization to the market. Assuming you need to have an enormous effect on progressive net revenue, something like a brilliant advertising technique with 30% speculation (Expense) is an absolute necessity. PriyoShop gives extraordinary consideration about its promoting technique. PriyoShop knows to build the offer, promoting should be that much brilliant and wise to make both vendor and clients fulfilled. Followings are the way that Priyoshop.com Applied to connect the market:

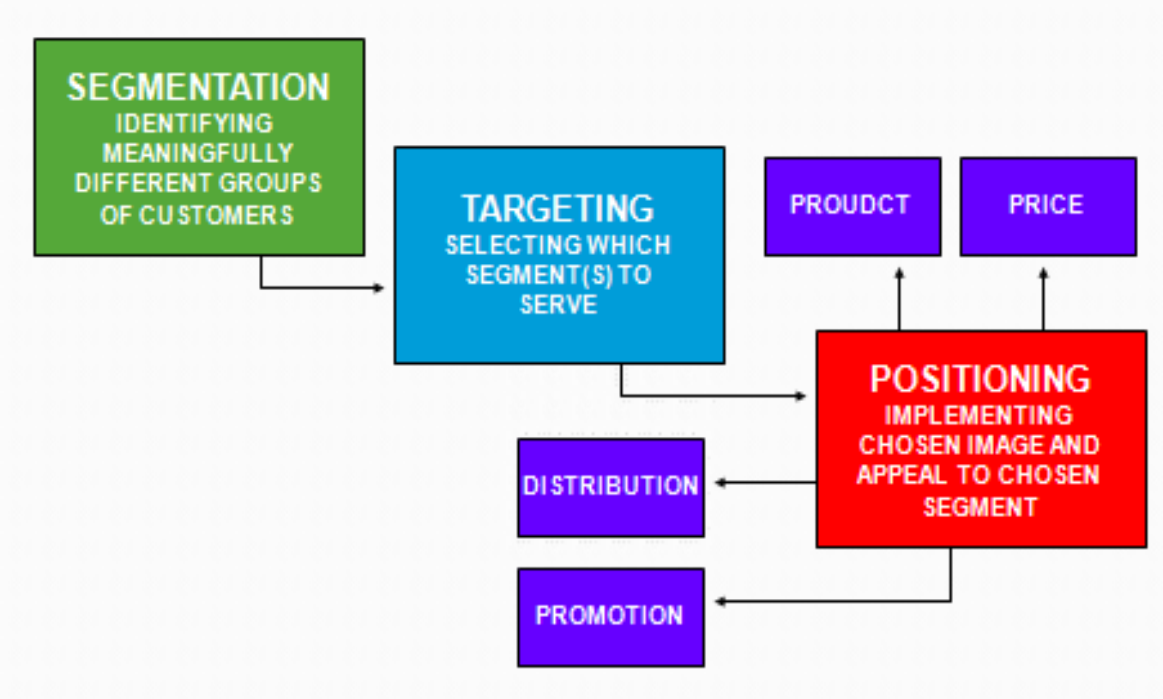


Figure: Marketing Strategy of PriyoShop

4.7 Market Segmentation

Market division is a cycle that involves division of clients into various gatherings that have one of a kind qualities. It is done to distinguish the objective business sectors so the organization can plan and foster different advertising projects to fulfill the objective market. PriyoShop additionally portions the general market into different sub divisions so it can distinguish the best promoting techniques for various business sectors. It utilizes various factors to fragment its business sectors which are as per the following.

1. **Demographic Segmentation:** It orders its clients as indicated by the different attributes which incorporate sexual orientation, age, pay and schooling.

2. **Gender:** Distinctive sexual orientation will in general have diverse need. PriyoShop partitions its market into people. It offers different sorts of items like dress, shoes and assistants to both the sexes.

3. **Age:** PriyoShop has isolated its market into various age gathering, for example, youngsters, teen, youth and grown-ups. It has essentially centered on adolescents so that a large portion of the items exhibited in its site is to draw in them.

4. **Income:** It has partitioned its market into low pay, center level pay and major league salary gatherings. PriyoShop offers premium items, best case scenario, and cost with the goal that the privileged as well as the working class individuals can buy its items.

5. **Education:** PriyoShop additionally utilizes training as it bases to fragment its market as it will in general draw in those individuals who are web clients and can get to its site with no problem.

6. **Occupation:** PriyoShop has grouped its clients as understudy, workers and experts.

7. Geographic Segmentation: PriyoShop has sectioned its market based on different urban areas and locales. It gives conveyance administration both inside and outside of Dhaka. It has zeroed in for the most part on the populated regions.

8. **Psychographic Segmentation:** This system centers on the clients' way of life exercises, mentalities, qualities and assessment and looks at how these influences the buying judgment of the clients. PriyoShop has mostly designated Tech-Savvy clients to expand on their high container esteem. It sells just premium brands so it can draw in individuals carrying on with a tolerably high way of life.

9. **Behavioral Segmentation:** PriyoShop centers predominantly around event variable under social division. Purchasers can be recognized by events when they foster need, buy an item or utilize an item. During event, for example, PahelaBaishakh, Ekushey February, Eid-Ul-Fitor, Eid-Ul-Azha,people will in general purchase new merchandise during this time. This time PriyoShopoffers some appealing offers like – 20% moment cashback on BKash installments, limits offer, get one get one and so forth.

4.8 Market Targeting

Targeting is the process of selecting market segments that will become the focus of the firm's marketing programs. Targeting has enabled PriyoShop to channel its resources and activities to the most attractive market segments. Targeting will also allow PriyoShop to overcome the problem of limited marketing budget by focusing on few customer segments rather than the entire market. There are three types of targeting strategy which entails undifferentiated strategy, differentiated strategy and concentrated strategy. PriyoShop has used differentiated strategy which means that it offers different products for different market.



Figure: Market Targeting

4.9 Positioning of PriyoShop

Situating alludes to the spot that a brand consumes in the personalities of the clients and how it is recognized from the results of the contenders and unique in relation to the idea of brand mindfulness. The reason behind situating is to make an engaging picture that use a brand's exceptional qualities. Advertisers may likewise make situating proclamations for organizations and individual items. It involves strong awareness and promotion.

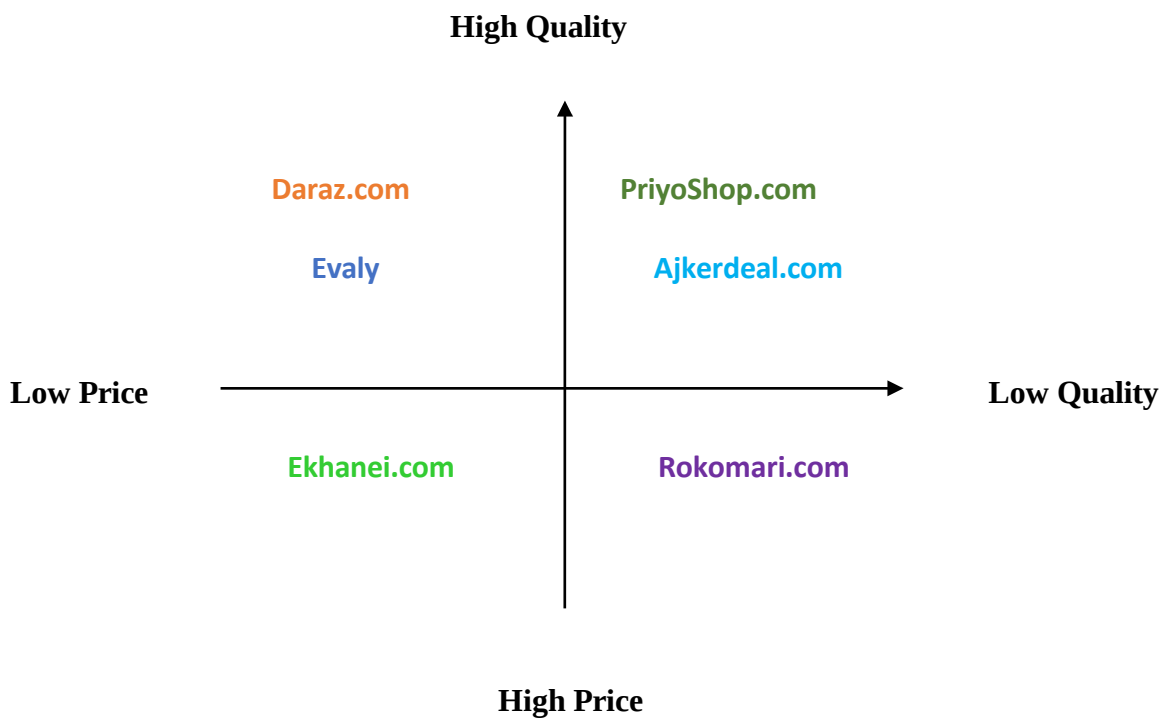
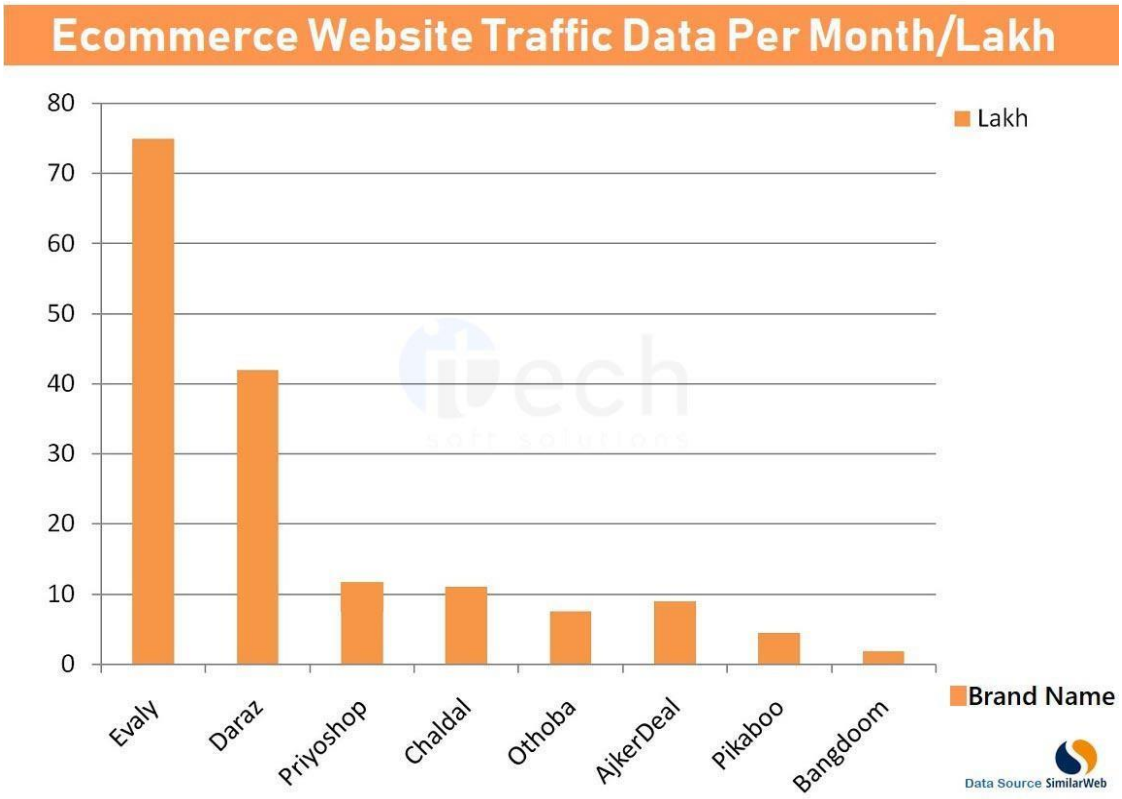


Figure: Positioning map of PriyoShop against its competitors

From this positioning map, it is clearly shown that PriyoShop is a well-known E- commerce businesses site in Bangladesh for their high product quality and prices. It also shows that Daraz.com and Evaly also stands a good position in customers mind against PriyoShop. To make a strong position in customers' mind PriyoShop takes some promotional activities. Li**Identification of the Competitors:**

Identification is the most important step considered by PriyoShop. Evaly, and Daraz.com, are the two primary competitors of Priyoshop. These two e-commerce companies are also in the same industry and all three of these companies including PriyoShop provide the same service and after the same goal. According to a recent marketing research, it is find out that the daily average website visitor of Evaly, Daraz.com, and PriyoShop.com are respectively 75,00,000; 41,00,000; and 12,00,000. From the numbers, it is clear that Evaly is way ahead of the other top e- commerce companies in Bangladesh.



4.10 Marketing Mix of PriyoShop

It contains 4 significant components of an organization with what any organization can dissect their upper hand on the lookout. The components are known as the 4ps.

- Product
- Price
- Place
- Promotion



Figure: Marketing Mix

4.11 Pricing Strategies



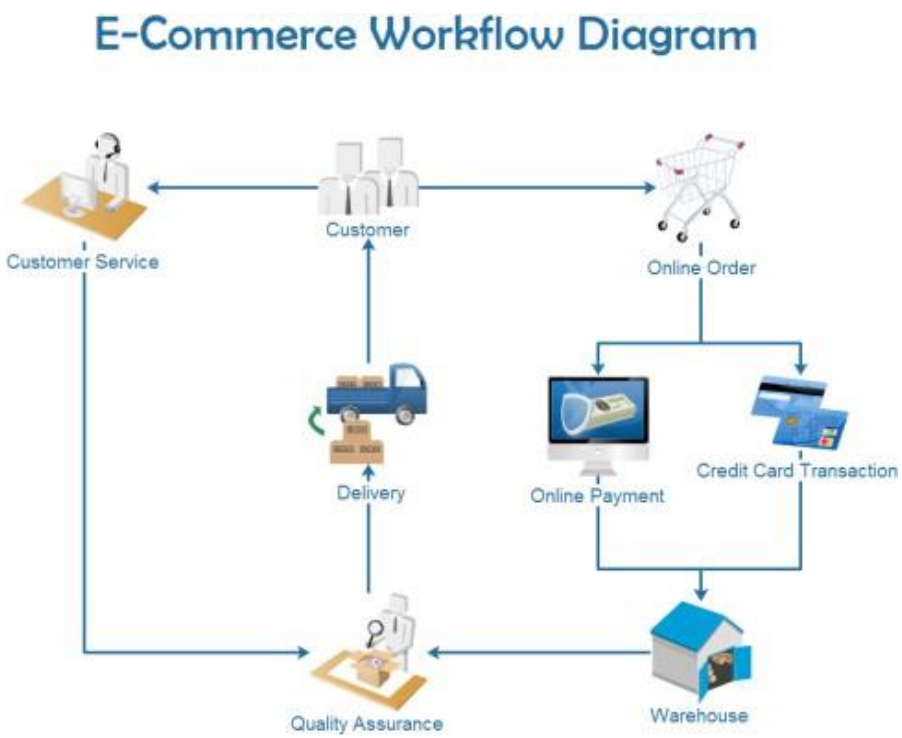
Figure: Different types of pricing strategies

Among these different pricing strategies, PriyoShop uses **Economy** pricing strategy. Economy evaluating intends to draw in the most value aware of customers. With this strategy, PriyoShop tries to minimize the costs associated with marketing and production in order to keep product prices down. Subsequently, clients can buy the items they need without decorations. Here edges are slender; overheads like showcasing and promoting costs are exceptionally low.

The fulfillment of an assistance purchaser is affected significantly by the cost. PriyoShop gives prices based on the prices given by the sellers. The prices of the same products in PriyoShop get different sometimes, because of the price is set by different sellers. Though PriyoShop doesn't have control over pricing still they come up with some occasional or festival based Offers with reducing price or any bundle or packages to attract the potential customer's. The sellers also sometimes give discounts on the prices of their products. They have the daily needs of customers at an affordable rate. There are 99 offers where you can purchase items going from tk. 99 to tk.1999. It cares for all ages of people and so their site enriches with wide assortment of products at fingertips. They offer a hassle-free online shopping experience with great deals & discounts.

To get the payment from customer, PriyoShop maintains the following:

- Cash on delivery system.
- Bkash, Dutch Bangla Banking.
- VISA, MasterCard, and AMEX



4.12 SWOT Analysis

PriyoShop is an online store for electronics, fashion and lifestyle. From cell phone to kids toy and dress everything about way of life is accessible here and fit to be conveyed at your entryway when required. They have been operating in Bangladesh for almost nine years. For any business investigation climate examination is mandatory. The components of climate can basically be classes into two kinds, they are inward climate and outside climate. The outside climate can likewise be ordered into two which are miniature climate and full scale climate.



Figure: SWOT Analysis

4.13 Internal Environment

The environment within the organization. For the most part known as the component that can be changed by the association. For PriyoShop they can be the workplace climate, the human asset, the site or even the inventory the board.

4.14 External Environment

The external environment is the one out of the association's span however influences the association. Which implies the business needs to remember them and make strides agreeing them. For PriyoShop they can be the guidelines and guideline of Bangladesh, the political circumstance of Bangladesh, the innovative climate and some more. For PriyoShop they can be the rules and regulation of Bangladesh, the political situation of Bangladesh, the technological environment and many more.

4.15 Macro Environment: These are the greater pieces of the outer climate that has huge effect available yet can't be changed by changing any more modest factor. Like the financial state of the nation or the political condition.

4.16 Micro Environment: The microenvironment is the more modest outside climate like the provider, bank and government strategy.

The business climate can be investigated with various instruments. One of them is SWOT analysis. It works with four distinct kinds of climate. They are the Strength, Weakness, Opportunity and Threats of an association. The strength and shortcoming are the positive and negative side of an association's interior climate. It implies the association needs to make the qualities significantly more grounded and put more spotlight on then, at that point and conquer the shortcomings it has. While the chance and dangers are the positive and negative side of the outer business climate that can't be transformed from the association so they need to capitalize on the chance and attempt to stay away from or find essential ways to confront the dangers.

Strength	➢ Good reputation ➢ Skilled human resources ➢ Bargaining power towards suppliers ➢ Efficiency in operational system
Weakness	➢ Fail to fulfill customers demand ➢ No physical outlet or Showroom ➢ Inefficient in responsiveness to customer queries ➢ Slow online store website speed

Opportunity	➢ Enough scope to grow online grocery shopping ➢ Opportunity to obtain customers satisfaction ➢ Establish diversified of products
Threats	➢ Existence of strong competitors ➢ Government's new rules and regulations ➢ Entrance of foreign company ➢ Changes of taste and preferences of consumers ➢ Political instability

Table: SWOT Analysis of PriyoShop

4.17 Strength

- ✓ A good reputation is the main strength over a competitor. The name along with the webpage is their main strength. PriyoShop has a good reputation on their products and services.
- ✓ The employees of PriyoShop is committed and dedicated.
- ✓ I can say that they have a strong bargaining power towards their suppliers.
- ✓ They have benefit from lower operational costs than other stores.

4.18 Weakness

- ✓ Demand of online grocery shop is increasing day by day. Though currently they are able to serve all over Dhaka, but PriyoShop is still remaining lag behind to serve outside Dhaka.
- ✓ PriyoShop don't have any outlet. So targeting those people, who wants to buy by physically evaluating, is difficult.

- ✓ There are some skill inefficiency among the employees who are connected with the call center and that's why inefficient in responsiveness to customer queries has arrive.

- ✓ As they have a slow loading website issue, it frustrates the users and they leave the site without purchasing anything. Customers might look for the same product at others competitor's site.

4.19 Opportunity

- ✓ In Bangladesh still online based shopping market is growing, so there are enough future ahead to grow online grocery shopping.
- ✓ Still the numbers of competitors are few so it will be easy to gain customers satisfaction.
- ✓ Diversified items could be advertised by suing a similar stage.

4.20 Threats

- ✓ Evaly, Daraz.com, Shwapno etc. which are the strong competitors rolling the market.
- ✓ New rules and regulations are imposed time to time by the Governments.
- ✓ Day by day foreign companies are entering to the market.
- ✓ As consumers taste and preferences don't remain same always, so company needs to update their strategy also time to time.
- ✓ Political instability, strike, unavoidable situation also affects business.

Chapter: 05

Major Findings

5.1 Findings

According to the analysis and evaluations in the previous chapters, some key findings of the reports are given below:

- ✓ Sometimes promotional offers that releases to attract customers often releases too late, that's why customers remain unaware about the offers. They have lack of publicity as well.
- ✓
- ✓ Since, PriyoShop does not belong to its own products, sometimes wrong and low quality product gets delivered. Which is one of the reasons for losing the customers.

- ✓ The Prices of several products are higher than other website prices. And that is why, customers lose interest in buying products from them.

- ✓ They don't have any return or refund policy. That's why sometimes they lose their potential customers.

- ✓ The delivery of the products takes time. This lag time often discourages customers.

- ✓ Government support, increase use of internet along with coverage of internet, new payment system, investments from outside, wide range of products are the major factors which drives the growth of e-commerce in Bangladesh.

- ✓ At the starting years (2013) of PriyoShop average sales order per 10 days was 80.

- ✓ However gradually in increased and currently (2023) order per day is 300 per day.

- ✓ In 2013 the total sales value was divided in to two division. Currently the explanation of Priyoshop forced to divide its division into eight to cover all over Bangladesh.

- ✓ However the challenges or e-commerce is lack of idea and knowledge of customers about e-commerce. Despite all this growth internet coverage has not covered total country, many customers cannot fully relay on e-commerce.

Chapter: 06

Recommendations

&

Conclusion

6.1 Recommendations:

According to findings of the report following recommendations can be made

- ✓ Government may increase logistic and infrastructural support.
- ✓ Steps can be taken to educate customers about the positive sides of e-shopping.
- ✓ Priyoshop may use local courier service to spread their network.
- ✓ Promotional Offers should be included with proper plan and time duration more to encourage customers to shop more from PriyoShop as the duration of the promotions are too low sometimes.
- ✓ Priyoshop needs to become more active on social media sites specially YouTube, Facebook, Instagram and they need to bring out some TVC's on television as a part of publicity. They should increase newspaper advertise and it should go on regular basis.
- ✓ They should deliver the right product and verify the quality of the products before delivering. The expiration date, size, color, etc. are to be verified properly. It will be play a big role in achieving customer trust and confidence. Price should be determined or fixed according to the prices of other websites. Low price attracts customers.
- ✓ PriyoShop should strike the right balance between providing a generous returns policy and managing the cost of returns. They should be revolving around the convenience of the buyers and low costs for the returns.
- ✓ As customers expect fast delivery of their orders, PriyoShop should try to choose carriers that can provide tracking service and notifications when the parcel is shipped, when it's on way, arrived near the destination, and when it will be delivered. Real-time tracking gives complete peace of mind to the customers.

6.2 Conclusion:

E-Business is the system of exchanging of goods and services through internet. Here, only internet connection is not enough to get proper improvement of e-business sector. The whole environment is essential for the development, maintenance and growth of ecommerce. The analysis of the environmental forces reveals that the prevailing situation is encouraging because of the implementation of e-business here in Bangladesh. Before starting my internship report even I was not so inspired about this stage of the E-commerce in Bangladesh. During my internship as I was a part of business development and customer interaction so I understood the fact practically and now I can recommend that a very good prospect of E-commerce is waiting for the country. Though we are far behind of the other countries but the successive growth year by year really inspires us everyone. More importantly it is going to be a great industry in near future. If all the concerns associated with the sector come forward quite sincerely that day is not so far when Bangladesh will also rule in the E-commerce industry.

It happened only because of the right marketing strategies that they have taken. Threats from competitors like Daraz, Bikroy.com, Chaldal.com, Ali express, Pickaboo, etc. is there. But they can use economies of scale to their advantage and beat their competitors in the coming days. Moreover, a good relationship with the customer and after sales service is also important to capture more market share.

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