

Md Abu Sayeed

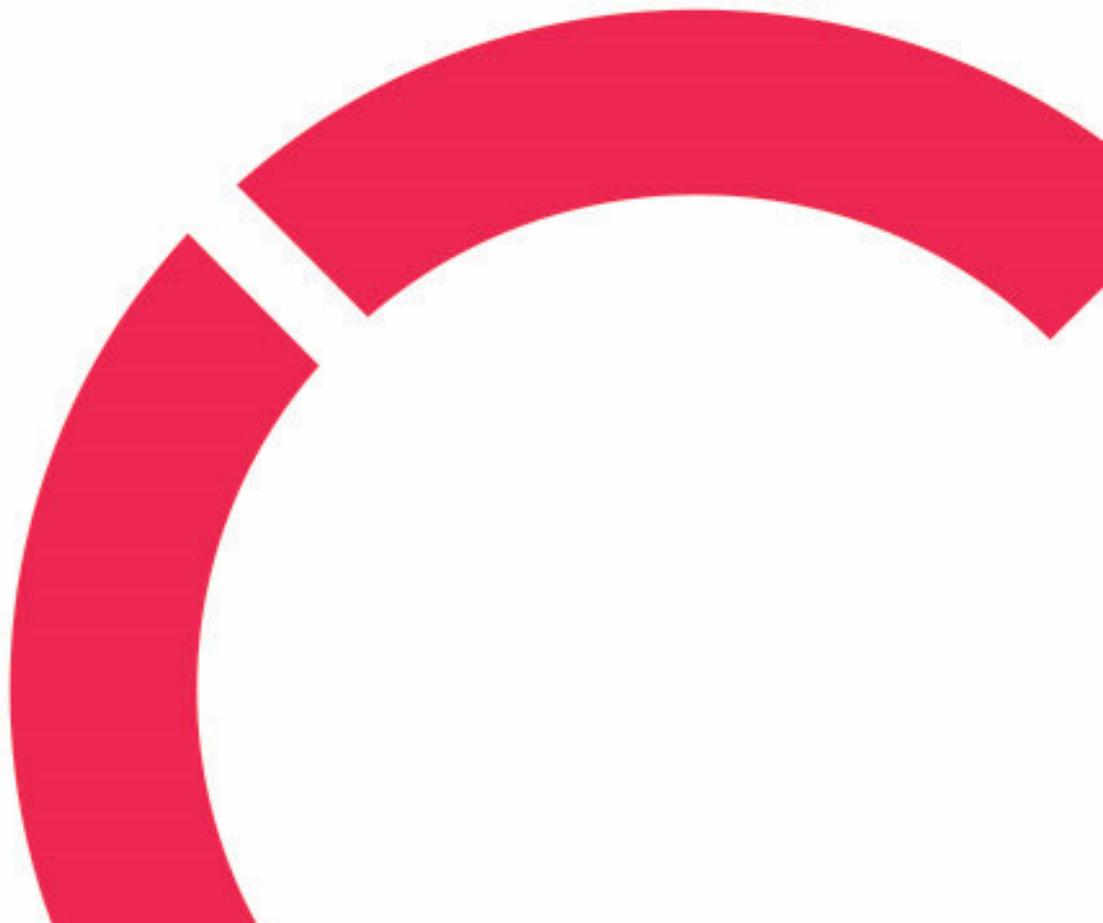
**THE FUTURE OF BANGLADESH'S ONLINE GIFT DELIVERY
MARKET**

Thesis

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ABSTRACT

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<p>This thesis examined the marketing and sales tactics utilized by an online gift shop, a well-known gift shop in Bangladesh. This research aimed to provide a comprehensive picture of the current situation and propose strategic recommendations for the online shop future growth by conducting interviews.</p> <p>The research began with an overview of the online shop market position, which included an outline of the present product and service categories they provide. It investigated the company's ability to adapt to changing consumer tastes and market trends by carefully regulating the development of new items. The online gift shop uses a hybrid marketing approach that combines traditional advertising tactics with online platforms, social media, and other marketing channels to reach their target population.</p> <p>The study focused mostly on the online shop significance as Bangladesh's largest online marketplace for gift delivery. It examined the advantages and disadvantages of adopting e-commerce, including potential issues with customer trust, usability, and market expansion. This thesis also looked at a variety of e-commerce-related themes, such as security, user experience, and website design, emphasizing their importance in establishing a competitive advantage.</p> <p>Based on the research findings, strategic recommendations for the online gift shop future success were established. Prioritizing the production of distinctive items, increasing customer service to generate more enjoyable experiences, widening product lines to serve a larger client base, and optimizing pricing methods to preserve market competitiveness were among the proposals.</p>		
Key words: Bangladesh, e-commerce, gift shop, marketing, online gift delivery, online shop		

ABSTRACT
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1 INTRODUCTION

The goal of this thesis is to look at the marketing methods and sales strategy of UpoharBD, a gift shop in Bangladesh, to acquire a thorough knowledge of their approach. Interviews were conducted for this study which enables for direct gathering of information from the organization's clientele, providing insights into their opinions and experiences. The primary goal of this research is to examine UpoharBD's marketing and sales strategy and its consequences for the Bangladesh online gift delivery market.

The online gift delivery business in Bangladesh has seen substantial expansion, notably in the aftermath of the COVID-19 epidemic, which has expedited the country's embrace of e-commerce. Despite this expansion, there is a shortage of research focusing exclusively on the online gift delivery market and the techniques utilised by enterprises in this field. This thesis intends to fill that vacuum by offering insights into UpoharBD's marketing strategies and sales strategy.

A qualitative research with interview approach will be used to fulfil the data collection and goals of this research. This approach is ideal for acquiring a complete understanding of UpoharBD's marketing and selling strategy since it allows for direct connection with their clients and provides a platform for gathering rich and detailed data. This study tries to unearth consumers' opinions, ideas, and experiences linked to the organization's marketing strategies and sales strategy by conducting interviews with them.

The empirical portion of the thesis will entail the collecting and analysis of primary and secondary data. Primary data will be gathered through interviews with UpoharBD consumers, while secondary data will be gathered through published publications, papers, and internet databases. The collected data will be thoroughly examined in order to uncover important themes and trends in UpoharBD's marketing and selling strategy. Furthermore, the data will be utilised to get insights into the whole online gift delivery market in Bangladesh.

Overall, this thesis aims to contribute to the understanding of the marketing tactics and sales strategy employed by UpoharBD, with a specific focus on their implications for the online gift delivery market in Bangladesh. By utilizing a qualitative research and interview technique, this research seeks to provide a comprehensive analysis that can help in decision-making for entrepreneurs and other stakeholders in this rapidly growing industry.

2 COMMISSIONER

The commissioner of the thesis is the executive of the company. He has been working in the company, UpoharBD since many years. UpoharBD is the most popular online gift shop of Bangladesh. It began in 2003 as a small flower shop in Dhaka, but it has since grown to become one of Bangladesh's leading gift-delivery services. UpoharBD has helped thousands of customers from all over the world send gifts to loved ones in Bangladesh since opened in 2005. After receiving an online gift order from anywhere in the world, including Bangladesh, Australia, the United States, the United Kingdom, Canada, Europe, and the Middle East, deliveries can be made to any city in Bangladesh. Sending a gift to Dhaka is as simple as placing an online order. UpoharBD is a national florist and gift shop that serves Bangladesh. UpoharBD for a gift service for an upcoming Bangladeshi wedding or business event. The flower and gift delivery service travels the country every Friday and on other national holidays in Bangladesh. The price includes delivery, a card, and flowers. UpoharBD only offers free gift delivery within Dhaka and not to other cities. A convenient delivery date and time can be selected in the purchasing cart. (UpoharBD 2023.)

3 ONLINE GIFT DELIVERY OFFERINGS AND STRATEGIC APPROACHES

In the context of the Bangladeshi market, designing a successful online gift delivery service requires a keen understanding of the unique characteristics of this market. Thriving in Bangladesh's online gift delivery sector necessitates tailoring product and service offerings to cater to the distinct needs and preferences of local customers. In Bangladesh, various items and services can be strategically combined to create thriving businesses in the online gift delivery industry.

3.1 Diverse product offerings and brand excellence

The internet and other technologies have fundamentally reshaped various industries, including the online gift delivery market. The impact of digital technology on industries is particularly evident in the transformation of media and entertainment sectors. Likewise, organizations that offer exclusive rights to high-value information-based products and services have harnessed the opportunities of the internet revolution. The online gift seller in Bangladesh has emerged as a prime example of leveraging technology and the internet to revolutionize its product offerings and brand presence. (Combe 2006, 335.)

Since 2003, the online gift sellers have earned a good reputation as a trustworthy online gift business, offering bespoke gift services for corporate occasions and Bangladeshi wedding celebrations. Customers from a variety of countries, including the United States, the United Kingdom, Canada, Europe, and the Middle East, can place orders. The store's commitment to excellent quality and a diverse product offering has earned them a respected and well-known brand in the industry. They are always working to improve their offers and maintain their dominance in Bangladesh's online gift sector. (Islam 2015, 68.)

3.2 Service development

The online gift store is dedicated to ensuring customer satisfaction and is constantly changing its product assortment to meet shifting consumer tastes. It seeks to provide consumers with the most recent and cutting-edge goods and services, with an emphasis on reliability and quality. The store launches

customised image gifts, which allow customers to create things such as photo frames, mugs, and pillows for a unique gift-giving experience. Furthermore, the company expands the number of gift boxes it supplied for various occasions, streamlining the gift-giving procedure. The business creates a tracking system that provides consumers with real-time information and places a high priority on offering excellent delivery services. There are handy online payment options, and efforts are normally made to spread their services to outlying areas.

3.3 Mixed marketing strategy

The online gift shop uses traditional and digital marketing strategies to successfully reach its target audience. Traditional methods include newspaper and magazine advertising, which helps the company to reach a larger client base and provide contact information to potential clients. Because the company places a great value on providing excellent customer service to generate positive recommendations, word-of-mouth advertising is also emphasized. To market its goods and services online, the business regularly monitors social media accounts, maintains a user-friendly website, and executes email campaigns. Search engine optimization (SEO) tactics are used in conjunction with social media platforms such as Facebook to boost online visibility and attract organic traffic. By offering a wide range of goods and services, the merchant enhances the whole shopping experience and establishes a strong brand identification in the community. (Chowdhury 2016, 7.)

3.4 Selling strategy

The major purpose of the online gift store is to make present-buying easy for customers and to provide a seamless experience. In addition to providing a smooth customer experience from start to finish, the company prioritises speedy and secure delivery throughout the country. The website was designed with the user in mind, making it easy for customers to locate and buy the gifts they desire by utilising search tools or browsing different categories based on the occasion, kind, and price range (Greenway Terrett & Bracken 2021, 8). It is critical to remember that the addition of premium services and additional fees may result in slightly higher costs for items in the store than in physical stores (Chowdhury 2016, 14).

Customer service is at the heart of the store's sales strategy. The company offers a number of customer care alternatives, including live chat, phone, and email support that is available 24 hours a day, seven days a week. Their main aim is to react to client enquiries and complaints in a timely and courteous manner. There are options for same-day and expedited shipping to ensure timely delivery, particularly for significant occasions such as Mother's Day and Valentine's Day. Customers that are loyal are rewarded with loyalty points and given regular discounts and special promotions, all of which enhance their overall experience. (Greenway, Terrett & Bracken 2021, 8.)

Because of its commitment to offering customized and hassle-free gift-buying experiences, the company can earn a reputation as a trustworthy and customer-focused gift shop. They have built a loyal customer base by focusing on offering exceptional customer service, timely delivery, and high-quality gift goods, making them one of the most popular online gift merchants in the country. (Chowdhury 2016, 10.)

4 E-COMMERCE WITH ITS BENEFITS AND CHALLENGES

E-commerce is the aspect of purchasing and selling products or services through the internet and transferring funds and data to facilitate complete transactions. It is also known as electronic commerce or internet commerce. It involves the trading of products and services by use of computer networks such as the internet. It entails the utilization of several technological concepts such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems (Kutz 2012, 16). In this sense, e-commerce entails platforms allowing consumers to shop online easily at any time and using secure payment systems. As a result, the easy use and deployment of the internet and other technological concepts have resulted in e-commerce experiencing exponential growth, especially due to reduced costs, increased efficiency, and better customer service. This means that the internet has significantly changed traditional business rules and formed new ways in which businesses operate and interact with consumers. The convenience of e-commerce for users resulted in the establishment of successful businesses like Amazon, Ali Baba, eBay, and Jingdong, among others. Nevertheless, e-commerce is characterized by certain features and dimensions and comes with several benefits for organizations, customers, and society, but it is a type of business that comes with several challenges. (Haryanti & Subriadi 2020, 88.)

Furthermore, the availability of various payment solutions, such as mobile wallets and online payment gateways, has aided in the broad adoption of e-commerce. Furthermore, the e-commerce sector has aided the expansion of Bangladesh's small and medium-sized firms (SMEs). Through internet platforms, many small companies, especially artists and craftspeople, have been able to access a larger client base and broaden their market reach. E-commerce has played a critical part in bridging the rural-urban divide, allowing firms from across the country to interact with clients countrywide. (Islam 2015, 19.)

E-commerce has significantly resulted in revolutionary changes in the business world. The world is experiencing a significant transition in business, whereby the internet has become an essential tool for business. A 2018 data statistics revealed that about 52% of the world's population is internet users, which indicates the potential of e-commerce to have present and future impacts on businesses and social life. E-commerce in Bangladesh has been identified as a young and emerging industry but one that is growing fast. Although e-commerce in Bangladesh started in the late 1990s, it is still developing, but

its popularity is growing fast. The continued development and growth of e-commerce in Bangladesh can be attributed to factors such as the growing popularity of online shopping and the increased number of internet users in the country. (Karim & Qi 2018, 201-202.)

Currently, Bangladesh is characterized by 4G mobile internet and high-capacity broadband internet, and by the end of 2020, the number of internet users in the country had risen to over 112 million (Sameh 2021, 31). However, it is expected that the application of e-commerce in Bangladesh is likely to be different from how it is done in places like China, Europe, and America because of the prevalent social and cultural differences as well as the significant popularity of traditional business models and standard consumer behaviors. In this sense, the growth in e-commerce has spread rapidly across the world, including Bangladesh, due to the popularity of the internet. (Karim & Qi 2018, 202.)

Faster internet connection and internet users are some of the main factors facilitating e-commerce businesses' growth. In recent years, Bangladesh has experienced significant growth in the sector. For example, a 2018 report by the Bangladesh Telecommunication Regulatory Commission (BTRC) stated that the number of internet users tripled from 21.39 million in 2016 to 80.43 million in 2017 to a penetration of about 48.4% which demonstrates the continued increase of internet users. On the other hand, a 2017 United Nations Conference on Trade and Development (U.N.C.T.A.D.) report mentioned that the number of internet users is among the leading indicators to use when judging e-commerce growth and development (Karim & Qi 2018, 203). Another factor that has contributed to the growth of e-commerce in Bangladesh was the 2013 government policy which allowed the purchase and sale of goods and online services by use of international credit cards (Karim & Qi 2018, 202). Such moves have significantly impacted e-commerce to the extent that in 2016, e-commerce witnessed a growth rate of about 67% in the first three quarters, with the nation's e-commerce transactions reaching a high of 3.59 billion takas (Karim & Qi 2018, 203).

Some of the common products and services that have dominated Bangladesh's e-commerce sector include purchasing railway tickets, domestic air tickets, booking hotel rooms, electronic products, buying books and gifts, clothing, and food items. This has resulted in the establishment of several major e-commerce websites in Bangladesh, which include: www.banglamart.com, www.bikroy.com, www.akhoni.com, www.ajkerdeal.com, and www.sohojsopping.com, among others. As a result, e-commerce is a growing concept in Bangladesh, and its popularity has grown among large corporations and small industries, whereby most businesses are operating online to offer their products and services to consumers in Bangladesh and worldwide. (Mohiuddin 2014, 4).

4.1 Features of e-commerce

E-commerce has grown in popularity in Bangladesh and is swiftly changing the way people purchase, finance, and engage in other commercial activities. E-commerce in Bangladesh is characterized by various features and finds widespread applications (Islam 2015, 5). One of the key advantages of e-commerce is its 24/7 service availability, ensuring round-the-clock access to services. Unlike traditional brick-and-mortar businesses, which have fixed hours of operation, e-commerce platforms allow users to shop whenever and wherever they choose. This convenience is especially valuable in a nation like Bangladesh, where individuals have varying work schedules and may not have time to visit physical businesses during regular business hours. (Islam 2015, 5.)

This feature enables e-commerce businesses to offer services to their customers at any time and in diverse locations. Another essential feature of e-commerce businesses worldwide in Bangladesh and other regions is that cash payment is not required. E-commerce platforms are designed to allow business owners and organizations as well as customers to transact using methods such as debit cards, credit cards, smart cards, electronic fund transfers (through banks' websites), and other online/electronic payment methods. Additionally, e-commerce is characterized by excellent business communication whereby businesses and consumers can communicate faster, reliably, and efficiently. As such, these are some of the main features that characterize e-commerce business approaches and make them different from traditional business models. (Islam 2015, 65.)

4.2 Benefits of e-commerce

E-commerce has resulted in several benefits for organizations, customers, and society across Bangladesh and other parts of the world. E-commerce offers a range of benefits, from selling products everywhere to personalized experiences that result in customer loyalty, given that e-commerce provides 24/7 shopping experiences.

4.2.1 Benefits for organizations

One of the benefits of e-commerce for Bangladesh businesses and organizations is that it offers opportunities for them to reach markets and consumers from all parts of the world. Integrating e-commerce facilities ensures business organizations can enjoy opportunities in the international marketplace. This is the reason a high number of businesses in Bangladesh have embraced e-commerce so as to become borderless ventures that can access national and international markets. The availability of e-commerce platforms means that businesses can access people and markets worldwide, which has resulted in e-commerce businesses becoming virtual corporations. Another benefit of e-commerce for Bangladesh organizations is that it helps them save operational costs as it has resulted in costs related to processing, distributing, storing, and retrieving paper-based information. Compared to traditional retail stores, e-commerce businesses tend to avoid some up-front costs related to operating physical stores, such as rent, inventory, and in-store headcount, among others. As a result, e-commerce is cost-effective for organizations as it enables them to reduce inventories and overheads as it is based on a 'pull-type' supply chain management whereby the organization collects orders from customers and then delivers the products through Just-in-Time (JIT) manufacturing. (Islam 2015, 68.)

E-commerce also helps businesses in reducing telecommunication-related costs. In Bangladesh and many other parts of the world, the internet cost is cheaper than communicating through telephone and mobile calls. This means that e-commerce is cheaper as it facilitates communication through apps such as 'viber' through smartphones or the internet, resulting in cost efficiency. Furthermore, e-commerce allows businesses and retail brands to be flexible to offer a wider selection of products through online stores compared to what they can sell through their physical brick-and-mortar stores. (Islam 2015, 68.)

4.2.2 Benefits for customers

One of the essential benefits e-commerce businesses have for customers is that it enables them to shop, do business transactions, make payments, and provide information 24/7 (at any time or day) and from any location worldwide. In this sense, e-commerce offers customers the best convenience and accessibility as they can find and buy what they need, at any time and directly through their mobile or computer devices. E-commerce platforms allow them to go around virtual shops globally and choose their desired products. As such, e-commerce allows customers to make more choices regarding the services

and products they require. E-commerce and online shopping benefit customers as they provide hassle-free shopping and facilitate them to access a wide range of products quickly. (Karim & Qi 2018, 208.)

The e-commerce platforms in Bangladesh use lower overhead expenses to provide clients competitive pricing. Because these platforms operate online, they avoid the necessity for physical locations and the related costs, allowing them to sell items at cheaper rates than traditional retailers. Customers may also take advantage of frequent discounts, special deals, and seasonal sales to maximize their savings. Customers may also readily compare costs across numerous platforms because to the digital aspect of e-commerce, allowing them to make informed purchase decisions and locate the best bargains available. (Islam 2015, 8.)

E-commerce platforms in Bangladesh are committed to providing customers with a seamless buying experience. Customers may easily browse through online stores, identify desired items, and make transactions with only a few clicks thanks to user-friendly interfaces, easy navigation, and powerful search functions. Payment choices that are hassle-free, including several secure methods, and easy doorstep delivery services provide even more convenience, allowing customers to save time and effort while having a seamless and delightful online shopping experience. (Islam 2015, 8.)

4.2.3 Benefits for society

The expansion of e-commerce in Bangladesh has resulted in job creation in a variety of sectors. E-commerce has produced job possibilities for people with a wide range of skills, from logistics and delivery to customer service and digital marketing. Furthermore, e-commerce provides individuals with flexible working practises such as remote work and freelancing, allowing them to explore entrepreneurial projects and attain work-life balance. (Islam 2015, 8.)

The e-commerce has bridged the divide between urban and rural regions in Bangladesh by making goods and services more available to rural residents. Customers in rural locations may now get a wide choice of things without having to travel vast distances thanks to online marketplaces and delivery services. This not only improves convenience but also adds to the general growth and well-being of rural communities. (Islam 2015, 8.)

In Bangladesh, e-commerce has played an important role in increasing digital inclusion and financial inclusion. More individuals will be able to participate in online shopping and digital transactions as they get access to the internet and digital devices. This promotes a more inclusive economy in which people from all socioeconomic backgrounds may join in commercial activities and benefit from the benefits of e-commerce. (Islam 2015, 8.)

4.3 Challenges to e-commerce

While e-commerce has gained traction in Bangladesh, several barriers are impeding its general acceptance and expansion.

Bangladesh is experiencing sporadic power outages, particularly in rural regions. Frequent power outages can impair internet activities and impede the operation of e-commerce systems. Businesses may struggle to sustain continuous online services, affecting customer experience and hurting overall efficiency. Alternative power options, such as backup generators or solar power, can help to reduce this problem, although they are more expensive. (Islam 2015, 8.)

Computer literacy rates in Bangladesh remain very low, particularly in rural regions. Many people lack the abilities required to use computers and traverse internet sites efficiently. This limits their capacity to engage in e-commerce operations on their own. To overcome this barrier, investments in digital literacy program and activities that increase computer skills and internet usage across all demographics are required. (Islam 2015, 8.)

Although e-commerce is growing fast in Bangladesh, some obstacles are restricting its growth and making it difficult for businesses to implement it. One of the major challenges for e-commerce businesses in Bangladesh is that most of them lack the necessary logistics and transportation systems. Although most people in the country have access to mobile networks, the internet speed in Bangladesh is comparatively low compared to developed nations. Another issue is that Bangladesh is characterized by widespread use of the internet but still lacks adequate IT-skilled people in the sector. (Sameh 2021, 37.)

Another challenge for the implementation of successful e-commerce businesses is the huge deficiency (shortage) of power in Bangladesh. Such trends mean that e-commerce in Bangladesh will not benefit

from falling prices of the internet and electronic devices, given that an efficient electric supply is necessary for the smooth running of e-commerce. Another challenge e-commerce faces in Bangladesh is low computer/general literacy rates. The general literacy and computer literacy rates in Bangladesh are relatively low, which may hinder the smooth growth of e-commerce. This is one of the reasons many Bangladeshi merchants and customers have not appreciated or have not understood the advantages of e-commerce. Another issue hindering e-commerce in Bangladesh is that setting up such businesses requires high initial capital to facilitate the purchase of computer hardware and software, website development, and other set-up costs. Most businesses and individuals find it challenging to accumulate huge amounts needed to go online. Another main challenge is that most e-commerce websites and applications are developed in English, creating a significant disconnect and language barrier for Bangladeshi people who use the Bengali language. As such, several approaches are required for businesses in Bangladesh to overcome these challenges and promote the growth of e-commerce. (Islam 2015, 69.)

To overcome these challenges, a multifaceted approach comprising government efforts, business sector alliances, and community engagement is required. Investing in infrastructural development, digital literacy program, financial incentives, and cyber security measures can assist in overcoming these obstacles and promoting the growth of e-commerce in Bangladesh.

4.4 Dimensions of e-commerce

In Bangladesh, e-commerce has several aspects, including business-to-business (B2B), business-to-consumer (B2C), business-to-government (B2G), and consumer-to-consumer (C2C) interactions.

The e-commerce has altered manufacturing processes in Bangladesh by allowing enterprises to simplify their operations. Online platforms and marketplaces allow producers to interact directly with suppliers, find raw materials, and negotiate contracts more quickly. E-commerce systems also allow for just-in-time production, which reduces inventory costs and waste. Manufacturers may use e-commerce to optimise their manufacturing processes, boost productivity, and increase overall efficiency. (Islam 2015, 17.)

In Bangladesh, e-commerce has transformed supply chain management. It allows businesses to improve inventory management, track shipments in real time, and improve logistical operations. Online

systems provide seamless coordination among suppliers, manufacturers, distributors, and retailers, allowing for a smoother flow of goods and shorter lead times. Furthermore, e-commerce enables improved demand forecasting and inventory planning, decreasing stock outs and the danger of overstocking. These supply chain management enhancements lead to cost savings, greater customer happiness, and overall operational efficiency. (Islam 2015, 17.)

In Bangladesh, e-commerce has transformed customer interactions. Through internet platforms, businesses can now give personalised and bespoke experiences to their customers. E-commerce allows businesses to provide 24x7 customer service, simple access to product information, and effective order management systems. Businesses may understand their consumers' preferences, purchasing habits, and comments by employing customer data and analytics, allowing them to make personalised suggestions and targeted offers. This increases client loyalty, enhances customer happiness, and promotes long-term consumer connections. (Islam 2015, 17.)

Furthermore, E-commerce businesses in Bangladesh take several dimensions, such as business-to-business (B2B), business-to-consumer (B2C), business-to-government (B2G), and consumer-to-consumer (C2C) interactions. Business-to-business (B2B) is an interaction that entails businesses or among businesses. This is whereby local and/or foreign businesses do business with each other. For example, in a B2B dimension, manufacturers in Bangladesh can sell products to distributors (inside or outside the country) while the distributors can sell them to wholesalers. Some of the areas where B2B applications are prevalent include inventory management, supplier inventory, and payment management, among others. On the other hand, business-to-consumer (B2C) entails business interactions between businesses and consumers. Most business-to-consumer (B2C) deals involve consumers purchasing physical goods such as books, information goods such as software, and other consumer-related products. (Islam, 2015, 69.)

Business-to-government (B2G) is the aspect of government agencies and business organizations exchanging products, services, and information through online platforms. In most cases, it involves business licensing, public purchasing, and other government operations. Nevertheless, this e-commerce dimension is less common compared to business-to-business (B2B) and business-to-consumer (B2C); e-governance is becoming popular in Bangladesh. Consumer-to-consumer (C2C) is a dimension whereby individual consumers interact with each other. This means that consumers in Bangladesh are involved in exchanging commodities and services with each other through online platforms. (Islam 2015, 70.)

5 RESEARCH METHOD

Qualitative research with interviews were selected as the research method for this thesis based on a number of considerations. For examining complicated phenomena like marketing techniques and sales plans, qualitative research techniques, such as interviews, are ideally suited. They make it possible to explore in depth the underlying motives, assumptions, and experiences of those participating in the study environment. A thorough knowledge of the subject under study is provided through qualitative research, which places an emphasis on the gathering and interpretation of non-numerical data. In the instance of UpoharBD, qualitative interviews provide the chance to record in-depth and thorough insights on the marketing and selling tactics of the company. Direct interaction with UpoharBD's customers allows the research to learn about their opinions, encounters, and views, offering insight on the different variables influencing UpoharBD's selling and marketing strategies. In this situation, using interviews as the main qualitative approach is beneficial. Through the dynamic and interactive information exchange provided by interviews, the researcher is able to delve deeper into the replies of participants and come to a more nuanced understanding of their opinions. Interviews allow the researcher to examine not just what participants say, but also how they say it, collecting important non-verbal clues and contextual information that may help with a more thorough study (Wahyuni 2012, 4). Additionally, interviews provide participants a forum to express their thoughts and give in-depth stories of their contacts with UpoharBD. The issue may be examined holistically using this qualitative method, considering the social, cultural, and personal elements that affect marketing and selling tactics. (Wahyuni 2012, 4.)

The method employed for this research's participant selection was convenience sampling. Selecting participants for the study based on availability and willingness to participate is known as convenience sampling (Stratton 2021, 1). Convenience sampling was used to pick 10 customers who were previously familiar with the gift shop for this study on UpoharBD. Convenience sampling was chosen because it was feasible and because it would allow researchers to learn from people who had first-hand knowledge of UpoharBD's sales and marketing strategies. The research aimed to gather insightful viewpoints, experiences, and impressions of the organization's marketing and selling methods by choosing customers who have engaged with UpoharBD. This strategy made it possible to create a focused and useful sample that complemented the study's goals.

When the accessibility of participants is crucial, convenience sampling is frequently utilised since it makes data gathering efficient. Convenience sampling was an appropriate strategy for choosing participants who might contribute pertinent insights without arduous recruitment efforts, given the time and resource restrictions of the re-search. This technique made sure that the study could be carried out within the constraints of time and resources while still gathering important details regarding UpoharBD's sales and marketing strategies.

It's critical to remember that convenience sampling has some limitations. The convenience sample might not be entirely representative of UpoharBD's customer base or overall population. Convenience sampling participants could have traits or life experiences that are different from those of the general population, which could introduce bias into the research findings. As a result, the generalizability of the research findings could only apply to the particular set of study participants (Wahyuni 2012, 4).

The interviews were designed to gather comprehensive data and insights. I carefully crafted interview questions to explore various aspects of UpoharBD's marketing and selling strategies, aiming to uncover the underlying factors driving their success and effectiveness. The questions were open-ended, allowing participants to freely discuss their thoughts, experiences, and perceptions. I used a flexible strategy during the interviews, modifying the questioning and probing strategies based on the replies of the participants and the specific topics being studied. This adaptability guaranteed that all important features were addressed while also allowing the researcher to explore further into specific subjects or areas of interest as they arose throughout the interviews.

A semi-structured interviewing method was used to conduct the interviews with UpoharBD. With the help of this strategy, the participants may have a flexible yet focused discourse. To guarantee that important subjects were addressed uniformly during all interviews, I produced a list of present questions. With the use of these questions, UpoharBD was able to explore the many facets of its marketing and sales strategy, including target audiences, promotional initiatives, customer interaction, and competitive advantages. However, the semi-structured format of the interviews also made it possible to include open-ended questions and explore unanticipated conversation topics. This adaptability allowed me to take into account the various viewpoints and experiences of each respondent, which in turn encouraged them to share their knowledge and offer in-depth details. I tried to balance keeping a certain level of consistency in data collection with allowing for the development of novel and unexpected ideas from the participants by using a semi-structured interview method.

Depending on the choices and availability of the participants, the interviews were done in person face to face. This enabled a varied spectrum of volunteers, including individuals who were not physically near to the researcher. Online platform like facebook through messenger were used only to send the questionnaire to the interested person beforehand and only consider relevant UpoharBD experiences. Each interview was planned and organised, with me actively listening, taking notes, and asking follow-up questions in order to elicit complete and comprehensive replies. I ensured the ethical considerations throughout the research process, including obtaining informed consent from the participants, maintaining confidentiality, and providing them with the opportunity to withdraw from the study at any point. The collected data was meticulously recorded and transcribed for analysis. This include taking notes on the participants' remarks, discoveries, and any intriguing material. Transcription was used to transform the material from spoken to written form.

Overall, the qualitative interview technique employed in this research provided a rigorous and comprehensive approach to investigating UpoharBD's marketing tactics and sales strategy. The chosen convenience sampling method allowed for the selection of participants with direct experience and knowledge of the organization, ensuring the data collected aligned with the research objectives. By engaging directly with clients and exploring their perspectives, experiences, and perceptions, this research approach generated valuable insights into the marketing and selling strategies of UpoharBD, contributing to a nuanced understanding of their practices. The interview questions are given below:

1. Can you provide some general information about yourself, such as your age, occupation, and how frequently you engage in online shopping for gifts in Bangladesh?
2. What motivates you to shop at UpoharBD's?
3. How often do you shop at UpoharBD's?
4. How do you usually learn about new products or promotions from UpoharBD's?
5. Can you describe your recent shopping experience at UpoharBD's?
6. What factors are important to you when deciding where to shop?
7. Have you ever had any problems with the products or services provided by UpoharBD's? If so, how were they resolved?
8. How likely are you to recommend UpoharBD to a friend or family member?
9. Is there anything you would like to see improved at UpoharBD's?

10. What do you think sets UpoharBD apart from other gift shops in terms of its marketing and selling strategies?
11. How do you feel about the prices of UpoharBD's products compared to other gift shops in Bangladesh?

The interview questions were thoughtfully created to get detailed information and perceptions of UpoharBD's marketing and sales tactics. They sought to elucidate the participants' hidden motivations, experiences, and perceptions. A semi-structured style made sure that there was a balance between consistency and flexibility in data gathering, while the open-ended nature of the questions allowed for a free and in-depth discussion. The interviews were conducted face to face. Some of the participants were informed beforehand about the interview and asked to participate in the interview, including individuals who were not physically close to me but had relevant experience with UpoharBD, could participate. Throughout the research procedure, ethical principles including informed consent, confidentiality, and participant autonomy were upheld.

In conclusion, the research methodology for this thesis was qualitative research with interviews as data collection method, which allowed for a thorough examination of marketing strategies and sales goals. The client interviews conducted by UpoharBD revealed important information about their goals and experiences, as well as elements that affect the company's marketing and sales tactics. The participants were chosen via convenience sampling, which struck a balance between effectiveness and representativeness restrictions. The semi-structured framework of the interviews was carefully planned to provide consistency and flexibility. Overall, this qualitative research and interviewing method gave a thorough and rigorous insight of UpoharBD's sales and marketing procedures.

6 RESEARCH RESULT AND ANALYSIS

The study's findings give crucial information on how consumers in Bangladesh view and favour UpoharBD's corporate gift delivery service, as well as their overall preferences. Participants were interviewed in depth to discover more about their goals, purchasing preferences, prior experiences, and attitudes about UpoharBD's. Moreover, the findings of the study are presented in the section that follows, with specific attention devoted to key questions raised during the interviews. The analysis and participant answer percentages are pre-displayed in a table that corresponds to each question. The interviews were conducted to offer a better insight of the participants' underlying motives, and beliefs.

The numerical representation of participant responses provided by the data in the tables allows for comparisons and pattern discovery, they are according to the customers for example 5 customers say they do online shopping from this gift shop regularly, so according to take we make percentage, 50% out of 100%. It is critical to note that these data cannot properly convey the range and depth of the participants' perspectives. A few remarks from participants will be used to augment the analysis throughout this chapter. These excerpts will give qualitative insights and first-person descriptions, allowing for a more sophisticated understanding of the views and experiences of the participants. The use of qualitative components aims to offer readers with a more complete understanding of the research findings.

6.1 Findings

Question one was asking about the general information about age, occupation, and how frequently the buyer engage in online shopping for gifts in Bangladesh.

TABLE 1. Age Analysis

Analysis	Percentage
1. Age:	
20-29	30%
30-39	40%
40-49	30%
Frequency of Engaging in Online Shopping for Gifts:	

Do shopping regularly	50%
Do shopping Occasionally	30%
Do shopping Infrequently	20%

As shown in table 1 that the majority of the participants were in their 30s, accounting for 40% of the sample. This was followed by participants in their 20s and 40s, representing 30% each of the total sample. In terms of the frequency of engaging in online shopping for gifts in Bangladesh, it was found that half of the participants (50%) engage in online shopping regularly, while 30% do so occasionally. On the other hand, 20% of participants infrequently engage in online shopping for gifts in Bangladesh.

Question two was asking about the motivation to shop at UpoharBD's.

TABLE 2. Motivations for shopping at UpoharBD's

Analysis	Percentage
2. Motivations for shopping at UpoharBD's	
Quality and uniqueness of products	70%
Convenience of location	20%
Reasonable pricing	10%

70% of customers shop for quality and unique products, 20% for convenience, and 10% for reasonable pricing and customer service shown in table 2.

Question three was asking about the frequency of shopping at UpoharBD's.

TABLE 3. Frequency of shopping at UpoharBD's

Analysis	Percentage
3. Frequency of shopping at UpoharBD's	
At least once a month	60%
Less frequently (once every few months)	30%
More than once a week	10%

As shown in table 3, 60% shop once a month, 30% less frequently, and 10% more than once a week.

Question four was asking about the way the customers usually learn about new products or promotions from UpoharBD's.

TABLE 4. Sources of information

Analysis	Percentage
4. Sources of information	
Social media platforms (Facebook and Instagram)	60%
Email newsletters or in-store displays	30%
Word of mouth	10%

Table 4 shows that 60% of UpoharBD's customers use social media platforms for information, 30% use email newsletters or in-store displays, and 10% rely on word of mouth.

Question five was asking about recent shopping experience at UpoharBD's.

TABLE 5. Recent shopping experiences at UpoharBD's

Analysis	Percentage
5. Recent shopping experiences at UpoharBD's	
Positive	80%
Neutral	10%
Negative	10%

80% of the consumers reported having a positive shopping experience, while 10% expressed a neutral or negative view shown in table 5.

Question six was asking about the factors which are important to customers when deciding where to shop.

TABLE 6. Factors affecting shopping decisions

Analysis	Percentage
6. Factors affecting shopping decisions	
Product quality and uniqueness	50%

Price	10%
Convenience of location	20%
Reputation of the store	20%

Factors affecting shopping decisions at UpoharBD's were product quality and uniqueness (50%), followed by price (10%), convenience of location (20%), and reputation of the store (20%) as shown in table 6.

Question seven was asking about any problems and solutions with the products or services provided by UpoharBD's.

TABLE 7. Problems with products or services

Analysis	Percentage
7. Problems with products or services	
Reported issues	50%

Table 7 shows that only 50% of the consumers reported issues with products or services at UpoharBD's.

Question eight was asking about the interest in recommending UpoharBD to a friend or family member.

TABLE 8. Recommendation

Analysis	Percentage
8. Recommendation	
Likelihood of recommendation	90%

Table 8 shows that the most consumers (90%) reported a high likelihood of recommending UpoharBD's to friends and family.

Question nine was asking about the interest in expecting any improvement at UpoharBD's.

TABLE 9. Areas for improvement

Analysis	Percentage
9. Areas for improvement	
Expand product range	40%
Introduce more payment options	30%
Reduce waiting times during peak hours	30%

Table 9 shows that UpoharBD's could improve their business by expanding their product range, introducing more payment options, and reducing waiting times during peak hours according to approximately 40%, 30%, and 30% of consumers respectively.

Question ten was asking about customers thinking sets UpoharBD apart from other gift shops in terms of its marketing and selling strategies.

TABLE 10. Factors that set UpoharBD apart from other gift shops

Analysis	Percentage
10. Factors that set UpoharBD apart from other gift shops	
Unique and creative product offerings	60%
Excellent customer service	20%
Convenience of shopping online	20%

Table 10 shows that UpoharBD's unique and creative product offerings were the primary factor that set it apart from other gift shops, as reported by 60% of consumers. Additionally, 20% of consumers noted excellent customer service and 20% mentioned convenience of shopping online as differentiators.

Question eleven was asking about customers feeling about the prices of UpoharBD's products compared to other gift shops in Bangladesh.

TABLE 11. Factors that set UpoharBD apart from other gift shops

Findings	Percentage
11. Price comparison with other gift shops	
Slightly higher prices compared to others	40%

Comparable prices with others	30%
Lower prices compared to others	30%

Customers perceive UpoharBD's prices as slightly higher compared to other gift shops, with 40% reporting so, while 30% find the prices comparable and 30% believe the prices are lower than competitors as shown in table 11.

6.2 Recommendation

Several recommendations for UpoharBD to enhance their marketing strategy and selling approach may be made based on the outcomes of the qualitative study employing the interview technique and convenience sampling. These suggestions are meant to increase client happiness, increase clientele, and improve business processes.

The first suggestion is that UpoharBD should keep placing a high priority on the creation of distinctive and inventive product offerings. Customers emphasised the significance of this feature, which distinguishes UpoharBD from other gift stores in Bangladesh. UpoharBD should make research and development investments, work with regional producers and designers, and investigate creative concepts for new goods in order to keep their competitive edge. UpoharBD may draw clients looking for unusual and personalised gift solutions by consistently releasing new and original things. UpoharBD should prioritise research and development (R&D) initiatives in order to generate distinctive and innovative product propositions in order to stay ahead of the competition and satisfy changing consumer demands. A dedication to innovation is shown by allocating resources particularly for R&D, which keeps UpoharBD in the forefront of the gifting sector. Furthermore, UpoharBD may take use of the abundance of skill and creativity existing in Bangladesh by actively collaborating with regional producers and designers. Working with these local artists enables for the development of one-of-a-kind, culturally relevant gifts while also promoting the local economy. UpoharBD is able to include traditional workmanship, native materials, and genuine cultural features in their product offerings by collaborating directly with local manufacturers and designers.

The second suggestion is that UpoharBD should put a higher priority on investing in digital marketing tactics in order to increase its audience and improve brand visibility. UpoharBD must build a strong

online presence since customers are increasingly turning to social media sites like Facebook and Instagram to learn about new items and deals. This may be done by regularly connecting with people, updating and optimising their social media accounts, and producing interesting and educational material. UpoharBD should often update their social media pages with aesthetically attractive product photographs, captivating videos, and pertinent information about their services in order to strengthen their online presence. UpoharBD can catch their followers' attention by publishing interesting material, keeping them informed and interested in the company. To foster a feeling of community and show their dedication to client happiness, they should also engage with users by replying to comments, messages, and reviews. UpoharBD could think about launching targeted social media advertising efforts in addition to organic interaction to attract potential customers who might not be familiar with their goods and services. They may target particular demographics, interests, and geographical areas with their adverts by making use of the targeting features of social media platforms. With this focused strategy, UpoharBD will be able to more successfully connect with their ideal clients, raise brand recognition, and enhance website traffic.

The third suggestion is about increasing the availability of mobile payment options. A sizable portion of consumers (30%) indicated interest in having access to mobile payment options like bKash and Rocket. UpoharBD could think about including these well-liked mobile payment options into their payment methods to satisfy this demand and improve the payment procedure. This will improve consumers' entire purchasing experience with UpoharBD by enabling them to quickly and easily make payments using their mobile devices. Moreover, UpoharBD should build a responsive customer support mechanism in addition to printed instructions to solve any inquiries or difficulties linked to mobile payments. This can be accomplished through live chat assistance, email support, or a specialised helpline for payment-related issues. Having competent and polite support people on hand to help clients will ensure a smooth payment experience and increase faith in the dependability of mobile payment solutions. Given the value of financial transactions, UpoharBD should give mobile payment security top priority. To safeguard the private and financial information of their clients, they should have strong security measures in place including encryption and two-factor authentication. Customers would feel more confident utilising mobile payment choices if security precautions are made clear to them.

The fourth suggestion is about improving delivery and fulfilment processes. UpoharBD has to give priority to improving their shipping and fulfilment procedures in order to allay consumer worries about wait times during busy seasons and raise overall customer happiness. Focusing on optimising their shipping processes would allow UpoharBD to deliver orders quickly and effectively, which will result

in satisfied consumers. Working with reliable logistics providers is one method for enhancing delivery and fulfilment. By collaborating with reputable logistics companies, UpoharBD can take use of their knowledge and network, leading to quicker and more dependable delivery services. These logistics providers can support inventory management, route optimisation, and timely delivery, which will eventually shorten wait times and improve the entire customer experience. UpoharBD should evaluate their present delivery system as well in order to spot any bottlenecks and put plans in place to deal with them. Increasing communication between the delivery team and the warehouse, putting technology to use for route optimisation, and giving clients real-time tracking updates are possible steps in this direction. UpoharBD can reduce delays, keep customers updated on the progress of their orders, and deliver goods in a seamless and satisfactory manner by utilising technology and effective communication channels.

The fifth suggestion is about customise customer interactions. UpoharBD may concentrate on personalising client interactions and use consumer data to deliver personalised experiences in order to improve customer connections. UpoharBD can personalise their marketing campaigns and offerings and provide each consumer a more interesting and relevant experience by efficiently collecting and utilising customer data. Moreover, data about prior purchases, preferences, and noteworthy occurrences of consumers may be gathered and analysed as one approach to do this. UpoharBD can tailor emails, suggestions, and special offers to each customer's particular requirements and preferences by learning about their buying habits and hobbies. In addition to improving the entire client experience, this degree of personalisation also promotes repeat business and fosters customer loyalty. Additionally, UpoharBD can use customer relationship management (CRM) tools and technologies to efficiently store and use client data. UpoharBD may assemble customer data, monitor interactions, and guarantee that personalised experiences are consistently provided across many touchpoints by deploying CRM software. With the aid of this strategy, UpoharBD may develop stronger relationships with its clients and deliver marketing materials that are more pertinent and targeted.

The sixth suggestion is about making use of client testimonials and reviews. UpoharBD must use customer testimonials and reviews to build and retain credibility and trust in their enterprise. UpoharBD may highlight their customers' positive experiences by aggressively seeking out comments from pleased consumers on their website and social media platforms. These reviews serve as effective social evidence, affecting the purchase decisions of future customers. Prospects gain trust and are reassured that UpoharBD keeps its promises when they see actual cases of satisfied customers sharing their great experiences. UpoharBD should not only highlight favourable evaluations but also respond immediately

and skillfully to both positive and negative feedback. UpoharBD demonstrates their gratitude for patron support by replying to compliments, which can increase patron loyalty. Equally crucial is responding to unfavourable comments so that UpoharBD may fix any difficulties or concerns brought up by unhappy consumers. UpoharBD shows their dedication to customer satisfaction and readiness to go above and beyond to make things right by openly admitting and fixing these problems. This degree of response and commitment demonstrates to both current and future clients that UpoharBD appreciates their input and thoughts.

The seventh suggestion is starting a reward programme. UpoharBD may decide to implement a rewards programme as a tactical move to encourage repeat business and foster customer loyalty. Customers may earn points for each purchase they make with UpoharBD thanks to the company's tiered loyalty programme. These points may then be exchanged for a variety of advantages, including exclusive savings, free delivery, and early access to new items. Customers are therefore encouraged to select UpoharBD over other businesses while also receiving concrete benefits that improve their entire buying experience. The loyalty program's tiered structure enables UpoharBD to reward consumers in accordance with their degree of participation and loyalty. Customers earn more significant advantages and incentives as they accrue points and advance through the tiers. Customers are encouraged to keep purchasing with UpoharBD by this tiered system, which also gives them a sense of accomplishment and exclusivity as they climb the ladder. UpoharBD may develop a close relationship with their clients by continuously providing these prizes and advantages, which will increase customer retention and encourage long-term loyalty.

The eighth suggestion is being partner with influencers and bloggers. By developing collaborations with relevant bloggers and influencers that fit their target audience, UpoharBD may greatly increase its audience and create buzz. UpoharBD may tap into influencers' established followings and use their influence to boost brand recognition by working with them. Products from UpoharBD may be included in influencer partnerships, giving the brand access to the exposure and authority that influencers can provide. UpoharBD must make sure that any collaborations made are real and authentic by carefully choosing influencers whose beliefs and ideas coincide with their own. UpoharBD may connect with a larger audience and increase brand reputation in the gifting market by forming true and honest collaborations that take use of the impact and reach of bloggers and influencers.

The ninth suggestion is about providing outstanding customer service. To ensure client satisfaction and encourage loyalty, UpoharBD must provide great customer service. To begin, the customer support personnel must get in-depth training to provide them the skills and information they need. The development of skills in efficiently responding to client enquiries, being flexible to their demands, and exhibiting empathy towards their worries should be the main emphasis of training. UpoharBD can enable their customer support personnel to deliver individualised and excellent service by investing in training, which helps to create long-lasting connections with customers. A crucial component of providing outstanding customer service is prompt and effective communication. UpoharBD should make an effort to reply to client queries, concerns, and complaints as soon as possible since doing so shows attention to detail and a desire to fix issues right away. UpoharBD may make a good impression and perhaps turn dissatisfied consumers into devoted champions by promptly responding to client queries. Additionally, adding a live chat component to the website allows for real-time help, allowing users to get support and direction right away. Through open communication, public problem-solving, and active consumer interaction on social media platforms, businesses may further improve the customer experience. These proactive actions show UpoharBD's commitment to their clients and support their standing as a client-focused company.

The last suggestion is about performing market research regularly. UpoharBD must regularly perform market research to be informed of business trends and grasp changing consumer demands. Analysing competition strategies, attentively observing market trends, and aggressively soliciting client input via surveys or focus groups are all part of this. UpoharBD may find opportunities for improvement and modify their marketing plan by keeping up with the competition landscape. They can identify new possibilities, adjust to developing trends, and tailor their product offerings to satisfy shifting client wants thanks to market research. UpoharBD can remain competitive, develop pro-actively, and make sure that their goods and services are in line with changing client requirements by continually keeping an eye on market dynamics.

In conclusion, putting these suggestions into practise will significantly enhance UpoharBD's marketing plan and sales strategy. UpoharBD can improve customer satisfaction, loyalty, and overall business success by concentrating on creating distinctive products, investing in digital marketing, providing mobile payment options, streamlining delivery procedures, personalising customer interactions, utilising testimonials and reviews, implementing a rewards programme, partnering with influencers and bloggers, and regularly conducting market research.

7 CONCLUSION

The qualitative research with interview approach was used for this thesis because it was well suited to investigating the challenges such as marketing plans and sales tactics. Qualitative research with interviews allows for a thorough examination of participants' motives, assumptions, and experiences within the framework of the research. In this scenario, 10 UpoharBD customers took part in the interviews. Open-ended questions were utilised in the interviews to provide thorough data and insights, allowing participants to freely discuss their perspectives and experiences. This method was intended to gather precise information while also allowing for the examination of unexpected themes. A semi-structured interviewing method was used to maintain consistency while allowing for flexibility. A different variety of participants was guaranteed by conducting the interviews in person. The sample's diversity helps to the findings' robustness and validity.

According to the interview findings and analyses, the bulk of participants were in their 30s and bought online gifts in Bangladesh on a regular or irregular basis. The key reasons for purchasing from UpoharBD revealed as the goods' quality and distinctiveness. Participants stated that they used social media to learn about new goods or promotions and that they shopped at UpoharBD at least once a month. The majority of participants had favourable recent UpoharBD purchase experiences, citing criteria such as product quality and uniqueness, price, convenience of location, and the store's reputation as crucial in their decision-making process. Only a tiny proportion of people had problems with UpoharBD's products or services. The participants were very likely to suggest UpoharBD to others.

Several recommendations may be made to UpoharBD based on the study findings. To begin, it is recommended that new and differentiated product offerings be prioritised. This can help UpoharBD differentiate itself from other gift shops and gain more clients. Second, as participants indicated strong customer service as one of the reasons they chose UpoharBD, customer service enhancement should be prioritised. Customer happiness and loyalty may be increased by providing a good and personalised purchasing experience. Furthermore, broadening the product assortment can appeal to a broader range of client tastes and boost the possibility of repeat transactions.

Another thing to think about is optimising pricing strategies. While participants recognised UpoharBD's originality, they thought the prices were slightly more than at comparable gift stores. UpoharBD can strike the correct balance between delivering different items and retaining competitive pricing by

conducting market research and competitor analysis. It is also encouraged to use social media platforms for marketing and promotions. Participants said they used social media to learn about new products and promotions. UpoharBD can reach a broader audience and earn more sales by establishing a strong online presence and connecting with consumers through social media channels. Another area that might be improved is convenience during busy hours. Participants stressed the importance of reducing wait times, which may be accomplished by optimising order processing, improving logistics, and assuring efficient customer service during peak moments. Finally, conducting frequent customer satisfaction surveys may give useful input and aid in the identification of areas for development. UpoharBD may handle any problems or difficulties raised by clients by actively soliciting feedback, resulting in continual development and improved levels of customer satisfaction.

In summary, based on the research findings and analysis, UpoharBD is encouraged to prioritise creating creative and distinctive product offers, enhance customer service, extend its product range, and optimise its pricing techniques. UpoharBD can also explore using social media outlets, improving convenience during busy periods, and performing frequent customer satisfaction surveys. By adopting these ideas, UpoharBD may improve its competitive edge, attract more consumers, and raise customer satisfaction and loyalty.

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