

A Study Of Business To Business (B2b) Website In Bangladesh

BY

ISRAT JAHAN

ID: 103-25-174

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Supervised By

Dr Md. Kabirul Islam

Associate Professor

Department of CSE

Daffodil International University



DAFFODIL INTERNATIONAL UNIVERSITY

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APPROVAL

The Thesis Report “A Study of Business to Business (B2B) in Bangladesh” submitted by Israt Jahan ID: 103-25-174, to the Department of Computer Science and Engineering, Daffodil International University, Dhaka, Bangladesh, has been accepted as satisfactory for the partial fulfilment of the requirements for the degree of Master of Science in Computer Science and Engineering and approved as to its style and contents. The presentation has been held on January 28, 2013.

BOARD OF EXAMINERS

Dr Syed Akhter Hossain Chairman
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Department of Computer Science and Engineering
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Daffodil International University

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Department of Computer Science and Engineering
Faculty of Science & Information Technology
Daffodil International University

Dr Md Kabirul Islam Internal Examiner
Associate Professor

Department of Computer Science and Engineering
Faculty of Science & Information Technology
Daffodil International University

Dr Mohammad Shorif Uddin External Examiner
Professor

Department of Computer Science and Engineering

DECLARATION

I, hereby, declare that, this Thesis has been done by me under the supervision of **Dr. Md. Kabirul Islam, Associate Professor, Department of CSE** Daffodil

International University. I also declare that neither this Thesis nor any part of this Thesis has been submitted elsewhere for award of any degree or diploma.

Supervised by:

Dr Md. Kabirul Islam
Associate Professor
Department of CSE
Daffodil International University

Submitted by:

Israt Jahan
ID: 103-25-174
Department of CSE
Daffodil International University

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ABSTRACT

Web-enabled business-to-business (B2B) e-commerce enhances inter-organizational coordination and results in transaction cost savings and competitive sourcing opportunities for the buyer organization. However, there are more than a dozen Business to Business (B2B) websites running online business in Bangladesh by selling requested items and providing to different locations in home and or aboard. But no study has been done to identify features of B2B websites, explain characteristics of B2B websites in Bangladesh. Additionally, there is no such framework to represent B2B eCommerce in Bangladesh. This study examined important features of B2B websites and interviewed the buyers and manufacturer/seller to assess how much benefit distributes among whole seller to buyer.

The general objective of this study is to provide with an overview of business to business (B2B) web portal in Bangladesh and develop a framework of B2B eCommerce. The objectives and the nature of the study lead to utilize descriptive research method that employs qualitative and quantitative techniques. For this study, data were collected from three B2B websites, manufacturer/ whole seller and retailers (buyer/client) of one of the three websites. The results revealed twelve important features (for example registration, product information, interaction facility etc) of the B2B websites that increased user friendliness of the websites.

The data received from buyer and seller suggested that there are three categories of buyers (high, medium, and low) on the basis of purchase order. The buyers found that online buying of products through a website has several advantages such as it saves time and money, make the business easy and hassle free, and can be organized with fewer number of staff while the seller sees that it is very easy and convenient to run business online than the traditional style as it does not require too much establishment cost, managing staff. It also saves time and money for doing business. On the basis of the research findings a framework of B2B eCommerce is developed in Bangladesh context. Further research should emphasize on the large number of data and websites for better understanding of the B2B characteristics in Bangladesh.

Table of Contents

BOARD OF EXAMINERS.....	ii
DECLARATION.....	iii
ACKNOWLEDGEMENTS	iv
ABSTRACT	v
CHAPTE1.....	1
INTRODUCTION.....	1
CHAPTE2	3
LITERATURE REVIEW	3
2.1Overview of an E-Commerce	3
2.2 Application	4
2.3 Types of Website	5
2.4 History of an e-commerce	7
2.5 Features of B2B Portals	9
2.6 B2B Electronic Commerce with Developing Countries	11
2.7 E-commerce in Bangladeshcontext.....	13
2.7.1 Business-to-Consumer (B2C) Scenarios.....	14
2.7.2 Business-to-Business (B2B) Scenarios	14
2.7.3 Business-to-Government (B2G) Scenarios	15
2.8 E-Commerce in Different Sector in Bangladesh	15
2.8.1 Banking Sector	16
2.8.2 Education sector	16
2. 8.3 Health sector	16
2.9 Constraints to E-Commerce in Bangladesh	17
2.10 Challenges of E-commerce for Bangladesh	18
2.11 Latest Development about E-commerce	18
2.12 Finding from Previous Research	20
2.13 2.13 Customers Satisfaction Finding	25
2.14 2.14 Customer Satisfaction Surveys	26
CHAPTER 3	27
METHODOLOGY	27

3.1 Objectives	27
3.2 Descriptive Research Method	28
3.3 Selection of B2B websites	28
3.4 Data Collection	30
1.a.1 B2B websites	30
1.a.2 Features of Websites	30
1.a.3 Interview with Client of B2B websites	30
3.5 Data Analysis	31
1.a.1 Features of B2B website	31
1.a.2 Interview data	41
3.6 Limitations of the Study.....	41
CHAPTER 4	42
RESULTS	42
4.1 THE FEATURES OF THREE WEBSITES	42
1.a.1 Content Architecture	42
1.a.2 Product Category	43
1.a.3 Clarity of Product Information	43
1.a.4 Quality of Images	44
1.a.5 Registration	45
1.a.6 Interaction facilities	45
1.a.7 Order Placement	46
1.a.8 Payment option	46
1.a.9 Delivery of Products	47
1.a.10 Shopping Cart Functionality	47
1.a.11 Buyers and Sellers profile	47
1.a.12 User-friendly	47
4.2 INTERVIEW WITH SELLERS	48
1.a.1 Procedure of B2B eCommerce	48
1.a.2 Benefit of eCommerce from Seller	48
1.a.3 Limitations of Sellers	49

4.3 INTERVIEW WITH BUYERS	49
1.a.1 Purchase order procedure	49
1.a.2 Benefits of Online Shopping	50
1.a.3 Buyer's Perceptions	51
1.a.4 Frequency of Order (B2B website A)	52
1.a.5 Category of Buyers	52
1.a.6 Overall comments about this website	53
1.a.7 Problems faced by the Buyer	54
4.4 Framework for B2B eCommerce	56
Chapter 5	57
Discussion and Conclusion	57
References	59
Appendix A	64

Table of Figures

FIGURES PAGE

Figure 2.1: Pictorial views of different types of ecommerce	4
Figure 2.2: Four Categories of ecommerce	5
Figure 3.1: Homepage of the studied B2B website	29
Figure 3.2: Product information	32
Figure 3.3: The homepage of website B	35
Figure 3.4: Membership registration form of website C	40
Figure 4.1: Birthday candle with relevant product information	44
Figure 4.2: Online registration form	45
Figure 4.3: An online order placement of a B2B website	46
Figure 4.4: Volume of order by client per month	52
Figure 4.5: Volume of candle ordered by category per month	53
Figure 4.6: A framework for B2B eCommerce in Bangladesh	56

List of Table

TABLE PAGE

Table 3.1: Product category and volume of production of B2B website A	32
Table 3.2: Growth of the industry and Employment	34
Table 4.1: Feature of B2B websites	43
Table 4.2: Delivery charge/cost at Dhaka	46
Table 4.3: Category of client (Buyer)	53
Table 4.4: Problems faced by the client	54

CHAPTER 1

INTRODUCTION

The Internet has opened up a new horizon for commerce, namely electronic commerce (ecommerce). The Internet, through advanced mechanisms of data transfer networks, establishes global linkages between customers and suppliers regardless of geographic location. E-commerce entails the use of the Internet in the marketing, identification, payment and delivery of goods and services. It involves order processing at company Websites and securing Electronic Fund Transfer (EFT) payment systems [30].

The Internet has not only the potential to change established ways of conducting business, but also to create new ones and new businesses (Afuah & Tucci, 2001). The impact of the Internet on business is commonly known as electronic commerce (e-commerce). In general, this concept is used to illustrate the process of buying, selling, or exchanging products, services, and information via computer networks, including the Internet. Business-to-business (B2B) is examples of new business practices that have emerged to facilitate various ecommerce processes.

Developments in B2B e-commerce were initially observed within the business world, rather than in academia; however, researchers are now also considering B2B-related issues (Gebauer & Shaw, 2002). But even though many success stories about the application of Internet technologies in B2B e-commerce have been reported over the past several years, Dai and Kauffman (2002b, p. 1) claim that the progress of B2B e-commerce has been hampered by “unanticipated technological, organizational, economic, and legal challenges.” Hence, they conclude that our understanding of the B2B e-commerce phenomenon is still at a very early stage. Similarly, Timmers (2000) argues that knowledge about successful approaches in B2B e-commerce is lacking, and people in the business world, as well as in academia, are therefore seeking a better understanding of the concept.

More than a dozen business to business (B2B) websites are running business to sell products online and organize delivery in Dhaka, city and Chittagong city in Bangladesh. Various categories of products such as exclusively RMG products, candle, electronics items, grocery and show pieces etc are available to buy or sell from a B2B website. Most of the products have introduced with brand names. But it is perceived that many buyers who have internet access are not aware of these business websites in Bangladesh. The residents of Dhaka have bitter experience of traffic rush in the city. They spend hours and hours on the street to reach destination. B2B websites could be an alternative way to escape from this unpleasant situation.

Web-enabled business-to-business (B2B) e-commerce enhances inter-organizational coordination and results in transaction cost savings and competitive sourcing opportunities for the buyer organization. However, there are more than a hundred Business to Business (B2B) websites running online business in Bangladesh by selling requested items and providing to different locations in home and or aboard. But no study has been done to identify features of B2B websites, explain activities of B2B websites in Bangladesh. This study examined important features of B2B websites and interviewed the buyers/users of B2B websites to assess how much benefit distributes among whole seller to buyer.

In Bangladesh very limited research has been conducted into electronic commerce especially on B2B websites. The purpose of this study is to provide with an overview of business to business (B2B) web portal in Bangladesh that the theoretical learning can be related with the real life business situation.

CHAPTER 2

LITERATURE REVIEW

2.1 Overview of an E-Commerce

Electronic commerce, commonly known as ecommerce or e-comm, refers to the buying and selling of products or services over electronic systems such as the Internet and other computer networks. Electronic commerce draws on such technologies as electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. Modern electronic commerce typically uses the World Wide Web at least at one point in the transaction's life-cycle, although it may encompass a wider range of technologies such as e-mail, mobile devices and telephones as well [1].

A large percentage of electronic commerce is conducted entirely in electronic form for virtual items such as access to premium content on a website, but mostly electronic commerce involves the transportation of physical items in some way. Online retailers are sometimes known as e-tailers and online retail is sometimes known as e-tail. Almost all big retailers are now electronically present on the World Wide Web. Electronic commerce that takes place between businesses is referred to as business-to-business or B2B. B2B can be open to all interested parties (e.g. commodity exchange) or limited to specific, pre-qualified participants (private electronic market). Electronic commerce that takes place between businesses and consumers, on the other hand, is referred to as business-to-consumer or B2C. This is the type of electronic commerce conducted by companies such as Amazon.com. Online shopping is a form of electronic commerce where the buyer is directly online to the seller's computer usually via the internet. There is often no intermediary service involved, and the sale or purchase transaction is completed electronically and interactively in real-time. However in some cases, an intermediary may be present in a sale or purchase transaction, or handling recurring or one-time purchase transactions for online games.

Electronic commerce is generally considered to be the sales aspect of e-business. It also consists of the exchange of data to facilitate the financing and payment aspects of business transactions [1].



Figure 2.1: Pictorial views of different types of eCommerce
(Source: International Telecommunications Union, Millennium, October 1999, Geneva)

2.2 Application

Recent Days Ecommerce in Bangladesh is becoming so popular. People started to buy their products and service from online now. As we can see Online Payment Problem Issues are solving day by day, near future of Ecommerce in Bangladesh is really good. Some common applications related to electronic commerce are the following:

- Online Auctions
- Online Ticketing
- Document automation in supply chain and logistics
- Domestic and international payment systems
- Enterprise content management
- Group buying
- Automated online assistants

- Instant messaging
- Newsgroups
- Online shopping and order tracking
- Online banking
- Online office suites
- Shopping cart software
- Teleconferencing

2.3 Types of Website

E-commerce is classified in different ways, out of which Turban and King (2003) discuss as many as twelve different types of e-commerce that are commonly distinguished by the nature of the market relationship; that is, who is selling to whom. In that manner, Rayport and Jaworski (2001) identified four distinct categories of e-commerce (Figure 1.1): business-to-business (B2B), business-to-consumer (B2C), consumer-to-business (C2B), and consumer-to-consumer (C2C).

		Business originating from...	
		Business	Consumer
And selling to...	Business	B2B	C2B
	Consumers	B2C	C2C

Figure 2.2 Four Categories of e-commerce
(Source: Ray port and Jaworski 2001, p. 4)

Ecommerce can be broken into four main categories: B2B, B2C, C2B, and C2C.

- **B2B (Business-to-Business)**

Business-to-business (B2B) describes commerce transactions between businesses, such as between a manufacturer and a wholesaler, or between a wholesaler and a retailer. Contrasting terms are business-to-consumer (B2C) and business-to-government (B2G). B2B (Business to Business) Branding is a term used in marketing.

The volume of B2B (Business-to-Business) transactions is much higher than the volume of B2C transactions. The primary reason for this is that in a typical supply chain there will be many B2B transactions involving sub components or raw materials, and only one B2C transaction, specifically sale of the finished product to the end customer. For example, an automobile manufacturer makes several B2B transactions such as buying tires, glass for windscreens, and rubber hoses for its vehicles. The final transaction, a finished vehicle sold to the consumer, is a single (B2C) transaction.

B2B is also used in the context of communication and collaboration. Many businesses are now using social media to connect with their consumers (B2C); however, they are now using similar tools within the business so employees can connect with one another. When communication is taking place amongst employees, this can be referred to as "B2B" communication.

B2B, in which businesses focus on selling to other businesses, is the largest form of e-commerce. Companies are doing business with each other such as manufacturers selling to distributors and wholesalers selling to retailers. Pricing is based on quantity of order and is often negotiable [2].

- **B2C (Business-to-Consumer)**

Businesses selling to the general public typically through catalogue utilizing shopping cart software. By dollar volume, B2B takes the prize, however B2C is really what the average Joe has in mind with regards to ecommerce as a whole [2].

- **C2B(Consumer-to-Business)**

A consumer posts his project with a set budget online and within hours companies review the consumer's requirements and bid on the project. The

consumer reviews the bids and selects the company that will complete the project. Elance empowers consumers around the world by providing the meeting ground and platform for such transactions [2].

- **C2C (Consumer-to-Consumer)**

There are many sites offering free classifieds, auctions, and forums where individuals can buy and sell thanks to online payment systems like PayPal where people can send and receive money online with ease. EBay's auction service is a great example of where person-to-person transactions take place every day since 1995.

Companies using internal networks to offer their employees products and services online--not necessarily online on the Web--are engaging in B2E (Business-to-Employee) ecommerce.

G2G (Government-to-Government), G2E (Government-to-Employee), G2B (Government-to-Business), B2G (Business-to-Government), G2C (Government-to-Citizen), C2G (Citizen-to-Government) are other forms of ecommerce that involve transactions with the government--from procurement to filing taxes to business registrations to renewing licenses. There are other categories of ecommerce out there, but they tend to be superfluous [2].

2.4 History of an e-commerce

Originally, electronic commerce was identified as the facilitation of commercial transactions electronically, using technology such as Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT). These were both introduced in the late 1970s, allowing businesses to send commercial documents like purchase orders or invoices electronically. The growth and acceptance of credit cards, automated teller machines (ATM) and telephone banking in the 1980s were also forms of electronic commerce. Another form of e-commerce was the airline reservation system typified by Sabre in the USA and Travicom in the UK.

From the 1990s onwards, electronic commerce would additionally include enterprise resource planning systems (ERP), data mining and data warehousing

In 1990, Tim Berners-Lee invented the Worldwide Web browser and transformed an academic telecommunication network into a worldwide everyman everyday communication system called internet/www. Commercial enterprise on the Internet was strictly prohibited by NSF until 1995.[1] Although the Internet became popular worldwide around 1994 with the adoption of Mosaic web browser, it took about five years to introduce security protocols and DSL allowing continual connection to the Internet. By the end of 2000, many European and American business companies offered their services through the World Wide Web. Since then people began to associate a word "ecommerce" with the ability of purchasing various goods through the Internet using secure protocols and electronic payment services [1].

2001: Alibaba.com achieved profitability in December 2001.

- 2002: eBay acquires PayPal for \$1.5 billion. Niche retail companies Wayfair and Net Shops are founded with the concept of selling products through several targeted domains, rather than a central portal.
- 2003: Amazon.com posts first yearly profit.
- 2004: DHgate.com, China's first online b2b transaction platform is established, forcing other b2b sites to move away from the "yellow pages" model.
- 2005: Yuval Tal founds Pioneer- a secure online payment distribution solution
- 2007: Business.com acquired by R.H. Donnelley for \$345 million.
- 2009: Zappos.com acquired by Amazon.com for \$928 million. Retail Convergence, operator of private sale website RueLaLa.com, acquired by GSI Commerce for \$180 million, plus up to \$170 million in earn-out payments based on performance through 2012.
- 2010: Group on reportedly rejects a \$6 billion offer from Google. Instead, the group buying websites plans to go ahead with an IPO in mid-2011.

- 2011: Online payment and recurring billing services provider Vindicia, developer of the Cashbox Saabs billing solution, is named the 20th fastest growing company in Silicon Valley.
- 2011: US ecommerce and Online Retail sales projected to reach \$197 billion, an increase of 12 percent over 2010. Quidsi.com, parent company of Diapers.com, acquired by Amazon.com for \$500 million in cash plus \$45 million in debt and other obligations GSI Commerce, a company specializing in creating, developing and running online shopping sites for brick and mortar businesses, acquired by eBay for \$2.4 billion.

Business models across the world also continue to change drastically with the advent of ecommerce and this change is not just restricted to USA. Other countries are also contributing to the growth of ecommerce. For example, the United Kingdom has the biggest e-commerce market in the world when measured by the amount spent per capita, even higher than the USA. The internet economy in UK is likely to grow by 10% between 2010 to 2015. This has led to changing dynamics for the advertising industry

Amongst emerging economies, China's ecommerce presence continues to expand. With 384 million internet users, China's online shopping sales rose to \$36.6 billion in 2009 and one of the reasons behind the huge growth has been the improved trust level for shoppers. The Chinese retailers have been able to help consumers feel more comfortable shopping online. Ecommerce is also expanding across the Middle East. Having recorded the world's fastest growth in internet usage between 2000 and 2009, the region is now home to more than 60 million internet users. Retail, travel and gaming are the region's top ecommerce segments, in spite of difficulties such as the lack of region-wide legal frameworks and logistical problems in cross-border transportation. E-Commerce has become an important tool for businesses worldwide not only to sell to customers but also to engage them [1].

2.5 Features of B2B Portals

B2B portals involve trade and transaction between two or more businesses. These websites enable business enterprises to form relationships with their distributors, suppliers, resellers and other partners. B2B portals are a part of e-commerce and comprise certain special features which are unique and effective in their own way. B2B website contains the following essential features in order to make it a useful part of any business [30].

- B2B portal should supply the following information
 - ③ Products or Services- their features, prices, etc.
 - ③ The Process-planning, production or serving capacity etc.
 - ③ Customers
 - ③ Suppliers
 - ③ Sales And Marketing of Products
 - ③ Competitors

- B2B platform can be used to promote a company's product or services online. The B2B platform can be designed keeping in mind the needs of the customers and the information they would need when they visit your website.
- There are certain individual consumers and businesses that purchase a group of items such as books, stationery and personal computers. In such cases, the consumers and buyers can have an intermediary between them. An intermediary would be the person who would be a buyer and seller as well, offering the products/services to other businesses.
- B2B portal ensures the proper electronic exchange of customary business documents such as orders, bills, approval of credit, shipping details and confirmation documents between the businesses who are undertaking the transaction [30].

In 1990 Tim Berners-Lee created the first World Wide Web server and browser. It opened for commercial use in 1991. In 1994 other advances took place, such as online banking and the opening of an online pizza shop by Pizza Hut. During that same year, Netscape introduced SSL encryption of data transferred online, which has become essential for secure online shopping. Also in 1994 the German company Interhop introduced its first online shopping system. In 1995 Amazon launched its online shopping site, and in 1996 eBay appeared. Online customers must have access to a computer and a method of payment.

In general, higher levels of education, income, and occupation of the head of the household correspond to more favorable perceptions of non-store shopping. Also, increased exposure to technology increases the probability of developing favorable attitudes towards new shopping channels.

In a December 2011 study Equation Research found that 87% of tablet users made an online transaction with their tablet device during the early holiday shopping season. Consumers find a product of interest by visiting the website of the retailer directly or by searching among alternative vendors using a shopping search engine.

Once a particular product has been found on the web site of the seller, most online retailers use shopping cart software to allow the consumer to accumulate multiple items and to adjust quantities, like filling a physical shopping cart or basket in a conventional store. A "checkout" process follows (continuing the physical-store analogy) in which payment and delivery information is collected, if necessary. Some stores allow consumers to sign up for a permanent online account so that some or all of this information only needs to be entered once. The consumer often receives an email confirmation once the transaction is complete. Less sophisticated stores may rely on consumers to phone or e-mail their orders (though credit card numbers are not accepted by e-mail, for security reasons).

2.6 B2B Electronic Commerce with Developing Countries

B2B many-to-many electronic marketplaces do not appear to be playing the role initially expected of them as international trade facilitators. Michael Quayle argues in the context of European e-business among smaller firms that despite the advantages to buyers of opening up the supplier base through the use of many-to-many electronic marketplaces, ‘what this does not recognize, however, is the partnership/long term business relationship, e.g. single sourcing and trust, which may have significantly more benefits to all concerned than maintaining a huge supplier base [31]’.

Similarly, Sergio Mariotti and Francesca Sgobbi suggest that the use of ICTs should not necessarily be expected to promote anonymous arm’s-length trading [32]. The use of these technologies is just as likely to lead to strong inter-firm networks and to closely tied relationships. Inter-firm networks supporting international trade are central to global supply chains [33]. These networks are very complex, particularly in sectors where global buyers have created production and distribution systems to meet their requirements [34]. Exclusive or restricted access B2B electronic commerce is likely to be more attractive to buyers and sellers within established supply chains.

The attractiveness of restricted access sites on the Internet is similar to earlier uses of ICTs which often favoured closed networks to support firms’ information and communication requirements. Indeed, Donald Lumberton’s and Eli Noam’s work on the economics of information and communication has long suggested that there are

strong incentives to develop both open and exclusive forms of exchange relationships facilitated by new technologies [35].

Internet protocols can be configured for open access to the Internet or for restricted access. Transaction cost perspectives may suggest that there are strong drivers to reduce information asymmetries in order to reap efficiency gains in the market, but developing restricted access B2B electronic commerce applications is consistent with the interests of some buyers and sellers in maintaining information asymmetries. The limited available evidence about restricted access B2B electronic marketplaces suggests that their use will grow as efforts are made to more tightly integrate global supply chains.

These observations about how certain types of B2B electronic commerce are favoured over others resonate with the wider experience of technological innovation in the ICT sector. There are parallels between the development of electronic trading sites on the Internet and experiences of the development of information systems to support information processing over the last two decades [36]. A central lesson in the latter case is that the potential of ICTs is ‘not released by simply transferring technologies and processes from advanced economies’ [37].

Improved access to global markets for developing country producer firms is not likely to follow simply from the deployment of B2B electronic commerce. Measures to tackle ‘digital divides’ or to create electronic trust mechanisms are not likely to change this substantially. The restricted access B2B electronic marketplaces that being developed do not seem to be destabilizing the positions of firms within their global supply chains. When new market access possibilities become available to firms, this is more likely to be due to changes in a firm’s position within its supply chain than to the use of new technology. The structure of these chains and the coordination requirement of buyers and sellers appear to strongly influence the types of B2B electronic commerce that will be developed in the future.

International market conditions are influenced more by existing market structures and commercial practices than by the introduction of new ICTs. However, buyers in the supply chains in which developing country firms are integrated may move to introduce supply chain management systems that require sophisticated information management

systems, costly data input procedures, and the need to provide and monitor commercially sensitive information in electronic form. Weak capabilities in this area and limited financial resources could pose a threat to developing country firms in the future.

The difficulties of building capabilities for using B2B electronic commerce, suggest that in international markets intermediary firms will continue to play an important role. They are not creating costly friction in an otherwise friction-free marketplace. They are often playing key roles in the sector markets in which they operate and, in some cases, introducing B2B electronic commerce applications themselves. There may be a potential for their role to be performed more efficiently if they can take advantage of Internet-based B2B electronic commerce. However, this cannot be taken for granted given the strong declared preference – at least in the two sectors examined here – to maintain personal and direct contact with firms in the supply chains. Despite the theoretical potential to reduce transactions costs and barriers to international trade offered by the Internet, there is no a priori reason to expect that B2B electronic commerce will replace conventional means of organizing trade.

In their work on the role of ICTs in supporting small and medium-sized enterprises in Africa Richard Duncombe and Richard Heels suggest that an integrated and holistic approach should underpin considerations about ICT investment by organizations in developing countries.

‘An integrated approach: this sees ICTs as one means to serve information and enterprise needs, not as an end in themselves ... A holistic approach: this recognizes the presence of an information chain that requires a whole series of resources – tangible, intangible and embedded – not merely for accessing data but also for assessing, applying and acting upon that data’ [38].

2.7 E-commerce in Bangladesh context

Internet services are presently available in Bangladesh. Its usage for e-commerce by the Bangladeshi producers to export as well as to access inputs will be dependent on their willingness and ability to use this medium as well as that of the buyers of final

products and the sellers of intermediate goods and services. Business-to-Consumers (B2C) ecommerce practically non-existent within Bangladesh, while a very limited level of Business-to-Business (B2B) and Business-to-Government (B2G) transactions exists. The potential for use of e-commerce by Bangladeshi consumers and businesses with foreign firms is much brighter, and can play an important role in boosting the country's exports. A significant volume of B2G is also possible, as the government remains the biggest spender [8].

2.7.1 Business-to-Consumer (B2C) Scenarios

Business-to-Consumer (B2C) e-commerce is unlikely to be of much use in the foreseeable future in Bangladesh. At the domestic level, low per capita income, limited infrastructural facilities (e.g. low teledensity), weak legal environment (inadequate contract laws, poor implementation and enforcement), and lack of trust and confidence between business and consumers are going to hinder B2C. In the backdrop of such limitations, the low wage economy, with high levels of unemployment and underemployment, will continue to rely on the physical presence of buyers and sellers during a transaction in most cases. B2C for cross border trade is inhibited by the factors suggested for the domestic front. In addition, non-availability of international credit cards, foreign currency remittance restrictions, delays and informal payments at customs clearance even for small value and quantity items will discourage B2C[8].

2.7.2 Business-to-Business (B2B) Scenarios

As mentioned before, the Business to Business (B2B) scenario prevails in Bangladesh to a very limited extent. The B2B scenario exists mostly in the export sector, especially in the Ready Made Garments (RMG) industry. RMG has the lion's share of the export earnings in Bangladesh, accounting for 75 percent of total exports. The current value of annual exports of the RMG sector is close to \$4.35 billion. The RMG sector has begun to use the Internet, and its dependence on e-commerce is likely to grow significantly in the coming years. E-commerce through the Internet is poised to be an effective business tool for the RMG exporters. The Internet would enable them

to seek information about potential buyers as well as raw material suppliers. Similarly the practice of posting a website by individual producers has begun. Opening a website is a step towards the right direction. Also, the adherence of Bangladeshi firms to quality, labour and environmental standards (e.g. ISO 9000, QS 9000) can also be shared and highlighted through the Internet technology [8].

2.7.3 Business-to-Government (B2G) Scenarios

The government is a major buyer of goods and services from the private sector. Typically, the government procures goods and services by inviting tenders. This has been the traditional method of any government procurement for goods and services. Tender notices are published in the major national dailies followed by selling the Request for Proposal (RFP) documents to the interested bidders. If any bidder seeks clarification on any aspect of the RFP, the customer is mandated to notify that clarification to all bidders by mail. In addition to costing money and taking time, such notification sometimes forces the customer extending the bid-closing deadline [8].

Bidders also obtain the RFP document “unofficially” for a comprehensive understanding of the ‘scope of work’ as well as for assessing their own capability. The availability of the RFP and other relevant documents on-line provides an alternate choice, thereby reducing the monopoly rent that can be extracted. In order to prevent such unfair practice, the Bangladesh Telegraph and Telephone Board (BTTB) initiated publishing the RFP documents of selected projects in its website. This immediately stopped the illicit practice of unofficially selling the RFP document, and only competent bidders were able to procure the RFP documents. In addition to reducing the extra administrative burden of BTTB, it also enabled BTTB to close those bids within a reasonable timeframe. The posting of the RFP documents on the Web is however an isolated effort being initiated by a few BTTB officials.

2.8 E-Commerce in Different Sector in Bangladesh

Despite being a under developed country, selected segments of the Bangladeshi business community has embraced technology with reasonable success. The Facsimile in the 1980“s and mobile telephones in the 1990“s popularized modern technology in

the mass market. Personal computers and the Internet are also emerging as day-to-day business tools. These positive indicators are favouring the prospects of e-commerce in Bangladesh [7].

2.8.1 Banking Sector

In Bangladesh, electronic fund transfer is at an early stage and used on a very limited scale. Electronic banking, which is highly dependent on the application of IT, has been pioneered by the foreign commercial banks.

The local banks are yet to be fully automated. Most local banks use computers on a stand-alone basis. The extent of computerization in the local banks is limited to database management and electronic communication (through e-mails) only. A few foreign commercial banks and local banks are offering on-line banking facilities in the form of Automated Teller Machines (ATM) and local credit cards. Only one multinational bank is now practicing on-line fund transfer between its branches, and two other local banks are supposed to introduce it within 2001. Also, the banks now offering ATM facilities have formed a common ATM pool. Under this system, a customer of any bank in the pool can receive the services using the same ATM [8].

2.8.2 Education sector

The universities of Bangladesh are already partly digitized. DB visualizes that by 2021 all universities, colleges, high schools, primary schools, and madrasahs will have computerised connectivity. ICT is intended to be used as teaching-learning aids. After five years of schooling all students should have regular access to computers with internet facilities. The goal is to improve the quality of education. The use of automated library is spreading slowly in most universities, although they have to go a long way to be digital in the real sense. By 2021 the entire education sector should be digitized with third generation wireless technology [10].

2. 8.3 Health sector

Under the Ministry of Health there are medical universities, colleges and hospitals in big cities. In addition, there are a large number of rural hospitals/clinics/healthcare service centers at district, upazila, and thane levels. However, most of these hospitals and clinics are not well equipped and their services are not of desirable quality. The number of qualified doctors and nurses is much less than required. Nor do they have required type of diagnostic equipment and operating theatres. Reportedly, the available facilities and medicines are often misused [10].

2.9 Constraints to E-Commerce in Bangladesh:

Out of 64 districts, Internet services are available only in 6 major district headquarters. BTTB is planning to gradually roll out an IP network up to the 64 district headquarters. In January 2002, the Internet facilities were extended to 12 districts. The project is running on very fast and today almost 40 plus districts are getting Internet facilities. Followings are the barriers of e-commerce in Bangladesh [7]:

- Very minimum number of users of web sites;
- Poor telecommunication infrastructure with limited fixed-line access, unreliable connectivity and low bandwidth (9K);
- High price of computer and hardware: The per capital income of our people is less than US\$520. But in order to buy a computer it is needed US\$500 and for this reason, it is beyond the capacity for a villager's to buy it.
- Lack of technically efficient personnel;
- Lack of investment in hardware and software;
- The banking infrastructure in terms of electronic payments and inter-bank connectivity is poor. As such, the customers of 5770 branches of the local banks are unable to operate their account with the other branches of the same bank. Internet bank transaction is more cumbersome as the clearing-house of the central bank is not online. An inter-bank transaction may take even 2 weeks if the branches are different cities. Only branches of the private banks are interconnected with their respective head

offices. They are also satisfactorily computerized. This represents only 25% of the entire banking sector.

- Small number of Credit Card users;
- Limitations of supportive legal system. Such as, exchange controls, protection of telecommunication monopolies, restrictive trade practice and prohibitions;
- Absence of cyber law;
- People's mindset and very slow and expensive Internet services;
- Enterprise managers' lack of initiative and leadership in taking advantage of ecommerce [7].

2.10 Challenges of E-commerce for Bangladesh

- Network Infrastructure
- Intra-bank and Inter-bank Connectivity
- Local and Global
- Bank-Client Connectivity
- Security of transaction
- Banking mechanism
- Automation
- Convertibility of the Bangladesh currency
- Retention quota
- International credit cards
- Capacity Building: Human, Technical and Regulatory
- Quick Settlement, Online credit Information, Skilled e-Manpower, Regulatory Framework
- Investment
- Legal Infrastructure
- Currency Convertibility: Access to Global Finance
- E- Culture[7]

2.11 Latest Development about E-commerce

Online Product catalogues: With an online catalogue, you make it easy for your buyers to do business with you. Business info Bangladesh offers powerful, scalable, easy-to-use e-commerce development ... [11]

Dynamic Shopping Cart and Secure Order Form: Business info Bangladesh ready to make a database driven dynamic shopping cart and Secure Order Form which is appropriate for businesses that have large or frequently updated inventories...

Online request for quote (RFQ): Business info Bangladesh Technologies offers a variety of online RFQ systems, from simple forms to powerful product configuration systems...

Real-Time Credit Card Processing and Fraud Prevention: Business info Bangladesh committed to give you an automated, quick, hassle-free and secure ecommerce experience...

Customer Management with Login: Allow returning customers to retrieve and reorder & speed the checkout process with customer relations management...

Advanced, Customizable Ecommerce Search: Perform advanced searches by keyword, manufacturer, vendor, price range or sale items...

Package/Shipment Tracking: Business info Bangladesh can set up online order tracking system, by which patrons can check their package/shipment through online...

Real-Time Inventory and Database Solutions: This is one of the most powerful tools available to online retailers today. Business info Bangladesh can provide you with a database of your products that provides automatically updated inventory, works with other e-commerce web site solutions...

Enhanced Product Displays: When online shopping was in its infancy; critics doubted that e-commerce would work for the majority of retail merchandise...

Customer Tracking and Database Solutions: With customer tracking you will be able to keep an online database of your customers, their addresses, emails, preferences, and answers to any web site marketing questions they may have answered ...[11]

Order Confirmations: Business info Bangladesh can automate your site that sends email confirmations after every order. The emails may contain thank you information with order confirmation id...

Site Specific Search Engines: Online shoppers often want to find a specific item, checkout and go. They don't always have the time or the desire to browse through your entire online catalogue. If you have many products to offer, your web site should be searchable...

E-Commerce provides you with a venue to sell your product or service without losing part of your profit to distribution costs, retail stores or catalogue printing. An Ecommerce website demand a good hosting with highest up-time & other e-commerce features like secure SSL, public key encryption protocols etc.

2.12 Finding from Previous Research

The predominant approach to the analysis of the implications of the development of B2B electronic commerce is informed by analyses of how new forms of trading will impact on transaction costs. Transaction costs are the 'costs of running the system'¹⁵ and they are the 'economic equivalent of friction in a physical system' [39]. If they can be reduced substantially through the use of ICT-enabled trading mechanisms, barriers to participation in trade should be reduced for firms. In theory, this effect should be available to any firm regardless of its location as long as it is able to access cost reducing electronic trading mechanisms.

From the vantage point of transaction cost analysis, commercial trading relationships involve two types of cost [40]. The first is coordination costs. These are incurred in the process of searching for products, services, sellers, and buyers; negotiating and fulfilling contracts; ensuring that the terms of contracts are met; and adapting to change [41]. The second is costs that are incurred because of incomplete or asymmetrical information. Firms may lack the information needed to decide whether

the terms of an agreement are acceptable. By helping to reduce both these types of cost, B2B electronic commerce, and electronic marketplaces in particular, are expected to lead to decreases in transaction costs, thereby facilitating trade across geographical boundaries and enhancing the competitiveness of firms that adopt the technology.

In theory, firms should be able to use many-to-many electronic marketplace sites to reduce the costs of searching for information and to better coordinate with firms upstream and downstream in their supply chains. By implementing B2B electronic commerce, firms of all sizes should be able to use the new applications to facilitate a 'closer integration of adjacent steps in the value-added chain' [42]. They should also be able to scale up the number of transactions they engage in on the international market because of their access to a wider range of buyers that are expected to participate in many-to-many electronic marketplace sites on the Internet [43].

The conceptual apparatus provided by transaction cost analysis with its focus on the informational characteristics of trading on the market and on contractual relations has been widely applied by those seeking to foster B2B electronic commerce. It has been concluded that many-to-many electronic marketplaces based on the Internet will strengthen the international trading prospects of firms based in developing countries. Four basic propositions about the 'impact' of this form of B2B electronic commerce can be derived from reports published by United Nations agencies concerned with international trade and development.

- ③ Electronic commerce is likely to work through many-to-many electronic marketplaces, i.e. '... e-markets involve a large number of buyers and sellers that engage in many-to-many transactions and relationships. They create a trading community in which buyers' orders are matched with sellers' offers and the trading partners benefit from other forms of collaboration' [44].
- ③ Many-to-many electronic markets will be supported by complementary business functions, i.e. 'B2B e-marketplaces and the implementation of their business models rely to a very large extent on technology infrastructure. The market maker must possess or have access to a technology that is capable of

handling the full range of commercial processes from ordering to order fulfilment and settlement. The technology must support transactions involving large numbers of users over the Internet and be capable of handling complex business practices, user relationships and integration with third-party commercial applications' [45].

- ③ B2B electronic commerce offers high returns to firms in developing countries, i.e. 'Traditional marketing and export channels [for primary products] tend to be inefficient and dominated by multiple intermediaries ... Developing countries, using existing local commodity exchanges and commodity export associations as a foundation, can use B2B on-line trading as a means of transforming existing commodity marketing systems to great advantage' [46].

B2B electronic commerce helps smaller firms to enter global markets, i.e. 'E-trade opens new commercial opportunities to the export-oriented enterprise ... it empowers the small and medium-sized enterprise, allowing it to participate in international markets where previously market entry and promotion costs were prohibitive' [47], and 'E-commerce gives small and medium-sized enterprises the ability to access international markets that used to be difficult to enter due to high transaction costs and other market access barriers' [48].

The expectation underlying these propositions is that technological innovations that have supported the spread of the Internet and the use of the web to create numerous kinds of information and transaction-related services will lead to greater market efficiency and transparency. This should enable producer firms in developing countries either to expand their share of the markets in which they trade and/or to reposition themselves within global supply chains to their advantage.

In the United States, this expectation has been questioned on the basis of empirical studies of the impact of electronic commerce in a variety of industry sectors [49]. The structure and operation of markets do not tend towards greater efficiency automatically as a result of the application of new technologies. This is the major conceptual pitfall that is implicit in many of the more speculative considerations of the development of B2B electronic commerce. Empirical research in Europe also suggests that the outcomes for firms that adopt B2B electronic commerce can be

enormously varied. They are more likely to be informed by prevailing commercial practices and the structural features of specific sectors than by any elixir of technology. Empirical observation shows that some costs of transacting may decline when digital trading platforms are introduced, but other costs may increase for a wide variety of reasons [50].

By the end of the decade of the 1990s, analysis of how B2B electronic commerce implementations were affecting firms particularly in developing countries was relatively uncharted territory [28]. There was some research on the role of ICTs in the development process and a growing body of work on the nature of global supply chains and way firms based in developing countries participate in international markets. These two strands of research were used to inform a study of the actual experiences of B2B electronic commerce by firms in developing countries [29]. The next section of this paper highlights some of the results of this work that was undertaken between 2000 and 2002 and which aimed to critically evaluate the four propositions set out above.

In November 2006 1,275 e-Panel members who had shopped online during the previous 12 months responded to our online survey conducted by TNS. In January 2009, 93 per cent (970) of the 1,037 UK consumers responding to the TNS Online bus had shopped online in the previous twelve months.

An internet shopper said they have been spending less in the 12 months previous to January 2009 than they had in November 2006. The percentage who said they spent less than £100 had trebled from seven per cent to 21 per cent and the proportion who said they had spent £100 - £249 had nearly doubled from 15 per cent to 27 per cent. In contrast, the percentage saying they had spent more than £1,000 online fell by more than 50 per cent (32 per cent to 13 percent) [12].

While previous researchers examined Internet shoppers characteristics (Donthu & Garcia, 1999; Donthu & Gilliland, 1996) and others investigated website features (Kim & LaRose, 2003; Lohse & Spiller, 2000), respectively, the present research links these

two with online buying activity. Specifically, usage of interactive e-commerce features connects shopping orientations and online buying behaviour. This study showed that the interactive features of e-commerce websites play a pivotal role in most online buying activity regardless of one's shopping orientation.

Shoppers with recreational orientations utilize website features in order to pursue hedonic outcomes, and the excitement of an online sale or an enticing array of product offerings weakens their self-control, increasing unregulated buying activity. On the other hand, shoppers with utilitarian outcomes in mind tend to be directly led to buying behavior unmediated by the usage of interactive e-commerce features. This may be because consumers with convenience orientations shop with a specific purchase plan in mind, quickly locate the item, and proceed directly to the checkout. That may be also because they have already done their comparison shopping before they arrive at the site from which they planned to make the purchase or have satisfied themselves that the site they regularly use has good deals. Therefore, shoppers with convenience orientations may not be out "window shopping" and may not waste time even on convenience features such as search engines, product reviews, or other convenience shopping features [4].

This study showed that convenience and recreational shopping orientations are linked to each other. Convenience and recreational shopping orientations were positively correlated, replicating Babin et al.s study (1994) [4] of offline shopping, which showed that these two orientations might not be mutually exclusive. Convenience orientation also led to the usage of Web features associated with unregulated buying, which is shown by the fact that convenience orientation made a significant contribution to the usage of recreational shopping features in this study. Perhaps shoppers who visit websites with convenience orientations can be drawn into unregulated purchases through interactive features, which, in the end, feed unregulated buying. For example, shoppers who want to make efficient and time saving purchases may use a new product list as an efficient tool to locate the exact product they are planning to buy, reducing their search cost. For shoppers who approach websites with recreational orientations, on the other hand, the new product list could be used as bait for unplanned buying. However, this feature also creates a trap for the shoppers who are trying to do efficient shopping in that it undermines self-

regulation, leading to unregulated buying. Thus, some of the shoppers who started shopping with convenience orientations may have been led down the path from recreational shopping feature to deficient self-regulation, which led to unregulated buying [4].

Perhaps, as some have suggested (Hoffman & Novak, 1996; Novak, Hoffman, & Duratek, 2003; Novak, Hoffman, & Yung, 2000), consumers who utilize interactive features enter a seamless sequence of responses, a flow state in which their sense of time and reality becomes distorted and their self-control is diminished. In the present framework, flow states might be interpreted as an indication of deficient self-regulation, specifically a failure of the self-monitoring sub function of self-regulation. Lack of time pressure created by a flow state may also lead to unregulated buying (Beatty & Ferrell, 1998). So, the convenience of online shopping could facilitate unregulated buying proclivities that are present in nearly all consumers (cf. Cobb & Hoyer, 1986), as well rational consideration of minimizing search and transaction costs.

Overall, the present findings offer a challenge to explanations of the online shopping experience that emphasize economic convenience and the operation of an efficient electronic marketplace. Deficient self-regulation is the antithesis of that explanation. It indicates that online buying could be out of control and is either not being actively self-monitored or not being judged against rational standards of consumer efficiency. Even consumers who approach the Internet with a convenience orientation, who are presumably seeking the efficiencies that convenience maximization perspective speaks of, can have their self-regulation diminished by playing certain of the interactive features found at websites [4].

We have presented a conversational dialog system for helping users shop for notebook computers. User studies comparing our conversational dialog system with a menu driven system have found that the conversational interface reduced the average number of clicks by 63% and the average interaction time by 33%. Based on our findings, it appears that for conversational systems like ours, the sophistication of dialog management and the actual human computer interface are more important than the complexity of the natural language processing technique used. This is especially true for web-based systems where user queries are often brief and shallow linguistic

processing seems to be adequate. For web-based systems, integrating the conversational interface with other interfaces (like menu-driven and search driven interfaces) for providing a complete and consistent user experience assumes greater importance. Many systems' fate has been decided not because they cannot handle complex linguistic constructions but because of the difficulties in porting such systems out of the research environments [13].

One possible explanation could be the similar cultural background and education levels of both samples.

2.13 Customers Satisfaction Finding

Customer satisfaction findings generally support the notion that buyers in the World have the tendency to display different motives in online shopping. In addition, gender also becomes less influential on online shopping motives when country actor is taken into consideration. Overall, both males and females are satisfied with their online shopping experience [14].

There are likely to be a number of factors other than country and gender that affect variance in user motivations for and satisfaction towards online shopping, such as internet experience, online shopping experience and occupation[14].

2.14 Customer Satisfaction Surveys

Companies struggle to understand customer satisfaction and many now attempt to quantify it through customer satisfaction surveys. This allows them to construct business plans which appeal to their customers and, in turn, generate the greatest income for the company. Yet measuring satisfaction is difficult. Many companies still rely on methods like measuring sales and complaints. Whilst these methods do have value, they fall short of a customer satisfaction survey. Corporate business meetings frequently make reference to their own customer service ratings as well as those of their competitors [16].

A customer service review should aim to improve the experience of the customer.

Things that need to be achieved by any survey include:

- Understanding what customers require and expect. • Determining quality in comparison to competitors.
- Developing services and products.
- Examining trends and acting upon findings.

Careful consideration of what the organization is trying to accomplish and how the information will be utilized is essential, so that the results help the company to achieve their goals [16]

CHAPTER 3

METHODOLOGY

Research methodology generally referred to as research methods and techniques, usually encompasses the procedures followed to analyze and interpret the data gathered from different sources. Internet commerce or eCommerce is an integration of business and communication technology that is doing business through the internet. This study comprised collecting quantitative data on the internet and analyzing

features of selected business to consumer websites who are doing business in Bangladesh. The study used descriptive research method that covers qualitative and quantitative techniques. Objectives of the study, an explanation of the appropriateness of the descriptive research method for this study, data collection, and data analysis are discussed in this chapter.

At first we describe three websites and find their features, but place deep analysis on one website and finding the result from it.

The buyers were categorized into high, medium and low on the basis of the volume of order placed in a month. It was done by using Quartile deviation.

3.1 Objectives

The general objective of this report is to provide with an overview of business to business (B2B) web portal in Bangladesh that the theoretical learning can be related with the real life business situation. The specific objectives of the study are to:

1. Identify features of Business to Business (B2B) website
2. Identify selling and buying characteristics of B2B website
3. Develop a framework of B2B e-commerce.

3.2 Descriptive Research Method

Descriptive research is used to obtain information concerning the current status of the phenomena to describe "what exists" with respect to variables or conditions in a situation [25]. Descriptive research does not fit neatly into the definition of either quantitative or qualitative research methodologies, but instead it can utilize elements of both, often within the same study. The term descriptive research refers to the type of research question, design, and data analysis that will be applied to a given topic [24]. Despite, in electronic commerce it is crucial that researchers may devise a research method, by selecting a research technique, or combining several techniques and demonstrate the appropriateness of the method to the research sub-domain and research questions [23].

For the proposed study both qualitative and quantitative data are collected from the selected websites. The qualitative data includes the features of selected websites, interview data from the management of websites. The quantitative data includes the prices of items or commodities of B2B websites and the prices of same commodities of traditional store located in Dhaka city. So these techniques fit well with the present study.

Descriptive research can involve collections of quantitative information that can be tabulated along a continuum in numerical form, such as the prices of commodities of websites and traditional store. This method of research also involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection [26]. It often uses visual aids such as graphs and charts to aid the reader in understanding the data distribution. The quantitative data collected has been represented graphically to compare the prices of websites and traditional store, and among the B2B websites [24]. In line with these views statistical data analysis techniques are utilized in this study for example the prices of websites and traditional store, and difference between the prices of websites are represented graphically.

3.3 Selection of B2B websites

There are huge numbers of B2B websites available for giving services in Bangladesh and or abroad. These websites sell almost all types of products for example RMG product, various types of gifts, electronics, mobile phone, watches, Chinese food, cake and pastry, grocery items etc. However there are differences in product categories among the websites. Among these websites only six websites (three from Bangladeshi origins and three from abroad origins) were selected on the basis of their product categories and items of products. Each of the selected websites is given a code for identification as A, B, C, D, E and F. An example of home page of a selected website is given in figure 3.1.

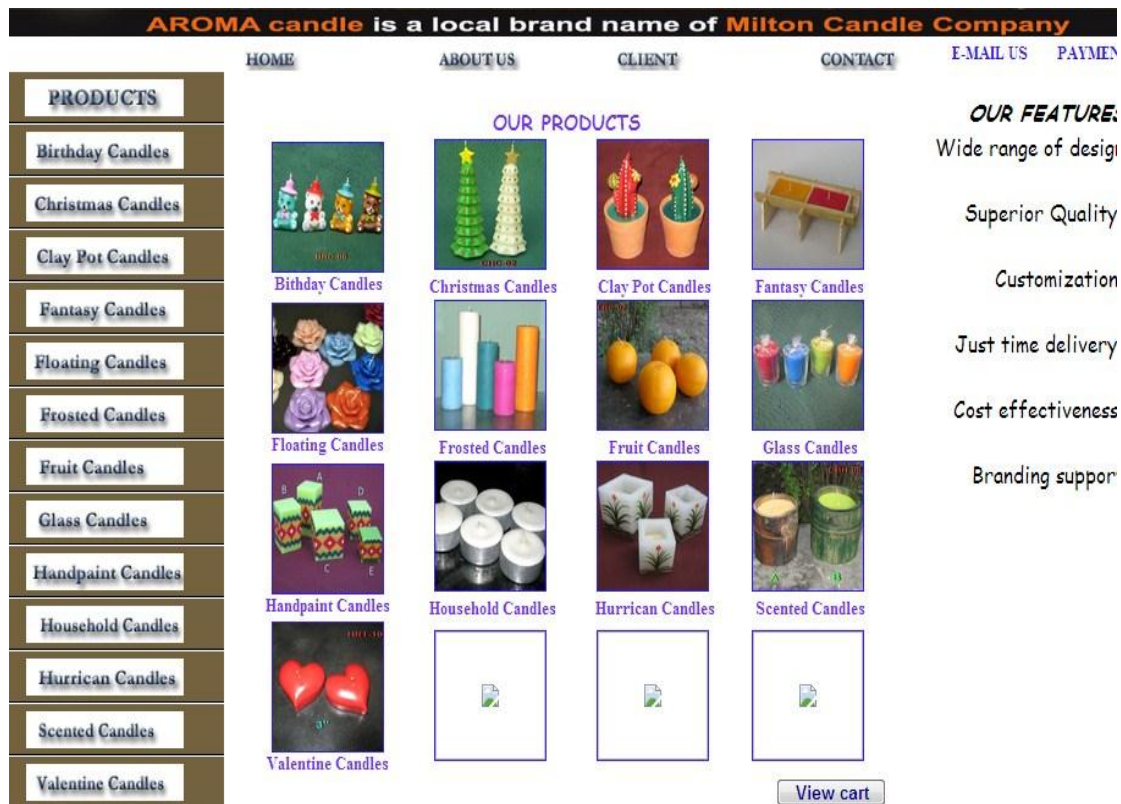


Figure 3.1 Home page of the studied B2B website

The identity of the website is kept secret because of confidentiality. The home page is an example of the online site of this study. The home page has links with other related pages. Each of the web sites has several features for selling products to their customers. The lists of products included in the web sites. When order is placed by the online buyer the products are taken from the traditional market and supplied to the destination requested by the customers.

3.4 Data Collection

For this study collection of data was done from different sources. These are: B2B web sites, buyers/buyers of B2B websites, and wholesaler of the B2B. The data collection processes are discussed below.

3.4.1 B2B websites

Two types of data were collected from the three web sites such as features of the web sites and prices of products. Each of the three websites was searched and the features were listed for example customer registration, interaction facility, presentation of items etc. The features of all three web sites were then summarized considering the following issues:

- ③ Design
- ③ Ease of use
- ③ Interactivity
- ③ Use of technology
- ③ Image
- ③ Content

3.4.2 Features of Websites

Each of the three websites was searched separately to indentify features of the websites for example interaction facilities with the customer service, product information, quality of images etc. After finalizing the features of all the three websites ten computer science students were asked to search the same websites to verify the features. These students were also asked to comment on the user-friendly status of the websites. These students were familiar with the eCommerce websites.

This method increases the reliability of the data as well as the findings.

3.4.3 Interview with Client of B2B websites

Interview questions were prepared to conduct interview with the buyers of B2B website. The interview questions were related to the prices of products, payment method, delivery area, delivery charge, and client information. The responses of the interviewee were noted at the time of interview.

3.5 Data Analysis

For this study both qualitative and quantitative data analysis techniques were employed for analyzing data collected from B2B website, and buyers. Details of data analysis methods are given below.

3.5.1 Features of B2B website

The features of websites were analyzed qualitatively. In doing so the features of each of the websites were listed in a table with their little descriptions. The features were then compared and identify common and uncommon features. The feedback and comments received from the ten CSE students were considered to summarize the features. Finally a list of features was prepared. Each of the features was then explained with variations or exceptions found in different web sites. The comments made by the ten students who verified the features were noted.

3.5.1.1 Business to Business website A

Website A, established in 1995, is a renowned manufacturer, supplier and exporter of Designer Candles. Everyone appreciates artistic creations, especially Designer scented candles which are not only eye-catching but also appealing to the senses.

The company offers an exclusive collection of Designer Candles and we always welcome buyer's design requirements. Operating in the market for fourteen years, we have been able to earn the faith of several European buyers as well as Canadian and Japanese buyers. We focus on introducing Bangladeshi candle products in the world market as a cheap but quality alternative to the candle lovers.

The company has successfully made a place for itself in the industry by offering a wide range of quality products, which are outstanding in design and reasonably priced. It is fully committed to deliver the best quality products within a stipulated period of time to the buyers, thus, providing them full value of their money.

DETAILS OF ITEM Heart cut(2 part)



[BACK](#)

ITEM NAME	Heart cut(2 part)	ITEM CODE	HRT-02 (per unit)
ITEM WEIGHT	12gms	ITEM SIZE	W-3.7cm / H-1.7cm
BURN TIME	0.10 Hours	ITEM PRICE	6.00 (TK.)

SELECT TO PURCHASE

QUANTITY		SELECT AROMA	None v
SELECT COLOR	Default Cc v	Add to cart	
		View cart	

Figure 3.2 Product information

The company specialist manufacturer in candle products, it produces Craft Candles, Gift Candles, Decorative Candles, Scented Candles, Christmas Candles, Pillar Candles, Birthday Candles, Fantasy Candles, Garden Candles, and Votive Candles etc.

Table 3.1: Product category and volume of production of B2B website 1

Category	Volume	Comment
Pillar Candles	10000 Pcs	per month
Votive Candles	25000 Pcs	per month
Floating Candles	40000 Pcs	per month
Clay pot Candles	50000 pcs	per month
Scented candles	25000 pcs	per month
Christmas Candles	15000 pcs	per month
Fantasy Candles	20000 pcs	per month
Others Candles	15000 pcs	per month

The company takes pride in its work to assure that its customer receives the best quality available. It uses only the best waxes, dyes, fragrances essential oils, and expertise on candle making, it produce high quality candles that are slowly burning

.The company Candles are perfect used for weddings, Christmas, anniversaries and birthdays. Produces in a variety of fragrances and colours, candles are made of high quality articles and crafted to bring customer the nicest and fragrance candles, now its products are exported to various countries in the world.

- In-house design team.
- New products and concepts developed to cater to the changing market requirements for all Seasons, Occasions and Concepts
- Artwork and packaging development to suit customer's need.

Infrastructure

The company well-equipped manufacturing unit with all equipment needed in the production process is the driving force behind our success story. We use best quality raw materials that have helped us in gaining a wide acceptance in domestic as well as international markets. It boasts on a well-equipped production unit with state-of-the-art machines and a team of highly skilled and competent to undertake all kinds of customized demands.

Quality

At the company quality is a never-ending quest. It has adopted strict quality checking procedures to ensure superior standards of quality to reduce the chances of defects and errors. Quality is regularly checked at different stages of production and supply, which start right from the sourcing of raw material and ends with the final delivery

Timely Delivery

The Website A understands the importance of timely delivery of orders for its buyers and the long way it goes in establishing a Website As a reliable brand. It has developed a strong distribution network and set-up a flexible production capacity to meet the immediate and bulk requirements of our buyers.

Customization:

Skilled craftsmen are able to produce any type of candle design as per buyer's requirement. Starting from the colour to the size and shape, the company can produce the dream designs of the buyers and customers.

Cost -effectiveness:

Keeping a close calculation on the competitiveness of the prices of products, the company set the challenging prices for a 'win-win' situation of the business.

Branding Support:

Another feature of the company is its support for different boutique houses or gift item marketing companies that intend to have candle designs on their own brand name. The Website A welcomes any type of design candles' order from branded boutique houses or companies.

3.5.1.2 Business to Business website B

The Company is the apex trade body that represents the export oriented woven, knit and sweater garment manufacturers and exporters of the country. Readymade Garment (RMG) is the leading sector of Bangladesh in terms of employment, production and foreign exchange earnings. Readymade garment (RMG) alone earned about 78% of the yearly foreign exchange earning of the country. About 3.6 million people are employed in the garment sector. The growth rate of RMG export was over 20% per over the last two decades.

A Success Story of RMG Sector:

The importance of RMG sector can hardly be over emphasized. There has been a steady growth in the field of RMG during last two decades. The RMG industry enjoyed a meteoric rise from 30 enterprises in 1980 increased to about 5150 in 2010¹¹ fiscal years. The growth of the industry in terms of number of units and employment generation is shown in table - 1 below:

Table 3.2: Growth of the industry and Employment

Year	Number of Garment Factories	Employment in Million Workers
1983-84	134	0.040
1984-85	384	0.115
1985-86	594	0.198
1986-87	629	0.283
1987-88	685	0.306
1988-89	725	0.317
Year	Number of Garment Factories	Employment in Million Workers
1989-90	759	0.335
1990-91	834	0.402
1991-92	1163	0.582
1992-93	1537	0.804
1993-94	1839	0.827
1994-95	2182	1.200
1995-96	2353	1.290
1996-97	2503	1.300
1997-98	2726	1.500
1998-99	2963	1.500
1999-2000	3200	1.600
2000-2001	3480	1.800
2001-2002	3618	1.800
2002-2003	3760	2.000
2003-2004	3957	2.000
2004-2005	4107	2.000
2005-2006	4220	2.200
2006-2007	4490	2.400
2007-2008	4743	2.800
2008-2009	4925	3.500
2009-2010	5063	3.600
2010-2011	5150	3.600

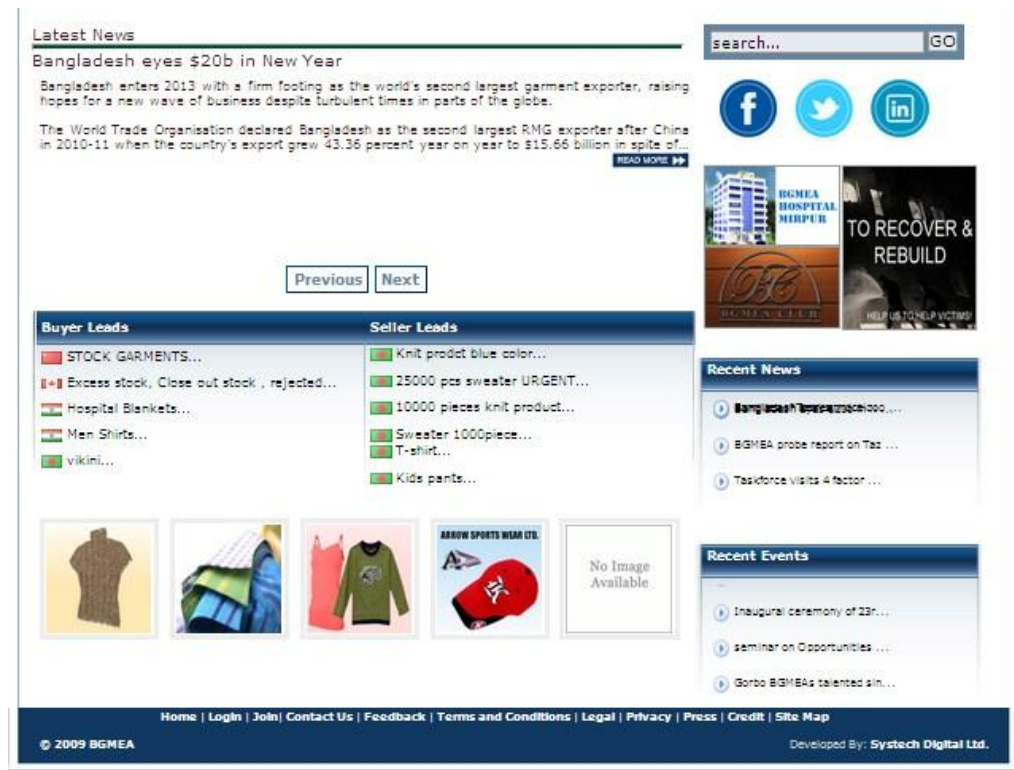


Figure 3.3: The homepage of website B

Out of 3.6 million manpower employed in Website B member factories, 2.88 million are women (80%), majorities of them are disadvantaged and economically poverty stricken women folk. The country's RMG sector, to a creditable level has relieved Bangladesh from over populous unemployment burden through providing the largest employment next to agriculture, transport, and trade and industry sector. This sector has uplifted the neglected section of the population, thus radically transforming the socio-economic condition of the country. Such empowerment and employment raised awareness regarding children education, health safety, population control disaster management only so far. It is an epoch making event in the history of Bangladesh.

Main Functions of website B:

Website B is being run by a 27-member elected Board of Directors. Four Vice Presidents having important portfolios, along with a secretariat of experienced officials, assists the Board in formulating and executing vital policies and programs of the organization. The President is the highest executive authority of the Website B.

The fundamental objective of Website B is to establish a healthy business environment for a close and mutually beneficial relationship between the manufacturers, exporters and importers in the process ensuring a steady growth in the foreign exchange earnings of the country. Website B issues UD to its exporters thereby monitors export as well. Website B plays a very strong role to lead the industry in concurrence with the government. The following are the regular activities of Website B for its members, apparel buyers and other partners.

- To Protect and uphold the interest of the industry by aiding the formulation of government policies consistent with a congenial growth of the sector.
- Committed to protect the interests of its members and their employees by implementing legitimate rights and privileges for garments workers.
- To negotiate and consult with foreign and local agencies to promote the garments sector in every possible fields.
- To maintain liaisons with foreign buyers, business associations and chambers.
- To provide foreign buyers with all necessary information regarding all issues concerned with the RMG sector.
- Website B brings the opportunities for local manufacturers to interact with foreign buyers and form new rapport by arranging different apparel fairs at home and abroad.
- To keep the Website B factories child labour free through continued monitoring.
- Continue and expand collaboration with relevant Ministries of the Governments.
- Continue educational support to workers' children and make a provision for skill training for children removed from the Website B's member factories.
- Provides information services to its members by publishing monthly newsletters, issuance of circulars and through Dhaka's first B2B web portal, which directly links exporters and buyers around the world.
- Website B also established its own Institute called "Website B Institute of Fashion & Technology (BIFT)" in 2000. Till the day BIFT is continuously developing professionals for this sector through the courses of Fashion Designing and Garment

Merchandising; and other certificate, diploma and short courses. Transforming it into University is under process.

- Promotes computer-oriented solutions for better management to its member units.
- Participate actively in all trade negotiations for the sector in order to get easier market access and GSP benefits.
- Website B's appointed lobbyist firm has been working to get duty free access in the US market.
- Website B has introduced Service Books for each and every workers employed in the factories.
- Website B is going to launch a workers welfare committee in the factories.
- Website B has ensured the minimum wage implementation to the tune of 99.99% of all factories.
- Website B has set up a Crisis Management Committee for emergencies.
- Website B regularly helps out the victims of natural calamity by providing relief, rehabilitation and other support. Website B stood beside the SIDR affected people with huge relief and support. Website B also rehabilitated 100 families by establishing a weaver's village (Taath Palli) in Manikgonj.
- Website B provides scholarship to meritorious children of the garments workers. Each year 2000 students are getting the scholarships at Dhaka and Chittagong.
- Website B runs training programs through 27 Technical Training Centres and 3 other centres with the objective of producing skilled workers for the RMG sector. More than 15000 trainees will be shaped up through this program and Website B will appoint them in the factories. Website B has trained and employed 15,000 people till the date.
- Website B is in the process of taking over 34 vocational training centres to provide various skill sets to the unemployed.
- Website B regularly conducts fire drills and fire safety program at the member factories. Although 9 fire incidents took place in 2010, there were no casualties.

- Website B runs 12 medical centers for its workers and provides HIV/AIDS awareness. Around 6 million workers have already received medical treatment and 80,000 workers have been made aware of HIV/AIDS and reproductive health.
- Website B is going to develop a central database system for the garment workers, which will cover all workers' information of the readymade garment sector.
- Website B is going to start a UD automation system to speed up custom procedures. Such online system will bring dynamism in a way that reduces lengthiness in custom procedures.
- Website B has distributed essential food items among workers at subsidized price during the last Ramadan through 12 centers at Dhaka and Chittagong.
- A Memorandum of Understanding (MoU) has been signed between Website B and IFC-SEDF on 17th June 2008 to monitor occupational safety and health status of the workers employed in the member factories of Website B operating at Dhaka. Under this program all the running factories at Dhaka have already been audited by the social compliance monitors of Website B and a database is being prepared.

3.5.1.3 Business to Business website C

About the website

Website C has started its journey on 3rd December 2009. It is the pioneer exhaustive storehouse of corporate information. The one of its kind, the site is honestly dedicated for the people of Chittagong, where who can see whole Chittagong at a glance.

Mission

To be the leading provider of quality e-business, advertising, and information services for local and international markets.

Why choose Website C

Website C is the online yellow pages of Chittagong on the net. The name of different business house small or big; different institutions, social, economical or cultural, hospital & pathology, newspaper & media, place of interest, life in Chittagong, doing business in Chittagong and other regular features are listed categorically. There in Again, this user friendly platform will provide you with the opportunity to win fabulous prizes through the various quiz contests.

Product Posting Policy

The following is a list of products/product types that are prohibited on Website C

- Counterfeit currency and stamps
- Credit card, applications for financial services or loans, collection services
Academic Degrees or Diplomas
- Event ticket resale
- Financial services, including money transfers, issuing bank guarantees and letters of credit, loans, fundraising and funding for personal investment purposes, etc. Firearms, ammunition, stun guns, air guns, and military weapons.
- Gold dust, gold bullion and other precious metals (not including jewellery)
- Government IDs and licenses
- Human body parts, fluids and remains
- Illegal drugs and drug paraphernalia
- Job postings
- Contests related items, lottery, raffle
- Pornographic, erotic & adult contents including but not limited to: pictures, videos, DVDs, magazines, toys, etc.
- Posts promoting hatred, racism or religious persecution
- Prescription drugs or devices, controlled substances, unapproved drugs, unapproved medical devices.
- Requests for donations
- Software - Unauthorized, OEM or bundled copies of software

- Spy ware, Spam ware, e-mail advertising, opt-in or any commercial messaging services
- Products or images showcasing nudity.
- Wildlife and related animal products (e.g. pelts, skins, internal organs, teeth, claws, shells, bones, tusks, ivory and other parts)

Figure 3.4: Membership registration form of website C

3.5.2 Interview data

The data collected from buyers of the B2B website was also analyzed qualitatively. The transcript of each interview was prepared. Then same idea of each question was coded and summarized.

3.6 Limitations of the Study

The study was mainly based on the collection of data from B2B websites. B2B websites were the main source of data collection. While conducting interviews with the buyers they were hesitant to provide information related to their business. On the other hand senior level staff was not available for conducting interviews. It was known that the owner of the web sites live in different overseas countries.

Initially it was planned to interview buyers of the products but for confidentiality the buyers reluctant to disclose the name and address of the buyers of B2B websites. Data from the buyers could enrich the findings of this study. In spite of these limitations the findings of this study is considered reliable and authentic as most of the data were collected from the online and traditional stores.

CHAPTER 4

RESULTS

The results chapter comprised section sections. In section one, feature of websites have been presented with suitable figure taken from the websites of the B2B websites. At first we describe three websites and find their features, but place deep analysis on one website and finding the result from it.

4.1 THE FEATURES OF THREE WEBSITES

The facilities for selling and buying of the B2B websites were analyzed to identify the features of three websites. It has been found that all the fifteen features are present in every websites. Quality of the common features of the websites may have differences in some aspects which are explained later in this section. For example ‘quality of image’ is a feature of all the six websites but the quality of image may vary to some extent among the four websites. The twelve features identified from the four websites are given in table 4.1. The features are described below.

4.1.1 Content Architecture

Content architecture is the presentation of the contents and design of the webpage to make the websites user friendly and achieve goals of the electronic business. It has been found that the presentation of each feature of each of the websites including the list of products is well set. In the home page of the websites different category of products (candle, RMG products, electronics items etc.) are placed on the left while other useful information such as sign up, delivery area, delivery of products, discounts are given in the top row. Each category of products includes a range of items and in the next stage the customers can view the detail information of each item (product). Registration opportunity is available in the home page of the website. The home page is also designed with new arrivals, best selling products, and festival items. The commercials are given at the bottom of the page presumably to avoid indistinctness but exception was found in websites C. This website presented no commercial in the home page.

Table 4.1: Features of B2B websites

Sl no	Features	Websites A	Websites B	Websites C
1	Content Architecture	√	√	√
2	Product category	√	√	√
3	Clarity of Product Information	√	√	√
4	Quality of Image	√	√	√
5	Registration	-	√	√

6	Interaction Facilities	√	√	√
7	Order Placement	√	√	√
8	Payment option	√	√	√
9	Delivery of Products	√	√	√
10	Shopping Cart Functionality	-	√	-
11	Buyers and Sellers profile	-	√	√
12	User-friendly	√	√	√

Note: The tick mark (√) indicates presence of the particular feature in that website

4.1.2 Product Category

Product category means providing an overview of products including type's related information. A range of products are listed under each product category and each item is introduced with required information.

4.1.3 Clarity of Product Information

Clarity of product information means providing correct and reliable product information. An example is given from 'Birthday candles' category. Heart cut (part-2) is an item of this category (figure 4.1).

The information provided with this item includes brand name that is, where the item is available (Birthday candles), name of the candle (Heart cut-2 part) weight, item code, item size, burn time and price in BDT. Additionally more information is given in the note related to the decoration and advance order requirement. Most of the items have adequate information that the buyers need to know before buying. Besides, images of items are given with most of the products. Some products had vague information.

DETAILS OF ITEM Heart cut(2 part)



[BACK](#)

ITEM NAME	Heart cut(2 part)	ITEM CODE	HRT-02 (per unit)
ITEM WEIGHT	12gms	ITEM SIZE	W-3.7cm / H-1.7cm
BURN TIME	0.10 Hours	ITEM PRICE	6.00 (TK.)

SELECT TO PURCHASE

QUANTITY
 SELECT COLOR

SELECT AROMA

Figure 4.1 Birthday candle with relevant product information

4.1.4 Quality of Images

As mention above, most of the items of websites have pictures/images. The images have small and large view. The images of the most of the items are well presented with actual brightness and shape (figure 4.1) but different stores have their own style of presentation. Some products contain special notes with the picture regarding design and colour.

4.1.5 Registration

Registration is mandatory for buying products from websites except website A that seemed easy for buyers. A buyer or seller requires company information, email address, telephone number, name and address and password to become a registered member of a B2B website (figure 4.2).

The screenshot shows a web interface for a B2B website. At the top, there is a navigation bar with links to various locations: CHITTAGONG, COX-BAZAR, HILL TRACKS, COMILLA, FENI, NOAKHALI, CHANDPUR, LAXMIPUR, and B-BARIA. Below this, a section titled 'Classified Listing' in red text provides information about membership fees: 'For classified Listing as a Green Member we charge as follows : Tk. 1000/- per year (Bangladeshi Companies) or USD 15 per year (Foreign Companies). If You are interested, please submit the form with complete information and send money by Cheque/DD/TT.' Below this text is a yellow banner that reads 'Listing Form (Star • Fields are Mandatory to Complete)'. The form itself is a table with alternating light blue and white rows. It contains the following fields: 'Trade Category' (text input), 'Organization' (text input), 'Address' (text input), 'City' (text input), 'Country' (dropdown menu), 'Telephone No.' (text input), 'Fax No.' (text input), 'E-mail Address' (text input), 'Web-site' (text input), 'Contact Person' (text input), and 'Key Words' (text area). Each text input field has a red asterisk to its right, indicating it is a mandatory field. At the bottom of the form, there are two buttons: 'Send' and 'Reset'.

Figure 4.2: Online registration form

Upon writing the information the users are required to submit this online form for confirmation of registration. Registered users have to complete 'sign in' information (only email address and password) in the next visit for buying products. The information required for registration varies in different websites but the email and password are common in all the four websites.

4.1.6 Interaction facilities

The communication facilities available for buyers for buying products are only the email and phone including mobile phone. Buyers may contact the customer service of the websites with these facilities if they want more information. Buyers may negotiate on the prices of the items over telephone. One of the three websites has real time chatting option. The signed in customers may interact with the customer service by

exchanging messages. This could be related to the negotiation of prices, delivery area and charges, delivery locations, and quality of products.

4.1.7 Order Placement

The website provides step by step short instructions for making order of products. It covers registration/sign up process, selection of items, and selection of delivery area with date and time, and payment procedure. The customers will receive an email of confirmation at the time of order placement and receipt of items.

	HOME	ABOUT US	CLIENT	CONTACT	E-MAIL US	PAYMENT
--	----------------------	--------------------------	------------------------	-------------------------	---------------------------	-------------------------

PRODUCTS Birthday Candles Christmas Candles Clay Pot Candles Fantasy Candles Floating Candles Frosted Candles Fruit Candles Glass Candles Handpaint Candles Household Candles Hurricane Candles Scented Candles Valentine Candles	MAIL FROM THIS SITE		Yahoo	Gmail
	E-MAIL TO		info@miltoncandle.com	
	USER E-MAIL			
	SUBJECT			
	COMPANY/USER NAME			
	CELL NUMBER			
	MAIL MESSAGE			
	BACK		SEND MAIL	

OUR FEATURES Wide range of design Superior Quality Customization Just time delivery Cost effectiveness Branding support
--

Figure 4.3: An online order placement of a B2B website

4.1.8 Payment option

Payment of B2B Company is made mainly using credit card through PayPal account. Data collected from customer service of websites suggests that the customers who have PayPal account can do online shopping using credit card. There is alternate arrangement of payment such as advance cash payment and bank account payment. The arrangement can be done after negotiation with the customer service over telephone.

4.1.9 Delivery of Products

The websites charges delivery fees on the basis of the locations. Each website has a list of delivery area with delivery charges. An example of delivery area with delivery charges is given in Table 4.2. The number of places and delivery charges varies in different websites but there are some common places in each websites.

Table 4.2: Delivery charge/cost at Dhaka

Range	Delivery charge/cost at Dhaka
500 taka to 1000 taka	150 taka
1001 taka to 2000 taka	200 taka
2001 taka to 3000 taka	300 taka
3001 taka to 4500 taka	350 taka
Over 5000 taka	FREE

4.1.10 Shopping Cart Functionality

Shopping cart functionality is a feature that allows the buyers to select the buying items and store in the cart similar to a basket or trolley in case of a traditional store. At the bottom of each item there is an option ‘add to cart’ by clicking on this icon the item can be stored in the cart for later use. The shopping cart also provides the total purchased price of the selected items.

4.1.11 Buyers and Sellers profile

The websites comprise with buyers and sellers profile except website A, both parties can scrutinize the websites to branding the products. The profiles rally round the company mission, vision, objectives as well as business commitment. These also help to decide online buying or selling to the website visitors.

4.1.12 User-friendly

The websites are full of products in homepage. Thus buyer supposed to multifarious to select appropriate product, which s/he want to make order. The product search option can assist the buyers within short time. All three websites have product search

option. Moreover, websites are linked with other similar websites. However, the selected websites are found colourful and user-friendly

4.2 INTERVIEW WITH SELLERS

4.2.1 Procedure of B2B eCommerce

- **Collect online order**

All orders placed by buyer are an offer made by buyer and are subject to acceptance by seller. The seller may choose not to accept buyer's order for any reason and will not be liable to buyer or to anyone else in those circumstances. The seller also reserves the right to close buyer account for any reason and will not be liable to buyer or anyone else in those circumstances.

- **Manufacture products as per order**

Acceptance of buyer order and the forming of a contract between the sellers will take place when it dispatch the products ordered to buyer. After finalization of order, the seller manufactures the products as per order.

- **Confirm Payment**

The seller expected in advance payment from the buyer. When buyer place an order, the seller customer service contact with buyer within 24 hours and requested pay a particular amount in advance. Usually the seller desires full amount in advance, but they deliver products without any advance considering business relationship and previous record of buyer.

- **Delivery of product**

The seller must deliver buyer order within his/her desire date and/or time. If the sellers are not able to supply buyer order, the seller must inform buyer within 24 hours after placing order. It is difficult to deliver buyer order timely due to huge traffic jam, political unrest as well as delay production. However, once the seller delivered an order that is not refundable.

4.2.2 Benefit of eCommerce from Seller

- **Reduce operational cost:** The seller opined that B2B e-commerce reduced operating cost through reduced transactions costs, controlled spending, savings

on logistics and lower inventory carrying costs for smaller companies by aggregation.

- **Easy Management:** In online business, management is easy than the traditional business. In B2B marketing system, seller receive comprehensible order list from buyer. It would be saved time and developed proper inventory system to make order and delivery the product. The seller stated that wholesaler is created in the real process for B2B benefit. The real process and income distribution process can be identified and measured by extra calculation.
- **Low risk:** The sellers opined that they get at least 50% payment in advance after confirmation the order. Thus make sure that low risk related to the overdue payment.
- **Save time:** The seller agreed that B2B marketing system save times of both buyer and seller in terms of product selection, price bargaining, order placement, physical interaction etc.

4.2.3 Limitations of Sellers

The sellers stated that they faced some problem to operate the business. The key limitations are given in below:

- Sometimes it is difficult for the manufacturer to meet the demand of order to the buyers.
- Though sellers get at least 50% payment in advance, but after receiving order a significant buyers take time to payment. They delay payment up to six months.
- Bangladesh has low internet speed. Thus sometimes the buyers fail to visit website as well as placement order in planned time.

4.3 INTERVIEW WITH BUYERS

Ten (20) buyers were interviewed for qualitative investigation of B2B e-commerce on some specific indicators for the Website A, such as purchase order procedure, benefits of online purchasing, satisfaction on product prices, frequency of order, volume of

order, merits and demerits of B2B marketing etc. Brief of these interviews are depicted in below:

4.3.1 Purchase order procedure

At first buyers send a list of item to the manufacturer by fill-up form on online. After receiving the list by authority of B2B website A, send an acknowledgement through online that they will accept this order. Then we send half payment through online in advance.

4.3.2 Benefits of Online Shopping

The benefits of the purchasing goods online are as follows:

4.3.2.1 Operating cost reductions

Expenses associated with administering a business on a day to day basis. Operating costs include both fixed costs and variable costs. Fixed costs, such as overhead, remain the same regardless of the number of products produced; variable costs, such as materials, can vary according to how much product is produced. The buyers opined that B2B e-commerce reduced operating cost of both buyer and seller through reduced transactions costs, controlled spending, savings on logistics and lower inventory carrying costs for smaller companies by aggregation.

4.3.2.2 Overall productivity gains

Productivity is an average measure of the efficiency of production. Productivity is a ratio of production output to what is required to produce it (inputs). The measure of productivity is defined as a total output per one unit of a total input. In B2B marketing system, buyers can furnish an order within short time and make a comprehensible order list for both parties. It would be saved time and developed proper inventory system to make order and delivery the product. Thus B2B marketing overall productivity gains of buyers and wholesaler. The buyers stated that wholesaler is created in the real process for B2B benefit. The real process and income distribution process can be identified and measured by extra calculation.

4.3.2.3 Service effectiveness

The buyers can deduct that technology is taking much places in society and business and customers need to have the required customer service from individuals for feeling important or part of the organization which they have chosen to work with for its services. Service effectiveness in the present era is to be able to serve the right customer at the right time and more effectively and efficiently than competitors. An organization must also make the customer feel that he has got value for money regarding the services he requested. B2B marketing system increases customer relationship management skill, building loyalty and optimizing relationships.

4.3.2.4 Increase sales

The respondent buyers opined that online shopping save their time to choice of product; they can make order from their own market place. They give more time in their business and easily reach new markets, buyers or suppliers as well as make their business exposure in globally. Thus, the respondent confessed that their sales increase rapidly.

4.3.2.5 Benefit of other context

The buyer perceived the following benefits, which supposed to extent their business:

- Easy to place purchase order
- No travelling hassle • Easy payment method
- Save time.

4.3.3 Buyer's Perceptions

The buyers explained their opinion regarding B2B eCommerce as following:

4.3.3.1 Prices of products

Though B2B marketing has huge benefits, but market is limited with few companies in Bangladesh. Thus, buyers have to pay more money for purchasing online than market price.

4.3.3.2 Delivery charge payment

Usually, the company quoted the price against order list without delivery charge. Thus the buyers have to pay delivery charge after receiving products.

4.3.3.3 Satisfaction with the prices

Although the online price is higher than the market price, then buyers are satisfied, because there are many advantages through online system. The advantages of the purchasing goods online are as follows:

- Reduced transactions costs
- Lower inventory carrying costs for smaller companies by aggregation
- Overall time savings
- Better inventory management
- Shortens product time to market
- Loyalty building
- Increased work volume by improving efficiency of information flows and collaborative working practices.

4.3.4 Frequency of Order (B2B website A)

Usually buyers are placing two or three orders in a month based on customers demand. The quantities of the goods are more than 300 and less than 5000 in each time order by every client. Frequency of orders for the month of November 2012 by the buyers is given in the following table.

Quartile deviation



Figure 4.4: Volume of order by client per month

It has been revealed from above mention table that the Website A received 41 orders from its 20 buyers.

4.3.5 Category of Buyers

The 20 buyers were categorized as-

- (i) high,
- (ii) medium and
- (ii) low

on the basis of the volume of order placed per month

Number of High, Medium, and Low category of Buyers

High – Buyers of high level are ordered greater than 800 numbers of products per month. Example-Client no 7, 8, 9, 10, 11, 12, 13

Medium-Medium level buyers ordered within 500-800 numbers of products in each month. Example-Client no 4, 5, 6, 14, 15, 16, 17

Low- In a month, those ordered less than 500 numbers of products are called low level buyers. Example-Client no 1, 2, 3, 18, 19, 20

Table 4.3: Category of Client (Buyer)

Category of Client(Buyer)	No. of Client	Buyer's Identity No.
High	7	7, 8, 9, 10, 11, 12,13
Medium	7	4, 5, 6, 14, 15, 16, 17
Low	6	1, 2, 3, 18, 19, 20

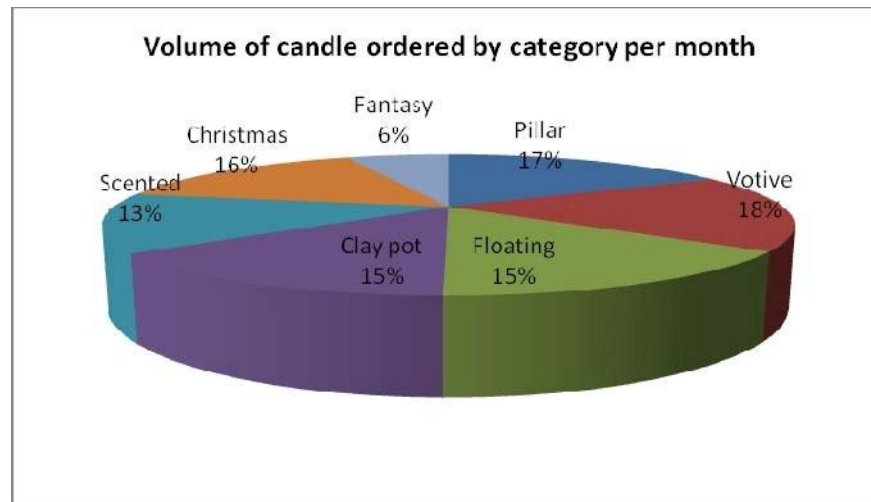


Figure 4.5: Volume of candle ordered by category per month

4.3.6 Overall comments about this website

The transaction of the online system is good, the quality of the goods are well, no travelling hassle, customer likes their products very much, but sometimes the timing is very lengthy, they delay to gave the delivery and the price of online is higher than the price of market price.

4.3.6.1 User friendliness of the websites

The websites is user friendliness; anybody can use the company websites. The websites is colourful including products image and specifications. The visitor can recognize appropriate products to make an order.

4.3.6.2 Suggestion about this websites

They have to maintain their management properly and also maintains their timing.

4.3.7 Problems faced by the Buyer

Buyers face some problem for purchasing, because the company doesn't maintain its' timing. When buyers send the list of item the company takes time to reply or confirm the order. The Website Also takes time to deliver the products. Moreover, the price is very higher than market price.

Table 4.4: Problems faced by the Client

Number of buyers	Problems			
	Delivery delay	Higher prices	Technical	Production
Client 1	√	√		
Client 2	√	√		√
Client 3	√	√		
Client 4			√	√
Client 5	√	√		
Client 6	√		√	√
Client 7		√		√
Client 8	√	√		
Client 9		√		√
Client 10	√		√	√
Client 11	√		√	
Client 12		√		√
Client 13	√		√	
Client 14		√		√
Client 15	√			√
Client 16	√		√	
Client 17		√	√	
Client 18	√		√	
Client 19			√	√
Client 20	√	√		
Total (%)	13 (65%)	11 (55%)	9 (45%)	10 (50%)

Note: The tick mark (√) indicates presence of the particular feature in that website

4.3.7.1 Delivery delay

Buyers face some problem for purchasing, because the company doesn't maintain its' timing. When buyers send the list of item the company takes time to reply or confirm the order. The Website Also takes time to deliver the products. Above the table we find that 65% Buyers faced problem with for delivery delay.

4.3.7.2 Higher prices

The price is very higher than market price. From the study unveiled that (55%) Buyers faced problem with higher prices of product comparison with whole sell market, because market is limited with few companies in Bangladesh. Thus, buyers have to pay more money for purchasing online than market price.

4.3.7.3 Technical

Out of 64 districts, Internet services are available only in 6 major district headquarters. BTTB is planning to gradually roll out an IP network up to the 64 district headquarters. In January 2002, the Internet facilities were extended to 12 districts. The project is running on very fast and today almost 40 plus districts are getting Internet facilities. 45% Buyers faced problem with technical problem related to internet communication.

- Very limited number of users of web sites;
- Poor telecommunication infrastructure with limited fixed-line access, unreliable connectivity and low bandwidth (9K);
- High price of computer and hardware: The per capital income of our people is less than US\$520. But in order to buy a computer it is needed US\$500 and for this reason, it is beyond the capacity for a villager's to buy it.
- Lack of technically efficient personnel;
- Lack of investment in hardware and software;

4.3.7.4 Production

Sometimes there is also held production problem, 50% Buyers faced problem with production quality.

4.4 Framework for B2B eCommerce

The research findings of this study lead to develop the following framework. It represents the B2B eCommerce as a whole in Bangladesh context. The framework has three main components that is, B2B website, Seller/manufacturer and Buyer.

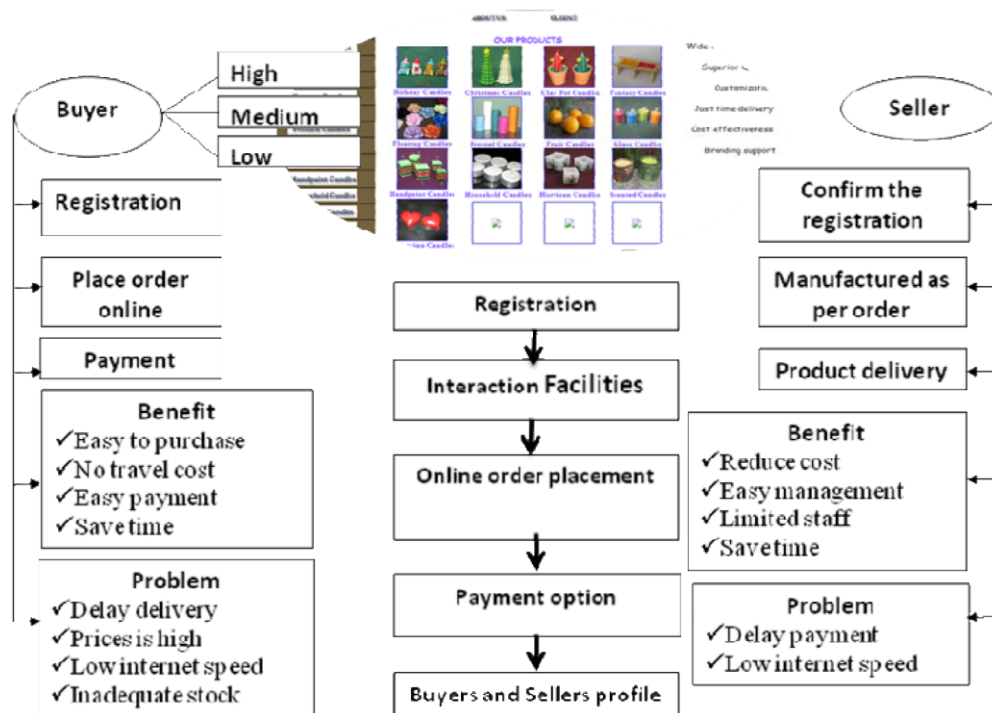


Figure 4.6: A framework for B2B eCommerce in Bangladesh

Figure 4.6 shows that buyer place on left site, which includes registration, place order online, payment, benefit and problem. On right side indicates Seller information including confirm the registration, manufactured as per order, product delivery, benefit and problem and in the middle vigilant with front page of B2B website, registration, interaction facilities, online order placement, payment option, buyers and sellers profile. The buyers were categorized as high, medium and low on the basis of the volume of order placed per month. Registration is mandatory for buying products from websites. The websites provides step by step short instructions for making order of products. Payment of B2B Company is made mainly using credit card through

PayPal account. The websites comprise with buyers and sellers profile, both parties can scrutinize the websites to branding the products. The figure includes buyer perception about benefit and problem of B2B website as well as seller opinion.

Chapter 5

Discussion and Conclusion

This study sought to investigate the features of B2B websites, characteristics of buying and selling through B2B websites. The findings of the study lead to develop a framework for buying and selling through the B2B website selected for this study. To study the features of B2B eCommerce three websites were selected. However, one of the three websites was considered for in-depth analysis. Buyers and seller of this website were interviewed for understand their experience of buying and selling online, benefits and disadvantages of this technology supported business. The results were analyzed using qualitatively and quantitatively techniques.

The findings of the study show that the twelve features of the B2B websites help to conduct business through this website. Some of the important features are registration, product information, quality of images, order placement, payment option, interaction facility, delivery of products. Previous studies conducted in Bangladesh context support these findings (Islam & Hossain 2012 [54]; Shahanara 2012 [51]). These researchers investigated features of Business to Consumer (B2C) eCommerce and which are similar to the findings of this study.

The 20 buyers of this study perceived several benefits of buying products online using the B2B website such as easy to place order online, easy to manage business with very few staff, save time and money, and release from travelling hassle. They also reported about few problems, for example delivery delay, prices of some products are more than the traditional store. Previous studies support these findings. The study conducted by Shahanara [51] with B2C eCommerce found higher prices of all products of online store. The manufacturer that is seller of the B2B website perceived that managing

online business is easy with fewer manpower than the traditional method of business which he was running previously and then shifted to a online mode.

The findings of this study guided to define the B2B eCommerce in Bangladesh context. A framework is developed to represent the B2B eCommerce which is presented in Figure. The framework indicated that there are mainly two types of users of the website- the Seller and Buyer. The sellers belong to high, medium and low categories, defined by their volume of order. If we look at the customer status of the traditional store we may find the similar category of customers of the super markets. The framework includes the benefits perceived by the buyers and sellers including the problems faced by the buyers.

In fine, the study has illustrated that conducting business through B2B website is easier than the traditional business. Both the buyers and seller/manufacturer perceived that the online buying and selling have several advantages Few incidental problems faced by the both parties which may be managed having cooperation of all concerned The findings of the study may encourage other entrepreneurs to go for online business The government of Bangladesh need to pay attention to this promising online business sector and provide sustainable internet facilities.

Further study is necessary to investigate characteristics of Business to Business (B2B) eCommerce with more than one websites for broader understanding of this novel business mode in Bangladesh.

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Appendix A

Table: Frequency and volume of orders per month (average)

Name of Client	Frequency of order per month	Total Volume of order	Category of candle	Number
Client 1	2	350	Pillar	50
			Votive	50
			Floating	50
			Clay pot	50
			Scented	50
			Christmas	50
			Fantasy	50
Client 2	2	400	Pillar	100
			Votive	50
			Floating	50
			Clay pot	50
			Scented	50
			Christmas	50
			Fantasy	50
Client 3	3	400	Pillar	50
			Votive	100
			Floating	50
			Clay pot	50
			Scented	50
			Christmas	50
			Fantasy	50
Client 4	2	500	Pillar	100
			Votive	50
			Floating	50
			Clay pot	100
			Scented	100
			Christmas	100

Client 5	2	600	Pillar	100
			Votive	100
			Floating	50
			Clay pot	150
			Scented	100
			Christmas	100
Name of Client	Frequency of order per month	Total Volume of order	Category of candle	Number
Client 6		800	Pillar	100
			Votive	100
			Floating	100
			Clay pot	200
			Scented	100
			Christmas	100
			Fantasy	100
Client 7	2	900	Pillar	200
			Votive	100
			Floating	100
			Clay pot	200
			Scented	100
			Christmas	100
			Fantasy	100
Client 8	2	900	Pillar	200
			Votive	100
			Floating	200
			Clay pot	100
			Scented	200
			Christmas	100
Client 9	4	1000	Pillar	200
			Votive	200
			Floating	200
			Christmas	200

Client 10	2	1000	Fantasy	200
			Pillar	100
			Votive	200
			Floating	200
			Clay pot	200
			Scented	200
			Christmas	100
Client 11	3	1000	Fantasy	100
			Pillar	200
			Votive	200
			Floating	200
			Clay pot	200
			Scented	100
Name of Client	Frequency of order per month	Total Volume of order	Category of candle	Number
Client 12	2	900	Christmas	200
			Pillar	100
			Votive	100
			Floating	200
			Clay pot	100
			Scented	200
Client 13	2	900	Christmas	200
			Fantasy	150
			Pillar	100
			Votive	300
			Floating	50
			Clay pot	100
Client 14	2	700	Pillar	200
			Votive	150
			Floating	100
			Clay pot	50
			Scented	100

			Christmas	100
Client 15	3	700	Pillar	100
			Votive	200
			Floating	100
			Clay pot	50
			Scented	50
			Christmas	200
Client 16	2	500	Pillar	100
			Votive	50
			Floating	100
			Clay pot	50
			Scented	100
			Christmas	100
Client 17	2	500	Pillar	100
			Votive	50
			Floating	50
			Clay pot	100
			Scented	100
			Christmas	100
Client 18	2	400	Pillar	50
Name of Client	Frequency of order per month	Total Volume of order	Category of candle	Number
			Votive	100
			Floating	50
			Clay pot	50
			Scented	50
			Christmas	100
Client 19	2	300	Pillar	50
			Votive	50
			Floating	50
			Clay pot	50
			Scented	50

			Christmas	50
Client 20	2	300	Pillar	50
			Votive	50
			Floating	50
			Clay pot	50
			Scented	50
			Christmas	50