PRESENT SCENARIOS, OPPORTUNITEIS, AND OBSTACLES OF E-BUSINESS IN BANGLADESH

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Abstract: Now-a-days people in business are using e-business model for their business transaction around the world. They are performing their traditional marketing now via internet. As a developing country, Bangladesh is also emerging with the use of internet and e-business. This study has a comprehensive perspective and provides a bird's eye view of the e-business, e-commerce and e-marketing practices. It provides e-business exercise and the area of business operation (international vs. domestic) as well as gives an idea why marketers use Internet in the country. Finally, this paper concludes with the potential opportunity of e-business and a brief recommendation of online business that is centralizing mostly for leveraging international business operations in Bangladesh.

Keywords: Business, Economy, E-business, Internet, Marketing, Leverage, E-marketing, E-commerce.

INTRODUCTION

In the past, there were not so many opportunities for online transaction via internet due to the unavailability of internet access in most of the places of the world. Business people as well as consumers had few opportunities to deal with each other via online system. But now, the internet has guided marketing discipline to various changes and strong challenges. People of the world are now globally interconnected via internet and doing e-business with each other. The internet has facilitated global connection between customers and suppliers regardless of geographic location through data transfer networks. With the growth of online-based market, marketing is now increasingly integrating the information and communication technologies. Business market is now segregated on different format via e-business. The global business community is rapidly moving towards Business-to-Business through e-commerce. The buyers or the importers gain advantage of when the internet gives them access to the global market, by which they can compare prices across regions, find out whether prices vary by order fragmentation, and get awareness about substitute or alternative

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products. Business people are increasingly advertising their products through online and promote their products. In the competitive global market, there are many opportunities to increase business revenue, more quality sales leads, increasing business profitability, improving business sustainability through online marketing. E-business has saved many times, because it requires less time to process the transaction. The most well-known and familiar type of e-commerce is business to consumers e-commerce, which reaches to individual consumers. Business to business e-commerce is larger and fast growing. In Bangladesh, many firms do their business activities like taking order from customers to suppliers, designing products etc in online. Thus, in Bangladesh, the present condition of online business is good and there are many potentialities to improve the condition. But, there are also some constraints like, poor telecommunication infrastructure with limited fixed line access, unreliable connectivity, and low bandwidth, lack of technically efficient personnel, absence of cyber law, inability of poor people to buy computer etc. but the markets become competitive and more information is available. Therefore, marketers need quick, reliable information. As a result, a fast and alternative mechanism of communication, contract, and payment is an integral part of a globally competitive business organization. This study presents the current scenario, opportunities and obstacles of e-business in Bangladesh.

LITERATURE RIEVIEW

The researcher had identified a wide range of the literature review (in its wider broad sense, which includes: Journals, Academic Books, theses and dissertations, short articles, E-databases, conference paper, etc). The research studies investigated and covered a wide range of E- business, E-commerce and the areas of E-marketing, such as: (a) Internet-marketing, (b) E-mail marketing, (c) Intranet marketing, (d) SMS marketing, and (e) Extranet marketing. Electronic business commonly referred to the application of information and communication technologies. E-business may be defined as the conduct of industry, trade, and commerce using the computer networks. E-marketing and e-commerce is the two subsets of e-business. E –business is important, most powerful and effective unstoppable digital technology. "E-commerce is the subset of e-business focused on transition" (Frost et al., 2003). According to Aldin and Stahre (2003), "any form of business transaction in which the parties interact electronically rather than by physical contact." According to Kleindle and Burrow (2005), "E-commerce businesses must understand marketing basics and use them effectively in order to be successful and profitable." E-commerce can be formally defined as "… technology-mediated exchanges between parties (individuals, organizations, or both) as well as the electronically based intra- or interorganizational activities that facilitate such exchanges." (Rayport and Jaworski, 2001). There are seven unique features of e commerce technology that ensures the globalization these are- ubiquity, global reach, universal standards,

richness, interactivity, information density, personalization. (Laudon and Traver, 2008). E- Marketing is one of the subset of e-business, Electronic Marketing (E-marketing) mostly defines as new attitude and modern realistic involvement with marketing of goods, services, information and even ideas via internet and other electronic means (El-Gohary, 2010). E-marketing affects traditional marketing in two ways. First, it increases efficiency in traditional marketing functions. Second, the technology of e-marketing transforms many marketing strategies (Frost et al., 2003). Smith and Chaffey (2005) define it as: "Achieving marketing objectives through applying digital technologies". E-marketing strategies involve existing utilities and combine them with communications and also data network to create a relationship with the firm and it customers by the communication happen in internet environment. (Dehkordi et al., 2012). Strauss and Frost (2001) define it as: "The use of electronic data and applications for planning and executing the conception, distribution and pricing of ideas, goods and services to create exchanges that satisfy individual and organizational objectives". Guoling Lao (2005) cited by Xiaoming Meng (2010), defines that "e-marketing is not only including the professional works that the marketing department deals with in marketing operating, but also it needs the cooperation by the relating business department such as procurement departments, producing departments, financial departments, human resource departments, quality supervision management departments, product developing and designing departments etc". A much shared argument in the E-Marketing literature is that disintermediation will be widespread and electronic markets will automatically reduce the need for brokers (Gallaugher, 1999; Choudhury et al. 1998). So, e-marketing is the strategy that the agency or organization uses the modern communication technical methods to exchange the potential market into reality market. It is an important part of the whole marketing strategy, and it is a kind of marketing tactics to realize the marketing goals based on internet. E-marketing combines with Internet-marketing/ E-mail marketing/ Intranet marketing / SMS marketing / Extranet marketing. According to Hoge (1993), Internet marketing is the transfer of goods or services from sellers to buyers that involves one or more electronic methods or media. Marketing started in on the use of telegraphs in the nineteenth century. With the coming on the telephone, radio, television, and then cable, electronic media have become the domineering marketing force. Hoge's (1993) idea of Internet marketing is simple and uncomplicated as well as it does not point out the importance of the aspects of customer relationship management. On the other hand, Strauss and Ansary (2006) defined Internet marketing in his latest book as the use of information technology in the process of creating, communicating, and delivering value to customers, consumers and for managing close customer relationships in ways they benefit the organization and its stakeholders. According to Malhotra (2008) web is one of the integral part of internet. The World Wide Web is an essential marketing medium and to gain access in this arena a marketer should have well planned online marketing strategy. It is possible to argue that the Web market can essentially fulfill most of

the four specific missions of the retailers: bringing the right product, at the right place, at the right price, and at the right time (Christensen and Tedlow, 2000) with the time function remaining as an exception for physical offering. With this point of view, number and functions of intermediaries might be expected to decrease substantially in this revolutionary medium. With the additional online promotions and other marketing mix elements, more people are going to turn to internet shopping in order to save time and money (Pelt, 2006). In an article titled as "Discover the 4 P's of Internet Marketing Mix", Lee (2009) states Internet changes the way of selling products and services in comparison to traditional marketing mix. Wilson (2002) says that a business can't bank on just one marketing approach, but must develop a whole spectrum of marketing strategies, operating simultaneously, in order to survive and flourish in a competitive world. Internet provides new type of opportunities if it is possible to develop an effective marketing mix. He also has said that many website owners pat themselves on the back if they can employ just a single Internet marketing strategy. But successful web and brick-and-mortar businesses know that the key to success is developing a diverse marketing mix that works. He also provides some guidelines to develop marketing mix. The effect on the advertising industry itself has been profound. In just a few years, online advertising has grown to be worth tens of billions of dollars annually (James, 2007). Internet marketing also refers to the placement of media along different stages of the customer engagement cycle through search engine marketing (SEM), search engine optimization (SEO), banner ads on specific websites, e-mail marketing, and Web 2.0 strategies (Story, 2008). Consumers now use the internet to research and purchase products/services online. Organization now needs online strategies to attract and retain customers. The e-marketing mix considers the elements of presenting the marketing mix online. E-commerce, E-business, and internet marketing as equal meaning with different wording which is not correct. E-marketing has broader scope while internet marketing just refers to internet thing like world wide web (www.) and electronic mail, while E-marketing include all above plus tools like mobile phones, intranet and extranet and etc. (Dehkordi et al., 2012). Mobile phones are far reaching the globe and leading to dramatically unprecedented change in the way people communicate (Friedrich et al. 2009; Xinze, 2008). They also cite this "This ubiquitous phenomenon has made a revolutionary contribution in the adoption and diffusion of mobile commerce since it allows marketing activities to be tailored to actual customers' needs and tastes" (Barutçu, 2007) and targeting customers more accurately through using one-to-one marketing communications compared to impersonal and mass media (Carter, 2009; Shaw et al., 2001). Intranet is the way of internal organizational marketing thus, Authors such as Watson, (2000) Lawrence et.al. (1998), Holtz, (1999), and Learn (1998) define Intranets as the principles and protocols of the Internet applied to a private network which enables people within organizations to communicate. The extranet is a computer network for communicating both privately and selectively with the selected third party (Wailgum, 1998). It is

different from the Internet because it allows unlimited public access, and an intranet that is primarily for only internal use and companies are now turning to extranets as part of their constant search for new and better ways to communicate with their channel members effectively for establish better relationships, and reduce expenses for marketing activities (Hassan et al., 2010). Having a recognizable domain name is first stage towards e-promotion. Most organizations today have some form of webpage used in most if not all advertisements. Placing banner advertisements on other web pages is a common form of e-promotion. Banner ads must be placed where potential customers browse. Web public relations are another approach to promoting online

OBJECTIVES

The main objective of this study is to examine the extent of E-business usually using by the click and mortar business in Bangladesh. The specific objectives of this study are:

1. to show the relationship between exercising e-business and nature of business in different companies,

2. to have an idea about which type of companies are using online marketing and doing e-business in Bangladesh,

3. to identify present scenario and potentials of e-business in Bangladesh,

4. to classify the purposes of using Internet among the extent of exercising online marketing and identify specific online means those are used to connect with the customers.
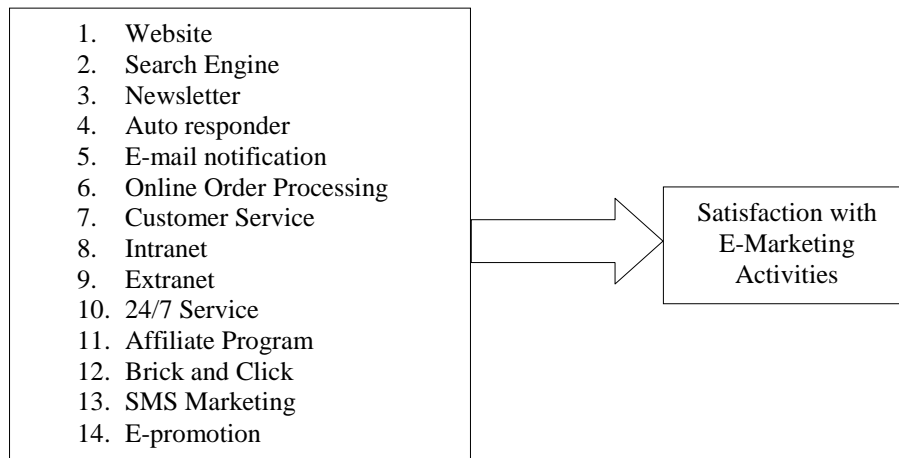
METHODOLOGY

This study is quantitative in nature based on both secondary and primary data. Different national and international published literatures, journals, brochures, articles, researches, case studies etc. are followed for gathering data from secondary sources regarding e-business and e-marketing. For collecting the primary data extensive survey is conducted. Employees or associates of different business organizations participated in the survey. Different statistical tools are used to measure the performance of the data.

E-marketing has become a global phenomenon. It has become a common medium for the marketers to promote their products and services worldwide and the marketers in Bangladesh are also not lagging behind in this sector. Many large, medium and even small firms are now getting involved in e-marketing for their firms. For our research purpose we conducted a survey among 10 firms and have found that they are engaged in e-marketing to at least some extent if not completely.

The survey was based on 15 questions. One dependent and 14 independent variables. Five-point Likert scale has been used for response. The theoretical framework of the research is given below:

Figure 1: Model Framework Variables for E-business

1. Website
2. Search Engine
3. Newsletter
4. Auto responder
5. E-mail notification
6. Online Order Processing
7. Customer Service
8. Intranet
9. Extranet
10. 24/7 Service
11. Affiliate Program
12. Brick and Click
13. SMS Marketing
14. E-promotion

→ Satisfaction with E-Marketing Activities

Moreover, enough literature was not available to relay the area of study regarding Bangladesh perspective. The findings of the study can be generalized after considering certain limitations: (a) Lack of access to the appropriate organization in some cases of data collection through personal interview survey, (b) Sample size is too small in consideration of actual population, (c) Non-probability sampling technique has been applied in sampling process, as it is difficult to define the exact population of the study by limited effort, and (d) The total research has been conducted in a short span of time.

SCENERIO OF E-BUSINESS IN BANGLADESH

Internet was introduced in Bangladesh in 1993 at December. On that time the use of internet was not flourished rapidly and the scope was only on e-mail. In 1996 at June online facilities was ensured by the government. At the very beginning of 2000, there were sixty thousands internet networks in Bangladesh. In 1996, via the Fiber Optical networks the inter-cities were connected together. In 2005 on November 22, for the first time Bangladesh attached with international submarine fiber optical networks. (Shahidul, 2010). Bangladesh also got connected with Submarine Cable connection to Global Information Superhighway (SEA-ME-WE-4) in 2006 which has unfolded a new era of Internet sector. Number of internet users in Bangladesh is increasing day by day and it has a great contribution in our economy. The scenario of internet using is given below:

Table 1: Increase of Internet in Bangladesh

Year	Users	Population	% Pen.	GDP p.c*	Usage Source
2000	100,000	134,824,000	0.1%	N/A	ITU
2007	450,000	137,493,990	0.3%	US$ 466	ITU
2009	556,000	156,050,883	0.4%	US$ 574	ITU
2010	617,300	158,065,841	0.4%	US$ 624	ITU
2011	5,501,609	158,570,535	3.5%	US$ 700	ITU

Source: "International Journal of Management, IT and Engineering" Vol. 2, Issue 8, August 2012

*Note: Per Capita GDP in US dollars, IMF

The following table shows the internet users increased from 0.1% to 3.5% in total population from the year of 2000 to 2011. So, the result shows the Internet users are growing gradually in the country for the rapid growing of ICT Sector and the availability of Internet connection. Internet is being used for e-business in different business sectors. At present market access inputs are dependent on the willingness and ability to use of internet. The buyers of final products and the sellers of the goods and services can make a bridge of relationship by e-business. In our country there are some business firms are doing their business through Internet. These are as follows:

http://www.hutbazar.com   http://www.minabazar.com
http://www.clickbd.com   http://www.shop4bd.com
http://www.bdstall.com   http://www.rokomari.com
http://www.velki.com   http://www.webbangladesh.com
http://www.bikroy.com   http://www.bdbazar.com
http://www.ebazaarbd.com   http://www.banglabazaar.com
http://www.cellbazar.com   http://www.bdplace.com

Very recently government owned mobile operator of Bangladesh "TELETALK" has introduced 3rd Generation Network for its subscribers. This 3G technology is expected to result in- (a) Faster internet browsing, (b) Video calling, (c) Live TV Watching, (d) Very speedy data transfer, and (e) Video conferencing.

This advanced technology will help both the e-marketers and the customers to engage in online transactions, communications, negotiations and payment through internet on PC or even Mobile phone. The increasing number of internet users through the expansion of e-marketing is being noticed. Today many developed and developing countries are engaged in converting many 'Brick and

Mortar' type of businesses to 'Click and Mortar' or 'Pure Play' form. But the scenario is not promising in Bangladesh. There are some drivers of e-business in our country, we can mention these as SLEPT drivers or factors, and these are:

Figure 2: SLEPT Drivers or Factors
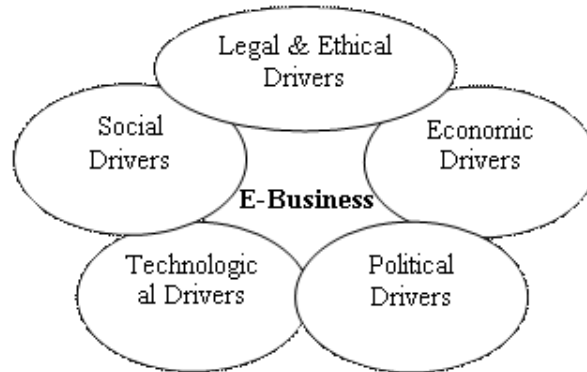
Social Drivers

Social drivers include education rate, culture, and interest of people to adapt new things.

1. **Economic Drivers:** Economic drivers include income of people, standard of living, and cost of e-marketing.

2. **Technological Drivers:** This includes type of technologies used, Cost of using internet, connection speed, number of internet connections, curiosity to accept new technologies.

3. **Political Drivers:** National governments and transnational organization have an important role in determining the future adaptation and control of the internet by which it is governed.

4. **Legal and Ethical Drivers:** Determine the method by which products can be promoted and sold online, Governments, on behalf of the society; seek to safeguard individual's rights to privacy.

There are three important markets in our country that both sell and buy to each other: Businesses, Consumers, and Governments. These markets are defined by Marian Wood (2001) as shown in the following figure:

Figure 3: E-Business Markets

	To Business	To Consumer	To Government
Initiated by Business	Business-to-Business **(B2B)** *Free Markets* www.freemarkets.com	Business-to-Consumer **(B2C)** *CD Now* Www.cdnow.com	Business-to-Government **(B2G)** *Western Australian Government Supply* *www.ssc.wa.gov.au/*
Initiated by Consumer	Consumer-to-Business (C2B) *Better Business Bureau site* www.bbb.org	Consumer-to-Consumer **(C2C)** *eBay* www.ebay.com	Consumer-to-Government (C2G) *Gov Works* www.govworks.com
Initiated by Government	Government-to-Business (G2B) *Small Business Administration site* www.sba.gov	Government-to-Consumer (G2C) *California state site* Www.state.ca.us	Government-to-Government (G2G) *Gov One Solutions* http://www.govonesolutions.com/

Source: Marian Wood (2001) with minor adaptation (p. 2)

There are a variety of different types of e-business and many different ways to characterize these types. The potential for use of e-business by Bangladeshi consumers and businesses with foreign firms is much brighter, and can play an important role in boosting the country's exports. Major types of e-business uses in Bangladesh for trade and commerce these are mentioned below:

Business Market

Business-to-Consumer (B2C) Scenarios: B2C e-commerce describes "online business attempt to reach individual consumers" (Laudon and Traver, 2008) Business-to-Consumers (B2C) market is practically existent comparatively small in Bangladesh and this is most well-known and familiar type of e-business. 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 tele density), 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. Thus we can say B2C as "exchanges between business and consumers" (Rayport and

Jaworski, 2001). An auction site that creates the market for the consumers to buy and sell their products online is also available now in the country. Though it is a very limited scale and for a small target market but this is increasing every day. Consumers can now give their order in the retail site of Agora and the product will be delivered to the home. Most of the B2C market activities are limited only in the capital city Dhaka and the other metropolitan cities. These are concentrated in a small region and only some specific segments are getting the opportunity of B2C commerce.

Business-to-Business (B2B) Scenarios: B2B e-commerce focuses online businesses selling to other businesses*"* (Laudon and Traver, 2008) Business-to-Business (B2B) scenario prevails in Bangladesh to a very limited extent. "B2B e-commerce includes purchasing and procurement, inventory management, channel management, sales activities, payment management, and service and support" (Rayport and Jaworski, 2001). 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 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. For the growth of RMG sector different web sites and login portals are used by the investors. There are other sites for B2B used in our country such as-www.bizbangladesh.com is one of these sites. This site provides various types of business services such as Online Business Directory, B2B Trade Leads , Online Product Catalogue, List of Companies for making trade, Investment in Bangladesh, Business News of Bangladesh etc. The small and medium enterprises are also using B2B commerce in a limited scale now a day. Exporters are now receiving orders via e-mail; they are contracting through their own web sites. Oven now takes the 2nd position of exported products; it was possible only for internet ordering system with USA.

RMG Sector: The RMG sector emerged during the early 1980s in Bangladesh and information has been the strategic partner in its phenomenal growth. Telex was the only tool of cross border data communication in those days. International courier services were the means of receiving the approved designs from the buyers. The Facsimile machine, in the mid-80s, radically replaced both of these orthodox communicating media (i.e., telex and courier). This "Office Automation Equipment" contributed towards accelerating RMG exports. Faster and cheaper data communications coupled with real-time design-pattern development enabled the buyer and manufacturer expediting business negotiations.

Banking Sector: Government and non-govt. banks and financial institutions are now using internet and e-banking software. BRAC bank for the first time in Bangladesh introduces the virtual banking or no man banking. In 1998 govt. takes the steps in computerization of banks. Sonali Bank the largest govt. bank

started its activities in 1998 by introducing "Online Real-time Banking System (ORBS)" it also introduces:

1. Instant Financial Reconciling & Messaging System (IFRMS)
2. SWIFT (Society for Worldwide Interbank Financial Telecommunication)
3. Remittance management System Plus (RMS+)
4. Wed based RMS+
5. Q-Cash ATM Network –for eight regions of Dhaka city. (bank and financial institutions activities 2009-2010:p 25)

In 31, March, 2011 Dutch Bangla Bank Limited (DBBL) introduces first mobile banking in Bangladesh. Standard Chartered Bank introduces 1ST –INTERNET BANKING in Bangladesh. Standard Chartered Bank 1st introduces ATM booth and ATM card in our country (Bank and financial institutions activities 2010-2011).

Stock Trade and Capital Market: There are two stock exchanges in Bangladesh, these are: Dhaka stock exchange and Chittagong stock exchange. These two stock exchanges are fully automated.

Figure 4: Stock Trade and Capital Market

	Year	Activities
DSE	10th August,1998	Started the work with automation
	2005	Upgraded the systems and function
CSE	10th October 1995	Floor Trading started
	2nd June 1998	First bourse to automate the nationwide trading system
	1999	Established CSE Investor Protection Fund
	16th January 2000	Convened SAFE
	26th January 2004	Sponsored Central Depository Bangladesh Ltd. (CDBL)
	30th May 2004	Internet Trading Service opened
	4th July 2004	Over- the-Counter market opened

Source: (www.dse.bd.com and www.cse.bd.com)

Oil and Gas Sector: International Oil Companies (IOCs) are the dominant players in the exploration and production of the oil and gas industry. IOCs use the vendors' web pages extensively in order to obtain product information. This exercise is also limited to the international vendors as the Bangladeshi business

community has yet to become sufficiently cyber-centric. The IOCs make all the payments to the international vendors through Telegraphic Transfer. This is one good example of making cross border payments without following the complex mechanism of the Letter of Credit (L/C). The local vendors, however, receive their payments by check.

Consumer Market

C2C commerce has started in Bangladesh with a limited scale. Some sites provide the opportunity to the members to display the image of their product and giving a price of that product. These sites can be called Auction sites. For example cellbazaar.com, Boromela.com.

E-business in Collection of Tax: In Dhaka city, the largest tax zone is Zone-8 where for submission of tax and returning of tax the government introduces online facilities for the people. Dhaka Customs House is now fully automated and all the tax stations are now inaugurated with online facilities. The software named *ASYCUDA++ software is used there* (Bangladesh Economic Review-2011).

Mobile Commerce in Bangladesh: The number of mobile user's is increasing in the country in every year. It creates a great opportunity for mobile commerce in the country. Cell Bazaar is a mobile application provided by Grameenphone, Bangladesh's largest mobile operator. E-pay system introduced by bangle link, e-bill system by Robi are the common system that help to expand business and commerce. Mobile banking has been started in the country very recently by Dutch- Bangla Bank Limited. b-Kash is introduced by BRAC Bank Ltd to transfer money to anywhere in the country. Now the consumer market is strong enough that easily paves the way to expand business.

Government Market

Market Initiated by Government: 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.

Impact of Digitalization on E-business by the Government: For making the country in a digital reformation the government introduces a high tech park structure. At present in 455 sub-districts govt. gives the dial-up internet facilities. Fiber cable internet networks are now working in 15 district and 25 sub-districts. For establishing Software Technology Park and for promoting E-governance the govt. introduces "Access of Information Technology". For mitigating the

tendering of the govt. a policy is going to introduce institutionally –"Electronic Government Procurement" (Bangladesh Economic Review, 2011)

Bangladesh Computer Council (BCC): Bangladesh Computer Council, a well-known govt. institution, has taken a range of steps to transform the nation to an advanced one in ICT (Bangladesh Economic Review-2011):

1. Formulation of laws, rules and policies for the development of ICT in the country;

2. Formulation of ICT Rules (Certification Authorities) 2010 to introduce digital signature;

3. Preparation of Licensing Guidelines (Certification Authorities), Guidelines for authentication and audit;

4. Establishment of Cyber Tribunal as per ICT Act 2006;

5. Implementation of "National Infra-network for Bangladesh Government (BanglaGov Net)" project to establish a public network;

6. Continuation of the ICT incubator at BDBL Bhaban at Kawran Bazar with 47 ICT companies with a view to promoting ICT industry;

7. Setting up a software technology park (STP) at Janata Tower;

8. Establishment of STPs in all divisional headquarters;

9. Establishment of 147 e-centers at upzila level in FY 2009-10 to facilitate government service delivery;

10. Establishment of 21 cyber centers in universities and university colleges to facilitate ICT uses at the tertiary level;

11. Establishment of 3172 computer labs in educational institutions during FY 2009-10 and 2010-11 to expand ICT education at the grass-root level of the country;

12. Establishment of 1013 solar-powered e-centers at union level;167

13. Establishment of national data centre to facilitate service delivery in electronic forms;

14. Upgrading the standard on Bangla Character Code Set to unicode-based standard to expand the use of Bangla in ICTs. The upgraded version is adopted by BSTI in February 2011 as BDS 1520:2011.

15. Formulation of the standard on Mobile Bangla keypad. The standard is adopted by BSTI in February 2011 as BDS 1834:2011.

Reduction of Bandwidth Price for Internet: Government initiated a program to support the Vision 2021 and to bring the Submarine Cable (wet segment) bandwidth within the reach of the common people, bandwidth charge for Internet has been reduced by 10 percent in August 2009 which brought down the monthly internet price per Mbps from Tk.27, 000 to Tk.18,000 at the ISP end. In the next

step, the price in wet segment has been further reduced to 10 percent in January 2011 bringing down the ISP end price to 12000 Tk. per month per Mbps for the expansion of internet and promoting use of Submarine Cable's huge bandwidth in the rural areas of Bangladesh. (Bangladesh Economic Review-2011)

E-business in Collection of Tax: In Dhaka city, the largest tax zone is Zone-8 where for submission of tax and returning of tax the government introduces online facilities for the people. Dhaka Customs House is now fully automated and all the tax stations are now inaugurated with online facilities. The software named *ASYCUDA++ software is used there*. (Bangladesh Economic Review-2011)

E-tendering; Recently Bangladesh govt. has introduced e-tendering service. By using this service interested people can now participate in getting auctions, public work, construction activities. This has reduced the corruption that happens when tendering is conducted physically.

ANALYSIS AND FINDINGS

On the soar of the use of internet the growth of e-business is now in a measurable look. Organizations are using information technology and performing e-business activities for their daily transactions. In our analysis we have surveyed 10 operating firms, these are performing daily necessaries via internet, e-mail, intranet and extranet and other medium of e-marketing.

Now the survey results are given below with interpretation.

Regression

Descriptive Statistics			
	Mean	Std. Deviation	N
Satisfaction	4.2000	.78881	10
Website	5.0000	.00000	10
Search Engine	3.4000	.84327	10
Newsletter	4.2000	1.03280	10
Affiliate Programs	4.4000	.84327	10
Online Order	3.0000	1.15470	10
Customer Services	3.6000	1.07497	10
Auto Responder	3.2000	1.03280	10
Email Notification	4.4000	.84327	10
Intranet	4.2000	.78881	10

Descriptive Statistics			
	Mean	Std. Deviation	N
Extranet	4.0000	.94281	10
SMS marketing	4.2000	.78881	10
Brick Click	3.8000	1.03280	10
Day Night	4.6000	.84327	10
Epromotion	3.8000	.78881	10

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Epromotion, Auto Responder, Intranet, Email Notification[a]	.	Enter

a. Tolerance = .000 limits reached.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	1.000a	1.000	1.000	.00000

a. Predictors: (Constant), Epromotion, Auto Responder, Intranet, Email Notification
b. Dependent Variable: Satisfaction

ANOVA[b]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5.600	4	1.400	.	.a
	Residual	.000	5	.000		
	Total	5.600	9			

a. Predictors: (Constant), Epromotion, Auto Responder, Intranet, Email Notification
b. Dependent Variable: Satisfaction

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.500	.000		1.097E7	.000
	Auto Responder	-.375	.000	-.491	-5.524E7	.000
	Email Notification	.875	.000	.935	7.849E7	.000
	Intranet	.250	.000	.250	2.566E7	.000
	Epromotion	1.670E-16	.000	.000	.000	1.000

a. Dependent Variable: Satisfaction

Collinearity Diagnostics[a]

Model	Dimension	Eigenvalue	Condition Index
1	1	4.879	1.000
	2	.066	8.606
	3	.031	12.630
	4	.016	17.470
	5	.009	23.923

a. Dependent Variable: Satisfaction

According to the survey, all the variation in the dependent variable can be explained by the independent variables. This means that the marketers in our business world are satisfied with their current e-marketing activities. Even though they are not using all the tools of e-marketing yet they are contend with their current level of e-marketing activities.

CONSTRAINTS OF E-BUSINESS IN BANGLADESH

Bangladesh is a developing country. Most of the people live in the rural areas of our country. They do not have access to modern internet technologies. The infrastructure of Bangladesh is not up to the mark. As a result, the development of e-business becomes tough. As the e-commerce is computer, internet and specialized software driven media of business, organizations normally face many problems in operating business and transacting through internet. (Azam et el. 2009).This documentary highlights various constraints to commerce and trade in general and business in particular. Many of these constraints are endemic across

the business sector and demands major reforms through strong political commitment and an ability to implement policy changes. A list of specific constraints to e-business that policy makers can address in the short and medium term is summarized below:

1. Internet facilities are not adequately provided.

2. Infrastructure like towers and communication network hubs are not well established.

3. Absence of a strong independent regulatory body for the telecommunication sector.

4. Lacking of providing E-commerce educational facilities.

5. Shortage of supplying electricity.

6. Absence of encryption law that precludes acceptance of digital signature.

7. Strong dependence of Letter of Credit to conduct international transactions.

8. Non-issuance of international credit cards for cross border transactions.

9. Interest rate ceiling on export loans

10. High price on computer and computer equipments

11. No legal laws for cyber terrorism.

12. Small number of credit card users.

13. Limitations of supportive legal systems. Such as exchange controls , protection of telecommunication monopolies, restrictive trade practices and prohibitions

POTENTIAL OPPORTUNITY OF E-BUSINESS IN BANGLADESH

However, Bangladesh is a developing and over populated country, that has high potentiality for the successful implementation of e-business. It exports a significant amount of foods, non-foods and garment products to overseas. It can expect an attractive intrusion of e-commerce technology. Having performed reasonably well in almost all leading businesses and the industrial sector in the current decade, Bangladesh, unfortunately, has not yet performed satisfactorily in the field of online trading and e-commerce. Many companies have established their own websites but there is a much difference in launching a website and doing business online through web. Most of the businesspersons of our country do not use Internet very much for commercial purposes (Usmani, 2011).

Capital Markets: The capital markets became volatile from the second half of FY2010-11. During the period, the DSE general index increased by 98.43 percent from 3,010.26 to 6,153.68 indicating keen interests showed by the investors in the capital market. Similarly, market capitalization stood at 44.1 percent of GDP at that time. (Bangladesh Economic Review-2011) As the people are some extent

market oriented introduction of new and different e-commerce procedure may boost up our economy through e-business.

E-Tourism: The tourism industry at first focused on utilizing computerized systems (e.g., CRS, GDS) to increase efficiency in processing of internal information and managing distribution. E-tourism reflects the digitalization of all processes and value chains in the tourism, travel, hospitality and catering industries. At the tactical level, it includes e-commerce and applies ICTs for maximizing the efficiency and effectiveness of the tourism organization

Export Sector: With the recovery of global economy from recession, Bangladesh's export trade has been performing better. Export recorded a robust growth of 41.47 percent in FY2010-11, as against 4.11 percent during the previous fiscal year (Bangladesh Economic Review-2011). Exporting of electronic equipment and technological software contributes in our economy. So, it is necessary to develop e-business Park to ensure the economic growth.

Expatriate Employment and Remittances: The slowdown in the growth of remittance reflected the impact of global recession, particularly on the real estate markets in the Middle East, and on industrial labor demand in some South East Asian economies such as Malaysia. Despite the recovery, the recent political turmoil in North Africa and Middle East negatively affect the expatriate employment. Foreign markets always seek the expatriate of ICT. People having the knowledge of technology and internet always have the opportunity to participate in economy by brain draining to other country. Govt. needs to initiate computer and technology courses compulsory in education.

Banking Sector: Although all commercial banks have started following automation system**,** online banking system through ATM, local credit cards, online service, automation payment and EFT is available in the selected area only. So in the banking sector e-business can make more contribution. Entertainment business based on Internet is not available in Bangladesh till now. Web radio and TV may offer a new way for delivering services to the customers. Recently, Internet radio is available but they are not familiar to the masses and thus lose the opportunity to do business (Darashiko, 2010).

Special Economic Zones: EPZ is triggering the economic growth; govt. needs to take the steps to make the operational activities through internet. If EPZ is fully digitized and e-procurement is ensured then the supply of the goods can be done without delay.

Health Sector: Different hospitals and clinics can provide online medical services by their best medical officers and doctors at fees that are paid in online. On line reservation of different hospitals needs to ensure for proper service.

Music Industry Sector: There are only a few online music shops in Bangladesh who sell music, videos. In this sector there is great chance to introduce e-business

technology. By using this technology, people can buy music, videos at their convenience using credit card and online payment.

Publications Sector: Education sector in Bangladesh is advancing with the passage of time. If books are digitized student can buy them using internet at lowest possible prices using credit card. Publication of different books and article is now easy for the publisher because of the advancement of e-business.

Agriculture Sector: Agriculture sector plays an important role in the overall economic development of Bangladesh and it is regarded as the lifeline of Bangladesh economy. It is also an important social sector concerned with issues like food and nutritional security, income generation, and poverty reduction. The contribution of agriculture sector in GDP stood at 20.29 percent in FY 2009-10. Agricultural sector needs to make strong by developing web sites enriched with different process, systems, and particulars of agricultural products. Ordering of agro product through e-mail will make the transaction faster and importer can give the order to the middlemen immediately. So, it is necessary to ensure e-commerce through the whole country for our economic growth.

Industry Sector: Rapid and sustainable development and social progress essentially call for industrialization in an economy. Industrial sector needs to be properly web based and internet based then the business will grow rapidly. The industry sector has, therefore, got to play a critical role in this regard. The contribution of this important sector to Bangladesh economy has been on the increase.

Telecommunications Sector: Telecommunication sector is an attractive sector in Bangladesh. About 4 crore people in this country are using mobile phones. As a result if e-commerce services are introduced in large scale there will be a significant growth.

RECOMMENDATION

For ensuring a bright future for the e-business in the country the government and private sector should come forward and take proper initiatives To eradicate constraints, policy makers and business stake holders should take some steps. The recommendations are:

1. Increasing skills of technical personnel

2. Government should improve poor telecommunication infrastructure with much fixed line access; reliable connectivity, and high bandwidth.

3. Reducing high price of computer and hardware, although new technological version of Bangladeshi laptop named "Doyel" low costing laptop.

4. Increasing investment in hardware and software.

5. Reducing enterprise manager' lack of initiative and leadership in taking advantage of e-commerce.

6. Implementing cyber laws.

7. Voice over internet protocol (VOIP) and private international gateway for voice and data should be allowed.

8. Unlicensed radio frequencies should be made available on demand.

9. Update ageing laws on trademark, copyrights, evidence.

10. Laws that allow encryption should be developed, thereby paving the way for authenticating transactions electronically.

11. Increasing number of credit card users

12. Basic telephony in private sector should be allowed for nationwide operations.

CONCLUSION

E-business has changed many traditional mode of transaction and brought revolutionary change in the economy. People are now improving their standard of living using internet. Many traditional mode of communication like facsimile, analogue phone's uses have been decreased. Suppliers can now increase the order by taking online ordering and business customers can save much of their time by doing online transactions. In Bangladesh, many organizations are introducing online payment system such as B-Kash system of BRAC organization. So that, people can send money to their relative and it has made their life easy. Banglalink introduced E-Ticketing system to avoid many transportation hurdles. Much of business activities of large companies as well as super markets are using website to receive orders from customers and sending particular products to customers. Now, in Bangladesh, business customers are increasing their sales, sales revenue, market share by giving many promotion and advertisement in online. Government has to handle many problems in terms of online transactions done by business customers who do not understand the online system. Government should take measures to improve e-business in Bangladesh like increasing technically efficient people who can give training to business people to transact online, increasing investment in hardware and software and so on. Synergy between telecommunications and information technology has the proven capability of monitoring and administering the real-time transactions.

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