

THESIS REPORT

ON

A Comparative Study On

'E – COMMERCE'

(Munshigi, Cellbazaar & Banglamart Prospect)

Prepared For

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Prepared By

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BBA Program

Date of Submission: 23rd January, 2010

Stamford University, Bangladesh

CERTIFICATION

This is to certify that Md, Rafiqur Rahman Rony, student of BBA, 25TH A Batch bearing ID No. BBA 02506244 under faculty of Bachelor of Business Administration, Stamford University Bangladesh has completed the thesis report titled **A Comparative Study On 'E – COMMERCE' (Munshigi, Cellbazaar & Banglamart Prospect)** as a part of requirement for obtaining BBA degree. I have gone through the report and found in to be a well written report. He has completed the report by himself successfully under my supervision.

I wish him every success in his future endeavor.

Supervisor



Mustafa Mushfiqul Haque
Assistant Professor
Department of Business Administration
Stamford University, Bangladesh

STUDENT ASSERTION

I Hereby Announced That the Extensive Study Entitled

**A Comparative Study on
'E – COMMERCE'
(Munshigi, Cellbazaar & Banglamart Prospect)**

**Prepared in partial accomplishment of the
Requirement for the award of the degree in**

**Bachelor of Business Administration
From
Stamford University, Bangladesh**

Md, Rafiqur Rahman Rony

ID No- 02506244

Batch-25th A

Department of Business Administration

Letter of Transmittal

January 23, 2010

Mustafa Mushfiqul Haque

Thesis Supervisor

Department of Business Administration

Stamford University, Bangladesh

Subject: Submission of Thesis Report on “A Comparative Study on ‘E – COMMERCE’ (Munshigi, Cellbazaar & Banglamart Prospect)”

Dear Sir,

The thesis report submitted is on “A Comparative Study on ‘E – COMMERCE’ (Munshigi, Cellbazaar & Banglamart Prospect)” done as a partial fulfillment of the requirement of BBA degree. You assigned me to prepare me to this report as a requirement of the BBA. I am enthusiastic to you for giving me the opportunity to undergo such an experience.

This report is a partial requirement of BBA program. So, in making this report worthy on, I have tried my level best to gather all relative information from the various sources. I hope that it will meet your expected standard.

I sincerely hope that this thesis report meets your approval and its appraisal would demonstrate my ability to prepare a formal report. I would be glad to furnish you with clarifications, if required.

Sincerely yours,

Md, Rafiqur Rahman Rony

ID No- 02506244

Batch-25th A

Department of Business Administration

ACKNOWLEDGMENT

At first I would like to express my gratitude to almighty God for enabling me the strength and opportunity to complete the report within the schedule time successfully.

We know that practical knowledge in subject matter is essential to sub assistant the theoretical knowledge gathered in the educational institutions. In order to resolve the dichotomy between these two areas, I was assigned to prepare this report on “**A Comparative Study on ‘E – COMMERCE’ (Munshigi, Cellbazaar & Banglamart Prospect)**”

This report would not have been possible without the dedication and contribution of a number of individuals as it involved diverse field of knowledge and experience. The list of those great persons, who helped me and guided me to prepare the report is very long and cannot be accommodated within this limited space. But it will be unfair to ignore acknowledge some of them as they contributed so much to my effort of writing a worthy report.

First and foremost, I would like to express my gratitude to **Mustafa Mushfiqul Haque** Assistant Professor, honorable faculty member, Department of Business Administration. Stamford University, Bangladesh, for agreeing to supervise me during this project. His eagerness to help me every step of the way encouraged me to propel myself higher.

I would express my humble gratitude to **Mirza Mohammad Gias Uddin, CEO,** Munshigi.com. Without his supervision and cooperation this report would have been a very difficult one to complete.

EXECUTIVE SUMMARY

Electronic commerce, commonly known as (electronic marketing) e commerce or eCommerce, consists of the buying and selling of products or services over electronic systems such as the internet and other computer networks.

In the year 1979 Online shopping was invented in the UK by Michael Aldrich, and till 2008 US eCommerce and Online Retail sales projected to reach \$204 billion, an increase of 17 percent over 2007.

E-commerce through Internet, e-mails, websites, and other facilities, enables a businessman to be linked with every corner of the world, and thus opens up greater opportunities in the World market.

The E-commerce Regulations came into force in August 2002. They implement the European E-Commerce Directive into UK law and one of their main aims is to ensure that electronic contracts are legally binding and enforceable throughout Europe.

In the United States, some electronic commerce activities are regulated by the Federal Trade Commission (FTC). These activities include the use of commercial e-mails, online advertising and consumer privacy.

E-commerce has changed a lot of the ways that companies do business. But the e-commerce revolution has also made new rules necessary. This is not surprising. As with all new eras, advances in technology have forced businesses to evolve, creating new ways of doing business and new rules for conducting business.

The information of the sellers is presented in the web pages in the Internet. The web pages include all the information about goods and services provided by the sellers and order option. Buyers can select required product and services from the web site of the sellers where database of all goods and services are given. After selecting required goods and services, buyer can order for that goods and services and with in a definite period the ordered goods and services are delivered to them.

Base on the process of E-commerce discussed earlier, it may be classified into three basic categories. They are Business2Business, Business2Customer and Customer2Customer.

Munshigi.com Ltd. has introduced E-commerce in Bangladesh through www.munshigi.com website. This website has been uploaded on 14.01.2000 and is inaugurated ceremonially on 24.01.2000 at the national press club, Dhaka.

CellBazaar is an electronic marketplace, launched in 2006 in Bangladesh that allows buyers and sellers to connect with one another and buy and sell goods and services using their mobile phones for the very first time also from computers.

Banglamart.com has introduced B2B e-commerce in Bangladesh through www.banglamart.com website. This website has been announced in November 2007 and start in June 2008 with a few number of company listed.

