

THE PRESENT E-COMMERCE SITUATION IN BANGLADESH FOR B2C E-COMMERCE

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Abstract

Internet has opened up a new possibility for trade and commerce, which is electronic commerce. E-commerce involves the use of the Internet in the advertising, identification, payment and supply of goods and services. It applies the opportunity for “boundary crossing” as new entrants, business models, and changes in Technology erode the roadblocks that victimized to individual one industry from other. In developing countries, big companies also micro and medium enterprises like have adopted e-commerce business process. In order to utilize the opportunities in developing the economy Bangladesh government has also initiated many programmes and provides different facilities to promote the adoption of the technology in various sectors. In that starry-eyed catch B2C e-commerce promises a basic shift in the way in which global buyers and sellers trade with each other. The paper looks at the B2C electronic commerce future in Bangladesh analysis in country present conditions.

Keywords: E-Commerce, B2C, Main Legal Issues, Government Achievements.

Introduction:

With the improvement of livelihood criteria and fast pace of living, consumers' shopping behaviour has shifted greatly. E-commerce played by the network economy is switching the way people live. Nowadays, progressively consumers are addressing go shopping on the web. Although Internet B2C e-commerce is still in the opening level, to assess of this market is expected to increase.

On the other hand, The People's Republic of Bangladesh is a developing country in South Asia. It's an over populated country in the global village, with about 164.4 million people living in small physical size, social homogeneousness, forward-looking infrastructure and banking, the logistics, communications, and payment costs linked with ordinary and Internet-based shopping tend to downstairs and similar. So there has an outstanding opportunity to business. Already banking sector in Bangladesh introduced afresh era with the start of internet payment system entered by the nation central bank. It helps fund transfers and payment of public utility bills on the internet. The Modern act permits people to apply local currency credit cards for online proceedings within the country. E-commerce is shifting the way people do business. By large corporations to small industries, businesses are operating online, opening their products and service offers to young groups of people in the world.

At the closing of 2008 almost 1,596 million people or 23.8 % of overall populations of the global had access to the Internet. These present a growth of 342.2% across the year 2000. Asian countries news report for 474.9 % increase, it has overall internet user stands at 657 million or 41.2% of worlds full internet user, although balance of the world developed by almost 280.7 % in as is period (The Internet Coaching Library 2009). Only in China more than 420 million people are use the internet (Internet Usage and Population Statistics 2010). The internet population style of Bangladesh is too contributing to the development of Asian countries which assured 450% development in the period of 2000-2007. Establishing the internet procedure in 1993, although still stays on in its primary level; Bangladesh has

launched high-velocity internet connectivity through submarine superhighway in 2005. In the latest two years, in People's Republic of Bangladesh, the figure of internet users has expanded to from 3.2 percent to 12 percent. It's carried that, by 2020, at that place will be an extra 2.6 percent increase of GDP as a consequence of using high-speed internet. Also, 4 lakh Modern businesses and 1.29 lakh new employment chances will be generated. Another commitment of the political Government is to extend coverage of broadband network to 30 percent by 2015 and 40 percent by 2021. GDP will growth by another 1.38 percent if broadband penetration is expanded by 10 percent. So to utilise ICT potentials in the economical developing Bangladesh government has announced information technology as a thirist sector of the country and launched country's vision to build digital Bangladesh by 2021. The political government has also realized some changes in the national ICT policy 1999 which reiterates establishing ecommerce by 2012 and e-governance 2014.

The three scopes of e-commerce are B2C (Business-to-Consumers), B2B (Business-to-Business) and B2G (Business-to-Government). B2C e-commerce is unlikely to be of greatly use in the near future in Bangladesh because of low of each person income, a strong infrastructural and legal environment, lack of trust between business and consumers. Business-to-Consumers e-commerce is potential in Bangladesh, but on a narrow scale at this time. The country general people are leading customer of goods and services from this sector. Business-to-Consumers for cross bound trade is also limited by the factors advised for the domestic movement. Additionally, non-availability of international credit cards, foreign currency remittance restrictions, delays and informal payments at customs duty clearance even for small rate and amount items will discourage Business-to-Consumers.

Objective of the Study:

E-commerce has been shaking and shaping the business environment and breaking out new ways of doing business. Thus it has become imperative to analyze the future prospectus, which will actively govern the implementation of e-commerce in Bangladesh. Thus the objectives of the study are to B2C E-commerce:

- Analyze the present status of e-commerce in Bangladesh,
- Suggest any improvement as required for B2C E-commerce.

Methodology:

The study is based primarily on secondary information. For this purpose, different recognized census, government rules, regulations, policies, and laws, newspapers, national and international journals, periodicals have been consulted. Besides this, internet has been used as another source of information.

Objectives	Methods
Present situation Assessment	<i>Secondary Data:</i> government policies, laws & legislations, different articles, journals, and internet.

Concept of E-commerce:

Electronic commerce or e-commerce, is the buying and selling of goods and services on the Internet. Other than buying and selling, many people use Internet as a source of information to compare prices or look at the latest products on offer before making a purchase online or at

a traditional store. E-Commerce is sometimes used as another term for the same process. More often, though, it is used to define a broader process of how the Internet is changing the way companies do business, of the way they relate to their customers and suppliers, and of the way they think about such functions as marketing and logistics. For the purpose of this study e-commerce is taken to mean doing business electronically. (Lindsay P., 2002)

Other terms that are often used when talking about e-commerce are B2B and B2C, shorthand for business-to-business, where companies do business with each other, and business-to-consumer, where companies do business with consumers using the internet. These are considered to be main forms of e-commerce.

The term commerce is viewed as transactions conducted between business partners. Electronic commerce is an emerging concept that describes the process of buying and selling or exchanging of products, services and information via computer networks including internet. E-Commerce is generally used to cover the marketing, sales, distribution, and delivery of goods and services by electronic means.

The business organizations conduct the transactions with its trading partners which are usually business and/or customers. Business to Business (B2B) and Business to Consumer (B2C) are the usual commercial transactions, though there is increasing use of this business process in Government today. The categories are-

	Government	Business	Consumer
Government	G2G (Coordination)	G2B (Information)	G2C (Information)
Business	B2G (Procurement)	B2B (E-commerce)	B2C (E-commerce)
Consumer	C2G (Taxation)	C2B (Price comparison)	C2C (Auction)

What is B2C?

A Word Definition from the Webopedia Computer Dictionary: Short for *business-to-consumer*, the exchange of services, information and/or products from a business to a consumer, as opposed to between one business and another.

Dealing conducted terminated by online between a business and a consumer. E.g. an online publishing house may sell a DVD to a customer, transport it to him/her, and receive payment, altogether without ever contacting the customer. Really having a hard time getting a book or DVD? Prefer to buy a custom, update version computer system? How approximately a 1st class, all-inclusive visit a tropical island? On the advent e-commerce, all things may be purchased virtually in minutes without human interaction. Business to Customer e-commerce first became shared in the 1990s with the popularization of the online.

While the term and condition e-commerce refers to all online dealings, as like business to consumer, its implements to any business organisation that sells its products and services to consumers by the Internet for its own usage. Also online retailers, business to consumer has grown to include services such online banking, travel services, online auctions, health information, purchase book, CD, DVD and real estate sites also available.

Law for E-commerce:

On the open of the Modern technologies, new challenges are arising. One of them relates to the legal allegations of e-commerce. Apply of options to the traditionalistic paper-based formulas of communicating and contracting gets a legal dilemma, as a lot of countries lack a legal founding thereof as like Bangladesh. Moreover, when electronic contracts involve companies in different countries, questions rise up in terms and conditions of which country's law applies, if the dealing is subject to taxation, if the contract is legally enforceable, what dispute resolution form utilizes, and so on. Uncertainty and risks increase the economic costs of dealings. I try to show important legal issues for B2C e-commerce:

Electronic contracting-

Traditionally, a contract bridge comes to life if propose is unequivocally received and a clear up intent to make a legal relation lives. The contract, on altogether its provisions, is mutually agreed upon, generally by either signature or 'shake of hands'. In e-commerce, some offer and acceptance can be intercommunicated thru electronic means. Electronic contracting grows a lot of sound questions, including whether an electronic contract is legally binding and to what degree, or whether it can be applied as evidence in the event of scrap.

Electronic signature/Digital signature-

The UN Commission on International Trade Law (UNCITRAL) identifies the works of the traditionally handwritten signature as watches: a signature is to identify a person, to provide certainty as to the personal involvement of that person in the act of signing, and to associate that person with the content of documents. 'Electronic sign' or 'e-signature' mentions to any formula to 'sign' an electronic papers. Examples are the identity of the sender typed at the end of a paper, a secret code, a PIN, an image of a handwritten sign, etc. A 'digital sign' is a character of electronic signature that implies the use of public identify cryptography or infrastructure, esteeming that messages are encrypted with a particular identify and can only be decrypted with a second specific identify. Digital signs are better than e-signatures. E-signatures raise a lot of questions, such whether e-signatures comply with traditional requirements of a sign and whether and under what conditions they should be believed.

Electronic Payment and security thereof-

A Fundamental demand for e-commerce is the developing of safe and effective electronic payment arrangements. Electronic payment systems of rules get in several classes admitting credit cards, digital checks, debit cards, click-card, stored value cards, and smart cards etc. Modern technologies, it's more and more common that payment goes on applying a transmission system medium not under the control of the financial arrangement. It therefore is essential to accept steps to guarantee the protection of the messages forwarded such an intermediate. The common protection features for electronic payment arrangements are privacy, authenticity, and non-repudiation.

Dispute resolution-

On the advanced communication technologies, commercial relationships recognize no bounds and geographical position of the signing parties is often spread out. This advances the enquiry of where you bet disputes are settled, particularly when customer and seller are physically distant. Two theories are useable to settle a dispute: courtroom, mutually exclusive dispute resolution (i.e. negotiation, or intermediation). The two latter are usually preferable because of their higher effectively and speed. The effect of dispute settlement is highly significant as

the conflict mechanics proposed will mostly influence the positions of merchants and consumers in a broad way, and is therefore with full force determining of the future growing of e-commerce and the global supply chain in a broad way.

Consumer protection-

Success of e-commerce depends upon the secure and attractive environment supplied to consumers. Consumers' own data should be held on secret and saved, payments should be guaranteed, the prime of law and legal power should be clear for the customer. Particularly in B2C e-commerce, it's occasionally hard for consumers to found the dependability of the contract partner or the quality of the product provided. Minimum criteria should be bonded to so that the run a risk of electronic signing is decreased. Necessities on that point include truth and availability of data, merchant contact data, commercializing exercises, disclosure of features, terms and conditions, cost, cancellation, repayment policies, chance to reassessment, linguistic communication, register of the transaction, protection, secrecy, self-regulatory programs, dispute settlement and efficient enforcement. So to guarantee that these requirements are valued by all companies and that an efficient sound model exists to determine eventual disputes, particular rules and laws offering dependable environment for electronic dealings should be issued.

Cybercrime-

The receptiveness of the online, the deficiency of recognition and the subordinate of users' agreement of protection bring about to cybercrimes. Cybercrimes can be identified for criminal acts as inch which computers field instrument, a target area or a site of criminal action. Good example let in software system piracy, economic espionage, internet trafficking (ID theft, credit and debit cards) or traditionalistic law-breakings which have addressed use advanced ICT, such child porn or internet gambling. In several countries, criminal law doesn't name and address cybercrimes. To get together the terror of electronic law-breakings, countries have to make a favorable environment admitting laws, policies, technological criteria, law enforcement and cybercrime describing. International criteria also as international cooperation are essential to name and address the worldwide extent of cybercrime.

Intellectual property rights-

On the exploitation of the Internet and digital technology, makes of cerebral property are being digitalised at an unbelievable pace. Although it's straightforward to protect 'physical' processes letters patent and copyright polices, the nature of digital technology promotes copying of digitalised intellectual property works, virtually instantly, without detectable abasement in quality. What is more, Internet exploiters are at present customary to have approach to data and capacity for free. Substantial saved by copyright police and all associated rights are subject to electronic commerce and therefore copyright and patent of invention polices have to be adjusted to modern ICTs.

E-commerce Law in Asia:

Trust is the most important factor for the use of the electronic settlements. Traditional paper about based rules and regulations may create uncertainties the validity and legality of ecommerce transactions. Modern laws adopted and impartiality implemented in the electronic transactions form the basis of trust in the developed world. Where legal and judicial systems are not developed e-commerce based transactions are at a disadvantage because of lack of

security whether real or perceived. In many developing countries even today cash on delivery is the most accepted system, even cheques and credit cards are not readily accepted.

Now Bangladesh government has made some efforts in establishing a regulatory framework for transactions over electronic media. A committee has been set up to draft cyber law about a year back but no appreciable progress has been made. Drafting such a law is a major task and is unlikely to be successful if done by part-timers on voluntary basis as attempted by the government. Though there are no specific legal frameworks of international or national laws for e-commerce, additional laws have been enacted or are in the process in many countries. Moreover, UNCITRAL in 1996 has adopted a model law on electronic commerce and some of our neighbouring countries like India have also enacted laws recognizing evidence and validity of electronic signature and contracts. This can be used as a basis for development of local laws and regulations. Absence of such laws does not provide validity to transactions of e-commerce and as such are not likely to be used by business organizations.

The types of laws are divided into four categories, namely laws on e-commerce, laws on e-signature, laws on personal data protection and laws on electronic crimes. They are indicative only, as in some cases they prove not to be fully appropriate, i.e. laws classified under “laws on e-commerce” might include provisions about e-signature, cybercrimes or data protection as well.

	Bangladesh	China	India	Japan
E-commerce	Draft Law of Information Technology	Contract Act of the People's Republic of China 1999	Information Technology Act 2000; Information Technology (Amendment) Bill 2006)	
E-signature	Under way	Electronic signature law 2004		Electronic Signature Law 2001
Personal data protection				Personal Information Protection Act 2003
Electronic crimes				Un-authorized Computer Access
E-payment	Under way	Interim Measures for the Administration of Online Banking Business 2002;		

Development E-commerce in Asia and the Pacific Area:

E-commerce which can be identified as selling, buying, distributing, marketing, and servicing of products thru the online and additional exposed networks, has been rising in parallel to the expanded availability of the Internet. An arising number of dealings in global trade are carried through attaining use of the online. Japan, China and India are the most significant E-commerce base in the Asian and Pacific area, with an average yearly growing rate of e-commerce turnover of 143 per cent all over the last five years.

In Asian Nations led statistics in term of e-commerce turnover per capita, with Australia, Taiwan Province of China and Japan taking the lead, closely followed by the United States, Netherlands and the Republic of Korea. However, the region also shows wide disparities in conducting e-commerce, e.g. in the Republic of Korea around 50 per cent of Internet users use it for online shopping, whereas in China, only about 20 per cent shop online. But now China day by day increases these percentages.

Asia B2C E-Commerce Report December 2011:

- Japan: B2C E-Commerce gross sales turned over double-digit growth rates inside the last years. For as a result, gross sales hit nearly JPY 8 trillion in 2010. In January 2011, numerous 80% of the Japanese online audience visited “Retail” websites.
- South Korea: inch 2010, B2C E-Commerce arrived at nearly 7% of retail sales in Republic of Korea. Moreover, “dress, Fashion related Goods” and “household electric Appliances” were the top product classes.
- China: Chinese shoppers are identical enthusiastic almost online shopping. As a result, the total number of online shoppers is required to step-up to more than 300 million near 2015. Convenience and good conducts are most often cited as the advantages of online shopping.
- India: Indian internet shops have to decide into consideration the ordinary Indian’s hesitation to internet shopping. Nevertheless, more or less B2C E-Commerce players launched themselves on the market. Homeshop18.com also Letsbuy.com were conducting in conditions of unique visitors in October 2011. Moreover, Amazon is set to introduce India in the first quarter of 2012.

E-commerce Present Situation in Bangladesh:

Nowadays the online possibly took for a huge marketplace possibly able of dealing the population of the whole world. This is the question why come E-Commerce is so magnetic for a lot of traditional businesses. E-commerce is modifying the technique people do business. By large corporations to small industries, businesses are going away internet, opening their products and service offers to new groups of people world. At that place, there are several paths to get your products and services internet, from simple shopping web site to high-end database driven, data-capture and online credit card confirmation solutions.

In Bangladesh, there is a great deal of interest in e-business; however, due to various economic, infrastructural and legal reasons it has not spread. Most important companies, associations, chambers and government offices have set up websites. These sites mainly provide information about the organization, and its products and services. There are very few sites where financial transactions can be completed. Main reasons for low e-commerce transactions are absence of legal framework for completing an electronic business or financial payment system, low Internet usage due to lack of adequate telecom facilities, and overall lack of confidence in the security and reliability of e-commerce transactions.

Bangladeshi internet shopping as the internet becomes more usable to Bangladesh; it's clear-cut that online sales will spring up. This is ahead to more accessibility of online buys. Competitor will become fast-growing as online shopping raises and so Bangladeshi retailers shouldn't be left alone. The online retail industry is getting more significant as the internet carries on rising in signification in Bangladesh. Bangladesh internet site Directory for Online Shopping especial wholesale & retail choice of e-commerce internet site and first-class stores, Dhaka shops for fashion clothing, shoes & jewellery. Chittagong online retail stores for desktops, laptops, tablets & netbooks, Kulna e-commerce sites for toys, kids & baby, and Rajshahi music, movies & games wholesalers & Sylhet websites for sports & outdoors, e-commerce & e-business from Barisal. At present, as a started out with e-commerce they attempt to establish an effective platform in Bangladesh. Additionally, they are wishing customer support to establish a well platform to e-commerce in Bangladesh.

Currently many people of Bangladeshi livelihood abroad in several countries including USA, Canada in North America, UK, Australia, China, Middle East and other parts in the world. Several times they would like to shop online from abroad to purchase Bangladeshi products. This may be for gifts shopping, for shipping groceries to Bangladesh or to take the products in their living countries. Because the purpose they all of the time try to get a reliable Bangladeshi online shop and for future shopping.

Only Cell-Bazaar offers an example of a successful mobile based electronic marketplace in Bangladesh. It is a mobile application that brings buyers and sellers together in a mobile environment where they can publish and retrieve information on goods or services. It is a real-time collection of classified advertisements that is accessible through a mobile phone connected to Grameenphone's mobile network, or through a computer via the Cell-Bazaar website (www.cellbazaar.com). Advertisements can be posted to the system and browsed on a mobile phone using SMS, WAP, or IVR (voice, for buyers only), and through a computer via the Cell-Bazaar website. At present, 35,396 posts for multiple products in 141 categories are available for viewing, ranging from livestock to education services to agro-produce to electronics. Users pay standard SMS, WAP and voice rates to access the service.

But nowadays present government is trying their most in effect to raise upwards the ICT and ICT based dealings in Bangladesh by legal model and arranging infrastructures.

Government Effort:

Bangladesh is a small country and still we are third world people, but our government effort not too much cheap for e-commerce. I show my article briefly:

- Manufacture of 3200 km optical fiber network has been finished. As an outcome, the swiftness of online communication will increase.
- Bangladesh has been offering bandwidth internet services since being linked up to the superhighway thru submarine cable through with SEA-ME-WE- 4 (South-East Asia-Middle East-West Europe 4) consortiums. Nowadays online bandwidth is 44.60 Gigabytes per second (Gbps).
- Bangladesh Telephone Shilpa Shanstha has already started to manufacture laptops at a low-cost in the range of Tk. 10,000 to Tk. 20,000 depending upon confirmation.
- In this year Government already give legal permission for validation of Next Generation Network (3G) based telecom network for Digital Bangladesh.
- Number of Internet Service Providers (ISP) has been added to 405 and the overall number of call center, including the two global call centres, in now 245.

- 475 out of 482 upazilas have been added subordinate dial-up internet connection. In addition to, all the upazilas are at present under mobile internet coverage.
- 108 Union Parishads have been worked subordinate optical fibre network with BTCL's fund.
- BTCL has commissioned 23,500 high-speed ADSL internet links in different cities.
- Number of internet subscribers has expanded 1.80 core resulting in the online density to growth to 12 percent.
- Bandwidth custom has increased from 7.5 Gbps and said to have exceeded 15.2 Gbps in 2010, December. Bandwidth ability has been improved to 44.3 Gbps from a simple 7.5 Gbps.
- Steps have been taken to launch Bangladesh's individual communication satellite (proposed Bangabandhu Satellite-1).
- Telephone subscribers have expanded from 46 million to 71.4 million across to the end of last two years, as a result of which tale-density has added to 44.6% from 32%.
- 99% of the overall population and 90% of the full country have been worked under telecommunications network. 90% upazila's have been brought under the internet coverage through mobile phones.
- BTCL's digital telephone exchanges have been expanded 485 from 484. Digital telephone exchanges have been launched in 42 growth centres across the nation.
- More than 100,000 newly telephone connections have been subscribed to throughout the country since July 2009 as steps were taken to supply telephone connections across the nation including upazilas and growing centres without joining fees.
- TeleTalk has added to its network in 64 zones and 449 upazilas through with 1290 Base Trans receiver Stations.
- Automatic Clearing House has been presented in Bangladesh Bank. Automatic Clearing House is helping in fast clearing the checks.
- Bangladesh Bank has opened permit for mobile banking also making credit card based internet transactions.
- Controller of Certifying Authority has begun serving for the use of introducing digital signature under the purview of ICT Act 2009, with a view to premising e-Transaction, e-Commerce and e-Procurement. As yet six organisations have been authorised for this function.
- Promotion of e-Krishi through with Agriculture data and Communication Centre.
- Establishing of online Post Shop Bangladesh Postal Division Proposed Ministry of Post and Telecommunication.
- Launching of e-Ticketing arrangement through with Smart card Programme has begun Bangladesh Road Transport Corporation.
- Task on "developing of NGN/ WiMAX/ telecom Network" has been projected by BTCL; also NGN/WiMAX task has been forwarded to ERD for funding. Broadband Wireless Access permissions have been given to 2 organizations to supply wireless broadband services.
- Facility of Digital Exchanges in 178 Upazillas, 42 Growth Centres has been finished by the project on "Installation of Digital Exchanges in Upazilla and Growth Centres".
- Facility of 470 km. optical fibre cable line has been finished out of targeted 1450 km. over the plan on "Internet Information Network Expansion".
- Accompanying international operation, the draft Policy Paper on Guidelines for Renewal of Mobile Phone License developed by FY 2011.
- Information Technology Rules Act 2010 and CPS Policy /Licensing Policy/Audit Rule already established.
- Certifying Authority License has been issued to six non-government organizations.

- World Bank's Promises of US\$ 50 million has been accepted for the developing of ICT sector.
- Authorizing fee per unit has been cut down from 3000 TK to 500 TK for ISP operator and other fees have been reduced.

Problem:

Still some programmes undertaken as like Infrastructure and others not perfect for strongly established B2C E-commerce in Bangladesh:

- In the overall class of present IT infrastructure in the country is not of trusted level.
- Setting up of rules/regulations/guidelines to enter electronic signature is underway.
- Poor telecommunication infrastructure with limited fixed-line access, unreliable connectivity and low bandwidth (9K);
- High price of computer and hardware: The per capita 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.
- Preparation of e-signature guideline/security guideline/information centre guideline still underway.
- High-speed net connection is now also costly and limited.
- Absence of cyber law
- An Aide Memoire by World Bank to launch Digital Signature is under active condition of ERD.
- Deficiency of continuous broadband connections in the call centres.
- Broadband speed up, quality and dependability are below standard.
- Undependable electricity resource.
- Monopoly, high link costs and inaccessibility of networks are the main impediments for rural and backwards communities in getting internet connections.
- Formulation of Rules, regulations and guidelines is currently underway under electronic signature programme.

Recommendations:

E-Commerce is growing at a fast pace in the developing countries and estimates of total worldwide e-commerce transaction in 2003 vary between 1000 to 4000 billion US Dollars. At present over 70% of e-commerce transactions are of B2B category. Most B2B transactions involve big firms setting up online exchanges to buy and sell industrial inputs like steel, chemicals, components, etc. Large banks and financial houses had been using electronic data exchange for their transactions for quite some time. Industries, which have largest share of B2C e-commerce transactions, are:-

- Financial Services: these services are easily digitized, delivered online and transaction costs are low.
- Computer Hardware and Software: customers are Internet savvy, detail specs are worked out and transaction processing systems are in place for most vendors.
- Travel: consumers are buying tickets directly making significant savings.
- Event Tickets: consumers are able to log on to the sites, make purchases and payments, and the delivery system is also easy.
- Retailing: traditional retailers and catalogue companies have created websites. Most popular items are consumer electronics, books, music, video, and toys.

In Bangladesh, there is a great deal of interest in B2C E-commerce; however, due to various economic, infrastructural and legal reasons it has not spread. Most important companies, associations, chambers and now most of the government offices have set up websites. These sites mainly provide information about the organization, and its products and services. There are very few sites where financial transactions can be completed. Main reasons for low ecommerce transactions are absence of legal framework for completing an electronic business or financial payment system, low Internet usage due to lack of adequate telecom facilities, and overall lack of confidence in the security and reliability of B2C E-commerce transactions. Several factors are important in the online marketing compared to traditional method:-

- ✚ Pricing is an important consideration for standard products. Customers compare products available on the Internet and usually buy the lowest total price offerings. It is also necessary to offer prices lower than the traditional outlets to encourage buyers to shop online.
- ✚ There should be an EFT (Electronic Fund Transfer) Gateway, which will connect all finance and banking institutions, ATMs, POS and related websites. Such Gateway will speed up the transactions among banks, commercial institutions. This sort of infrastructure needs to be implemented on priority basis.
- ✚ A CCG (Credit Card Gateway) should be established. A credit card gateway is a server that makes online credit card transactions safe (Skinner, 2005). The software protocols in the CCG use the information provided to check for availability of funds and to make sure the credit card is not expired, lost or stolen. This takes only seconds. When the transaction is approved a receipt is generated for the customer, and the funds are transferred to the vendor's bank account through EFT.
- ✚ To expedite the installation of second submarine cable joining for extending high-velocity internet facilities. Yet at present is the time to plan for the installing of third submarine cable.
- ✚ Government might invite individuals and private sectors to extend broadband joining in rural areas under public private partnership. In that connection, NGOs working in the remote areas possibly involved. This will then be measured as government-private-NGO Corporation.
- ✚ Mass-produced regularly purchased uniform products are easier to sell online than custom-produced items. Well-known brands have an advantage as customers are aware of the product quality and specifications.
- ✚ Urgently required items are unlikely to be ordered online due to waiting period for delivery. Some of the products are of such nature that the customers desire to touch see or try out prior to purchase. Therefore, these products may require to be displayed in convenient retail outlets for customers to visit and make up their minds.
- ✚ To accept steps for cutting internet joining fees and the price of bandwidth.
- ✚ If the product and service are described in unique terms or combination of terms the searchers are likely to use the search engines which will find that offering more easily and present it to potential customers.
- ✚ Service business is particularly suited to the Internet as their products can be more easily produced and delivered with digital process. Digital information can be collected and disseminated over the Internet at lowest cost.
- ✚ Most common method of payment used in B2C transaction is credit cards. Consumers are familiar with it; it is easy, fast, and reasonably secure. To ensure security of credit purchases over net as a standard called 'Secure Electronic Transaction (SET)' has been adopted by MasterCard and Visa that involves the use of digital certificates to

verify the identity of all parties in a transaction. The SET protocol also ensures the integrity and confidentiality of information over the net.

Conclusion:

Nowadays every second's world moving so fast only used by technology positive side, Bangladesh is a small and developing country but it's time to changing. In the world most of the country day by day more popular B2C E-commerce system even Asian some country; China, India, South-Korea and Japan. B2C E-Commerce is the system of buying and selling of goods and services business to customer over electronic medium. Only the internet connection is not enough for the development of e-commerce. The whole infrastructure is essential for the development, maintenance and growth of B2C e-commerce. The analysis of the B2C forces reveals that the prevailing situation is encouraging for the implementation of e-commerce in Bangladesh. The macro and micro economic situation is favorable to B2C e-commerce. The synopsis of the legal and regulatory statutes indicates that Bangladesh has made significant progress in facing the challenge of embracing e-commerce in due course of time. Even Bangladesh doesn't require any foreign expert to implement, execute and maintain B2C e-commerce infrastructure.

Despite the encouraging state of implementation, e-commerce can never be deployed until and unless an Electronic Fund Transfer (EFT) Gateway and a Credit Card Gateway (CCG) have been established. These two Gateways will eliminate the security issues in e-commerce and enhance the e-transactions. In addition to that, creating awareness among the citizens and the business organizations is essential for the implementation and growth of e-commerce in Bangladesh.

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Appendix-1

Objectives of the Industrial Policy 1999

1. To expand the production base of the economy by accelerating the level of industrial investment.
2. To encourage the private sector to lead the growth of industrial production and investment.
3. To focus the role of the Government as a facilitator in creating an enabling environment to expand private investment.
4. To permit public undertaking only in those industrial activities where public-sector involvement is essential to facilitate the growth of the private sector and/or where there are overriding social concerns to be accommodated.
5. To attract foreign direct investment both in export and domestic market-oriented industries to make up for the deficient domestic investment resources and to acquire evolving technology and gain access to export markets.
6. To ensure rapid growth of industrial employment by encouraging investment in labor-intensive manufacturing industries including investment in efficient small and cottage industries.
7. To generate female employment in higher skill categories through special emphasis on skill development
8. To raise industrial productivity and to move progressively to higher-value-added products through skill and technology upgrading.
9. To enhance operational efficiency in all remaining public manufacturing enterprises through appropriate management restructuring and pursuit of market-

oriented policies.
10. To diversify and rapidly increase the export of manufactures.
11. To encourage the competitive strength of import substituting industries in catering to a growing domestic market.
12. To ensure a process of industrialization that is environmentally sound and consistent with the resource endowment of the economy.
13. To encourage balanced industrial development throughout the country by introducing suitable measures and incentives.
14. To utilize effectively existing production capacity.
15. To coordinate trade and tax policies.
16. To develop indigenous technology and to expand production based on domestic raw materials.
17. To rehabilitate deserving sick industries.
Source: BASIS, < http://www.basis.org.bd/industrial_policy.pdf >

Appendix-2

Legislation Relating to Trade

Area	Legislation
Custom Duties	Custom Duties Customs Act, 1969
Import Regulations); Customs Act, 1969; review, Appeal and orders and Indenters (Registration) Order, 1981;
Customs Valuation	Amendments introduced to the Customs Act, 1969, in 1997
Pre-shipment Inspection	Amendments introduced to the Customs Act, 1969, in 1998
Rules of Origin	Standard Rules of Origin, 1977
Standards	Imports and Export (Control) Act, 1950
Sanitary and Phytosanitary Measures	
Marketing and Labeling	
Anti Dumping Measure	Amendments introduced to the Customs Act, 1969, in 1995
Countervailing Measures	
Safeguard Measures	Amendments introduced to the Customs Act, 1969, in 1997
Pricing and Marketing Arrangements	Consumer Index

Export Regulations	Import and Export (Control) Act, 1950; Customs Act, 1969
Government Procurement	No legislation
Competition Law	No legislation
Intellectual Property Rights	Patents and Design Act, 1919; Copyright Ordinance, 1962; Trade Markets Act 1940
Foreign Investment	Foreign Investment (Promotion and Protection) Act, 1980
Foreign Exchange	Foreign Exchange (Regulation) Act, 1947
Banking Service	Banking Companies Act, 1991
Insurance Services	Insurance Act, 1938; Insurance Corporations Act, 1973; Insurance Rules, 1953
Telecommunications Services	Telegraph Act, 1887
Air Transport Services	Details not available from the authorities
Maritime Transport Service	Merchant Shipping Ordinance, 1993; Inland Shipping Ordinance, 1976; Bangladesh Flag vessel (Protection) Ordinance, 1982

Source: World Trade Organization, 2000. *Trade Policy Review Bangladesh*.