


of these sites.

Online stores have proven to be a boon for both the buyers and the sellers. With over 10,000 likes on Facebook, Nadira Nasim's online store 'Trendy East' was just an experiment to begin with. She thought of opening an online shop that catered to the needs of working women who normally don't get the time to spend hours on a shopping trip. Opened last year, the store already has a loyal customer base who swear by the store's dedication to quality and services.

Even though the online shopping industry has space for new ideas and fresh concepts, some people don't hesitate to take advantage of it, says Nadira.




"Many youngsters, who are still to get out of college, open up stores online in hopes of making a quick profit. As they have limited knowledge about pricing or marketing, they often falsely advertise that the fabrics they sell are genuine products of reputed international brands," she says.

Most people are scared of being duped by online stores and thus, stay wary of them. There are numerous stories of online shops tricking customers by not selling them the product that the client paid for. One needs to be careful when dealing with online fraud; you can never be too sure about checking and rechecking items you buy online. Check the comments section on the page of the online store to assess the reaction of existing clients. These comments will give you a fair idea regarding the trustworthiness of a store.

Research the store before you place your order. It's best to shop from well-established online stores or from stores recommended to you by a friend. Do your homework before buying products from an online store. If you are fresh on the internet shopping scene and want to buy something from an unknown store, start out with an inexpensive order to learn whether you can trust the shop. Also, remember that dependable stores will have at least one phone number where you can call to ask questions or state your doubts.

Most online stores in Bangladesh accept cash on delivery, so you can ensure that you get what you want before you are required to pay for it. Be careful to disclose only bare facts such as your name and maybe your address to the online merchant. And remember to get your receipt or pay slip from the store after you pay for the goodies.

When you are shopping online, you need to be extra careful than if you'd shop in a traditional retail outlet. However, the online shopping market is only improving every day to effectively cater to every need of customers. So, if you were asked to shop at the convenience of your home or brave the world to get your shopping done, which one would YOU chose?