

CHECK IT OUT

All-in-one online shopping at Aladeiin.com

Brand new in the world of consumer electronics is the online marketplace Aladeiin, helmed by an unlikely trio of friends, thrown together by the industry of their choice.

Feel like ordering a TV for the football league final in a couple of days, but have no time to shop? Head to Aladeiin.com for the Sony A9F 55 Inch 4K Android Television for just Tk 2,72,990, much lower than many other retail prices out there! Coupled with attractive EMI (Easy Monthly Instalments) options for easy payments for many models, or the Sony W602D 32 Inch Smart Television TV for just Tk 26,290— delivered straight to your door— just feel like no-brainers.

The inspiration from the name is simple; Aladeiin, because they want to make their customers' wishes come true, Shafkat Hossain, chief executive officer, says of their venture.

"We are not trying to re-invent the wheel here. But we do provide the best product at the best price in the quickest time," he added.

"The current target is to meet all delivery orders within 48 hours of placement, but we have made deliveries possible in time as short as four hours as well," he said.

The other two members behind the venture are Raziqul Bari Rafi, and Rabiul Islam, all three having extensive experience in consumer services and electronics markets, with backgrounds in finance and communication and electronics imports, and with well-known brands of the industry, like Pickaboo and Daraz.

The intention behind Aladeiin is to provide a real tangible need, in Shafkat's words, and because of the evolving busy lifestyle of Dhaka, and the all-present traffic congestion, timely reception of goods is a real issue.

In collaboration with their logistics

partners, as well as their own personnel, Aladeiin is working to ensure that all products reach the buyer in pristine condition, Shafkat said.

Moreover, payment through SSL Commerz gateway ensures that there are no issues pertaining to online transactions, he added.

The matter of good quality products is maintained as they only deal with already trusted partners, connection developed by the entrepreneurs during their time in the industry. Also, since the current products are mostly electronics, checking for serial numbers, reputation, and reviews is fairly easy, eradicating the risk of a bad buy.

The product categories at the moment include televisions, fridges, air conditioners,

home appliances, kitchen appliances, personal gadgets, and tech accessories, and even motorbikes!

"We are offering the best prices in the market," Shafkat said, explaining the free Akash DTH setup with the 4K OLED TV, as an example. There are Visa partnership discounts to boot!

The startup is planning to expand into the services sector, as well as bring in more fashion related items in the near future as well, along with heavy duty autos.

Ever had the urge to just get yourself the bright red Vespa without the hassle of shopping around for it? Head to Aladeiin, for that, and a lot more.

By Sania Aiman

Visit aladeiin.com for more information.

CONTEMPORARY

Cruising around in boat shoes

The boat shoe had a humble beginning with only one major concern — clinging to wet and slippery surfaces with its steadfast grip!

This enigma of a shoe was originally designed by sailor Paul Sperry in 1935. Sperry realised that shoes with grooved soles would do a much better job at prevention of loss of balance, and thus during his lifetime the boat shoe almost became a standard footwear for all sailors.

As said earlier, that was only the humble beginning. Much later on, this shoe became a sign of wealth, and affluence, ultimately soaring to the level of high fashion.

If you are sporting the boat shoe today,



try coupling it with neoprene shorts and V-neck tees; there's a high chance that you are

indicating you also own a catamaran! Perhaps not in real life, but where's the fun in that?

So, if you are thinking of wearing the boat shoe this summer, you should opt for colourful shades, and never make the mistake of pairing boat shoes with socks.

Another word of advice would be, avoid oversized clothes, baggy jeans, basically everything '80s that are still stockpiled inside your wardrobe. Instead try to couple the boat shoe with close-cut and trendy garbs. And if you have the body for it, by which we mean the legs for it, directly go for the neoprene shorts; one of the biggest SS19 fashion trends!

By Fashion Police
Photo: Collected



TASTIEST
PIZZAS
NOW STARTING AT
@TK
199
ALL INCLUSIVE

ALL DAYS: DINE IN - TAKEAWAY - DELIVERY

ORDER 2 PERSONAL PAN PIZZAS STARTING AT TK. 199 EACH & 2 MEDIUM TK. 399 EACH!



* T&C apply.

Transcom Foods Limited

[/pizzahutbangladesh](https://www.facebook.com/pizzahutbangladesh)

[/officialpizzahutbd](https://www.instagram.com/officialpizzahutbd)

www.pizzahutbd.com