

GOING DIGITAL

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E-Commerce of Bangladesh in the next five years: what to expect?

ILLUSTRATION: SHAHRIAR RAHMAN

E-commerce has been trendy in the business scene all over the world for quite some time now, and Bangladesh has been of no exception. But the trend has been gaining more momentum in the country in recent times, mainly due to the pandemic bringing physical markets to a halt for a long time. From the looks of it, it's safe to say that the trend is here to stay. We talked

to the founders of some of the most prominent e-commerce companies in the country about the future of e-commerce in Bangladesh. This is what they have to say.

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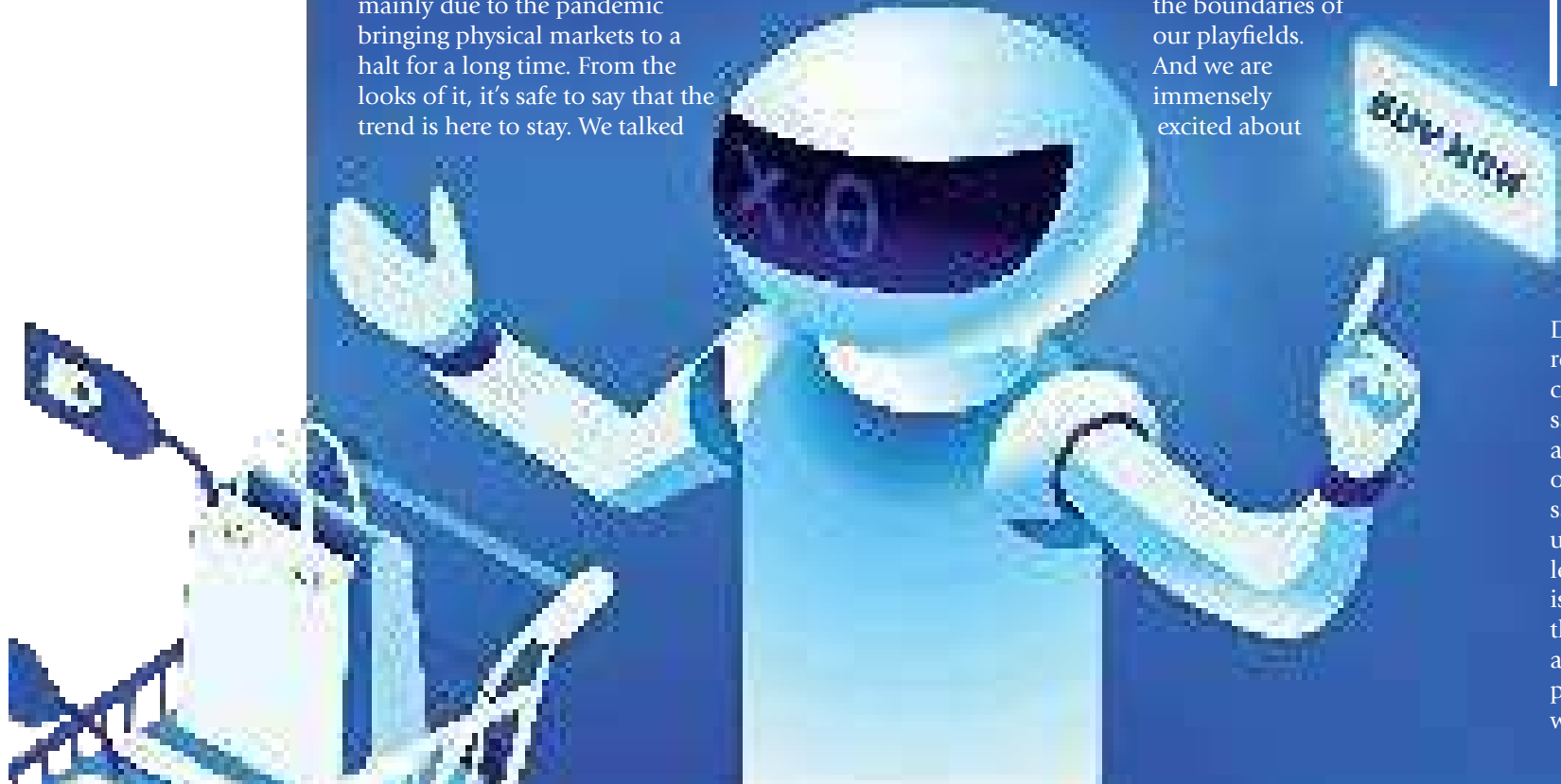
very prospective outcome regarding its flourishing e-commerce sector and the mass's involvement in it. People have duly realised the efficiency of online shopping and digital transactions, which only extends the boundaries of our playfields. And we are immensely excited about

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one such future. Within the next 5 years, we expect the e-commerce industry to go into the maturity stage. The entire ecosystem shall also reach a level necessary to support the overall industry. Daraz, since its inception, has remained committed to the complete assurance of customer satisfaction. In fact, we take it as an unwritten rule, that quality of service along with customer satisfaction should be the ultimate determiner of who is the leader in the market. The industry is expected to generate more than USD \$5 billion in GMV and serve at least 25% of the population. And for Daraz, this would still be another milestone

in its journey to touch at least a hundred more such milestones. We are here for a much bigger and much better business venture that centres around the happiness of its customers. The journey so far has been anything but easy, yet we were right when we paved our own ways through much difficulty and criticism. It is never easy for the pioneer, perhaps that is the reason they are called 'pioneers'. Statistically, we may already be the country's No. 1 e-commerce platform, but considering what lies ahead, we would say that we are in for much more display of excellence and competency. Daraz aims to contribute to

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