

Alesha Mart: A one-stop solution

A NEW E-COMMERCE PLATFORM

Alesha Mart is an exciting new e-commerce venture that offers many consumer solutions on one convenient platform. With many exciting deals, discounts and offers, the mart is going to provide on March 26, 2021, with the aim of serving the consumers of Bangladesh in an efficient, affordable and client focused manner. A variety of services such as ride sharing, pharmacy, a full scale e-shopping website and services for women entrepreneurs are going to be available, with client concerns and executional efficiency in mind. The app will be a one stop solution to many of the consumer's everyday problems.

AN ALL INCLUSIVE APP

Through the app, all the features and services such as buying, selling, bidding, purchase of medication and a variety of others goods, can be accessed. Discounts will be provided on an occasional basis, and as with the other services, Alesha Card holders have the opportunity to benefit from special discounts throughout the year. It is currently designed for e-commerce shoppers, and afterwards, other services provided by Alesha Mart will be integrated into the app.

ONWARD AND AHEAD

In two and a half months, Alesha Holdings has managed to set up several businesses that can provide great value to the people of Bangladesh. Within this year, Alesha plans to provide all of its services in all 64 districts of Bangladesh. In the near future, Alesha Holdings Ltd. plans to expand to the global sphere, and act as a hub for assisting local businesses to export their products, creating a training model that involves shipping and documentation support among others things, to help businesses to export through their platform.

A GROUP OF COMPANIES WITH AN EXCELLENT TRACK RECORD



The conception of Alesha Mart came with the onset of COVID-19 in March 2020, when several elderly people found themselves neglected and alone at a time when they needed assistance the most. They had worked hard all throughout their lives, but now their domestic help and chauffeurs were away, their children were settled abroad and unable to visit them owing to the restrictions in travel, and there was no one in general to check up on them owing to the fear and anxiety people had at the time. Several additional challenges exist for the elderly, from remembering the steps they need to take to maintain their health, to requiring medication after midnight. Thus they required some additional services, and this was Alesha Mart's first priority. Alesha Mart is a concern of Alesha Group, a conglomerate that has, since its inception, focused on satisfying consumers while upholding business ethics and believing in the 'go green think green' motto. Their vision is to become a global identity to aid the economy of Bangladesh and become a presence in the international market. Alesha Group's mission is to use their modern management practices



and front-line innovation to touch the lives of people. The group believes their commitments should enable people to have a better life and inspire future generations to pursue similar goals. However, Alesha Group realizes that honesty and integrity are sole ingredients of a strong and stable enterprise, but profitability initiates economic activity. Therefore, the company seeks to seize any business opportunity within its faith by upholding democratic values. Alesha Holdings Ltd. is a group banner. Under this banner, several sister concerns have been established. It began with Alesha Engineering and Services Ltd, and went on to branch out and expand to Alesha Agro, Steels, Leather, Tech, Solutions and Polymer. Teamwork, empowerment, risk taking, commitment, and client satisfaction are just some of the values the group of companies is built on.

A ONE-STOP ONLINE SHOPPING EXPERIENCE

Alesha Mart is being established as a one stop online destination for shoppers, where consumers can find an endless variety of products. From electronics to clothing and accessories to food and grocery items, one app will provide customers the functionality they are currently receiving from a number of different apps. In electronics, Samsung, Hitachi, Panasonic, Transtec and Walton are some of the brands that have a store within Alesha Mart. While different models of ACs, refrigerators, TVs and washing machines greet customers at the Samsung Brand Store, table fans, ceiling fans and smartphones are additional attractions from Walton. A 30 percent discount is currently being offered on most products on the website, including on the vast collection of bikes and scooters. Bike enthusiasts will be happy to find offerings from Bajaj, TVS, Hero, Yamaha, ZNEN and Exploit. For beauty and makeup aficionados, there are many brands on sale including Technic Cosmetics, Guiness, W7, Lotus, Focallure and Flormar, while Banglashoppers has their own brand store within Alesha Mart. Eye shadow palettes, primer, highlighter, eye liner, setting spray -

every step of your beauty routine is catered for at Alesha Mart. The online store also features Alesha's own products as well. And thanks to their Agro business, a sizable collection of pickles and natural products are on sale. This includes fresh cow milk, mustard oil, and their pickle collection, which includes offerings of tamarind, mango, plum, garlic, various spices. Eggs, cinnamon and bay leaves round up this section. The store boasts groceries from other brands too. Chocolates from Cadbury, Pazzta by Maggi or flour or salt from Ifad; both local and foreign brands are well represented, allowing customers to shop for all their grocery essentials. Jams, jelly and honey are together a separate category which allows shoppers to enjoy a wide selection within this section. Ahmed's mixed fruit jam, Aussiebee's natural honey or locally produced peanut butter for diabetic people and other such items are all available to give consumers more options for their breakfast experience. Home decor needs have not been forgotten. To liven up their home or gift a loved one, shoppers can select flower vases, artificial plants, lamps or photo frames or select wooden racks or shelves to help tidy up their space. Glossy, laminated posters of hugely popular shows like Money Heist, FRIENDS or Breaking Bad retailing for only Tk 200 each is sure to

please any fan and find a place in the walls of many teenagers. Alesha Mart caters to all their consumers' essential needs. One can find a two person camping tent, air inflatable sleep mask and neck pillow, eco friendly yoga mats or various exercise equipment to allow you to work out at home. A sizable collection of toys, games, party supplies and decor also guarantees a one stop site to shop for children of any age. Other attractions in the website include handicrafts, gift cards, medical supplies, computer components, frozen food, baking accessories, fragrances, cases and covers.

SPECIAL CARE, SPECIAL SERVICE



Launched on the first day of the new year, Alesha Mart started a trial which showed that it is possible to deliver at any place in Bangladesh within 3 days. 9 hubs were developed from which direct delivery could be made. Warehouses will now be established in all 8 divisions of the country, and will have sufficient storage capacity. This separates Alesha Mart from competitors as a majority of e-commerce sites require the use of a third party for storage as they often don't have their own warehouses. Therefore, Alesha Mart can manage faster delivery as the products can be stored at their own hubs and they are not reliant on others. In addition, while the warehouses ensure fast delivery, quality is maintained by Alesha Mart's own team and products are segregated and checked twice-once when in-bound and another time during delivery. Alongside the products, medical services will be launched within the first week of April. Separate systems will be there for those over 65 such as free delivery, and the system will be designed keeping their needs in mind. Furthermore, additional services exist for job holders and women entrepreneurs. For the former group, a major issue is not getting their salaries on time. Thus Alesha Holdings provides interest-free salary loans for 45 days, a service in stark contrast with others which can often charge extremely high interest rates and make it difficult for employees. This provision of a loan with no interest within that period is a first in Bangladesh. For women entrepreneurs, it is often difficult to obtain bank loans owing to a lack of trade licenses and bank statements amid other issues. They will be offered a platform called instantsalaries.com for financial services and funding on a partner model to help their businesses grow.

MERCHANT ZONE

Merchants are at the top of Alesha Mart's priority list. They plan to not only work with merchants online, but offline too in the future to be able to serve customers better. Alesha Mart plans to contribute to Bangladeshi e-commerce by empowering merchants who need financial help by allowing them to sell locally made products. In the process of helping root level merchants grow their business, customers will also get quality local products at a low price.

SIMPLY UPLOAD PICTURE OF PRESCRIPTION TO ORDER

This feature is available for purchasing medicine, and is highly convenient for customers as they can simply upload the picture of their prescriptions, and an expert pharmacy consultant will choose the correct medication. Alesha Mart will then deliver the medicine at their doorstep. This will be particularly beneficial for senior citizens as they will be able to avoid a physical visit to the pharmacy in case of emergencies and so do not have to expose themselves to health risks during the pandemic. In fact, this can be of great use to any age group as they can have necessary medication delivered at their homes at times when it can be difficult for them to leave their houses for various reasons.

