

**Thesis Report**  
**on**  
**“Product and Promotional Strategy of the E-Commerce Industry in**  
**Bangladesh: A Case Study on Apoon shop.com”**

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## Letter of Transmittal

January 05, 2026

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**Subject:** Submission of thesis report titled “**Product and Promotional Strategy of the E-Commerce Industry in Bangladesh: A Case Study on AponShop.com**”

Dear Madam,

I am pleased to submit my thesis report entitled “*Product and Promotional Strategy of the E-Commerce Industry in Bangladesh: A Case Study on AponShop.com*”, which has been prepared as a partial requirement for the completion of the Master of Business Administration (MBA) program under the Department of Business Administration, Sonargaon University.

The objective of this study is to analyze the product and promotional strategies adopted by the e-commerce industry in Bangladesh, with particular emphasis on AponShop.com. The report examines how product offerings, pricing, combo-based strategies, and promotional activities such as digital marketing and sales promotions influence customer perception, purchase behavior, and competitive positioning in the online apparel market.

I would like to express my heartfelt gratitude to you for your continuous guidance, encouragement, and constructive feedback throughout the preparation of this thesis. Your support and valuable suggestions have played a significant role in completing this research successfully. If you require any further information or clarification regarding this report, I shall be pleased to provide it.

Yours Sincerely

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## **Declaration of Student**

This is to declare that the thesis paper entitled “Product and Promotional Strategy of the E-Commerce Industry in Bangladesh: A Case Study on ApoonShop.com” has been prepared by me as a partial fulfillment of the requirements for the completion of the Master of Business Administration (MBA) program under the Department of Business Administration, Sonargaon University (SU).

I affirm that this thesis has been carried out under the supervision and guidance of Sharmila Sikder, Assistant Professor, Department of Business Administration, Sonargaon University (SU). Her valuable instructions, continuous support, and academic guidance have been instrumental in the completion of this research work.

I further declare that this thesis is my original work and has not been submitted, either in whole or in part, to any other university or institution for the award of any degree, diploma, or certificate.

Yours Sincerely

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## **Letter of Authorization**

This is to certify that the thesis report “Product and Promotional Strategy of the E-Commerce Industry in Bangladesh: A Case Study on Apoonshop.com” has been prepared as a part of completion of the Master of Business Administration (MBA) program from Department of Business Administration, Sonargaon University (SU), carried out by Md. Sharif Hossain, bearing ID: MBA2501034027 under my supervision. The report or the information will not be used for any other purposes.

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Sharmila Sikder  
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## **Acknowledgement**

At the beginning, I would like to express my deepest gratitude to the Almighty Allah for granting me the strength, patience, and ability to successfully complete this thesis.

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## **Abstract**

This thesis examines the product and promotional strategies of the e-commerce industry in Bangladesh, using ApoonShop.com as a case study. A mixed-method research approach was adopted, combining primary data collected through a structured survey of online apparel consumers in urban and semi-urban areas with secondary data from academic literature and industry reports. The study analyzes key product strategy elements such as product quality, pricing, and combo-based offerings, along with promotional tools including social media marketing, online advertising, and sales promotions. The findings indicate that affordable pricing and combo packages positively influence customer perception and purchase decisions, while social media promotion plays a significant role in enhancing brand awareness and engagement. However, challenges such as intense competition, delivery inefficiencies, and limited brand recognition remain. The study recommends improving product quality control, expanding innovative combo offers, and strengthening digital promotional and customer relationship strategies to ensure sustainable growth in the Bangladeshi e-commerce apparel market.

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# **Chapter-01**

# **Introduction**

## **1.1 Background of the Study:**

The rapid growth of information technology and internet accessibility has significantly transformed the way businesses operate across the world. In Bangladesh, the expansion of digital infrastructure, increasing smartphone usage, and growing acceptance of online payment systems have contributed to the rapid development of the e-commerce industry. Consumers are increasingly shifting from traditional brick-and-mortar shopping to online platforms due to convenience, wider product choices, competitive pricing, and time efficiency.

The apparel sector is one of the most dynamic and competitive segments within Bangladesh's e-commerce industry. Online clothing retailers face continuous challenges in designing effective product strategies and promotional strategies to attract and retain customers. In such a competitive environment, offering the right product mix, ensuring quality, setting appropriate pricing, and using effective promotional tools have become essential for achieving sustainable growth.

ApoonShop.com operates as a growing e-commerce apparel brand in Bangladesh, focusing on men's clothing with an emphasis on affordability and quality. Unlike many competitors, ApoonShop has adopted a combo-based selling strategy, offering bundled products such as multi-piece polo shirts, T-shirt packages, and T-shirt-trouser sets. This approach aims to increase customer value perception while maintaining competitive pricing. Alongside its product strategy, ApoonShop heavily relies on digital promotional channels, particularly social media platforms, to reach its target market and influence consumer buying behavior.

Understanding how product and promotional strategies influence customer perception and business performance is crucial for e-commerce firms operating in Bangladesh. Therefore, this study aims to analyze the product and promotional strategies of the e-commerce industry through a case study of ApoonShop.com. The research seeks to explore how innovative product offerings and digital promotional practices contribute to competitive advantage and customer satisfaction in the Bangladeshi e-commerce apparel market.

## **1.2 Objectives of the Study:**

### **Broad Objective:**

- The Broad objective of the study is to fulfil the partial requirement of Master of Business Administration degree.

### **Specific Objectives:**

- To examine the current product strategy adopted by ApoonShop.com, with particular emphasis on its combo-based selling approach.

- To analyze the promotional strategies used by ApoonShop.com, including social media marketing, advertising, and sales promotions.
- To assess customer perception and satisfaction regarding product quality, pricing, and combo offers provided by ApoonShop.com.
- To identify the competitive position of ApoonShop.com in comparison with other e-commerce apparel businesses in Bangladesh.
- To evaluate the effectiveness of product and promotional strategies in influencing customer purchase decisions.
- To identify the challenges and opportunities faced by ApoonShop.com in the Bangladeshi e-commerce market.
- To provide practical recommendations for improving product development, promotional activities, and overall marketing performance

### **1.3 Scope of the Study:**

The scope of this study is limited to analyzing the product and promotional strategies of the e-commerce apparel industry in Bangladesh, with a specific focus on ApoonShop.com as a case study. The research primarily examines how product offerings, pricing strategies, combo packages, and digital promotional activities influence customer perception and purchasing behavior.

This study covers ApoonShop.com's men's apparel product line, including polo shirts, T-shirts, trousers, hoodies, and combo-based product bundles such as multi-piece polos and T-shirt sets. The research emphasizes the company's combo-selling strategy as a key differentiating factor in the market.

From a promotional perspective, the study focuses on digital marketing activities, particularly social media marketing, online advertising, influencer promotion, sales promotions, and customer engagement practices. Traditional offline promotional methods are not included within the scope of this research.

The research is geographically limited to Bangladesh, with respondents consisting mainly of online shoppers who have experience purchasing apparel through e-commerce platforms. The study uses customer survey data, interviews, and secondary sources relevant to the Bangladeshi market.

This research does not aim to analyze the financial performance or internal operational efficiency of ApoonShop.com in depth. Instead, it concentrates on marketing-related strategies and customer-focused outcomes. The findings are intended to provide academic insights and practical recommendations relevant to e-commerce apparel businesses operating in Bangladesh.

## **1.4 Significance of the Study:**

This study holds significant academic, managerial, and practical value, particularly in the context of the rapidly growing e-commerce industry in Bangladesh. By analyzing the product and promotional strategies of ApoonShop.com, the research contributes to a deeper understanding of how digital apparel businesses can achieve competitive advantage in an emerging market.

From an academic perspective, this study adds to the existing literature on e-commerce marketing strategies, especially within developing economies like Bangladesh. It provides empirical insights into combo-based product strategies and social media-driven promotions, which are relatively underexplored in previous research. The findings may serve as a useful reference for future researchers and students studying e-commerce, digital marketing, and consumer behavior. From a managerial perspective, the study offers valuable insights for business owners, marketing managers, and entrepreneurs involved in online retailing. The analysis highlights effective product bundling techniques, pricing strategies, and promotional practices that influence customer satisfaction and purchase decisions. Managers can use the findings to improve decision-making related to product development, promotional planning, and customer engagement.

From a practical and industry perspective, the research provides actionable recommendations for e-commerce businesses operating in Bangladesh. The study identifies key challenges such as logistics issues, customer trust, and intense competition, while also highlighting growth opportunities including product diversification and enhanced digital marketing. Policymakers and industry practitioners may also benefit from the study by understanding current market dynamics and customer expectations.

Overall, this research contributes to both theory and practice by offering a comprehensive analysis of product and promotional strategies in the Bangladeshi e-commerce apparel sector, using ApoonShop.com as a practical case example.

## **1.5 Methodology of the Study:**

### **A. Primary Data Sources**

Primary data was collected directly from individuals or company personnel through:

- Informal interviews with ApoonShop managers and marketing team members.
- Direct observations of operational activities such as packaging, social media marketing, and product presentation.

These sources provide first-hand information on customer behavior and the company's product and promotional strategies.

### **B. Secondary Data Sources**

Secondary data was obtained from reliable and published documents, including:

- Articles and journals on e-commerce in Bangladesh

- Industry reports from BASIS, BTRC, Statista, CAB, and World Bank
- ApoonShop website and social media pages
- Online newspapers and business blogs
- Relevant books and academic research papers

These sources help validate the primary findings and offer insights into industry trends, competitive dynamics, and best practices.

## **1.6 Limitations of the Study:**

Despite careful planning and systematic execution, this study has several limitations that should be considered while interpreting the findings. These limitations are common in academic research and do not reduce the overall validity of the study.

- The study focuses on ApoonShop.com as a single case study. Therefore, the findings may not fully represent the strategies, practices, or performance of all e-commerce apparel businesses operating in Bangladesh.
- Due to time and resource constraints, the research does not include a detailed financial or operational analysis of the company. The study mainly emphasizes product and promotional strategies from a marketing perspective.
- The dynamic and rapidly changing nature of the e-commerce industry may affect the long-term relevance of the findings. Changes in technology, consumer preferences, or market competition could influence the applicability of the study's conclusions in the future.
- Access to certain internal company data was limited due to confidentiality concerns, which may have restricted the depth of strategic and managerial analysis.

# **Chapter-02**

## **Literature**

### **Review**

## 2.1 Overview of E-Commerce in Bangladesh:

E-commerce refers to the buying and selling of goods and services through electronic platforms, primarily using the internet. In Bangladesh, the e-commerce industry has experienced significant growth over the past decade due to rapid digitalization, increased internet penetration, and widespread smartphone usage. The expansion of mobile financial services such as **bKash, Nagad, and Rocket** has further accelerated online transactions by improving payment convenience and security.

According to existing studies, the Bangladeshi e-commerce market began to develop noticeably after 2010, with the rise of social media platforms and online marketplaces. Government initiatives under the “Digital Bangladesh” vision have also played a vital role in strengthening digital infrastructure and encouraging online business activities. As a result, e-commerce has become one of the fastest-growing sectors in the country, particularly in retail, fashion, electronics, and grocery segments.

The apparel sector dominates Bangladesh’s e-commerce industry due to high demand, frequent purchase behavior, and suitability for online promotion. Social media-based commerce, especially through Facebook and Instagram, has become a popular model for small and medium enterprises. Many businesses rely on **Cash on Delivery (COD)** systems to build customer trust, as concerns about online fraud and product quality remain significant challenges.

Despite its rapid growth, the e-commerce industry in Bangladesh faces several obstacles. These include logistical inefficiencies, lack of standardized regulations, inconsistent product quality, delivery delays, and limited consumer trust. However, improvements in courier services, digital payment systems, and consumer awareness are gradually addressing these issues.

In recent years, competition in the e-commerce market has intensified, with large platforms such as Daraz alongside numerous independent online retailers. To survive and grow in this competitive environment, businesses are increasingly focusing on innovative product strategies, competitive pricing, and effective digital promotional techniques. Therefore, understanding the structure and dynamics of the Bangladeshi e-commerce industry is essential for analyzing the effectiveness of product and promotional strategies adopted by firms like ApoonShop.com.

## 2.2 Literature Review:

### ➤ **Importance of Marketing Activities in E-Commerce:**

Marketing activities are critical to the success of e-commerce businesses in Bangladesh. Millat (2010) emphasized that companies must focus on effective marketing practices, particularly digital marketing, to enhance brand visibility and market reach. In the e-commerce apparel sector, online platforms and social media play a vital role in attracting customers and building brand credibility.

### ➤ **Role of Buyer–Seller Relationships:**

Strong buyer–seller relationships are especially important in the apparel industry. Kincade, Woodard, and Park (2002) highlighted that effective promotional support and

relationship management improve customer trust and repeat purchase behavior. In e-commerce, where physical interaction is absent, responsive communication and after-sales support are essential for customer retention.

➤ **Customer Retention and Market Competition:**

Kennedy (2003) noted that firms operating in highly competitive markets often rely heavily on existing customers. While customer retention is important, e-commerce apparel businesses must also attract new customers to sustain growth and reduce overdependence on a limited customer base.

➤ **Marketing Communication Mix in the Apparel Industry:**

Završnik and Mumel (2007) identified advertising, sales promotion, personal selling, and public relations as key elements of the marketing communication mix in the clothing industry. In the Bangladeshi e-commerce context, these tools are implemented through social media advertising, influencer marketing, online promotions, and digital content to effectively reach target consumers.

➤ **Growth of the E-Commerce Apparel Industry in Bangladesh:**

The e-commerce industry in Bangladesh has experienced rapid growth over the last decade, driven by increasing internet penetration, widespread smartphone usage, rising disposable income, and accelerated urbanization. According to the Bangladesh Telecommunication Regulatory Commission (BTRC, 2023), the steady expansion of internet access has significantly contributed to the growth of online retail platforms. The apparel segment has emerged as one of the most competitive categories within the e-commerce sector due to high consumer demand for fashion products, convenience, and variety. Consequently, e-commerce apparel firms are increasingly adopting innovative product offerings, digital promotions, influencer marketing, and flexible pricing strategies to differentiate themselves and sustain competitive advantage in the market (Hossain & Rahman, 2021).

➤ **Importance of Product Strategy:**

Product strategy plays a crucial role in the online apparel market. Kotler and Armstrong (2010) emphasized that product strategies should align with customer preferences and market trends. In Bangladesh, consumers are highly price-sensitive, making combo-based product offerings an effective strategy to enhance perceived value and encourage bulk purchases.

➤ **Product Quality, Design, and Pricing:**

Product quality, design, and pricing play a critical role in influencing customer purchase decisions in e-commerce apparel businesses. Since customers cannot physically inspect products before purchase, they rely heavily on accurate product descriptions, high-quality visuals, size information, and customer reviews to assess quality and trustworthiness (Pavlou, 2003). In addition, attractive design and fashion relevance significantly affect consumer preference in online apparel shopping (Kim & Lennon, 2013). Competitive pricing and value-for-money offerings are particularly important in price-sensitive

markets such as Bangladesh, as they enhance customer satisfaction, reduce perceived purchase risk, and encourage repeat buying behavior (Kotler & Keller, 2016).

➤ **Role of Promotional Strategy:**

Promotional strategy is a key driver of customer awareness and purchase intention. Armstrong and Kotler (2009) defined promotion as the use of communication tools to inform and persuade customers. Asikhia (2000) and Osuagwu (2002) emphasized that effective promotional strategies support demand creation, product differentiation, and sales growth.

➤ **Promotional Tools in E-Commerce:**

Advertising, sales promotion, and public relations are widely used promotional tools in e-commerce. Online advertising increases brand visibility, sales promotions such as discounts and combo offers stimulate short-term sales, and public relations help build a positive brand image (Berkowitz et al., 2000; Blattberg & Neslin, 1990; Fiske, 1980).

## **2.3 Product Strategy in E-Commerce:**

Product strategy refers to the planning and management of a company's product offerings to meet customer needs, achieve competitive advantage, and support business objectives. In the context of e-commerce, product strategy involves decisions related to product selection, design, quality, pricing, packaging, and bundling to appeal to online consumers.

### **2.3.1. Importance of Product Strategy in E-Commerce**

In online retail, product strategy is particularly critical because customers cannot physically examine items before purchase. Therefore, companies must ensure:

- **High product quality** to build trust and reduce return rates.
- **Variety and assortment** to cater to diverse customer preferences.
- **Innovative offerings**, such as combo packages or limited editions, to differentiate from competitors.
- **Appropriate pricing and perceived value** to attract price-sensitive customers.

An effective product strategy helps e-commerce businesses enhance **customer satisfaction**, increase **average order value (AOV)**, and strengthen **brand loyalty**.

### 2.3.2. Key Components of E-Commerce Product Strategy

Scholars and industry practitioners identify several components of a successful e-commerce product strategy:

- **Product Variety and Range:** Offering a broad product line, including seasonal and trending items, allows businesses to attract more customers and respond to market changes.
- **Product Quality Assurance:** Consistency in quality, fabric, sizing, and design ensures positive customer experiences and reduces return rates.
- **Product Bundling (Combo Strategy):** Bundling multiple products together—such as T-shirt packs or polo shirt combos—can increase perceived value and drive higher sales.
- **Customization and Personalization:** Allowing customers to select colors, sizes, or designs enhances engagement and loyalty.
- **Packaging and Presentation:** Attractive packaging and clear product presentation improve the customer’s unboxing experience, which is crucial in online retail.
- **Innovation:** Introducing new products or limited-edition collections helps maintain customer interest and creates a competitive edge.

### 2.3.3. Application in the Apparel Sector

In the e-commerce apparel industry, product strategy plays a vital role in influencing purchase decisions. Research indicates that bundle offers, seasonal collections, and fabric quality significantly affect consumer behavior. Firms that combine value for money with quality assurance and innovative products tend to gain higher customer loyalty and better market positioning.

### 2.3.4. Link to ApoonShop.com

For ApoonShop.com, the product strategy focuses on men’s apparel with combo packages, affordable pricing, and quality assurance. This aligns with scholarly recommendations for effective online product strategies, particularly in markets like Bangladesh where price sensitivity and quality perception strongly influence buying behavior.

## 2.4 Promotional Strategy in E-Commerce:

Promotional strategy refers to the planned set of marketing activities that a company uses to inform, persuade, and influence potential customers to purchase its products or services. In the context of e-commerce, promotional strategies are critical because online businesses compete not only on product quality and price but also on visibility, brand awareness, and customer engagement.

### 2.4.1. Importance of Promotional Strategy in E-Commerce

Online shopping environments are highly competitive, with numerous brands offering similar products. In such a scenario, promotional strategies help e-commerce businesses:

- Increase **brand visibility** in crowded digital spaces.
- Educate customers about **unique product offerings**.
- Create **urgency** through discounts, limited-time offers, and combo deals.
- Build **customer trust** and loyalty via transparent communication.
- Drive **traffic to websites or social media stores**, ultimately increasing sales.

A well-structured promotional strategy ensures that marketing resources are effectively utilized and directly contribute to revenue growth.

### 2.4.2. Key Components of E-Commerce Promotional Strategy

Effective e-commerce promotion typically involves multiple channels and techniques:

- **Digital Advertising:** Paid advertisements on social media platforms such as Facebook, Instagram, and TikTok, as well as search engines, help target specific audiences based on demographics, interests, and online behavior.
- **Social Media Marketing:** Regular posts, reels, stories, and influencer collaborations increase customer engagement and enhance brand recognition.
- **Sales Promotions:** Discounts, flash sales, seasonal offers, and bundle promotions encourage immediate purchases and increase average order value.
- **Content Marketing:** High-quality product images, videos, blogs, and tutorials educate customers and build trust in the brand.
- **Customer Engagement:** Direct messaging, chat support, and prompt responses to comments and inquiries enhance customer satisfaction and strengthen brand loyalty.

- **Referral and Loyalty Programs:** Rewarding repeat purchases and customer referrals encourages long-term engagement and customer retention.

### **2.4.3. Promotional Strategy in the Apparel Sector**

In the e-commerce apparel industry, promotions play a particularly vital role because consumers cannot physically experience the product before purchase. Studies indicate that social media campaigns, influencer endorsements, and visually appealing content significantly impact customer buying decisions. Additionally, combo offers and discount bundles are especially effective in attracting price-sensitive online shoppers.

### **2.4.4. Link to ApoonShop.com**

ApoonShop.com applies these principles by leveraging social media-focused promotions, influencer collaborations, and combo-based deals to attract and retain customers. The brand's emphasis on value-driven promotions aligns with best practices in e-commerce marketing and helps differentiate it from competitors in Bangladesh's apparel sector.

## **2.5 Customer Perception and Behavior in E-Commerce:**

Customer perception and behavior are crucial determinants of success in the e-commerce industry. In the online shopping environment, consumers rely on digital cues, product descriptions, reviews, and promotional messages to make purchase decisions, as they cannot physically examine products before buying.

### **2.5.1. Importance of Customer Perception**

Customer perception refers to how consumers view and interpret a brand, its products, and its promotional efforts. Positive perception enhances trust, encourages repeat purchases, and builds loyalty, while negative perception can result in reduced sales and brand abandonment.

In e-commerce, perception is influenced by several factors:

- **Product quality** (fabric, durability, design)
- **Pricing and value for money**
- **Promotional effectiveness** (ads, discounts, combo offers)

- **Website or platform usability**
- **Delivery reliability and customer service**

A strong, positive perception is essential for e-commerce firms to remain competitive, particularly in markets like Bangladesh where **trust in online transactions** is still developing.

### **2.5.2. Consumer Behavior in E-Commerce**

Consumer behavior in online shopping involves **decision-making processes** influenced by internal and external factors. Key aspects include:

- **Information Search:** Customers rely on product descriptions, reviews, social media posts, and influencer recommendations.
- **Evaluation of Alternatives:** Price, quality, brand reputation, and promotional offers are compared before making a purchase.
- **Purchase Decision:** Decisions are influenced by perceived value, convenience, and trust in the e-commerce platform.
- **Post-Purchase Behavior:** Customer satisfaction, delivery experience, and product quality affect repeat purchases and recommendations.

Research indicates that Bangladeshi online consumers are highly price-sensitive, prefer combo deals, and rely heavily on social media platforms for product discovery and validation.

### **2.5.3. Role of Customer Perception in Product and Promotional Strategy**

Customer perception directly affects the effectiveness of product and promotional strategies:

- Positive perception of combo packages and product quality increases customer satisfaction and loyalty.
- Effective promotional campaigns that are engaging, transparent, and well-targeted influence purchase decisions.
- Poor delivery experiences or unclear product information can negatively affect brand image, even if products are high quality.

#### 2.5.4. Link to AponShop.com

For AponShop.com, understanding customer perception is critical because:

- The **combo-based product strategy** aims to enhance perceived value and encourage bulk purchases.
- **Social media promotions and influencer marketing** are designed to improve brand awareness and trust.
- Customer feedback on quality, pricing, and delivery informs continuous improvements in both product offerings and marketing strategies.

By focusing on customer perception and behavior, AponShop can align its product and promotional strategies with market expectations, ensuring competitive advantage in the Bangladeshi e-commerce apparel industry.

## 2.6 Challenges and Opportunities in E-Commerce Marketing:

The e-commerce industry in Bangladesh, particularly in the apparel sector, is growing rapidly, offering significant opportunities but also posing several challenges for businesses. Understanding these factors is essential for designing effective product and promotional strategies.

### A. Challenges in E-Commerce Marketing

- **Intense Market Competition:**  
The e-commerce apparel market is highly competitive, with numerous players including large marketplaces like Daraz and smaller boutique stores. Companies often face price wars, imitation of product offerings, and promotional copying, making differentiation difficult.
- **Customer Trust and Security Concerns:**  
Many online consumers in Bangladesh remain cautious about online payments, product quality, and delivery reliability. Building trust is a continuous challenge for e-commerce firms.
- **Logistical and Delivery Limitations:**  
Efficient delivery is crucial for customer satisfaction. Challenges such as **delayed shipments, courier limitations, and inventory management** affect the overall shopping experience.

- **Rapidly Changing Consumer Preferences:**  
Fashion trends and consumer demands evolve quickly. Failing to adapt product lines and promotions accordingly can result in unsold stock and decreased market relevance.
- **Dependence on Digital Platforms:**  
Heavy reliance on social media and online platforms for promotion exposes businesses to algorithm changes, platform policies, or technical disruptions, which can affect visibility and sales.
- **Limited Awareness of Branding:**  
New or smaller e-commerce brands struggle to establish widespread recognition compared to well-known marketplaces, making it harder to attract new customers.

## **B. Opportunities in E-Commerce Marketing**

- **Rapid Growth of Internet and Smartphone Penetration:**  
With increasing internet access and smartphone usage, online shopping is becoming more convenient and accessible for a larger audience, expanding the potential customer base.
- **Social Media Engagement:**  
Platforms like Facebook, Instagram, and TikTok provide cost-effective channels to engage with customers, run promotions, and build brand awareness.
- **Product Innovation and Bundling:**  
Introducing combo packages, seasonal collections, or limited-edition items increases perceived value, encourages bulk purchases, and differentiates brands from competitors.
- **Expansion into New Market Segments:**  
E-commerce businesses can diversify into women's and kids' apparel, accessories, and lifestyle products, broadening revenue streams and attracting new customers.
- **Loyalty Programs and Customer Retention:**  
Implementing reward systems, referral incentives, and personalized offers enhances customer retention and encourages repeat purchases.
- **Data-Driven Marketing:**  
Analyzing consumer behavior, purchase patterns, and feedback allows businesses to optimize product offerings and promotional strategies effectively.

### **C. Link to ApoonShop.com**

ApoonShop.com faces similar challenges, such as competition from larger marketplaces, delivery constraints, and brand recognition issues. However, the company has significant opportunities to leverage:

- **Combo-based product bundles** to increase customer value.
- **Social media promotions and influencer collaborations** to enhance visibility.
- **Customer feedback integration** to improve product quality and satisfaction.

By addressing challenges and exploiting these opportunities, ApoonShop can strengthen its competitive position and achieve sustainable growth in Bangladesh's e-commerce apparel market.

## **2.7 Theoretical / Conceptual Framework:**

A conceptual framework provides a visual and theoretical representation of the key variables and their relationships in a research study. For this study, the framework is designed to analyze how product strategies and promotional strategies of ApoonShop.com influence customer perception, satisfaction, and purchase behavior in the Bangladeshi e-commerce apparel market.

### **2.7.1. Key Variables:**

- **Independent Variables (IVs):**
  - **Product Strategy:** Includes combo packages, product variety, quality, and pricing.
  - **Promotional Strategy:** Includes social media marketing, influencer promotions, digital advertisements, and sales promotions.
- **Dependent Variables (DVs):**
  - **Customer Perception:** How customers view product quality, value, and brand image.
  - **Customer Satisfaction:** Level of contentment based on product experience and service.

- **Purchase Behavior:** Decision to buy, frequency of purchases, and willingness to recommend the brand.

➤ **Moderating / Mediating Factors:**

- **Customer Trust:** Confidence in product quality, payment security, and delivery reliability.
- **Brand Recognition:** Awareness of the ApoonShop.com brand among potential customers.
- **Market Competition:** Intensity of competition in the e-commerce apparel sector.

### 2.7.2. Conceptual Framework Model:

The framework can be represented as follows:

**Independent Variables → Dependent Variables**

- **Product Strategy** (quality, combo packs, pricing, variety)
- **Promotional Strategy** (social media campaigns, ads, influencer marketing, sales promotions)

→ **Customer Perception & Satisfaction → Purchase Behavior**

**Moderating Factors:** Customer Trust, Brand Recognition, Market Competition

**Explanation:**

- Effective product and promotional strategies enhance customer perception and satisfaction.
- Positive perception and satisfaction lead to favorable purchase behavior, repeat purchases, and brand loyalty.
- Moderating factors such as trust, brand recognition, and competition can influence the strength of these relationships.

### 2.7.3. Link to ApoonShop.com

- The combo-based product strategy and social media promotions act as primary drivers influencing customers.
- By understanding customer perception and satisfaction, the company can refine its strategies to increase purchase behavior and gain competitive advantage.
- Incorporating customer trust and brand recognition strengthens the effectiveness of these strategies in a competitive market.

## 2.8 Summary of Literature Review

This chapter reviewed the existing literature related to e-commerce in Bangladesh, focusing on product strategies, promotional strategies, customer perception, and behavior in the online apparel industry. The review highlights both theoretical and practical insights that are relevant to understanding ApoonShop.com's operations.

### Key Findings from Literature Review:

- **E-Commerce Growth in Bangladesh:**  
The Bangladeshi e-commerce sector has experienced rapid growth due to internet penetration, smartphone adoption, and mobile financial services. The apparel segment dominates online retail due to frequent purchase patterns and the suitability of digital promotion.
- **Importance of Product Strategy:**  
Product strategy is critical in online retail. Factors such as product quality, variety, pricing, packaging, and combo bundles influence customer perception and satisfaction. Effective product strategies enhance brand differentiation and drive repeat purchases.
- **Significance of Promotional Strategy:**  
Digital promotions, including social media marketing, influencer collaborations, sales campaigns, and content marketing, are vital for increasing brand visibility, attracting new customers, and stimulating purchase decisions. Properly executed promotional strategies can offset challenges in trust and competition.
- **Customer Perception and Behavior:**  
Customer perception is shaped by product quality, pricing, and promotional effectiveness. Positive perception leads to higher satisfaction, repeat purchases, and loyalty. In Bangladesh, online consumers are particularly sensitive to price, product bundles, and online reviews.
- **Challenges and Opportunities:**  
Challenges include market competition, logistical limitations, trust issues, and rapidly changing consumer preferences. Opportunities exist in expanding product lines, leveraging social media, implementing loyalty programs, and using data-driven marketing.
- **Conceptual Framework Alignment:**  
The conceptual framework links product and promotional strategies to customer perception, satisfaction, and purchase behavior. Moderating factors such as customer trust, brand recognition, and market competition influence these relationships.

### **Conclusion of Literature Review**

The literature indicates that well-designed product and promotional strategies are crucial for online apparel businesses to thrive in Bangladesh's competitive e-commerce market. The review provides a strong foundation for examining ApoonShop.com's strategies in detail and assessing their effectiveness in shaping customer perception and purchase behavior. This study builds upon these insights to generate practical recommendations for improving competitive positioning and customer satisfaction.

# **Chapter 3**

## **Company Overview**

## 3.1 Company Overview:

**ApoonShop.com** is a Bangladesh-based e-commerce platform specializing in men's apparel, including polo shirts, T-shirts, trousers, hoodies, and other casual clothing items. The company was established with the vision of providing high-quality, affordable, and stylish clothing to the digital consumer market. Since its inception, ApoonShop has focused on leveraging online retail platforms and social media channels to reach a growing base of tech-savvy customers.

### 3.1.1. Vision and Mission

- **Vision:** To become a leading online men's apparel brand in Bangladesh by offering value-driven products and exceptional customer service.
- **Mission:** To deliver stylish, high-quality clothing through affordable combo packages while ensuring convenience and satisfaction for online shoppers.

### 3.1.2. Product Range and Strategy

ApoonShop's primary focus is on **combo-based product packages**, which include:

- **3-piece Polo Packages**
- **4-piece T-shirt Sets**
- **T-shirt + Trouser Bundles**

This product strategy differentiates ApoonShop from competitors by providing better perceived value, encouraging bulk purchases, and increasing customer satisfaction. Product quality, variety, and affordability are key pillars of ApoonShop's product strategy.

### 3.1.3. Promotional Strategy

- Active engagement on Facebook, Instagram, and TikTok.
- Collaborations with influencers and local content creators.
- Promotions through combo deals, seasonal offers, and flash sales.
- The combination of innovative product bundles and targeted online promotion helps the company attract new customers and retain existing ones.

### 3.2.4. Target Market

The company primarily serves **men aged 18–40**, who are price-conscious, fashion-aware, and active online. These customers prefer **convenient online shopping** with a focus on affordability and value.

### 3.2.5. Competitive Positioning

ApoonShop operates in a competitive market alongside large marketplaces and smaller e-commerce clothing brands. Its **combo-selling strategy, affordable pricing, and strong social media presence** provide a competitive advantage in attracting and retaining customers.

### 3.2.6 Operational Highlights

- **Sales Channels:** Online store, social media pages, and direct messaging platforms.
- **Delivery:** Nationwide coverage through courier services with focus on timely and reliable delivery.
- **Customer Engagement:** Active feedback collection, reviews, and responsive support via social media and messaging apps.

## 3.2 Organizational Structure / Management Overview:

ApoonShop.com operates with a **lean organizational structure** designed for efficient decision-making, quick adaptation to market changes, and effective management of online retail operations. The company emphasizes **cross-functional collaboration**, with teams working together to manage product development, marketing, sales, logistics, and customer service.

### A. Key Management Roles:

- **Founder & CEO:** Responsible for overall strategic direction, business growth, and major decision-making regarding product and marketing strategies.
- **Marketing Manager:** Manages all promotional activities, including social media campaigns, influencer collaborations, and online advertisements.
- **Product Manager:** Oversees product selection, combo packages, quality assurance, and inventory management.

- **Operations & Logistics Manager:** Handles order fulfillment, delivery management, and coordination with courier partners.
- **Customer Service Team:** Engages with customers via social media, email, and chat, addressing inquiries, feedback, and complaints.

### **B. Organizational Structure:**

The company follows a **flat hierarchy**, which allows for:

- Quick decision-making and flexibility in operations.
- Direct communication between management and operational teams.
- Efficient implementation of product and promotional strategies without unnecessary delays.

### **C. Management Philosophy**

ApoonShop emphasizes customer-centric management, encouraging all employees to focus on:

- Enhancing product value and quality.
- Delivering timely and reliable services.
- Engaging customers through personalized communication and promotions.

The management also encourages innovation in marketing and product bundling, ensuring the company adapts to changing trends in the Bangladeshi e-commerce apparel market.

### **D. Strategic Decision-Making**

Decisions related to product launches, combo packages, pricing, and promotional campaigns are made collaboratively between the founder, marketing, and product managers. This ensures alignment between business objectives and customer expectations.

## Organizational Hierarchy



Made with Napkin

### 3.3 Products and Services Overview

AponShop.com specializes in **men's apparel**, offering a variety of clothing items designed to combine **style, quality, and affordability**. The company's product offerings are structured around **combo packages**, which form the cornerstone of its product strategy. In addition to clothing, AponShop also provides services aimed at enhancing the online shopping experience.

#### 3.3.1. Product Portfolio

AponShop's products primarily include:

➤ **Polo Shirts**

- Offered in **3-piece combo packages**.
- Focus on **modern designs, comfort, and durability**.
- Suitable for casual, semi-formal, and daily wear.

- **T-Shirts**
  - Available in **4-piece combo sets**.
  - Designed with trendy patterns and multiple colors.
  - Emphasis on **breathable fabric** for everyday comfort.
- **T-Shirt + Trouser Bundles**
  - Combines upper and lower wear in a **value-for-money package**.
  - Targets **budget-conscious customers** who seek convenience.
- **Hoodies and Sweatshirts** (*Seasonal Offerings*)
  - Introduced during colder months or for special promotions.
  - Available in limited editions to create exclusivity.
- **Accessories and Add-ons** (*Optional*)
  - Includes belts, caps, and other small items that complement the main clothing products.

### 3.3.2. Services Provided

ApoonShop.com enhances its product offerings with the following services:

- **Online Ordering Platform**
  - User-friendly website and social media-based shopping options.
  - Multiple payment options including **bKash, Nagad, Rocket, and cards**.
- **Delivery and Logistics**
  - Nationwide delivery through reliable courier partners.
  - Real-time order tracking and timely dispatch.
- **Customer Support**
  - Active support through **social media, chat, and email**.
  - Quick resolution of inquiries, complaints, and returns.
- **Promotions and Discounts**
  - Regular combo deals, seasonal offers, and flash sales.
  - Incentives for **bulk purchases and repeat customers**.

### 3.3.3. Unique Selling Proposition (USP)

ApoonShop.com's USP lies in its **combo-based product strategy**, which provides:

- **Enhanced value for money** for customers.
- **Convenience** by offering ready-made product bundles.
- **Differentiation** from competitors who mainly sell single-item products.
- **Affordability without compromising quality**, making the brand attractive to the price-sensitive Bangladeshi market.

## 3.4 Target Market and Customer Segmentation:

Understanding the target market and customer segmentation is crucial for ApoonShop.com to design effective **product and promotional strategies**. The company focuses on specific consumer segments to maximize engagement, sales, and loyalty in the competitive e-commerce apparel market of Bangladesh.

### 3.4.1. Target Market

ApoonShop.com primarily targets men aged 18–40 who are tech-savvy, price-conscious, and fashion-aware. These customers prefer the convenience of online shopping and value affordable yet stylish clothing. Key characteristics of the target market include:

- **Age Group:** 18–40 years old
- **Gender:** Male
- **Income Level:** Middle-income consumers who seek affordable fashion
- **Location:** Urban and semi-urban areas in Bangladesh with reliable internet access
- **Shopping Behavior:** Frequent online buyers, influenced by social media promotions and product bundles

### 3.4.2. Customer Segmentation

ApoonShop.com segments its customers based on demographic, psychographic, and behavioral factors:

#### ➤ **Demographic Segmentation**

- **Age:** 18–40 years

- **Occupation:** Students, young professionals, office workers, and small business owners
- **Income:** Middle-class consumers seeking value-for-money products
- **Psychographic Segmentation**
  - **Lifestyle:** Trend-conscious, prefers modern casual and semi-formal wear
  - **Values:** Looks for convenience, affordability, and quality
  - **Personality Traits:** Active on social media, open to trying new products, responsive to promotions
- **Behavioral Segmentation**
  - **Purchase Frequency:** Occasional to regular buyers of clothing
  - **Purchase Motivation:** Combo deals, discounts, style, and perceived value
  - **Brand Loyalty:** Likely to return if satisfied with product quality and service
- **Strategic Implications**

By focusing on this clearly defined target market, ApoonShop.com can:

- Tailor **combo packages and promotions** to meet the needs of the age group and income segment.
- Use **social media platforms** effectively to reach customers who are digitally active.
- Develop **loyalty programs and repeat purchase incentives** for behaviorally segmented groups.
- Maintain a balance between **affordable pricing and quality assurance**, which is crucial for middle-income consumers.

### 3.5 Competitive Analysis / Market Positioning:

In the highly dynamic e-commerce apparel market of Bangladesh, understanding the competitive landscape is essential for ApoonShop.com to maintain and strengthen its position. Competitive analysis enables the company to identify strengths, weaknesses, and opportunities relative to other online apparel businesses.

### 3.5.1. Key Competitors

ApoonShop.com operates alongside several competitors in the online men's apparel market:

➤ **Large Online Marketplaces:**

- Examples: **Daraz, AjkerDeal**
- Strengths: Wide product range, established brand recognition, strong logistics.
- Weaknesses: Less focus on combo packages and personalized customer engagement.

➤ **Small E-Commerce Apparel Brands:**

- Examples: Boutique online clothing stores targeting niche customers.
- Strengths: Flexible product customization, active social media engagement.
- Weaknesses: Limited product range, smaller reach, and inconsistent delivery service.

➤ **Social Media-Based Sellers:**

- Strengths: Cost-effective operations, direct interaction with customers, trendy product offerings.
- Weaknesses: Lack of trust, inconsistent product quality, limited brand recognition.

### 3.5.2. ApoonShop.com's Competitive Advantages

ApoonShop.com leverages several factors to differentiate itself from competitors:

- **Combo-Based Product Strategy:** Provides multi-piece packages (3-piece polos, 4-piece T-shirts, T-shirt + trouser sets), which enhances value perception and attracts price-sensitive customers.
- **Affordable Pricing:** Products are competitively priced without compromising quality.
- **Social Media-Driven Promotions:** Active marketing on Facebook, Instagram, and TikTok increases visibility and customer engagement.
- **Customer-Centric Services:** Focus on responsive customer support, timely delivery, and post-purchase follow-up.

### 3.5.3. Market Positioning

ApoonShop.com positions itself as a value-driven, affordable, and convenient online apparel brand for men. The company targets middle-income consumers who are:

- Seeking affordable fashion with quality assurance.
- Interested in combo packages that provide convenience and perceived value.
- Influenced by social media promotions and trending products.

By focusing on this positioning, ApoonShop differentiates itself from both large marketplaces, which lack personalization, and small boutique brands, which may not offer competitive pricing or comprehensive combo deals.

### 3.5.4. Strategic Implications

- **Maintaining Price Competitiveness:** Ensures ApoonShop remains attractive to middle-income customers.
- **Enhancing Product Bundles:** Offers an ongoing advantage over competitors who sell single items.
- **Leveraging Social Media Marketing:** Expands customer base and strengthens brand visibility.
- **Monitoring Competitor Activities:** Helps in adapting product offerings and promotions to stay ahead in the market.

## 3.6 SWOT Analysis of ApoonShop.com:

A SWOT analysis provides a structured evaluation of ApoonShop.com's **internal strengths and weaknesses** as well as **external opportunities and threats**. This analysis helps in strategic planning, improving competitive positioning, and aligning product and promotional strategies with market dynamics.

### A. Strengths

- **Combo-Based Product Strategy:** Unique selling proposition with multi-piece packages (3-piece polos, 4-piece T-shirts, T-shirt + trouser sets) enhances customer value.
- **Affordable Pricing:** Offers quality apparel at competitive prices, appealing to price-sensitive consumers.

- **Digital Marketing Expertise:** Strong presence on social media platforms (Facebook, Instagram, TikTok) for targeted promotions.
- **Customer-Centric Approach:** Responsive support, timely delivery, and hassle-free complaint resolution increase customer satisfaction.
- **Product Quality Assurance:** Maintains consistent product quality, building trust and encouraging repeat purchases.

## B. Weaknesses

- **Limited Brand Recognition:** Compared to large marketplaces like Daraz, AponShop is still growing in terms of nationwide visibility.
- **Operational Limitations:** Lean structure may create challenges in scaling logistics and handling high-volume orders efficiently.
- **Dependence on Social Media:** Heavy reliance on social media marketing can be risky if platform policies change or organic reach declines.
- **Limited Product Range:** Focus mainly on men's apparel may restrict customer base expansion.

## C. Opportunities

- **Growing E-Commerce Market in Bangladesh:** Increasing internet and smartphone penetration expands potential customer base.
- **Expansion of Product Lines:** Introducing women's and kids' apparel or accessories can attract new segments.
- **Loyalty Programs and Customer Retention:** Rewarding repeat purchases can improve customer lifetime value.
- **Data-Driven Marketing:** Utilizing customer insights for personalized promotions can enhance engagement and conversion.
- **Collaborations and Influencer Marketing:** Partnering with influencers and online content creators can boost brand awareness.

## D. Threats

- **Intense Market Competition:** Competition from large online marketplaces, boutique brands, and social media sellers.

- **Logistics and Delivery Challenges:** Delays or unreliable shipping services can negatively affect customer satisfaction.
- **Changing Consumer Preferences:** Rapidly evolving fashion trends may make current product offerings less appealing.
- **Price Wars:** Competitors offering similar products at lower prices may reduce profitability.
- **Dependence on Online Platforms:** Policy changes or technical issues on social media platforms could reduce promotional effectiveness.

### Conclusion:

The SWOT analysis demonstrates that ApoonShop.com has **strong internal capabilities**, particularly in product bundling, pricing, and digital marketing, which create a competitive advantage. However, challenges such as limited brand recognition, operational scalability, and dependence on social media must be managed strategically. By leveraging **market opportunities** and mitigating external threats, ApoonShop can enhance its market position and achieve sustainable growth in Bangladesh’s e-commerce apparel sector.

### 3.7 Summary of Company Overview:

This chapter provided a comprehensive overview of ApoonShop.com, focusing on its organizational structure, products and services, target market, competitive positioning, and SWOT analysis. The analysis highlights the company’s strengths, strategies, and challenges in the Bangladeshi e-commerce apparel market.

Key points from the chapter include:

#### ➤ **Company Overview:**

- ApoonShop.com is an online men’s apparel brand emphasizing **combo-based packages**, affordable pricing, and quality assurance.
- The company operates primarily through digital platforms, including social media, to reach tech-savvy, price-conscious customers.

#### ➤ **Organizational Structure:**

- A lean, flat organizational structure allows **quick decision-making, flexibility, and efficient communication** among teams.

- Key management roles focus on product strategy, marketing, operations, and customer support.
- **Products and Services:**
  - Core offerings include 3-piece polo sets, 4-piece T-shirt sets, T-shirt + trouser bundles, seasonal clothing, and optional accessories.
  - Services include online ordering, nationwide delivery, customer support, and promotions.
- **Target Market and Customer Segmentation:**
  - Primary customers are men aged 18–40, residing in urban and semi-urban areas.
  - Segmentation is based on demographics, psychographics, and behavioral patterns, allowing the company to tailor its offerings and promotions effectively.
- **Competitive Analysis and Market Positioning:**
  - ApoonShop differentiates itself through combo packages, affordability, social media marketing, and customer-centric services.
  - It positions itself as a value-driven, convenient, and stylish online apparel brand.
- **SWOT Analysis:**
  - Strengths: Product bundling, pricing, digital marketing, customer service, and quality.
  - Weaknesses: Limited brand recognition, operational scalability, dependence on social media, and narrow product range.
  - Opportunities: Growing e-commerce market, product line expansion, loyalty programs, data-driven marketing, and influencer collaborations.
  - Threats: Intense competition, logistics challenges, changing consumer preferences, price wars, and platform dependency.

## **Conclusion**

The chapter establishes a strong foundation for the next stages of the thesis, which will analyze research methodology, data collection, and evaluation of product and promotional strategies. Understanding ApoonShop.com’s internal operations, market positioning, and customer segmentation is essential to assess the effectiveness of its strategies and recommend improvements for sustainable growth in Bangladesh’s e-commerce apparel industry.

# **Chapter 04**

## **Findings &**

### **Analysis**

## 4.1 Findings on Product Strategy of ApoonShop.com:

The product strategy of ApoonShop.com is designed to meet the needs of value-conscious customers in Bangladesh by offering affordable, high-quality men's apparel. The company follows a **Direct-to-Consumer (D2C) model**, which allows full control over product quality, pricing, and inventory. This strategy makes ApoonShop competitive in a fast-growing e-commerce environment.

### 4.1.1. Combo-Based Product Bundling Strategy (Unique Differentiator)

ApoonShop's primary competitive advantage lies in its innovative **combo-package selling approach**. The brand offers:

- **3-piece polo shirt combos**
- **4-piece T-shirt combos**
- **T-shirt + trouser sets**
- Seasonal and festival combo offers

This strategy accomplishes several goals:

- Increases **average order value (AOV)**
- Reduces **logistics and shipping cost per unit**
- Delivers **higher perceived value** to customers
- Limits direct price comparison with competitors

Since few competitor brands are offering similar structured combo packages, ApoonShop enjoys a low level of competitive pressure in this segment.

### 4.1.2. Focus on Essential Men's Wear

ApoonShop targets the most demanded and frequently purchased categories in the Bangladeshi apparel market. The main product line includes:

- Polo shirts
- T-shirts
- Hoodies
- Trousers
- Casual everyday wear

The focus on essential items ensures continuous demand throughout the year.

#### **4.1.3. In-House Manufacturing for Quality Control**

A significant part of ApoonShop's product strategy is **in-house production**, which ensures:

- Consistent quality standards
- Lower production costs
- Quick response to market trends
- Full control over design and sizing

By eliminating third-party dependence, ApoonShop maintains better quality than many small online sellers.

#### **4.1.4. Affordable Pricing Strategy ("Low Price, Better Quality")**

ApoonShop positions itself as a **value brand**, targeting middle-income customers.

The key principles of the pricing strategy include:

- Price affordability without compromising fabric quality
- Cost-efficient production that keeps product prices low
- Competitive pricing to dominate online men's fashion markets
- Discounts and combo deals to increase conversions

This pricing strategy helps the brand attract price-sensitive online buyers.

#### **4.1.5. Customer-Centric Product Development**

ApoonShop collects customer feedback through social media pages, comments, and direct messages. Based on customer demand, the company adjusts:

- Sizes
- Fabrics
- Colors
- Combo variations
- Seasonal product releases

This helps maintain strong customer satisfaction and encourages repeat purchases.

#### **4.1.6. Trend-Based Product Updates**

The company regularly updates its product collection according to:

- Seasonal demand (winter hoodies, summer half-sleeves)
- Market trends

- Color preferences of Bangladeshi youth
- Comfortable daily-wear designs

This ensures the brand stays relevant and competitive.

#### **4.1.7. Streamlined Inventory Management**

ApoonShop maintains a balanced inventory system that focuses on:

- Keeping fast-moving products always available
- Producing in small batches to avoid overstock
- Maintaining adequate stock of combos
- Reducing storage costs through efficient planning

Effective inventory control supports a stable supply chain and avoids delivery delays.

#### **Summary:**

ApoonShop’s product strategy is built on combo-based selling, affordable pricing, quality-oriented manufacturing, and continuous customer feedback. These elements collectively strengthen the company’s competitive position in Bangladesh’s e-commerce industry and contribute to consistent sales growth.

## **4.2 Findings on Promotional Strategy of ApoonShop.com**

ApoonShop.com uses a digital-first promotional strategy designed to reach budget-conscious customers across Bangladesh. The company focuses on cost-effective, high-impact online marketing activities that support its combo-based product offerings and “Low Price, Better Quality” brand promise. As a growing e-commerce business, ApoonShop relies heavily on social media platforms, content marketing, and customer engagement tools to drive visibility, attract new buyers, and retain loyal customers.

### **4.2.1. Social Media Marketing (Primary Promotion Channel)**

ApoonShop.com uses platforms such as **Facebook, Instagram, and TikTok** as its main promotional tools because the majority of Bangladeshi online shoppers are active on these platforms.

#### **➤ Key activities include:**

- Posting product photos, combo offers, and new arrivals

- Running paid Facebook ads targeted by age, interest, and location
- Using Instagram reels and TikTok videos to highlight product quality
- Sharing customer reviews and user-generated content
- Engaging through comments, messages, and live sessions

This strategy helps the brand maintain high visibility with minimal promotional cost.

#### **4.2.2. Facebook Paid Advertising Campaigns**

Facebook Ads are the strongest promotional tool for ApoonShop's online conversions. The company runs:

- **Conversion campaigns** for immediate sales
- **Traffic campaigns** to increase website visits
- **Remarketing ads** to target past visitors
- **Seasonal promotional ads** (Eid, Puja, Winter sales)

These ads support the combo package model by highlighting bundle discounts and value savings.

#### **4.2.3. Influencer Marketing & Brand Ambassadors**

ApoonShop collaborates with small and mid-level influencers who have strong engagement among youth. Influencers promote:

- Combo deals
- Try-on hauls
- Styling videos
- Honest product reviews

This strategy builds trust, authenticity, and social proof—key factors in online apparel sales.

#### **4.2.4. Promotional Combo Offers (Main Sales Driver)**

Combo packages are not just a product strategy—they are also a promotional tool. ApoonShop uses:

- **3 pcs polo combo discounts**
- **4 pcs T-shirt combo offers**
- **T-shirt + trouser set promotions**
- **Seasonal combo campaigns**

- **Bundle savings announcements**

These offers attract value-seeking customers and help differentiate the brand from competitors.

#### **4.2.5. Content Marketing and Product Presentation**

ApoonShop focuses on visually appealing content to attract customers:

- Professional product photography
- Model photoshoots
- Lifestyle shots
- Fabric close-ups
- Video try-ons

High-quality content increases consumer trust and reduces doubts about fabric and fit.

#### **4.2.6. Customer Engagement & Direct Communication**

Customer engagement is a major part of ApoonShop's promotional success. The company actively uses:

- **Facebook Messenger**
- **WhatsApp support**
- **Comment interaction**
- **Quick reply systems**
- **Cash on Delivery (COD) assurance**

This improves customer trust and encourages new buyers to place orders.

#### **4.2.7. Seasonal & Festival Campaigns**

Promotional intensity increases during seasons and festivals, ApoonShop launches:

- Eid collections
- Winter hoodie campaigns
- Pohela Boishakh offers
- Summer T-shirt discounts

These campaigns drive high-volume sales and strengthen brand presence.

#### 4.2.8. Customer Reviews and Social Proof

The company uses positive customer feedback as a promotion method by:

- Sharing reviews on product posts
- Uploading screenshots of customer appreciation
- Posting unboxing videos from customers

This builds reliability in an industry where trust is a major challenge.

#### 9. Discount Strategy and Limited-Time Offers

To create urgency, ApoonShop uses:

- Flash sales
- Countdown-based offers
- “Buy more, save more” deals
- Free delivery over a certain order amount

These techniques boost conversion rates during competitive periods.

#### Summary

ApoonShop’s promotional strategy is heavily digital, affordable, and highly aligned with customer behavior in Bangladesh. By leveraging social media, influencer partnerships, combo offers, and continuous customer engagement, the company successfully drives brand awareness, conversions, and long-term loyalty.

### 4.3 Comparison with Competitors:

The e-commerce apparel market in Bangladesh is becoming increasingly competitive, with players ranging from large marketplaces like **Daraz** to boutique online stores. ApoonShop.com operates in the men’s clothing segment and faces competitors in both **pricing** and **product offerings**. This section compares ApoonShop with key competitors based on product strategy, pricing, promotional activities, and market positioning.

### 4.3.1. Product Offering Comparison

Feature / Brand	ApoonShop.com	Daraz / Other Marketplaces	Boutique E-Commerce Stores
Product Type	Men's polos, T-shirts, trousers, hoodies	Wide range including women & kids	Niche focus (men/women)
Combo Packages	3 pcs polo, 4 pcs T-shirt, T+T sets	Rarely offered	Limited; usually single items
Seasonal/Festival Variants	Available	Moderate	Limited
Quality Control	In-house production ensures consistency	Varies by seller	Usually small-scale quality control

**Observation:** ApoonShop differentiates itself with combo packages and consistent quality, while competitors mostly sell single items with less structured bundles.

### 4.3.2. Pricing Strategy Comparison

Brand / Feature	ApoonShop.com	Daraz / Other Marketplaces	Boutique Stores
Pricing Model	Affordable, combo-based value	Variable; depends on seller	Higher per unit price
Discounts & Offers	Bundle savings, festival deals	Flash sales & vouchers	Occasional discounts
Customer Perceived Value	High due to combo deals	Medium; dependent on seller	Medium to High (premium pricing)

**Observation:** ApoonShop’s pricing strategy is stronger for value-conscious buyers, providing a competitive advantage against mass marketplaces and boutique sellers.

#### 4.3.3. Promotional Strategy Comparison

Feature / Brand	ApoonShop.com	Daraz / Other Marketplaces	Boutique Stores
Primary Channel	Social media (Facebook, Instagram)	Marketplace website	Social media + Word-of-mouth
Influencer Marketing	Moderate, focused on local micro-influencers	Minimal or brand-driven	Low to moderate
Combo Offer Promotion	Key focus	Rare	Rare or single-item discount
Customer Engagement	Active on Messenger, WhatsApp, comments	Limited	Moderate

**Observation:** ApoonShop’s social media-centric promotional strategy ensures high engagement with customers, unlike larger marketplaces that rely mostly on website traffic.

#### 4.4.4. Strengths vs. Competitors

- **Combo Packages:** ApoonShop offers structured bundle deals, which are unique in the market.
- **Affordability with Quality:** Direct-to-consumer pricing allows better perceived value.
- **Customer Engagement:** Active interaction with buyers via social media increases trust.
- **Focused Product Line:** Concentration on men’s essentials ensures stock efficiency and clarity for consumers.

#### 4.4.5. Weaknesses vs. Competitors

- **Brand Recognition:** Larger marketplaces like Daraz have a more established reputation nationwide.

- **Product Diversity:** Competitors offer wider categories (women, kids, accessories), attracting broader customer segments.
- **Delivery Reach:** National coverage of marketplaces is more extensive, while ApoonShop is still expanding its logistics.

#### 4.4.6. Competitive Advantage Summary

ApoonShop.com's main competitive advantages over both marketplaces and boutique sellers are:

- Unique combo-based product strategy
- Affordable pricing with quality assurance
- Strong social media promotional engagement
- Focused product line for men's essentials

However, to expand and compete with larger platforms, the company may consider gradually diversifying product lines and improving nationwide delivery coverage.

### 4.4 Challenges & Opportunities of ApoonShop.com:

This section analyzes the key challenges and growth opportunities facing ApoonShop.com in Bangladesh's e-commerce apparel market. Understanding these factors is crucial for developing effective strategies to maintain competitiveness and enhance market share.

#### 4.4.1. Challenges:

##### ➤ Intense Market Competition

The Bangladeshi e-commerce apparel sector is rapidly growing, attracting both large marketplaces (Daraz, AjkerDeal) and small boutique stores. Although ApoonShop has a unique combo strategy, competitors may replicate this approach, increasing pressure on pricing and promotions.

➤ **Logistics and Delivery Limitations**

Timely delivery, especially outside major cities, remains a challenge. Dependence on third-party courier services can sometimes result in delays, damaged products, or inconsistent service, affecting customer satisfaction.

➤ **Limited Product Diversification**

Currently, ApoonShop primarily focuses on **men's apparel**. This narrow focus limits revenue opportunities from women's clothing, kids' apparel, and accessories.

➤ **Brand Recognition and Trust**

Compared to established marketplaces, ApoonShop's brand is still gaining nationwide recognition. Lack of widespread awareness can slow customer acquisition, particularly in regions outside Dhaka.

➤ **Rapidly Changing Consumer Preferences**

Fashion trends and seasonal preferences change quickly. If ApoonShop fails to adapt, it may face stock issues or unsold inventory.

➤ **Reliance on Social Media Platforms**

Most promotions occur via Facebook, Instagram, and TikTok. Any algorithm changes, platform restrictions, or technical issues could reduce reach and sales.

#### 4.4.2. Opportunities:

➤ **Expanding E-Commerce Market in Bangladesh**

With increasing internet penetration, smartphone usage, and online payment adoption, the Bangladeshi e-commerce sector is expanding rapidly. This growth provides significant opportunities for ApoonShop to reach new customers.

➤ **Enhanced Combo Product Lines**

The company can introduce seasonal combos, family packs, festival bundles, and premium bundles, which can increase average order value (AOV) and attract new customer segments.

➤ **Product Diversification**

Expanding into women's and kids' clothing or accessories can diversify revenue streams and reduce dependence on a single market segment.

➤ **Strengthening Social Media Marketing**

Scaling influencer collaborations, live commerce (Facebook Live, TikTok Live), and targeted ad campaigns can increase brand visibility and drive higher sales.

➤ **Customer Loyalty Programs**

Introducing loyalty points, referral bonuses, and repeat-purchase discounts can enhance customer retention and build long-term brand loyalty.

➤ **Pick-up Points and Retail Integration**

Opening small pick-up points or retail outlets in major cities can improve accessibility, reduce delivery challenges, and strengthen brand trust.

**Summary**

ApoonShop.com operates in a high-growth yet competitive e-commerce environment. Its combo-based product strategy, affordable pricing, and strong social media promotions provide a strong competitive edge. However, challenges such as logistics, limited product diversification, and brand recognition must be addressed. By leveraging opportunities such as market growth, product expansion, and enhanced digital marketing, ApoonShop can sustain long-term growth and strengthen its market position

**Chapter 05:**  
**Recommendations**  
**&**  
**Conclusion**

## 5.1 Recommendations:

Based on the analysis of ApoonShop.com's product strategy, promotional activities, customer perception, and competitive landscape, several recommendations are proposed to enhance the company's performance and support its long-term growth in the Bangladeshi e-commerce apparel industry.

### 5.1.1. Strengthen and Expand Combo Package Options

Since combo offers are a major driver of customer interest and satisfaction, ApoonShop should continue to expand and innovate within this strategy. Recommended actions:

- Introduce **seasonal combos** (e.g., Summer Polo Pack, Winter Hoodie Pack).
- Offer **customizable combos** where customers can select colors and designs.
- Develop **premium combos** featuring higher-quality fabrics at competitive pricing.

This will increase average order value (AOV) and attract new customer segments.

### 5.1.2. Improve Logistics and Delivery Efficiency

Delivery-related complaints were one of the main customer concerns. Improving logistics will directly increase customer satisfaction and repeat purchases. Recommended actions:

- Partner with multiple courier services to reduce delays and lower shipping costs.
- Introduce same-day or next-day delivery within key cities.
- Implement a real-time tracking system for better transparency.
- Establish pickup points in Dhaka, Chittagong, and major urban areas.

Faster, more reliable delivery enhances brand reputation and customer trust.

### 5.1.3. Diversify Product Categories

To expand market reach and reduce dependency on a single segment, product diversification is essential.

#### Recommended actions:

- Introduce women's and kids' apparel, especially basics like T-shirts and leggings.

- Add accessories such as caps, belts, and socks.
- Offer limited-edition collections during festivals (Eid, Puja, Winter Season).

This diversification will help increase sales volume and attract new types of customers.

#### **5.1.4. Strengthen Digital Marketing and Promotional Activities**

As social media is the most influential promotional channel, ApoonShop should scale these efforts.

##### **Recommended actions:**

- Increase Facebook and TikTok ad spending with retargeting campaigns.
- Collaborate with micro-influencers and fashion content creators.
- Conduct Facebook Live and TikTok Live sales sessions.
- Post more user-generated content (UGC) featuring real customers wearing products.

Enhanced digital visibility will boost brand awareness and conversion rates.

#### **5.1.5. Enhance Customer Relationship Management (CRM)**

Maintaining strong customer relationships will help build loyalty and long-term revenue.

##### **Recommended actions:**

- Implement a loyalty program offering points, discounts, or cashback.
- Send personalized messages and offers via Messenger, WhatsApp, and SMS.
- Introduce a review and feedback platform on the website.
- Provide priority support to frequent customers.

A strong CRM system increases repeat purchases and long-term customer lifetime value.

#### **5.1.6. Improve Product Quality and Size Consistency**

Although customers generally perceive the quality positively, some concerns remain.

##### **Recommended actions:**

- Strengthen in-house quality checks for stitching, sizing, and finishing.
- Standardize sizes using internationally accepted measurements.
- Provide detailed size charts and model fitting information.
- Consistency in product quality will reduce returns and enhance brand trust.

### **5.1.7 Increase Brand Recognition Through Offline Initiatives**

Building a strong brand identity is important for long-term growth.

#### **Recommended actions:**

- Participate in local fairs, exhibitions, and pop-up stores.
- Launch branding materials such as premium packaging.
- Sponsor small community programs or youth events.

These offline activities will enhance brand credibility and connect with new audiences.

### **5.1.8. Invest in Website and App Development**

A smoother online shopping experience will increase conversions.

#### **Recommended actions:**

- Redesign website UI/UX for faster loading and easier navigation.
- Introduce a dedicated mobile app for Android users (the largest market in Bangladesh).
- Add multiple payment options (Nagad, bKash, Rocket, debit/credit cards).
- Implement an automated order notification system.

A modern digital infrastructure improves customer satisfaction and reduces manual work.

### **5.1.9 Monitor Competitor Strategies Continuously**

To stay ahead in a competitive market, continuous competitor analysis is essential.

#### **Recommended actions:**

- Track competitor pricing, promotions, and new arrivals.
- Update ApoonShop's offers accordingly during peak seasons.
- Use data analytics to make informed decisions.

This will help ApoonShop maintain a strong competitive advantage.

#### **Conclusion of Recommendations:**

Implementing these recommendations will help ApoonShop strengthen its product and promotional strategies, expand its customer base, and enhance overall competitiveness in the Bangladeshi e-commerce market. By focusing on innovation, operational efficiency, digital marketing, and customer satisfaction, ApoonShop can achieve sustainable long-term growth and establish itself as a leading brand in the men's apparel e-commerce segment.

## **5.2 Conclusion:**

This study examined the product and promotional strategies of the e-commerce industry in Bangladesh with a special focus on ApoonShop.com, an emerging online apparel brand specializing in men's clothing. The findings from the research reveal that ApoonShop has successfully positioned itself in the competitive market through its distinctive combo-based product strategy, affordable pricing, and strong social media-driven promotional activities. The research highlights that customers highly value ApoonShop's combo offerings, perceiving them as cost-effective, convenient, and attractive compared to single-item purchases. Customer perception towards product quality and pricing is largely positive, indicating that the company is succeeding in delivering value to its target audience. Social media platforms, particularly Facebook and Instagram, have proven to be the most effective channels for promotions, significantly influencing customer awareness and purchase decisions.

Despite these strengths, the study also identifies several challenges that ApoonShop must address to sustain long-term growth. These include logistical constraints, limited product diversification, and comparatively lower brand recognition than large marketplace competitors. However, the research also reveals substantial opportunities for expansion—such as diversifying product categories, enhancing digital marketing efforts, improving logistics performance, and adopting customer loyalty programs.

In conclusion, ApoonShop.com stands as a promising and fast-growing player in Bangladesh's e-commerce apparel industry. Its competitive advantages—combo strategies, affordable pricing, and social media engagement—provide a strong foundation for future expansion. By addressing existing challenges and leveraging emerging opportunities, ApoonShop has the potential to strengthen its market position and evolve into a leading apparel brand in Bangladesh's digital commerce landscape.

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