

Case Study Assignment for BBA 5th Semester: E-Commerce Websites

Topic: Analyzing Digital Firms Advancing E-Business and Enhancing Commercial Activity

Objective:

The purpose of this case study assignment is to understand how leading digital firms in the e-commerce and digital service sector, such as **Daraz.com**, **Foodmandu**, **Pathao**, and **Indrive**, advance e-business and enhance commercial activity. Through this analysis, students will gain insights into how these companies leverage technology to improve operational efficiency, customer experience, and revenue generation.

Instructions:

1. **Introduction** (Approx. 1-2 Pages):
 - Introduce the concept of **e-commerce** and **e-business**.
 - Discuss how digital firms are transforming the business landscape and driving commercial growth.
 - Briefly describe the firms being studied: **Daraz.com**, **Foodmandu**, **Pathao**, and **Indrive**.
2. **Company Overview** (Approx. 1 Page for each firm):
 - Provide a detailed overview of each digital firm (Daraz, Foodmandu, Pathao, Indrive), including:
 - **Founding year, mission, and vision**
 - **Business model** (B2C, C2C, etc.)
 - **Key products or services offered**
 - **Target market**
 - **Geographical reach**
 - **Revenue streams**
3. **E-Business and Commercial Activities** (Approx. 2-3 Pages):
 - For each firm, analyze how they **advance e-business** through their online platforms:
 - **Technological innovations:** What tools or technologies (e.g., mobile apps, websites, cloud systems) do they use to optimize the user experience, facilitate transactions, and manage operations?
 - **Marketing strategies:** How do they use digital marketing (e.g., SEO, social media campaigns, influencer marketing) to enhance visibility and drive traffic?

- **Payment and Logistics systems:** Explain how each company handles payments, order fulfillment, and delivery, highlighting any unique methods or partnerships.
 - Discuss **how these e-business activities enhance commercial activity:**
 - How do these businesses attract customers and increase conversion rates?
 - What strategies do they use to retain customers and enhance user engagement?
 - Examine how they manage customer feedback and adapt to market demands.
4. **Challenges Faced by These Firms** (Approx. 1-2 Pages):
- Identify and discuss key challenges that these digital firms face in advancing their e-business models, including:
 - **Competition:** How do they differentiate themselves from other e-commerce platforms?
 - **Customer trust and security:** What measures are in place to ensure customer data protection and build trust?
 - **Logistics and supply chain:** What challenges do they face in timely delivery, especially in local and regional markets?
 - **Payment gateway issues:** Are there challenges in terms of payment infrastructure or customer access to digital payment options?
5. **Conclusion** (Approx. 1 Page):
- Provide a brief summary of the findings.
 - Discuss how these digital firms have shaped the e-commerce landscape and contributed to economic growth.
 - Offer recommendations for further improvement in their e-business strategies.
6. **References:**
- Provide a list of references, including websites, articles, reports, and other sources you used to gather information for this case study.

Guidelines:

- **Word Count:** 3,000 - 4,000 words (approx.).
- **Formatting:** Use standard formatting – Times New Roman, 12-point font, 1.5 line spacing.

- **Research:** Utilize a combination of primary (company websites, interviews, etc.) and secondary sources (journals, articles, case studies) to support your analysis.
- **Plagiarism:** Any form of plagiarism will not be tolerated. Ensure proper citations and referencing.

Submission:

- Submit the assignment to the course portal by [insert date].

This assignment will help you better understand how modern digital firms leverage technology and innovative strategies to enhance commercial activities and drive business growth in the rapidly evolving e-commerce industry.