

**ASSIGNMENT**  
On  
**External Comparison of B2B,  
B2C & C2C Web Portals**

**Electronic Commerce & Web Programming**

Course Code: **MIS 419**

Section # **01**

**Submitted To**  
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**Web Site Category:** Business 2 Business

**Address:** [www.bangladeshtrade.com](http://www.bangladeshtrade.com)



**BANGLADESHTRADE.com**  
Your Source... Made in BANGLADESH!

## **The Site Story**

### **About the Site**

This is a Bangladeshi Site with the tag line “Your Source... made In Bangladesh”. This is a B2B site where organizations can even buy or sell inside or outside the country.

### **Home Page**

The home page is beautiful where the whole process of using the service described and links given for more detail.

### **Type of Market**

Different kinds of products for home and offices, specially: real state, business services, food & beverage etc.

## **Assessment On Site**

### **User Control & Freedom**

The web site is user friendly, any user can understand about their job easily.

### **Consistency & Standard**

Each page has different information but all are consistent and standard. It could better if most of the business organizations have their own web pages, because here most of cases it seen the organization's email or other contact detail.

### **Recognition Rather Than Recall**

All objects are visible. But the problem is in all browsers all information are not visible properly only for technical reasons that should taken care by them during design.

### **Efficient Design**

The information displayed is related and in home page a link is there which will show more external related links.

### **Recovery from Error**

Errors don't show properly. If there is any problem it just goes to the previous page.

### **Help Desk**

They do have a Help Centre where it is said how to buy and sale with picture and text.

**Web Site Category:** Business 2 Consumer  
**Address:** [www.bdjobs.com](http://www.bdjobs.com)



**bdjobs.com**  
LARGEST JOB SITE IN BANGLADESH

## **The Site Story**

### **About the Site**

This is a very renowned job portal in Bangladesh with tag line "Largest Job Site in Bangladesh" which has a very good number of job and organization list. In Bangladesh perspective it can a very good example of B2C portal.

### **Home Page**

The home page contains a lot of logos and advertises of different organizations which include the portal related links.

### **Type of Market**

Different kinds of jobs are the here where coming employee and employer meet.

## **Assessment On Site**

### **User Control & Freedom**

What they do to have user control and freedom and if anyone make mistake to click on proper link is: each page open in new window which is in some ways good and bad.

### **Consistency & Standard**

The pages that they have have the consistency with the previous one.

### **Recognition Rather Than Recall**

Here all options are visible and for more detail they have give "More Details..." link. But before that the word they set to give primary description is proper.

### **Efficient Design**

The design efficient design by which a visitor can check every days job in home page. They also have some pages by which visitors can develop their skills, that may help visitors to get job quickly.

### **Recovery from Error**

If any error occurred by visitors there is a system of showing error message which also have "Close" button.

### **Help Desk**

They have FAQ (Frequently Asked Questions) page which is divided in 2 major parts: FAQ for Job Seekers & FAQ For Employers.

**Web Site Category:** Consumer 2 Consumer

**Address:** [www.bracnet.net/classifieds](http://www.bracnet.net/classifieds)



## **The Site Story**

### **About the Site**

This is a site by World's Largest NGO in Bangladesh BRAC. It's the classified section of the site. The web has a lot of features for it's users, but for C2C only that part has been selected.

### **Home Page**

The Home page contains the latest advertises posted by visitors or members.

### **Type of Market**

Different things, in a work anything: sales-purchase, friendship etc. It has a category "Others" too.

## **Assessment On Site**

### **User Control & Freedom**

The web page is very easy, friendly and easy to understand where the user is. A line in top shows the navigation where the visitor is.

### **Consistency & Standard**

The things given here by the designers are consistent with topics and searches. The contents are also standard.

### **Recognition Rather Than Recall**

In this web site things are kept in such ways that don't need any explanation. There are links and information for quick service, so no description is needed. For more detail there is a FAQ page.

### **Efficient Design**

Here all information given here are efficient enough because thing are given here are all related to service and the site.

### **Recovery from Error**

If there is error they show in Message Box or in Page.

### **Help Desk**

They have a FAQ page with adequate number of question and answers.