Rapid growth of world’s internet population and adoption of ICT in different sectors have reshaped the way of communication and demand utilizing its potentials to the development of trade and commerce. Speed, efficiency, effectiveness, energy and other uniqueness of the technology made it as the fastest adopted and diffused technology until the 21st century. The explosion in the use of electronic commerce (e-commerce) by the business sector has been tremendous since its inception only a few years ago. From governments to multinational companies to one-person start-ups, e-commerce is increasingly viewed as a key business modality of the future. Ease of transaction, widening markets, and decreased overheads are factors that make e-commerce solutions more and more attractive, as evident with the growth of online sales.

The world trade organization and different round discussions on the trade related issues have opened up a new arena of global competition. Developing country’s technological fitness is a must in searching new markets and improving buyer-sell relationships to achieve competitiveness in the global market. The World Wide Web (WWW) can be considered as the right way that provides the opportunity to overcome the barrier of time and place in building buyer-seller relationship. Thus, E-Commerce should be adopted as an effective media for marketing and selling of products or services.

**About Pickaboo.com**

Pickaboo is an online shopping destination where you can shop the widest selection of Mobiles and tablets with their accessories, Computer and accessories, TV and it’s accessories, Gaming consoles and their accessories, Home appliances, Grooming products, and many more exciting new items to come, and have them shipped directly to your home or office (anywhere in Bangladesh) at your convenience!
Pickaboo’s Objective:

- Empower shoppers with more choice of Products in one place.
- Create a value chain for Grade-A product manufacturer & distributors’.
- Establish a dependable after sales service for customers by working closely with the partners.
- Create a dependable channel of sales for our Partners.

Our Vision:
What we promise, we deliver.

Our Mission:
To work in the E-commerce echo system of Bangladesh & make online shopping a comfortable, trust worthy & Necessary shopping experience for OUR consumers.

Benefits:

- Pickaboo increases the Brand visibility of your portfolio.
- Using Pickaboo, our partners can expand market throughout the country without any capital investment.
- 60% Smartphones of Bangladesh will have Pickaboo apps ready to get tapped.
- On Pickaboo; Launching your new brands can easily get an exposure of few millions customers instantly as at least 6 million phones will have it preloaded.
- Penetration on mobile apps is ~ 60%
• Globally approximately 50% online products get checked on mobile devices

• We have our dedicated team of talented individuals providing customer service through our hotline 7 days a week from 9am to 12am.

• Pickaboo.com application provides users added more options and quicker delivery of products.

• A customer can give their own review about a product in our site and can see what others are saying about a product.

• Readily available information. A customer can see the relevant detailed information within seconds rather than waiting for days or weeks.

• Customer doesn’t need to travel to a marketplace for shopping; instead he/she can shop from their own house without having to struggle through hours of road congestion.

**Promotional Activity:**

Pickaboo.com promotes your products by various promotional tools which are:

- Search Engine Optimization
- Content Marketing
- Social Media Marketing
- Whole Year campaigns online & offline.
- Display and Video Advertising
- Multi-Channel Selling
Back Hand Support:

We have an Experienced Development team with photographer and designer. We will give all back hand support for listing your product on our site Pickaboo.com.

How to sell products on pickaboo.com.bd:

- 1st company has to sign a contract paper and register as a seller on Pickaboo.com.

- On Designated MIS panel you need to upload all product information considering:
  
  1. Product image.
  
  2. Product details.
  
  3. Size.
  
  4. Manufacturer Name.
  
  5. Origin of the product.
  

- After giving all your information, our content team will make your products live on our site (Pickaboo.com.).
Seller Panel

This panel was created having only one thing in our mind, “What does the seller need for their day-to-day transactions?” To fulfill this purpose we have come up with a panel dedicated to our sellers. To cater your daily needs and provide an easy access to necessary information, our panel has many useful features like:-

- **Dashboard** – The ability to look into your Dashboard, where you will be able to see your ‘Income’ through the ‘Remaining Amount’ that you have against the ‘Payout’. This is also categorized into your monthly, weekly, and present day income. There is even a diagram showing your overall income curve. Finally, any updates regarding the transaction between our customers for your products will be there as well.

- **Transaction List** – You have the ability to download the transaction list, according to your desired period of time, directly into an Excel (CSV) file.

- **Product List** – This list is there to help you keep a track of everything regarding all the products you have listed with us.

The best thing of all is that this panel is right there in our website **Pickaboo.com**. You just have to give us an email id and we will take care of the rest.
Delivery:

Your sell is on

Basic Terms & Conditions:

- Lifting rate should be your distributions rate.
- Selling price will be same as your outlet price.
- Monthly reconciliation will ensure your quick realization of revenue.
- For special price/offers/promotions, approval will always be taken in advance.
- Uploading has to happen from your side, maintaining outlet benchmarks.
- No faulty or damaged products shall be sold through this portal.
Commission and Charges

(1) Lifting rate should be your distributions rate.

(2) Selling price will be at of your outlet price.

(3) Pickaboo will provide sales statements detailing out the products delivered to final customers and will make payment to the associated authority after confirmation about the monthly sales statements and deducting Pickaboo’s commission and other changes (if any) through account payee cheque.

(4) THE SECOND PARTY shall charge the FIRST PARTY a pick-up charge of TK 40, if the product is picked by THE SECOND PARTY and brought to the hub. If Second party drops off the product in first party’s hub then there will be no pick-up charges.

Financial Transaction:

Seller has to share their bank information for transactions. The information required is given below.

- Account Name
- Account Number
- Routing Number
- Bank Name
- Branch Name