



## **E-Commerce Report Guidelines – 2024**

**BBM, Seventh Semester**

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Prepared by  
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United College  
Kumaripati, Lalitpur, Nepal

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### **Background**

The e-commerce report is a crucial academic assignment for students of the Bachelor of Business Management (BBM) program, specifically for those in the Seventh Semester at Tribhuvan University (TU). Submitted either during or at the end of the semester, this report serves as a partial fulfillment of the requirements for the BBM degree. It is part of the practical component of the "E-Commerce" subject, which aims to bridge the gap between theoretical knowledge and real-world application. The primary purpose of the report is to encourage students to critically analyze and explore the dynamics of the e-commerce industry. By conducting research, students gain a deeper understanding of how e-commerce operates in various sectors, its trends, challenges, and opportunities, and how businesses leverage digital platforms to drive sales and enhance customer experiences. The report not only helps students apply the concepts learned throughout the course but also equips them with analytical and research skills that are essential for their future careers in business management. Through this practical exercise, students are expected to demonstrate their ability to evaluate e-commerce business models, assess market strategies, and identify emerging technologies that impact the industry. Ultimately, the report provides an opportunity for students to develop a comprehensive understanding of e-commerce and its integral role in modern business practices.

### **Objectives**

The purpose of the e-commerce report is to provide BBM Seventh Semester students at TU with an opportunity to apply theoretical knowledge gained in the "E-Commerce" subject to real-world scenarios. Submitted during or at the end of the semester, this report serves to fulfill the partial requirement for the BBM degree. It is a practical component designed to encourage students to analyze the dynamics of the e-commerce industry, exploring business models, strategies, and the impact of digital technologies.

### **Outcomes**

The outcomes of the e-commerce report are designed to equip BBM Seventh Semester students at Tribhuvan University (TU) with practical and analytical skills essential for their future careers in business management. By completing this report, students will be able to critically assess real-world e-commerce business models and strategies, enhancing their understanding of how digital platforms influence modern commerce. Additionally, students will gain hands-on experience in conducting market research, identifying trends, and evaluating the challenges and opportunities within the e-commerce sector. The report will also help students refine their ability to synthesize information, develop solutions to industry problems, and present findings effectively, both in written and oral formats. Ultimately, the outcomes aim to prepare students to navigate the complexities of the e-commerce world, providing them with valuable insights that can be applied in their professional careers or further academic pursuits.

### Evaluation

The evaluation of the e-commerce subject for BBM Seventh Semester students at Tribhuvan University (TU) is divided into three components, totaling 100 marks.

- First, 40 marks are allotted for the final exam, which is conducted by TU and assesses students' understanding of theoretical concepts and practical applications in the field of e-commerce.
- Second, 40 marks are allocated for internal assessment, which is carried out by the college. This assessment includes various factors such as class participation, quizzes, assignments, and other in-course evaluations that reflect students' ongoing engagement with the subject.
- The remaining 20 marks are dedicated to the e-commerce report, which is evaluated based on both the quality of the report submitted and the presentation delivered by the student. The report is assessed for its thoroughness, analytical depth, and clarity in addressing key aspects of e-commerce, while the presentation is evaluated on the student's ability to effectively communicate findings and demonstrate a clear understanding of the topic.

### Organization selection

For preparing the e-commerce report, students are required to select an organization that operates an online platform. Examples of such organizations include eSewa, Daraz, HamroBazar.com, Indrive, and similar e-commerce or digital service platforms. Students should choose any organization that meets this criterion, ensuring that it provides online services or products and operates within the e-commerce space. The selected organization will serve as the basis for the report, allowing students to analyze its business model, strategies, and the overall impact of its online presence in the e-commerce industry.

• Daraz.com	• TopNepal.com	• GorkhaShop.com
• Thulo.com	• Shopmandu.com	• ShopeeNepal.com
• Okdam.com	• CityMall.com.np	• NepaliShop.com
• Sastodeal.com	• OkLess.com	• NepaliBazaar.com
• Gyapu.com	• KtmShop.com	• OneNepal.com
• Dealayo.com	• YatraNepal.com	• BagmatiStore.com
• Sochekeo.com	• GharBazaar.com	• NepalOnlineShop.com
• Meroshopping.com	• NepaliMatrimony.com	• KailashStore.com
• Smartdoko.com	• ShreeMata.com	• NepalMalls.com
• Muncha.com	• NepaliGears.com	• PurnimaMart.com



<ul style="list-style-type: none"> <li>• Hmarobazar.com</li> <li>• Foodmandu.com</li> <li>• Mero Kirana</li> <li>• Bhojdeals</li> <li>• Onlinesathi.com</li> <li>• MeroBazar.com</li> </ul>	<ul style="list-style-type: none"> <li>• BikriNepal.com</li> <li>• PrabhuBazar.com</li> <li>• ClickNepal.com</li> <li>• RatoBazar.com</li> <li>• AllNepalBazar.com</li> <li>• NepalkoStore.com</li> <li>• ShopNepal.com</li> </ul>	<ul style="list-style-type: none"> <li>• BhatBhateniOnline.com</li> <li>• BhokarDeals.com</li> <li>• NepalMart.com</li> <li>• BaggedNepal.com</li> <li>• NepBay.com</li> <li>• HamroBazar.com</li> <li>• FastKart.com</li> </ul>
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### Words limitation

The e-commerce report should be between 6,000 to 7,000 words, spanning approximately 20 to 25 pages, and follow a structured outline. **Chapter 1: Introduction** provides the background, objectives, methodology, and limitations of the study. **Chapter 2: Organizational study** covers an introduction to the organization, details the products offered, examines the e-commerce business model, conducts a SWOT analysis, and reviews the website. **Chapter 3: Conclusion, lessons learned, and recommendations** summarizes key findings, reflects on lessons learned, and offers actionable recommendations. This structure ensures a thorough analysis of the selected e-commerce organization.

### Deadlines

The e-commerce report should be submitted during or at the end of the semester, providing students with the opportunity to make corrections if necessary before the final submission. This allows for revisions based on feedback and ensures the report meets academic standards. Although the evaluation takes place after the board exam, submitting the report earlier allows students to refine their work and address any areas of improvement, ensuring a comprehensive and polished submission. This timeline also helps students manage their workload and prepare effectively for other assessments.

### Assignment of supervisor

The assignment of a supervisor is made during the semester, and the supervisor is typically a faculty member specializing in e-commerce or a related subject. The supervisor provides guidance and support throughout the process of preparing the report, helping students refine their research and analysis. Additionally, the report is prepared under the guidance of the research coordinator, who offers further assistance in structuring the report, ensuring academic rigor, and aligning the work with research standards. This dual guidance system ensures that students receive comprehensive support while preparing their e-commerce reports.

### Plagiarism policy

The e-commerce report submitted by students must not exceed 10% plagiarism, as detected by the college's plagiarism software, iThenticate. If the report contains more than 10% plagiarism, the student will be notified and required to correct the plagiarized sections and resubmit the report. If, after the corrections, the report still contains more than 10% plagiarism, it will be rejected. This policy ensures that students submit original work, uphold academic integrity, and develop their research and writing skills in accordance with university standards. Students are encouraged to properly cite all sources to avoid plagiarism issues.

### Technical guidelines

S/N	Particular	Descriptions			
1	<b>Chapter heading</b>	Font: Times New Roman	Size: 16	Align: Center	
2	<b>Sub-heading</b>	Font: Times New Roman	Size: 14	Align: Left	
3	<b>Body part</b>	Font: Times New Roman	Size: 12	Align: Justification	
4	<b>Margin</b>	Left: 1.5	Right: 1	Top: 1	Bottom: 1
5	<b>Spacing:</b>	1.5			
6	<b>Alignment</b>	Justification			
7	<b>Page number</b>	Font: Roman numeral for preliminary Arabic number for main body	Size: 12	Align: Lower center of the page	

### Outlines of e-commerce

Particular	Page number
<i>Title page</i>	<i>i</i>
<i>Declaration</i>	<i>ii</i>
<i>Acknowledgement</i>	<i>iii</i>
<i>Approval sheet</i>	<i>iv</i>
<i>Table of contents</i>	<i>v</i>
<i>List of tables and figures</i>	<i>vi</i>
<b>Chapter -1: INTRODUCTION</b>	<b>1 - 2</b>
1.1 Background of the study	1
1.2 Objectives of the study	2
1.3 Methodology of the study	2

1.4 Limitations of the study	3
<b>Chapter – 2: ORGANIZATIONAL STUDY</b>	<b>4 - 12</b>
2.1 Introduction to the organization	4
2.2 Products offered	5
2.3 Network security	5
2.4 Payment system	6
2.5 Online marketing strategies	6
2.3 E-commerce business model	7
2.4 SWOT analysis of e-commerce business model	9
2.5 Review of website	11
<b>Chapter – 3: CONCLUSION, LESSON LEARNT, AND RECOMMENDATION</b>	<b>15 - 17</b>
3.1 Conclusion	15
3.2 Lesson learnt	16
3.3 Recommendation	17
<b>REFERENCES</b>	<b>18</b>
<b>APPENDICES</b>	<b>19</b>

### Explanation of outlines

#### PRILIMINARY SECTION

- **Title page:** This section presents the title page of the report, which includes key information such as the title of the report, the names of the authors, the name of the institution, and the date of submission.
- **Declaration:** This section describes the declaration made by the students, stating that the work presented in the report is their original work and has not been plagiarized. It also confirms that the report has not been submitted elsewhere for any other academic qualification.
- **Acknowledgment:** This section deals with the acknowledgment of individuals and organizations that have supported the students throughout the preparation of the report. It includes expressions of gratitude toward the supervisor, research coordinator, the organization, and family or friends.



- **Approval sheet:** This section presents the approval sheet, which includes the signatures of the supervising faculty or research coordinator, indicating that the report has been reviewed and accepted as a valid academic submission.
- **Table of contents:** This section describes the table of contents, which lists all the chapters, sections, and subsections of the report, along with their corresponding page numbers, to help the reader navigate through the document.
- **List of tables and figures:** This section presents the list of tables and figures, providing a detailed listing of all the charts, tables, diagrams, and visual elements included in the report, along with the page numbers where they can be found.

## **MAIN BODY**

### **Chapter 1: INTRODUCTION**

- 1.1 Background of the study:** This section deals with the background of the study, highlighting the significance of preparing the e-commerce report. It provides an overview of e-commerce and explains its importance in the modern business environment.
- 1.2 Objectives of the study:** This section presents the objectives of the study, outlining the purpose of preparing the e-commerce report. It clarifies the specific goals the report aims to achieve.
- 1.3 Methodology of the study:** This section describes the methodology used for the study, including the selection of the organization for the report, the data collection process, and the research approach used for analysis.
- 1.4 Limitations of the study:** This section deals with the limitations encountered during the study, such as challenges related to data access, time constraints, or other factors that may have impacted the research process.

### **Chapter 2: ORGANIZATIONAL STUDY**

- 2.1 Introduction to the organization:** This section presents an introduction to the organization, offering a brief overview of the company's history, mission, vision, and market presence.



- 2.2 Products offered:** This section describes the products or services offered by the organization. It provides insights into the variety and range of products available on the e-commerce platform.
- 2.3 Network security:** This section deals with the organization's approach to network security, describing the measures in place to protect customer data, secure transactions, and prevent cyber threats.
- 2.4 Payment system:** This section presents the payment systems used by the organization, including the methods of payment accepted (credit cards, digital wallets, etc.) and how payments are securely processed.
- 2.5 Online marketing strategies:** This section describes the online marketing strategies employed by the organization to attract and retain customers, such as social media campaigns, SEO, or email marketing.
- 2.6 E-commerce business model:** This section presents the business model of the organization, explaining whether the company follows a Business-to-Business (B2B), Business-to-Consumer (B2C), or another model and how this affects its operations.
- 2.7 SWOT analysis of e-commerce business model:** This section describes the SWOT analysis, which evaluates the strengths, weaknesses, opportunities, and threats associated with the organization's e-commerce business model.
- 2.8 Review of website:** This section deals with a review of the organization's website, providing an assessment of its user interface, product listing, transaction process, registration procedures, and delivery mechanism.

### **Chapter 3: CONCLUSION, LESSON LEARNT, AND RECOMMENDATIONS**

- 3.1 Conclusion:** This section presents the conclusion of the report, summarizing the key findings and insights from the study of the e-commerce organization.
- 3.2 Lesson learned:** This section describes the lessons learned during the research and preparation of the report, highlighting key takeaways regarding e-commerce operations and strategies.
- 3.3 Recommendations:** This section deals with recommendations for the organization based on the findings of the study. It provides suggestions for improvement in areas such as customer experience, marketing strategies, or technological advancements.

## **SUPPLEMENTARY SECTION**

- **References:** This section presents the references, listing all the sources used in the preparation of the report, formatted according to the required citation style (APA).
- **Appendices:** This section describes the appendices, which contain additional supporting material such as raw data, charts, screenshots of e-commerce platform, or any other relevant information that complements the main report.

.....<Name of organization>.....

E-commerce Report

**Submitted by**

<Name of Student>

Exam Roll No.:

United College

Kumaripati, Lalitpur

**Submitted to**

Faculty of Management

Tribhuvan University

Kumaripati, Lalitpur

In partial Fulfillment of the Requirements for the Degree of

BACHELOR OF BUSINESS MANAGEMENT

(BBM)

<Month, Year>



## Declaration

I/We, the undersigned, declare that the work presented in this report titled "**[Title of the Report]**", is my/our own original work, and has not been copied or plagiarized from any other source. This report has been prepared in partial fulfillment of the requirements for the degree of Bachelor of Business Management (BBM).

I/We further declare that this report has not been submitted previously, either in whole or in part, for any other academic qualification or award. All the sources of information used in the preparation of this report have been duly acknowledged.

I/We take full responsibility for the content, accuracy, and originality of this report.

[Name of Student ]  
United College  
Kumaripati, Lalitpur

Date:.....

## Acknowledgement

This report has been prepared in partial fulfillment of the requirements for the degree of Bachelor of Business Management (BBM). It is my/our privilege to complete this study report on **[Name of Organization]**, a leading e-commerce platform. I/We express my/our sincere gratitude to the organization for providing valuable information through its website, Facebook page, and other secondary sources that greatly contributed to the success of this report.

I/We would also like to extend our heartfelt thanks to our supervisor and faculty member, **Mr. [Supervisor's Name]**, for his unwavering support, advice, and guidance throughout the preparation of this report. His efforts played a key role in shaping this work.

My/Our sincere appreciation goes to the **Research Coordinator, [Research Coordinator's Name]**, for his guidance and assistance during report preparation. His insights were crucial in refining the methodology and ensuring the quality of the research.

Lastly, I/we would like to express our deep gratitude to my/our beloved family and friends for their constant encouragement and moral support. Without their understanding and motivation, this assignment would not have been possible.

Thank you!

**Name of students**

#### Appendix – 4: Approval sheet

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[College letter head]

### Approval sheet

This is to certify that the report entitled **[Name of Organization]** is an academic work done by student of 6<sup>th</sup> semester namely ..... submitted for the partial fulfillment of the requirements of internal evaluation for the degree of Bachelor of Business Management (BBM) at United College (UC), affiliated to Faculty of Management (FoM), Tribhuvan University (TU) under the guidance and supervision of course instructor and college management. To the best of our knowledge, the information presented by us in the project report has not been submitted earlier.

.....  
Mr.

Faculty of E-commerce

.....  
Mr.

Research Coordinator

Date:.....



## Appendix – 5

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Particular	Page number
<i>Title page</i>	<i>i</i>
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## Appendix – 6: List of tables and figures

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### List of figures

Particular	Page number
	1
	2
	3
	4
	5

### List of tables

Particular	Page number
	2
	3
	4

**Closing note:**

While preparing the e-commerce report, students must work closely with their concerned supervisor, who is responsible for guiding them throughout the process. Supervisor should ensure that the report follows the prescribed guidelines regarding structure, content, and formatting. Adherence to this guideline is crucial for maintaining the quality and consistency of the report, ensuring it aligns with academic and institutional requirements. This collaborative approach helps students present their work effectively and meet the expected academic standards.

Dr. Binod Lingden  
Research Coordinator  
United College  
Kumaripati, Lalitpur