

# Mobile Markets: What works in emerging Asia?

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Islamabad, Pakistan  
April 27, 2010



This work was carried out with the aid of a grant from the International Development Research Centre, Canada and the Department for International Development, UK.

**IDRC**  
International Development  
Research Centre



**CRDI**  
Centre de recherches pour le  
développement international

**DFID** Department for  
International  
Development

# Key Takeaways

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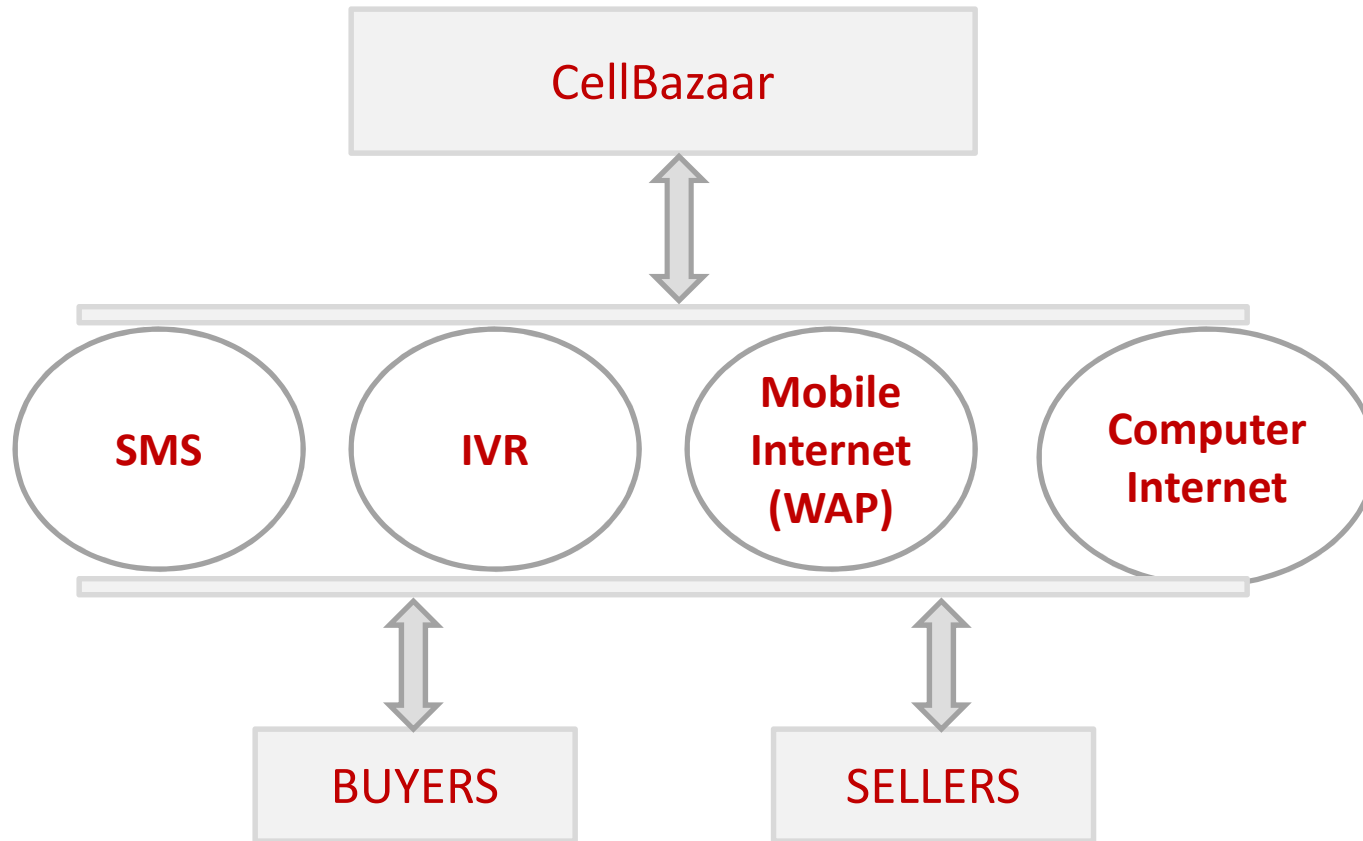
Payment Mechanisms

Reliable Delivery Service

Enable trade between parties geographically far apart

Trust is crucial for any commercial transaction

# CellBazaar – The market in your pocket



English is the operating language except in the IVR mode

# Interfaces of CellBazaar



Share Items on Facebook!

Search by Mobile: 017xxxxxxx Search

Search by Item: Item name Search

**Latest Items**

- 03:23 PM ... **New Computer Pentium4** from **ElephantRoad**, asking price Tk. 19,500 ... more
- 03:21 PM ... **Used Mobile Nokia** from **Mirpur**, asking price Tk. 9,500 ... more
- 03:20 PM ... **Tutor Language English** from **Dhanmondi**, asking price Tk. 5,000 - 8,000 ... more
- 03:19 PM ... **Used Laptop Toshiba** from **Mirpur**, asking price Tk. 25,000 ... more
- 03:17 PM ... **New Mobile Other** from **Chittagong**, asking price Tk. 27,000 ... more

[Refresh](#) | [See All Latest Items](#)

**Outside Dhaka**

Bagerhat (96)	Madaripur (13)
Bandarban (5)	Magura (65)
Barguna (42)	Manikganj (23)
Barisal (850)	Maulvibazar (65)
Bhola (554)	Meherpur (93)
Bogra (228)	Munshiganj (73)
Brahmanbaria (151)	Mymensingh (607)
Chandpur (34)	Naogaon (171)
Chapainawabganj (120)	Narail (101)
Chittagong (1971)	Narayanganj (193)
Chuadanga (207)	Narsingdi (60)
Comilla (244)	Natore (96)
Cox'sBazar (23)	Netrakona (17)
Dinajpur (539)	Nilphamari (224)
Faridpur (122)	Noakhali (253)
Feni (521)	Overseas (21)
Gaibandha (176)	Pabna (125)
Gazipur (325)	Panchagarh (103)
Gopalganj (13)	Pirojpur (53)
Habiganj (85)	Potuaakhali (77)
Jaipurhat (241)	Rajbari (64)
Jamalpur (100)	Rajshahi (786)
Jessore (349)	Rangamati (44)
Jhalokati (88)	Rangpur (431)
	Sakthira (51)

**Postings from Mohammadpur** | [See Items from all Locations](#)

Used	New	Job
Car (47)	Car (5)	FullTime (4)
Motorcycle (16)	Motorcycle (2)	PartTime (1)
TV (18)	TV (2)	
Fridge (11)	Laptop (3)	
Laptop (26)	Computer (2)	
Computer (26)	ComputerParts (3)	
ComputerParts (62)	Mobile (18)	
Mobile (82)	Music (4)	
Music (9)	MP3Player (1)	
MP3Player (6)	Camera (4)	
Camera (17)	Electric (3)	
AC (2)	WashingMachine (1)	
Electric (10)	HomeFurniture (5)	
Electronics (3)	OfficeFurniture (1)	
DVDPlayer (7)	Book (2)	
Microwave (2)		
HomeFurniture (20)		
OfficeFurniture (1)		

**Industry**

Garments (4)
Machinery (1)

**RealEstate**

Apartment (21)
Land (7)

**To-Let**

Flat (13)
HouseRent (2)
Shop (1)

**Agri-Wholesale**

**Sell Your Item**

**Today's Top Pick** [Full View](#)

**Category** Agri-Retail Goat Bideshi  
**Tk.** 7,000  
**Location** Gabtali  
**Summary**  
 Pakistani, 4 Teeth, Weight 20kg, Age 8 years, Brown color

**Details**

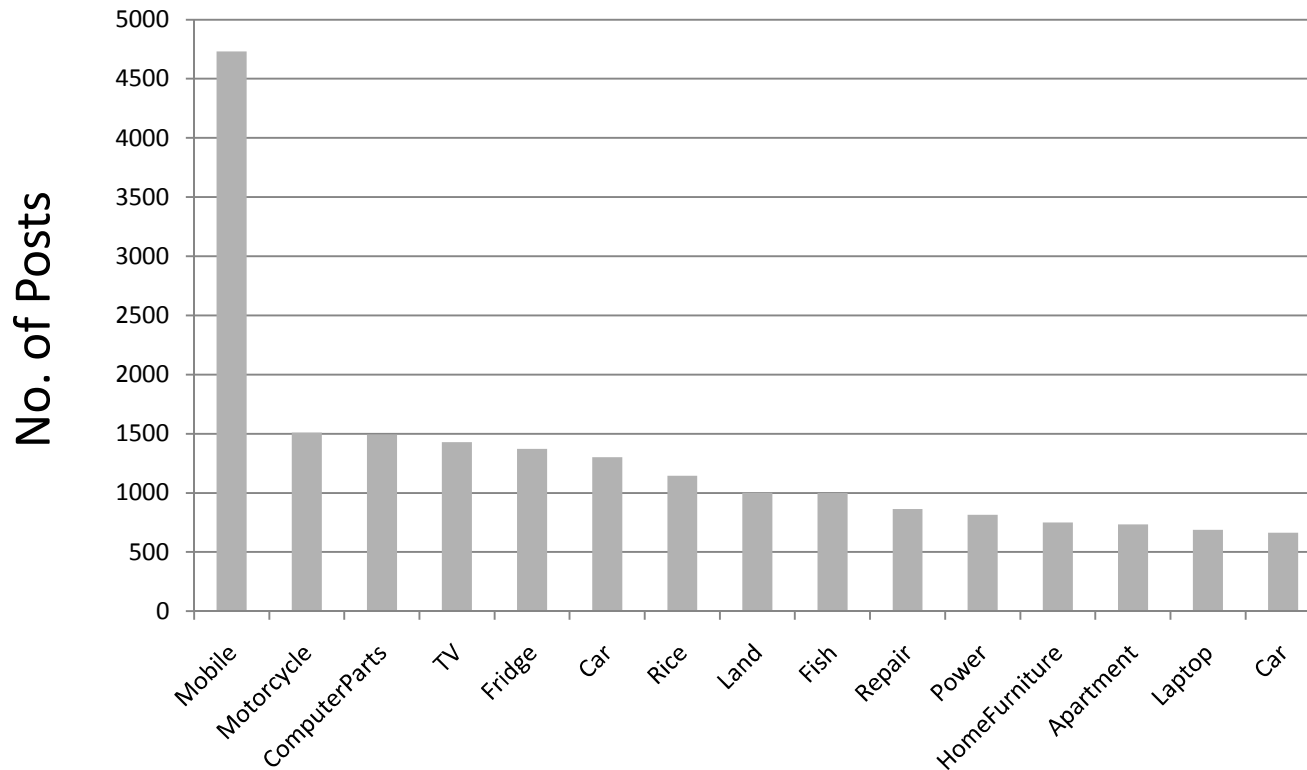
**Posted**  
 Feb 17, 2009 03:00 PM

**Call**  
 01718228725

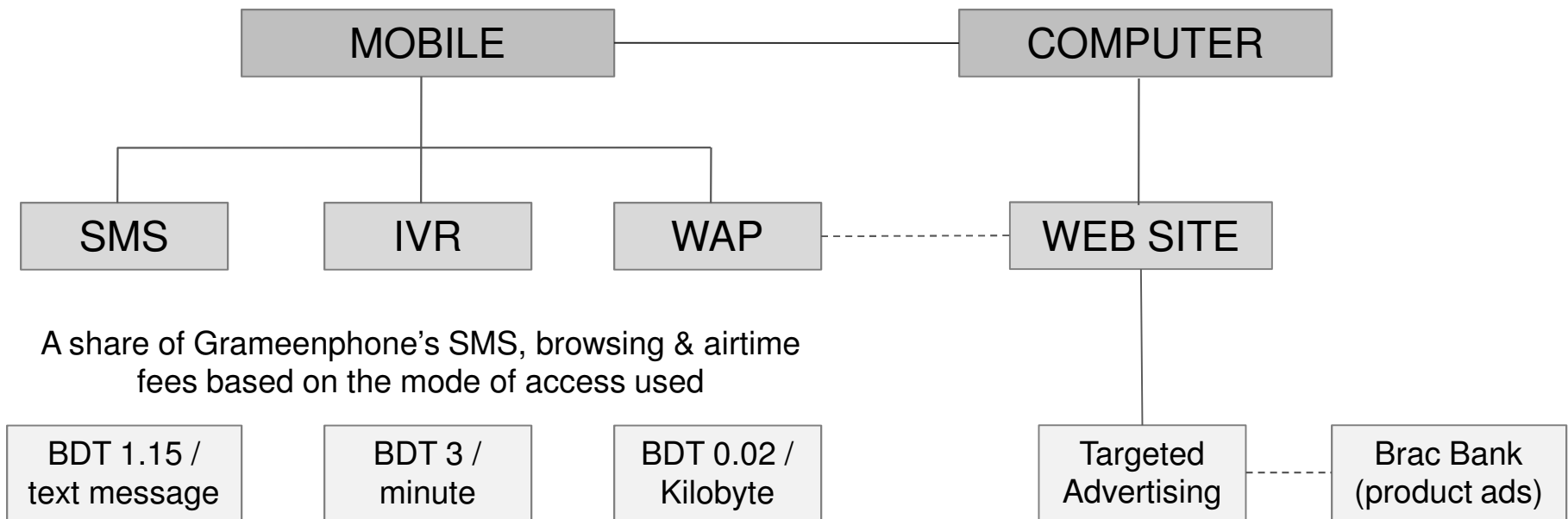
[+ Favorite](#) [Seller Shop](#)

# Mobile phones have the highest number of posts

Top 15 post categories  
[www.cellbazaar.com](http://www.cellbazaar.com), 5 April 2010



# CellBazaar's Revenue Streams



Indirect Revenue: A share of Grameenphone's airtime fees on calls resulting from posts

In all cases, the revenue share is undisclosed.

## Over 3.5 million buyers & sellers

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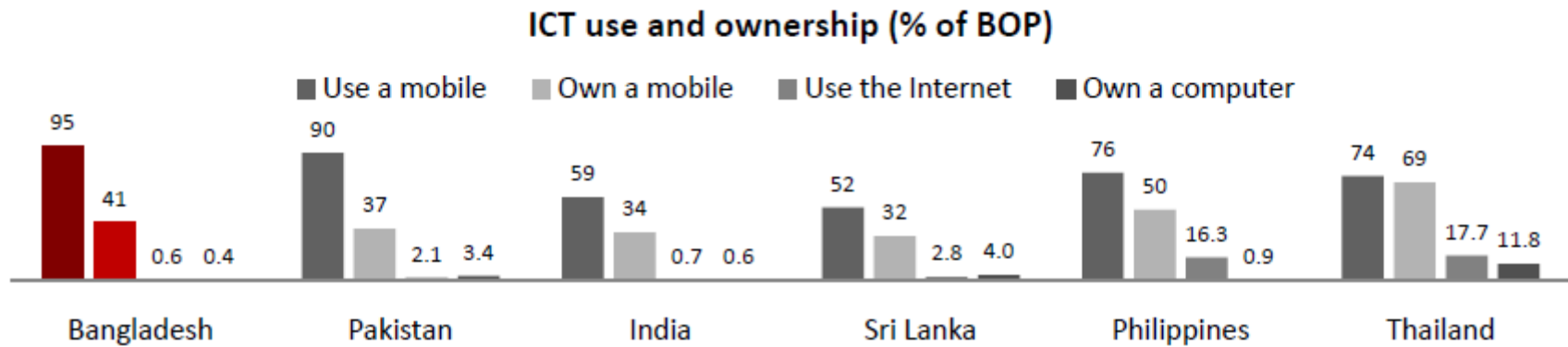
- ❑ 84,000 registered sellers
- ❑ 1,000 new posts per day (15% monthly growth)
- ❑ 90,000 hits per day
- ❑ Multiple awards (e.g. 2008 GSMA awards for best use of mobile for development)

# Is this success?

As at end 2009

# Success Factors

- High mobile penetration, low Internet penetration



Source: Teleuse@BOP3, LIRNEasia

# Success Factors

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## □ Affordable access

- Material access: Large second hand market
- Service access: Standard tariffs

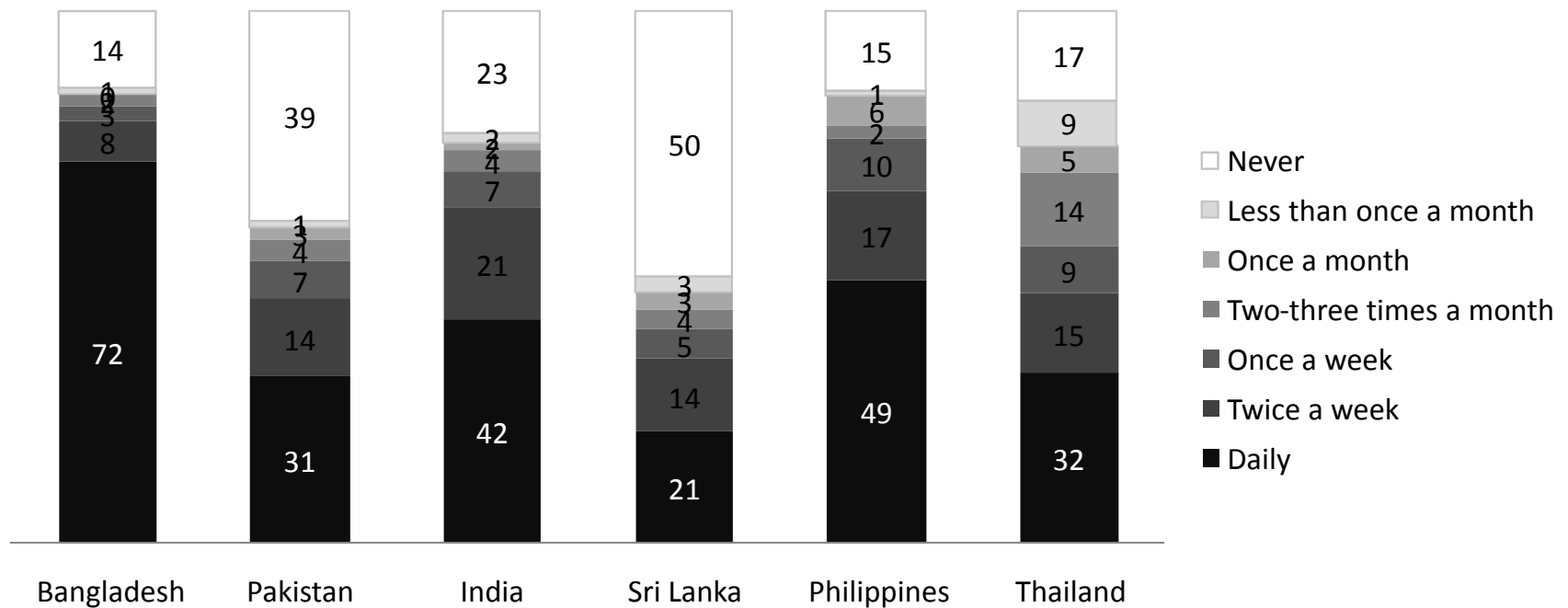
## □ Exclusive partnership

- 20 million+ potential user base (47% market share)
- Extensive rural coverage (98% of Bangladesh + parts of India)

# Success Factors

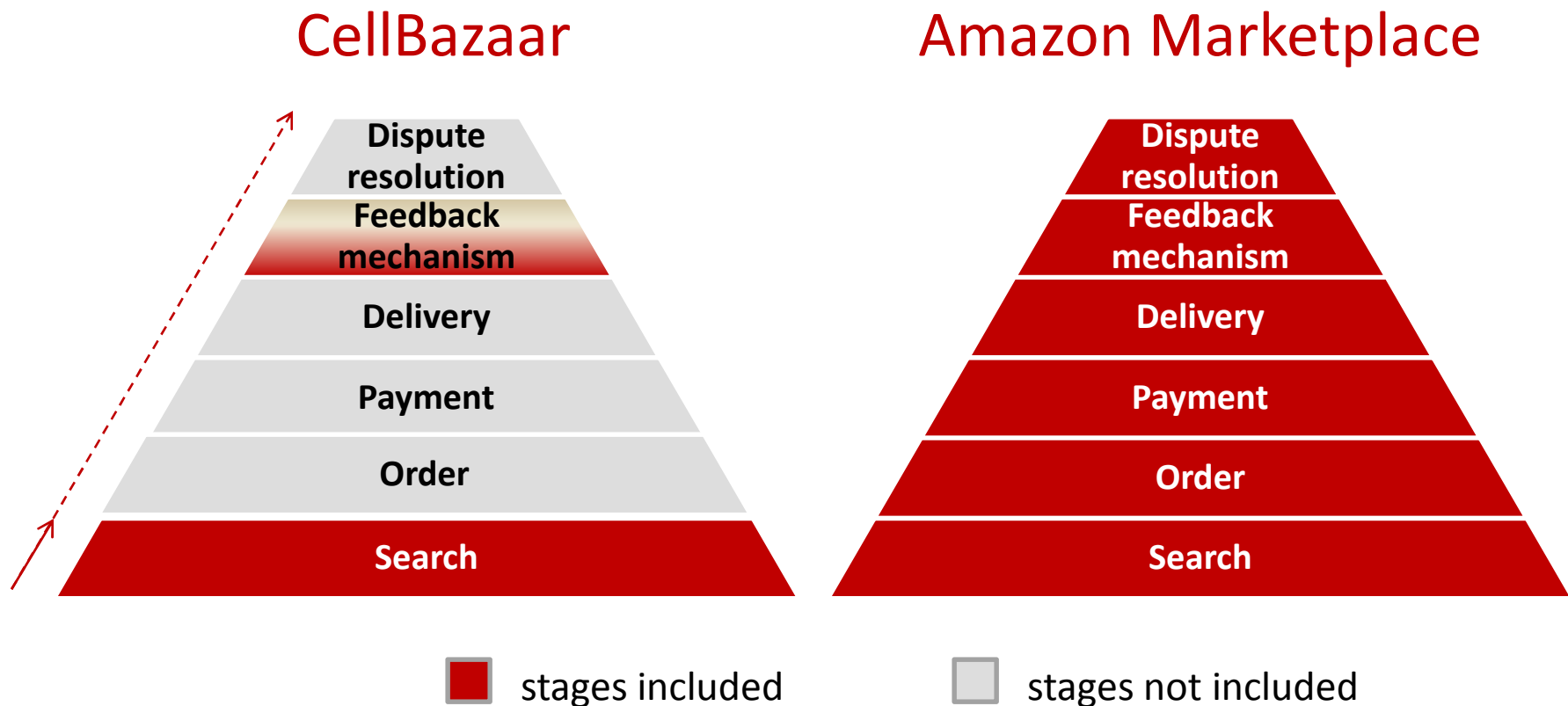
## ▣ Entrepreneurial culture

Use of the phone for financial, business or work-related purposes (% of BOP mobile owners)

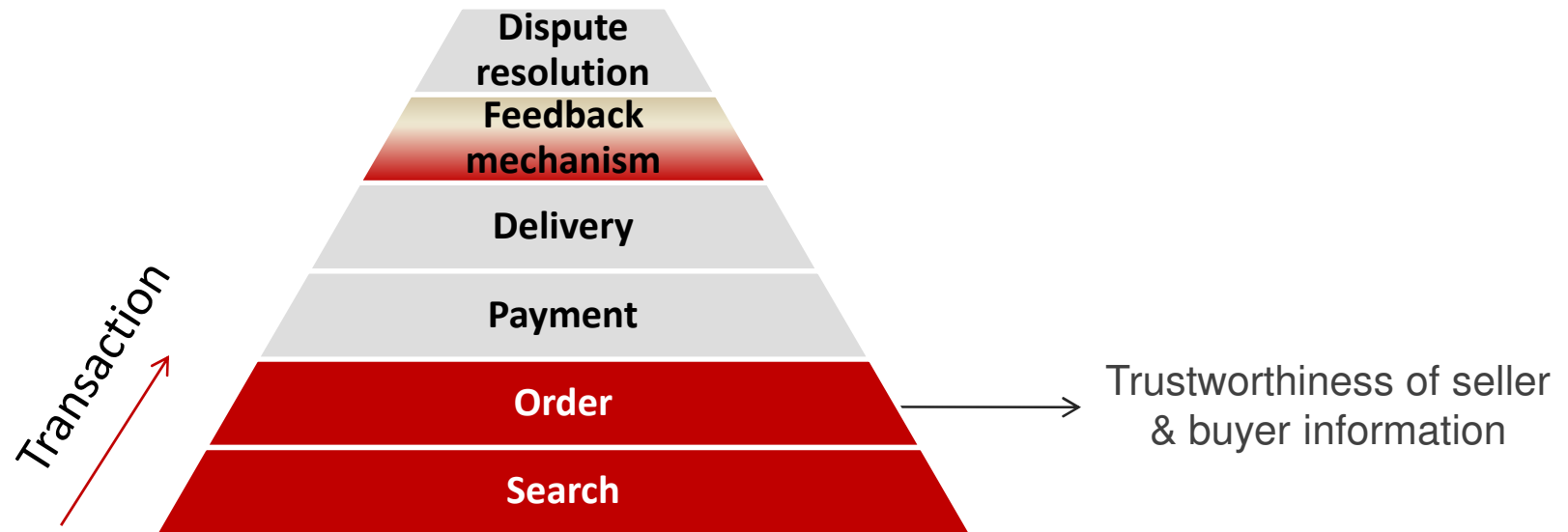


# eMarket Framework – A Comparison

- CellBazaar focuses on **search**

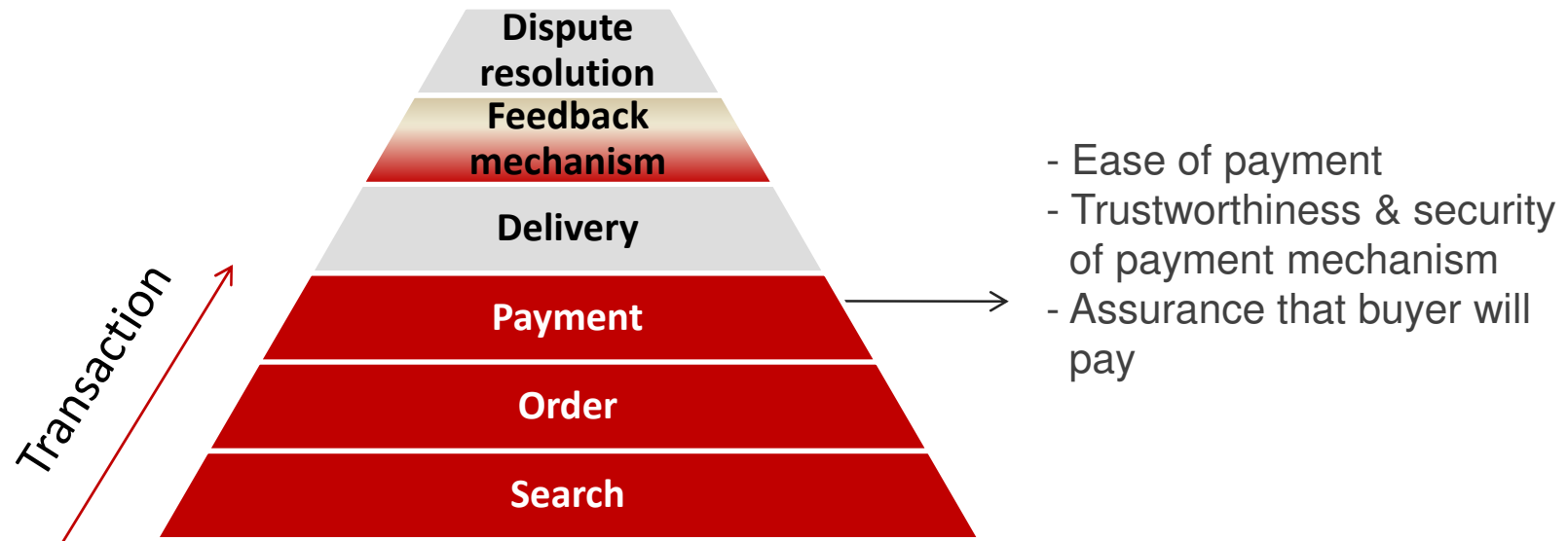


# Shopping in mobile marketplaces: Concerns



The use of a feedback mechanism to assess the seller's past behaviour

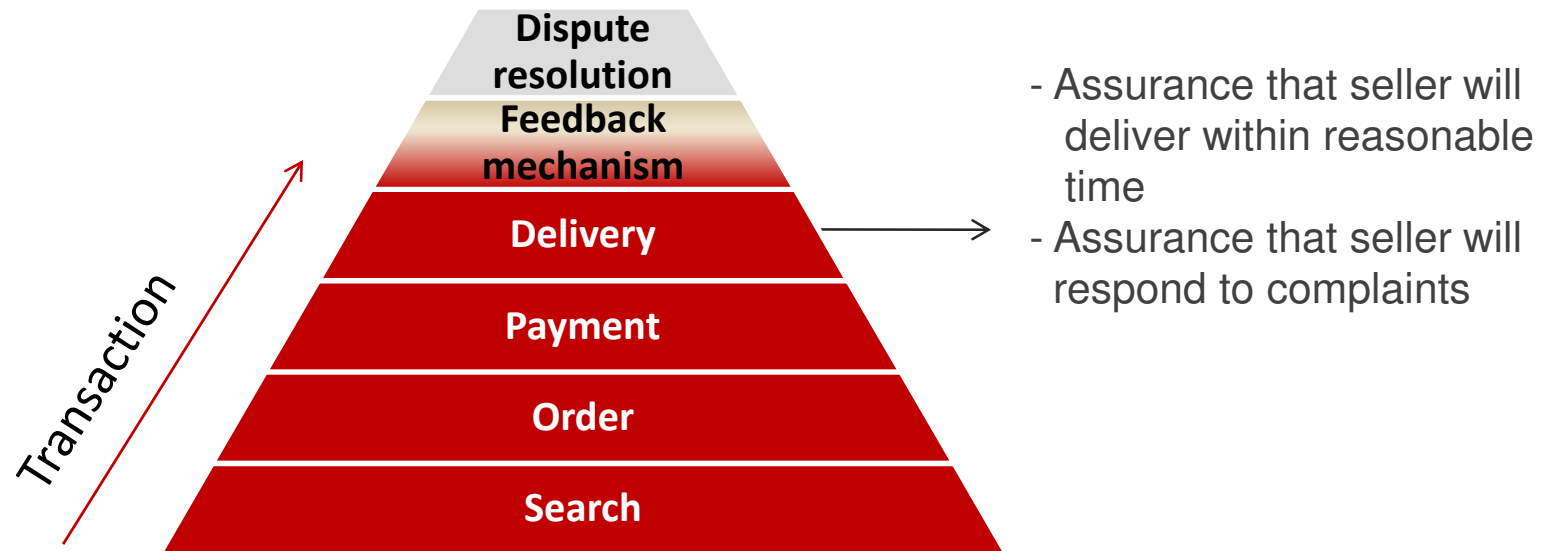
# Shopping in mobile marketplaces: Concerns



- Mobile payments

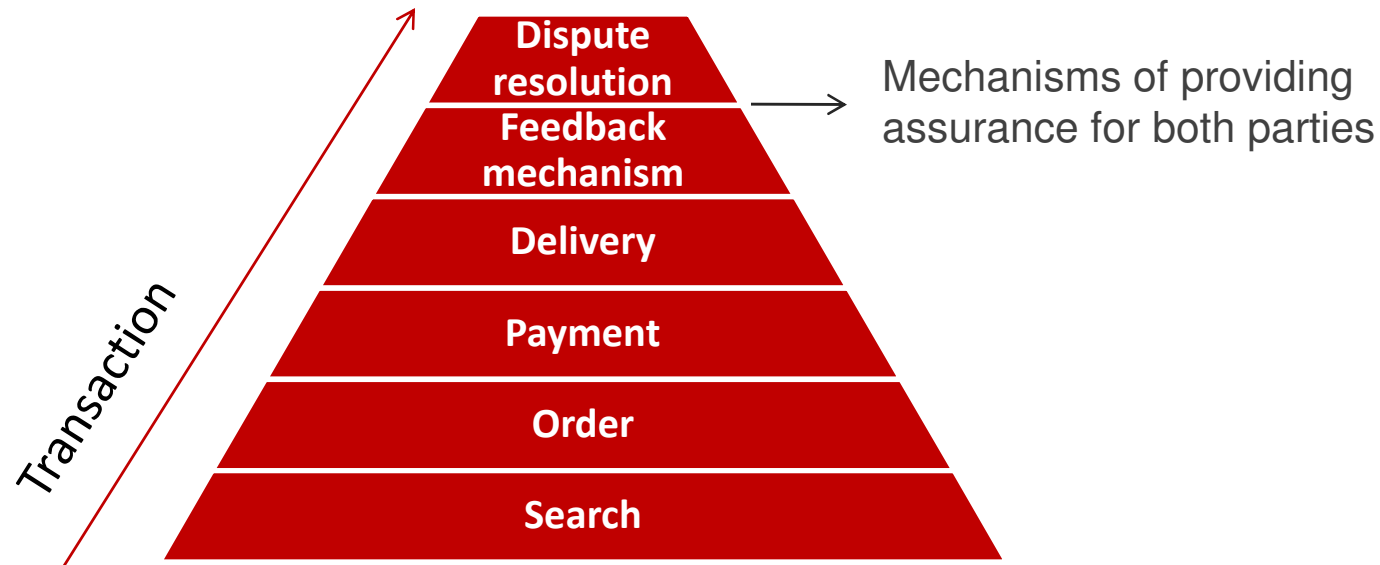
- Introduction of third party guarantor to assure payment

# Shopping in mobile marketplaces: Concerns



- Revamp and reposition the national postal service
- Introduction of the third party guarantor will assure delivery

# Shopping in mobile marketplaces: Concerns



- Can be used to assess user's credibility & act as a safe guard

# Policy Implications

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**Safeguarding buyers & sellers**

**Policies that offer safe guards should there be a breach**

**Secure Delivery through the National Postal service**

**Policies & action to revamp the national postal service**

**Mobile Payments**

**Clear frameworks & guidelines for mPayments**

# Thank you

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**Reference:** *Zainudeen. A, Samarajiva. R & Sivapragasam, N. 2010. CellBazaar, a mobile-based e marketplace: Success factors and potential for expansion*

Full report available at: <http://lirneasia.net/wp-content/uploads/2008/05/Mobile-2-0-CellBazaar-e-marketplace-v3.0.pdf>



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