

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.

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International Development
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Centre de recherches pour le
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DFID Department for
International
Development

Key Takeaways

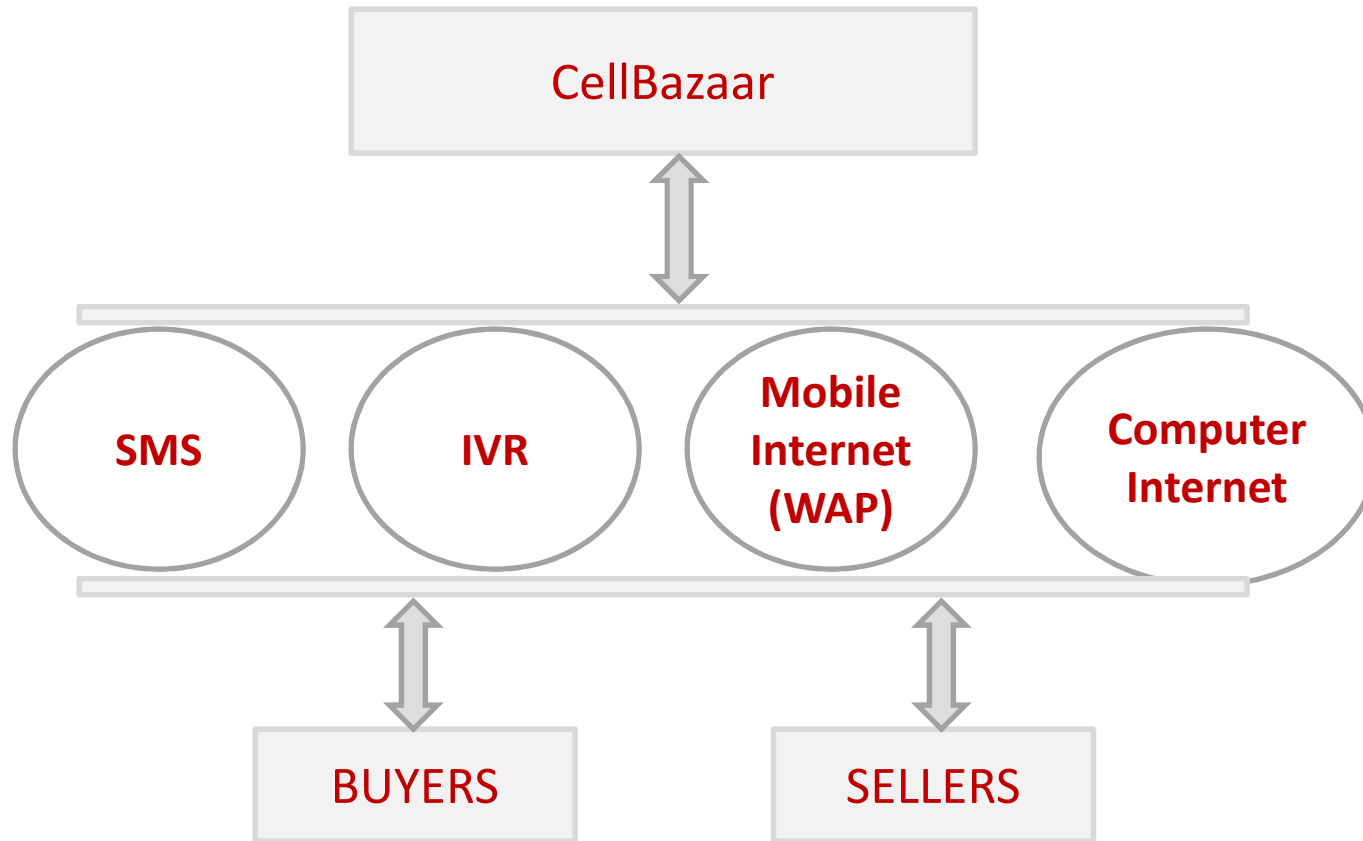
Payment Mechanisms

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!

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

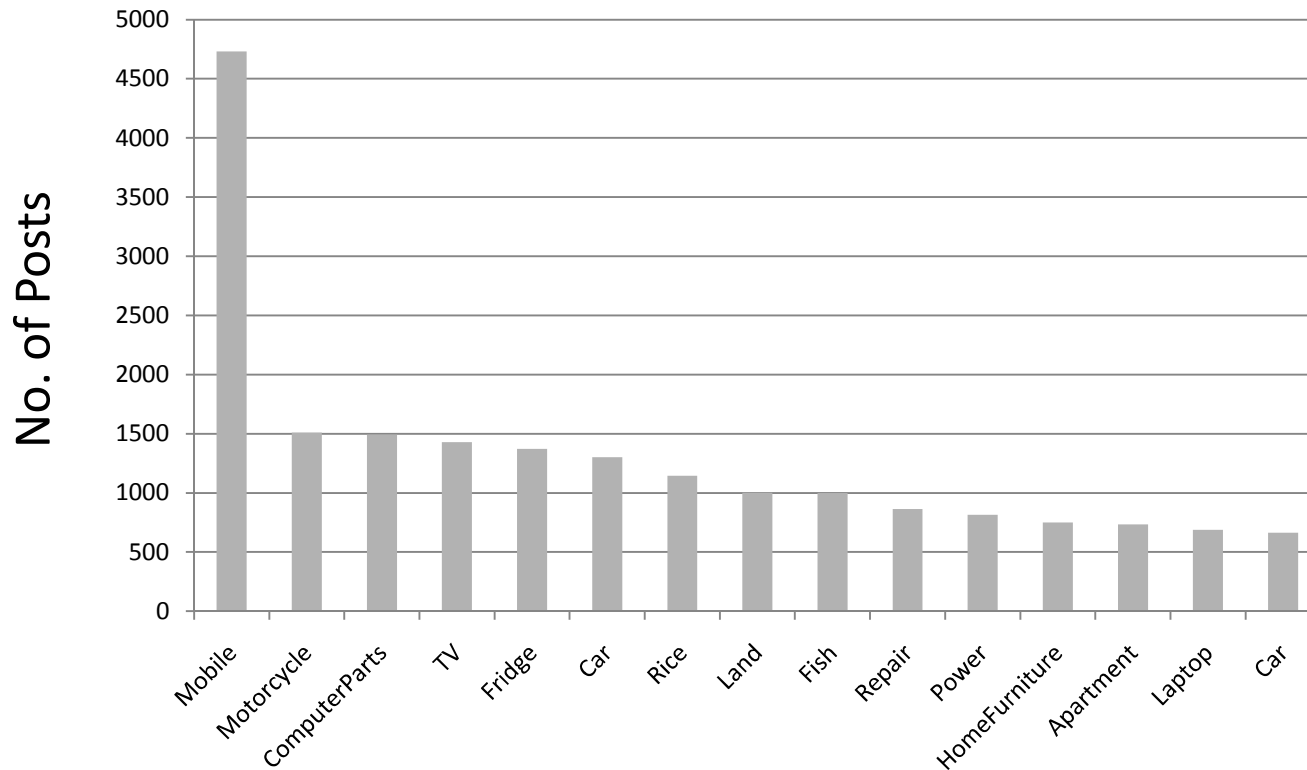
Details

Posted
Feb 17, 2009 03:00 PM

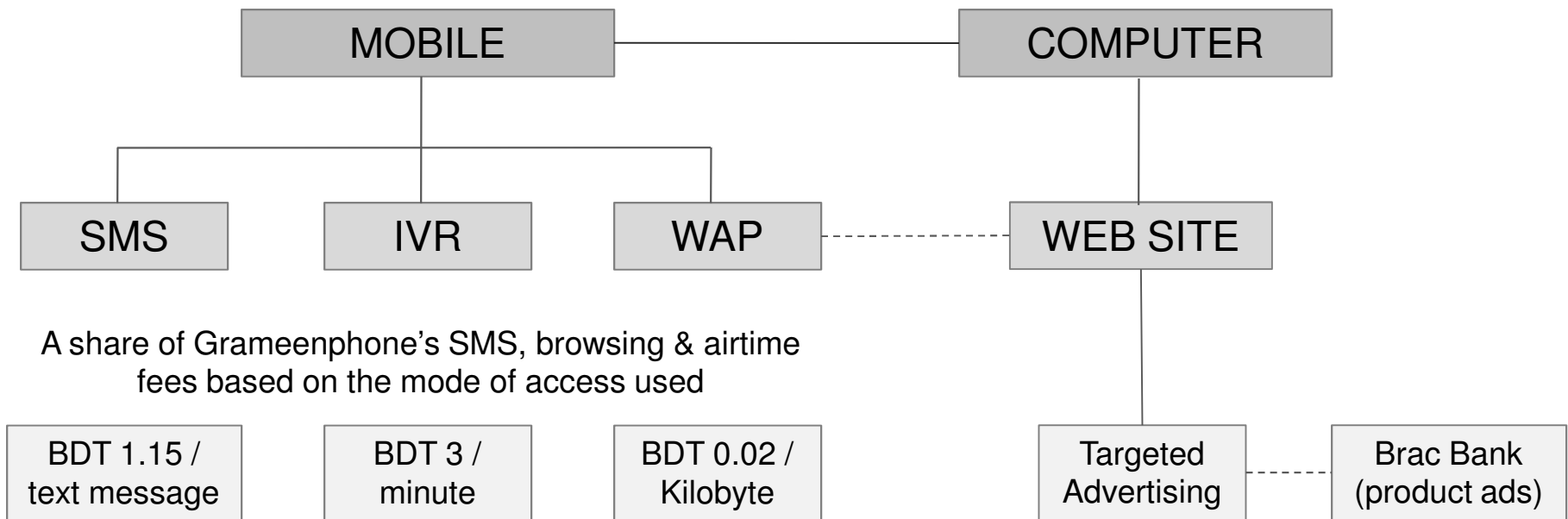
Call
01718228725

Mobile phones have the highest number of posts

Top 15 post categories
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

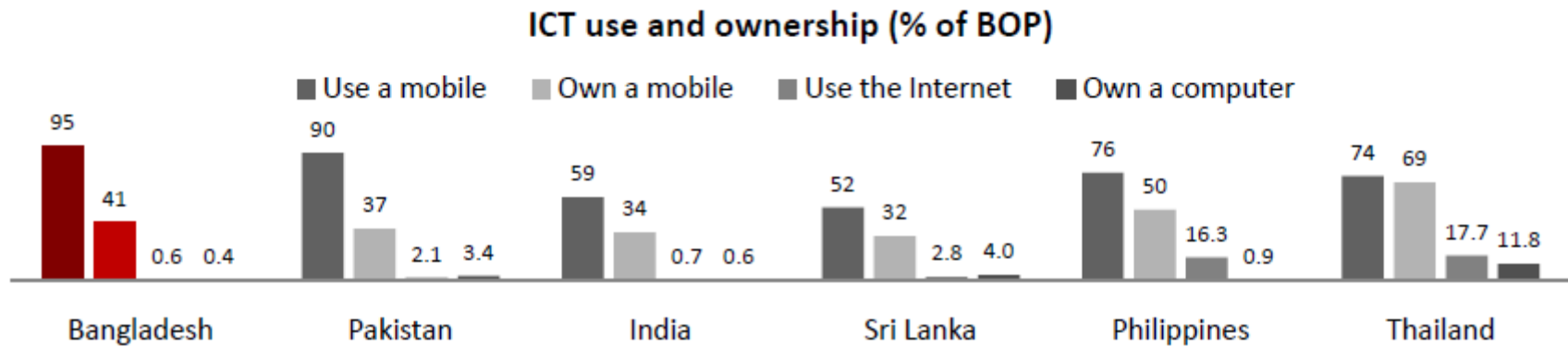
- ❑ 84,000 registered sellers
- ❑ 1,000 new posts per day (15% monthly growth)
- ❑ 90,000 hits per day
- ❑ Multiple awards (e.g. 2008 GSMA awards for best use of mobile for development)

Is this success?

As at end 2009

Success Factors

- High mobile penetration, low Internet penetration



Source: Teleuse@BOP3, LIRNEasia

Success Factors

□ Affordable access

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

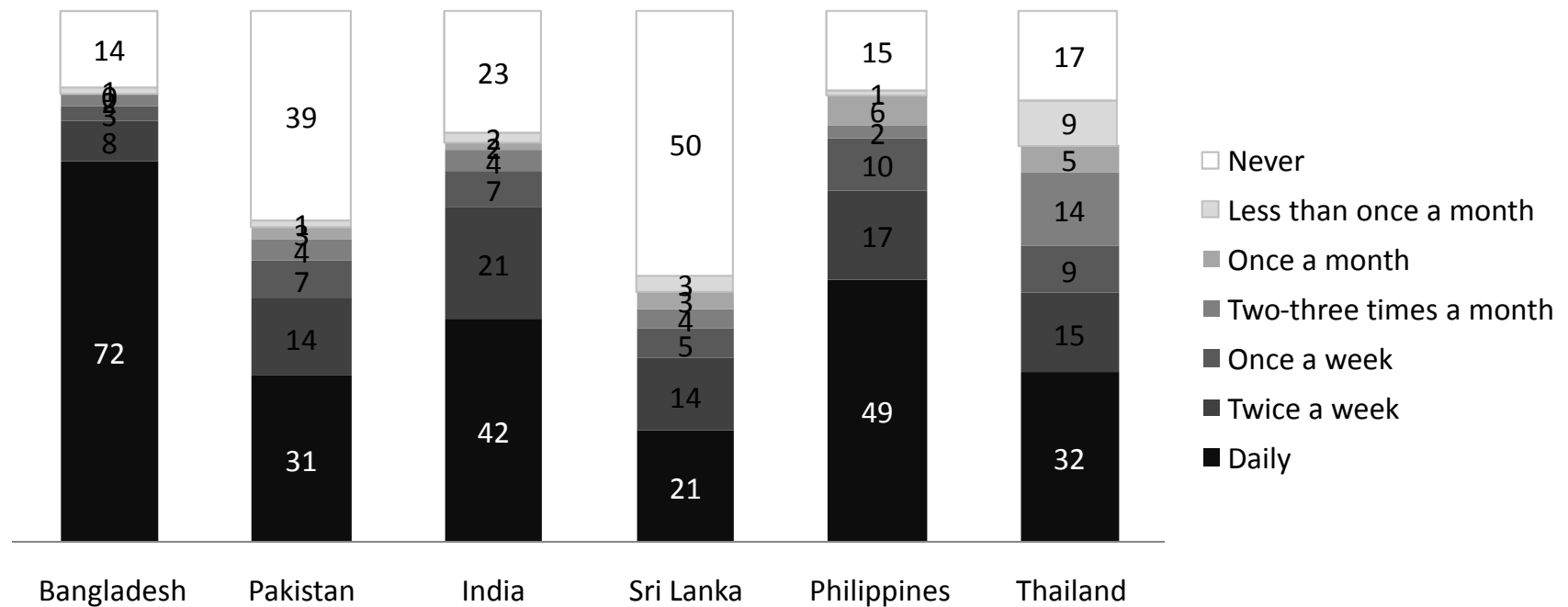
□ Exclusive partnership

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

Success Factors

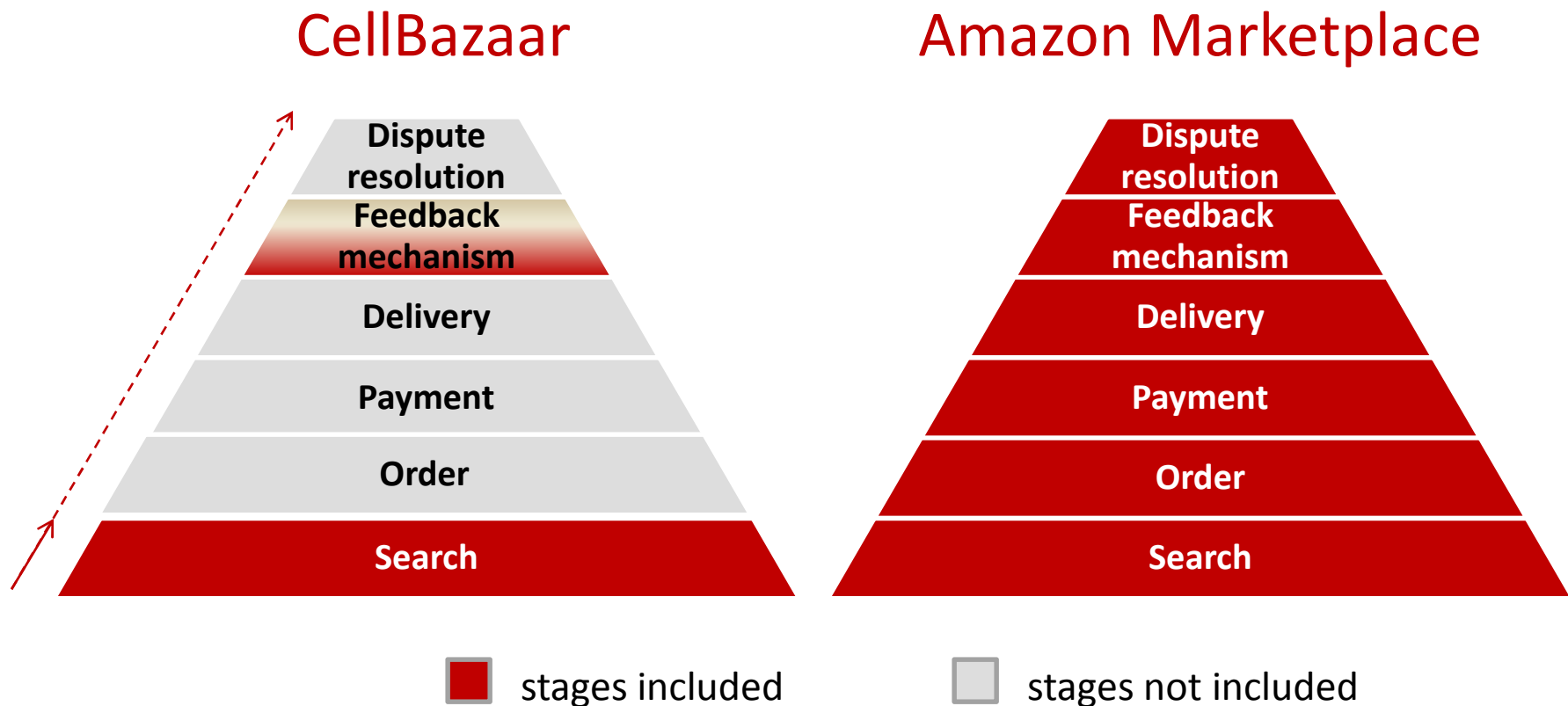
▣ Entrepreneurial culture

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

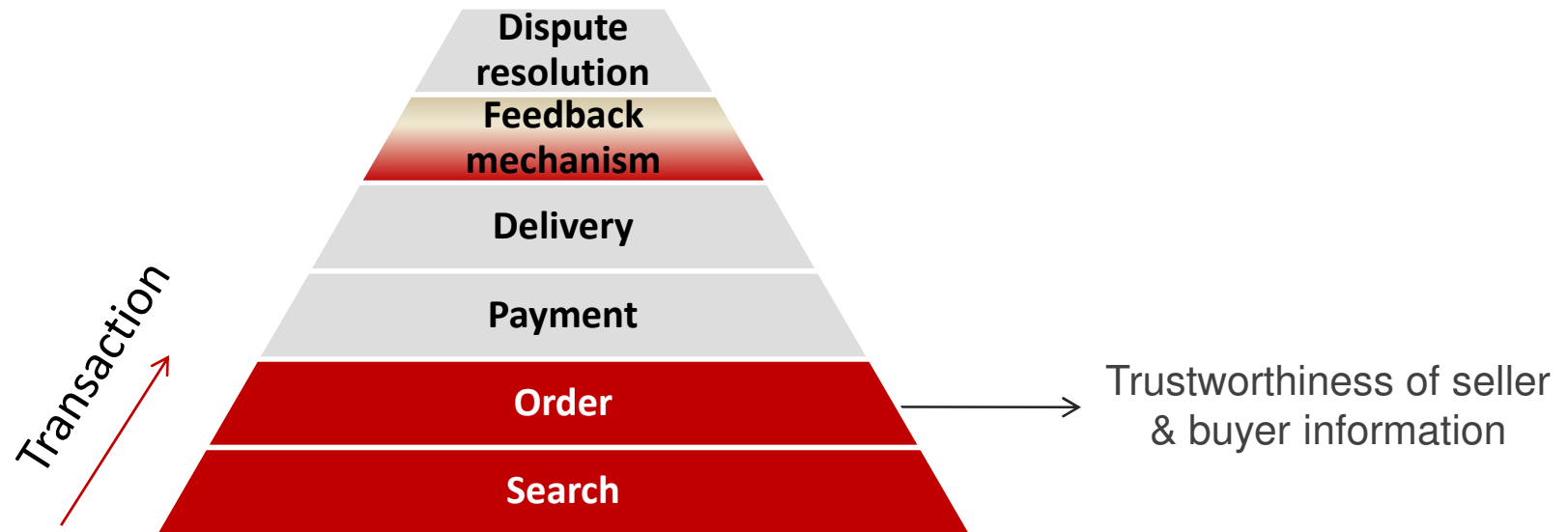


eMarket Framework – A Comparison

- CellBazaar focuses on **search**

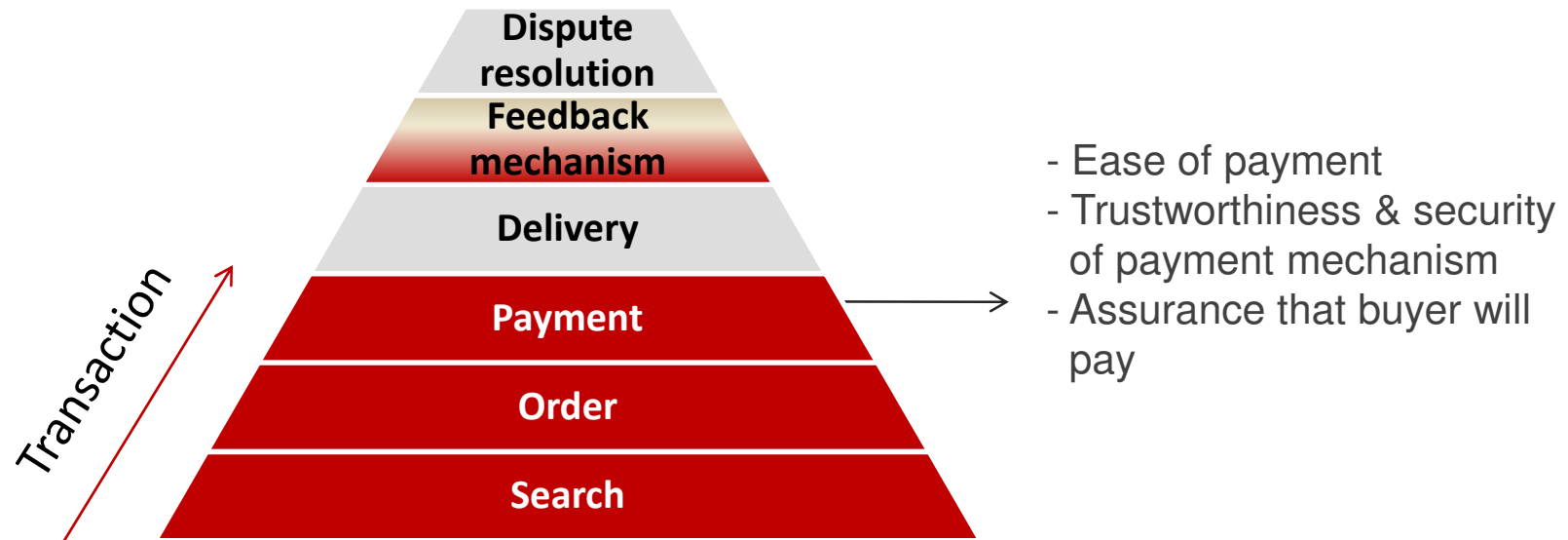


Shopping in mobile marketplaces: Concerns



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

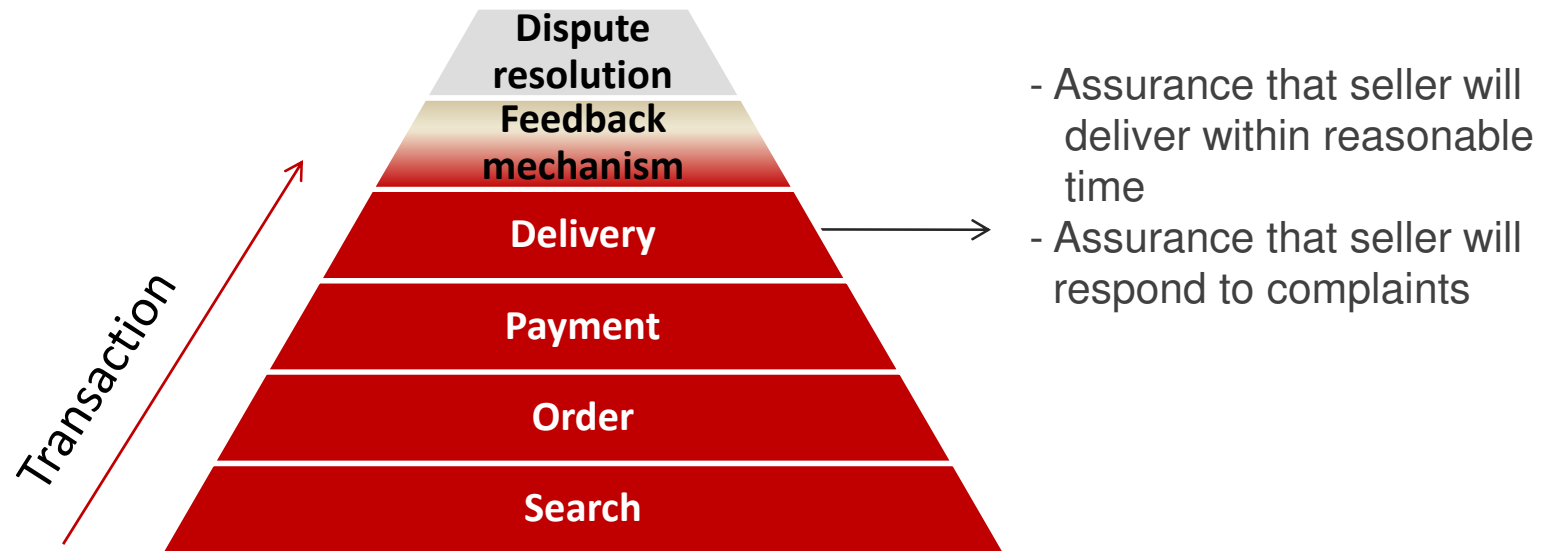
Shopping in mobile marketplaces: Concerns



- Mobile payments

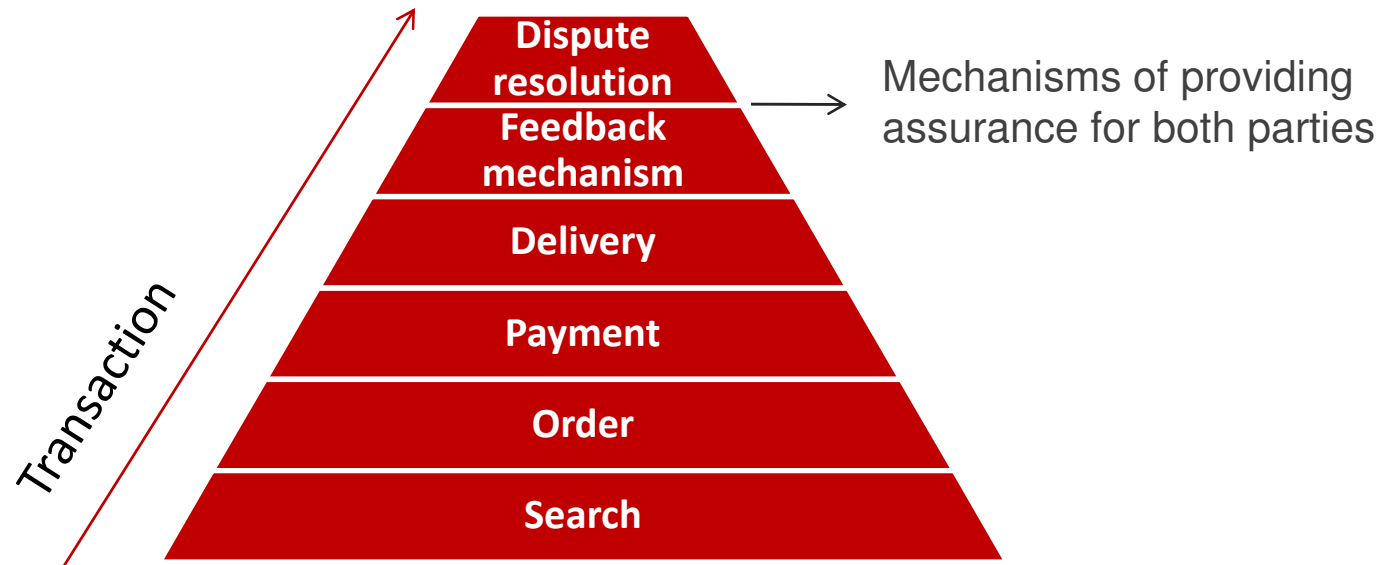
- Introduction of third party guarantor to assure payment

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

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

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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