

BRANDING DEVELOPMENT & E-COMMERCE BASED MARKETING OF MES PRODUCT

Elevating Quality, Building Brands, Connecting Globally

8 DECENT WORK AND ECONOMIC GROWTH



Empowering Bangladesh's micro-enterprises through quality enhancement, branding, and e-commerce to propel economic growth and sustainability.

E-COMMERCE



With the support of PKSF and International Fund for Agricultural Development (IFAD) under Promoting Agricultural Commercialization and Enterprise project (PACE), Rural Reconstruction Foundation started implementing E-commerce based sub-project. The main obstacle to successful online marketing of small entrepreneur's products through e-commerce services is the backwardness of product quality and product decoration. The main works in the areas of product quality, product variety and production environment and sustainable product packaging as well as product branding. If professional skills and standards are developed in these products, the market for all these products will expand. To survive in the competitive market, it is important to improve quality, branding and packaging.

KEY Activities

- ICT Services for MEs
- Establish suitable E-commerce platform for small enterprise
- Technology Transfer for quality improvement activities of small scale entrepreneurs.
- Product styling and design modernization
- Branding
- Labeling
- Packaging
- Warehouse built on vendor managed inventory model

Funded By:



At a Glance



ONGOING FROM
March 2023



Project Participants

1000
(60% Female, 40% Male)

TOTAL BUDGET

BDT 5550000



NO. OF STAFF

01

Area Covered:

**Jashore, Satkhira &
Jhenaidah District**

