Government of the People's Republic of Bangladesh
Bangladesh Regional Connectivity Project-1
Ministry of Commerce

USER SATISFACTION SURVEY REPORT ON THE BANGLADESH TRADE PORTAL

MARCH
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PREFACE

As Bangladesh steadily deepens its integration into the global trading system, the role of digital platforms in facilitating smooth, efficient, and transparent trade processes becomes ever more critical. Among these platforms, the Bangladesh Trade Portal (BTP) has emerged as a key resource for businesses, traders, and policymakers, offering centralized access to trade-related information, regulations, procedures, and updates. The accessibility and user-friendliness of such platforms directly impact a country's ease of doing business and its ability to attract international trade and investment.

This research project, titled ***"User Satisfaction Survey of the Bangladesh Trade Portal,"*** was conceived with the primary goal of evaluating the portal's effectiveness from the users' perspective. Through systematic data collection comprising surveys, in-depth interviews, and qualitative feedback, the study aims to understand users' experiences, the challenges they encounter while using the portal, and their overall level of satisfaction. The findings will provide strategic insights to stakeholders and policymakers for improving digital trade facilitation tools and enhancing user engagement.

The survey captured inputs from a diverse group of stakeholders, including importers, exporters, logistics providers, government officials, and SMEs. A structured methodology was employed to ensure the reliability and relevance of the data. Participants provided feedback on various dimensions of the portal, such as content accuracy, interface usability, update frequency, and the clarity of instructions. In addition, the research explored whether users feel the portal supports their business objectives, reduces administrative burden, and contributes to their understanding of regulatory compliance.

One of the key motivations behind this study is to bridge the gap between digital trade infrastructure and user needs. While BTP already serves as an essential tool for transparency and streamlined access, the survey findings reveal areas where enhancements could be made. These include better multilingual support, simplified navigation, mobile-friendly design, and real-time assistance options. Respondents also recommended integrating interactive features, such as Chatbot support, FAQs, and automated reminders, to improve responsiveness and user satisfaction. The recommendations outlined in this report are intended to empower trade officials, government agencies, and development partners to make informed decisions regarding digital upgrades and capacity-building initiatives. By aligning user needs with platform capabilities, Bangladesh can strengthen its position in the regional and global trade environment.

We extend our heartfelt gratitude to all participants who generously shared their time and insights during the research process. Their contributions have been instrumental in shaping the analysis and the recommendations presented herein. We also acknowledge the support of partner organizations, industry representatives, and institutional stakeholders who made this study possible.

Ultimately, this research represents a meaningful step towards creating a more inclusive, efficient, and user-focused trade ecosystem in Bangladesh. As global trade continues to evolve, platforms like the Bangladesh Trade Portal must remain agile and responsive to the voices of their users ensuring that digital transformation leads to real-world impact.

Shaila Yasmin
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USER SATISFACTION SURVEY OF THE BANGLADESH TRADE PORTAL

MARCH 2025

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The objective of the User Satisfaction Survey was to assess the efficiency, effectiveness, and sustainability of the Bangladesh Trade Portal (BTP) in promoting exporter and importer businesses. The study also aimed to identify and document the User Satisfaction Index as it relates to BTP's overall effectiveness. Additionally, the survey explored users' awareness of the BTP, the relevance and usefulness of its content, its accessibility and user-friendliness, and the impact of the BTP in terms of increased user engagement and trade success.

We thankfully appreciate Mr. Md. Munir Chowdhury, National Trade Expert of BRCP-1, for his support in reviewing and giving valuable guidance to the report. Thanks, are also extended to Mr. Debakor Nath, Data Management Consultant; Mr. Makshudul Alom Mokul Mondal, Jr. Trade Expert and Focal Person Coordinator; and Mr. Ahmed Tausif Reza Rochi, Jr. Monitoring & Supervising Consultant, for their valuable support to the implementation team.

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We are grateful to the relevant stakeholders, individuals, communities, and business owners who took the time to speak with our team. We appreciate their willingness to share insights and even some of their operational and business issues. Without them, this report would not be complete.

The team of this report wants to note that the conclusions, figures, and analysis are solely based on their findings and observations during the survey.

Team Leader, BTP USS
Samahar Consultants Ltd.

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List of Acronyms

BAEC	:	Bangladesh Atomic Energy Commission
BAERA	:	Bangladesh Atomic Energy Regulatory Authority
BEF	:	Bangladesh Employers' Federation
BEPZA	:	Bangladesh Export Processing Zones Authority
BFTI	:	Bangladesh Foreign Trade Institute
BGMEA	:	Bangladesh Garment Manufacturers and Exporters Association
BIDA	:	Bangladesh Investment Development Authority
BKMEA	:	Bangladesh Knitwear Manufacturers & Exporters Association
BRCP-1	:	Bangladesh Regional Connectivity Project
BSTI	:	Bangladesh Standards and Testing Institution
BTP	:	Bangladesh Trade Portal
BTTC	:	Bangladesh Trade and Tariff Commission
CCI&E	:	Chief Controller of Exports and Imports
CES	:	Common Effort Scope
CPA	:	Chittagong Port Authority
CSAT	:	Customer Satisfaction Score
CSR	:	Corporate Social Responsibility
DAE	:	Department of Agricultural Extension
DCCI	:	Dhaka Chamber of Commerce & Industry
DGDA	:	Directorate General of Drug Administration
DLP	:	Documentation, Library and Publications
EPB	:	Export Promotion Bureau
FAQ	:	Frequently Asked Question
FBCCI	:	Federation of Bangladesh Chambers of Commerce and Industry
FGD	:	Focus Group Discussion
ICT	:	Information and Communication Technology
IDA	:	International Development Agency
IDRA	:	Insurance Development and Regulatory Authority
IPO	:	Import Policy Order
IT	:	Information Technology
ITC	:	International Trade Centre
KII	:	Key Informant Information
MCCI	:	Metropolitan Chamber of Commerce and Industry, Dhaka
MOA	:	Ministry of Agriculture
MOC	:	Ministry of Commerce
MoU	:	Memorandum of Understanding
NBR	:	National Board of Revenue
NGO	:	Non-Government Organization
NPS	:	Net Promoter Score
NSRC	:	Nuclear Safety and Radiation Control

PD	:	Project Director
PIU	:	Project Implementation Unit
PPP	:	Public Private Partnership
RJSC	:	Registrar of Joint Stock Companies and Firms
SARRC	:	South Asia Association for Regional Cooperation
SME	:	Small and Medium Enterprises
SPS	:	Sanitary and Phytosanitary System
SPSS	:	Statistical Package for Social Service
SWOT	:	Strength, Weakness, Opportunity, and Threat
TBT	:	Technical Barriers to Trade
TCB	:	Trading Corporation of Bangladesh
TFA	:	Trade Facilitation Agreement
ToR	:	Terms of Reference
USI	:	User Satisfaction Index
VAT	:	Value Added Tax
WTO	:	World Trade Organization

Executive Summary

Bangladesh, the third-largest economy in South Asia, has continued strong and robust growth, supported by significant progress in poverty reduction, export expansion, and overall socio-economic development. To maintain this drive and improve global competitiveness, the country requires an efficient, integrated multimodal transport and logistics system alongside strengthened trade facilitation through digitalization and institutional reforms.

As part of ongoing efforts to improve regional connectivity and trade performance, the Government of Bangladesh established the Bangladesh Trade Portal (BTP), first launched in 2016 and later upgraded through the Bangladesh Regional Connectivity Project-1 (BRCP-1) with support from the World Bank.

This study assesses the need for consultancy services to conduct a user satisfaction survey of the BTP, examining its effectiveness, identifying performance gaps, and proposing actionable improvements. Using a mixed-methods approach, the study ensured inclusivity and regional representation across eight districts in four administrative divisions.

Chapter-01: Background of the Study

Bangladesh has experienced strong and sustained economic growth, positioning itself as a key player in South Asia's trade landscape. To further enhance regional and international trade, the Government of Bangladesh is strengthening transport, logistics, and cross-border connectivity. The Bangladesh Regional Connectivity Project-1 (BRCP-1), supported by IDA financing, focuses on modernizing land ports, upgrading customs and transport systems, and promoting inclusive trade, with special attention to empowering women entrepreneurs.

A central feature of BRCP-1 is the Bangladesh Trade Portal (BTP), which provides transparent, up-to-date trade information for exporters, importers, and investors. To assess its user-friendliness and effectiveness, SAMAHAR Consultants Ltd conducted a user satisfaction survey across multiple districts. The survey's findings offer actionable insights to enhance the portal, support institutional capacity building, and promote a more accessible, efficient, and inclusive trade environment aligned with the WTO Trade Facilitation Agreement.

Chapter-02: Literature Review

The literature review examines user satisfaction with trade portals globally, emphasizing the Bangladesh Trade Portal (BTP) as a case study. Studies highlight that portal design, ease of use, and persuasive features (e.g., real-time alerts, multilingual support) significantly enhance user engagement and satisfaction. For instance, Lee et al. (2025) found that aligning portal features with user expectations boosts retention, while Subedi et al. (2025) stressed the need for dynamic, mobile-friendly interfaces to cater to digital-savvy traders. Cross-country comparisons reveal that portals like India's ICEGATE and ASEAN Trade Repository outperform BTP in automation and real-time updates, though BTP's bilingual support offers localized advantages. The review identifies gaps in BTP's accessibility for SMEs, women entrepreneurs, and foreign traders, citing slow updates and limited awareness as key barriers. Recommendations include integrating AI-driven tools, improving mobile usability, and expanding outreach to bridge these gaps.

In the Bangladesh context, BTP's role in trade facilitation aligns with national goals under the WTO Trade Facilitation Agreement and the 7th Five-Year Plan. Despite progress—such as 266,385 unique visitors and 738,830 page views challenges persist, including low satisfaction scores (User Satisfaction Index of 2.73) and inconsistent stakeholder coordination. The portal's strengths lie in centralized trade data and regulatory transparency, but weaknesses include

outdated content and poor mobile app performance. The review underscores the need for hybrid service models (blending digital and offline support), multilingual expansion, and stronger public-private partnerships to enhance BTP's utility. By addressing these issues, BTP could mirror global benchmarks like Singapore's TradeNet, fostering economic growth and positioning Bangladesh as a competitive trade hub.

Chapter-03: Methodology of the Study

This chapter provides a comprehensive description of the methodological approach used for the user satisfaction survey of the Bangladesh Trade Portal. The consultant aligned their approach with the main objective of gathering information about users' satisfaction with the BTP. SAMAHAR (the consulting organization) employed both qualitative and quantitative methods, collecting data from primary and secondary sources1.

The study audience primarily consisted of BTP users, including businessmen, public sector stakeholders, and senior experts in the business community. The BRCP-1 office supplied a list of BTP users from which the survey team randomly selected participants, ensuring coverage of all four divisions for both offline and online surveys.

Data collection instruments were carefully developed with questionnaires using a five-point Likert scale (from "strongly agree = 1" to "strongly disagree = 5") and some open-ended questions. Field pretesting was conducted before the actual data collection to ensure effectiveness and clarity of the tools, with at least two respondents from each category participating in the pre-test1.

The study employed 16 experienced enumerators and one field supervisor cum survey coordinator, all with relevant educational backgrounds and experience. A two-day training session was conducted for the selected personnel, covering topics such as survey objectives, informant identification, questionnaire content, ethics in data collection, and appropriate techniques1.

Sample size was determined using statistical methods, with a precision of 5% and a 95% confidence level. The formula $n=(z^2p(1-p))/e^2$ was used, resulting in approximately 385 respondents, which was rounded up to 400 for the offline survey. For data collection, the study deployed

- Online questionnaire surveys (277 BTP users)
- Online survey through Pop-up (130 Non-Registered BTP User)
- Offline questionnaire surveys (400 BTP users)
- Key Informant Interviews (30 key personnel)
- Focus Group Discussions (8 FGDs with 73 participants)

Quantitative data for the study was collected from 677 registered users of the Bangladesh Trade Portal-277 through online surveys, 130 non-registered BTP user and 400 via offline interviews-using structured questionnaires. To better understand barriers to portal engagement, 130 additional non-registered were also interviewed. The research incorporated qualitative depth through 30 Key Informant Interviews (KIIs) with trade experts, government officials, and private sector representatives, as well as 8 Focus Group Discussions (FGDs) involving traders, exporters, importers, chamber members, and women entrepreneurs. Secondary data was sourced from Google Analytics, and a comparative analysis was conducted with trade portals in India, Nepal, Malaysia, and ASEAN countries. To ensure the reliability and accuracy of findings, validation techniques such as pre-testing of data collection tools, data triangulation, and independent reviews were employed.

The study covered eight districts across four divisions (Dhaka, Chattogram, Khulna, and Rajshahi), with at least seven FGDs conducted outside Dhaka to ensure geographical representation

Chapter-04: Results and Findings

This chapter typically presents the analyzed data and key findings from the user satisfaction survey of the Bangladesh Trade Portal. The specific findings are briefly described below;

1. **User Demographics & Usage Patterns:**

- ✓ 97.8% of users were male and only 2.2% female; 82.5% were over 40 years of age.
- ✓ 79.3% had over a decade of business experience, with 62% engaged in both export and import activities.
- ✓ 82% of users regularly conduct both online and offline trade transactions.
- ✓ Information about the BTP was mostly shared through other businessmen (42.5%), trade associations (23.5%), and social media (14.3%).

2. **Platform Reach and Content Utilization:**

- ✓ The BTP website recorded 266,385 unique users and 738,830 page views from 160 countries.
- ✓ Key features accessed included trade alerts (49.8%), export policy orders (46.0%), and market access information (38.5%).
- ✓ 46% of users found tariff classifications (HS Codes) to be the most useful content, followed by procedural standards (37.8%), legal documents/forms (33.5%), and trade alerts (45%).
- ✓ Despite the portal's richness, only 10% of users reported participating in training sessions, although 92.5% of those who did expressed satisfaction.

3. **User Feedback & Gaps:**

- ✓ 98% of users agreed that the BTP provides adequate trade-related information, yet only 65.3% found it comprehensive, and 30.5% noted untimely updates.
- ✓ Only 34.8% accessed the portal via mobile browsers, indicating low mobile optimization.
- ✓ It is found that only 34.3% of users submitted queries which indicates potential for increased engagement at the National Enquiry Point.

4. **Qualitative Insights:**

- ✓ KIIs highlighted the portal's relevance but raised concerns about the frequency of content updates, responsiveness of the enquiry system, and coordination with other trade facilitation bodies.
- ✓ FGDs revealed low awareness and challenges in navigating the portal among SMEs and district-level traders. Participants recommended more training and user-friendly design.
- ✓ Suggestions also included deploying AI-based Chatbot support, enhancing mobile accessibility, and expanding the outreach program.

Chapter Five: Discussions and Recommendations

The study evaluates the Bangladesh Trade Portal (BTP) through user demographics, awareness, satisfaction, and functionality, identifying key strengths and areas for improvement. A significant gender disparity exists, with 96.5% male users, highlighting barriers for female entrepreneurs due to socio-cultural norms and digital literacy gaps. Age distribution shows higher engagement among older users (41+ years), while younger traders remain underrepresented, suggesting usability issues for tech-savvy entrepreneurs. Additionally, the portal's complexity favors educated users (77.4% graduates), potentially alienating SMEs and informal traders.

Awareness of BTP primarily stems from business networks (50.8%), with minimal outreach through structured programs (5.3%), indicating a need for targeted campaigns. While 70.6% of users find the content comprehensive, foreign traders seek more market intelligence, and mobile accessibility remains a concern (rated 3.2/5). Although 84% of users acknowledge BTP's usefulness, only 61% rate it as highly effective, citing slow updates and delayed query responses (4–7 days on average). Domestic traders benefit from regulatory clarity, but foreign users face challenges due to limited multilingual support and real-time data.

To enhance sustainability, the study recommends dedicated management, government funding, and inter-ministerial coordination. Key challenges include gender gaps, poor mobile optimization, and slow response times, while opportunities lie in AI-driven tools, Blockchain integration, and global trade partnerships. Overall, BTP has a satisfaction score of 3.8/5, with strengths in content depth but weaknesses in accessibility and responsiveness. Strategic improvements in outreach, technology, and institutional support can transform BTP into a more inclusive and globally competitive trade platform.

Recommendations

- **Enhance Awareness and Outreach:** Launch targeted promotional campaigns through social media, trade fairs, and chambers of commerce to increase portal visibility.
- **Promote Inclusive Participation** - Develop tailored programs for women, youth and rural entrepreneurs to broaden user base
- **Upgrade Mobile Functionality:** Develop a responsive mobile app to facilitate on-the-go access for traders.
- **Strengthen Enquiry Point Services:** Establish a more responsive and well-resourced team to handle queries promptly.
- **Boost Training and Capacity Building:** Organize regular webinars, workshops, and regional training sessions to increase user competence.
- **Increase Trade Alert Frequency:** Issue more frequent and segmented trade updates based on user preferences.
- **Set Up a Dedicated Maintenance Unit:** Operate under BCC or a specialized body to ensure timely maintenance, content updates, and technical support.
- **Introduce AI Chat Support:** Implement AI-based assistance tools to improve user experience and query handling.
- **Develop Real-Time Dashboards:** Incorporate interactive dashboards that provide live updates on trade trends, policies, and market opportunities.

- **Institutionalize Sustainability Measures:** Allocate permanent human and financial resources to manage the portal and integrate BTP operations into the core mandate of the Ministry of Commerce.
- **Provide User Training & Guides** - Develop beginner-friendly tutorials and multilingual manuals to facilitate onboarding
- **Streamline Navigation & Search** - Simplify interface and enhance search functionality for better discoverability of trade information
- **Ensure Real-Time Policy Updates** - Maintain current trade regulations and alerts to establish portal reliability
- **Add Multilingual Support** - Incorporate key international languages to serve foreign traders and investors

Chapter-Six: Challenges of the Study

The study offered useful insights into how people experience the Bangladesh Trade Portal (BTP), even though it was carried out within a tight timeframe and during a period of frequent political disruptions. Business closures, busy schedules of the respondents, and difficulties reaching some users, especially those less comfortable with digital tools—made data collection challenging. Changes in contact persons across institutions and inconsistent updates on some websites also affected coordination. These experiences showed the importance of better communication, stronger outreach, and more user-friendly survey methods in the future.

Even with these hurdles, the study gathered meaningful feedback from active users of the portal. Although some responses reflected individual perceptions and therefore need thoughtful interpretation, the findings point to clear ways to improve the portal—such as increasing awareness, simplifying engagement, and strengthening collaboration between institutions. Allowing more time for future studies, improving coordination, and using more inclusive engagement strategies will help produce richer and more representative feedback, supporting the ongoing growth and usefulness of the Bangladesh Trade Portal.

Chapter-Seven: Conclusion

The Bangladesh Trade Portal has established itself as a vital digital tool for trade facilitation, demonstrating strong global reach and offering valued features that support traders, investors, and policymakers. The survey findings affirm its relevance and highlight significant opportunities to further strengthen user engagement, accessibility, and inclusivity particularly for women, youth, rural entrepreneurs, and mobile-first users. Enhancing digital guidance, increasing visibility of support services, and ensuring even more frequent content updates can deepen its usefulness and responsiveness. Strategic improvements such as a dedicated mobile application, expanded training and outreach programs, multilingual content, and AI-enabled user assistance will further elevate the user experience and broaden adoption. With continued institutional commitment and targeted innovation, the BTP is well-positioned to emerge as a leading digital trade knowledge hub in South Asia, driving Bangladesh toward a more inclusive, competitive, and future-ready trade ecosystem.

Chapter One

1. Background of the Study

Bangladesh is the third-largest economy in South Asia and one of the world's most densely populated countries, with an estimated population of 171 million within a land area of 130,168 km² (World Bank, 2024; UNFPA, 2024). The country has demonstrated sustained economic growth, maintaining an average GDP growth rate above 6% annually since 2010, consistently outperforming many developing economies (IMF, 2024). Since achieving Lower Middle-Income Country (LMIC) status in 2015, Bangladesh has continued its economic ascent, reaching a nominal GDP per capita of approximately USD 2,688 in 2023 (World Bank, 2024). When adjusted for purchasing power parity (PPP), GDP per capita rises to approximately USD 8,000–8,400 (constant 2021 international USD, 2024 estimates), reflecting substantial growth in real purchasing capacity and living standards (World Bank, 2024; IMF, 2024).

Improving Bangladesh's multimodal transport, logistics, and regional connectivity is essential for sustaining growth, yet system inefficiencies are slowing trade, with the Order-to-Delivery cycle 35–50% longer than competing markets due to costly inland transport, slow customs and border processes, and limited port and terminal capacity. To address these constraints, the Government is prioritizing expansion of road, rail, and inland waterway freight capacity, modernization of customs and clearance systems, and reduction of border processing times, while advancing regional trade integration through the BBIN (Bangladesh–Bhutan–India–Nepal) framework to strengthen cross-border connectivity and logistics efficiency.

The Government of the People's Republic of Bangladesh has received an SDR 150 million Credit from the International Development Association (IDA)— a member of the World Bank Group — for financing the cost of the Bangladesh Regional Connectivity Project 1(BRCP-1) under the Ministry of Commerce (MOC). One of the important component of this umbrella project is being implemented by the Ministry of Commerce as a separate technical assistance project. The overall objective of that technical assistance project is to strengthen trade related institutional capacity in order to ensure active and sustainable cooperation between multiple trade-related stakeholders and economic empowerment of women traders. This technical assistance project consists of following three (3) components:

Component A: Develop (pilot) programs to support female traders and entrepreneurs. This component will pilot activities to help Address barriers to women becoming more integrated into regional and global supply chains and trading opportunities;

Component B: Capacity Development Support for the National Trade and Transport Facilitation Committee. The inter-ministerial National Trade and Transport Facilitation Committee (NTFC) has been set up during the preparation of the proposed Project to coordinate all trade and transport-related policies and activities in Bangladesh, and will also serve as the Advisory Committee for the Project;

Component C: Improvements to Bangladesh Trade Portal and to set up a National Enquiry Point for Trade. The Bangladesh Trade Portal (BTP) was launched in March 2016. This component will support further up-gradation of the BTP to expand its functionality to include information of relevance to potential Bangladesh exporters and to ensure that content is kept up to date. This component will also set up the National Enquiry Point for Trade, which will help Bangladesh to meet a key requirement of WTO Trade Facilitation Agreement.

This technical assistance project intends to apply part of the IDA Credit for procuring consultancy services from qualified research/consultancy firms or institutions to conduct a user satisfaction survey about the trade-related services of Bangladesh Trade 'Portal. This survey results will enable the Ministry of Commerce to understand effectiveness of inclusion of different information services in the Bangladesh Trade Portal and its efficient use by the stakeholders for future development.

1.1 Bangladesh Trade Portal (BTP)

Bangladesh Trade Portal (https://www.bangladeshtradeportal.gov.bd) is an official source of all regulatory information relevant to traders who wish to move goods and merchandise across the borders of Bangladesh. The Ministry of Commerce of Bangladesh Government has established the Bangladesh Trade Portal (BTP) in order to cope with the international trading system of the current competitive world and to improve the predictability and transparency of the country's trading laws and processes. The main objective of the BTP is to prepare all national and international regulatory trade related information and other information to be useful for the Bangladeshi exporters and importers, foreign investors easily and readily available in a single integrated website. Trade Portal is in line with the government's commitment to facilitate information sharing, and with Article 1 of the Trade Facilitation Agreement of the World Trade Organization (WTO).

The Bangladesh Trade Portal was first launched on March 13, 2016 and version 2 has been live from January 31, 2018 under the Bangladesh Regional Connectivity Project-1 of the Ministry of Commerce. Since its take-off, the portal has received visitors from 60+ countries showing that the overseas trading community has a growing interest to the Trade Portal as well as the local traders. The major role of BTP is to promote and facilitate trade by improving transparency, liaison between local and foreign traders and acts as a trade enquiry point.

For effective coordination among different trade related agencies, a Memorandum of Understanding (MoU) was signed between the 36 relevant public and Private Agencies and the Ministry of Commerce on August 08, 2019, The MoU is an essential foundation to the smooth operation of BTP as it guarantees the timely and effective sharing of information between the stakeholder organizations.

Users can find latest trade related information including Commodities & Tariff (HS Code Wise), Legal Documents, Measures & Standards, Procedures, Forms, Publication& Articles, Trade News/ Alert. BTP also has dedicated section to facilitate export of Bangladeshi products and services which information on Commercial Exports, Export Policy Order, and Incentives on Export, Exporter's Database, and Export Guide for new entrepreneurs. Similarly, information on Commercial Imports, Import Policy Order, and Prohibited and Conditional Import Goods, is also added to smoothen import of necessary products.

BTP has dedicated sections covering Market Access Information (including Bilateral and free trade agreements, Duty Free and Quota Free (DFQF) Market Access, Preferential Market (GSP) etc.), Women Entrepreneurship Development, SPS/TBT enquiry Point, and Outcome of National Trade Facilitation etc.

BTP envisages to improve transparency since all required steps and costs in the Export & Import process are clearly defined, increase speed at which business may be transacted, reduce cost of doing business and procedural times etc.

Under BRCP-1, National Enquiry Point for Trade and iOS and Android mobile application for BTP have been developed for better service delivery to the users. The users/stakeholders who benefit from Bangladesh Trade Portal include: The stakeholders may include: business person,

women entrepreneur, Exporter (local and international), importer (local and international), government officials, Export and import related private companies (C&F agents etc.), Researchers etc.

1.1.1 National Enquiry Point:

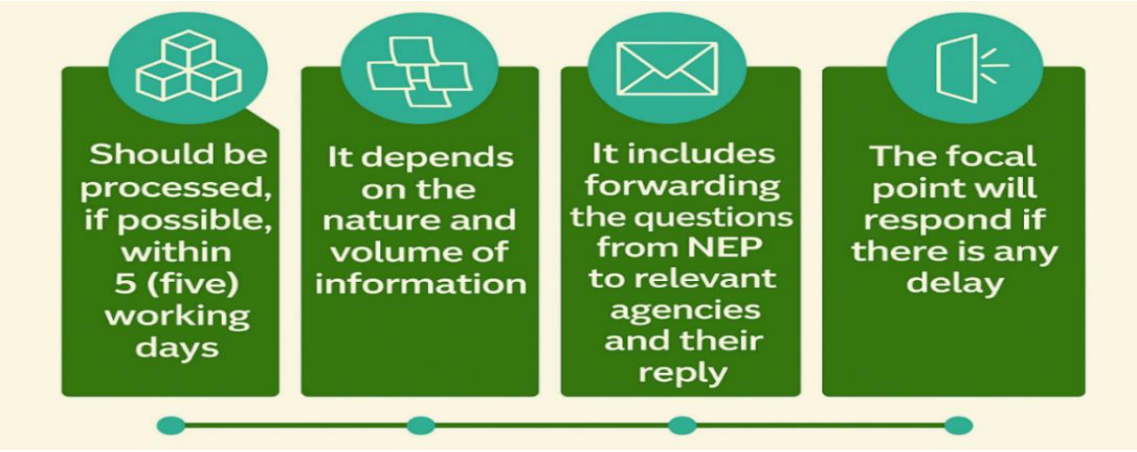
National enquiry point is a web-based institution that serves to connect the business community private sector, trade officials, standards officials, regulators and any other domestic and international traders. Provides general idea about the legal background, administration of web based national trade portal and instructions to the administrators and implementing partners of the Enquiry Point on managing enquiries received from stakeholders. Moreover, It is relevant to trade queries of all the relevant agencies.

Roles and Responsibility of the Focal Point

The diagram defines key communication and coordination responsibilities to ensure efficient information flow within the organization and with external parties, especially the Ministry of Commerce (MoC).

1. **Appoint Two Officials (Primary & Deputy Contact)**
   Establishes a clear communication channel and ensures continuity if one contact is unavailable, reducing delays and miscommunication.
2. **Report Policy or Management Issues Promptly**
   Ensures timely sharing of critical updates so stakeholders can respond quickly and remain aligned.
3. **Authorize Information Before Sharing with MoC.**
   The appointed officer must have authority to verify and approve information, safeguarding accuracy and preventing unauthorized disclosure.
4. **Respond to Inquiries in an Agreed Electronic Format**
   Standardized digital responses support consistency, traceability, and efficient record-keeping in stakeholder communications.

1.1.2 Query Response Processing Time



The image presents a framework for managing information requests and communication between a central and relevant agency. Here's a deeper look into each of the main points:

a) Timely Processing Information requests are expected to be processed within five working days, if possible. This sets a clear performance benchmark for responsiveness and encourages timely service delivery.

b) Volume and Nature Consideration The time required to process a request may vary based on the nature and volume of the information. This adds flexibility to accommodate complex or data-heavy inquiries while maintaining realistic expectations.

c) Inter-Agency Communication The process involves forwarding questions from NEP to the relevant agencies and collecting their replies. This highlights a structured relay system for addressing inquiries, ensuring that responses are sourced from the appropriate authorities.

d) Focal Point Responsibility If there's any delay in responding, the designated focal point is responsible for providing updates. This ensures accountability and keeps stakeholders informed about the status of their request.

1.1.3 National Enquiry Point for Trade (NEPT)

The diagram highlights key aspects of Bangladesh's implementation of National Enquiry Point for Trade (NEPT) under the Trade Facilitation Agreement (TFA). It shows that while the TFA does not outline any specific financing mechanism for establishing these enquiry points, Bangladesh's Ministry of Commerce took the initiative to create a Trade Enquiry Point through the World Bank-supported Bangladesh Regional Connectivity Project-1. Additionally, it emphasizes that the NEPT and relevant government agencies provide information and respond to trade-related enquiries free of charge, ensuring accessibility and transparency for stakeholders.

1.1.4 Sustainability of National Enquiry Point for Trade

These six strategic points present a comprehensive roadmap for fostering organizational growth, efficiency, and impact. The first point, continuous staff development and training, ensures that teams evolve alongside emerging industry standards and maintain high performance. By fostering a mindset of lifelong learning, organizations remain agile and better equipped to navigate change, using tools like mentorship, online modules, and collaborative workshops to build diverse competencies.

The second point highlights the value of compiling FAQs, which act as a centralized knowledge base. This not only simplifies day-to-day operations and reduces repetitive queries, but also plays a vital role in onboarding, ensuring consistency and clarity for new personnel.

Coordination among agencies serves as the third pillar, promoting inter-organizational synergy. When teams avoid overlapping tasks and share resources efficiently, complex challenges especially those that span multiple sectors can be tackled with precision and unified effort.

Fourth, the emphasis on cooperation and open dialogue among officials encourages transparency, shared ownership, and inclusive problem-solving. Breaking down silos and fostering communication leads to smoother implementation of policies and unified leadership.

Regular meetings, outlined in the fifth point, are more than just calendar fillers. They act as dynamic checkpoints to monitor progress, resolve issues, and recalibrate strategies. They also strengthen accountability and ensure that all stakeholders stay informed and engaged.

Lastly, promotional activities extend an organization's reach, shaping public perception and boosting awareness around services or initiatives. By leveraging media, events, and digital channels, organizations not only communicate their value but also deepen community engagement and build trust.

1.1.5 API (Application Programming Interface) Integration

Integrating APIs between the Bangladesh Trade Portal (BTP) and other key government agencies such as the National Board of Revenue (NBR), Tax Authority, Ministry of Commerce, Ministry of Industries, Customs, Land and Sea Ports Authorities and other export-import authorities can revolutionize trade facilitation and inter-agency coordination. This could provide a centralized platform for all trade-related regulatory information for Bangladeshi importers and exporters. Here's how it could unfold:

Seamless Interconnectivity Across Agencies

- **Customs & NBR**: APIs can link BTP with customs clearance systems like ASYCUDA allowing automatic exchange of import/export data, tax assessments, and duty payments.
- **Tax Authority**: Integration with VAT and income tax systems enables real-time verification of BIN numbers, tax compliance status, and faster processing of trade-related financial documentation.
- **Labor Ministry**: APIs could provide access to labor compliance data, certifications, and workforce registration for export-oriented industries.

- **Land & Sea Ports Authority**: Real-time cargo tracking, port clearance status, and logistics coordination can be streamlined through API links with port management systems.

Technical & Strategic Framework

- **Customs and Port Automation**: The NBR's Customs Strategic Plan 2024–2028 aims to fully implement by 2027 integrating 19 agencies including customs, ports, and tax authorities into one digital gateway.
- **Security & Standards**: APIs must follow secure protocols (OAuth, SSL), support JSON/XML formats, and comply with national data governance policies.
- **Automation & AI**: Future plans include AI-driven risk assessments, electronic cargo tracking, and fraud detection mechanisms to enhance efficiency and transparency.

Benefits of API Integration

- Reduced paperwork and manual data entry
- Faster customs and tax clearance
- Improved transparency and accountability
- Enhanced user experience for traders and businesses
- Stronger inter-agency collaboration and policy alignment

Consequently, the Bangladesh Trade Portal (BTP) is planning a major website upgrade to enhance efficiency, user experience, and centralized access to trade-related regulatory information for importers and exporters. The redesign includes integrating APIs to unify data from multiple government sources, improve accessibility to trade policies, and offer features like personalized dashboards and dynamic content updates. Potential API use cases include real-time updates on trade regulations, streamlined data exchange with customs and other agencies, and user-friendly tools like trade requirement lookups and interactive assistants. Key considerations for implementation include ensuring data security, scalability, standardized protocols, and thorough documentation. This strategic shift aims to position BTP as a more robust and accessible tool for facilitating international trade in Bangladesh.

1.2 Rationale of the Survey

The Bangladesh Trade Portal (BTP) is an important government initiative designed to make trade information easy to access, support economic growth, and meet international requirements such as Article 1 of the WTO Trade Facilitation Agreement. The portal provides essential information for exporters, importers, investors, and other users including HS-code-wise data, legal documents, procedures, forms, standards, and trade-related updates.

BTP also offers dedicated sections to help businesses understand export and import requirements. These include details on export incentives, policy orders, exporter databases, commercial import rules, and lists of prohibited or restricted goods. By presenting all steps and costs clearly, the portal aims to increase transparency, reduce trade-related delays, and lower the cost of doing business.

Under BRCP-1, the portal has expanded its services to support a wide range of users, such as entrepreneurs, women-led businesses, researchers, and government officials. Improvements to BTP also include establishing a National Enquiry Point for Trade, which plays a key role in providing accurate information and clarifications on international trade agreements. In addition, the Trade Alert feature helps users stay updated on changes in trade laws, tariffs, and customs procedures.

Given the growing importance of BTP, it is essential to understand how well the portal meets user needs. A satisfaction survey helps assess the portal's usability, accessibility, relevance of content, and overall user experience. The results will highlight strengths, identify areas for improvement, and guide future upgrades. Ultimately, the survey will help ensure that BTP continues to effectively support traders and contribute to smoother and more efficient trade operations in Bangladesh.

1.3 Objective of the Assignment

The Bangladesh Regional Connectivity Project-1 management initiated and decided to assess the extent to which BTP has achieved its overall objectives and accordingly engaged SAMAHAR Consultants Ltd to conduct user satisfaction survey of the BTP.

The primary objective of the User Satisfaction Survey was to measure awareness, relevance, efficiency, effectiveness, timeliness, resourcefulness, user-friendliness, assess impact, and sustainability, conducted gap analysis, and suggested recommendations for future development of BTP (website and mobile application) and national enquiry point.

In addition, the survey gathered data and information on related themes such as awareness about the BTP, resourcefulness the contents of the BTP, user-friendliness that how much the BTP is easily accessible, and result/impact of the BTP's in terms of increasing number of users and their success of trades.

1.4 Scope of the Study

As per the scope of the study, the Samahar Consultant limited conducted the study in order to achieve the objectives of assignment, given the concentration to provide consultancy services professionally as detailed below. However, it was mentioned that the detailed description of service below is not an exhaustive list but rather indicative of the overall tasks have been performed by the Consulting Firm.

- Review and refine in consultation with MOC the criteria for assessing performance of the trade portal (all digital platforms) and agree on adequate survey instruments to be used to measure those
- Propose appropriate and justified technical approach to assess the performance based on the criteria and sub-criteria.
- Elaborate data collection instruments, tools and protocols for the survey
- Pre-test the survey data collection instrument and make the necessary corrections.
- Design appropriate targeting/sampling methodology and technique (including appropriate approach to disaggregating data
- The targeting/ sampling methodology will be discussed and agreed before the start of the survey.
- Conduct the survey to provide data in a disaggregated form according to the agreed methodology.

- Process and analyze the received data.
- Submit analyzed data and identify, major factors responsible for any shortfall in utilization or satisfaction of services under the survey.
- Make relevant recommendations to improve the level of satisfaction.
- Keep liaison with and conducting follow up meetings as would be required with BRCP-1, MOC time-to-time on issue of the implementation of the assignment.

In conducting the survey, the consultant focused on the following themes (to be finalized during inception phase) to deploy appropriate means to assess BTP's performance. Some proposed questions are mentioned below:

Awareness

• Are people aware about the information available for the traders.

Relevance

• Are the expected results/outputs of the BTP consistent with the outcome, immediate impact and overall goal/impact?

• Is available information maintain timeliness?

Resourcefulness:

• Do the BTP have relevant information?

• is the information regularly updated?

User-friendliness:

• Do you find the website/ enquiry point/ mobile application easy to use?

Effectiveness

• To what extent has the BTP already achieved its outcome(s) or will be likely to achieve it/them?

• To what extent has the BTP already achieved its expected results/outputs or will be likely to achieve them?

• What were the major factors influencing the achievement or non-achievement of the outcomes)/expected results/outputs? (Also consider any, which were possibly beyond the control of the project)

• Was the BTP managed as planned? If not, what issues occurred and why?

• To what extent have all BTP stakeholders collaborated as planned?

Efficiency

• To what extent were all menus of BTP used as planned?

• Was the BTP managed in the most efficient way (time, personnel resources)? Have any issues emerged, if so which ones and why?

Impact

• How many stakeholders in total have already taken the service of BTP (immediate impact)?

• What exactly has already changed because of BTP (immediate impact)?

Sustainability

• To what extent will the benefits of the project continue after the withdrawal of the donor? • What were the major factors which influenced the achievement or non-achievement of sustainability of the BTP?

• If applicable, what needs to be done and/or improved to ensure sustainability?

Some other issues which the consultant was focused as per ToR includes: organic search results, frequency of visits, most viewed page, least viewed page, bounce rate, communication, Social media engagement and promotion, enquiry response quality and rate, things user like, and do not like, searchable databases, such as the customs commodity classification database, covering information on tariff, licensing requirements laws, and, regulations etc.

It also advised by the BRCP-1 authority through ToR that data should be gathered from 8 districts under 4 divisions of Bangladesh, 800 respondents (online and offline) who are the users of Bangladesh Trade Portal (BTP) to ensure comprehensive coverage across the users of the portal. And accordingly consulting firm performed the duties to accomplished the assignment.

1.5 Definition of key terms

SAMAHAR accomplished online, offline survey, conduct KII and FGD to properly assess the needs of the clients/BRCP-1. Based on that study, SAMAHAR has felt the necessity to give definitions of various terms at the points of discussion of the proposed technical approach and methodology of the survey assignment.

Awareness: Knowing of something; knowing that something exists and is important and experience of a particular thing,

Relevance: Issue which is closely connected with the subject you are discussing or the situation you are thinking about a relevant suggestion/question/point.

Resourcefulness: Availability of things or issues useful for a person or particular group of people that help in making decisions and act on his own.

Friendliness: Not difficult, rather easy to go with or user-friendly. The quality of being suited to a particular need, concerns, users, etc.

Effectiveness: It means the capability of producing a desired result or the ability to produce desired output.

Efficiency: A situation in which a person, company, factory, etc. uses resources such as time, materials, or labor well, without wasting any.

Impact: To have a strong effect or influence on a situation or person.

Sustainability: It means the continuation of its own capacity for a longer period. Or the use of various strategies for use of existing resources optimally so that a responsible and beneficial effect can be achieved over the longer term.

Chapter Two: Literature Review

2. Introduction

This study on the *User Satisfaction Survey of the Bangladesh Trade Portal (BTP)*, aims to evaluate how well the portal fulfills the needs and expectations of its users. By evaluating users' experiences, challenges, and overall satisfaction, the research aims to highlight areas for development and provide suggestions to enhance the portal's functionality and user interaction. The outcomes of this survey will serve as a valuable resource for policymakers, trade authorities, and stakeholders who are working to optimize trade-related services in Bangladesh. To ensure a thorough understanding of user feedback, the study followed a systematic methodology, incorporating surveys, interviews, and data analysis. It is anticipated that the findings will support ongoing initiatives to improve the BTP, making it more efficient, accessible, and beneficial for the business community. The insights and input from users have played a key role in shaping the conclusions and recommendations presented in this report.

To achieve the core objectives of this survey, e.g. to evaluate the efficiency, effectiveness, and long-term sustainability of BTP's strategies aimed at supporting exporters and importers and to develop a User Satisfaction Index based on users' feedback, the relevant literature are reviewed. Based on the investigation by Lee et al., 2025, the design of a portal, the application of Fogg Behavior Model (FBM)-based persuasive features, such as visual previews and information alignment, has been shown to increase user satisfaction and intention to continue accessing the portal. In light of the findings of the study, the development of a trade portal that are more focused on user experience and supported by persuasive features will help increase users' participation and satisfaction and support the improvement of more effective trade services. Based on the findings of Lee et al. (2025), this study reveals that meeting users' expectations ensuring persuasiveness of a portal has a positive impact on user satisfaction and behavioral intentions.

In addition to published and unpublished research, studies, and journal reviews on trade portals and other trade platforms, our study team has reviewed various countries' trade portals and relevant reports. A summary of this review is presented in tabular form below to illustrate the effectiveness of these portals.

Comprehensive Literature Review: Trade Portal Effectiveness by Country

Country/ Region	Trade Portal Initiative	Key Findings & Effectiveness	Reference
Laos	Lao PDR Trade Portal (2012)	Boosted WTO accession; >500k visits in 2021; reduced trade costs via better transparency.	World Bank (2014, 2022)
India	Indian Trade Portal, Trade Connect e-Platform	Centralized trade info, improved transparency, SME inclusion, better digital facilitation; still some usability & NTB gaps	FIEO Annual Report 2024, CII Trade Facilitation Report
Singapore	TradeNet (1989) / GeBIZ (2000) / OBLS (2004)	TradeNet cut customs from 4 days → 10 min; OBLS cut license time 21 → 8 days, saving US $27 M; GeBIZ	TradeNet, GeBIZ, OBLS studies

Country/ Region	Trade Portal Initiative	Key Findings & Effectiveness	Reference
		boosted G2B transparency.	
Malaysia	MyTRADELINK (2012), My Export, PEMUDAH	Unified digital trade services; boosted UN trade fac. score to ~85–87%; My Export won 2020 WTPO IT award; PEMUDAH supported reforms.	UN, WTPO, PEMUDAH
China	China Customs *via* China–Pakistan Single Window link	Electronic integration with Pakistan's NSW estimated to save Pakistan US $430 million across bilateral trade.	World Bank estimation (tribune.com.pk, tribune.com.pk, reddit.com, inp.net.pk, brecorder.com)
Nepal	WTO accession, but portal unclear	WTO membership hasn't improved trade deficit due to infrastructure and competitiveness issues; no portal impact identified.	Fiscal Nepal, B360 Nepal
Pakistan	Pakistan Single Window (PSW, 2021+)	Delivered 70.9% trade facilitation score (2023); integrates 77+ agencies; digitization saved US $350–500 million yearly; reduced import container clearance from ~216 hrs. to unspecified lower levels.	SDPI, Pakistani sources
Timor-Leste	Trade Information Portal (2024) www.tip.mci.gov.tl	Consolidated 165+ regulations; improved SME and women entrepreneurial access; aligned with WTO/ASEAN standards.	World Bank (2024)
Central Asia	Central Asia Gateway (2023)	280 trade flows across five countries; won ITC "Best Trade Portal"; enhanced regional transparency.	ITC (2023)
East Africa (EAC)	EAC Trade Portals (Kenya, Uganda, etc.)	Step-by-step guides; created Trade Facilitation Index; enabled cross-country benchmarking.	EAC Secretariat
Indonesia	INSW (2010)	Integrated customs, licensing, port services; reduced logistics costs; pushed ASEAN regional connectivity.	Revista ESPACIOS (2019)
Rwanda	Rwanda ESCW	Achieved multi-agency coordination; improved EAC cross-border operations.	World Bank (2017)
Tunisia	One-stop	Cut documentation time from	Doing Business via

Country/ Region	Trade Portal Initiative	Key Findings & Effectiveness	Reference
	documentation (2000s)	18 to 7 days.	Wikipedia
Guatemala	e-Export authorizations (2000)	Reduced export authorization time from 1 day to ~3 minutes.	Doing Business via Wikipedia
Turkey	—	No detailed portal info; trade affected by geopolitics. Turkey–Pakistan FTA started May 2023; Turkey's trade resilience noted; portal impact not assessed.	Pakistan–Turkey FTA, Reuters
Italy (EU)	European Customs Info Portal (ECIP for Italy and EU)	ECIP provides unified customs info for SMEs; no effectiveness metrics available but supports transparency and compliance across member states.	EU ECIP
Dubai (UAE)	—	As a global trade hub (esp. gold), Dubai combines world-class infrastructure with neutral trade facilitation; growth in Indian investment post-CEPA; portal metrics not available.	FT + Times of India + Economic Times

Trade portals have become essential tools for modernizing and restructuring international trade processes worldwide. By centralizing trade-related information, digitizing documentation, and integrating multiple government agencies, these platforms reduce costs, save time, and increase transparency for businesses and regulators alike. The following summary interpretation of above matrix highlights the key findings and success factors illustrating how tailored digital trade facilitation initiatives have driven measurable improvements in trade efficiency, compliance, and economic growth.

Laos

The Lao PDR Trade Portal, launched in 2012, played a critical role in supporting Laos's agreement to the WTO and enhancing trade transparency. By combining all trade-related regulations and procedures into a single, accessible platform, the portal significantly reduced the time and effort required for traders to navigate complex import and export processes. This centralization allowed businesses to access up-to-date information without multiple visits to government offices, thereby cutting clearance times and reducing trade costs. The success of the portal was underpinned by a national reform roadmap that prioritized transparency and simplification, enabling more predictable and efficient trade operations.

India

India's trade ecosystem has been strengthened by digital initiatives such as the Indian Trade Portal and the Trade Connect e-Platform, which together offer centralized access to tariff data,

export–import procedures, and market intelligence (FIEO Annual Report 2024). These tools have improved transparency, lowered information barriers, and enhanced SME inclusion by simplifying the process of discovering opportunities and connecting with buyers (CII Trade Facilitation Report). Despite these gains, challenges remain: some usability issues persist, non-tariff barrier (NTB) information is still incomplete, and stakeholders seek more seamless digital facilitation across agencies (FIEO Annual Report 2024; CII Trade Facilitation Report).

Singapore

Singapore's success with TradeNet, GeBIZ, and OBLS stems from a carefully orchestrated, phased implementation driven by strong government commitment and cross-agency collaboration. TradeNet, launched in 1989 as the world's first Single Electronic Window, integrated over 30 government agencies, allowing traders to electronically submit trade declarations and receive real-time approvals, reducing customs clearance from four days to just ten minutes. This was achieved through the establishment of a dedicated TradeNet Steering Committee and the creation of Singapore Network Services (now CrimsonLogic) to develop and operate the system. GeBIZ, the government's one-stop e-procurement portal, enhanced transparency in government-to-business transactions by enabling electronic bidding and contract management. The Online Business Licensing Service (OBLS), introduced in 2004, transformed the licensing process by allowing businesses to apply for multiple licenses through a single integrated form, with concurrent processing and consolidated payments, cutting approval times from 21 to 8 days and saving over US$27 million. The OBLS project overcame significant technological and organizational challenges by fostering strong leadership, stakeholder engagement, and adopting a customer-centric design that prioritized ease of use for SMEs.

Malaysia

Malaysia's trade facilitation improvements through MyTRADELINK, My Export, and PEMUDAH were achieved by creating a unified digital platform that streamlined trade documentation and licensing processes. The government focused on consolidating multiple services into a single online portal, reducing paperwork and manual interventions, which boosted Malaysia's UN trade facilitation score to approximately 85–87%. The My Export platform, recognized with the 2020 WTPO IT award, exemplifies user-friendly design and efficient service delivery. The success was driven by strong public-private collaboration, continuous regulatory reforms supported by PEMUDAH, and a commitment to digital transformation that addressed the needs of businesses, especially SMEs.

China

China's Customs Single Window, particularly through its electronic integration with Pakistan's NSW, achieved substantial bilateral trade facilitation. The process involved harmonizing customs procedures and enabling seamless electronic data exchange, which reduced paperwork and operational delays. By creating a one-stop digital interface for all import and export activities, the initiative minimized compliance costs and enhanced transparency. This cross-border digital cooperation is estimated to have saved Pakistan US$430 million, underscoring the value of regional integration and technology-driven trade facilitation.

Nepal

Despite Nepal's WTO accession, the absence of a dedicated trade portal and ongoing infrastructure and competitiveness challenges limited improvements in trade performance. The country's trade deficit remained largely unchanged, highlighting that policy accession alone is insufficient without complementary investments in digital trade facilitation and physical infrastructure. Nepal's experience underscores the need for integrated reforms that combine regulatory modernization with practical tools like trade portals to achieve tangible trade benefits.

Pakistan

Pakistan's Single Window (PSW), launched in 2021, significantly enhanced trade facilitation by integrating over 77 government agencies into one digital platform. The process involved comprehensive digitization of trade documentation, implementation of integrated risk management systems, and strong engagement with the private sector, including support for women entrepreneurs. These efforts reduced import container clearance times by more than half and generated annual savings estimated between US$350 and 500 million. The success was driven by a clear government mandate, phased rollout, and continuous stakeholder involvement to ensure the system met user needs and regulatory requirements.

Timor-Leste

Timor-Leste's Trade Information Portal, introduced in 2024, consolidated over 165 trade regulations into a centralized, searchable online platform. The initiative was supported by international donors and aligned with WTO and ASEAN standards to enhance transparency and predictability for traders. The portal improved access for SMEs and women entrepreneurs by providing clear, accessible information on trade procedures, helping to reduce barriers to market entry. The process emphasized capacity building, stakeholder consultation, and adherence to international best practices to ensure the portal's relevance and usability.

Central Asia

The Central Asia Gateway, launched in 2023, enhanced regional trade transparency by mapping 280 trade flows across five countries and providing harmonized digital access to trade information. The project's success was rooted in strong regional cooperation, shared digital infrastructure, and the development of user-friendly step-by-step guides. Winning the ITC "Best Trade Portal" award reflected the collaborative approach that brought together multiple governments to create a unified platform, facilitating cross-border trade and reducing information asymmetries.

East Africa (EAC)

EAC Trade Portals in member countries like Kenya and Uganda standardized trade procedures and documentation, providing step-by-step guides and creating a Trade Facilitation Index to benchmark performance. The process involved harmonizing regulations across countries and enabling public access to comparative trade information, which supported transparency and informed decision-making. This regional approach fostered cooperation among member states and helped traders navigate cross-border requirements more efficiently.

Indonesia

Indonesia's National Single Window (INSW), launched in 2010, integrated customs, licensing, and port services into a single digital platform. The government focused on inter-agency data sharing and process standardization to reduce logistics costs and improve efficiency. The system also supported ASEAN regional connectivity by aligning Indonesia's trade procedures with regional standards. The phased implementation and strong government leadership ensured broad adoption and continuous improvement.

Rwanda

Rwanda's Electronic Single Customs Window (ESCW) centralized trade procedures on an electronic platform, achieving coordination among multiple agencies. The government emphasized simplifying cross-border operations within the East African Community (EAC) by harmonizing documentation and regulatory requirements. This digital integration improved efficiency for traders and supported regional trade facilitation goals.

Tunisia

Tunisia's one-stop documentation system, implemented in the 2000s, streamlined trade approvals by consolidating documentation processes into a single window. The government re-engineered workflows to reduce administrative burdens, cutting documentation time from 18 to 7 days. This simplification was supported by legal reforms and investments in digital infrastructure to enable faster processing and better service delivery.

Guatemala

Guatemala's e-Export authorization system, established in 2000, fully digitized the export approval process. The government developed an online platform that automated application submission, routing, and approval, reducing export authorization time from one day to about three minutes. This rapid processing was achieved through process re-engineering, stakeholder engagement, and investment in ICT systems that supported real-time status updates.

Turkey

Turkey has not implemented a detailed trade portal, and its trade environment is heavily influenced by geopolitical factors. While the country has demonstrated trade resilience and recently initiated a free trade agreement with Pakistan, there is no evidence of digital trade facilitation tools significantly impacting trade processes. The focus remains on broader trade policy and diplomatic engagement rather than portal-driven reforms.

Italy (EU)

Italy benefits from the European Customs Info Portal (ECIP), which provides SMEs with unified access to customs and trade information across EU member states. The portal supports transparency and compliance by centralizing regulations and procedural guidance. The process involved EU-wide coordination and harmonization of customs information, enabling businesses to navigate complex cross-border requirements more easily, though detailed effectiveness metrics are not publicly available.

Dubai (UAE)

Dubai's success as a global trade hub is built on world-class infrastructure, strategic location, and neutral trade facilitation rather than a dedicated trade portal. The government has leveraged its logistics capabilities and free trade zones to attract investment, particularly from India following the CEPA agreement. While no specific portal metrics exist, Dubai's approach focuses on physical and regulatory facilitation supported by advanced digital services in logistics and customs operations[1].

The review reveals that trade portals significantly enhance trade facilitation by reducing time, cost, and complexity most notably in countries like Singapore, Bangladesh etc., where streamlined digital systems have cut processing times from days to minutes and saved millions in trade-related costs. Countries with well-integrated platforms, such as Malaysia and Pakistan, demonstrate the value of multi-agency coordination and digitization in improving global competitiveness. However, the effectiveness of such portals is not uniform; in places like Nepal, the absence of infrastructure and institutional capacity limits the impact of digital reforms, highlighting that trade portals alone are insufficient without broader economic and logistical support. Meanwhile, major economies like India, Turkey, and Dubai, despite being central trade players, lack transparent or measurable data on portal performance indicating a gap between trade volume and digital trade governance. Overall, the analysis suggests that while trade portals are critical enablers of modern trade facilitation, their success is contingent on supporting infrastructure, cross-border integration, and transparent performance tracking.

However, the reviewed literature highlights the global significance of the topic and strengthens the basis for this current study, which focuses on assessing user satisfaction with the Bangladesh Trade Portal (BTP) by evaluating how effectively it meets users' needs and expectations.

2.1 An Overview of Portals' Satisfaction Survey in a Global Context

User satisfaction with trade portal sites is enhanced when these platforms effectively support international trade. However, empirical research on the service quality of trade portals, academic portals, websites, or information systems and on the factors influencing user satisfaction remains inadequate (Subedi et al., 2025). Studies indicate that the user satisfaction of trade portal sites is influenced by the quality of information provided and the ease of use of these platforms (Moon, Song & Hwang, 2004). Similarly, user satisfaction with academic portals plays a critical role in improving efficiency, service quality, and learning experiences in higher education. These findings can be applied to enhance user satisfaction on e-commerce or trade portal sites (Subedi et al., 2025).

[1] https://www.carecprogram.org/uploads/SW-Workshop-Day2-TradeNet1.pdf
2. https://www.tradenet.gov.sg
3. https://www.gebiz.gov.sg/singapore-government-procurement-regime.html
4. https://www.gebiz.gov.sg
5. https://www.zdnet.com/article/ministry-of-trade-and-industry-singapore/
6. https://aisel.aisnet.org/jit/vol22/iss4/7/
7. https://en.wikipedia.org/wiki/Online_Business_Licensing_System
8. https://www.scribd.com/presentation/37879266/Singapore-Tradenet
9. https://centreforpublicimpact.org/public-impact-fundamentals/gebiz-government-e-procurement-system-in-singapore/
10. https://www.developer.tech.gov.sg/guidelines/procurement/gebiz.html

An empirical study of an internet portal about service quality, customer satisfaction and loyalty are pivotal for the socio-economic development of every society (Kim & Lee, 2023; Al-Hassan & Rahman, 2022; Gupta & Bansal, 2017)[2]. There is a clear need to develop a better understanding of how consumers evaluate these services. Users' overall satisfaction is influenced by their satisfaction with the core service, supplementary services and the user interface. A strong positive effect of overall satisfaction on the intention to continue using the portal is found in the prior investigation (Van Riel, Liljander & Jurriens, 2001). A recent study by Szwajca and Rydzewska (2025) explored how service providers can enhance customer satisfaction and, in turn, improve financial outcomes and competitiveness through the use of digital customer service tools such as websites. The researchers conducted a quantitative survey, and they found that key factors influencing digital transformation in customer service include the type of business, company age, and the manager's educational background. The study aims to promote digitalization among SME managers, encouraging them to adopt various digital tools such as websites and online portals for customer service. The findings offer practical insights into the benefits and drivers of digital tool adoption, helping businesses align with the needs of digital-savvy customers. The findings of the study reveal that by leveraging these tools, service providers can achieve greater customer satisfaction, stronger financial performance, and increased competitiveness. The article also highlights the economic and sustainability impacts of digital customer service implementation in Polish enterprises and calls for further research in non-manufacturing sectors, including trade and web portals (Szwajca & Rydzewska, 2025).

Furthermore, a national trade portal serving as a centralized hub for essential information and support can enhance the efficiency of international trade and customs clearance, thereby motivating local businesses to engage in global markets. Previous research shows that, of all the assessed criteria, facility automation and receiving expected support timely are the highest satisfaction ratings given the trade portal-system's current performance (Sanny et al., 2019).

With the rapid evolution of mobile technology, smart devices have significantly reshaped research perspectives related to time and space (Seng, Sugianto, & Wilkin, 2016). Mobile portals, tailored to individual user preferences, now offer fast and convenient access to a wide array of data, applications, and services anytime and anywhere. This shift has resulted in a more dynamic, personalized, and enriched user experience. However, understanding how satisfied users are with mobile portals is vital. It helps identify users' needs, determine key areas for improvement, and enhance the overall value of IT-driven business solutions.

Trade Portal Mobile Apps serve as essential tools by delivering critical trade-related information directly to users' smartphones. These apps aim to simplify global business operations by providing comprehensive insights into trade procedures, regulatory frameworks, tariff structures, and import-export guidelines. By centralizing such information in a mobile-

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[2] Kim, J., & Lee, H. (2023). *The impact of service quality on customer loyalty through customer satisfaction in mobile social media. Sustainability*, 15(14), 11214. MDPI. https://doi.org/10.3390/su151411214

Al-Hassan, M., & Rahman, S. (2022). *E-government service quality, perceived value, satisfaction, and loyalty: Evidence from a newly emerging country. Journal of Public Policy.* Cambridge University Press. https://doi.org/10.1017/S0143814X22000123

Gupta, P., & Bansal, R. (2017). *Service quality, satisfaction and loyalty on online marketing: An empirical investigation. Global Journal of Management and Business Research: E Marketing*, 17(1). Journal of Business. https://journalofbusiness.org/index.php/GJMBR/article/view/2320

friendly format, they support traders, businesses, and policymakers in streamlining trade processes and driving economic growth.

Furthermore, research into the usability of mobile web portal services has revealed that the IT industry is undergoing unique challenges and transformative changes, largely due to the increasing popularity of smartphones (Lee et al., 2013). The expanding user base has pushed the smartphone ecosystem beyond basic personal use into more advanced, professional applications suitable for both office and remote work. As a result, making web services mobile-compatible, has become a key strategic move for global businesses operating in the digital space.

2.2 Users Satisfaction Index (USI) on BTP Service and Facilities

The Users Satisfaction Index (USI) for the Bangladesh Trade Portal evaluates users' contentment levels with the platform, which acts as a centralized hub facilitating various trade-related tasks. It provides traders, businesses, government bodies, and other stakeholders involved in international trade with essential information, tools, and services.

The USI assesses several key factors concerning the Bangladesh Trade Portal service and facility:

User-Friendly Navigation: Satisfaction with the ease of navigating the portal to access necessary trade-related resources.

Accuracy and Relevance of Information: Users' satisfaction with the correctness, pertinence, and comprehensiveness of trade-related information available on the portal.

Support and Assistance: Perception of the available support channels like helpdesk services, FAQs, and tutorials to address users' inquiries and concerns.

Transaction Efficiency: Satisfaction with the efficiency of various transactions conducted through the portal, such as license applications, permit requests, and document submissions.

Technical Performance: Contentment with the portal's technical aspects, including speed, reliability, device compatibility, and browser support.

Feedback Mechanisms: Evaluation of the feedback mechanisms enabling users to provide suggestions, complaints, and comments, along with authorities' responsiveness to these inputs.

Overall User Experience: General satisfaction with the entire user journey on the Bangladesh Trade Portal, encompassing initial access to the completion of trade-related tasks.

The USI is typically gauged through surveys, feedback forms, interviews, and analytics tracking user interactions. Analysis of the USI findings help identify areas of improvement in the portal's functionality and service delivery, guiding efforts to enhance user satisfaction and optimize support for trade activities in Bangladesh.

2.3 Progress of Bangladesh Trade Portal

Using Google Analytics, the data in the figure below were collected from active visitors to the Bangladesh Trade Portal site. The time frame for data collection and analysis was January 2024 to January 2025. The analysis revealed that 266,385 unique individuals visited the site during this period. The total number of page views is 738,830, with multiple visits by the same user included in this count. The platform has an international reach, spanning 160 different countries. Additionally, there are 3,500 users subscribed to receive email updates, newsletters,

or other communications. Each year, 125 trade alerts are sent out, likely referring to notifications or updates related to trading activities.

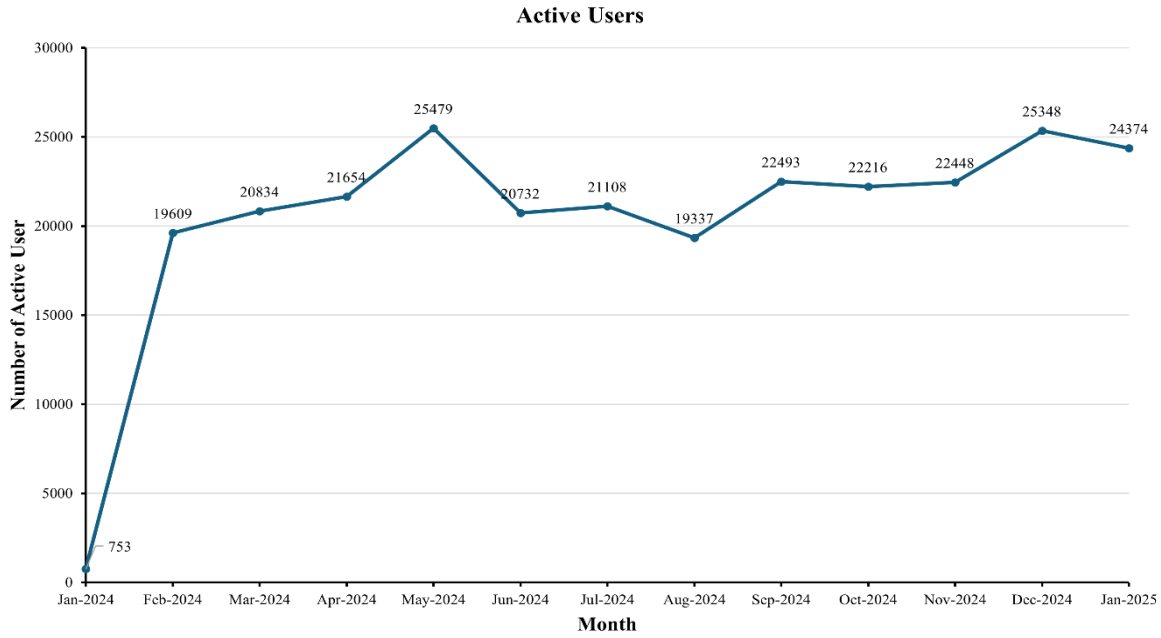


Figure 1: Visitor Statistics of Users in Graph of Bangladesh Trade Portal (From January 2024 to January 2025.)

2.4 The Features of the Bangladesh Trade Portal-Icon's

The Bangladesh Trade Portal is a comprehensive resource aimed at facilitating trade by providing essential information and tools for traders. Here are the key features and the functions of the icons commonly found on the portal:

Home Icon: Takes users to the homepage of the trade portal, providing an overview of the portal's main sections and updates.

Search Icon: Allows users to search for specific information, such as trade regulations, tariffs, procedures, and more.

Trade Procedures Icon: Provides detailed step-by-step guides on various trade procedures including import, export, and transit processes.

Regulations Icon: Offers access to information on trade-related laws, regulations, and standards that traders need to comply with.

Tariffs and Taxes Icon: Displays current tariff schedules, taxes, and duties applicable to different products and services.

Trade Agreements Icon: Information on various bilateral, regional, and multilateral trade agreements that Bangladesh is a part of.

Forms and Documents Icon: Provides downloadable forms, templates, and documents required for various trade processes.

Notifications and Alerts Icon: Offers the latest updates, notifications, and alerts related to trade, such as changes in regulations or new trade opportunities.

Statistics Icon: Displays trade statistics, including import and export data, trade balances, and trends.

Help and Support Icon: Provides assistance and support options, including FAQs, contact information, and user guides.

Language Selector Icon: Allows users to switch the portal's language to facilitate understanding for non-native speakers.

User Account Icon: Enables users to log in or register, providing personalized access and additional functionalities like saving searches and tracking updates.

These icons and their functions are designed to make the portal user-friendly, ensuring that traders have easy access to all necessary information and resources to facilitate their trade activities.

2.5 National Enquiry Point for Trade

A National Enquiry Point for Trade is a designated office or institution within a country that serves as a central hub for the collection, dissemination, and provision of information related to trade regulations, standards, and procedures. These enquiry points are typically established under international trade agreements, such as the World Trade Organization (WTO) agreements, to facilitate transparency and ensure that all stakeholders, including domestic and foreign businesses, have access to accurate and up-to-date trade information.

Key functions and characteristics of a National Enquiry Point for Trade include:

Information Provision: It provides information on national trade regulations, standards, and conformity assessment procedures. This includes details on tariffs, import and export procedures, technical regulations, and sanitary and phytosanitary measures.

Transparency: By offering easy access to trade-related information, the enquiry point helps ensure that the country complies with international transparency obligations. This transparency is crucial for facilitating smooth trade relations and reducing trade barriers.

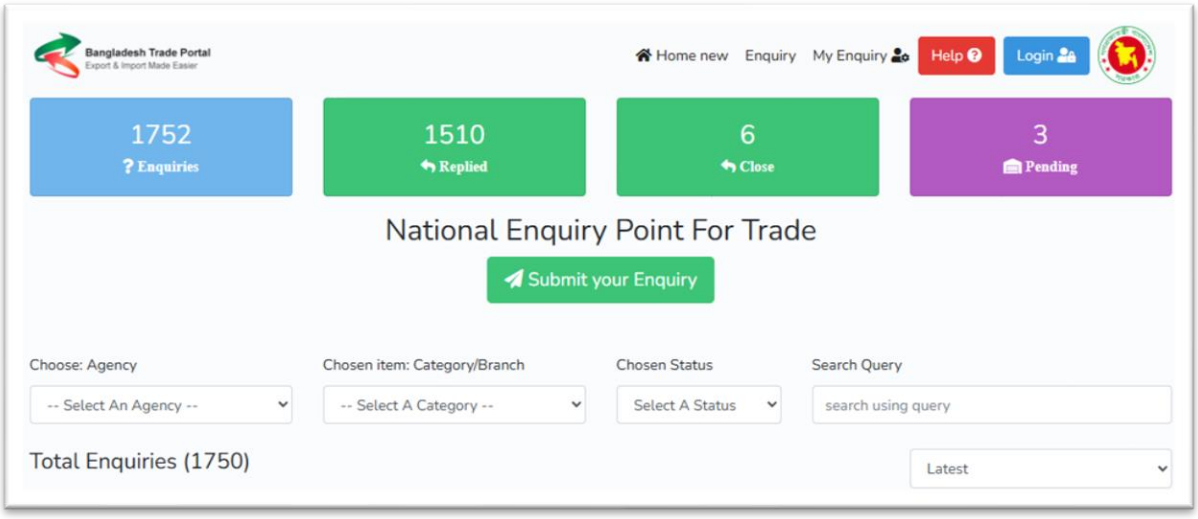
Support for Businesses: It serves as a resource for businesses looking to understand the regulatory landscape of the country. This support can help businesses better navigate the complexities of international trade, ensuring they meet all necessary requirements for importing and exporting goods.

Facilitation of Trade Agreements: The enquiry point plays a critical role in the implementation of international trade agreements by providing necessary information and clarifications to trading partners and other stakeholders.

Coordination and Communication: It often acts as a liaison between various government agencies, international organizations, and the private sector, coordinating responses to inquiries and facilitating communication on trade-related matters.

Capacity Building: Some national enquiry points also engage in capacity-building activities, helping domestic companies and regulatory bodies understand and implement international trade standards and best practices.

A National Enquiry Point for Trade is an essential component of a country's trade infrastructure, ensuring that all relevant parties have access to the information they need to engage in international trade effectively and in compliance with international standards.



Source: https://enquiry.bangladeshtradeportal.gov.bd/

Figure 2: National Enquiry Point for Trade

2.6 Trade Alert

The Bangladesh Trade Portal's "Trade Alert" feature is a useful tool that notifies traders, companies, and other stakeholders of important updates and modifications to trade laws, policies, and practices.

Notifications of new rules, changes, or repeals about trade laws and policies, notifications of modifications to tariffs, levies, and customs procedures, updates on import and export compliance rules, standards, and certifications, details on trade agreements and new market access opportunities, notifications of adjustments to tariffs or trade restrictions in partner nations, updates on the state of international trade discussions and how they affect businesses in Bangladesh. Comprehensive guidelines for importing and exporting commodities, notifications of any modifications to the documentation specifications, guidelines for adhering to national and international trade standards. Alerts of possible hazards to commerce, such as unstable political environments, shifting economic conditions, or natural calamities that may impact trade routes. Alerts about risks associated with commerce, including counterfeit goods and trade fraud.

Details on government programs designed to ease trade. Updates on the development of the ports, customs buildings, and logistics systems that support trade. Notifications about trade facilitation initiatives and trader incentives, announcements about business networking events, exhibits, and trade shows. Notifications regarding trade-related courses, seminars, and training activities. Details about significant conferences and meetings regarding trade laws and regulations. Updates on the regulatory agencies' enforcement actions. Notifications about the fines and requirements for compliance while breaking trade laws. Details on the legal resources and dispute resolution procedures accessible to traders. Subscribers can receive alerts tailored to their trade sectors and areas of interest options to customize the frequency of updates and the kind of alerts sent.

The "Trade Alert" service by the Bangladesh Trade Portal is an essential tool for ensuring that businesses and traders stay informed and compliant with the latest trade regulations and opportunities, thereby enabling smoother and more efficient international trade operations.

2.7 Users' Friendly Website

The Bangladesh Trade Portal is an easy-to-use website created to facilitate companies', merchants', and regulatory bodies' access to essential trade information. The user-friendly website of the Bangladesh Trade Portal aims to give every user a smooth and effective experience. It is a vital tool for anyone conducting business with Bangladesh because of its clear layout, simple navigation, support for multiple languages, and abundance of materials. The portal guarantees that customers can quickly locate the information they require, get prompt support, and remain up to date on the most recent trade developments, regardless of whether they access it on a desktop or mobile device.

2.8 Mobile Application

The Bangladesh Trade Portal Mobile Apps provide users access to essential trade-related information through smartphones. These apps aim to enhance the ease of doing business in Bangladesh by offering comprehensive details on trade procedures, regulatory requirements, tariff rates, import and export guidelines, and other relevant information. Its aim is to support traders, businesses, and policymakers in optimizing trade activities and fostering economic growth by centralizing trade information in a mobile-friendly format.

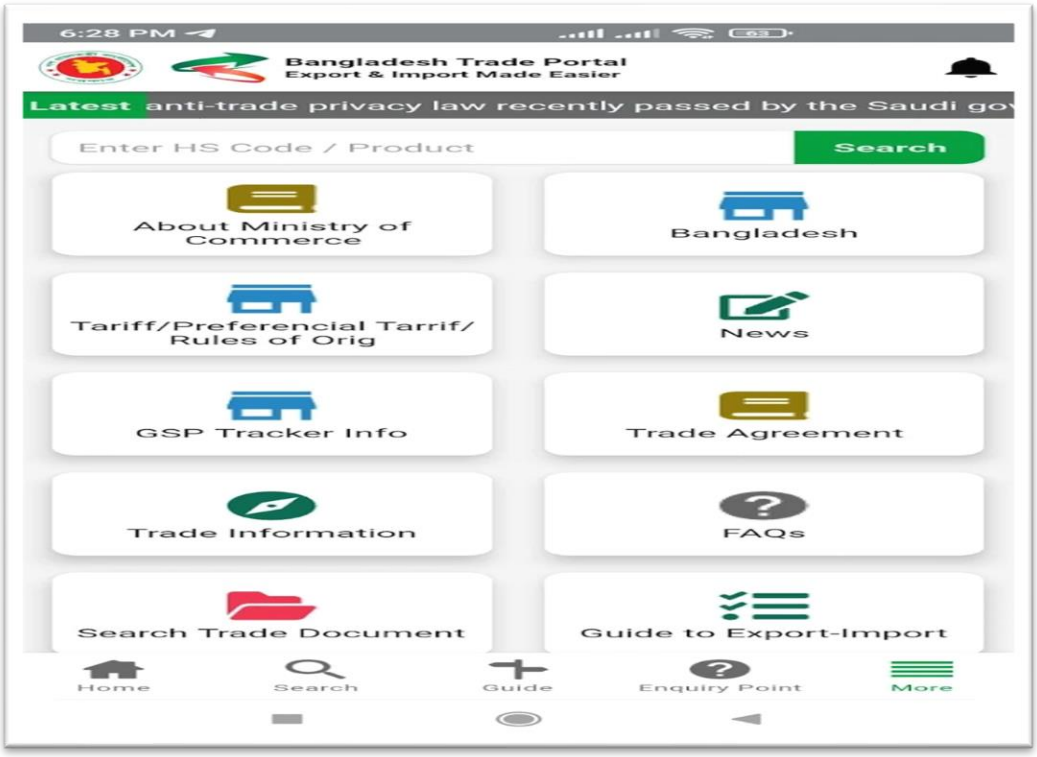


Figure 3: Features of Bangladesh Trade Portal

In summary, the above discussion reviewed major literature on user satisfaction surveys of different countries related to trade portals, e-government portals, web portals, and mobile-friendly dynamic trade platforms, both nationally and internationally, with the aim of

promoting local and international trade (Subedi et al., 2025; Moon, Song & Hwang, 2004). This study represents a pioneering empirical investigation focused specifically on assessing user satisfaction with the Bangladesh Trade Portal (BTP). Its primary objective was to evaluate how effectively the portal meets the needs and expectations of its users. By examining user experiences, challenges, and overall satisfaction levels, the research aimed to identify areas for improvement and provide recommendations to enhance the portal's functionality and user engagement. The findings of this survey offer valuable insights for policymakers, trade authorities, and other stakeholders seeking to improve trade portal-related services in Bangladesh and beyond, with a particular focus on enhancing the Bangladesh Trade Portal (BTP) (Subedi et al., 2025).

Chapter Three: Methodology of the Study

3. Approach

The consultant's approach was aligned with the main objective of the Terms of Reference for the satisfaction survey, which sought to gather information and provide a complete picture of users' satisfaction with the Bangladesh Trade Portal. Additionally, the satisfaction survey collected pertinent information that was essential for the future impact assessment of the project's interventions. The information generated was used to design the Bangladesh Trade Portal to better meet the needs of users and ensure they benefited from it.

SAMAHAR used both qualitative and quantitative methods to fulfill the objectives of the survey. Information was collected from both primary and secondary sources. A rapid background document/literature review was conducted, presenting an overall idea about the assignment. SAMAHAR carried out the entire study under the guidance and supervision of the Project Director, BRCP-1. SAMAHAR developed detailed methodology, selected sample areas, and created data collection instruments in accordance with the objectives of the assignment. Data was collected from the targeted audiences, processed (including coding, editing, and entry), and reports were developed and shared with the Project Director, BRCP-1. The survey was conducted following a structured process, including document search, quantitative and qualitative data collection, data analysis, and report writing. The detailed methodology of the study is provided below:

3.1 Study Audience

The Bangladesh Regional Connectivity Project-1 (BRCP-1), under the Ministry of Commerce, had launched the Bangladesh Trade Portal (BTP) to promote trade, export, import, and investment. The users of this portal were primarily businessmen, public sector stakeholders, and senior experts in the business community. In short, the users of the BTP were considered the target audience for the survey. The BRCP-1 office had supplied a list of BTP users, from which the survey team randomly selected users, ensuring coverage of all four divisions for both offline and online surveys.

3.2 Data Collection Instrument/Tools

SAMAHAR have been drafted questionnaires to collect user satisfaction survey data. Depending on the objectives of user satisfaction survey, different questionnaires have been developed, such as the in-depth interview questionnaire (for On-line survey and Offline Survey), the KII checklist, the questionnaire survey, the FGD guideline, etc. Simple and common words have been used in framing the questionnaires. Multiple-choice options have been kept on the question paper so that the informant can answer easily and quickly. The five-point Likert scale, ranging from "strongly agree = 1" to "strongly disagree = 5", was followed in designing the questionnaire. Also, some open-ended questions were remaining. English versions of the questionnaires have been drafted in two parts, as shown in figure 4 below:

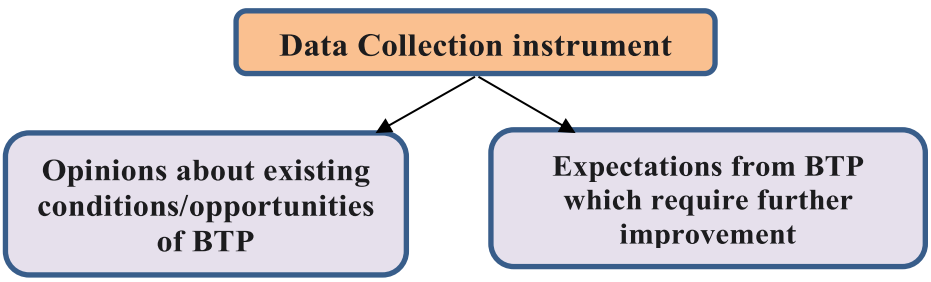


Figure 4: Separate parts of each step of the survey

Later, the questionnaires were modified in light of the feedback from authorities of BRCP-1, MOC and the lessons learned from the field testing.

3.3 Field Pretesting/ Piloting Survey

The pre-testing of survey tools (questionnaires and checklists) was conducted before the data collection phase to ensure the effectiveness and clarity of the tools. This process helped identify questions that were confusing to participants or issues within the questionnaire that could lead to biased answers. To address these concerns, SAMAHAR arranged a pre-test after completing the design of the survey questionnaire.

The pre-test was carried out with at least two respondents from each category of participants. Researchers, including the research team leader and enumerators, participated in the field pretesting exercise. This activity was conducted in a nearby district where BRCP-1 was being implemented, specifically in Narayanganj, an industrial area. The pre-test plan included one FGD, two KIIs, and five questionnaire surveys.

During the pre-test, enumerators were asked to complete the surveys one at a time without observing each other. They conducted the survey in the same manner as it would be done in the actual study. Enumerators instructed respondents in advance to think carefully while completing the test survey. They were also guided to take note of any difficulties encountered when reading or answering questions.

3.4 Finalization of Data Collection Instrument

Data collection tools were developed and finalized by the BRCP-1 authority and tested in the field. Additionally, the final user and non-registered ’s survey questionnaire has been designed on kobo toolbox. However, non-registered ’s survey questionnaire has been integrated as a popup notification on the Bangladesh Trade Portal’s website homepage.

3.5 Recruitment and impart Training of Field Surveyor

Accurate and precise data formed the core of the research. Collecting such data was a challenging task due to the involvement of various factors and actors. To ensure high-quality data collection, SAMAHAR employed 16 experienced and expert Enumerators and one proficient Field Supervisor cum Survey Coordinator.

Enumerators were required to have at least a bachelor's degree in social sciences and over five years of experience in educational research data collection. For the Field Supervisor cum Survey Coordinator, a master's degree in social sciences and at least eight years of experience were prioritized. Preference was given to individuals who had previously worked on data collection for various studies at SAMAHAR, with their past performance records serving as a key selection criterion.

After the acceptance of the Inception Report, two days of training were conducted for the selected Enumerators and the Field Supervisor cum Survey Coordinator. The training schedule was determined in consultation with the BRCP-1 authority and the Ministry of Commerce (MoC), with representatives from BRCP-1 participating in the sessions.

The training covered the following topics:

- Objective of the user satisfaction survey;
- Identification and categorization of informants;
- Survey questionnaire content;
- Ethics in data collection;

- Techniques for data collection;
- Appropriate use of language considering age, gender, religion, and social status;
- Review of the questionnaire; and
- Maintaining time and quality in data collection.

3.6 Validation Meeting for Inception Report

Workshops were recognized as one of the most effective strategies for disseminating data and information. To validate the findings, SAMAHAR arranged a Validation Workshop with key staff from the PIU of BRCP-1, representatives of the business community, and other relevant personnel. In consultation with the Project Director (PD), SAMAHAR selected at least 30 participants for the workshop.

The venue for the Validation Workshop was decided based on the PD's recommendations, and participants were invited formally. The workshop was conducted by a moderator, with multiple speakers facilitating technical discussions on the draft inception presentation. A rapporteur took detailed notes on all discussions, and a respected individual served as the chairman of the event.

At the beginning of the workshop, all participants introduced themselves, followed by a presentation of the objectives and agenda to ensure clarity for everyone. Subject-matter experts delivered speeches, shared information, and presented data aligned with the purpose of the discussion.

Following these presentations, a question-and-answer session was held, during which each participant had the opportunity to express their opinions. Decisions were made after thoroughly discussing all viewpoints.

The discussion was recorded on video, still photographs were taken, and participants' signatures were collected for documentation. Finally, the minutes of the Validation Workshop were prepared, and the final inception report was revised based on the workshop's decisions.

3.7 Study Area

The users of the Bangladesh Trade Portal (BTP) were not restricted to a specific geographical area. Anyone engaged in business or related activities, whether located within the country or abroad, could access and use the BTP to obtain essential trade and business information. Consequently, it was concluded that the survey area could not be confined to a particular location.

3.8 Assessment Study Design

This study design facilitated data collection from various regions through the use of questionnaires and semi-structured interviews targeting different users of the Bangladesh Trade Portal (BTP). Following the data collection, the information was analyzed, and a comprehensive report was developed based on the findings.

3.9 Sample Size of the Survey

According to the Terms of Reference (ToR), the data collection process was structured as follows:

For quantitative data, online responses were targeted from 400 BTP users. To achieve this, survey questionnaires were sent via email to 500 users, anticipating that not all would respond. Respondents were instructed to complete and return the questionnaires through email.

For offline data, SAMAHAR collected details of 400 BTP users from the BRCP-1 database, irrespective of their geographical locations, and conducted interviews with these users.

For qualitative data, SAMAHAR conducted 30 Key Informant Interviews (KIIs) with individuals from the public sector, senior experts, and businesspersons. Additionally, eight Focus Group Discussions (FGDs) were organized with a total of 80 participants. These FGDs were conducted in areas where BRCP-1 was being implemented.

3.10 Sample Size Determination

Informants for the offline surveys under the BTP user satisfaction survey were selected using a multi-stage sampling method. The sample size was calculated with a precision of 5% and a 95% confidence level, corresponding to a Z-score of 1.96. Additionally, a 10% margin of error was factored into the calculation.

The sample size was determined using the following statistical formula:

$$n = \frac{z^2 p(1-\hat{p})}{e^2}$$

Where,

n = Sample Size
z = The value of standard variety at the given confidence level
p = Targeted population
e = Margin of error

The sample size will be according to the above equation

$$n = \frac{\hat{p}(1-\hat{p}) z_{\frac{\alpha}{2}}^2}{e^2}$$

$$n = \frac{0.5 \times (1-0.5) \times (1.96)^2}{(0.05)^2} = 385\ (approx)$$

To make the sample size a round number, 15 additional informants were added to the statistically calculated size of 385, resulting in a total sample size of 400 for the offline survey. The selection of potential informants was conducted in consultation with the BRCP-1 authority.

The respondents for the offline survey were selected randomly from the register list provided by BRCP-1. The sample selection process was shared with the Project Director of BRCP-1 and finalized in consultation with them during the preparatory phase, specifically during the Inception Report period.

Selection of Respondents/Users of BTP for Questionnaire Survey for off-line survey

A multistage sampling technique was applied to select the required number of users from the Bangladesh Trade Portal. As per the decision made during the negotiation meeting, 400 respondents were selected for the offline survey. Among them, at least 100 participants were chosen from outside Dhaka, ensuring representation from relevant stakeholder groups, including Chamber bodies, ports, divisional cities, women entrepreneurs, and others.

Selection of Respondents/Users[3] of BTP for Questionnaire Survey for on-line survey

A total of 400 BTP users were selected for interviews through emailed questionnaires, which were administered using the Kobo Toolkit. To ensure timely responses, follow-up actions were taken. During the selection period, respondents were chosen randomly from the register of

[3] BTP users are defined as individuals who actively or occasionally utilize the Bangladesh Trade Portal and have successfully completed the registration process to access its features. Whether they engage with the portal on a regular or irregular basis, these individuals are recognized as BTP users.

users provided by BRCP-1, with the assumption that the selected participants actively use the Bangladesh Trade Portal.

Table 1: Distribution of Sample respondents by area/ region/ district

Area/ region/ district	Questionnaire Survey (Offline and Online Users)		
	Offline	Type	Online
Dhaka	300	Email Respondents	277
Outside of Dhaka	100	No-reg. Pop-up	130
Total	400	**Total**	400
Grand Total	**800**		

Selection of Respondents/non- registered users[4] of BTP for Questionnaire Survey for on-line survey; When a non-registered user visited the BTP website, a survey-related popup notification or visual banner appeared. If the visitor clicked on the notification, they were automatically redirected to the survey page, where the questionnaire was displayed. This popup notification or visual banner remained active on the BTP website during the data collection period, encouraging visitors to complete the questionnaire.

Selection of Respondents/ Participants for Key Informant Interview (KII) and Focus Group Discussion (FGD) for Qualitative Data Collections.

- **Key Informant Interview (KII) - 30**

Key Informant Interviews (KIIs) were conducted with 30 key personnel engaged in the private and public sectors, women entrepreneurs, senior experts/officials from government and private organizations, and businesspersons. The list of these stakeholders and their contact details were collected from the BRCP-1 authority. To ensure the convenience of the targeted informants, the KIIs were arranged either face-to-face or via telephone. At least 10 KIIs were conducted outside Dhaka. The list of Key Informants can be found in Annexure 2.

- **Focus Group Discussion (FGD) 8 and participants are 73**

Eight Focus Group Discussions (FGDs) were conducted in areas where BRCP-1 was being implemented, with at least seven of them held outside Dhaka. Each FGD included 8 to 10 participants. A printed checklist, recorder, and paper and pen were provided to facilitate the discussions. The FGD facilitation team, formed by SAMAHAR, consisted of one coordinator and one assistant coordinator, who were responsible for the timely delivery of the FGD invitation letters. Snacks and other refreshments were provided during the FGDs.

The four divisions were selected purposively based on the number of subscriber members and their geo-importance, while four districts were randomly selected for inclusion in the FGDs.

Table 2: Distribution of FGD and KII respondents by Division and District

SL	District selected from each division	District name	FGD	KII
1	District (Divisional District)	Dhaka	FGD	KII
	District (Another one)	Gazipur	FGD	KII
2	District (Divisional District)	Chattogram	FGD	KII

[4] BTP non-registered users can be defined as individuals who either use the Bangladesh Trade Portal on a regular or irregular basis but have not yet completed the login registration process. These individuals are considered as the non- registered users of the BTP despite their occasional or frequent visits to the portal.

SL	District selected from each division	District name	FGD	KII
	District (Another one)	Cumilla	FGD	-
3	District (Divisional District)	Khulna	FGD	-
	District (Another one)	Jashore	FGD	-
4	District (Divisional District)	Rajshahi	FGD	-
	District (Another one)	Bogura	FGD	-
Total		**08 Districts**	**8 FGDs**	**30 KIIs**

3.11 Summary of Sample Size

The table below delineates the methods of data collection, samples, and instruments of data collection.

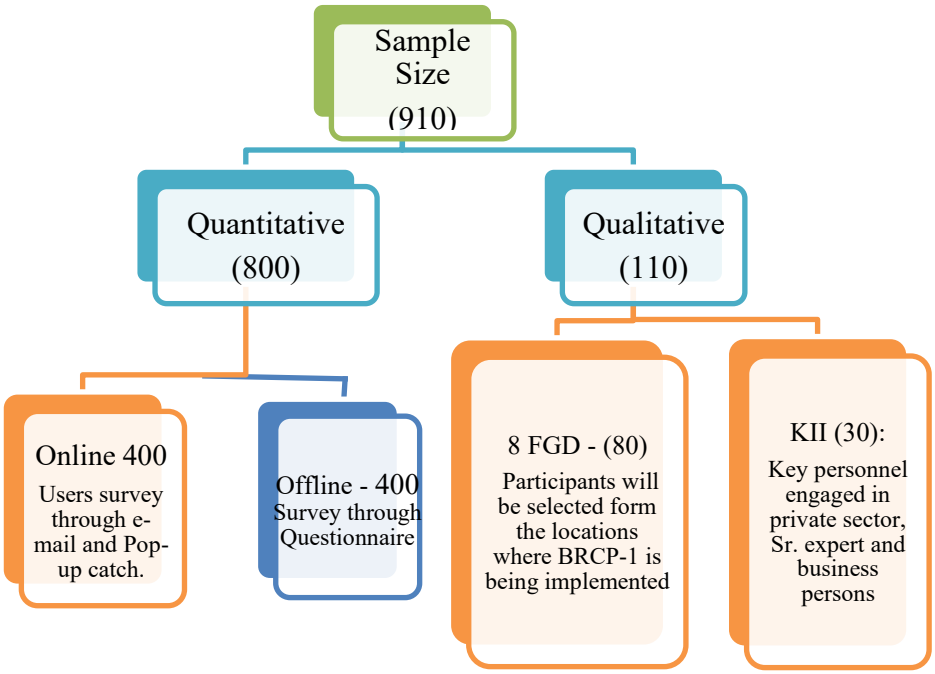


Figure 5: Sample Size of the

3.12 Data Collection Methods

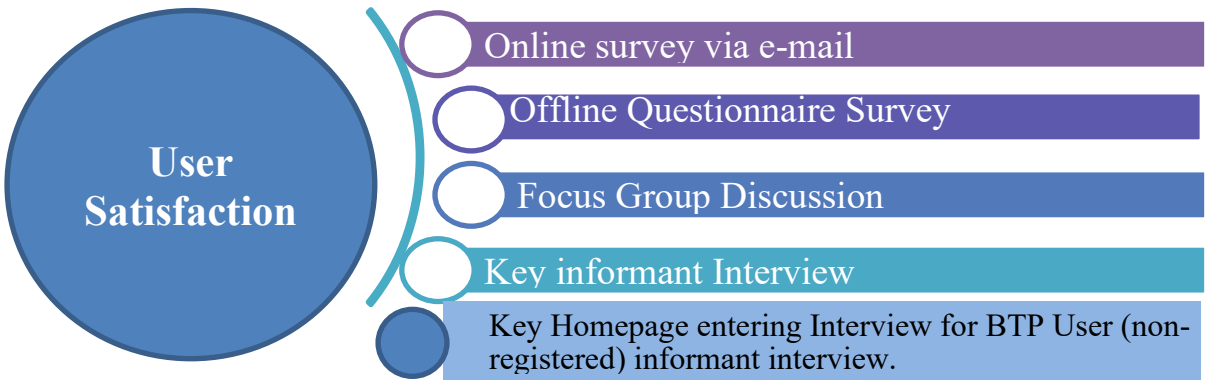


Figure 6: Data Collection Methodology

After finalizing the data collection instruments, SAMAHAR ensured the necessary logistical support for the field study as outlined below:

Online Survey: An online survey was conducted to collect data from stakeholders of BRCP-1, targeting users of the BTP web portal. A total of 500 survey invitations were sent via email, resulting in 277 completed responses, while an additional 130 responses were collected through pop-up surveys targeting non-registered visitors of the BTP website. Through this combined approach, the survey reached more than 400 respondents**.** Data collection was managed using Kobo Toolbox or another suitable open-source tool, and the gathered responses were analyzed using SPSS 26 and MS Excel.

Offline Survey/Questionnaire Survey: A questionnaire survey was conducted to collect detailed information from 400 stakeholders of BRCP-1. The locations of the respondents were selected proportionally according to the number of beneficiaries in each district to ensure a representative sample. Before the survey, printed copies of the questionnaire, along with pens, pencils, bags, and other necessary materials, were prepared and distributed to the survey teams.

The survey was conducted through direct interaction with respondents at their respective locations. Trained survey enumerators explained the purpose of the survey, guided respondents in completing the questionnaire, and ensured accurate recording of responses. The enumerators also clarified any doubts the respondents had during the process. After collection, the completed questionnaires were checked for completeness and consistency before being entered into the database for analysis using SPSS 26 and MS Excel.

Focus Group Discussions (FGDs): Eight Focus Group Discussions (FGDs) were conducted in areas where the BRCP-1 project was implemented, each including 8–10 purposively selected participants to capture relevant stakeholder perspectives. The discussions were guided using a printed checklist and facilitated by a team from SAMAHAR comprising a coordinator and an assistant coordinator, who ensured participant engagement and managed logistics, including timely delivery of invitation letters. Sessions were audio-recorded, and detailed notes were taken to capture participants' experiences, perceptions, and suggestions related to the project. Snacks and refreshments were provided to support participant comfort. The audio recordings were transcribed verbatim, and field notes were used to supplement the transcripts. The combined data were systematically analyzed to identify key themes and patterns, which were compiled into a report summarizing the findings, including illustrative quotes to support thematic interpretations.

Key Informant Interview (KII): Key Informant Interviews (KIIs) were conducted with 30 key personnel, including public sector officials, senior experts, and businesspersons. The list of stakeholders and their contact information was obtained from the BRCP-1 authority. Interviews were scheduled according to the convenience of the participants and conducted either face-to-face, by telephone, or via WhatsApp. The interviews were guided by a structured checklist, and detailed notes were taken to capture insights and perspectives relevant to the project. The data collected were subsequently organized and analyzed to identify key themes and inform the study findings.

Google Analytics: A Digital tool to assess effectiveness

Google Analytics was used to assess the effectiveness of the Bangladesh Trade Portal (BTP) website. SAMAHAR Consultants Ltd. collected the relevant analytics data from the Project Implementing Unit (PIU), which included metrics such as user behavior, trends, patterns, and

bounce rates. The data were analyzed to evaluate website performance, understand visitor interactions, and identify insights that could inform improvements in digital strategy and overall online effectiveness.

Technical specifications and features on BTP and make comparison with various countries were done:

A comparative analysis was conducted to assess the technical specifications and features of the Bangladesh Trade Portal (BTP) relative to similar trade portals in SAARC and other Southeast and South Asian countries. The analysis examined platform functionalities, content, and user resources to identify strengths, weaknesses, and opportunities for improvement. Findings from this assessment provided insights into potential enhancements, informed strategic initiatives, and highlighted opportunities for regional collaboration and knowledge sharing to support trade facilitation and economic integration.

3.13 Appropriate (Verifiable) Indicators

- Users' Characteristics: The study focused on various demographic factors, including age, education, skills in using modern communication technologies, social media engagement, and involvement with the Chamber of Commerce and Industry, as well as other business-related activities. These characteristics were essential for understanding the profile of BTP users.
- Variables: The primary aim and objectives of the study were to identify user satisfaction at different levels, recognize gaps and opportunities, and provide recommendations for the improvement of the Bangladesh Trade Portal (BTP).
- SWOT Analysis: A SWOT analysis was conducted to assess the Strengths, Weaknesses, Opportunities, and Threats related to the BTP. This analysis helped in evaluating the portal's current performance, potential areas for development, and external factors that could affect its success.

3.14 Data Consolidation and Analysis

3.14.1 Data Consolidation and Processing

Every filled-in questionnaire was thoroughly edited and checked before being coded for computer entry, at which point data consistency checks were run, generating frequency distribution using SPSS. The data processing work included the registration of all completed schedules, editing, coding, cross-checking, data entry, and matching of data. Researcher-3, who also served as the statistician, oversaw the data processing activities.

Registration of Documents: A registration section was established in the office, with the primary responsibility of keeping track of the filled-in interview documents, information schedules, performance reports, and other necessary papers.

Data Editing: The information collected during fieldwork was scrutinized 100%, with each interviewer's schedule being reviewed for data quality. Supervisors and Quality Control Officers (QCO) were involved in editing the data at the field level.

Coding: A coding system was developed, and all data was coded. Individual coding manuals were created for each questionnaire by experts.

Data Entry: Data entry was conducted by the data entry operator under the supervision of Researcher-3, the statistician. Before data entry, a data entry program was developed in SPSS.

Data Cleaning: Data cleaning was an important procedure during which the data was inspected, and any erroneous data was corrected. Data cleaning was performed during the data entry stage to ensure accuracy and consistency.

3.14.2 Data Analysis

Data analysis was conducted after carefully editing, coding, and entering all survey responses into SPSS, a software program commonly used for statistical analysis. Both bi-variate analysis (examining relationships between two variables, such as user type and satisfaction level) and multi-variate analysis (examining several factors at once) were applied to assess the overall efficiency, usability, and effectiveness of the Bangladesh Trade Portal. Quantitative data was analyzed by comparing responses across different groups of users, such as exporters, importers, SMEs, large businesses, and government agencies, geographic regions etc. to identify patterns in satisfaction.

For the qualitative component, the analysis sought to understand the broader experiences and perceptions of users by exploring the meaning behind their comments and feedback. This began during interviews or open-ended survey responses, where the researcher identified recurring issues, needs, and suggestions that could help explain user behavior and satisfaction levels. Reviewing and interpreting these narrative responses was a crucial step in understanding the deeper insights behind the quantitative findings. A systematic approach was deployed, as there is no single correct method for making logic of such data.

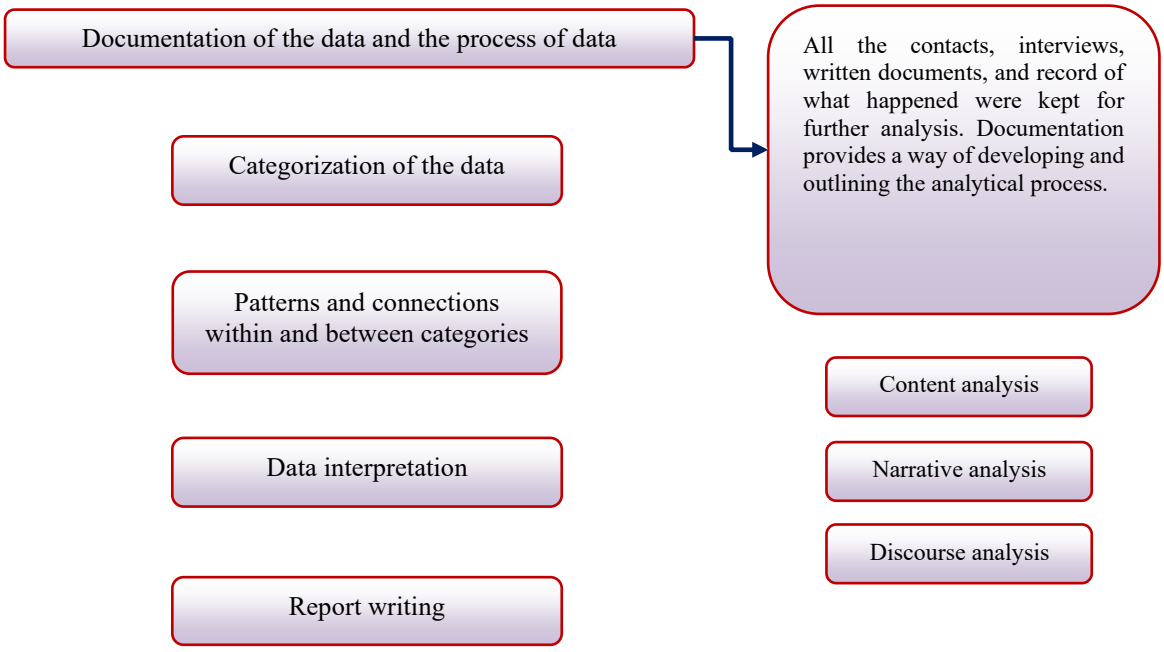


Figure 7: Data processing and analysis techniques followed for the study

3.15 Analysis Plan

Two types of analysis were used in the study: descriptive analysis **and** inferential analysis**.**

(i) Descriptive Analysis:

Summary statistics: Mean, standard deviation, proportions, and association measures were calculated to summarize the data.

Graphs and charts: Bar charts, pie charts, and frequency curves were used to present results visually.

Correlation and regression: These methods helped identify relationships between key indicators.

Sampling weights: Proper weights were applied at each sampling stage to ensure accurate results.

Data description: The descriptive work provided a clear and organized overview of the collected information.

(ii) Inferential Analysis:

Confidence intervals: A 95% confidence interval was calculated for major benefit indicators, allowing the study to generalize results from the sample to the wider population and estimate the likely range of true values.

3.16 Tabulation Plan

Simple and multivariate tables were prepared to present the study's indicators clearly and systematically. All core research team members contributed to the analysis and report writing to ensure accuracy and completeness. Before analysis, the data was carefully coded and edited. Quantitative findings were supported by qualitative insights, which strengthened the validity of the results and provided a more complete understanding of user experiences.

3.17 Quality Assurance Measures of Data

Strong quality assurance measures were applied throughout the study. A Total Quality Management (TQM) system, developed with the PIU team, guided all quality control activities. This system ensured high standards in both quantitative and qualitative work covering triangulation, analysis, and reporting.

A detailed quality control system was used in the field. Experts, supervisors, and quality enumerators regularly visit sample sites to monitor data collection. Field checking in presence verified data during active survey work, while field checking in absence checked completed work afterward. Re-interviews and accuracy checks were carried out routinely. Every stage from tool design and staff recruitment to supervision and analysis received careful attention, supported by a reward/penalty system to maintain high performance.

a. Survey Monitoring and Weekly Progress Reports:

Supervisors reviewed complete questionnaires daily for missing or inconsistent information. When needed, they revisited respondents to correct errors. Random quality checks and household revisits (about 10% of questionnaires) ensured that data collection procedures were followed correctly and consistently.

b. Quality Control:

Quality was emphasized at every stage of the study. This included proper sampling, well-designed tools, hiring skilled staff, and strong supervision. Re-interviews, field-level editing, and performance-based feedback further ensured accuracy and reliability.

c. Quality of Questionnaire:

Questions were kept simple, clear, and aligned with study objectives. The questionnaire was pre-tested, translated into Bangla, and formatted neatly to make it easy for respondents and enumerators.

d. Quality of Field Staff:

After training, supervisors and enumerators were evaluated based on their performance in field practice. Extra trained staff were kept as reserves. The client participated in the orientation and selection process to ensure transparency.

e. Pre-testing, Piloting, and Training:

Staff received thorough training on project goals, indicators, and survey procedures. Training included both classroom sessions and field practice to prepare teams for real survey conditions.

f. Manuals for Field Staff:

Clear Bangla manuals were provided to remove ambiguity and guide enumerators and supervisors during fieldwork.

g. Inspection and Supervision:

Experts monitored fieldwork at randomly selected locations, rechecked questionnaires, and ensured that staff followed correct procedures. The team also organized training, prepared field schedules, and solved field-related issues as they arose.

h. Re-interviews:

About 10% of complete questionnaires were re-interviewed to detect errors. If discrepancies were found, the area was revisited and re-surveyed by another enumerator.

i. Editing of Questionnaires:

Supervisors edited questionnaires daily to correct incomplete or inconsistent responses. After fieldwork, all questionnaires were reviewed again at the consultants' office, and re-interview schedules were cross-checked. Final compilation started only after all edits were completed and quality was confirmed.

The Samahar consultant Limited shared all necessary field plan and documentation to the Project Implementation Unit (PIU) for their validation and necessary technical support. The as consultancy firm for this assignment, Samahar agreed to the PIU's full access to fieldwork operations and recognized them to conduct random checks at all stages of data collection and data processing to ensure accuracy and reliability.

Chapter Four: Results and Findings

4.Quantitative Analysis

4.1. Findings from Questionnaire Survey (Online and Offline)

The Bangladesh Trade Portal (BTP) serves as a vital platform for businesses, traders, and policymakers to access crucial trade-related information. To assess the effectiveness, usability, and overall user satisfaction with the portal, an offline and online questionnaire-based survey was conducted, gathering responses from users of diverse backgrounds.

This chapter presents a clear and simple quantitative analysis of the survey results from 677 users of the Bangladesh Trade Portal. This includes 400 offline respondents and 277 registered online users, and all tables and findings in this chapter are based on these combined responses. Another sub-chapter (See section 4. A2) examines 130 non-registered users, who were pop-up visitors. When they clicked on the portal, they were automatically taken to the survey page, where their feedback was collected through a semi-structured questionnaire.

The chapter looks at responses by gender and reviews users' experiences with different parts of the portal, such as awareness, usefulness, effectiveness, impact, clarity of information, training participation, mobile app usability, and the performance of enquiry points. It also highlights the key results of the user satisfaction survey. Although the offline and online groups were not the same size, the study included enough participants from both groups to keep the findings reliable and meaningful.

By understanding user perspectives, this analysis identifies areas of weakness, gaps, challenges, and strengths, and highlights opportunities for improvement. The following sections present an in-depth discussion of each survey question used for both offline and online users, based on the collected and analyzed data tables.

Socio-economic profile of the respondent

Table 3 provides data on the gender distribution of Bangladesh Trade Portal (BTP) users across different surveys of Bangladesh. The data are categorized into Offline and online survey. The data shows that 96.5% of respondents were male, while 3.5% were female. In offline survey, 97.8% were male and 2.3% were female, whereas in the online survey, 94.6% were male and 5.4% were female.

Table 3: Distribution of BTP Users by Gender

Gender	Offline		Online		Total	
	N	%	N	%	N	%
Male	391	97.8	262	94.6	653	96.5
Female	9	2.3	15	5.4	24	3.5
Total	**400**	**100.0**	**277**	**100.0**	**677**	**100.0**

Table 4 presents the distribution of BTP users by age group across different survey of Bangladesh. Out of the 677 users surveyed, 0.4% were under 20 years old, 3.4% were aged 21–30, 23.0% were 31–40, 41.8% were 41–50, and 31.3% were over 50 years old. This

indicates that the majority of BTP users fell within the 41–50 age group, followed by those above 50 years.

Table 4: Distribution of BTP Users by Age Groups

Age group	Offline		Online		Total	
	N	%	N	%	N	%
Under 20 years	3	0.8	0	0.0	3	0.4
21- 30 years	4	1.0	19	6.9	23	3.4
31- 40 years	63	15.8	93	33.6	156	23.0
41- 50 years	176	44.0	107	38.6	283	41.8
Above 50 years	154	38.5	58	20.9	212	31.3
Total	**400**	**100.0**	**277**	**100.0**	**677**	**100.0**

Table 5 highlights the educational levels of BTP users, showing that nearly 77.4% had completed university graduation (94.8% offline and 52.3% in online survey). In addition, 18.6% had completed higher secondary education, 4.0% had passed the SSC and below school level.

Table 5: Distribution of BTP Users by Educational level

Education	Offline		Online		Total	
	N	%	N	%	N	%
SSC passed and below	5	1.3	22	7.9	27	4.0
HSC passed	16	4.0	110	39.7	126	18.6
University/PhD	379	94.8	145	52.3	524	77.4
Total	**400**	**100.0**	**277**	**100.0**	**677**	**100.0**

Figure 8 presents the distribution of BTP users based on their business category, revealing that over 45.9% were engaged in both export and import activities, followed by 40.5% who were exporters, 5.6% involved in domestic trade, 0.9% were entrepreneurs and 0.3% who focused solely on importing goods from abroad.

Figure 8: Distribution of BTP Users by Trade Category

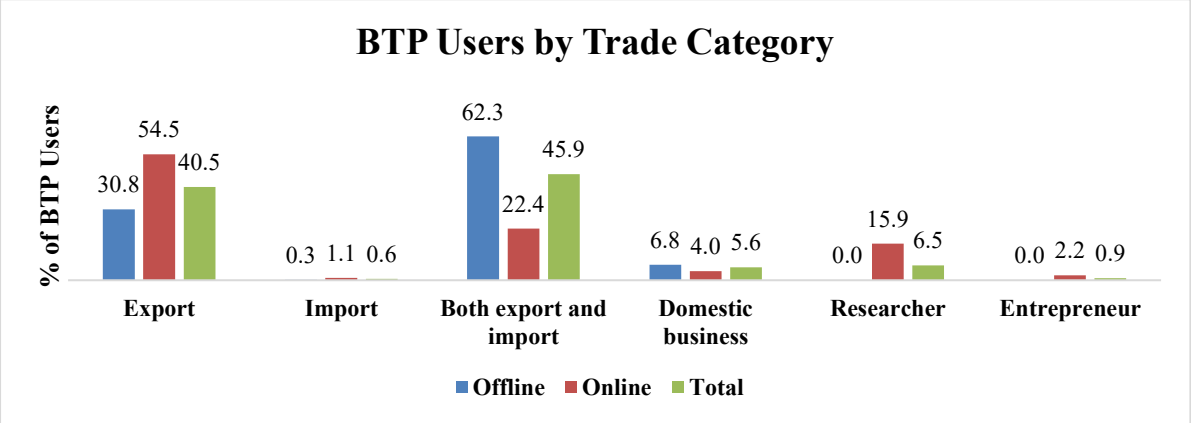


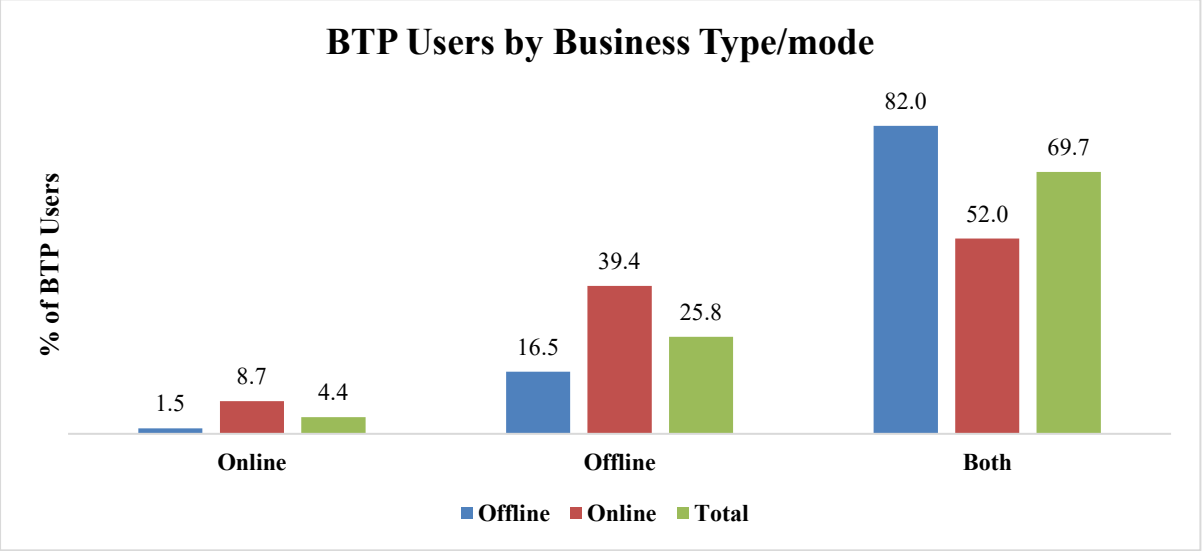
Table 6 highlights the duration of business involvement among BTP users, showing that 38.6% had 10–25 years of experience, followed by 30.6% with 1–10 years, 27.6% with over 25 years, 2.7% with less than a year, and 0.6% who had not worked before.

Table 6: Distribution of BTP Users by years of involvement with export/import business

Years	Offline		Online		Total	
	N	%	N	%	N	%
Less than 1 year	5	1.3	13	4.7	18	2.7
10 years	75	18.8	132	47.7	207	30.6
10 - 25 years	182	45.5	79	28.5	261	38.6
25 and more	135	33.8	52	18.8	187	27.6
Not working	3	0.8	1	0.4	4	0.6
Total	**400**	**100.0**	**277**	**100.0**	**677**	**100.0**

Figure 9 illustrates the distribution of business modes among BTP users, revealing that 69.7% conduct both online and offline business, 25.8% operate exclusively offline, and 4.4% are solely online.

Figure 9: Distribution of BTP Users by Business Type/mode



AWARENESS

The data in Figure 10 reveals that the highest percentage of respondents (50.8%) first heard about the BTP website from other businesspeople, followed by trade associations (23.9%), social media (11.4%), other sources (8.1%), workshops/seminars (5.3%), and brochures (0.4%).

Figure 10: Distribution of BTP Users by first hear about Bangladesh Trade Portal (BTP)

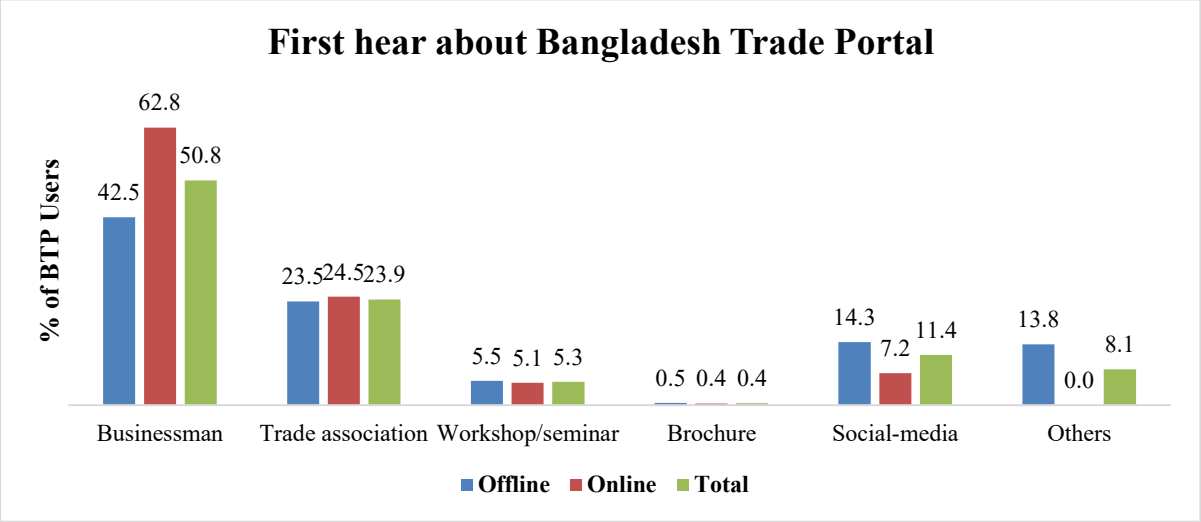
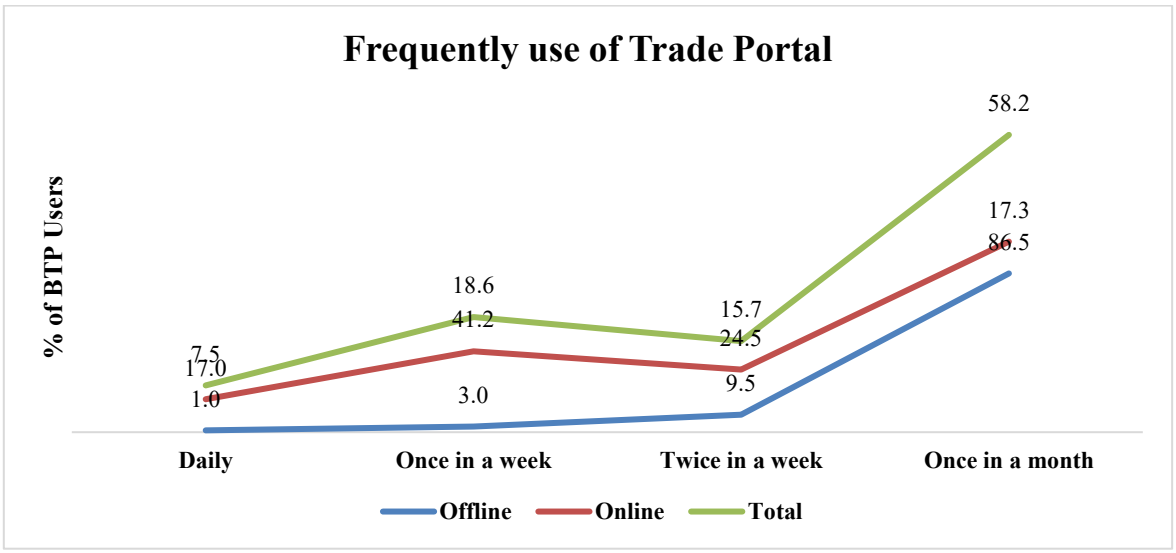


Figure 11 indicates that over 58.0% of users access the BTP website once a month, followed by 1.6% who use it once a week, 15.7% who use it twice a week, and 7.5% who access it daily. Moreover, it was noted that online users were more prevalent than offline users.

Figure 11: Distribution of BTP Users by frequent use of the Trade Portal



The Figure 12 shows that overall familiarity with the Bangladesh Trade Portal (BTP) is mixed: while most users are partially familiar with the portal, 13% are not familiar at all**,** with offline users showing the highest unfamiliarity (15.5%) but a notable share of online users (9.4%) also lacking awareness. Several factors explain this. Many offline users have limited exposure to digital trade services, rely on intermediaries, or lack digital literacy, which reduces their interaction with online platforms like BTP. For online users, unfamiliarity often stems from low awareness of the portal's purpose, infrequent need for trade information about the portal's benefits. In some cases, online respondents may have registered but used the site infrequently manner, or they may have visited unintentionally as pop-up visitors. These patterns show that even among online users, there is a clear need for improved outreach.

Figure 12: Distribution of BTP Users by familiarity with BTP

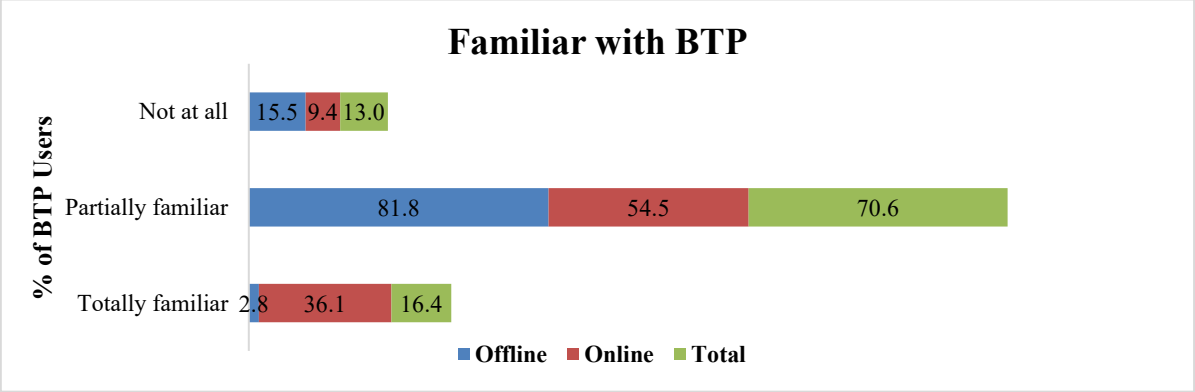


Table 7 illustrates the distribution of BTP users accessing the website via a mobile browser. Overall, 54.7% (370 of 677 respondents) used a mobile browser, while 45.3% (307 respondents) did not. Among offline respondents, 34.8% (139 of 400) accessed the BTP website via mobile, whereas in the online survey, 83.4% (231 of 277) did so. These statistics highlight that mobile devices are a primary means of accessing the BTP website, especially for online users. The high proportion of mobile users suggests that optimizing the website for mobile browsing is crucial for improving accessibility, engagement, and overall user experience.

Table 7: Distribution of BTP Users by the use of BTPs website from mobile browser

Response	Offline		Online		Total	
	N	%	N	%	N	%
Yes	139	34.8	231	83.4	370	54.7
No	261	65.3	46	16.6	307	45.3
Total	**400**	**100.0**	**277**	**100.0**	**677**	**100.0**

Figure 13 presents the distribution of BTP users based on their use of the National Enquiry Point for trade. The data reveals that 51.4% made queries, while 48.6% did not. It also highlights that user in online survey results demonstrated a higher level of query activity compared to those in offline surveys. However, a lot of users, irrespective of location, did not utilize the National Enquiry Point for trade.

Figure 13: Distribution of BTP Users by asking queries on National Enquiry Point for trade

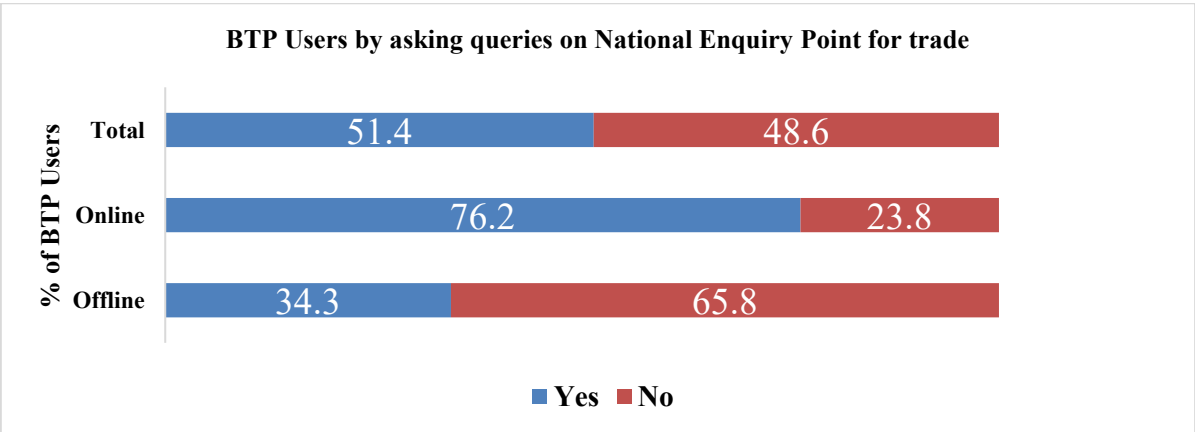


Table 8 provides an analysis of the distribution of BTP users by the types of information and features they utilized for their business. It indicates that most used feature were trade news/alert (57.0%) of users, followed by export policy order (48.2%) of users, market access information (45.3%) of users, publications and articles utilized by 35.6% of users, legal documents used by 37.5%, measures and standards accessed by 40.6% of users, procedures utilized by 32.8% of users, forms used by 24.1%, business start-up process accessed by 30.9% of users and public information and member services were the least used feature (21.7%) of users. Users in online participants were more likely to utilize most of the features than offline participants of the survey. All of the users had access to multiple features, but the overall utilization rate suggests that trade news, export policies, and market access information are the most significant BTP resources for users.

Table 8: Distribution of BTP Users on BTP information/features had used for business

Response	Offline		Online		Total	
	N	%	N	%	N	%
Trade news/Alert	199	49.8	187	67.5	386	57.0
Export policy order	184	46.0	142	51.3	326	48.2
Market access information	154	38.5	153	55.2	307	45.3
Measures & standards	134	33.5	141	50.9	275	40.6
Legal documents	140	35.0	114	41.2	254	37.5
Publications & Articles	148	37.0	93	33.6	241	35.6
Procedures	124	31.0	98	35.4	222	32.8
Business start-up process	100	25.0	109	39.4	209	30.9
Forms	97	24.3	66	23.8	163	24.1
Public information and member service	88	22.0	59	21.3	147	21.7

Table 9 outlines the distribution of BTP users, highlighting which regulatory information on the portal has been most effective in achieving business goals. According to user responses, trade news/alert emerged as the most effective category, with 51.8% of users finding it beneficial (61.7% in online and 45.0% in offline participants. Other key categories include legal documents/forms (38.7%), measures and standards/procedures (36.8%), publications and articles (29.0%), Commodities and tariff (HS code wise) (42.5%), export/import policy order (46.5%), incentives on export (43.9%), exporters database (35.7%), export guide for new entrepreneurs (37.5%), information on commercial imports (35.3%), and prohibited and conditional import Goods (21.1%). It was observed that trade news/alert consistently had a high impact, while categories like export, import policy, order and commodities, and tariff were more beneficial for users.

Table 9: Distribution of BTP Users by identifying the regulatory information of the trade portal had most effective in achieving business goals

Response	Offline		Online		Total	
	N	%	N	%	N	%
Trade news/Alert	180	45.0	171	61.7	351	51.8
Export/import policy order	167	41.8	148	53.4	315	46.5
Incentive on export	147	36.8	150	54.2	297	43.9
Commodities and tariff (HS code wise)	184	46.0	103	37.2	287	42.4
Export guide for new entrepreneurs	128	32.0	126	45.5	254	37.5
Legal documents/Forms	134	33.5	128	46.2	262	38.7
Measures & standards/procedures	151	37.8	98	35.4	249	36.8
Exporters database	115	28.8	127	45.8	242	35.7
Information on commercial imports	106	26.5	133	48.0	239	35.3
Publications & Articles	120	30.0	76	27.4	196	29.0
Prohibited and conditional import goods	65	16.3	78	28.2	143	21.1

Resourcefulness

Figure 14 shows the distribution of users' responses about whether the BTP website provides sufficient business-related information. The majority of respondents (98.8%) agree that the website offers adequate business information, while only 1.2% disagreed with this assessment. They said that information is not updated, information not user friendly and sometimes not applicable.

Figure 14: Distribution of BTP Users on the availability of adequate business-related information on the BTP Website

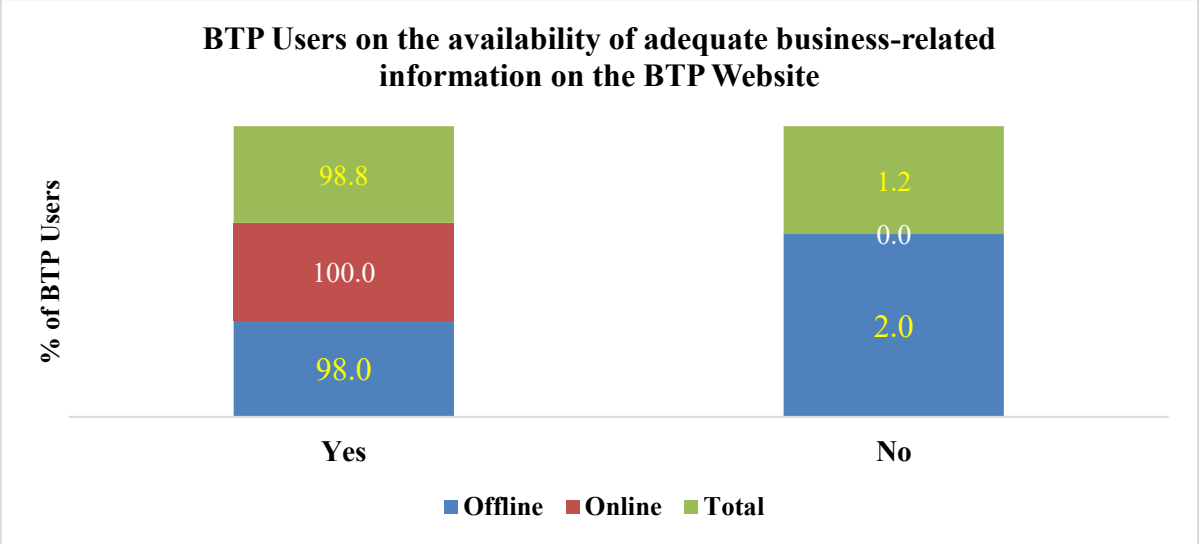


Table 10 shows the distribution of BTP users based on the frequency with which they rely on the portal's resources for trade-related issues. The data reveals that 46.1% of users use the portal occasionally, followed by 40.0% who use it frequently. A small percentage (9.9%) rely on the portal very frequently, while 4.0% of all respondents reported never using the portal for such matters.

Table 10: Distribution of BTP Users by frequency on the rely of the portal resources to address trade-related issues

Response	Offline		Online		Total	
	N	%	N	%	N	%
Very Frequently	4	1.0	63	22.7	67	9.9
Frequently	86	21.5	185	66.8	271	40.0
Occasionally	287	71.8	25	9.0	312	46.1
Never	23	5.8	4	1.4	27	4.0
Total	**400**	**100.0**	**277**	**100.0**	**677**	**100.0**

Figure 15 shows that BTP users find several resources on the trade portal highly valuable, with Market Access Information (29.4%) and Tariff Information (24.7%) emerging as the most appreciated overall. Online users show particularly strong interest in Market Access Information (44.0%) and Trade Statistics (26.4%), reflecting their active use of data and market insights, while offline users place the highest value on Tariff Information (36.5%) and Customs Procedures (21.0%), aligning with their institutional roles in trade-related support. The Document Library is valued consistently across groups, with 12.3% of offline users, 14.4% of online users, and 13.1% overall finding it most useful. Customs Procedures attract 15.5% of total users, with higher interest from offline respondents (21.0%) compared to online users (7.6%). Only a minimal share of users selected "Other," with 0.5% offline, 0.0% online, and 0.3% overall, indicating that the portal's primary resources effectively meet user needs.

Figure 15: Distribution of BTP Users by which resource find most valuable on the trade portal

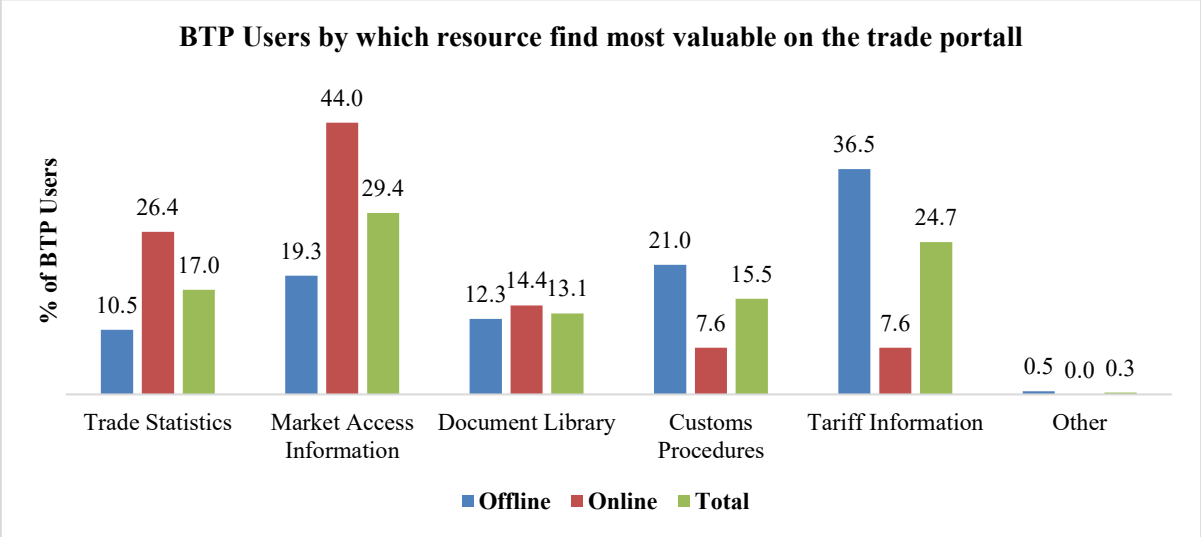


Table 11 shows that among the 677 respondents, 32.8% reported attending a BTP-related training or workshop, reflecting strong interest in the capacity-building activities. Participation was especially notable among online respondents, where 65.7% (182 out of 277) attended training showing their active engagement with the BTP platform and its learning opportunities. Among the offline respondents, 10% (40 out of 400) participated in training, which aligns with their profile as government officials nominated by BRCP-1 authorities who primarily play

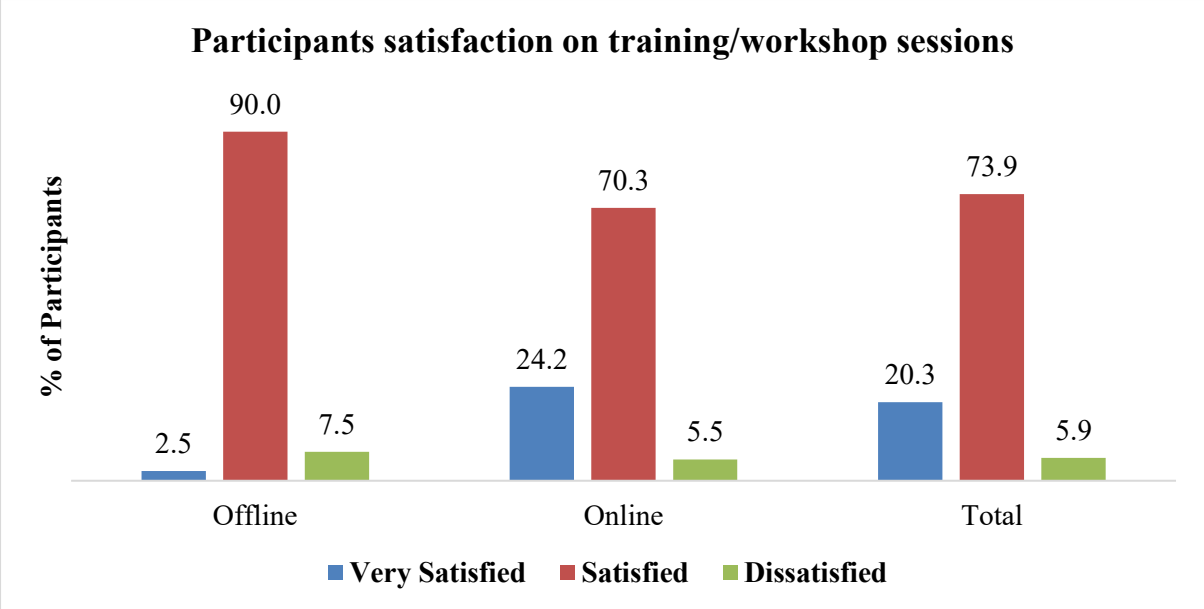
supervisory or facilitative roles in BTP interventions. This distribution highlights the complementary nature of both groups: online users contribute through active participation in training and platform use, while offline respondents support the initiative through their institutional roles. Together, these groups demonstrate a well-balanced engagement structure that strengthens the overall effectiveness of the BTP interventions.

Table 11: Distribution of BTP Users by attending training/ workshop sessions to use the portal.

Response	Offline		Online		Total	
	N	%	N	%	N	%
Yes	40	10.0	182	65.7	222	32.8
No	360	90.0	95	34.3	455	67.2
Total	**400**	**100.0**	**277**	**100.0**	**677**	**100.0**

Figure 16 shows the distribution of participants' satisfaction with the training or workshop sessions. Over 73% of the participants were satisfied, while 5.9% were dissatisfied. The data indicates that most respondents from online survey participants were satisfied, with only a small percentage expressing dissatisfaction.

Figure 16: Distribution of participants' satisfaction on training/workshop sessions



Content Quality

Table 12 shows that among the total 677 respondents, 21.71% rated the content as "Very comprehensive**,"** 73.26% as "Comprehensive," and 5.02% as "Less comprehensive." Among the 400 offline respondents, 11.75% rated the content as very comprehensive, 80.25% as comprehensive, and 8% as less comprehensive. In contrast, among the 277 online respondents, 36.10% rated the content as very comprehensive, 63.18% as comprehensive, and only 0.72% as less comprehensive. Overall, the data shows that while the majority in both groups found the content comprehensive, online respondents expressed higher satisfaction, with a notably

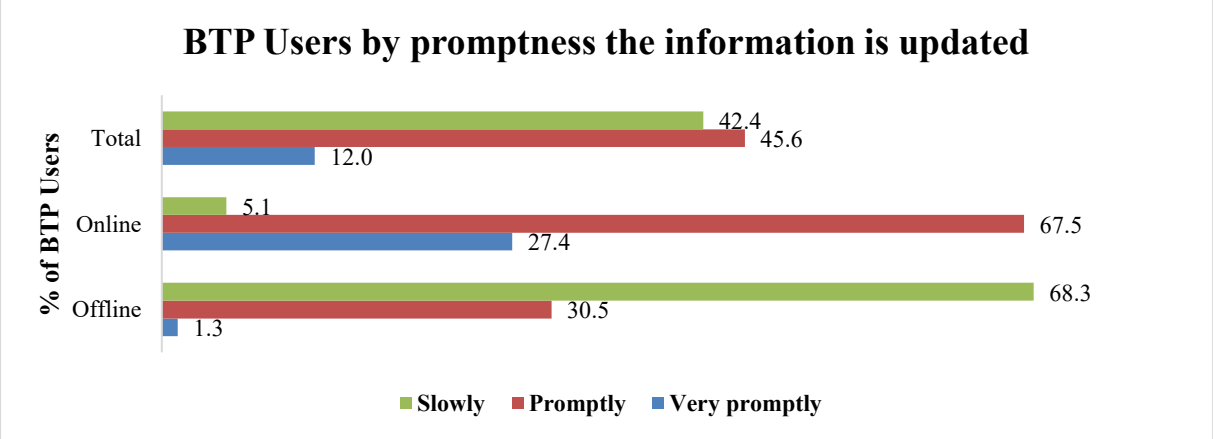
larger proportion rating the content as very comprehensive and fewer perceiving it as less comprehensive.

Table 12: Distribution of BTP Users by comprehensive information on content quality

Response	Offline		Online		Total	
	N	%	N	%	N	%
Very comprehensive	47	11.75	100	36.10	147	21.71
Comprehensive	321	80.25	175	63.18	496	73.26
Less comprehensive	32	8	2	0.72	34	5.02
Total	**400**	**100**	**277**	**100**	677	100

Figure 17 shows that BTP users hold an overall positive view of how promptly information is updated on the portal, with 45.6% of total users reporting that updates occur promptly, 42.4% noting updates happen slowly**,** and 12.0% observing updates as very prompt**.** Online users express particularly strong confidence in the update speed, with 67.5% indicating information is updated promptly and 27.4% describing it as very prompt**,** while only 5.1% perceive updates as slow. Among offline users, 68.3% feel updates occur slowly**,** and 30.5% state they are done promptly**,** with a small share **(**1.3%**)** viewing updates as very prompt**.** Taken together, these patterns highlight that online users experience the portal's information refresh rate more dynamically, whereas offline users, often engaged through institutional channels, observe the update rhythm differently, contributing to a balanced understanding of the portal's information management performance.

Figure 17: Distribution of BTP Users by promptness the information is updated



Effectiveness

The table 13 shows that out of 400 offline BTP portal users, 140 (35%) reported having access to the mobile app, while 260 (65%) had not yet accessed it. Among 277 online users, 246 (88.8%) reported access, and 31 (11.2%) had not, giving a total of 677 respondents with 57% using the app and 43% yet to do so. The larger number of offline users who have not accessed the app may reflect differences in how they use the BTP portal. Many may access it through shared or public devices, while others may not have had the opportunity to install it on personal devices. Some users may not have discovered the app yet or may be exploring it for the first time. These patterns highlight a positive opportunity: with easy access, guidance, and

awareness, a growing number of offline users can enjoy the benefits of the mobile app, just as online users already do.

Table 13: Distribution of BTP Users by easy access to mobile apps

Response	Offline		Online		Total	
	N	%	N	%	N	%
Yes	140	35.0	246	88.8	386	57.0
No	260	65.0	31	11.2	291	43.0
Total	**400**	**100.0**	**277**	**100.0**	**677**	**100.0**

Figure 18 presents the distribution of BTP users' opinions on the efficiency of mobile apps for business purposes. The data shows that a majority of respondents (51.4%) find the mobile apps efficiently usable for business purposes, with 84.1% of online and 28.8% of offline participants sharing this view. In contrast, 48.6% of users believe the apps were not efficiently usable for business use.

Figure 18: Distribution of BTP Users by the Mobile apps efficiently usable for business purposes

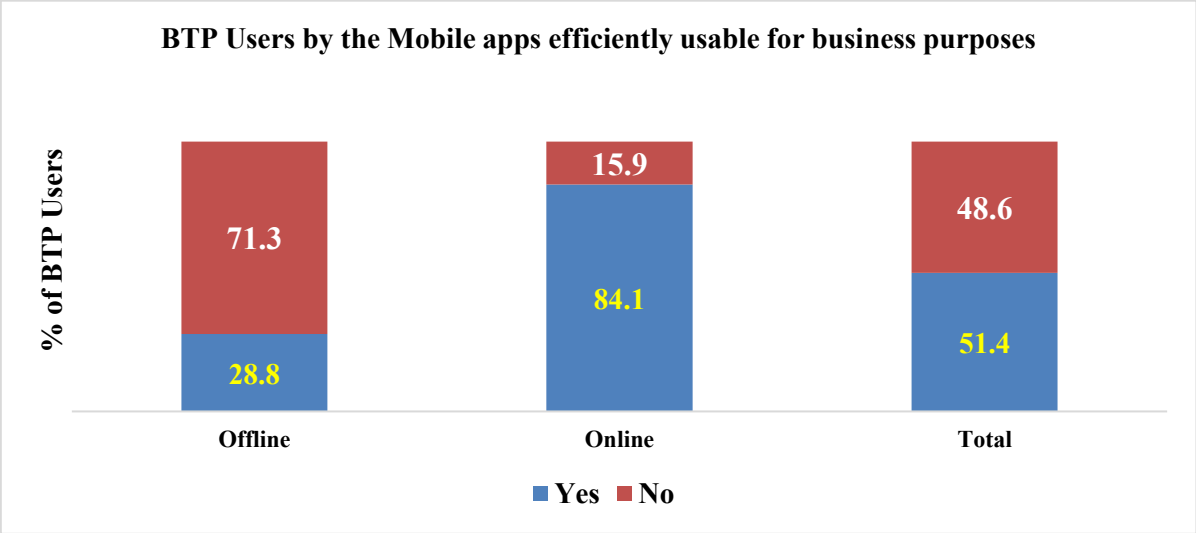


Table 14 highlights clear differences in satisfaction levels between offline and online users of the BTP mobile application. Online users show the highest satisfaction overall, with 63.9% reporting they are satisfied and 22.7% very satisfied, and only 2.2% expressing dissatisfaction. Offline users, meanwhile, report more varied experiences: 48% are satisfied and 12.25% are very satisfied, but a significant 32.75% are only fairly satisfied and 7% are dissatisfied. These results suggest that offline users may require more support, clearer guidance, or greater familiarity with digital tools to fully benefit from the app. Their feedback offers important insights for improving usability and accessibility, and as their comfort with the app grows, their satisfaction levels may more closely resemble those of online users. The overall distribution with more than 70% of total respondents expressing satisfaction, also indicates strong potential for further growth, especially by engaging offline users who have not yet explored the mobile application and may benefit from awareness campaigns, training, or easier onboarding.

Table 14: Distribution of BTP Users by satisfied with BTP mobile application

Response	Offline		Online		Total	
	N	%	N	%	N	%
Very Satisfied	49	12.25	63	22.7	112	16.54
Satisfied	192	48	177	63.9	369	54.51
Fairly satisfied	131	32.75	31	11.2	162	23.93
Dissatisfied	28	7	6	2.2	34	5.02
Total	**400**	**100**	**277**	**100**	**677**	100

Figure 19 shows the distribution of BTP users' feedback on the timeliness of enquiry points in responding to their queries. The data reveals that most users (44.5%) stated their queries were rarely addressed, with 5.4% of online and 71.5% of offline participants sharing this view. 33.1% reported receiving responses intermittently, while 22.5% of users indicated their queries were addressed timely.

Figure 19: Distribution of BTP Users by enquiry points responses to the user's queries timely

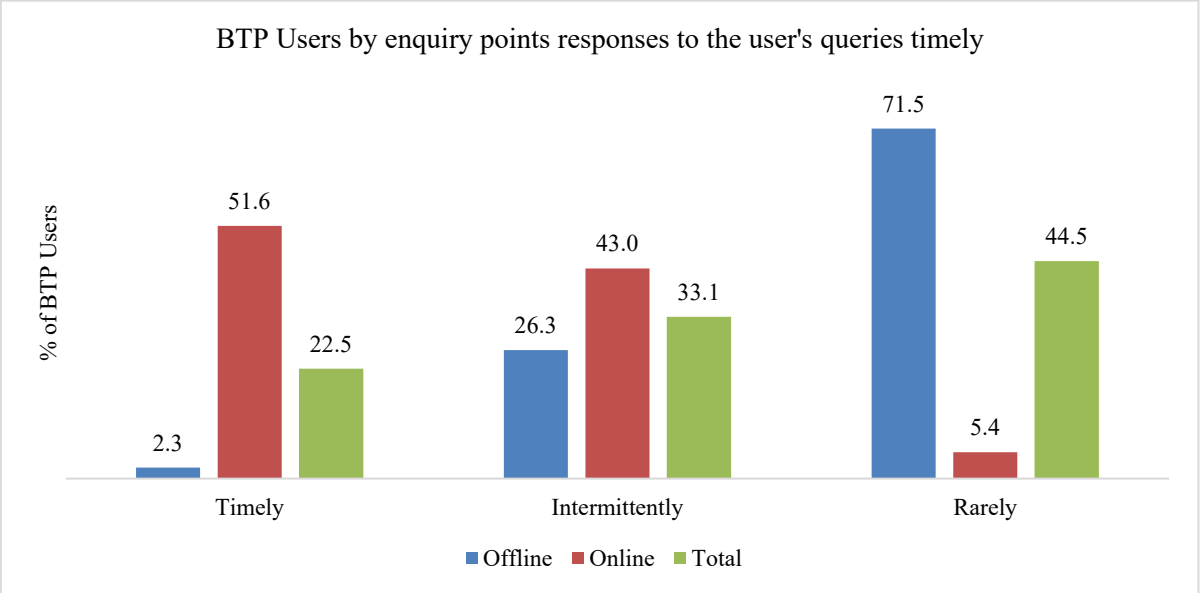


Table 15 presents the satisfaction levels of BTP users with the BTP website enquiry point, showing noticeable differences between offline and online users. Among offline users, nearly half (48.75%) are satisfied and 9.75% are very satisfied, while a significant portion (36.25%)are fairly satisfied, indicating that many offline users are still becoming familiar with the enquiry point and its features. A small share (5.25%) report dissatisfaction. In contrast, online users show consistently high satisfaction, with 65.3% satisfied and 17.7% very satisfied, and only 3.6% dissatisfied, reflecting smoother engagement among those already comfortable with digital platforms. The larger share of offline users who are only fairly satisfied highlights an important opportunity to strengthen usability, provide clearer guidance, and improve awareness of the enquiry point's functions. Many of these users may be accessing the website through shared devices or navigating the enquiry point for the first time. Their feedback offers valuable direction for enhancing support and design so that offline users can enjoy a more seamless and confident experience similar to that of online users.

Table 15: Distribution of BTP Users by satisfied with the BTP website enquiry point

Response	Offline		Online		Total	
	N	%	N	%	N	%
Very satisfied	39	9.75	49	17.7	88	13.00
Satisfied	195	48.75	181	65.3	376	55.54
Fairly satisfied	145	36.25	37	13.4	182	26.88
Dissatisfied	21	5.25	10	3.6	31	4.58
Total	**400**	**100**	**277**	**100**	**677**	**100.00**

Figure 20 presents the distribution of BTP users' feedback on the timeliness of receiving trade alert messages. The data reveals that 51.8% users reported to receiving trade alert messages on time, including 81.2 of online and 31.5% of offline participants. In contrast, 48.2% of respondents stated that they did not receive the messages timely.

Figure 20: Distribution of BTP Users get Trade Alert message timely

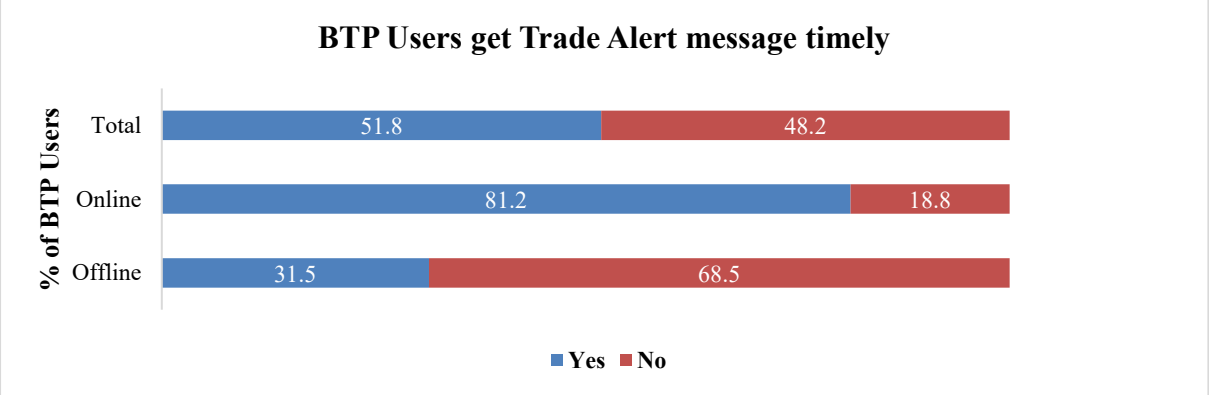


Table 16 illustrates the distribution of BTP users' opinions on the usefulness of trade alert messages for their businesses. The data shows that the majority of respondents (71.8%) found the trade alert messages helpful, with higher satisfaction reported by users of offline participants from 66.4% of online participants in the survey. 20.2% of users considered the messages very helpful, while only 8.0% of respondents found them not helpful.

Table 16: Distribution of BTP Users by thought on Trade Alert messages helpful for their business

Response	Offline		Online		Total	
	N	%	N	%	N	%
Very helpful	64	16.0	73	26.4	137	20.2
Helpful	302	75.5	184	66.4	486	71.8
Not helpful	34	8.5	20	7.2	54	8.0
Total	**400**	**100.0**	**277**	**100.0**	**677**	**100.0**

User-friendliness

Figure 21 shows the distribution of BTP users' responses regarding the ease of navigating the trade portal website. The data reveals that the majority of users (72.2%) found the trade portal website easy to navigate. A smaller portion of respondents (16.5%) described it as very easy,

while 11.2% of users reported difficulty in navigating the website, with offline users (17.0%) facing slightly more challenges than online (2.9%).

Figure 21: Distribution of BTP Users by easy to navigate on the trade portal website

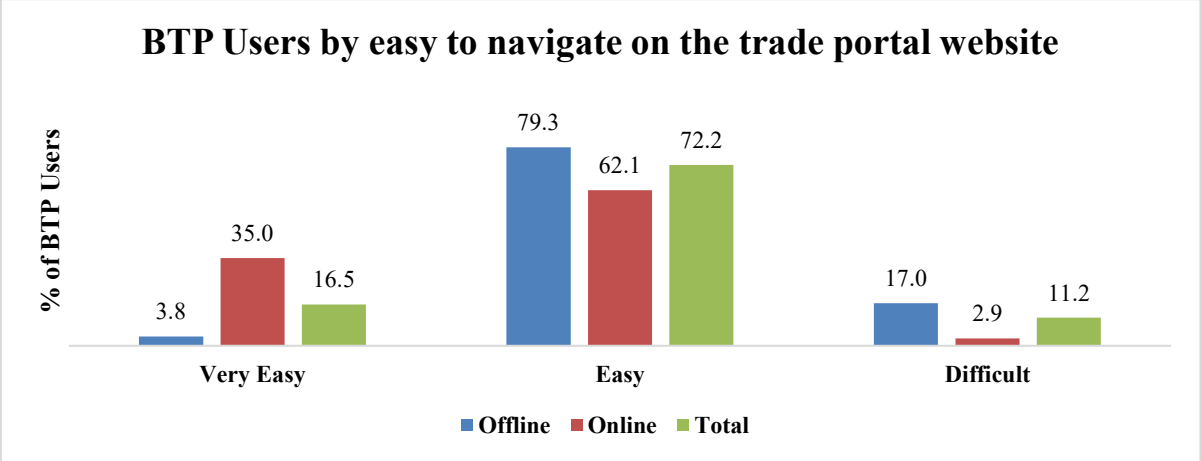


Table 17 presents the distribution of BTP users' satisfaction levels regarding the response rate of the BTP web portal. The majority of users (77.0%) reported being satisfied, while 12.6% indicated they were very satisfied. A smaller percentage (10.5%) expressed dissatisfaction with the response rate.

Table 17: Distribution of BTP Users by response rate of the BTP web portal satisfactory

Response	Offline		Online		Total	
	N	%	N	%	N	%
Very Satisfied	8	2.0	77	27.8	85	12.6
Satisfied	341	85.3	180	65.0	521	77.0
Dissatisfied	51	12.8	20	7.2	71	10.5
Total	**400**	**100.0**	**277**	**100.0**	**677**	**100.0**

Figure 22 shows the distribution of BTP users based on the effectiveness of the BTP web portal's search functionality. The data indicates that most users (77.3%) view the search functionality as effective, with 13.7% rating it as very effective. However, a small percentage (9.0%) find it ineffective.

Figure 22: Distribution of BTP Users by the BTP web portal search functionality effectiveness

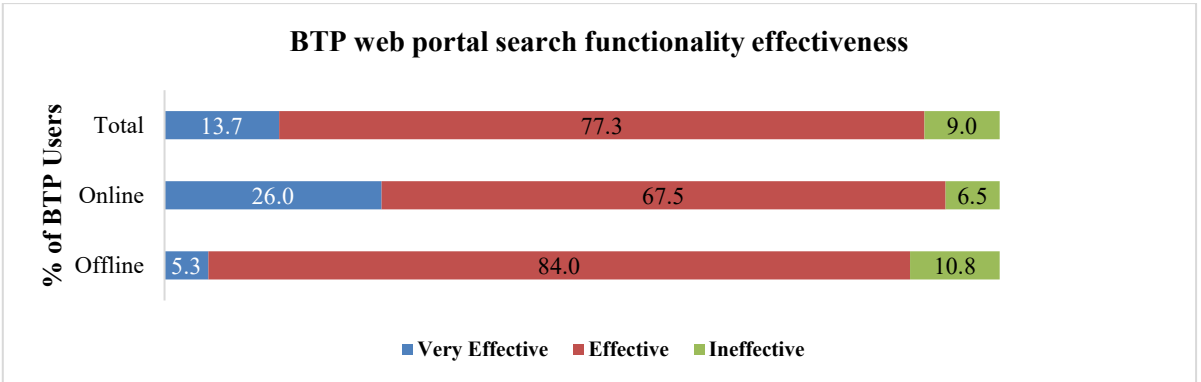


Table 18 shows how BTP users perceive the visual attractiveness of the BTP website. The data indicates that the majority of users consider the website visually attractive (71.6%), with 16.0% rating it as very attractive. A small proportion of users view it as unattractive (12.4%).

Table 18: Distribution of BTP Users by visually attractive of BTP website

Response	Offline		Online		Total	
	N	%	N	%	N	%
Very attractive	18	4.5	90	32.5	108	16.0
Attractive	310	77.5	175	63.2	485	71.6
Unattractive	72	18.0	12	4.3	84	12.4
Total	**400**	**100.0**	**277**	**100**	**677**	**100.0**

Specific Features Evaluation

Figure 23 illustrates the distribution of BTP users' satisfaction with the market access information feature. The data shows that the majority of users were satisfied (76.5%), with 17.1% being very satisfied. A smaller percentage, 6.4%, were dissatisfied.

Figure 23: Distribution of BTP Users by satisfied on market access information feature

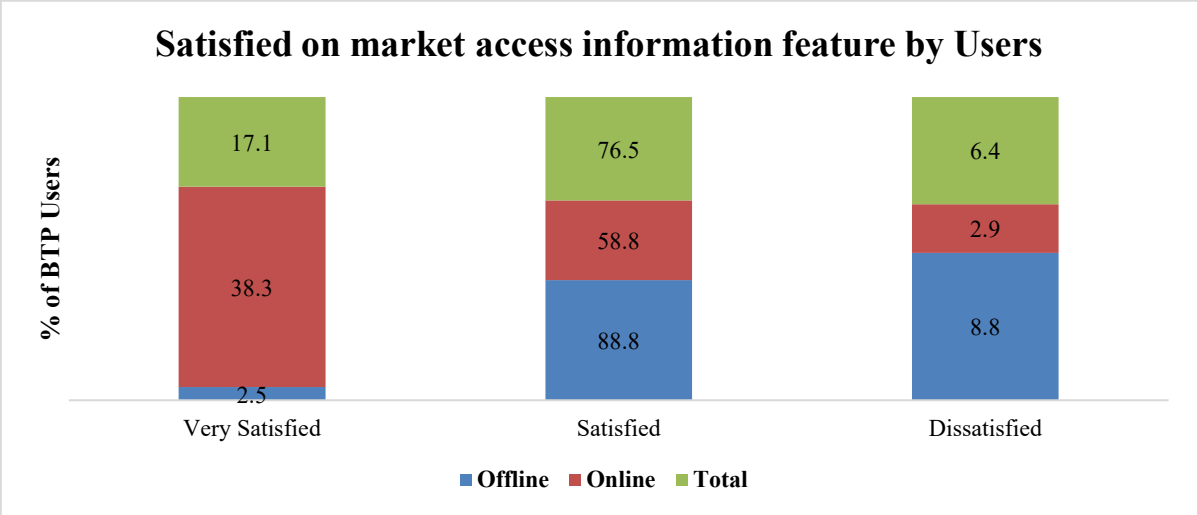


Table 19 displays the distribution of BTP users regarding the usefulness of the Trade Statistics. The data reveals that 73.0% of users find the Trade Statistics useful (offline- 78.3%, online- 65.3%), while 17.1% consider them very useful, and 8.7% view them as not useful at all.

Table 19: Distribution of BTP Users on usefulness of the Trade Statistics

Response	Offline		Online		Total	
	N	%	N	%	N	%
Very Useful	46	11.5	78	28.2	124	18.3
Useful	313	78.3	181	65.3	494	73.0
Not Useful at All	41	10.3	18	6.5	59	8.7
Total	**400**	**100.0**	**277**	**100.0**	**677**	**100.0**

Figure 24 displays the distribution of BTP users regarding the usefulness of the Trade Forms. The data reveals that 63.2% of users find the Trade Form useful, while 28.8% consider them very useful, and 8.0% view them as not useful at all.

Figure 24: Distribution of BTP Users on usefulness of the Forms

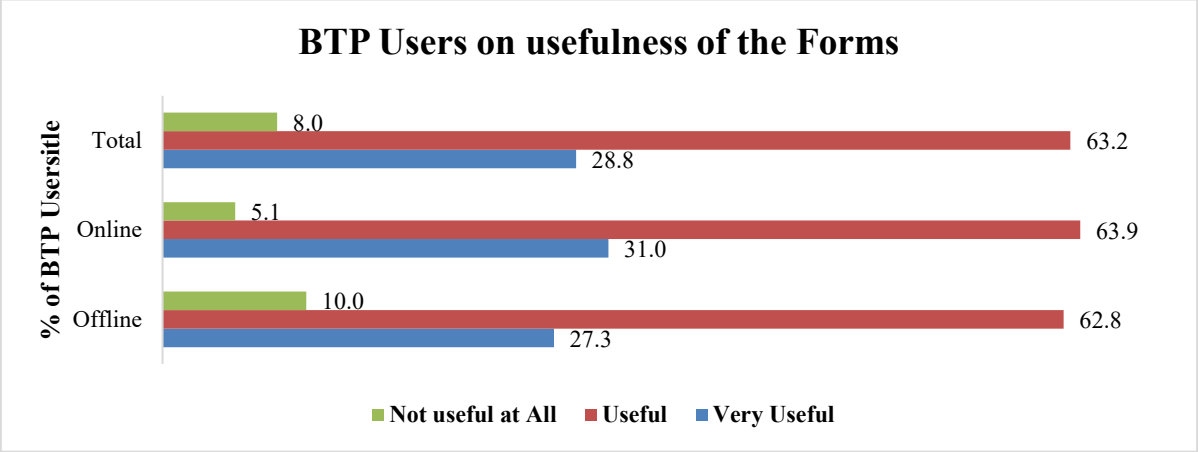


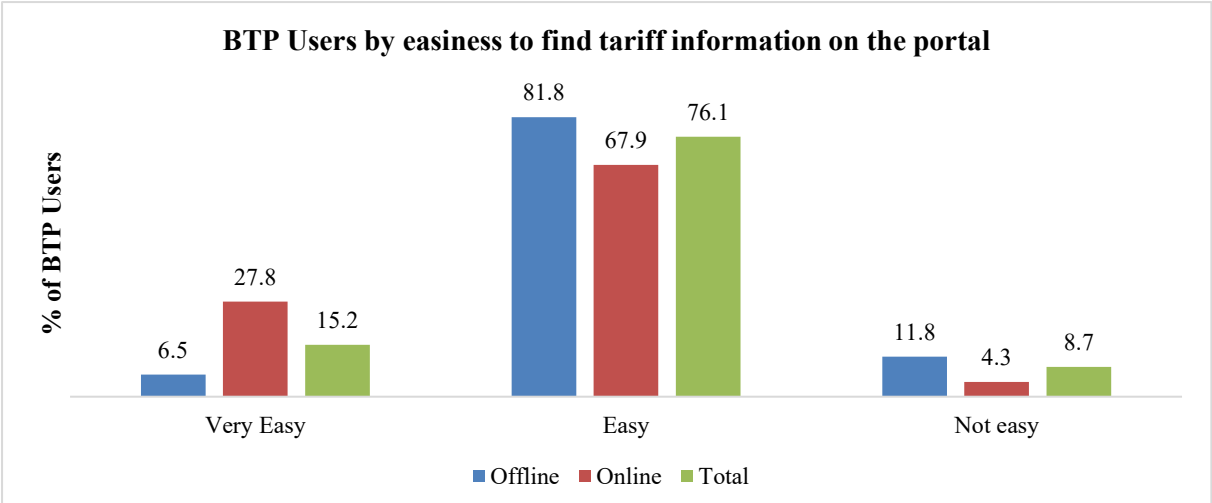
Table 20 illustrates the distribution of BTP users' satisfaction with the Customs Procedures information related to export-import procedures. The data indicates that 75.9% of users are satisfied, 18.0% are very satisfied, and 6.1% were dissatisfied with the information.

Table 20: Distribution of BTP Users on satisfaction with the Customs Procedures information/ export-import procedure

Response	Offline		Online		Total	
	N	%	N	%	N	%
Very Satisfied	31	7.8	91	32.9	122	18.0
Satisfied	343	85.8	171	61.7	514	75.9
Dissatisfied	26	6.5	15	5.4	41	6.1
Total	**400**	**100.0**	**277**	**100.0**	**677**	**100.0**

Figure 25 displays the distribution of BTP users' views on the ease of finding tariff information on the portal. The data indicates that the majority of users find it easy to access tariff information (76.1%), 15.2% find it very easy, while 8.7% consider it difficult to find.

Figure 25: Distribution of BTP Users by easiness to find tariff information on the portal



Relevance

Table 21 shows that both offline and online users generally find the BTP website useful for business activities, with the majority in each group rating it as either fruitful or very fruitful. Among offline users, 89.5% rated the content positively (28.25% very fruitful and 61.25% fruitful), while online users reported similarly strong satisfaction, with 41.52% finding it very fruitful and 56.32% fruitful. Only a small proportion of users rated the site as poorly fruitful—10.5% of offline users and just 2.17% of online users. The relatively higher percentage of offline users expressing lower satisfaction may reflect barriers such as limited digital familiarity, inconsistent connectivity, or accessing the site through shared devices, which can restrict smooth navigation or awareness of the full range of features. These insights highlight an opportunity to enhance user guidance, improve content visibility, and further tailor resources to support offline users in fully leveraging the website for their business needs.

Table 21: Distribution of BTP Users by assess the content on the BTP website required for business activities

Response	Offline		Online		Total	
	N	%	N	%	N	%
Very fruitful	113	28.25	115	41.52	228	33.68
Fruitful	245	61.25	156	56.32	401	59.23
Poorly fruitful	42	10.5	6	2.17	48	7.09
Total	**400**	**100**	**277**	**100**	**677**	**100**

Figure 26 displays the distribution of BTP users regarding their experience in understanding various aspects related to running their business, including business policies, forms, HS codes, and other related elements on the BTP platform. The table shows that 47.9% of users found it difficult, among them 57.8% were online users and 41.0% were offline users, while a notable portion (8.4%) found it very difficult. It was revealed that 43.7% of users were not facing any difficulties (offline - 58.3%, online - 22.7%).

Figure 26: Distribution of BTP Users by face any difficulties understanding the business policy, various forms, HS codes, or other aspects at BTP that are related to running your business

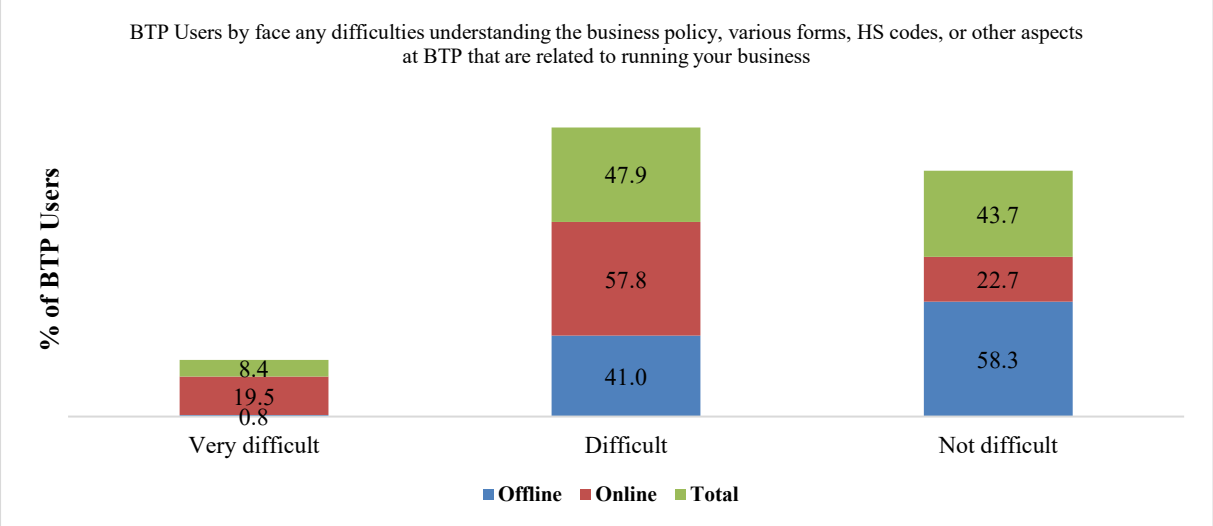


Table 22 shows that both offline and online BTP users generally view accessing BTP information for business operations as cost-effective, with 72.75% of offline users and 62.45% of online users rating it as cost-effective, and an additional 25.75% and 35.74%, respectively, considering it very cost-effective. Only a small portion, 1.5% of offline and 1.81% of online users find the services are not cost-effective. Although perceptions are largely positive, the lower proportion of offline users rating the service as very cost-effective suggests areas where their experience could be improved. Factors such as limited access to personal devices, varying levels of digital literacy, and reduced familiarity with online features may shape their perceptions of cost-effectiveness. These insights highlight opportunities to strengthen user support, streamline workflows, and promote awareness of available tools, enabling offline users to more fully realize the benefits of BTP information processing for business activities.

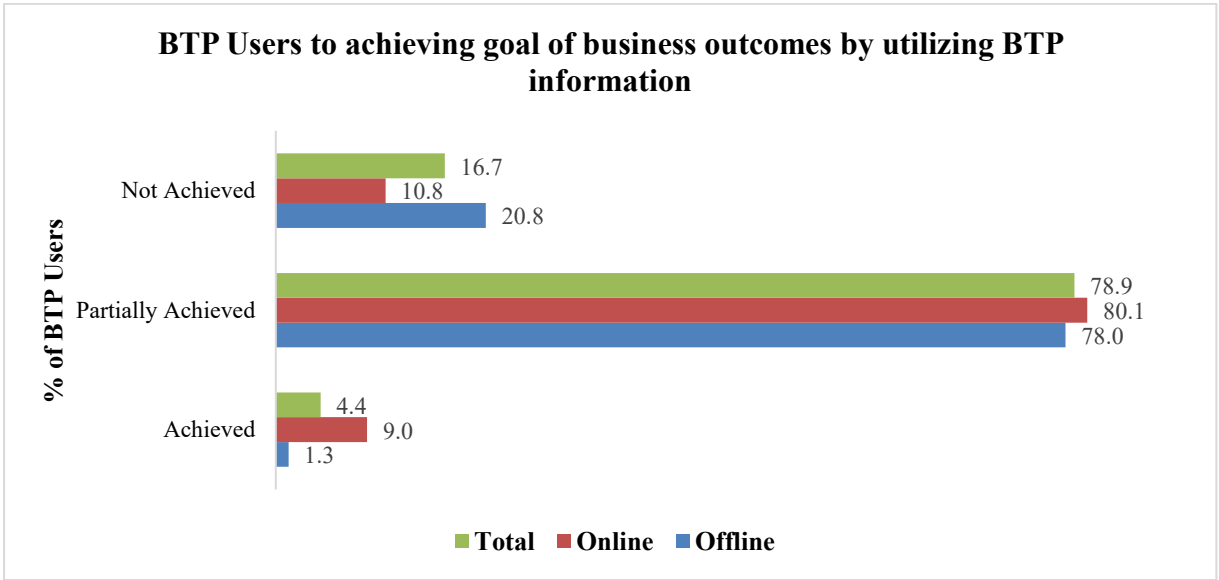
Table 22: Distribution of BTP Users by accessing BTP information for proceeding the business cost effectiveness

Response	Offline		Online		Total	
	N	%	N	%	N	%
Very Cost Effective	103	25.75	99	35.74	202	29.84
Cost Effective	291	72.75	173	62.45	464	68.54
Not Cost Effective	6	1.5	5	1.81	11	1.62
Total	**400**	**100**	**277**	**100**	**677**	**100**

Impact

This Figure 27 presents the responses to whether business goals were achieved using BTP information. The majority of respondents, 78.9%, report that they partially achieved their business outcomes. Only 4.4% of respondents say they fully achieved their goals. Noted that 16.7% of respondents indicated that they did not achieve their business objectives, with a higher percentage of offline users (20.8%) compared to online users (10.8%). This implies that while many businesses are gaining some benefit from BTP information, achieving complete success in their goals is less frequent.

Figure 27: BTP Users to achieving goal of business outcomes by utilizing BTP information



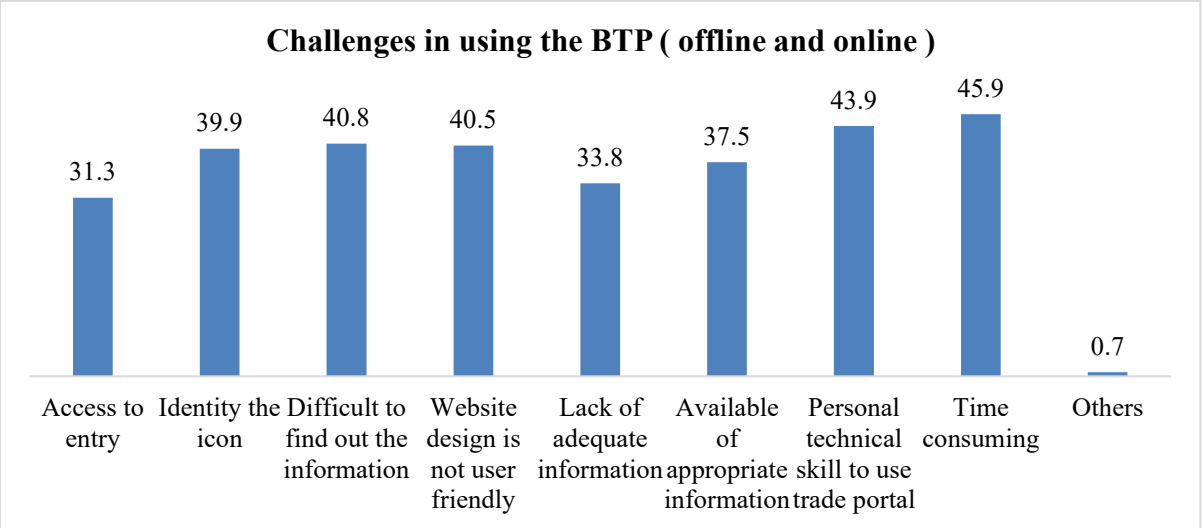
This table 23 shows responses to whether respondents would recommend the Bangladesh Trade Portal to a friend or associate. The majority, 86.6%, would recommend the portal, while 13.4% would not. This indicates that the Bangladesh Trade Portal is generally seen in a positive light, with most people willing to recommend it, although a small percentage of respondents do not find it sufficient to endorse.

Table 23: Distribution of BTP Users by recommendation to use Bangladesh Trade Portal of their friend or associate

Response	Offline		Online		Total	
	N	%	N	%	N	%
Yes	345	86.3	241	87.0	586	86.6
No	55	13.8	36	13.0	91	13.4
Total	**400**	**100.0**	**277**	**100.0**	**677**	**100.0**

Figure 28 highlights the challenges stakeholders encounter when using the Bangladesh Trade Portal. The most mentioned challenge is that the process is time-consuming, reported by 45.9% of respondents overall, with online users highlighting it even more (57.4%). Limited personal technical skills also emerged as a significant obstacle, affecting 43.9% of participants. Issues related to unfriendly website design and difficulty locating information were both noted by around 40% of users. Additionally, the problem of identifying icons was reported more frequently by online users (53.1%) compared to offline users (30.8%). Only a small portion (0.7%) pointed to other issues such as availability of uninterrupted internet facility, users' technical knowledge gap etc. Overall, this suggests that stakeholders face a range of difficulties when using the Bangladesh Trade Portal, with usability, information access, and technical skills being the most prominent.

Figure 28: Distribution of BTP Users by challenges of stakeholders to face in using the Bangladesh Trade Portal



User Satisfaction Index (USI) on the BTP service and facilities

The table 24 presents the distribution of BTP users regarding satisfaction with the Enquiry Point of the Bangladesh Trade Portal. It details the frequency (N) and percentage (%) of users' responses for five different satisfaction levels, ranging from very dissatisfied (lowest) to very satisfied (highest). Overall, the largest proportion of users (54.95%) reported being satisfied, followed by neutral responses (28%). A smaller share expressed dissatisfaction (9.75%), while very dissatisfied (3.99) and very satisfied users accounted for 8.42 % of the total. Satisfaction levels also varied by mode of interaction: online users showed higher satisfaction (60.29%) than offline users (50.75%), whereas neutral responses were higher in offline users (28 %) compared to online users (16.25%).

Table 24: Distribution of BTP Users by satisfaction rate on Enquiry Point

Enquiry Point	Offline		Online		Total	
	N	%	N	%	N	%
Very dissatisfied	15	3.75	12	4.33	27	3.99
Dissatisfied	39	9.75	25	9.03	64	9.45
Neutral	112	28	45	16.25	157	23.19
Satisfied	205	51.25	167	60.29	372	54.95
Very Satisfied	29	7.25	28	10.11	57	8.42
Total	**400**	**100**	**277**	**100**	**677**	**100**

Table 25 presents the distribution of BTP users' satisfaction with the Bangladesh Trade Portal's Trade Alert feature, showing responses across five satisfaction levels from very dissatisfied to very satisfied. The findings indicate generally positive perceptions, with nearly half of all respondents (48.89%) reporting satisfaction 50.75% of offline users and 46.21% of online users. Neutral responses form the next largest group at 28.06%, slightly higher among online users (30.69%) than offline users (26.25%). Dissatisfaction remains relatively low, with 10.34% dissatisfied and only 3.40% very dissatisfied overall, while 9.31% of users expressed high satisfaction. These results suggest that although many users find the Trade Alert feature satisfactory, a notable portion remains neutral or dissatisfied, signaling opportunities to enhance clarity, relevance, or usability to further strengthen overall user satisfaction.

Table 25: Distribution of BTP Users by satisfaction rate on Trade Alert

Trade Alert	Offline		Online		Total	
	N	%	N	%	N	%
Very dissatisfied	12	3	11	3.97	23	3.40
Dissatisfied	39	9.75	31	11.19	70	10.34
Neutral	105	26.25	85	30.69	190	28.06
Satisfied	203	50.75	128	46.21	331	48.89
Very Satisfied	41	10.25	22	7.94	63	9.31
Total	**400**	**100**	**277**	**100**	**677**	**100**

Table 26 presents BTP users' satisfaction levels with the Bangladesh Trade Portal's user-friendly website, showing responses across five categories from very dissatisfied to very satisfied. The results indicate that most users view the website positively, with 56.43%

reporting satisfaction among 57.25% of offline users and 55.23% of online users. Neutral responses account for 24.08%, followed by 4.87% who are dissatisfied and only 2.36% who are very dissatisfied, while 12.26% of respondents express very high satisfaction. Overall, the distribution suggests that the majority of users find the website user-friendly, though the notable proportion of neutral responses highlights opportunities to further refine navigation, clarity, and usability to enhance the overall user experience.

Table 26: Distribution of BTP Users by satisfaction rate on User friendly Website

User friendliness	Offline		Online		Total	
	N	%	N	%	N	%
Very dissatisfied	9	2.25	7	2.53	16	2.36
Dissatisfied	21	5.25	12	4.33	33	4.87
Neutral	92	23	71	25.63	163	24.08
Satisfied	229	57.25	153	55.23	382	56.43
Very Satisfied	49	12.25	34	12.27	83	12.26
Total	**400**	**100**	**277**	**100**	**677**	**100**

Table 27 shows the distribution of Bangladesh Trade Portal (BTP) users' satisfaction with the content of the website**,** combining both offline and online users. Overall, the largest proportion of respondents reported being satisfied (49.04%)**,** followed by those who were neutral (23.78%)**,** indicating a generally positive but moderately evaluative perception of the website content. A smaller yet notable share of users expressed dissatisfaction (15.81%)**,** while only 4.28% were very dissatisfied**,** suggesting limited negative sentiment. On the positive extreme, 7.09% of respondents indicated being very satisfied**,** with online users showing a higher level of strong satisfaction **(**9.03%**)** compared to offline users **(**5.75%**).** Satisfaction levels were almost identical between offline **(**48.5%**)** and online **(**49.82%**)** users, whereas dissatisfaction was relatively higher among offline users **(**19.5%**)** than online users **(**10.47%**).** The proportion of neutral responses was also comparable for offline **(**23%**)** and online **(**24.91%**)** users. Overall, the findings suggest that while a majority of BTP users view the website content favorably, the presence of neutral and dissatisfied responses highlights the need for further improvements to enhance user engagement and satisfaction.

Table 27: Distribution of BTP Users by satisfaction rate on Content of the website

Content	Offline		Online		Total	
	N	%	N	%	N	%
Very dissatisfied	13	3.25	16	5.78	29	4.28
Dissatisfied	78	19.5	29	10.47	107	15.81
Neutral	92	23	69	24.91	161	23.78
Satisfied	194	48.5	138	49.82	332	49.04
Very Satisfied	23	5.75	25	9.03	48	7.09
Total	**400**	**100**	**277**	**100**	**677**	**100**

Table 28 presents BTP users' satisfaction with the Bangladesh Trade Portal mobile application across five satisfaction levels for both offline and online users. The findings indicate a generally

high level of satisfaction, as more than half of the respondents reported being satisfied (55.24%), with a higher proportion among online users (57.40%) compared to offline users (53.75%). In addition, 10.04% of users were very satisfied, again slightly higher for online users (10.47%) than offline users (9.75%), reflecting strong positive experiences with the mobile application. Nearly one-quarter of respondents (23.49%) expressed a neutral stance, suggesting moderate acceptance but room for enhancement. On the negative side, 6.79% of users were dissatisfied and 4.43% were very dissatisfied, with dissatisfaction more pronounced among offline users (8.75%) than online users (3.97%). Overall, while the mobile application is viewed favorably by the majority of users, the presence of neutral and dissatisfied responses highlights the need for continued improvements in functionality, usability, and performance to further enhance user experience for both offline and online users.

Table 28: Distribution of BTP Users by satisfaction rate on Mobile application

Mobile application	Offline		Online		Total	
	N	%	N	%	N	%
Very dissatisfied	17	4.25	13	4.69	30	4.43
Dissatisfied	35	8.75	11	3.97	46	6.79
Neutral	94	23.5	65	23.47	159	23.49
Satisfied	215	53.75	159	57.40	374	55.24
Very Satisfied	39	9.75	29	10.47	68	10.04
Total	**400**	**100**	**277**	**100**	**677**	**100**

Table 29 presents the distribution of BTP users' average satisfaction levels across key services offered by the system, based on both offline and online survey responses, with ratings measured on a likely five-point scale. The Enquiry Point service recorded a modest average satisfaction score of 2.78, with offline users rating it lower (2.55) than online users (3.00), while Trade Alert services achieved a slightly higher average of 3.07 (2.88 offline and 3.25 online). The user-friendly website feature received an average score of 3.03, again showing higher satisfaction among online users (3.30) compared to offline users (2.75). Among all services, the content of the website attained the highest average satisfaction score (3.19), reflecting strong appreciation for information quality and relevance, with offline and online ratings of 3.04 and 3.33, respectively. In contrast, the mobile application received the lowest average satisfaction (2.72), driven largely by a substantially lower offline rating (2.09) compared to online users (3.34), suggesting usability or accessibility challenges in offline contexts. Overall, satisfaction levels were consistently higher among online users across all service categories, indicating a clear preference for digital channels, likely due to greater convenience, reliability, and performance.

Table 29: Distribution of BTP Users by average satisfaction rate

Response category	Satisfaction Rate		
	Offline	Online	Average
Enquiry point	2.55	3.00	2.78
Trade Alert	2.88	3.25	3.07
User friendly Website	2.75	3.30	3.03

Response category	Satisfaction Rate		
	Offline	Online	Average
Content of the website	3.04	3.33	3.19
Mobile application	2.09	3.34	2.72

Some Recommendations from the Users

a. **Enhance overall app stability and performance:** Improving speed, responsiveness, and reducing unexpected interruptions will help create a smoother and more reliable user experience for all users.

b. **Strengthen and expand key features:** Refining existing functions and aligning them more closely with user needs can greatly improve task completion and satisfaction.

c. **Improve the app's navigation and interface design:** A more intuitive layout and clearer menus will enable users to find information quickly and use the app more efficiently.

d. **Simplify login and account-related processes:** Streamlined authentication and better session management will ensure easier access and reduce user frustration.

e. **Provide clearer in-app guidance and feedback:** More informative prompts, help messages, and error explanations will support users in completing tasks without confusion.

f. **Enhance language clarity and content presentation:** Improving the readability of instructions and labels will help users navigate the app with greater confidence.

Recommendations Particularly Relevant for Offline Users

a. **Optimize the app for low-end devices and unstable internet conditions:** Ensuring good performance across diverse hardware and connectivity levels will make the app more accessible to offline users.

b. **Include a simple onboarding guide for new or less experienced users:** Step-by-step instructions or short tutorials will help first-time digital users feel more comfortable using the app.

Recommendations Particularly Relevant for Online Users

a. **Ensure stronger alignment between mobile app features and the web portal:** Matching core functions across platforms will create a more seamless experience for users accustomed to online services.

b. **Adapt complex tasks more effectively for mobile use:** Simplifying forms and workflows for smaller screens will make it easier for online users to complete detailed processes on mobile devices.

4.1.a Co-relation and Regression Analysis

Factors associate satisfaction level of mobile apps using (both online and offline survey results)

The table-30 presents the association between user satisfaction levels with mobile apps and various demographic and usage-related factors, assessed using the Chi-square (χ^2) test. Satisfaction is categorized as not satisfied (67.2%) and satisfied (32.8%). A p-value less than 0.05 is considered statistically significant. Age is significantly associated with satisfaction. The highest satisfaction (55.2%) is found among users above 50 years, while the lowest is in the 41–50 age group (13.1%). Users with offline businesses have the highest satisfaction (74.2%)

compared to those with online or mixed businesses. Occasional portal users (e.g., once a month) tend to be more satisfied (35.5%) than daily users (25.0%) or twice-a-week users (7.9%). Respondents who asked queries on NEP report higher satisfaction (45.3%) compared to those who didn't (26.2%). Attending training significantly improves satisfaction (65.0%) vs. non-attendees (29.2%). Access ease is highly significant. Users with easy access report much higher satisfaction (80.0%). Efficient users are far more satisfied (78.3%) than inefficient ones (14.4%). Satisfaction is higher among users who received timely responses. Those receiving timely alerts are more satisfied (49.2%) than those who don't (25.2%). Perception of helpfulness correlates with satisfaction. Remarkably, users who receive very helpful alerts still hold high expectations, reflected in their satisfaction levels (18.8%). Clear and easy navigation is linked to stronger satisfaction, while those who experience difficulty naturally report lower satisfaction (11.8%). Users who find BTP content valuable show notably higher satisfaction (40.1%) compared to those who find it less useful (24.2%). Ease of understanding documents also plays an important role. Even users who report very difficult understanding express high satisfaction (66.7%), though this group is quite small (n = 3).

Table 30: Association between satisfaction level of using mobile apps and its related factors

Characteristics	**Covariates N (%)**	**Mobile Apps**		**$\chi 2$ value**	***p*- value**
		Not Satisfied (67.2%)	Satisfied (32.8%)		
Age group in years	Under 20, 3(0.8)	66.7	33.3	66.300	0.001
	21- 30, 4(1.0)	75.0	25.0		
	31- 40, 63(15.8)	66.7	33.3		
	41- 50, 176(44.0)	86.9	13.1		
	Above 50, (154(38.5)	44.8	55.2		
Respondents type	Online, 6(1.5)	50.0	50.0	63.583	0.001
	Offline, 66(16.5)	25.8	74.2		
	Both, 328(82.0)	75.9	24.1		
Frequently use of trade portal	Daily	75.0	25.0	12.001	0.007
	Once in a week	66.7	33.3		
	Twice in a week	92.1	7.9		
	Once in a month	64.5	35.5		
Ask any queries on NEP for trade	Yes, 137(34.2)	54.7	45.3	14.795	0.001
	No, 263(65.8)	73.8	26.2		
Attended any training/ workshop on use the portal	Yes, 40(10.0)	35.0	65.0	20.988	0.001
	No, 360(90.0)	70.8	29.2		
Easy access to mobile apps	Yes, 140(35.0)	20.0	80.0	218.33	0.001
	No, 260(65.0)	92.7	7.3		
	Yes, 115(28.7)	21.7	78.3	151.78	0.001

Characteristics	Covariates N (%)	Mobile Apps		χ2 value	*p*- value
		Not Satisfied (67.2%)	Satisfied (32.8%)		
Efficiently usable of Mobile apps	No, 285(71.3)	85.6	14.4		
Enquiry points responses to user's queries timely	Timely, 9(2.3)	33.3	66.7	83.276	0.001
	Intermittently, 105(26.3)	33.3	66.7		
	Rarely, 286(71.5)	80.8	19.2		
BTP send trade alert timely	Yes, 126(31.5)	50.8	49.2	22.61	0.001
	No, 274(68.5)	74.8	25.2		
Trade alert messages are helpful	Very helpful, 64(16.0)	81.2	18.8	14.148	0.001
	Helpful, 302(75.5)	62.3	37.7		
	Not helpful, 34(8.5)	85.3	14.7		
Easy to navigate on the trade portal website	Very Easy, 15(3.8)	53.3	46.7	17.042	0.001
	Easy, 317(79.3)	63.4	36.6		
	Difficult, 68(17.0)	82.2	11.8		
Content of BTP website required for business	Very fruitful, 7(1.8)	57.1	42.9	11.58	0.003
	Fruitful, 207(51.7)	59.9	40.1		
	Poorly fruitful, 186(46.5)	75.8	24.2		
Difficulties to understanding the documents	Very difficult, 3(0.8)	33.3	66.7	11.78	0.003
	Difficult, 164(41.0)	58.5	41.5		
	Not difficult, 233(58.3)	73.8	26.2		

Effect of socio-business and related factors on satisfaction level of mobile apps using (both online and offline survey results)

The study mentioned the satisfaction on using mobile apps as the dependent variable and included independent variables that had a significant association in the logistic regression model. The multiple binary logistic models demonstrated that respondent age more than 50 years were 0.16 and 0.07 times more likely to be able to use the mobile apps those age group were 31-40 years and 41-50 years' age group. (AOR= 0.163, 95% CI: 0.047-0.562; p<0.01 and AOR= 0.07, 95% CI: 0.028-0.209; p<0.01). The study revealed that offline businessmen were 4.7 times more likely to satisfaction to use the mobile apps those were both (offline and online) businessmen (AOR= 4.783, 95% CI: 1.587-14.421; p<0.01). According to the study, respondents who used mobile apps twice a week were less likely to be satisfied compared to those respondents used once in a month (AOR= 0.070, 95% CI: 0.008-0.604; p<0.05). The study found that respondents who had easy access to mobile apps were 14.7 times more likely to be satisfied to using mobile apps than those had not easy access to mobile apps (AOR= 14.745, 95% CI: 4.956-43.868; p<0.01). It was found that respondents who intermittently get the response from the enquiry point were 3.2 times more likely to satisfied to using apps than who rarely get the response from enquiry point (AOR= 3.282, 95% CI: 1.182-9.112; p<0.05).

The Hosmer and Lemeshow test showed, our selected model was good fitted to the data (Chi-square value=8.328; p>0.402) (Table 31).

Table 31: Effects of business background and related factors on satisfaction of mobile apps using logistic regression model

Independent variables	Coefficient (β)	SE of (β)	p-value	Adjusted Odds Ratio (AOR)	95% CI of AOR
Age group of the respondents					
Under 20 years	-0.312	1.633	0.848	0.732	0.030- 17.967
21- 30 years	-0.322	1.623	0.843	0.725	0.030- 17.429
31- 40 years	-1.814	0.632	0.004	0.163	0.047- 0.562
41- 50 years	-2.581	0.517	0.001	0.076	0.028- 0.209
Above 50 years			1.00		
Type of the respondent					
Online	-0.216	1.096	0.843	0.805	0.094- 6.898
Offline	1.565	0.563	0.005	4.783	1.587- 14.421
Both			1.00		
Frequency to use the Trade Portal					
Daily	-2.171	1.732	0.210	0.114	0.004- 3.398
Once in a week	-0.890	1.052	0.398	0.411	0.052- 3.230
Twice in a week	-2.662	1.101	0.016	0.070	0.008- 0.604
Once in a month			1.00		
Asking queries on National Enquiry Point for trade					
Yes	-0.229	0.503	0.649	0.795	0.297- 2.131
No			1.00		
Attending training/ workshop sessions on use the trade portal					
Yes	0.713	0.707	0.314	2.040	0.510- 8.160
No			1.00		
Easy to access of the mobile apps					
Yes	2.691	0.556	0.001	14.745	4.956- 43.868
No			1.00		
Efficiently usable of the mobile apps for business purposes					
Yes	1.133	0.582	0.052	3.106	0.992- 9.724
No			1.00		
Responses user's queries timely by enquiry points					
Timely	1.159	1.214	0.340	3.186	0.295- 34.406
Intermittently	1.189	.521	0.023	3.282	1.182- 9.112
Rarely			1.00		
BTP send Trade Alert message timely					
Yes	0.550	0.535	0.304	1.734	0.607- 4.948
No			1.00		
Trade Alert messages helpful for your business					
Very helpful	-0.222	1.052	0.833	0.801	0.102- 6.288
Helpful	0.878	0.848	0.301	2.406	0.456- 12.680
Not helpful			1.00		
Easy to navigation on the trade portal's website?					
Difficult			1.00		
Very Easy	1.776	1.353	0.189	5.906	0.417- 83.690
Easy	1.267	.820	0.122	3.552	0.713- 17.704

Independent variables	Coefficient (β)	SE of (β)	p-value	Adjusted Odds Ratio (AOR)	95% CI of AOR
Assess the content on the BTP website required for your business activities					
Very fruitful	0.843	1.734	0.627	2.324	0.078- 69.491
Fruitful	0.564	0.425	0.185	1.757	0.763- 4.045
Poorly fruitful			1.00		
Difficulties to understanding on business related document for running the business					
Very difficult	3.499	2.014	0.082	33.073	0.639- 1712.656
Difficult	0.047	0.418	0.910	1.048	0.462- 2.376
Not difficult			1.00		
Constant	-3.956	1.111	0.001	0.019	

Factors associate to satisfaction level of enquiry point using (offline and online survey results)

Table 32 presents the association between users' satisfaction levels with asking enquiry point and their perceptions of content quality, specifically regarding information accessed through the Enquiry Point Service. The table categorizes users as either Not Satisfied or Satisfied with the service, alongside their assessments of content quality. 3.5% rated the information as very comprehensive, with an equal distribution of satisfaction: 50.0% satisfied and 50.0% not satisfied. 65.3% found the information to be Comprehensive. In this group, a greater proportion (54.4%) were satisfied compared to 45.6% who were not. 31.3% considered the content to be less comprehensive. This group showed a higher level of dissatisfaction, with 62.4% not satisfied and only 37.6% satisfied. A chi-square test of independence was conducted to examine the relationship between satisfaction levels and content quality. The result was statistically significant ($\chi^2 = 9.559$, $p = 0.008$), indicating a meaningful association between perceived content comprehensiveness and user satisfaction.

Table 32: Association between satisfaction level of enquiry point service and its related factors

Characteristics	Covariates N (%)	Enquiry Point Service		χ2 value	*p*- value
		Not Satisfied (51.0%)	Satisfied (49.0%)		
Information on content quality	Very comprehensive, 14(3.5)	50.0	50.0	9.559	0.008
	Comprehensive, 261(65.3)	45.6	54.4		
	Less comprehensive, 125(31.3)	62.4	37.6		

Effect of socio-business and related factors on satisfaction level of enquiry point service (offline and online survey results)

This table presents the results of a logistic regression analysis that examines how the perceived comprehensiveness of the information provided by the enquiry point service affects the user's satisfaction level. The table suggests that users who perceive the information as comprehensive are significantly more likely to be satisfied with the enquiry point service more than 1.9 times than who perceive the information as less comprehensive (AOR= 1.980, 95% CI: 1.280-3.063; $p<0.05$) (Table 33).

Table 33: Effects of business background and related factors on satisfaction level of enquiry point service using logistic regression model

Independent variables	Coefficient (β)	SE of (β)	p-value	Adjusted Odds Ratio (AOR)	95% CI of AOR
Comprehensiveness of the information on content quality					
Very comprehensive	0.507	0.566	0.370	1.660	0.548- 5.028
Comprehensive	0.683	0.223	0.002	1.980	1.280- 3.063
Less comprehensive	-	-	1.00	-	-
Constant	-0.507	0.185	0.006	0.603	-

Factors associated with satisfaction level of mobile apps using (both online and offline survey results)

This table 34 presents the relationship between users' satisfaction levels with mobile apps and various characteristics. Satisfaction is categorized into not satisfied (21.3%) and satisfied (78.7%). The Chi-square (χ^2) test was used to identify significant associations, with corresponding p-values provided. Satisfaction tended to be higher among those with less than 10 years of experience, especially among those with 10 years or less. Offline business operators reported the highest satisfaction (91.7%), compared to online (75.0%) and those doing both (69.4%). Users with HSC and University/PhD qualifications showed higher satisfaction (around 80%) compared to those with SSC and below (50.0%). Frequent and occasional users of portal resources showed higher satisfaction compared to those who rarely or never used them. Users who perceived the content as comprehensive or very comprehensive had higher satisfaction levels. Users who found the apps efficient were more satisfied (81.5%) compared to those who did not (63.6%). Timely responses to user queries correlated with higher satisfaction. Users receiving timely alerts reported higher satisfaction. Easier navigation was associated with greater satisfaction. Users who found the portal content fruitful for their business reported higher satisfaction. Particularly strong relationships were observed for business type, educational level, and ease of navigation, highlighting the importance of user-friendly design, relevant content, and support services.

Table 34: Association between satisfaction level of using mobile apps and its related factors

Characteristics	Covariates N (%)	Mobile Apps		χ2 value	*p*- value
		Not Satisfied (21.3%)	Satisfied (78.7%)		
Business type	Online, 24(8.7)	25.0	75.0	18.617	0.001
	Offline, 109(39.3)	8.3	91.7		
	Both, 144(52.0)	30.6	69.4		
Educational level	SSC passed and below, 22(7.9)	50.0	50.0	11.751	0.003
	HSC passed, 110(39.7)	19.1	80.9		
	University/PhD, 145(52.3)	18.6	81.4		
	Very Frequently, 63(22.7)	31.7	68.3	13.169	0.004

Characteristics	Covariates N (%)	Mobile Apps		χ2 value	*p*- value
		Not Satisfied (21.3%)	Satisfied (78.7%)		
Rely on portal resources to address trade related issues	Frequently, 185(66.8)	17.3	82.7		
	Occasionally, 25(9.0)	16.0	84.0		
	Never, 4(1.4)	75.0	25.0		
Comprehensive information on content quality	Very comprehensive, 100(36.1)	28.0	72.0	9.654	0.008
	Comprehensive, 166(59.9)	15.7	84.3		
	Less comprehensive, 11(4.0)	45.5	54.5		
Efficiently usable of Mobile apps	Yes, 233(84.1)	18.5	81.5	7.081	0.008
	No, 44(15.9)	36.4	63.6		
Enquiry points responses to user's queries timely	Timely, 143(51.6)	14.0	86.0	9.492	0.009
	Intermittently, 119(43.0)	29.4	70.6		
	Rarely, 15(5.4)	26.7	73.3		
BTP send trade alert timely	Yes, 225(81.2)	18.7	81.3	4.957	0.026
	No, 52(18.8)	32.7	67.3		
Easy to navigate on the trade portal website	Very Easy, 97(35.0)	22.7	77.3	14.974	0.001
	Easy, 172(62.1)	18.0	82.0		
	Difficult, 8(2.9)	75.0	25.0		
Content of BTP website required for business	Very fruitful, 115(41.5)	30.4	69.6	11.064	0.004
	Fruitful, 156(56.3)	14.1	85.9		
	Poorly fruitful, 6(2.2)	33.3	66.7		

Effect of socio-business and related factors on satisfaction level of mobile apps using (both online and offline survey results)

The table presents the results from a logistic regression analysis examining how different factors related to business background and portal/mobile app use influence user satisfaction. The multiple binary logistic models demonstrated, Offline businesses show a strong, statistically significant positive association with satisfaction (β= 1.552, p = 0.001), having an Adjusted Odds Ratio (AOR) of 4.720 (95% CI: 1.890–11.788). Online businesses also show a positive association (β = 0.724) but are not statistically significant (p= 0.236). Participants with SSC passed and below education show a negative association (β= -1.193) with satisfaction compared to those with a university/PhD level, but the result is marginally non-significant (p= 0.055). HSC passed individuals also show a non-significant relationship (p= 0.604). Frequent use (very frequently, frequently, occasionally) all show positive coefficients, indicating higher odds of satisfaction compared to those who never use portal resources. However, none of these are statistically significant (p> 0.05). Those who rated content as comprehensive have an AOR of 4.205 (95% CI: 0.847–20.884) compared to less Comprehensive users, with a p-value close to significance (p= 0.079). Very comprehensive ratings also show a positive but non-significant effect (p= 0.216). Positive association if users found mobile apps efficiently usable (β= 0.488),

but not significant (p= 0.295). Timely responses show a positive but non-significant effect (p= 0.453). Intermittent responses show a slight negative but non-significant association (p= 0.690). Receiving alerts timely shows a negative coefficient (β= -0.409), but this effect is non-significant (p= 0.390). Ease of navigation (very easy and easy) has a strong, statistically significant positive association with satisfaction: very easy (AOR = 9.725, p= 0.021) and easy (AOR= 8.652, p= 0.027). Compared to those who found the portal difficult to navigate, users who found it easier were much more likely to be satisfied. Those who found content very fruitful or fruitful had negative coefficients compared to poorly fruitful, but these associations were non-significant. The factors significantly associated with higher satisfaction are mainly Offline business type and Ease of Navigation (Table 35).

Table 35: Effects of business background and related factors on satisfaction of mobile apps using logistic regression model

Independent variables	Coefficient (β)	SE of (β)	p-value	Adjusted Odds Ratio (AOR)	95% CI of AOR
Respondents Type					
Online	0.724	0.610	0.236	2.062	0.624 - 6.818
Offline	1.552	0.467	0.001	4.720	1.890 - 11.788
Both					
Educational level					
SSC passed and below	-1.193	0.621	0.055	0.303	0.090 - 1.024
HSC passed	-0.202	0.389	0.604	0.817	0.381 - 1.751
University/PhD					
Rely on portal resources to address trade related issues					
Very Frequently	1.767	1.355	.192	5.853	0.411 - 83.370
Frequently	1.795	1.364	.188	6.020	0.416 - 87.204
Occasionally	2.644	1.459	.070	14.070	0.806 - 245.628
Never					
Comprehensive information on content quality					
Very comprehensive	1.001	0.809	0.216	2.721	0.558 - 13.273
Comprehensive	1.436	0.818	0.079	4.205	0.847 - 20.884
Less comprehensive					
Efficiently usable of Mobile apps					
Yes	0.488	0.466	0.295	1.628	0.654 - 4.057
No					
Enquiry points responses to user's queries timely					
Timely	0.578	0.771	0.453	1.783	0.393 - 8.083
Intermittently	-0.307	0.768	0.690	0.736	0.163 - 3.315
Rarely					
BTP send trade alert timely					
Yes	-0.409	0.476	0.390	0.664	0.261 - 1.689
No					
Easy to navigate on the trade portal website					
Very Easy	2.275	.983	.021	9.725	1.417 - 66.737
Easy	2.158	.973	.027	8.652	1.285 - 58.268
Difficult					
Content of BTP website required for business					
Very fruitful	-1.386	1.099	0.207	0.250	0.029 - 2.157
Fruitful	-0.377	1.089	0.729	0.686	0.081 - 5.794
Poorly fruitful					

Independent variables	Coefficient (β)	SE of (β)	p-value	Adjusted Odds Ratio (AOR)	95% CI of AOR
Constant	-3.447	1.902	0.070	0.032	

Factors associate to satisfaction level of enquiry point using (both online and offline survey results)

Table 36 presents the association between the satisfaction level of enquiry point service and various related factors, analyzed using the chi-square (χ^2) test. Age group was significantly associated with satisfaction. Younger users (21–40 years) showed lower satisfaction compared to older users (41+ years). Years of experience also showed a significant relationship. Users with less than 1 year or over 10 years' experience had higher satisfaction compared to those with 10–25 years. Offline business owners were more satisfied than those operating online or both. Mobile browsing for the BTP website was linked to satisfaction, with those browsing on mobile more likely to be satisfied. Frequency of relying on BTP resources was associated with satisfaction, more frequent users were generally more satisfied.

Participation in training or workshops significantly influenced satisfaction, trained users were more satisfied. Ease of access to mobile apps was also a factor, those with easier access reported higher satisfaction. Efficiency in using mobile apps was significant, favoring users who found the apps easy to use. Timeliness of enquiry point responses had a very strong association; timely responses were linked to higher satisfaction. Receiving trade alerts timely and finding trade alert messages helpful were both linked with higher satisfaction. The effectiveness of the BTP web portal's search function and its visual attractiveness also showed significant associations. Ease of understanding documents had a strong impact, those who found documents less difficult were more satisfied.

Table 36: Association between satisfaction level of enquiry point service and its related factors

Characteristics	Covariates N (%)	Mobile Apps		χ2 value	*p*- value
		Not Satisfied (33.9%)	Satisfied (66.1%)		
Age group in years	Under 20,	0.00	0.00	11.500	0.009
	21- 30, 19(6.9)	42.1	57.9		
	31- 40, 93(33.6)	46.2	53.8		
	41- 50, 107(38.6)	25.2	74.8		
	Above 50, 58(20.9)	27.6	72.4		
Year of experience (in years)	Less than 1 year, 13(4.7)	15.4	84.6	17.354	0.002
	10 years, 132(47.7)	26.5	73.5		
	10 - 25 years, 79(28.5)	51.9	48.1		
	25 and more, 52(18.8)	30.8	69.2		
	Not working, 1(0.4)	0.0	100.0		
Respondents type	Online, 24(8.7)	45.8	54.2	32.642	0.001
	Offline, 109(39.4)	13.8	86.2		
	Both, 144(52.0)	47.2	52.8		
	Yes, 231(83.4)	29.9	70.1	10.252	0.001

Characteristics	Covariates N (%)	Mobile Apps		$\chi 2$ value	*p*- value
		Not Satisfied (33.9%)	Satisfied (66.1%)		
Mobile browsing for BTP website use	No, 46(16.6)	54.3	45.7		
Rely on BTP resource to address trade related issues	Very Frequently, 63(22.7)	50.8	49.2	12.395	0.006
	Frequently, 185(66.8)	28.6	71.4		
	Occasionally, 25(9.0)	36.0	64.0		
	Never, 4(1.4)	0,0	100.0		
Attended any training/ workshop on use the portal	Yes, 182(65.7)	25.3	74.7	17.753	0.001
	No, 95(34.3)	50.5	49.5		
Easy access to mobile apps	Yes, 246(88.8)	31.7	68.3	4.866	0.027
	No, 31(11.2)	51.6	48.4		
Efficiently usable of Mobile apps	Yes, 233(84.1)	30.9	69.1	6.022	0.014
	No, 44(15.9)	50.0	50.0		
Enquiry points responses to user's queries timely	Timely, 143(51.6)	18.9	81.1	29.964	0.001
	Intermittently, 119(43.0)	49.6	50.4		
	Rarely, 15(5.4)	53.3	46.7		
BTP send trade alert timely	Yes, 225(81.2)	30.73	69.3	5.711	0.017
	No, 52(18.8)	48.1	51.9		
Trade alert messages are helpful	Very helpful, 73(26.4)	37.0	63.0	10.639	0.005
	Helpful, 184(66.4)	29.3	70.7		
	Not helpful, 20(7.2)	65.0	35.0		
BTP Web portal search functionally effective	Very Effective, 72(26.0)	29.2	70.8	16.637	0.001
	Effective, 187(67.5)	31.6	68.4		
	Ineffective, 18(6.5)	77.8	22.2		
BTP website visually attractive	Very attractive, 90(32.5)	31.1	68.9	6.104	0.047
	Attractive, 175(63.2)	33.1	66.9		
	Unattractive, 54(19.5)	66.7	33.3		
Difficulties to understanding the documents	Very difficult, 54(19.5)	38.9	61.1	19.049	0.001
	Difficult, 160(57.8)	41.2	58.8		
	Not difficult, 63(22.7)	11.1	88.9		

Effect of socio-business and related factors on satisfaction level of enquiry point service (both online and offline survey results)

This table summarizes the results of a logistic regression analysis assessing how various demographic, business, and portal usage factors affect the satisfaction level with enquiry point services. Respondents aged 31–40 years have a significantly lower odds of satisfaction compared to those above 50 years (β= -1.073, p= 0.024, AOR= 0.342, 95% CI: 0.135–0.870).

The 21–30 years and 41–50 years' groups also show lower odds (β= -0.977 and -0.396 respectively), but these are not statistically significant (p> 0.05). Offline business owners are significantly more likely to be satisfied compared to those engaged in both business types (β= 0.942, p= 0.033, AOR= 2.566, 95% CI: 1.081–6.092). Those involved only in online business show no significant difference (p= 0.621). Users accessing the BTP website via mobile have higher odds of satisfaction (β = 0.888), but the result is borderline significant (p = 0.072). Attending training or workshops is associated with higher odds (β= 0.372) but is not statistically significant (p= 0.319). Neither ease of accessing the mobile apps nor efficient usability shows significant effects on satisfaction (p> 0.05). Receiving timely responses significantly increases satisfaction (β= 1.434, p = 0.033, AOR = 4.197, 95% CI: 1.125–15.657). Intermittent responses show a positive but non-significant trend (p = 0.278). Receiving timely trade alerts does not significantly affect satisfaction (p = 0.649). Finding trade alerts helpful (β= 1.180, p= 0.068) or very helpful (β= 0.946, p= 0.172) suggests positive association but not significant at 5% level. Users finding the portal's search function very effective (β= 1.966, p= 0.008) or effective (β= 2.217, p= 0.002) have significantly higher satisfaction. The odds of satisfaction are very high for these groups (AOR= 7.143 and 9.177 respectively). Although very attractive and attractive ratings show positive coefficients, these associations are not statistically significant (p= 0.771 and p= 0.600 respectively). Those who find business-related documents difficult to understand have significantly lower odds of satisfaction (β= -1.377, p= 0.018, AOR= 0.252). Very difficult also shows lower odds (β= -1.100, p = 0.086), close to significance. Significant factors increasing satisfaction include being offline business owners, receiving timely enquiry point responses, and finding the portal search function effective (Table 37).

Table 37: Effects of business background and related factors on satisfaction level of enquiry point service using logistic regression model

Independent variables	Coefficient (β)	SE of (β)	p-value	Adjusted Odds Ratio (AOR)	95% CI of AOR
Age group of the respondents					
21- 30 years	-0.977	0.695	0.160	0.376	0.096 -1.469
31- 40 years	-1.073	0.476	0.024	0.342	0.135 -0.870
41- 50 years	-0.396	0.480	0.410	0.673	0.263 -1.726
Above 50 years			1.00		
Type of the respondent					
Online	-0.262	0.530	0.621	0.770	0.272 -2.175
Offline	0.942	0.441	0.033	2.566	1.081 -6.092
Both					
BTP website use through mobile browsing					
Yes	0.888	0.494	0.072	2.430	0.923 -6.395
No			1.00		
Attending training/ workshop sessions on use the trade portal					
Yes	0.372	0.373	0.319	1.451	0.698 -3.016

Independent variables	Coefficient (β)	SE of (β)	p-value	Adjusted Odds Ratio (AOR)	95% CI of AOR
No			1.00		
Easy to access of the mobile apps					
Yes	-0.176	0.541	0.745	0.839	0.291 -2.420
No			1.00		
Efficiently usable of the mobile apps for business purposes					
Yes	0.146	0.497	0.769	1.157	0.437 -3.067
No			1.00		
Responses user's queries timely by enquiry points					
Timely	1.434	0.672	0.033	4.197	1.125 -15.657
Intermittently	0.737	0.679	0.278	2.090	0.552 -7.914
Rarely			1.00		
BTP send Trade Alert message timely					
Yes	-0.206	0.453	0.649	0.814	0.335 -1.979
No			1.00		
Trade Alert messages helpful for your business					
Very helpful	0.946	0.693	0.172	2.575	0.663 -10.007
Helpful	1.180	0.646	0.068	3.255	0.917 -11.555
Not helpful			1.00		
BTP web portal search functionality effective					
Very Effective	1.966	0.737	0.008	7.143	1.684 -30.291
Effective	2.217	0.720	0.002	9.177	2.238 -37.636
Ineffective			1.00		
BTP website visually attractive					
Very attractive	0.265	0.910	0.771	1.303	0.219 -7.756
Attractive	0.455	0.866	0.600	1.576	0.289 -8.604
Unattractive			1.00		
Difficulties to understanding on business related document for running the business					
Very difficult	-1.100	0.640	0.086	0.333	0.095 -1.167
Difficult	-1.377	0.582	0.018	0.252	0.081 -0.789
Not difficult			1.00		
Constant	-3.001	1.223	0.014	0.050	

The findings from this survey indicate that the Bangladesh Trade Portal is a well-regarded platform that effectively serves its users, particularly in providing market access information and trade statistics. However, there are areas for improvement, such as creating awareness among the business community, training accessibility, enquiry point responsiveness, and

website usability. By addressing these key areas, the BTP can strengthen its role as a comprehensive trade facilitation tool and further support business growth in Bangladesh as well as to the global business platforms.

Summary of Correlations Analysis

User satisfaction with mobile apps and enquiry point services is influenced by several factors, including age, business type, frequency of use, ease of access, and the quality of information and support provided. Findings from the offline survey showed that only about one-third of users reported being satisfied with mobile apps. Satisfaction levels were higher among users over the age of 50 and those running offline businesses. Irregular users, those who attended training sessions, and users who raised queries through the National Enquiry Point were also more likely to feel satisfied. Key reasons for satisfaction included easy access to the apps, simple usability, and receiving timely responses and alerts. Users who found the portal easy to navigate and the content useful for their businesses also reported more satisfaction. Interestingly, some users who struggled to understand the documents were still satisfied, possibly due to the small number of people in that group.

Logistic regression analysis confirmed that being older, operating an offline business, having easy access, and receiving timely or occasional responses from enquiry points were important factors that increased user satisfaction with mobile apps. For enquiry point services, satisfaction was closely connected to the quality and completeness of the information provided. Users who perceived the information as comprehensive were almost double as likely to be satisfied compared to those who found it absent or inadequate.

Results from the online survey were more positive. Nearly 80% of users reported satisfaction with mobile apps. Satisfaction was particularly high among offline business operators and users with higher education levels. Regular and irregular users, along with those who found the content comprehensive, the apps efficient, and the portal easy to navigate, reported higher satisfaction levels. The logistic regression analysis for the online survey revealed that being an offline business operator and finding the portal easy to navigate were the strongest explainers of satisfaction.

In summary, user satisfaction with mobile apps and enquiry point services is driven mainly by demographic factors, business type, usage patterns, ease of access, user-friendliness of the apps, relevance of the content, and the responsiveness of support services. Offline business operators, older users, better-educated users, and those who find the apps easy to use and the information comprehensive have a tendency to be the most satisfied.

4.2 Findings from the survey with non-registered users of BTP

The Experience and Perception of Non-Registered User/ Visitor

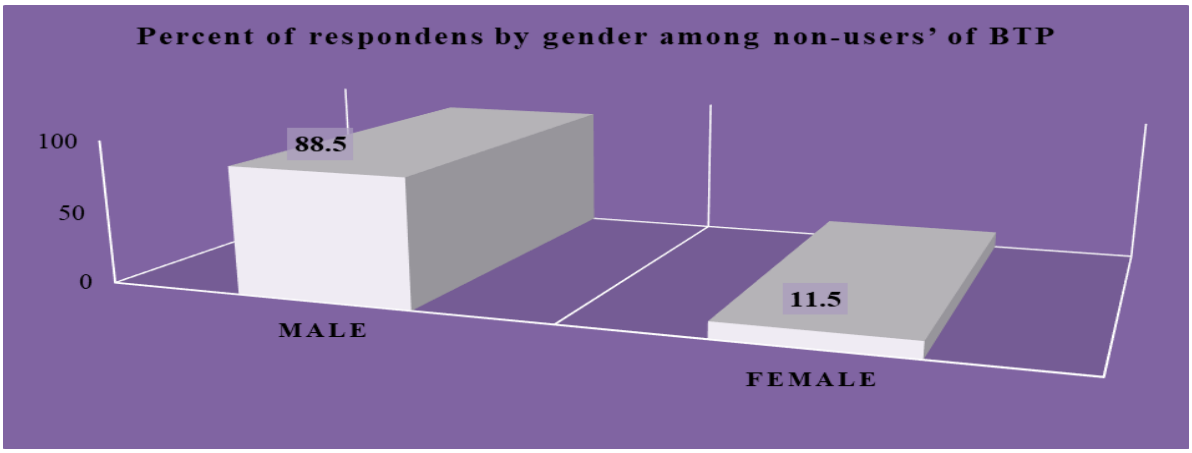
Experience and perception of non-registered user are crucial for evaluation and improvement in both the accessibility and effectiveness of BTP (Bangladesh Trade Portal). This section of the report brings some findings of a non BTP-user survey, which includes the demographic characteristic, awareness and usage pattern, and the major challenges faced by the ones not active on the portal. It analyzes gender distribution, age groups, trade involvement, and

preferred modes of accessing the analysis to give useful insights into reasons why certain people had not engaged with the portal. The study also assesses the portal's perceived usability, including mobile responsiveness, searching function, content quality, and subjective overall satisfaction. These data will contribute to fine-tuning the outreach further into the broader business community to optimize their features for better service.

Gender Segregations of the Respondents:

The Figure 29 illustrates the distribution of respondents by gender in the type of non-registered users of BTP. Among 130 respondents, 88.5% were male and 11.5% were female. This demonstrates a significant gender disparity, with males being the predominant group among non-registered respondents.

Figure 29: Frequency distribution of gender among non-registered s' respondent of BTP



The table-38 demonstrates of respondents' age distribution among non-registered s of BTP website visits. The largest age group was 21 to 30 years, comprising 42.3. This was followed by the 31 to 40 age group with 30.0% of respondents. The 41 to 50 years' category was 16.2%, while those under 20 years accounted for 9.2% of respondents. The smallest group was respondents above 50 years, representing only 2.3% (3 individuals). This distribution suggests a predominance of younger and middle-aged individuals among non-registered.

Table 38: Age wise frequency distribution among the non-registered 's respondent of BTP

Response	Frequency	Percent
Under 20	12	9.2
21-30 years	55	42.3
31-40 years	39	30.0
41-50 years	21	16.2
Above 50 years	3	2.3
Total	**130**	**100.0**

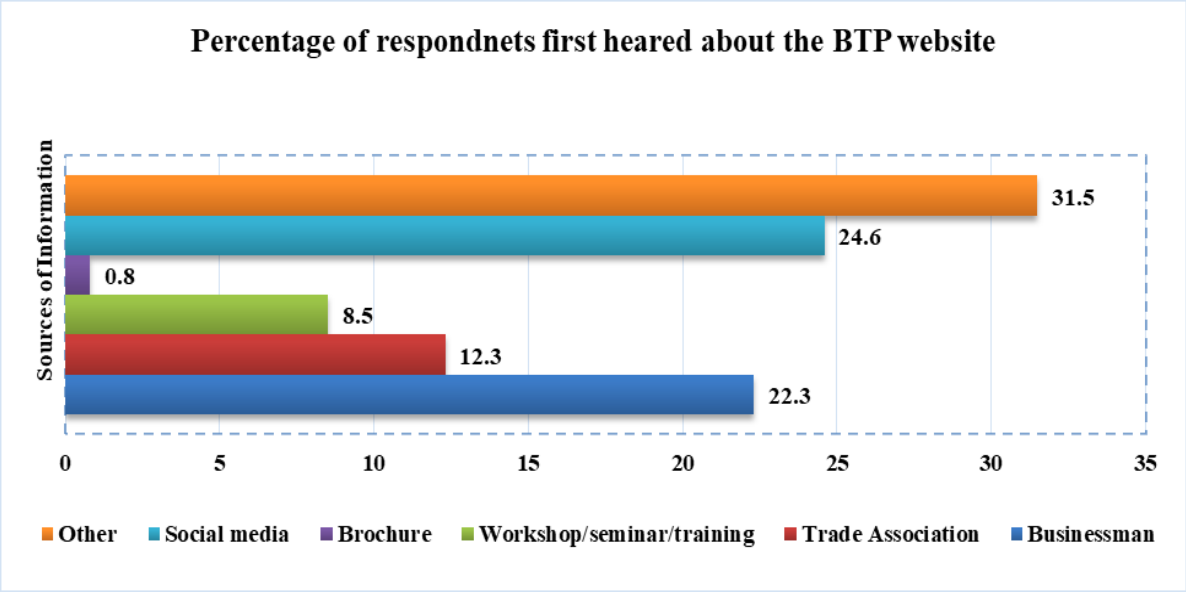
The table-39 highlights the distribution of trade types among non-registered respondents of BTP website visits. Out of 130 respondents, the largest group (33.8%) was involved in both export and import activities. Export and entrepreneurial activities were equally represented, with 15.4% of respondents each. Researchers were 14.6% of the sample with 19 respondents, while 11.5% of respondents (15 individuals) were engaged in import activities. Domestic business accounted for the smallest group, comprising 9.2% of respondents. This distribution underscores the diverse trade backgrounds of non-registered users.

Table 39: Frequency distribution of trade type among the BTP Non-registered respondents

Response	Frequency	Percent
Export	20	15.4
Import	15	11.5
Both E&I	44	33.8
Researcher	19	14.6
Domestic business	12	9.2
Entrepreneur	20	15.4
Total	**130**	**100.0**

The Figure 30 presents how non-registered s of BTP first learned about the Bangladesh Trade Portal website. Social media was the most common source, reported by 24.6% of respondents, followed closely by 31.5% of respondents who indicated other unspecified sources. Businessmen accounted for 22.3% of respondents, while trade associations informed 12.3% of respondents. Workshops, seminars, and training sessions were the source for 8.5% of respondents, and brochures were the least common medium, mentioned by only 0.8% of respondent. This suggests a significant role of informal and digital channels in spreading awareness about the portal.

Figure 30: Frequency distribution of first hearing about the Bangladesh Trade Portal website



The table-40 illustrates the usage of the Bangladesh Trade Portal (BTP) website through mobile browsers among respondents. Out of 130 respondents, 59.2% reported accessing the website via a mobile browser, while 40.8% of respondents did not. This shows that a majority of users prefer or have access to the BTP website using mobile devices.

Table 40: Frequency distribution of use of BTP's website from the mobile browser

Response	Frequency	Percent
Yes	77	59.2
No	53	40.8
Total	130	100.0

The table-41 shows the perception of mobile responsiveness among respondents who accessed the BTP website via a mobile browser. Out of 77 respondents, 89.6% found the website to be mobile responsive, while 10.4%) did not. This suggests that while most users had a positive experience regarding mobile responsiveness, a small proportion encountered issues.

Table 41: Frequency distribution of respondent to found the website mobile responsive

Response	Frequency	Percent
Yes	69	89.6
No	8	10.4
Total	**77**	**100.0**

The Figure 31 presents feedback on the browser compatibility of the BTP website among mobile browser users. Out of 77 respondents, 84.4% found the website to be browser-friendly, while 15.6% of respondents did not. This indicates that although half of the respondents had a positive browsing experience, a notable portion faced compatibility challenges.

Figure 31: Frequency distribution of respondent to found the website browser friendly.

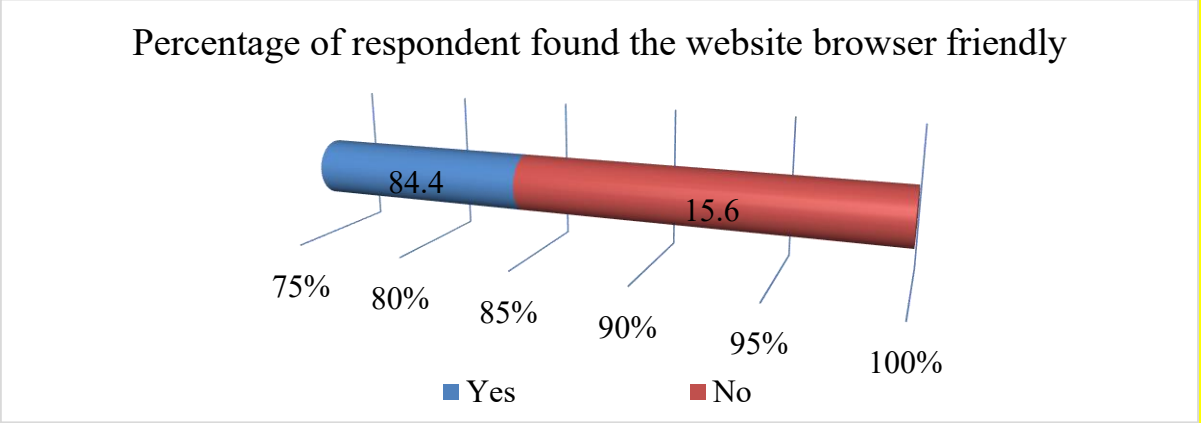


Table 42 provides an assessment of the response time and loading speed of the BTP portal. Out of 130 respondents, the majority 55.4% rated the portal as moderately speedy, while 34.6% of respondents found it very speedy. On the other hand, 8.5% of respondents described the portal as slow, and only 1.5% of respondents rated it as very slow. This indicates that while most users perceived the portal to be efficient, a small segment experienced slower performance.

Table 42: Frequency distribution of efficiency of portal regarding response time and loading speed

Response	Frequency	Percent
Very speedy	45	34.6
Moderately speedy	72	55.4
Slow	11	8.5
Very slow	2	1.5
Total	**130**	**100.0**

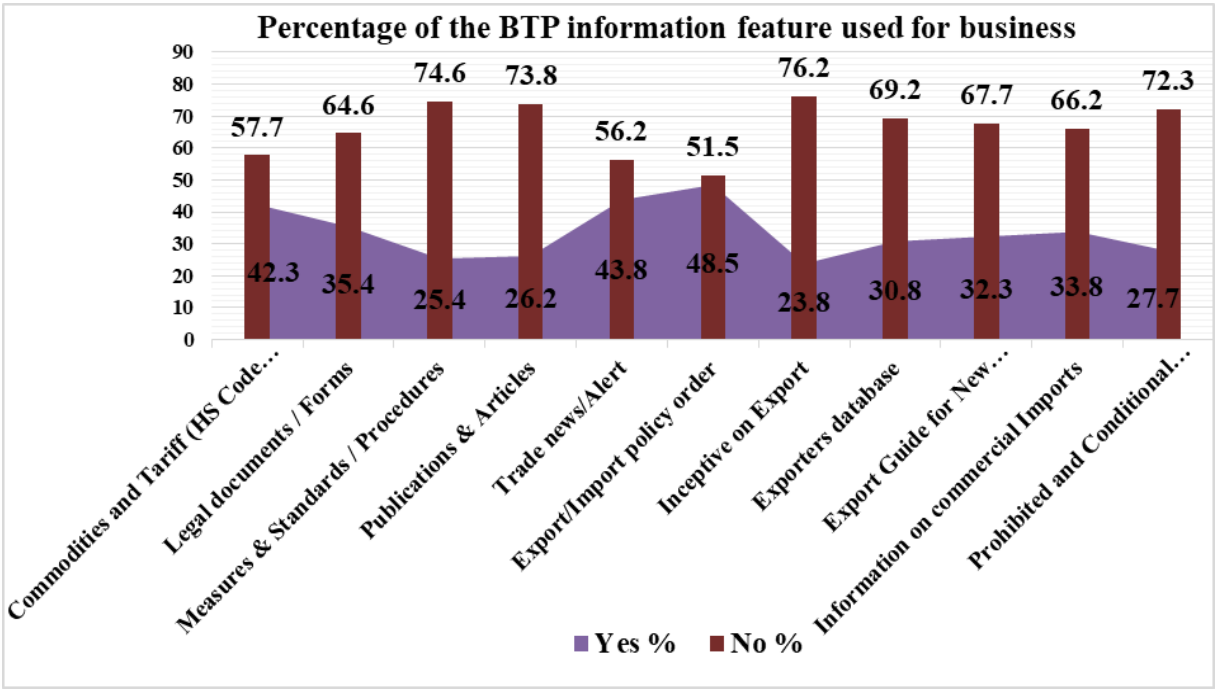
The table-43 shows the frequency of BTP website usage among respondents. Out of 130 respondents, 39.2% accessed the portal daily, making this the most common usage pattern. Weekly usage was reported by 26.2% of respondents, while 9.2% of respondents used the portal twice a week. Monthly access was reported by 25.4% of respondents. This distribution highlights that a significant portion of users engaged with the portal regularly, with daily and weekly visits being the predominant patterns.

Table 43: Frequency distribution of frequency to use of the Trade Portal

Response	Frequency	Percent	Valid Percent
Daily	51	39.2	39.2
Once a week	34	26.2	26.2
Twice a week	12	9.2	9.2
Once a month	33	25.4	25.4
Total	**130**	**100.0**	**100.0**

The figure 32 presents the usage of various BTP information features by respondents for their business. The most frequently used feature was Commodities and Tariff (HS Code wise), with 42.3% of respondents utilizing it, while 57.7% did not. Trade news/Alerts followed closely, with 43.8% of respondents using this feature and 56.2% were not. Export/Import policy order was used by 48.5% of respondents, while 51.5% did not. Other features like Legal documents/Forms, Publications & Articles, and Export Guide for New Entrepreneurs had moderate usage rates, with around 30% to 35% of respondents indicating they used them. Features like Inceptive on Export, Exporters database, and Measures & Standards/Procedures were less frequently used, with a majority of respondents (around 70%) not utilizing them. The Prohibited and Conditional Import Goods feature had 27.7% users, with 72.3% of respondents were not using it. In summary, while some features of the BTP portal saw significant use, many were not frequently accessed, reflecting varied preferences or needs among the respondents.

Figure 32: Frequency distribution of the BTP information feature used for business.



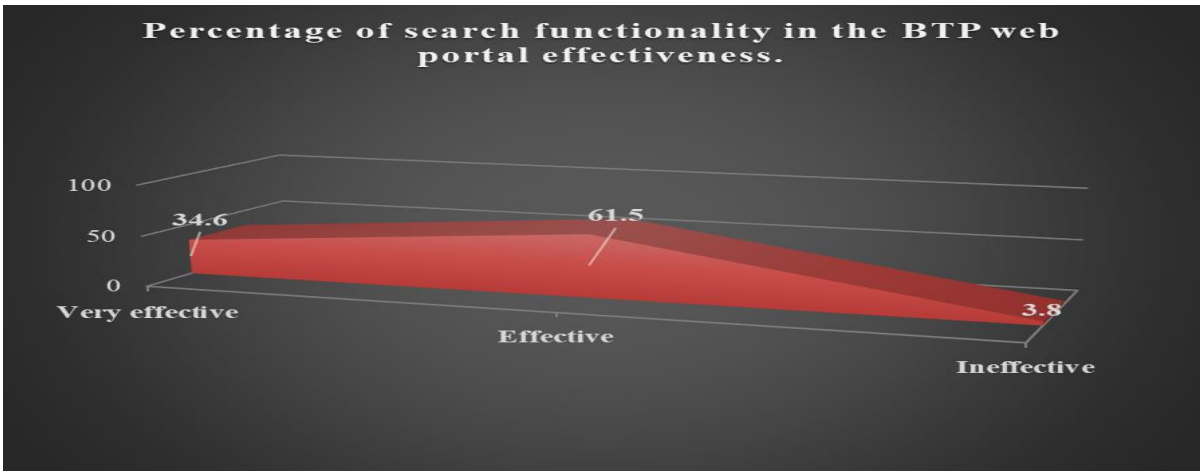
The table-44 illustrates how respondents perceive the ease of navigation on the BTP website. Out of 130 respondents, the majority (53.1%) found the website easy to navigate, while 34.6% of respondents rated it as very easy. A smaller group, 12.3% of respondents, found the website difficult to navigate. This suggests that most users had a positive experience with navigating the portal, although a few experienced challenges.

Table 44: Frequency distribution of navigation on the trade portal's website

Response	Frequency	Percent
Very easy	45	34.6
Easy	69	53.1
Difficult	16	12.3
Total	130	100.0

The Figure 33 presents how respondents rated the search functionality of the BTP web portal. Out of 130 respondents, the majority (61.5%) found the search functionality effective, while 34.6% of respondents rated it as very effective. Only 3.8% of respondents considered it ineffective. This indicates that most users are satisfied with the portal's search functionality, with very few reporting issues.

Figure 33: Frequency distribution of search functionality in the BTP web portal.



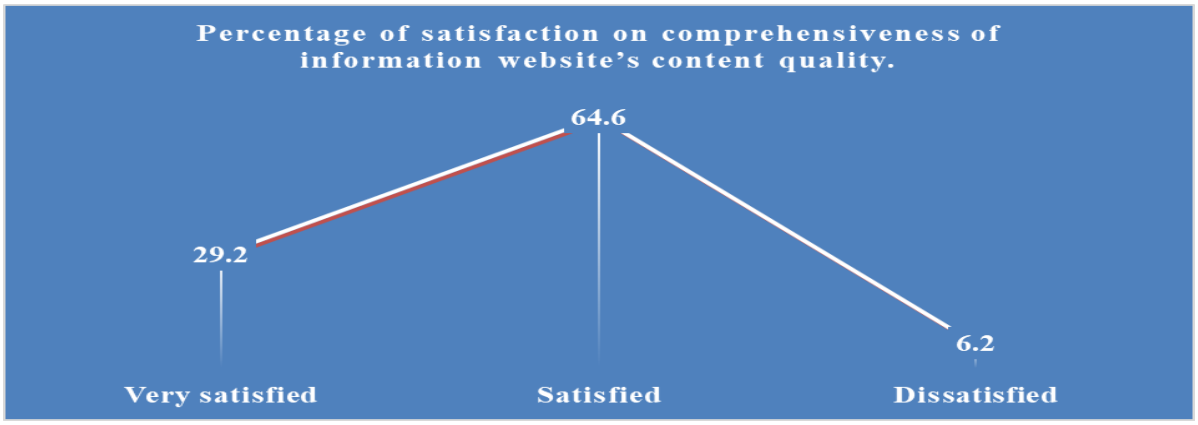
The table-45 shows respondents' perceptions of the visual attractiveness of the BTP website. Out of 130 respondents, the majority (58.5%) found the website attractive, while 30.8% of respondents rated it as very attractive. A smaller group of respondents (10.8%) found the website unattractive. This indicates that most users had a positive view of the website's visual appeal.

Table 45: Frequency distribution of the visually attractive of BTP website.

Response	Frequency	Percent
Very attractive	40	30.8
Attractive	76	58.5
Unattractive	14	10.8
Total	**130**	**100.0**

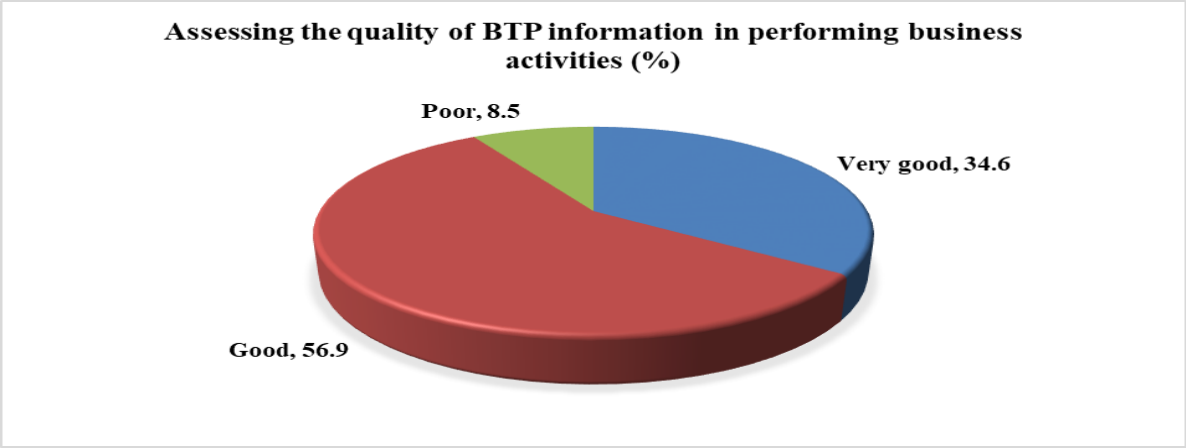
The Figure 34 presents respondents' satisfaction levels regarding the comprehensiveness of the content quality on the BTP website. Out of 130 respondents, the majority (64.6%) were satisfied with the content quality, while 29.2% of respondents were very satisfied. A smaller group of 6.2% of respondents expressed dissatisfaction. This suggests that the content quality of the website is generally well-received, with most users finding it adequate and comprehensive.

Figure 34: Frequency distribution of satisfaction on comprehensiveness of Information website's Content Quality



The figure 35 presents how respondents assessed the quality of the information provided by the BTP website in supporting their business activities. Out of 130 respondents, the majority 56.9% rated the information as good, while 34.6% respondents considered it very good. A smaller group of 8.5% of respondents felt the information was poor. This indicates that most users find the information helpful and of good quality for their business needs, with very few dissatisfied with the content.

Figure 35: Frequency distribution of assessing the quality of BTP information in performing business activities.



The table 46 shows the usage of the BTP mobile app among respondents. Out of 130 respondents, 45.4% of reported using the mobile app, while 54.6% did not. This indicates that a slightly larger proportion of respondents have not yet used the mobile app, with a notable segment utilizing it for their business needs.

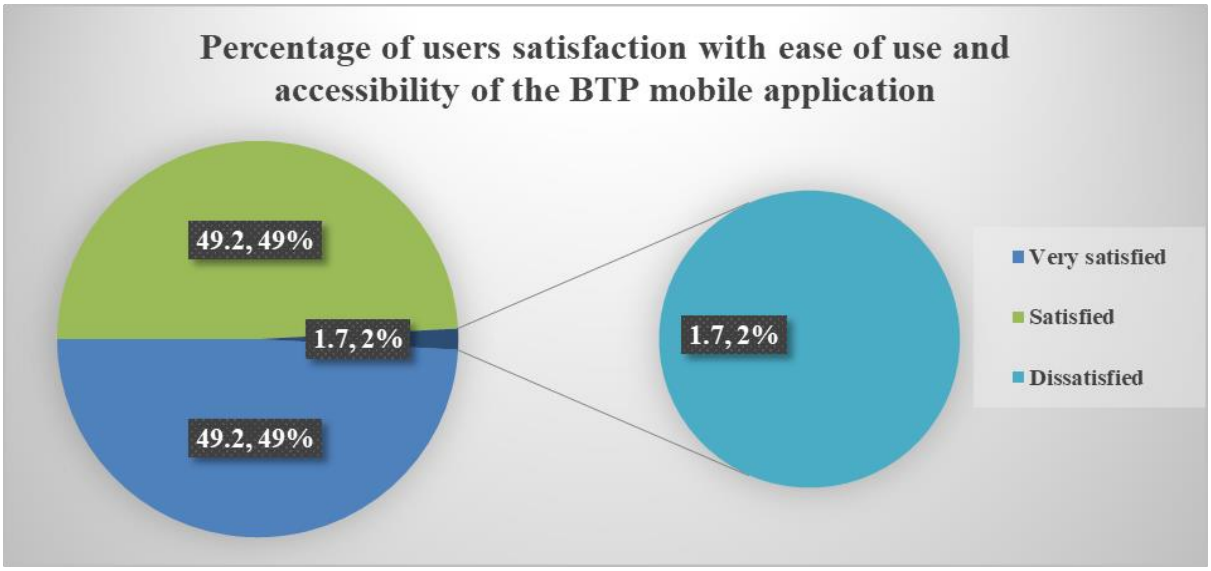
Table 46: Frequency distribution of use of the BTP Mobile app

Response	Frequency	Percent
Yes	59	45.4
No	71	54.6
Total	**130**	**100.0**

The Figure 36 presents how satisfied respondents were with the ease of use and the ability to access the BTP mobile app at any time and from anywhere. Among the 59 respondents who used the app, 49.2% were very satisfied, and another 49.2% were satisfied. Only 1.7% of

respondent were expressed dissatisfaction. This indicates that most users are pleased with the app's accessibility and usability, with very few expressing any issues.

Figure 36: Frequency of satisfaction with ease of use and accessibility of the BTP mobile application.



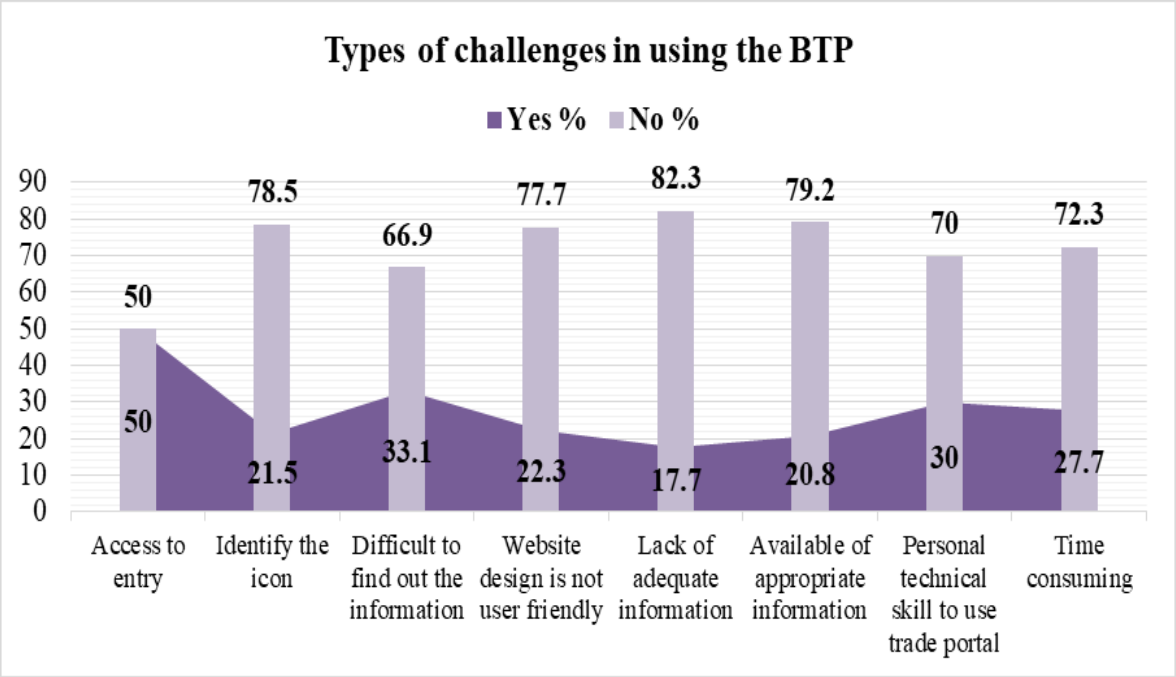
The table-47 shows the likelihood of respondents recommending the BTP Trade Portal to friends or associates. Out of 130 respondents, a significant majority, 83.8% indicated they would recommend the portal, while 16.2% of respondents said they would not. This suggests that most users are satisfied with the portal and are willing to recommend it to others.

Table 47: Frequency distribution of recommending the Trade Portal to friend or associate.

Response	Frequency	Percent
Yes	109	83.8
No	21	16.2
Total	**130**	**100.0**

The figure 37 outlines various challenges faced by respondents when using the BTP website. Access to entry was the most common challenge, with 50.0% of respondents were experiencing difficulties in accessing the portal, while an equal number (50.0%) did not face this issue. Identifying the icon posed a problem for 21.5% of respondents, but the majority (78.5%) did not report this challenge. Difficulties finding information were noted by 33.1% of respondents, while 66.9% of respondents did not face this issue. Non-registered friendly website design was an issue for 22.3% of respondents while 77.7% of respondents found the design to be acceptable. Lack of adequate information affected 17.7% of respondents with 82.3% of respondents indicating they did not encounter this problem. Availability of appropriate information was a concern for 20.8% of respondents, while 79.2% of respondents did not have this challenge. Personal technical skill issues affected 30.0% of respondents, while 70.0% respondents did not face difficulties in this regard. Time consumption was a challenge for 27.7% of respondents, with 72.3% of respondents not reporting this issue. The most significant challenges reported were access issues and difficulties finding information, but a majority of respondents did not encounter these problems.

Figure 37: Frequency distribution of the types of challenges in using the BTP.



Certainly, the survey results relevance to be sufficiently informative about how non-registered s interact with the Bangladesh Trade Portal; they have frankly described the basic gaps that exist in terms of awareness, access, and usability. Although most of the respondents were positive about the mobile-driven design, search capability, and quality of the contents of the portal, there have remained some obstacles for users' entry. Poor awareness about the formal channels, difficulties to navigate the portal, and ease-of-access concerns were classified as some of the major challenges identified. However, the tendency of respondents to recommend the portal is indicative of an equally positive future for implementation if then these problems are addressed. Enhanced public knowledge, smoother navigation, and easy access into the BTP would go a long way toward increasing coverage and impact among traders, entrepreneurs, and researchers.

Qualitative Analysis

4.3 Findings from Focus Group Discussions

This qualitative part of this study report combines the findings from 08 (eight) Focus Group Discussions (FGDs) conducted to assess user satisfaction with the Bangladesh Trade Portal (BTP). The focus group discussions, which involved 78 participants from a variety of business backgrounds, aimed to identify BTP's strengths, challenges, and potential areas for improvement and getting pragmatic recommendations from the participants. The study found some in-depth and insights from the discussion like; the portal was appreciated for its usefulness, though some users expressed concerns about gaps in accessibility and knowledge. This report has been prepared extracting information from raw hand notes and recording and this complied reports represents the findings from the recommendations separately for providing a clear and structured view of the assessment.

Key Findings from the Discussions are highlighted below;

Awareness on Bangladesh Trade Portal (BTP):

The majority of participants indicated that they first learned about the Bangladesh Trade Portal through workshops, social media campaigns, and recommendations from business partners. This highlights the success of targeted outreach initiatives, especially in urban business circles. However, television advertisements were less effective, particularly in rural areas, where they had a limited reach. Many rural participants were unaware of the portal, citing a lack of exposure to such promotional channels.

Understanding of BTP:

Most participants understood BTP to be a central hub for regulatory trade information, primarily focused on providing access to tariff schedules, import/export regulations, and trade agreements. Despite this, around 15% of participants struggled to distinguish BTP from other general government portals such as Export Promotion Bureau (EPB), Import Export Hub etc., indicating that the portal's unique features and role in trade facilitation were not clearly communicated to all users.

Role of Chambers in Promotion:

The chambers of commerce played a supportive role in promoting BTP by sharing updates and information during meetings. However, smaller chambers faced resource constraints, limiting their ability to actively engage with their members or promote BTP on a larger scale. The lack of resources in smaller chambers can prevent effective communication of BTP's features to a wider audience.

Frequency of Access:

Over 60% of participants reported accessing the BTP multiple times a month, indicating that regular users are engaged and find the portal useful for their daily operations. However, some users, particularly those who accessed it less frequently, expressed concerns about their lack of confidence in using digital tools. These users highlighted challenges such as unfamiliarity with digital platforms, which led to irregular use.

Emerging Technologies Suggestions:

Among the participants, AI and Chatbot technologies were the most frequently suggested innovations to improve user experience. AI-powered tools were seen as a potential solution to address common queries quickly, allowing for a more efficient interaction with the portal. Conversely, there was little awareness of technologies like the Internet of Things (IoT) or

Blockchain, suggesting that these emerging technologies are not yet seen as relevant or understandable within the context of trade facilitation.

Evaluation of Trade Progress:

The portal's impact on trade was generally viewed positively, with many users reporting improvements in compliance with regulations, better access to trade agreements, and fewer delays in processing trade documents. Many small and medium-sized enterprises (SMEs) found the language used on the portal to be difficult to comprehend, which hindered their ability to fully benefit from the information available.

Effective Regulatory Information:

Tariff schedules, as well as import and export regulations, were the sections of the portal most valued by users. Participants found these resources useful for navigating the complexities of trade regulations and for ensuring compliance with the law. However, there was a strong recommendation to keep these sections up-to-date to reflect the ever-evolving trade landscape.

Level of Acceptance:

Around 70% of participants rated the portal's effectiveness as "Good." However, Acceptance levels were higher among users familiar with digital tools, while those newer to such technology saw the portal as an opportunity to build their skills and gain confidence as they became more comfortable with its interface and navigation.

Unexpected Results:

One of the key positive outcomes observed was a reduced reliance on intermediaries for processing trade-related documents. Businesses were able to directly access necessary information, leading to cost savings. On the downside, some participants highlighted the occasional presence of outdated data, which led to confusion and inefficiency.

Strengthening Trade through BTP:

The need for enhanced language accessibility was frequently raised. While the portal was deemed a useful tool, many users felt that a multilingual interface covering major regional languages, as well as a more accessible design, would improve their experience, especially for those from diverse linguistic backgrounds.

Challenges and Sustainability:

Participants identified several key challenges hindering the portal's potential to further strengthen trade: complex regulations, lack of up-to-date information, and the high costs associated with compliance. These challenges continue to burden businesses, particularly SMEs, who struggle to stay informed and compliant with the latest regulations.

Pre-BTP Coping Mechanisms:

Before the implementation of BTP, businesses relied heavily on intermediaries and frequent visits to regulatory offices for guidance. These processes were time-consuming, costly, and inefficient. With the introduction of BTP, businesses reported a reduced need for intermediaries, leading to better efficiency in trade practices.

Effectiveness of BTP:

65% of users rated BTP as "Effective," with 20% rating it as "Very Effective." While most users praised its ability to resolve disputes and provide valuable information, there were complaints about its usability, particularly around the platform's navigation. Many users found

it difficult to locate information quickly, suggesting that improvements in the portal's design could help address these concerns.

Sustainability Post-BRCP-1:

A significant concern for many participants was the future sustainability of the portal after the completion of the Bangladesh Regional Connectivity Project (BRCP-1). Several users expressed fear that, without continued support and updates, BTP would become obsolete or less effective over time.

Lessons Learned and Key Factors Influencing Effectiveness:

The FGDs revealed that the portal's effectiveness was largely influenced by active partnerships with business chambers, regular updates, and a user-friendly interface. Ensuring that the portal remains relevant requires ongoing collaboration with industry stakeholders, particularly in areas related to the delivery of trade-related services. While regular users expressed high satisfaction with the portal, infrequent users were only partially satisfied. Infrequent users faced barriers, such as a lack of digital literacy and difficulty navigating the platform, which hindered their ability to derive full benefits from BTP.

Recommendations

Increase Awareness and Accessibility:

It is crucial to expand outreach efforts to include traditional media such as television and radio, particularly in rural areas, where these forms of communication still have significant reach. Additionally, the inclusion of regional languages in promotional materials would increase accessibility and help businesses across the country stay informed about BTP's offerings.

The development of a simplified introductory video or tutorial would greatly assist first-time users in navigating the portal and understanding its unique features and benefits.

Enhance Chamber Engagement:

Partnering with chambers, especially smaller ones, will be essential to boost engagement with the portal. Regular training sessions and tailored promotional materials for smaller chambers can empower them to actively share information about BTP and encourage more businesses to use the platform.

Improve User Confidence:

Offering digital literacy training as part of BTP's capacity-building initiatives would help increase user confidence, particularly among those who struggle with digital tools. Training programs can empower users to take full advantage of the portal's features, fostering a more tech-savvy user base.

Implement Emerging Technologies:

Introducing AI-powered Chatbot' s can significantly improve user interaction with the portal, providing instant answers to common questions and improving the overall user experience. Additionally, it is important to educate users on the potential applications of IoT and Blockchain by providing informative case studies and resources.

Simplify Trade Information:

To ensure that smaller businesses can access and understand critical trade information, it is recommended to present complex regulatory data in more accessible formats, such as info-graphics, video tutorials, and frequently asked questions (FAQs). This would make navigating trade processes easier and more efficient for these businesses.

Regularly Update Regulatory Sections:

Regular updates to tariff schedules, import/export regulations, and other critical trade data are essential to keep the portal relevant. Providing registered users with email or SMS notifications about updates will ensure that businesses stay informed about changes in regulations, avoiding potential compliance issues.

Promote Digital Literacy and Incentivize Usage:

Introducing certification programs that reward businesses for regular use of BTP would encourage more engagement. Digital literacy programs, along with clear incentives for portal usage, would help bridge the gap for businesses with limited experience with digital tools.

Establish Feedback Mechanisms:

A direct feedback mechanism should be implemented, allowing users to report outdated or inaccurate information. This will help ensure the portal remains reliable and trustworthy, and it will enable continuous improvements to the platform.

Enhance Language and Accessibility Features:

Implementing a multilingual interface and ensuring the portal is mobile-friendly will increase its accessibility, especially for users in remote areas or those who speak regional languages. A mobile-friendly design would also cater to users who may not have regular access to desktop computers.

Address Sustainability Concerns:

To ensure BTP remains a vital resource for businesses, it is recommended that its maintenance and updates be transitioned to a dedicated government department. This department should receive sustained funding and have clear responsibilities to guarantee the long-term success and relevance of the portal.

Conduct Usability Testing:

To improve the user interface and resolve navigation challenges, usability testing should be conducted with diverse user groups. This will provide valuable insights into the user experience and help refine the design to meet the needs of different user segments.

Facilitate End-to-End Trade Solutions:

Strengthening partnerships with logistics providers, customs, and financial institutions will enable BTP to offer end-to-end solutions for businesses, simplifying trade processes and improving overall efficiency.

Promote Awareness Through Campaigns:

Expanding outreach through digital marketing, trade fairs, and government-led workshops will help raise awareness of BTP's offerings and encourage more businesses to use the portal for trade facilitation.

Enhance Competitive Positioning:

Benchmarking BTP against regional trade portals and implementing advanced features, such as real-time trade updates and predictive analytics, will help enhance its competitive positioning and attract more users.

Bridge Gaps in Trade Facilitation:

Developing dedicated modules that address compliance with international trade agreements will help bridge the gap for businesses looking to expand globally. This would enable users to navigate complex international trade regulations more effectively.

Conclusion

The Bangladesh Trade Portal has significantly improved access to regulatory trade information, enabling businesses to streamline their trade operations. However, challenges such as limited awareness, usability concerns, and sustainability after the BRCP-1 project must be addressed. By implementing the above recommendations, BTP has the potential to evolve into a regional leader in trade facilitation, fostering greater efficiency and inclusivity for businesses across Bangladesh.

4.4. Findings from Key Informant Interviews (KIIs)

The Bangladesh Trade Portal (BTP), managed by the Ministry of Commerce, was launched in 2017 as part of the country's compliance with the World Trade Organization's (WTO) Trade Facilitation Agreement (TFA). It was designed to provide up-to-date trade-related information, ensure transparency, and support the vision of Digital Bangladesh. The portal serves as a one-stop digital platform offering crucial trade-related data, including regulatory requirements, tariff schedules, rules of origin, and bilateral agreements, with the goal of facilitating smoother business operations.

To evaluate the portal's effectiveness, usability, and contribution to trade facilitation, Samahar Consultants Limited Conducted Key Informant Interviews (KIIs) with various stakeholders, including government officials, business representatives, trade experts, and members of business associations. This chapter consolidates findings from these interviews, offering a comprehensive understanding of the business community's perceptions, challenges, and recommendations for the portal's improvement.

Objectives of the KII

The KIIs were conducted with the following objectives:

- To assess users' satisfaction with and perceptions of BTP.
- To evaluate the usability of the portal from the perspective of various stakeholders.
- To identify challenges and opportunities for improvement in the platform's functionality and outreach.
- To understand the role of BTP in enhancing business operations and reducing barriers to trade.

Methodology

A total of 30 Key Informant Interviews were conducted with a wide range of stakeholders, including government officials, trade experts, business representatives, and members of business associations. These interviews were carried out through face-to-face meetings, phone calls, and online discussions. A structured interview guide was used to maintain consistency in responses, allowing for a comprehensive and comparative analysis of the feedback provided by different stakeholders.

Key Findings

Awareness and Knowledge

- Some individuals within businesses are already familiar with BTP, presenting an opportunity to further enhancement of awareness.
- Some participants mentioned that entrepreneurs were not receiving up-to-date information from BTP.
- Some respondents shared positive feedback on the BTP, stating opportunities to improve its visibility and drawing lessons from BRCP-1 to strengthen confidence in the portal's prospective.

Contents, User-Friendliness and Acceptability

- The portal is designed to be user-friendly, with the intention of ensuring accessibility for traders. It contains vital trade-related information such as rules of origin, bilateral agreements, tariff schedules, and regulatory guidelines.
- However, many users reported difficulties in navigation and accessibility, indicating the need for an improved interface.
- Data management experts are responsible for updating the content, but frequent complaints were received concerning opportunities to provide up-to-date information and real-time updates.
- Several participants noted that the acceptability of BTP among the business community is low, primarily due to a lack of awareness and insufficient promotional efforts by the BRCP-1 authority.
- Business associations also reported low acceptance, as many of their members were unfamiliar with the portal.
- Real-time data synchronization and expert involvement are crucial for ensuring accurate planning and informed decision-making.
- However, frequent transfers of focal persons from ministries disrupt the consistency of information management, leading to gaps in service delivery.

Challenges

User-Friendliness: BTP was criticized for not being user-friendly, with many suggesting it needs a significant redesign to improve navigation and accessibility.

Up-to-Date Information: Respondents complained that BTP often lacked the most current information, which diminished its utility.

Limited Support: Opportunities for clarifications or inquiries were reported to be scarce, leaving users with unresolved issues.

Coordination Issues: There were concerns about a lack of inter-ministerial and intra-organizational coordination, which affects the portal's efficiency.

Searchability: Many users found it difficult and time-consuming to locate specific information, leading to frustration.

Insufficient Capacity-Building Support: Agencies and ministries involved in the Bangladesh Regional Connectivity Project (BRCP-1) lack adequate training and technical support. There is no systematic online training or orientation system to help users understand and utilize the portal efficiently.

Financial Constraints: Inadequate financial resources to maintain and expand the portal's functionalities limit its effectiveness.

Data Inconsistencies and Limited Market-Specific Insights: Heavy reliance on online information without sufficient offline support or research units affects credibility. Unlike in some countries, such as India, Bangladesh lacks a dedicated research Wing for trade insights, restricting informed trade decisions.

Sustainability Concerns: The free-access policy needs review to ensure financial sustainability while maintaining open trade information.

Opportunities

Time and Cost Savings: BTP has the potential to save businesses time and money by reducing delays in decision-making processes and providing faster access to information.

Reduction of Harassment: The portal could help reduce unnecessary interactions with ministry officials, streamlining procedures and improving transparency.

Global Expansion: With better functionality, BTP could help local businesses expand globally, offering easier access to international trade information.

Risk Reduction: Using a government-backed digital platform like BTP could minimize risks associated with business transactions, ensuring greater reliability and compliance.

Threats

Red-tapism: Despite the platform's potential, traditional bureaucratic hurdles could delay decision-making, undermining the effectiveness of the portal.

Lack of Awareness: Due to limited knowledge of the portal, many businesses do not fully utilize BTP, which results in low satisfaction levels.

Weak Collaboration: The relationship between BRCP-1 and various business organizations is not strong, which limits the opportunities for mutual cooperation and improvement.

Functionality and Sustainability:

- Many respondents felt that BTP's functionality was limited, largely due to a lack of updates, maintenance, and user engagement.
- A significant number of participants stated that the skills required to operate the portal were lacking, particularly among government employees responsible for managing the portal.
- The portal was also seen as poorly organized, making it difficult for users to find the information they need quickly and efficiently.
- There is no dedicated research Wing to analyze trade trends and provide market-specific insights, which limits the portal's strategic value.
- Sustainability concerns were raised, as the free-access model currently in place may not be viable in the long run.

Satisfaction

- Users who actively engage with BTP were somewhat satisfied, though they reported challenges with coordination between the various teams and agencies involved in maintaining the portal.

- Some respondents expressed partial satisfaction, acknowledging that it is a positive step to have a government-backed trade portal for entrepreneurs, but there are gaps in functionality and available information.
- A significant number of users were completely dissatisfied, citing issues such as lack of legal information and insufficient guidance.

Overall Comments

- Many respondents acknowledged the improvements BTP had made since its inception, particularly in simplifying access to import and export-related information.
- In spite of these improvements, some participants emphasized the need for better consultations with business communities, chambers of commerce, training institutes, trade associations, and government trade bodies to ensure broader engagement and relevance.

Key Recommendations

The following recommendations emerged from the KIIs to improve BTP's accessibility, functionality, and overall effectiveness:

- **Promotion and Awareness**
  - ☞ BRCP-1 should take proactive and aggressive steps to promote BTP through social media campaigns, business associations, and other outreach strategies. This would help increase awareness, particularly among SMEs and rural businesses.
  - ☞ Organize workshops and interactive training sessions to educate users on how to effectively navigate the portal.
- **Portal Features**
  - ☞ Implement AI-powered chatbots to assist users in retrieving relevant trade information. It will improve user support and streamline information retrieval.
  - ☞ Incorporating Blockchain technology would enhance data security and transparency,
  - ☞ Introduce and **i**mplement live chat functionalities for frequently asked questions to provide users with immediate assistance.
- **Improving User Experience**
  - ☞ Regularly update the portal with current and accurate information to maintain its relevance.
  - ☞ Redesign the portal to be more user-friendly with an attractive, dynamic, and well-organized interface.
  - ☞ Improve search functionalities by adding filters and categorized sections for easier navigation.
  - ☞ Implement a toll-free hotline with dedicated personnel to address user inquiries and provide real-time support.
- **Incorporating More Information**
  - ☞ Add country-specific product demand information to help businesses identify export opportunities quickly.
  - ☞ Include job opportunities within the portal to make it a more comprehensive resource for entrepreneurs.

- **Sustainability and Future Ownership**
  - ☞ For long-term sustainability, BTP should be handed over to the Ministry of Commerce once the BRCP-1 project concludes.
  - ☞ Establish a permanent and dedicated team within the Ministry of Commerce to ensure continuous updates, maintenance, and stakeholder engagement.
  - ☞ Develop a long-term revenue model to ensure continuous funding and improvements.
  - ☞ Retain trained personnel with proper incentives to maintain consistency in service delivery. Establish a Wing for maintenance of BTP under BCCL.
- **Legal and Regulatory Guidance**
  - ☞ Improve the availability of legal and regulatory information related to business operations to ensure users can find the necessary guidelines to comply with local and international trade laws.
  - ☞ Establish affiliations with similar trade portals for knowledge sharing and benchmarking.

Expanding Outreach and Engagement

- Increase engagement with grassroots traders and women entrepreneurs to enhance inclusivity.
- Strengthen collaborations with trade bodies such as the Federation of Bangladesh Chambers of Commerce and Industry (FBCCI).
- Publish regular newsletters and online training materials, including video tutorials, to educate users.

Conclusion

BTP has played a critical role in providing trade-related information and enhancing regulatory transparency. However, challenges such as low awareness, limited functionality, and inadequate stakeholder engagement remain. Addressing these issues through strategic improvements, technological upgrades, and targeted outreach efforts will significantly enhance the portal's effectiveness, ultimately contributing to the long-term success of Bangladesh Trade Portal initiatives.

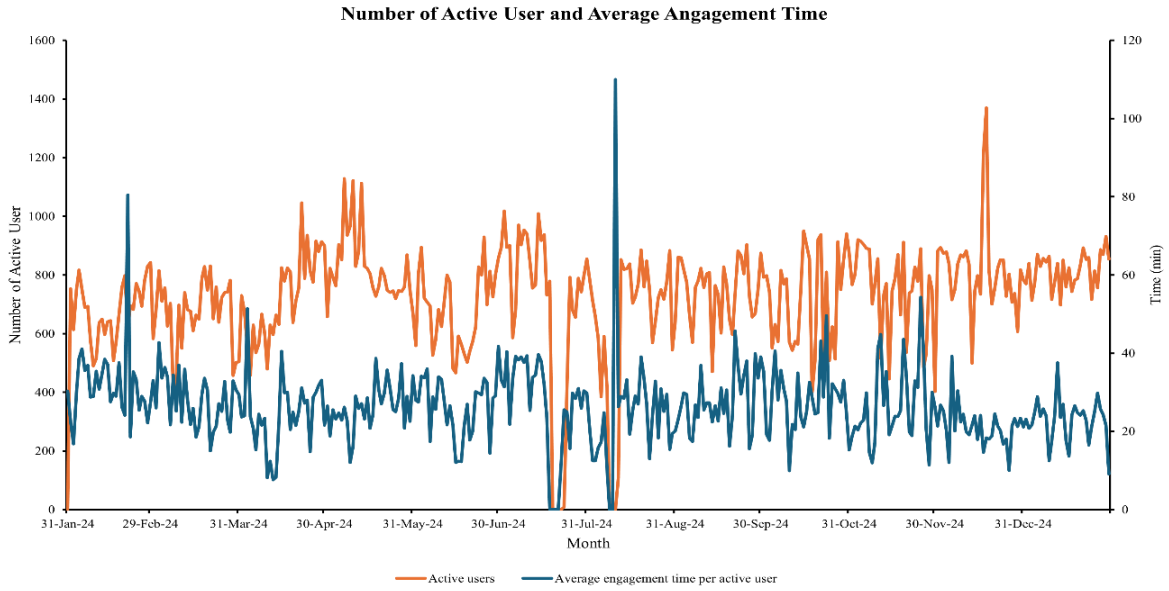
4.5. Findings from Google Analytics

The Bangladesh Trade Portal (BTP) serves as a crucial digital platform for traders, businesses, and policymakers, providing comprehensive trade-related information and facilitating international commerce. Evaluating its effectiveness, efficiency, and user satisfaction is essential to ensuring its continued success and impact. Google Analytics data provides valuable insights into the portal's user engagement, visitor trends, and global reach. This section analyzes key performance metrics, including active users, engagement time, new user acquisition, geographical distribution, and user activity by country. By interpreting these figures, this study aims to identify the strengths of the BTP while highlighting areas that may require improvement to enhance user experience and expand its reach.

Number of Active Users and Average Engagement Time

The number of active users and their average engagement time are key indicators of the effectiveness, efficiency, and user satisfaction of the Bangladesh Trade Portal (BTP). According to Figure 38, the BTP has a consistent base of active users, with fluctuations in engagement time reflecting changes in content relevance and usability. A longer engagement time suggests that users find the portal valuable, whereas a shorter session duration may indicate difficulties in navigation or insufficient content depth. A comparison over time can help determine whether recent updates and marketing efforts have successfully retained users and improved their experience. If engagement time is below expectations, optimizing page load speed, refining content organization, and enhancing interactive features may be necessary to increase retention and user satisfaction.

Figure 38: Number of Active User and Average Engagement Time

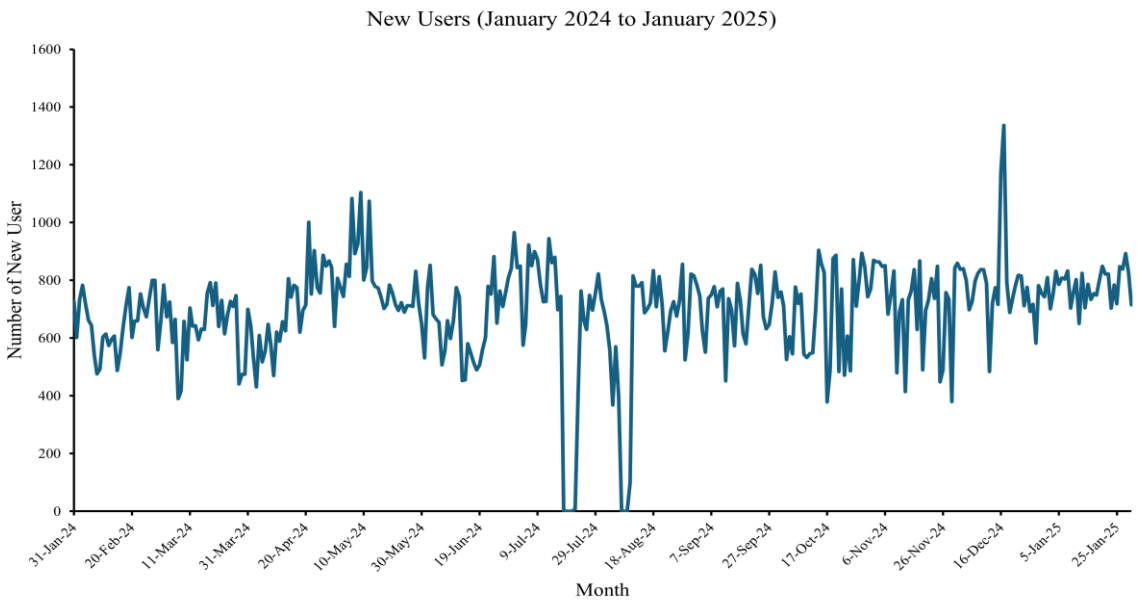


Number of New Users

Understanding the number of new users is crucial in assessing the outreach and growth of the BTP. As seen in Figure 39, the portal continues to attract a steady influx of new visitors, highlighting the effectiveness of its promotional strategies and partnerships. A rise in new users suggests that awareness campaigns and search engine optimization (SEO) efforts are successfully drawing fresh audiences. However, a deeper analysis is required to determine if these users return. If a significant percentage of new users do not revisit the portal, additional

efforts such as onboarding guides, follow-up emails, or interactive tutorials may be necessary to improve user retention. Comparing new user trends with returning visitor data will provide insights into how well the portal converts first-time visitors into long-term users.

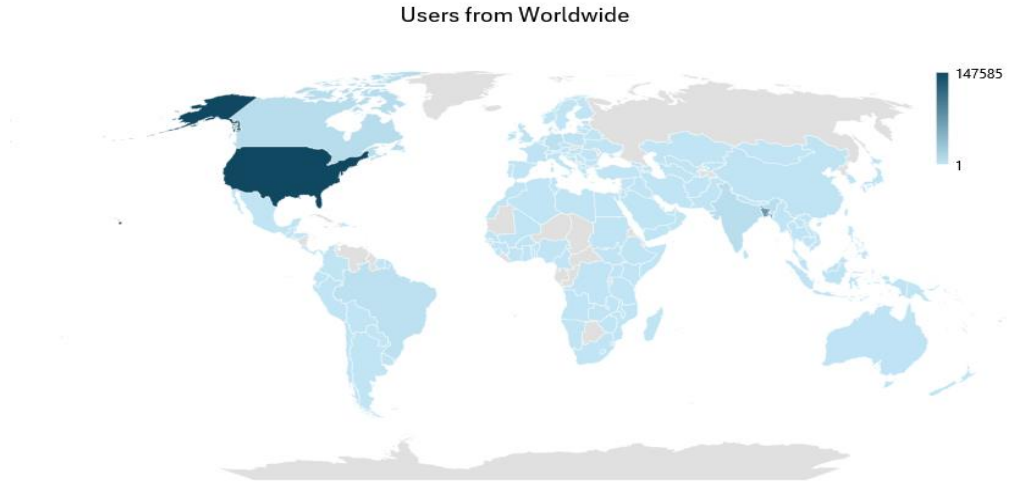
Figure 39: Number of New Users



Users of Bangladesh Trade Portal Worldwide

The geographical distribution of BTP users provides insights into the platform's international reach and its effectiveness in connecting Bangladeshi businesses with global trade partners. According to Figure 40, users from multiple countries access the portal, demonstrating its relevance beyond Bangladesh. A strong international user base indicates that foreign traders and businesses find value in the platform's resources. However, if engagement is lower in key trade partner nations, targeted promotional activities, localized content, or multilingual support may be required to boost usability in those regions. Monitoring these patterns will help refine strategies for increasing international engagement and ensuring that the portal remains a valuable tool for cross-border trade.

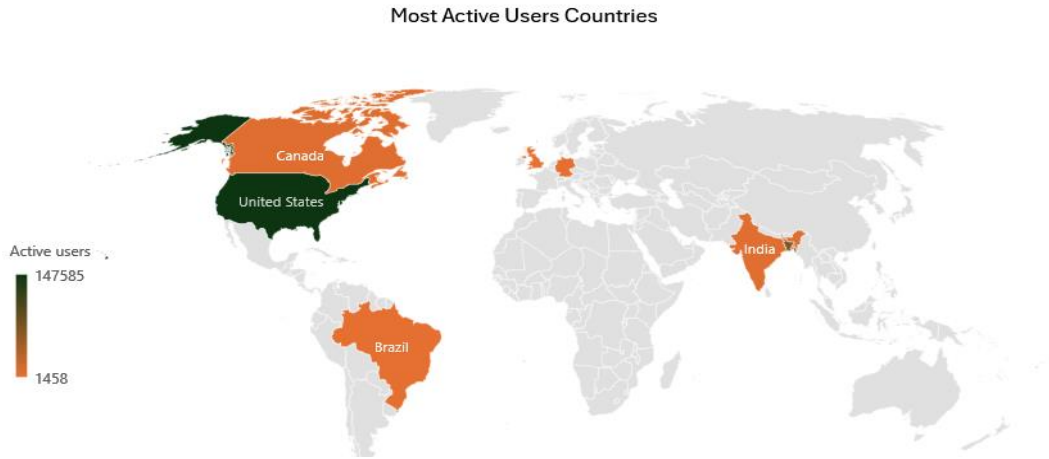
Figure 40: Users of Bangladesh Trade Portal Worldwide



Most Active Users Countries

Analyzing the countries with the highest user engagement helps identify where the BTP is most utilized. Figure 41 highlights the nations with the most active users, reflecting the portal's effectiveness in serving traders from those regions. If high engagement is observed in countries with strong trade ties to Bangladesh, it suggests that the platform is meeting the needs of international stakeholders. However, low engagement from other major trading nations could indicate a need for increased visibility through country-specific marketing, partnerships with trade organizations, or enhanced accessibility. Ensuring that content is tailored to the needs of these less-engaged regions can improve the portal's impact and expand its user base.

Figure 41: Most Active Users Countries of Bangladesh Trade Portal



Conclusion

The findings from Google Analytics data demonstrate that the Bangladesh Trade Portal is effectively engaging a diverse range of users, both locally and internationally. The trends in active users and engagement time indicate that while many visitors find value in the platform, there is room for improvement in retention strategies and content accessibility. The influx of new users highlights the success of promotional efforts, but ensuring their continued use of the portal requires further optimization in user experience. The global reach of the BTP underscores its significance as a trade facilitation tool, yet targeted efforts are needed to enhance engagement in key trade partner nations. By addressing these insights, the BTP can strengthen its role as an essential resource for traders and businesses, further contributing to Bangladesh's economic growth and international trade competitiveness.

4.6. Findings from the Country Comparison of Trade Portal Features

In this chapter, the findings on the features of trade portals from various countries are discussed. The study team at Samahar Consultants Limited aimed to understand the features of trade portals in other regional countries to identify gaps and opportunities for improvement in Bangladesh's trade portal. The purpose of this comparison was to conduct a cross-analysis to determine whether specific features contribute to user satisfaction.

Analysis of Features of the Bangladesh Trade Portal(BTP) in Comparison to Other Countries are as follows:

Table 48: Comparative analysis of BTP with other countries same type of portal.

Features	Bangladesh	Nepal	India	Singapore	Pakistan	Thailand	Myanmar	Philippines	Brunei Darussalam
User-Friendly Interface	✓	✓	✓	✓	✓	×	✓	✓	✓
Multilingual Support	✓	✓	✓	×	×	✓	×	×	×
Harmonized System (HS) Code	✓	✓	✓	✓	✓	✓	✓	✓	✓
Information Accessibility	✓	✓	✓	✓	✓	✓	✓	✓	✓
Market Access Information	✓	✓	✓	✓	✓	✓	✓	✓	✓
Trade Rules and Regulations	✓	✓	✓	✓	✓	✓	✓	✓	✓
Step-by-Step Trade Procedures	✓	✓	✓	✓	✓	×	✓	✓	✓
Exporters Database	✓	×	✓	✓	✓	×	✓	×	✓
News and Updates	✓	✓	✓	✓	✓	✓	✓	✓	✓
Trade Agreements	✓	✓	✓	✓	✓	×	✓	✓	✓
Searchable Resource Library	✓	✓	✓	✓	✓	✓	✓	✓	✓
Product & Country-wise Trade Data	✓	×	✓	✓	×	✓	✓	×	×
Frequently asked questions (FAQs)	✓	×	✓	✓	×	✓	✓	×	✓
Track & Trace shipments	×	×	×	✓	×	×	×	×	×
Digital Transactions	×	×	×	✓	×	✓	×	×	×
Regulatory E-Documents Exchange	×	×	×	✓	✓	✓	×	×	×

In today's rapidly globalizing economy, efficient trade facilitation is a critical driver of a country's economic success and competitiveness in international markets. As nations strive to enhance their position in global trade, factors such as digital infrastructure, regulatory frameworks, and trade agreements play pivotal roles in shaping the ease of doing business and facilitating cross-border trade. This analysis delves into the Bangladesh Trade Portal in

comparison to other countries, including Singapore, Thailand, India, Nepal, Myanmar, Pakistan, the Philippines, and Brunei Darussalam. By evaluating these countries based on key trade-related features such as digital accessibility, regulatory efficiency, market access, and trade procedures, we can uncover strengths, weaknesses, opportunities, and challenges that shape Bangladesh's trade ecosystem. This comparison highlights where Bangladesh stands within the broader global context and offers valuable insights into the necessary steps for improvement to enhance its position in global trade networks.

Strengths of Bangladesh Trade Portal (BTP):

Strategic Location & Trade Partnerships: Bangladesh benefits from its geographic positioning in South Asia, which facilitates trade with key global markets like India, China, and Southeast Asia. The country's growing trade relationships, especially within regional trade agreements (e.g., SAFTA), enhance its trade access.

Growing Digital Infrastructure: Bangladesh has made notable strides in digitalizing trade infrastructure. Efforts like the introduction of the Bangladesh National Single Window (NSW) are enhancing the efficiency of digital transactions and regulatory compliance.

Export-Oriented Economy: The ready availability of export data, including databases of exporters, helps businesses identify and connect with trade partners. Bangladesh's major export industries, particularly textiles and garments, have strong digital frameworks for international trade.

Multilingual Support: The Bangladesh Trade Portal offers multilingual options to support diverse business transactions, an important step toward global trade inclusion.

Weaknesses of Bangladesh Trade Portal (BTP):

Accessibility Challenges of the BTP: Despite ongoing digitalization efforts, the BTP faces limitations in ensuring seamless access for all users. Rural and remote areas often lack uninterrupted network connectivity, which affects the platform's usability at the grassroots level. As a result, many businesses specifically SMEs are struggling to get full benefit from the trade related services offered through the BTP.

Regulatory and Customs Complexities: The regulatory framework, although improving, still lacks full harmonization with international standards. he integration of standardized Harmonized System (HS) codes and e-documents remains in progress.

Transparency in Market Access: There is a need for better transparency and accessibility to comprehensive trade market data. Businesses in Bangladesh often struggle to find up-to-date information about market access or face challenges navigating the complexities of foreign trade.

Unpredictability in Trade Rules: While Bangladesh has been working to improve its trade framework, inconsistencies in trade rules and regulatory enforcement still exist. These inconsistencies can create confusion and deter foreign investments.

Challenges for Bangladesh Trade Portal (BTP):

Need for Regulatory Harmonization: Bangladesh's regulatory framework still needs more alignment with international trade standards, particularly in e-commerce and digital transactions. This disparity may impact businesses' ability to participate smoothly in global trade, especially with advanced countries.

Infrastructural Deficiencies: While digital platforms are growing, physical infrastructure—such as ports, logistics, and transportation systems—remains inadequate in supporting rapid

and efficient trade operations. This limitation affects the overall competitiveness of Bangladesh's trade environment.

Paperwork and Non-Digital Transaction Barriers: Although there is an ongoing push for paperless trade, many processes still rely on physical documents. This reduces speed and increases transaction costs, limiting Bangladesh's competitiveness in fast-paced global trade networks.

Limited Trade Information Access: Bangladesh faces challenges in providing comprehensive, easily accessible information on trade procedures, market opportunities, and industry-specific data. This creates barriers for businesses, particularly smaller firms, to navigate and take advantage of global markets.

Opportunities for Bangladesh Trade Portal (BTP):

Advancement in Digitalization and E-Commerce: Bangladesh has the opportunity to accelerate the integration of digital platforms into its trade systems. This could involve expanding e-documentation, improving online customs clearance, and enhancing the use of digital payments in trade, which would foster efficiency.

Regional Trade Integration: Bangladesh can leverage its position within regional trade agreements like SAFTA and BIMSTEC to access new markets and trade partners. By improving trade facilitation systems, it can increase its market share in the region.

Fostering Trade Partnerships through Information Accessibility: By developing a centralized trade information portal, Bangladesh could provide better access to market trends, regulatory updates, and potential trade partners. This would create greater visibility for local businesses and open up new opportunities in international trade.

Public-Private Collaboration: Increased collaboration between government bodies, trade authorities, and the private sector can drive the modernization of trade facilitation. Public-private partnerships can help address infrastructural gaps, streamline regulatory processes, and develop effective digital tools for the trade ecosystem.

Comparison with Other Countries:

A comparison of trade portal systems across nine Asian countries shows clear differences in digital readiness, regulatory coordination, and the quality of user services. These countries can roughly be grouped into three categories: regional leaders, mid-level performers, and countries that are still far behind. Bangladesh falls in the middle group. It has established a solid foundation in terms of essential features, yet it still lacks several advanced digital functions that are now becoming standard in more developed systems.

Among the regional leaders, Singapore, Thailand, and Brunei Darussalam stand out for their highly developed digital trade environments. Singapore leads the group with a well-integrated system that includes real-time shipment tracking, digital payment options, and automated regulatory document exchange. Its platform is also well known for its simple, intuitive interface. Thailand and Brunei offer similarly strong systems with clear procedures, comprehensive information, and effective regulatory coordination. These countries have built strong institutional support and reliable digital networks, placing them ahead of the rest of the region.

In the middle tier, India and the Philippines provide relatively strong platforms with good access to trade rules, market information, and procedural guidance. However, their systems still do not match the level of technological sophistication seen in regional leaders. India benefits from better technological capacity and resources, which allows it to modernize

quickly, even though it still faces challenges similar to Bangladesh. The Philippines maintains a user-friendly system but remains limited when it comes to digital transactions and the exchange of electronic regulatory documents.

The weakest performers Pakistan, Myanmar, and Nepal—struggle with basic digital readiness. Their portals often lack multilingual features, updated trade data, user-friendly search functions, and advanced tools to support traders. Transparency is limited, and regulatory coordination is inconsistent. Despite these challenges, Bangladesh is ahead of this group thanks to its stronger digital infrastructure and more dynamic, export-driven economy.

Bangladesh's trade portal includes several important features, such as multilingual content, HS code information, trade rules, market access details, a searchable resource library, an exporters' database, FAQs, and clear step-by-step procedures. These tools have helped improve transparency and made it easier for businesses particularly smaller firms to find the information they need. However, when compared with leading countries in the region, Bangladesh's system is still functional and informative but missing high-level digital features, including real-time shipment tracking, online payment facilities, and automated cross-border document exchange. These capabilities are now essential for countries that want to offer traders a smooth, fully digital experience.

As global trade continues to shift toward digital systems, countries with more advanced platforms enjoy faster processing, fewer compliance risks, and more predictable trade flows. For Bangladesh to move from a mid-level performer to a regional leader, it must step up its digital modernization, strengthen coordination between government agencies, and introduce more advanced electronic services. Addressing these gaps will help Bangladesh align with international standards and strengthen its position in the region's evolving trade landscape.

Conclusion:

Bangladesh Trade Portal performance, while showing progress, is still in the developmental phase compared to more advanced nations like Singapore or Brunei. The country's strengths lie in its growing digital infrastructure and export economy, but significant gaps remain in regulatory harmonization, digital accessibility, and information transparency. To stay competitive, Bangladesh must prioritize efforts to streamline customs procedures, enhance digital accessibility, and harmonize trade regulations. These improvements will not only boost its trade competitiveness but also position Bangladesh as a more attractive trade partner in the global market.

Chapter Five: Discussions and Recommendations

5. Discussion:

This chapter presents a broad analysis and understanding of the study's findings on the Bangladesh Trade Portal (BTP). By assessing user demographics, awareness, satisfaction levels, and platform effectiveness, this section evaluates the strengths, weaknesses, opportunities, and threats (SWOT) of BTP. The discussion is structured into key thematic areas, ensuring a holistic understanding of user experiences, gaps, and areas for improvement. Additionally, a triangulation of quantitative and qualitative findings is conducted to provide deeper insights into user satisfaction and engagement.

5.1.1. Socio-Economic Profile of Respondents

The socio-economic characteristics of users play a significant role in shaping their satisfaction with BTP services. The survey findings reveal a significant gender gap in BTP usage, with 96.5% of users being male and only 3.5% female. This highlights barriers to female participation, potentially due to socio-cultural norms, digital literacy gaps, and financial constraints. The lack of gender inclusiveness indicates that the portal may not fully address the needs of female entrepreneurs, affecting overall satisfaction levels.

Furthermore, age distribution analysis reveals that 44% of users fall within the 41–50 age bracket, followed by those above 50 years (38.5%), indicating lower engagement from younger only 3.4% are underrepresented entrepreneurs. The high rate (77.4%) of university graduates among users underscores the complexity of trade regulations, which may hinder access for small businesses and less-educated traders. Additionally, with 62.3% of respondents engaged in both export and import activities, confidence on BTP for trade facilitation is evident through this study.

Initiatives to bridge digital and socio-cultural gaps could substantially expand user diversity and enhance satisfaction among underrepresented groups. This may reflect a usability barrier for younger traders seeking dynamic, real-time business tools, impacting satisfaction among emerging entrepreneurs. While this appeals to educated users, it potentially alienates SMEs and informal traders, leading to dissatisfaction among those who need simpler, more practical guidance.

5.1.2 Awareness of Bangladesh Trade Portal

Awareness mechanisms significantly affect initial engagement and satisfaction. Most users (50.8%) first learned about BTP through business networks, followed by trade associations (23.5%). However, awareness through workshops or training programs remains low (5.3%), highlighting a critical gap in structured capacity-building efforts. Qualitative feedback suggests that targeted promotional campaigns, sector-specific outreach programs, and enhanced engagement with trade associations could bridge this gap. The low institutional promotion reveals a missed opportunity for structured onboarding, resulting in inconsistent user knowledge and underutilization of BTP features a direct contributor to dissatisfaction for new or potential users.

5.1.3 Relevance of BTP Content

Content relevance directly influences user perceptions of the platform's utility. BTP is recognized as a comprehensive trade-related information resource, covering tariff structures, legal documentation, and regulatory requirements. While 70.6% users found the content comprehensive or very comprehensive. However, foreign traders highlighted the need for more detailed market access information. Quantitative data reveals that 72% of users' rate content

relevance as moderately to highly satisfactory, but qualitative feedback emphasizes that further expansion of international trade coverage could improve the portal's usability. High relevance among domestic users increases satisfaction, but gaps in international market insights limit BTP's effectiveness for foreign traders, causing dissatisfaction and reducing global competitiveness.

5.1.4 Resourcefulness of the Portal

The observed value of BTP as a trade information hub is central to user satisfaction. BTP acts as a central hub for trade-related data, aiding exporters, importers, and policymakers. 98.8% of respondents agreed that the portal contains sufficient business information. However, gaps remain in real-time policy updates and business intelligence. Integrating AI-driven insights, trade forecasting, and sector-specific analyses could enhance its role as a strategic trade facilitation tool. While the portal's breadth of information builds trusts and satisfaction, the lack of real-time updates hinders decision-making, affecting the satisfaction of users who rely on fast, actionable information.

5.1.5 User-Friendliness and Accessibility

Ease of navigation and accessibility, especially via mobile, are pivotal to user experience. Although 72.2% found the portal easy to navigate, only 57% rated mobile access as satisfactory and a certain number of users are only partially familiar with the platform, indicating navigational challenges. Mobile accessibility remains a key concern, as many users' experience difficulties accessing BTP on smartphones. Quantitative analysis rates mobile usability at 3.2 out of 5, reinforcing the need for interface enhancements and better optimization for mobile devices. Difficult mobile navigation significantly frustrates users who expect seamless, on-the-go access, leading to dissatisfaction, particularly among younger users and exporters needing quick updates.

5.1.6 Effectiveness in Trade Facilitation

The portal's ability to enable smooth trading processes directly affects satisfaction levels. BTP provides reliable trade information, yet effectiveness is hampered by slow content updates and response times. While 84% of users find BTP useful for trade facilitation, only 61% rate it as highly effective. Online users benefit from tariff details and trade alerts, whereas offline users struggle with accessibility. A hybrid approach integrating digital and physical trade support services could address these disparities. While BTP provides valuable regulatory clarity, inefficiencies like delayed updates dilute its effectiveness, affecting satisfaction especially for businesses operating in fast-changing markets.

5.1.7 Efficiency of Services

Efficiency of services, particularly the speed and accuracy of responses, is critical to trust. On an average, users report a 4 to 7 days' average delay in query responses and receiving updated regulatory information, hindering timely decision-making. Delays create bottlenecks in trade operations, reducing user trust and satisfaction. Efficient and responsive service is essential for BTP to be perceived as a reliable trade facilitation tool.

5.1.8 Impact on Trade Practices

Improving business processes enhances user loyalty and satisfaction. BTP significantly enhances transparency and regulatory compliance for domestic traders, with 76% of users stating that the portal has improved their trade documentation process. However, foreign traders require deeper insights into market trends, competitor analysis, and export facilitation. Enhancing the portal's global market intelligence capabilities could improve its impact on international trade. For domestic traders, this reinforces satisfaction through better regulatory

compliance. However, unmet expectations among foreign users regarding market trend analysis contribute to dissatisfaction.

5.1.9 Sustainability of BTP (A proposed Sustainability Plan attached in Annex)

Sustainability perceptions affect long-term user confidence. The cross analysis of the various findings suggested that ensuring BTP's long-term sustainability, the following measures are necessary:

- A dedicated team of skilled professionals for portal management and maintenance.
- Government financial support for continuous operations.
- Enhanced inter-ministerial coordination to streamline policy integration.
- Currently, only 38% of users believe the portal has a sustainable management framework, indicating a need for stronger institutional backing

Concerns over future viability create uncertainty, dampening satisfaction even among current users. Sustained investments and institutional support are vital for user retention.

5.1.10 Challenges Faced by Users

Analyzing the findings of each of the results both quantitative and qualitative, the Key challenges highlight dissatisfaction generates:

- Gender gaps due to limited participation of female entrepreneurs and young traders.
- Inadequate mobile compatibility and lack of interactive features.
- Slow policy updates and delayed response times.
- Insufficient multilingual support for international users.
- 46% of users report difficulties in navigating BTP, and 39% highlight slow response times as a major issue.

Each challenge points to a structural weakness that, if unaddressed, will continue to depress overall satisfaction rates and limit user expansion.

5.1.11 Opportunities for Enhancement

Opportunities link directly to increasing user satisfaction. The cross analysis of the findings suggested that the BTP can be strengthened through:

- **Regional and global collaboration:** Integration with international trade networks.
- **Technological advancements:** AI-driven chatbots, Blockchain-based trade authentication, data analytics and financial partnerships were highlighted by users as desired improvements.
- **Financial partnerships:** Collaborations with financial institutions to provide trade financing solutions.
- 51% of users' express interest in AI-based tools for improved trade decision-making. They think that AI tools can analyze large volumes of historical trade data (imports, exports, tariffs, global demand trends) and predict future trade patterns.

Implementation of these innovations could significantly boost BTP's attractiveness, particularly among digitally savvy and international users.

5.1.12 Enquiry and Responsiveness

Quick and helpful responses matter a great deal to users, and the National Enquiry Point for Trade already shows encouraging performance in this area. More than half of all queries are

answered within 48 hours, which reflects a genuine effort to support users in a timely manner. At the same time, some responses take longer, creating an opportunity to make the experience even better. Adding automated FAQs could make it easier to manage questions and provide faster, more consistent replies. By continuing to strengthen response times and accuracy, the portal can build greater user confidence, improve satisfaction, and reinforce its reputation as a reliable source of trade-related support.

5.1.13 Cross-Analysis and Triangulation of Quantitative and Qualitative Findings

A deeper comparative analysis of satisfaction levels among different user groups BTP users versus non-registered users, online versus offline users, and cross-country comparisons reveals critical insights:

- **Non-Registered users**: Awareness gaps lower satisfaction potential means that if users are not fully aware of the features, benefits, or available resources of a service (like the Bangladesh Trade Portal), they cannot fully utilize it, leading to reduced satisfaction.
- **Offline users**: Access barriers create dissatisfaction. Access barriers on the Bangladesh Trade Portal limit non-registered users' ability to access essential trade information, causing frustration and disengagement. This leads to dissatisfaction due to perceived lack of transparency, poor user-friendliness, and time delays.
- **Foreign traders**: Insufficient multilingual and market intelligence limits satisfaction. When the Bangladesh Trade Portal lacks multilingual support and market intelligence tools**,** users from diverse linguistic backgrounds and businesses seeking trade insights struggle to access or understand information, reducing their overall satisfaction.

A detailed examination of different user groups BTP users versus non-registered, online versus offline users, and domestic versus foreign traders uncovers critical disparities in satisfaction, accessibility, and functional needs. These insights highlight areas for strategic improvement to enhance the Bangladesh Trade Portal's (BTP) inclusivity and effectiveness. Bridging these gaps through targeted interventions would significantly elevate satisfaction across all user groups.

a) BTP Users vs. Non-Registered Users: Awareness and Accessibility Gaps

User Satisfaction: Among active BTP users, 98% affirm the portal's utility for trade-related information, particularly for regulatory updates (e.g., tariff schedules, export-import policies) and market access data. High satisfaction stems from the portal's role in reducing reliance on intermediaries and streamlining compliance.

Non-Registered User Barriers: In contrast, 43% of non-registered users cite lack of awareness as the primary obstacle. Qualitative data from FGDs reveal that rural SMEs and women entrepreneurs are disproportionately affected due to limited digital literacy and outreach. For instance, only 11.5% of surveyed non-registered s were female**,** underscoring gendered gaps in access.

Targeted campaigns via chambers of commerce, social media, and local workshops could bridge this gap. Multilingual tutorials (e.g., Bangla, regional dialects) and partnerships with trade associations (e.g., FBCCI) would amplify reach.

b) Online vs. Offline Users: Different Experiences

Online Advantages: Users engaging digitally report higher satisfaction (72%), especially with real-time features like trade alerts (valued by 49.8%**)** and mobile access (used by 34.8%**).** Cross-border traders particularly benefit from HS code searches and customs procedures.

Offline Challenges: 48% of offline users struggle with accessing critical information, citing complex navigation and outdated content (e.g., 68.3% noted slow updates). Non-digital traders often rely on intermediaries, increasing costs and delays.

A *hybrid service model* could integrate offline support (e.g., district-level help desks, SMS-based updates) with digital tools. Enhancing mobile responsiveness (only 28.8% found the app efficient) is also vital.

c) Domestic vs. Foreign Traders: Asymmetrical Needs

Domestic Reliance: Local businesses primarily use BTP for regulatory compliance (62.3% of users are import-export traders). Features like the exporters' database (28.8% usage) and trade news **(**49.8%**)** are frequently accessed.

Foreign Traders' Constraints**:** 41% of international users face hurdles due to:

- Limited multilingual support (only English/Bangla available).
- Insufficient market intelligence (e.g., sector-specific demand trends, investment rules).
- User feedback highlights a strong opportunity for service enhancement, offering valuable guidance for improving overall responsiveness.

The cross analysis recommended that expansions of language options (e.g., Mandarin, Arabic), add granular market analytics, and adopt AI-driven Chatbot for faster query resolution. Benchmarking against Singapore's Trade Net (which offers real-time cargo tracking) could guide upgrades.

d) Triangulated Insights for Strategic Action

The triangulations suggested some strategic actions to make the portal more useful for the trader's country wide as well as worldwide;

Awareness Campaigns: Leverage chambers of commerce and grassroots networks to educate underserved groups (e.g., rural SMEs, women).

Combined Service Delivery: Combine digital tools (e.g., mobile app renovation, AI chatbots) with offline support (e.g., helplines, printed guides etc.)

Global User Engagement: Improve user satisfaction by offering content in multiple languages**,** linking the portal to global trade databases for better market insights**,** and simplifying processes for cross-border transactions to support exporters and importers more efficiently**.**

The cross-analysis reveals BTP's strengths in serving domestic and digitally savvy users but exposes critical gaps in inclusivity, accessibility, and foreign trader support. Addressing these through targeted interventions—rooted in the data—will position BTP as a more equitable and globally competitive trade facilitation platform.

5.1.14 Overall User Satisfaction

The study reveals a mixed level of satisfaction among users, with 72% of respondents rating the portal as moderately to highly satisfactory. However, 28% of users expressed concerns over navigation difficulties, outdated content, and slow response times.

The average user satisfaction score through a quantitative analysis shows that the average user satisfaction score for BTP is 3.8 out of 5, indicating a generally positive reception but with room for improvement. Key areas of dissatisfaction include mobile accessibility (rated 3.2), query response efficiency (rated 3.0), and content update frequency (rated 3.4). In contrast, the comprehensiveness of trade-related information received a higher score of 4.2.

While content depth satisfies experienced traders, newer users need enhanced tutorials, better search functions, and proactive support to feel equally valued. Qualitative feedback suggests that though seasoned exporters and importers appreciate the portal's depth of content, newer traders and SMEs struggle with its complexity. Many users emphasized the need for interactive tutorials, improved search functionalities, and a more responsive customer support system. Overall, satisfaction levels could be significantly enhanced through targeted improvements in user engagement and real-time support mechanisms.

The findings of this study highlight that the Bangladesh Trade Portal plays a significant role in providing trade-related information and facilitating business activities. However, challenges such as accessibility, user-friendliness, timely updates, and responsiveness need to be addressed to maximize its potential. The triangulation of data confirms that while BTP is well-regarded by users, there is a gap between expectations and service delivery. Enhancing the portal through strategic technological advancements, increased user outreach, and sustained financial and institutional support will be essential in making it a more effective and widely used trade facilitation tool. By addressing the identified weaknesses and leveraging available opportunities, BTP can evolve into a globally competitive digital trade platform, driving economic growth and enhancing Bangladesh's trade environment.

5.1.15 Challenges of the Study

The User Satisfaction Survey of the Bangladesh Trade Portal provided valuable insights despite a number of contextual constraints that made the study environment. These circumstances created opportunities for learning, adaptation, and strengthening future research processes. The survey team's ability to collect meaningful feedback under these conditions demonstrated both institutional commitment and the strong interest of stakeholders in the portal's development. The experience offers constructive lessons that can guide more robust, inclusive, and efficient assessments moving forward.

- The condensed timeline encouraged efficient planning, quick coordination, and flexible data-collection strategies, demonstrating the team's ability to work effectively within evolving circumstances.
- Temporary business closures and reduced trade activity highlighted the importance of engaging diverse user groups when conditions allow, opening opportunities for broader sampling in future studies.
- Inadequate immediate access to certain participants highlighted the value of developing stronger outreach strategies that can facilitate smoother data collection in future assessments.
- Deviations in users' familiarity with digital tools revealed an opportunity to design survey instruments that are even more user-friendly and accessible across different levels of digital proficiency.
- Differences in the frequency with which participants accessed trade information created a natural moment to reflect on optimal timing for future surveys to capture more stable usage patterns.
- Inconsistent updates across some institutional websites during the study period signaled an opportunity to enhance inter-agency communication and data-sharing processes for future research.
- Shifting roles among focal points across institutions highlighted the need to strengthen continuity mechanisms that can support smoother information exchange in future study cycles.
- The multilingual nature of trade stakeholders emphasized the value of exploring more inclusive communication strategies during survey dissemination.

- Respondents' feedback about information organization pointed to opportunities for improving the clarity and structure of survey questions in future rounds.
- Encountering varying levels of awareness about the Bangladesh Trade Portal provided a useful baseline from which future surveys can track improvements in outreach and engagement.

Despite these challenges, the study collected valuable perceptions from active users. With better planning, longer timelines, and stronger collaboration among institutions, future assessments can improve upon this work to enhance the development and delivery of the Bangladesh Trade Portal.

5.2 Recommendations

Based on the survey results, this chapter has provided some pragmatic recommendation to enhance the effectiveness and user experience of the Bangladesh Trade Portal with a critical evaluation of BTP's performance, highlighting key areas of strength and challenges. The analysis included cross tabulations and triangulations of findings of both qualitative and quantitative part of the study which includes a robust SWOT analysis which underscores the platform's credibility and market relevance but also identifies areas requiring urgent attention, such as mobile usability, user engagement, and timely updates. Addressing these aspects through strategic improvements it is predicted that it will enhance BTP's role in trade facilitation, making it more accessible, reliable, and effective in supporting business growth. The below recommendations outlined aim to bridge the existing gaps and ensure that BTP remains a vital resource for traders, both domestically and internationally. Considering the do ability and to support inclusive, efficient, and sustainable trade development, the study recommendations are outlines key short-term, mid-term, and long-term priorities for improving the accessibility and usability of the Bangladesh Trade Portal. Each phase builds upon the previous one, with a clear focus on user needs, modern technology, and institutional collaboration.

5.2.1 Short-Term Priorities

The Focus of the short-term priorities of the recommendations are mainly immediate improvements for User Experience and Access to Bangladesh Trade Portal. The short-term actions are intensive on addressing current weaknesses in usability, responsiveness, and outreach. These priorities aim to create a solid foundation by ensuring that users are aware of the portal, can easily navigate it, and receive timely support.

a. **Improve Training and Awareness Campaigns:** Provide accessible training sessions tailored to the needs of small business owners and women entrepreneurs to ensure they understand and benefit from the portal's services.

b. **Enhance the Responsiveness of Enquiry Points:** Establish clear customer support procedures and train portal staff effectively to ensure users receive quick, accurate, and helpful responses when they seek assistance or information from the Bangladesh Trade Portal.

c. **Improve the Enquiry Point Service:** Implement standardized staff training programs and uniform service protocols, while actively analyzing user feedback data to continuously improve the quality, consistency, and responsiveness of how user enquiries are managed on the Bangladesh Trade Portal.

d. **User Interface Improvements:** Redesign the Bangladesh Trade Portal by removing confusing icons**,** simplifying the navigation structure**,** and optimizing workflows to

minimize the time users need to find information and complete tasks**,** ensuring a more user-friendly experience.

e. **Improve Website Navigation and Search Functionality:** Update the site structure and enhance the search functionality to help users locate information faster and more efficiently**,** with automated suggestions and relevant search results for improved usability on the Bangladesh Trade Portal.

f. **Timely and Regular Trade Alert Messages:** Ensure trade alerts are sent on time and in a format that helps users act on important changes or opportunities right away.

g. **Ensure Speedy Business Information Updates:** Keep all portal content current and correct and accurate to build user trust and enable informed decision-making, supporting effective trade activities through the Bangladesh Trade Portal.

h. **Develop Comprehensive User Guidelines and Manuals:** Create easy-to-understand guides in both digital and print formats to help users navigate the platform with confidence.

i. **Awareness Campaigns and Communication Strategy:** Promote the Bangladesh Trade Portal using both digital channels (like social media, email campaigns, and websites) and traditional media (such as newspapers, radio, and trade fairs) to expand its reach and educate potential users about its benefits and services**.**

j. Gender-Inclusive Trade Participation: Introduce initiatives that actively support and encourage women's involvement in trade that support and empower women entrepreneurs, such as training programs, mentorship opportunities, and dedicated resources on the portal**,** to encourage greater female participation in trade activities**.**

k. Youth and Women Entrepreneur Engagement: Offer specialized tools, mentorship programs**,** and facilitated access to finance through the Bangladesh Trade Portal to enhance the growth and success of young entrepreneurs and women-led businesses in trade**.**

l. **Strengthen Liaison with Government Ministries:** Work closely with relevant government agencies to ensure continuous policy updates and integration of support programs into the portal.

m. **Enhance Mobile App Usability:** Upgrade the app to make it more responsive and user-friendly, ensuring it works well for all types of users, especially those depend on mobile access.

n. **Integrating APIs** between the **Bangladesh Trade Portal (BTP)** and other key government agencies such as the National Board of Revenue (NBR), Tax Authority, Ministry of Commerce, Ministry of Industries, Customs, Land and Sea Ports Authorities and other export-import authorities can revolutionize trade facilitation and inter-agency coordination.

o. **Importer and Exporter Database:** The importer and exporter database are a vital component of the Bangladesh Trade Portal (BTP), providing up-to-date, detailed information on businesses involved in international trade. This database is organized by product and market, helping users quickly find reliable trade partners and understand market dynamics. Regularly updated and verified, it supports transparency and trust, enabling smoother transactions and better networking opportunities. By offering a centralized and accessible directory, the database empowers exporters and importers to connect more efficiently, boosting trade growth and market diversification.

p. **Collection of 44 Agencies information with specific format:** The Bangladesh Trade Portal is recommended to include information from 44 relevant agencies, organized in a specific, standardized format to ensure clarity, consistency, and ease of access for users.

q. **Diversification information of product and market:** Providing comprehensive information on product and market diversification is essential for the Bangladesh Trade Portal (BTP) to help businesses explore new opportunities beyond traditional sectors and markets. This includes detailed analysis of emerging products, alternative export destinations, and changing global demand patterns. By offering insights into diverse markets and product categories, the portal empowers exporters to reduce risks, increase competitiveness, and tap into new revenue streams. This guidance supports sustainable trade growth and strengthens Bangladesh's position in the global marketplace.

r. **Print and Social Media Marketing:** Print and social media marketing play a crucial role in promoting the Bangladesh Trade Portal (BTP) to a wider audience. Through targeted advertisements in newspapers, magazines, and trade journals, the portal can reach traditional business communities and policymakers. Meanwhile, active social media campaigns using platforms like Facebook, LinkedIn, and YouTube engage younger entrepreneurs and global audiences with interactive content such as videos, infographics, and live updates. Combining both approaches ensures broad visibility, builds awareness, and encourages more traders and stakeholders to use the portal's resources effectively.

s. Separate section for RMG, BWCCI, Agro Trade: Creating separate sections for RMG (Ready-Made Garments), BWCCI (Bangladesh Women Chamber of Commerce and Industry), and Agro Trade on the Bangladesh Trade Portal (BTP) will provide tailored information and services to these important sectors. Each section can offer specialized market data, policy updates, export-import guidelines, and success stories relevant to their unique needs. This focused approach will help businesses in these sectors access targeted support, stay informed about sector-specific opportunities, and connect with relevant partners, ultimately boosting their growth and contribution to Bangladesh's trade.

t. Institutional support and sustainability: Institutional support and sustainability are critical for the long-term success of the Bangladesh Trade Portal (BTP). This involves securing commitment and collaboration from key government agencies, trade bodies, and private sector partners to ensure continuous funding, policy backing, and resource allocation. Building strong governance structures, regular capacity building, and integrating feedback mechanisms will help maintain the portal's relevance and effectiveness. Sustainable management ensures that BTP can evolve with changing trade dynamics, remain technologically up-to-date, and consistently serve the needs of Bangladesh's trading community over time.

u. One District One Export Product: It is recommended that the Bangladesh Trade Portal feature a dedicated section on the "One District One Export Product" initiative, highlighting each district's key export item to promote regional specialties and support decentralized trade development.

v. Market information on ASEAN, MERCOSUR, Eurasian Economic Community (EEU), East African Community (EAC), GCC member states: Comprehensive market data on important regional economic organizations, including ASEAN, MERCOSUR, the Eurasian Economic Union (EEU), the East African Community

(EAC), and GCC member states, should be included in the Bangladesh Trade Portal (BTP). Trade policies, tariff rates, non-tariff measures, legal requirements, and new prospects specific to each region should all be included. By giving exporters access to these comprehensive insights, Bangladesh's standing in the international trade arena will be strengthened as they are better equipped to handle a variety of market conditions, adhere to local norms, and strategically enter new export markets.

5.2.2 Mid-Term Priorities

The Mid-Term Priorities are mainly focused on the Building of Capacity and Scaling Functional Competences of the Portal. Once the short-term foundation is in place, the next step is to scale the platform's features and reach. These priorities focus on expanding digital skills, strengthening the portal's backend systems, and creating opportunities for collaboration and innovation.

a. **Capacity Building for Chambers and Entrepreneurs:** Introduce and offer digital training and engagement programs for trade associations, business chambers, and small enterprises to help them fully utilize the portal.

b. **Mobile Optimization and Digital Expansion:** Upgrade the app to provide real-time updates, such as instant notifications about changes in trade regulations, shipment status, or tariff adjustments, and offer personalized services like customized trade recommendations, alerts based on user preferences, and tailored support resources making the app a more powerful and practical tool for traders.

c. **Incorporate Multilingual Support:** Add Multilingual options considering WTO selected language and add some more regional lingual options like incorporate Chinses and Russian language, so the platform is accessible to a wider group of users, both locally and regionally.

d. **Regular Data Updates and Transparency:** Develop a clear, organized system that regularly updates trade data and policy information, ensuring the content is accurate, timely, and presented in a simple, easy-to-understand format for all users.

e. **Networking Events and Forums:** Organize regular events to bring together entrepreneurs, policymakers, and trade professionals for knowledge to share knowledge, discuss challenges, and foster collaboration, strengthening the trade community and driving informed decision-making.

f. **Develop a Dedicated Maintenance Wing:** Establish a dedicated technical team responsible for ensuring the portal remains stable, secure, and updated with the latest digital standards**,** working closely with other ministries to enable comprehensive and coordinated management of the Bangladesh Trade Portal.

g. **Establish a Monitoring and Evaluation (M&E) Wing:** Create a dedicated unit to monitor the portal's performance continuously, analyze user data and feedback, and use these insights to identify issues and recommend ongoing improvements for a better user experience.

h. **Introduce AI-Powered Trade Insights:** Use artificial intelligence and big data analytics to provide users with personalized market insights, trend forecasts, and strategic trade recommendations, helping them make smarter, data-driven decisions on the Bangladesh Trade Portal.

5.2.3 Long-Term Priorities

The long-Term Priorities Focused on the Global Integration and Advanced Digital Services for the Portal. In the long run, the goal is to transform the portal into a world-class platform that supports global trade, integrates with major systems, and provides intelligent services for users at all levels.

a. **User Support and Assistance Services (24/7):** Establish round-the-clock (twenty-Four Hours / Seven days) user support through live chat, helplines, and AI-based tools to ensure users can access timely assistance whenever they need help on the Bangladesh Trade Portal.

b. **Cross-Border Trade Facilitation:** Integrate the Bangladesh Trade Portal with international trade systems to streamline processes, reduce barriers, and provide local businesses easier access to global markets**,** supporting smoother and faster international trade expansion with less resistance.

c. **Integration with Financial Services:** Collaborate with banks and fintech companies to allow users to apply for loans, access trade finance, and manage transactions directly from the portal.

d. **Cybersecurity and Data Privacy:** Strengthen user data protection by implementing advanced encryption methods and following to international security standards, ensuring users' information remains safe and building their confidence and trust in the Bangladesh Trade Portal.

e. **Global Trade Innovation Tools:** Implement Blockchain technology to secure and transparently record trade transactions**,** while using AI tools to match local businesses with global partners**,** facilitating trusted and efficient international trade collaborations on the Bangladesh Trade Portal.

f. **State-of-the-Art Portal Features:** Integrate advanced features such as voice-based search for easy information access**,** AI assistants to provide personalized support**,** and real-time dashboards to display up-to-date trade data**,** creating a smarter and more efficient user experience on the Bangladesh Trade Portal.

g. **Integration with Mainstream Digital Platforms:** Integrate the Bangladesh Trade Portal with popular e-commerce platforms like Amazon and Alibaba**,** payment systems such as PayPal and bKash, and trade databases like the World Bank's Doing Business database to provide users a seamless, end-to-end trading experience from market access and secure payments to up-to-date compliance information all within a single platform.

h. **MoU with remaining 08 enquiry points:** It is recommended to establish Memorandums of Understanding (MoUs) with the remaining 08 enquiry points to strengthen coordination, enhance information sharing, and ensure comprehensive trade-related support through the Bangladesh Trade Portal.

i. **Ensure Real Time data (NBR, BB, EPB etc.):** Ensuring real-time data integration from key agencies such as the National Board of Revenue (NBR), Bangladesh Bank (BB), and the Export Promotion Bureau (EPB) is crucial for making the Bangladesh Trade Portal (BTP) a dynamic and reliable source of trade information. This involves establishing secure, automated data-sharing systems that allow instant updates on tariffs, trade statistics, export-import performance, foreign exchange regulations, and relevant policy changes. Real-time data access will enhance decision-making for traders, policymakers, and investors by providing accurate and up-to-date information, thereby improving transparency, efficiency, and responsiveness in trade operations.

j. **Connection of OLM System to BTP:** Connecting the Online Licensing Modules (OLM) of key agencies such as the Registrar of Joint Stock Companies (RJSC), Bangladesh Investment Development Authority (BIDA), National Board of Revenue (NBR), and the Office of the Chief Controller of Imports and Exports (CCIE) to the Bangladesh Trade Portal (BTP) will significantly streamline trade-related processes. This integration will allow users to access licensing, registration, and approval services directly through BTP, reducing duplication, manual processing, and delays. It will also enable real-time data exchange, enhance transparency, and provide a one-stop digital platform for traders and investors, thereby improving ease of doing business and trade facilitation.

k. **Linkage with the Commercial Counselor in the Bangladesh Mission Abroad:** Connecting the Bangladesh Trade Portal (BTP) with the Commercial Counselors at Bangladesh's missions abroad brings a personal touch to promoting trade. These counselors, who know the markets and business environments firsthand, can share valuable local insights and help exporters better understand opportunities and challenges in different countries. By working closely with them, the portal stays up-to-date and practical, making it easier for businesses to reach new markets and for the missions to support our traders more effectively. This partnership helps build stronger bridges between local exporters and the global marketplace.

l. **Update BTP with next generation contents:** Updating the Bangladesh Trade Portal (BTP) with next-generation content is essential to meet the evolving needs of traders, investors, and policymakers. This includes incorporating interactive tools such as dynamic dashboards, AI-driven search functions, infographics, sector-wise trade analytics, and multilingual support. The portal should feature engaging multimedia content like videos, webinars, success stories, and case studies to better communicate complex trade information. Additionally, user-centered design, mobile responsiveness, and accessibility features will ensure broader reach and usability. These enhancements will transform BTP into a modern, informative, and user-friendly platform that actively supports trade growth and policy transparency.

m. **Establishment of Trade Portal WG (Advisory Team) headed by the DG, WTO Wing:** The Trade Portal Working Group (WG), led by the DG of the WTO Wing, will provide strategic guidance for the development and sustainability of the Bangladesh Trade Portal (BTP). Comprising key stakeholders from government, trade bodies, and IT, the WG will ensure coordination, oversee content quality, support technological upgrades, and guide policy alignment for the portal's effective operation.

n. **Separate Section for FDI:** A separate section for Foreign Direct Investment (FDI) on the Bangladesh Trade Portal can provide targeted information and resources to attract and assist potential investors.

o. **Cross Linking the Trade Portal to All Bangladesh Mission Abroad:** Cross-linking the Bangladesh Trade Portal (BTP) with all Bangladesh Missions abroad will enhance global access to trade information, allowing foreign buyers and investors to easily navigate export-import policies and market data. It will also help missions promote Bangladeshi products more effectively by sharing updated content and localized insights, thereby increasing international trade visibility and engagement.

p. **MFN and preferential tariff for Bangladesh Products in top 30 Countries:** Include information on MFN and preferential tariffs available for Bangladeshi products in the

top 30 export destinations to help exporters understand market access opportunities and benefits.

q. **Non-Tariff measures (SPS & TBT) in Top 30 markets & Other markets:** Provide details on non-tariff measures, including Sanitary and Phytosanitary (SPS) and Technical Barriers to Trade (TBT), applicable to Bangladeshi products in the top 30 export markets and other relevant markets to support compliance and market entry.

r. **Product wise Export-Import Policy of Bangladesh:** It is recommended to maintain and regularly update a clear, product-wise Export-Import Policy for Bangladesh that outlines specific guidelines, restrictions, and facilitation measures for each traded product. This policy should clearly specify which products are freely importable or exportable, require licenses, or are restricted or prohibited. Ensuring that traders have easy access to detailed information on compliance requirements, customs duties, incentives, quality standards, and documentation will promote transparency and efficiency. Regular alignment of these regulations with international standards will further support streamlined trade operations and enhance Bangladesh's competitiveness in global markets.

s. **Detail Rules of Origin (ROO):** Include detailed information on Rules of Origin (ROO) under various trade agreements to help exporters determine product eligibility for preferential tariffs and ensure compliance with origin requirements.

t. **Adaptation of Modern Technology for Sustainable Development of BTP:** The adaptation of modern technology is essential for the sustainable development of the Bangladesh Trade Portal (BTP). Upgrading the portal with advanced, scalable, and secure digital infrastructure will enhance its performance, user experience, and accessibility across devices. This includes implementing cloud-based hosting, AI-driven data analytics, interactive dashboards, and multilingual support. Modern technology will also enable real-time data integration from various agencies, automated updates, and dynamic content management. Such enhancements will ensure that BTP remains a reliable, future-ready platform that can effectively support trade facilitation, policy dissemination, and international competitiveness in the long run.

These priorities-based study recommendations provide a planned approach to transforming the national trade portal into an inclusive, efficient, and future-ready platform. By starting with immediate user needs and gradually building toward innovative technological and global capabilities, the strategy ensures continuous improvement and long-term sustainability. Each step is considered to enhance user trust, increase participation, and empower businesses especially small enterprises, women, and youth to increase in the evolving global trade landscape.

By implementing these recommendations, the Bangladesh Trade Portal can enhance its usability, increase user satisfaction, and provide an even more valuable service to the business community. However, it is recommended that, to implement all the above recommendations, a sustainability plan (A proposed plan is Annex-I) needed to be developed, which will include adequate and permanent human resources skilled in portal management and maintenance, financial allocations from the respective ministries, and coordination among ministries relevant to business. Moreover, mainstreaming the Trade Portal into the mandates of the Ministry of Commerce could be an effective approach to ensuring its long-term sustainability

Chapter Six: Conclusion

The Bangladesh Trade Portal (BTP), developed under the Bangladesh Regional Connectivity Project-1 (BRCP-1) of Ministry of Commerce, Bangladesh Government and supported by the World Bank, stands as a pioneering initiative by the Government of Bangladesh to modernize trade facilitation, improve transparency, and strengthen the country's integration into regional and global markets. As a centralized digital gateway for trade-related laws, procedures, and market intelligence, the BTP reflects Bangladesh's strategic goal to build a business-friendly, inclusive, and digitally empowered economy. In the context of Bangladesh's rapid economic growth and increasing global connectivity, the portal plays a critical role in simplifying access to regulatory information for exporters, importers, investors, and policymakers alike.

The User Satisfaction Survey, conducted by SAMAHAR Consultants Ltd., offers a comprehensive, data-driven evaluation of the portal's current status, usability, and future potential. Employing a mixed-methods approach that included quantitative data from 677 users and qualitative insights from 30 Key Informant Interviews (KIIs) and 8 Focus Group Discussions (FGDs) across eight districts and four divisions, the study ensured methodological consistency, inclusivity, and broad geographic representation. Despite operational hurdles such as the July Uprising, business disruptions, and administrative transitions, the survey was successfully executed, underscoring the resilience and collaboration among SAMAHAR Consultants Ltd., BRCP-1, and the Ministry of Commerce.

The findings confirm that the BTP has made significant progress in becoming a go-to resource for trade information. With nearly 200,000 (January 2024 to January 2025) unique users from 160 countries, the portal has achieved substantial visibility and user engagement. Features such as trade alerts, HS Code search, export policies, and procedural guidelines are particularly valued by users for their clarity and accessibility. Moreover, the portal aligns well with World Trade Organization (WTO) standards, positioning it as a strategic asset in promoting regulatory transparency and improving the overall business climate.

However, a deeper critical analysis reveals several underlying structural and systemic challenges that limit the portal's broader impact. The user demographics are plainly abnormal, over 97% are male, and more than 82% are above 40 years old suggesting that women, youth, and digitally inexperienced individuals remain largely excluded from this digital trade facilitation initiative. Mobile access remains limited, with only 35% of users accessing the portal via smartphones, which restricts its reach, especially among rural and low-income traders who rely heavily on mobile technology.

User feedback also highlights concerns around outdated content, slow updates, and inadequate multilingual options, which compromise the credibility and usability of the portal. While 98% of respondents agree that the portal provides adequate trade information, only about two-thirds consider the information to be comprehensive. This inconsistency reflects gaps in both content depth and update frequency, which, if unaddressed, could erode user trust over time.

Qualitative insights from the KIIs and FGDs further underline critical challenges facing SMEs, rural traders, and foreign stakeholders. These groups often encounter difficulties in navigating the portal due to limited digital literacy, lack of structured training, and the absence of user

support in languages other than English. The survey also found that the portal's interface is not optimized for seamless user experience, particularly on mobile devices an issue that contributes to user drop-off and reduced engagement.

A SWOT analysis conducted as part of the study reinforces this mixed performance. Strengths include the portal's regulatory compliance, institutional backing, and comprehensive trade content. Weaknesses lie in limited responsiveness, weak mobile optimization, and underwhelming user interface design. Opportunities indication, including AI-powered support systems, regional integration with other trade platforms, multilingual expansion, and increased use of social media for outreach. However, threats such as outdated content, growing expectations from users, and competition from more advanced regional portals pose significant risks to long-term relevance.

In response, the study outlines a strategic set of recommendations aimed at future-proofing the BTP and ensuring it evolves into a globally competitive digital trade platform. These include targeted awareness campaigns, particularly for women, youth, and rural users; development of a dedicated mobile app to improve accessibility; strengthening of the National Enquiry Point through AI integration and staffing; and regular digital literacy and trade training programs across the country. Enhancing the portal's interactivity such as integrating AI-powered chatbots, live query handling, and real-time policy update dashboards would also improve user satisfaction and increase repeat engagement. Equally important is the need to institutionalize the portal's operations within the Ministry of Commerce through dedicated budget allocations, permanent staffing, and long-term sustainability planning.

Another core priority is language accessibility. Expanding the portal's multilingual support to include Bangla and other regional languages will make it more inclusive and user-friendly, especially for rural and semi-urban traders who operate primarily in local dialects. Streamlining the portal's navigation structure, simplifying content presentation, and introducing user feedback mechanisms will further enhance usability.

The study can conclude that the Bangladesh Trade Portal has already demonstrated its value as a foundational tool for digital trade facilitation, reflected in its growing user base and a satisfaction score of 3.8 out of 5. However, its current utility is focused within a narrow demographic, and unless its services are expanded, diversified, and modernized, the portal may struggle to meet the demands of an evolving digital economy. The survey's findings and recommendations provide a clear, actionable roadmap for transforming the BTP into a dynamic, inclusive, and scalable platform. With strategic investments in mobile optimization, AI tools, inclusive outreach, multilingual content, and institutional continuity, the BTP can not only empower domestic traders and attract foreign investment but also serve as a benchmark for digital trade facilitation across South Asia. In doing so, it will significantly contribute to Bangladesh's broader vision of inclusive, sustainable, and digitally driven economic growth.

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Annexure-1: Proposed Sustainability Plan of Bangladesh Trade Portal

Sustainability Plan for the Bangladesh Trade Portal (BTP): BRCP-1

Introduction

As Bangladesh accelerates its trade liberalization and digital transformation agenda, the Bangladesh Trade Portal (BTP) stands out as a vital digital infrastructure that simplifies access to regulatory and market information for businesses. Launched under the Bangladesh Regional Connectivity Project-1 (BRCP-1), BTP provides a one-stop shop for importers, exporters, and trade intermediaries to access up-to-date laws, procedures, forms, and tariffs.

To ensure the long-term impact of BTP after the conclusion of BRCP-1, this strategic roadmap presents a comprehensive plan covering institutional, technological, financial, and operational elements. It aims to transform BTP into a sustainable, inclusive, and responsive national trade information platform aligned with global best practices.

I. Strategic Objectives

This section outlines the long-term goals guiding BTP's evolution into a robust, inclusive, and technology-enabled platform.

1. **Ensure Long-Term Operational Sustainability**
   a. Embed BTP within the Ministry of Commerce's institutional framework.
   b. Allocate permanent staff and operational budgets.
   c. Transition from a project-based model to a recurring government-supported initiative.
2. **Enhance Inclusivity and Accessibility**
   a. Expand the portal's outreach to include small and medium enterprises (SMEs), women entrepreneurs, youth-led businesses, and foreign traders.
   b. Design user experiences tailored for low-tech users and regional stakeholders.
3. **Improve Technological Robustness**
   a. Integrate cutting-edge digital tools such as AI, mobile applications, and real-time analytics.
   b. Future-proof the system architecture with modular and scalable components.
4. **Expand Training and Support Services**
   a. Offer both digital and in-person training programs across the country.
   b. Provide multilingual support and tailored guidance to users with different needs.
5. **Establish Continuous Feedback and Update Mechanisms**
   a. Introduce automated feedback collection and periodic user surveys.
   b. Maintain high user satisfaction and portal relevance through regular content and system updates.

II. Required Manpower

To sustain BTP operations, a full-time professional team is required, structured into key functional units:

Unit	Designation	Qty.	Key Responsibilities
Core Management	Portal Manager (Grade 1 Officer)	1	Strategic leadership, government liaison, and cross-agency coordination, workflow

Unit	Designation	Qty.	Key Responsibilities
			optimization, reporting.
	Finance & Admin and Operations Officer	1	Budget management, procurement, logistical support. Facilitate day-to-day operations.
	HR & Training Officer (Trg. On AI, Chat boot etc.)	1	Staff development, training program design, performance reviews. Train Chat boot on FAQs, ensure relevance and accuracy.
Technical Unit	Full Stack Web Developer	1	Frontend/backend coding, system updates, new feature development.
	Mobile App Developer and UI/UX Designer	1	iOS/Android app development, updates, and bug fixes. Improve interface usability and design for all devices.
	IT Support Officer	1	Handle technical troubleshooting, system uptime.
Content & Editorial	Trade Content Specialist	1	Update and validate laws, procedures, and trade documents.
	Language Translator (EN–BN, BN–EN and other language)	1	Translate documents, ensure bilingual consistency.
Customer Support & Outreach	Enquiry Point Officer	2	Respond to user queries in shifts (morning/evening).
	Communications Officer	1	Manage awareness campaigns, media content.

Total Required Manpower: 11 Full-Time Staff

(Additional contractual trainers and developers may be hired as needed.)

III. Technology Plan

A. System Infrastructure

1. **Hosting**: Secure cloud-based infrastructure (GovNet, BCC, or hybrid with AWS/Azure).
2. **Software Stack**: Use Laravel (PHP), React or Vue (JS), and MySQL/PostgreSQL for scalability.
3. **Security**: Enforce 2FA, SSL encryption, periodic vulnerability testing.
4. **Backups**: Daily automated backups with a disaster recovery strategy.

B. Platform Enhancements

1. **Mobile App**: Native apps for Android/iOS with offline features, push notifications.
2. **AI Features**: Chat boot for multilingual query support using NLP.
3. **Dashboards**: Real-time analytics on trade data, policy updates, and user engagement.
4. **Multilingual Interface**: Support for Bangla, English, Hindi, Arabic, Mandarin.
5. **SSO Integration**: Unified login system with BTP and other platforms.

C. Digital Tools

1. **Content Management System (CMS)**: Role-based access, modular update system.

2. **Trade Alert Engine**: Customizable alerts via email/SMS on policy changes.
3. **Search Optimization**: Predictive AI search with categorization and filtering.
4. **Feedback Widget**: Real-time suggestions and ratings from users.

IV. Establishment Plan

A. Institutional Framework

1. **Portal Advisory Committee (PAC)**: Multi-agency leadership chaired by Ministry of Commerce.
2. **BTP Integration**: Establish a permanent wing under the WTO Wing at MoC.
3. **PPP Wing**: Collaborate with FBCCI, BGMEA, BASIS for outreach and tech partnerships.

B. Physical Infrastructure

1. **Dedicated Office Space**: Central BTP unit within MoC.
2. **Regional Help Desks**: Local trade kiosks in four divisions.
3. **Training Rooms**: Equipped for in-person and hybrid training sessions.

V. Funding Sources: GoB (recurring), development partners (initial), private sponsors (in-kind), long-term service revenue.

VI. Sustainability Mechanisms

1. Policy Integration

a. Incorporate BTP into official MoC responsibilities.
b. Align with NTFC and National Single Window efforts.

2. **Revenue Generation (Phase II)**

Introduce paid services such as:

a. Premium market insights
b. Sponsored training programs
c. Regulated ads for logistics services

3. **Continuous Improvement**

a. Conduct annual user satisfaction surveys.
b. Report quarterly KPIs to the POC.
c. Use monthly analytics to guide upgrades.

4. **Gender & Inclusion Strategy**

a. Tailored training for women entrepreneurs.
b. Mobile-first design for rural and young users.
c. Collaborations with women/youth chambers.

5. **Capacity Development**

a. Publish annual training calendar.
b. Develop multilingual e-learning modules.
c. Host regional boot camps and digital literacy events.

VII. Risk & Mitigation Strategy

Risk	Mitigation Strategy
Staff Turnover	Offer competitive salaries, clear career paths, and professional growth.
Content Inactivity	Assign a full-time content team; enforce weekly updates.
Low Rural	Focus on mobile access, regional outreach, local training.

Acceptance	
Coordination Failures	Monthly meetings under MoC-led trade facilitation task force.
Tech Outdated	Conduct biannual technology reviews and updates.

VIII. Monitoring & Evaluation Framework

Key Performance Indicators (KPIs)

- ✓ Monthly user growth (+10%)
- ✓ Portal uptime (>99%)
- ✓ Query response time (<48 hours)
- ✓ Annual training participants (≥500)
- ✓ Content update rate (80% per quarter)

Reporting Tools

- ☞ Real-time dashboard
- ☞ Quarterly progress reports to MoC and World Bank
- ☞ Annual impact and sustainability audit

IX. Conclusion

The future of the Bangladesh Trade Portal lies in strategic integration, inclusive outreach, and agile technology. This roadmap ensures that the BTP will evolve into a sustainable national asset supporting private sector growth, regional integration, and compliance with WTO Trade Facilitation commitments. With robust institutional backing and smart investment, the portal can be a model for digital trade facilitation across South Asia.

Annexure-2: Survey Questionnaire

User Satisfaction of the Bangladesh Trade Portal Survey Instruction

With the financial assistance of the Bangladesh Regional Connectivity Project 1 (BRCP-1), SAMAHAR assigned team members are going to conduct a survey on "user satisfaction of the Bangladesh Trade Portal". We would like your cooperation to complete our desired survey. Please note that if you are not an exporter or importer in Bangladesh, do not participate in this survey and just ignore it.

Please read the entire page and complete the attached questionnaire if you would like to participate in this survey. Please do remember, the survey is important and your sincere and correct information will help in updating the BTP for your more efficient use in near future.

The results from this survey will be used as input for knowing the exporter and importer satisfaction level on the use of BTP and also to identify important user concerns about further improvement needed of the BTP.

Md. Bazlur Rahman
Team Leader of user satisfaction survey of the BTP,
Samahar Consultants Ltd.

Users Survey Questionnaire

User Satisfaction Survey of the Bangladesh Trade Portal

General Information

1. Name of user of Bangladesh trade portal (BTP):

2. Gender: 1. Male, 2. Female, 3. Other

3. Which age group do you fall into?

a. Under 20 years
b. 21 – 30 years
c. 31 – 40 years
d. 41-50 years
e. Above 50 years

4. Email address:

5. Mobile #:

6. Name of the user business/trade company/organization:

7. Trade type:

a. Export
b. Import
c. Both export and import
d. Researcher
e. Domestic business
f. Entrepreneur

8. How long have you been doing export/import business?

a. Less than 1 year
b. 10 years
c. 10 – 25 years
d. 25 and more
e. Not working

9. Educational level:

a. Primary
b. Junior secondary school (class 6-8)
c. Secondary school (class 9-10)
d. SSC passed
e. College//higher secondary (HSC) passed
f. University/PhD

10. Business Type:

a. Online
b. Offline
c. Both

Awareness

1. How did you first hear about BTP?

   1. Businessmen, 2. Trade association, 3. Workshop/seminar, 4. Brochure, 5. Social-media, 6. TV add, 7. Other (Specify) _____

2. How frequently do you use the Trade Portal?
   (1. Daily, 2. Once in a week, 3. Twice in a week, 4. Once in a month)

3. How much familiar are you with BTP?

   (1. Totally familiar, 2. Partially familiar, 3. Not at all)

4. Do you use the BTP's website from mobile browser?
   a. Yes,
   b. No

5. Do you ask any queries on National Enquiry Point for trade?
   a. Yes,
   b. No

6. Which of the BTP information/features have been used for your business? (Multiple answer)

(i) Legal documents
(ii) Measures & Standards
(iii) Procedures
(iv) Forms
(v) Publications & Articles
(vi) Trade news/Alert
(vii) Export policy order
(viii) Market access information
(ix) Business start-up process
(x) Public information and member service

7. Identify which of the regulatory information of the Trade Portal have been most effective in achieving your business goals? (Multiple answer)

   a) Commodities and Tariff (HS Code wise)
   b) Legal documents/ Forms
   c) Measures & Standards / Procedures
   d) Publications & Articles
   e) Trade news/Alert
   f) Export/Import policy order
   g) Incentive on Export
   h) Exporters database
   i) Export Guide for New Entrepreneurs
   j) Information on commercial Imports
   k) Prohibited and Conditional Import Goods

Resourcefulness

8. Does the BTP website contain adequate business-related information?

   a. Yes
   b. No

9. If the answer is no, which of the business-related information is not available in the BTP website, please specify:

   ---

10. How frequently do you rely on the portal's resources to address trade-related issues?

    (1. Very Frequently, 2. Frequently, 3. Occasionally, 4. Never)

11. Which resource do you find most valuable on the portal?

    1. Trade Statistics, 2. Market Access Information, 3. Document Library, 4. Customs Procedures 5. Tariff Information, 6. Other (please specify): _____

12. Have you attended any training/ workshop sessions on how to use the portal?

    a. Yes
    b. No

13. If yes, how satisfied are you with the training/workshop sessions?

    (1. Very Satisfied, 2. Satisfied, 3. Dissatisfied)

Content Quality

14. How comprehensive is the information on content quality?

    (1. Very comprehensive, 2. Comprehensive 3. Less comprehensive)

15. How promptly the information is updated?

    (1. Very promptly, 2. Promptly, 3. Slowly)

Effectiveness

16. Are the mobile apps easy to access?

    a. Yes
    b. No

17. Are the Mobile apps efficiently usable for business purposes?

    a. Yes
    b. No

18. How satisfied are you with the BTP mobile application?

    (1. Very Satisfied, 2. Satisfied, 3. Fairly satisfied, 4. Dissatisfied)

19. Do the enquiry points responses to the user's queries timely?

    (1. Timely, 2. Intermittently, 3. Rarely)

20. How satisfied are you with the BTP website enquiry point?

(Very Satisfied, 2. Satisfied, 3. Fairly satisfied, 4. Dissatisfied)

21. Does the BTP send Trade Alert message timely?

    a. Yes
    b. No

22. Do you think Trade Alert messages are helpful for your business?

    (1. Very helpful, 2. Helpful, 3. Not helpful)

User-friendliness

23. Is it easy to navigate on the trade portal's website?

    (1. Very Easy, 2. Easy, 3. Difficult)

24. Is the response rate of the BTP web portal satisfactory?

    (1. Very Satisfied, 2. Satisfied, 3. Dissatisfied)

25. Is the BTP web portal search functionality effective?

    (1. Very Effective, 2. Effective, 3. Ineffective)

26. How much BTP website visually attractive?

    (1. Very attractive, 2. Attractive, 3. Unattractive)

Specific Features Evaluation

27. How satisfied are you with the market access information feature?

    (1. Very Satisfied, 2. Satisfied, 3. Dissatisfied)

28. How useful do you find the Trade Statistics?
    (1. Very Useful, 2. Useful, 3. Not Useful at All)

29. How useful do you find the Forms?

    (1. Very Useful, 2. Useful, 3. Not useful at All)

30. How satisfied are you with the Customs Procedures information/ export-import procedure?

    (1. Very Satisfied, 2. Satisfied, 3. Dissatisfied)

31. How easy is it to find tariff information on the portal?

    (1. Very Easy, 2. Easy, 3. Not easy)

Relevance

32. How do you assess the content on the BTP website required for your business activities?
    (1. Very fruitful, 2. Fruitful, 3. Poorly fruitful)
33. Did you face any difficulties understanding the business policy, various forms, HS codes, or other aspects at BTP that are related to running your business?
    (1. Very difficult, 2. Difficult, 3. Not difficult)

Efficiency

34. Do you think accessing BTP's information for proceeding business is cost effective?
    (1. Very Cost Effective, 2. Cost Effective, 3. Not Cost Effective)
35. User Satisfaction Index (USI) on the BTP service and facilities.
    Please choose the four most important factors that will make you loyal toward BTP by ranking it with 1 to 5.

	Satisfaction Rate				
	1	**2**	**3**	**4**	**5**
▪ Enquiry point					
▪ Trade Alert					
▪ User friendly Website					
▪ Content of the website					
▪ Mobile application					

Impact

36. Have you achieved goal of business outcomes by utilizing BTP information?
    (1. Achieved, 2. Partially Achieved, 3. Not Achieved)
37. Would you recommend to use Bangladesh Trade Portal to your friend or associate?
    a. Yes
    b. No
38. What types of challenges do stakeholders face in using the Bangladesh Trade Portal? (Multiple answer)
    a) Access to entry
    b) Identify the icon
    c) Difficult to find out the information
    d) Website design is not user friendly
    e) Lack of adequate information
    f) Available of appropriate information
    g) Personal technical skill to use trade portal
    h) Time consuming
    i) Others (specify) ----------
39. Your recommendations to improve the services of BTP.

Please write your recommendations or additional information, if necessary, by using the given space below and also include your e-mail address if you want to receive the results of survey.

Annexure-3: Key Informant Interview (KII)

Key Informant Interview (KII) Guide under User Satisfaction Survey of the Bangladesh Trade Portal (BTP)

Bangladesh Regional Connectivity Project (BRCP-1) related key Partner Organizations/stakeholders Officials at Ports and National Levels

Introduction: If the interview is conducted face to face, at the beginning of the interview share the following points. If you conduct an interview online, don't need to include the following points in the semi-structured questions.

- Brief introduction of evaluation team members
- Purpose of the evaluation and interview
- Main discussion topics of the interview (evaluation questions)
- Confidentiality in responses - Request for and receipt of permission to interview
- Extend a note of thanks to participant at end of interview

Please complete the information below:

INTERVIEW CODE #					
Participant name	Gender	Title of the Participant	Department/ Organization	Office location at which Port/ Dhaka/Divisional / District/ Upazila	Any Remarks

Date: _____ Time of Interview: _____

Name of Interviewers: _____ Name of Note taker: _____

Opening Questions – Overview

1.1 How did you first hear about BTP?
Workshop/Training/Television add/Social-media/Google/Business partner/Friend/

1.2 How often have you or your staff been able to assist entrepreneurs (Exporter/importer) in using regulatory information of the BTP for running their trade smoothly?

(Once----------Twice ----------More —----------in a moth)

Evaluation Question: Bangladesh Trade Progress– export and import, and new entrepreneurs

2.1 Since the beginning of the BTP Version 1 launched in January 31, 2018, have you observed any changes in the trade progress with the use of regulatory information and procedure of the BTP? What key changes have you observed?

_____

2.2 Which of the BTP regulatory information have been the most effective for making those changes and increasing smooth running of trade? How and why?

_____

2.3 What is the level of acceptance of BTP in different business associations? (Excellent – Good ---Satisfactory – Not satisfactory) Why? Any examples?

_____

2.4 Has the BTP regulatory information had any unexpected results, either positive or negative? How and why?

_____

2.5 What more could the BTP do to strengthen trade either export of Bangladeshi products or commercial import of goods?

_____

2.6 Which emerging technologies do you think should be incorporated into the portal? Artificial Intelligence (AI)/ Blockchain/ Chatbots/ Internet of Things (IoT)/ Big Data Analytics/ Other (please specify): _____

Evaluation Question: Challenges

3.1. What are some of the key challenges you and entrepreneurs have faced in using BTP?

_____

3.2. How have you addressed these challenges?

_____

3.3. How effective are the BTP regulatory information and accessibility of BTP in overcoming the challenges? (Very effective—Effective – Not effective) Why?

_____

Evaluation Question: Impact Assessment

4.1. How has the Bangladesh Trade Portal impacted your business/trade activities? (Very Positively/Positively/Moderately/Negatively/ Very Negatively)

4.2. How much time has the portal saved you in accessing trade-related information?

(A lot of time/ Sometime/ Moderately/ Little time/ No time at all)

4.3. Has the portal helped you in making more informed trade decisions? (Yes, significantly/ Yes, somewhat/ Moderately/ No, not much/ No, not at all)

4.4. Has the portal helped you reduce cost of doing business? (Yes, significantly/ Yes, somewhat/ Neutral/No, not much/ No, not at all)

4.5. How much money has the portal saved you in accessing trade-related information? (A lot of money/ Some money/ Neutral/ Little money/ No money at all)

Evaluation Question: Sustainability

5.1. To what extent can continue the use of BTP regulatory information after the BRCP-1 ends? (Highly sustainable – Sustainable ---- Not sustainable) How and why?

_____

5.2. Which specific BTP regulatory information can continue after the BRCP-1?

_____

5.3. What could you or your organization/ department do to help the trade activities (or results) of the exporter/importer in line with the BTP continue in the future?

_____

Lesson Learned

6.1. What lessons and good practices can we learn from the BTP regulatory information?

_____

6.2 What are the key factors that influenced BTP effectiveness?

_____

6.3 How satisfied are you with the BTP regulatory information and its accessibility? (Highly satisfied –Satisfied ---- Partially satisfied – Not satisfied) Why?

_____

6.4 How well has the BRCP-1 coordinated with other partners/departments/organizations on using BTP for trade promotion? (Very well -----Satisfactorily---- Not well) How and why?

_____

Recommendations about the BTP features

7.1 How efficient is BTP in comparison to other trade platforms of the regional countries (India, Nepal, ASEAN etc.) regarding availability of relevant and updated information? Please suggest attractive features that may be added to enhance the usefulness of BTP.

7.2. Do you find that the FAQs rate is low? If so, then explain the reason and suggest any needful strategy.

7.3. Does BTP ensure availability of sufficient trade related updated information? If not, then please elaborate the needful action and scopes for addressing.

7.4. Does BTP sufficiently address the Trade Facilitation Agreement? If there is any gap, please elaborate the needful strategies.

Recommendations and future directions

8.1. What recommendation do you have for raising awareness on BTP?

8.2. What recommendation do you have for the effective use of BTP regulatory information?

8.3. What recommendation do you have in terms of adding new information or business sector wise specific way of the existing information for the effective use of BTP regulatory information?

8.4. What specific information and procedure do you want to add for future directions for

---

8.5. Would you like to add any other comments?

Annexure-4: Focus Group Discussion (FGD) Guide under User Satisfaction Survey of the Bangladesh Trade Portal (BTP)

Members of the Chamber of Commerce at Divisional/District Level

Introduction: (Also refer to the introductory section of this protocol)

- ✓ Brief introduction of evaluation team members
- ✓ Purpose of the evaluation and interview
- ✓ Main discussion topics of the interview (evaluation questions)
- ✓ Confidentiality in responses - Request for and receipt of permission to interview
- ✓ Extend a note of thanks to participant at end of interview

Please complete the information below:

Participant name	Gender	Title of the Participant	Location of the Chamber of Commerce at which Divisional/District	Any Remarks

Date: _____ Time of Interview: _____

Name of Interviewers: _____ Name of Note taker: _____

Opening Questions – Overview

1. How did you first hear about BTP?

Workshop/Training/Television add/Social-media/Google/Business partner/Friend/

2.According to your understanding, what do you mean by "BTP"?

_____

3.What is the role of your Chamber of Commerce in the promotion of BTP use?

_____

4. How often have you been able to access the BTP for business purposes?

(Once ----------Twice----------More _____ in a month)

5. Which emerging technologies do you think should be incorporated into the portal? (Artificial Intelligence (AI)/ Blockchain/ Chatbots/ Internet of Things (IoT)/ Big Data Analytics/ Other (please specify): ----------)

Evaluation Question: Bangladesh Trade Progress – export and import, and new investment

2.1. What trade progress have you achieved with the use of regulatory information of the BTP?

2.2. Which of the BTP regulatory information have been the most effective for making those trade progress?

_____

2.3. What is the level of acceptance of BTP in your business association?

(Excellent – Good ---Satisfactory – Not satisfactory) Why? Any examples?

_____

2.4 Has the BTP regulatory information had any unexpected results, either positive or negative? How and why?

_____

2.5. What more could the BTP do to strengthen trade either export of Bangladeshi products or commercial import of goods?

_____

Evaluation Question: Challenges

2.1. What are some of the key challenges you have faced in managing export/import trade?

_____

3.2. How have you addressed these challenges before BTP?

3.3. How effective are the BTP regulatory information and accessibility of BTP in overcoming the challenges in your export/import of goods? (Very effective—Effective – Not effective) Why?

Evaluation Question: Sustainability

4.1. To what extent can continue the use of BTP regulatory information after the BRCP-1 ends? (Highly sustainable – Sustainable ---- Not sustainable) How and why?

4.2. Which specific BTP regulatory information can continue for your business after the BRCP-1?

4.3. What could you do to help the trade activities (or results) of the exporter/importer in line with the BTP continue in the future?

Lesson Learned

5.1. What lessons and good practices can we learn from the BTP regulatory information?

5.2 What are the key factors that influenced BTP effectiveness?

5.3 How satisfied are you with the BTP regulatory information and its accessibility? (Highly satisfied –Satisfied ---- Partially satisfied – Not satisfied) Why?

5.4 How well has the BRCP-1 coordinated with other partners/departments/organizations on trade promotion? (Very well ----Satisfactorily---- Not well) How and why?

Recommendations about the BTP features

6.1 How efficient is BTP in comparison to other trade platforms of the regional countries (India, Nepal, ASEAN etc.) regarding availability of relevant and updated information? Please suggest attractive features that may be added to enhance the usefulness of BTP.

6.2. Does BTP ensure availability of sufficient trade related updated information? If not, then please elaborate the needful action and scopes for addressing.

6.3. Does BTP sufficiently address the Trade Facilitation Agreement? If there is any gap, please elaborate the needful strategies.

Recommendations and future directions

7.1. What recommendation do you have for raising awareness and effective use of BTP regulatory information?

_____

7.2. What recommendation do you have in terms of adding new information or business sector wise specific way of the existing information for the effective use of BTP regulatory information?

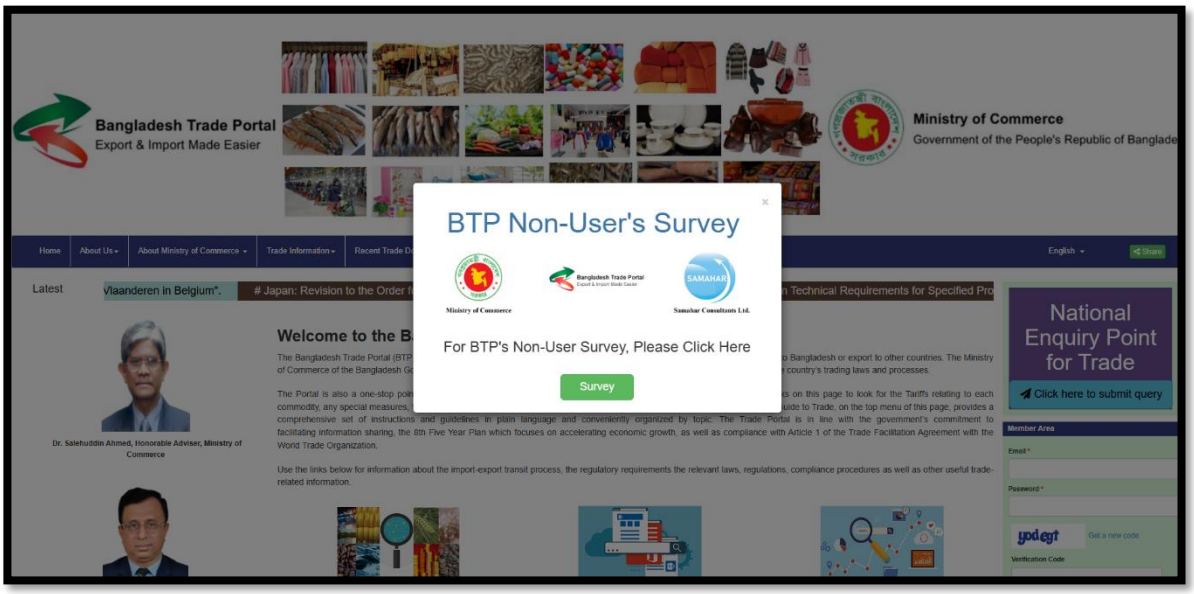
_____

7.3. What specific information and procedure do you want to add for future directions for BTP for export and import promotion?

_____

7.4 Would you like to add any other comments?

_____



Popup Notification for Non-registered user's Survey

Annexure-5: BTP and its Stakeholders Mapping

The Bangladesh Trade Portal is a one-stop point for information relating to export from and import into Bangladesh. Hosted by the Ministry of Commerce, the portal provides an accessible, logical, helpful window for traders to access important regulatory and procedural information needed to export and import. The portal is an important step for the government toward improving the predictability and transparency of the country's trading laws and processes. This is in line with the government's commitment to facilitate information sharing, the 7th Five Year Plan which focuses on accelerating economic growth, as well as compliance with Article 1 of the Trade Facilitation Agreement with the World Trade Organization.

The portal, managed by the Ministry of Commerce, represents all government agencies involved in import and export processes. The key government agencies or organizations representing stakeholders are listed below.

Chief Advisor's Office

The Chief Advisor's Office is the office of the Head of the Government of Bangladesh. It provides administrative, secretarial, and financial assistance to the Prime Minister, and is also involved with the country's intelligence and security services, the promulgation of laws/ policies, matters related to investment, exports, NGO affairs, and activities of the Prime Minister.

Ministry of Finance

The ministry is responsible for state finance, including the state budget, taxation, and economic policy in Bangladesh. It is led by the Finance Minister of Bangladesh.

Ministry of Commerce

The Ministry of Commerce of the Government of the People's Republic of Bangladesh is responsible for trade and commerce-related activities within Bangladesh and internationally. The major functions of the Ministry of Commerce are promotion and regulation of internal commerce, administration of the Bangladeshi Companies Act, Partnership Act, 1932, Societies Registration Act, 1860 and the Trade Organizations Ordinance, 1961, control and Organization of the Bangladeshi Chamber of Commerce, administration of Price Advising Boards, export policies including protocols, treaties agreements, and conventions bearing on trade with foreign countries. state Trading, international commodity agreements, export promotion including administration of export credit guarantee scheme, administration of Commercial Wings in Bangladesh missions abroad and appointment of officers and staff thereof and administration and control of subordinate offices and organizations under this Ministry.

Ministry of Industries

The Ministry of Industries is primarily responsible for developing new policies and strategies for promotion, expansion, and sustainable development of the industrial sector of the country. The Ministry of Industries acts as a facilitator of the private sector with a view to creating increased industrial activities in the country.

National Board of Revenue

The National Board of Revenue (NBR) is the central authority for tax administration in Bangladesh. Administratively, it is under the Internal Resources Division of the Ministry of

Finance. The main responsibility of NBR is to collect domestic revenue (primarily, Import Duties and Taxes, VAT, and Income Tax) for the government. Other responsibilities include administration of all matters related to taxes, duties, and other tax producing fees. Under the overall control of IRD, NBR administers the Excise, VAT, Customs and Income-Tax services.

Ministry of Home Affairs

The Ministry of Home Affairs is mainly responsible for the maintenance of internal security and domestic policy. Besides it works to ensure the security to life and property, conduct rescue operations, investigate criminal cases, fights criminals, and curb crimes and militancy. It contains two divisions, Public Security Division and Security Service Division.

Ministry of Shipping

The Ministry of Shipping oversees the shipping and port sectors, covering national waterways, inland water transport, ports, ocean shipping, safety, environmental issues, and maritime education. It formulates policies, and plans, and facilitates project implementation. The ministry also supports maintaining and expanding efficient water-based transportation and communication systems, promoting economic activities in both rural and urban areas.

Ministry of Agriculture

The function of the Ministry of Agriculture (MOA) is to develop agricultural policies, plans, regulations, acts, etc. for sustainable agricultural development and for food sufficiency, provide support in developing new agricultural technologies to boost up agricultural production, and coordinate with local and international trade agencies for marketing, monitor implementation of agricultural policies, plans, projects, programs and regulations, monitor distribution of agricultural inputs and subsidies and marketing of the agricultural products in local and international markets, provide administrative and policy support to MoA agencies for the planning and implementation of the development programs/projects and coordinate with donors and development partners for funding and technical assistance.

Ministry of Fisheries and Livestock

The Ministry of Fisheries and Livestock works to promote the development of fishery and livestock sectors. The major functions of the ministry are the preparation of schemes and co-ordination of national policy in respect of fisheries, prevention, and control of fish diseases, utilization of fish and fish wastes and development of fisheries resources and fishing, improvement and augmentation of aquaculture, and cultivation of pink pearls and all matters relating to Marine Fisheries including permission for acquisition, licensing and monitoring of the operation of fishing vessels including Factory Ship.

Bangladesh Bank

The Bangladesh Bank performs all the functions that a central bank in any country is expected to perform. Such functions include maintaining price stability through economic and monetary policy measures, managing the country's foreign exchange and gold reserve, and regulating the banking sector of the country. Like all other central banks, Bangladesh Bank is both the government's banker and the banker's bank, a "lender of last resort". Bangladesh Bank, like most other central banks, exercises a monopoly over the issue of currency and banknotes.

Bangladesh Investment Development Authority (BIDA)

Bangladesh Investment Development Authority (BIDA) is the principal private investment promotion and facilitation agency of Bangladesh. The act mandated BIDA for providing

diversified promotional and facilitating services with a view to accelerating the industrial development of the country. BIDA's present functions include me) Investment Promotion, ii) Investment Facilitation, and iii) Policy Advocacy.

Bangladesh Export Processing Zones Authority

The BEPZA is the official organ of the government to promote, attract and facilitate foreign investment in the Bangladesh Export Processing Zones Authority (EPZs). Besides, BEPZA as the competent Authority performs inspection & supervision of the compliances of the enterprises related to social & environmental issues, safety & security at the workplace in order to maintain harmonious labor-management & industrial relations in EPZs. The primary objective of an EPZ is to provide special areas where potential investors would find a congenial investment climate free from cumbersome procedures.

Bangladesh Export Promotion Bureau

The Export Promotion Bureau (EPB), Bangladesh, is a government agency operating under the Ministry of Commerce. Its task is the promotion of exports from Bangladesh and create a climate that supports export activities. It is also tasked with coordinating export development efforts, formulating and promoting the adoption of policies and programs to promote Bangladeshi exports, coordinating, monitoring, and evaluating national export performance and analyzing export trends, carrying out promotional activities to promote product development & to supporting the expansion of supply-side capacity and exploring markets abroad.

Bangladesh Atomic Energy Commission (BAEC)

The Bangladesh Atomic Energy Commission (BAEC) was established in February 1973 to promote the peaceful application of nuclear energy in the fields of Food, Agriculture, Health, Industry, and Environment. It is also tasked with ensuring the safe use of nuclear energy and technology and monitors and promotes radiation safety nationwide. The BAEC also manages nuclear Research and Development programs on behalf of the Bangladeshi government and the development of indigenous nuclear expertise.

Bangladesh Atomic Energy Regulatory Authority (BAERA)

The Bangladesh Atomic Energy Regulatory Authority (BAERA) is a division of the Bangladesh Atomic Energy Commission (BAEC) responsible for implementing and monitoring the Bangladesh Atomic Energy Regulatory Act (2012) and the Nuclear Safety and Radiation Control (NSRC) Rules-1997. BAERA devices and enforces regulations for the nuclear industry, promotes national radiation protection standards, and develops guidelines for nuclear technology applications such as nuclear medicine and industrial radiography. It also formulates and executes policies and programs to protect life, health, property, and the environment from ionizing radiation risks, and regulates radiation and nuclear safety.

Department of Environment

The Department of Environment ensures sustainable environmental governance to help secure a clean and healthy environment. Through the fair and consistent application of environmental rules and regulations; guiding, training, and promoting awareness of environmental issues; and through sustainable action on critical environmental problems that demonstrate practical solutions and that galvanize public support and involvement.

Department of Agricultural Extension

The mission of the Department of Agricultural Extension (DAE) is to provide efficient and effective needs-based extension services to all categories of farmers, to enable them to

optimize their use of resources in order to promote sustainable agricultural and socio-economic development.

ICT Division

Formulation and modernization of national policies and regulations on information and technology and providing assistance in practical activities related to information and communication technology of various ministries / divisions and agencies. Implementation with recommendations of National Task Force on Information and Communication Technology. Take initiative, to conduct research, development and expansion in various sectors of information and communication technology (ICT). Formulation of necessary policies and guidelines to make information and communication technology services accessible to the people through commercialization, creation of skilled manpower, increase of public awareness and monitoring of implementation.

a2i

Strive to unfold the true potential within the government to create remarkable innovations that can ease and improve the lives of citizens. As the flagship programme of the Digital Bangladesh agenda, we hope to inspire developing and developed nations on public service innovation and transformation by sharing our groundbreaking insights supported by examples, lessons, and knowledge.

Road Transport and Highways Division

Build sustainable, safe and quality highway network and integrated modern mass transport system in order to improve socio-economic condition of the people through development and expansion, repair, rehabilitation and maintenance of highways. Repair, rehabilitate and maintain the highway network; Improve and expand the national, regional highways and zilla roads; Adopt and accomplish economically important highway projects; Introduce and operate digital motor vehicle management system; Ensure road safety; Introduce and operate integrated mass rapid transit system; Provide passenger and cargo services on domestic and international routes; Encourage Public Private Partnership (PPP) in road transport sector.

Bangladesh Tea Board

Bangladesh Tea Board is an organization formed for the purpose of enacting, regulating and promoting tea cultivation and sale laws. The board was constituted in 1977 under the Tea Ordinance. The company not only produces and sells tea but also contributes significantly to the development of new tea gardens, improving the living standards of tea growers and tea garden workers.

Bangladesh Land Port Authority

The activities of the Bangladesh Land Port Authority include formulating policy for development, management expansion, operation, and maintenance of all land ports; engaging operators for receiving, maintaining, and dispatching cargoes at land ports; preparing a Schedule of tariffs, tolls, rates, and fees chargeable to the port users having prior approval of the government; executing contracts with any person to fulfill the objectives of the Act.

Bangladesh Trade and Tariff Commission (BTTC)

The Bangladesh Trade and Tariff Commission (BTTC) is a government statutory organization that protects local industries from unfair foreign competition. It provides recommendations and actions for domestic industry protection, resource efficiency, and greater market access for Bangladeshi products through trade agreements. The BTTC addresses dumping and unfair trade practices, investigates complaints of dumping, subsidized

imports, and sudden import surges, and can recommend antidumping duties, countervailing measures, and safeguard measures. It also advises and assists when Bangladeshi exports face threats or contingency measures in international markets.

Department of Explosives

It is an attached Department of the Ministry of Energy and Mineral Resources, Government of Bangladesh. The Department of Explosives is the administrative authority for questions relating to commercial explosives, flammables, and unfired pressure vessels.

Bangladesh Directorate General of Drug Administration

The Directorate General of Drug Administration (DGDA) is a division of the Ministry of Health & Family Welfare of the Government of the People's Republic of Bangladesh. It performs the function of a Drug Regulatory Authority within Bangladesh and supervises and implements all of Bangladesh's Drug Regulations. The DGDA also advises the Drug and Medicines Licensing Authority and makes recommendations to the authority on matters related to drugs and medicines.

Office of the Chief Controller of Exports and Imports (CCI&E)

The CCI&E plays a significant role in the trade policy formulation of Bangladesh. The main objectives of the project are to promote national trade and generate more revenue for the government. By proper monitoring and supervising the rules and regulations of the trade policy, the government can improve the imports and exports activities of the country. The agency is currently assisting the Ministry of Commerce in the formulation and implementation of the Import Policy Order and suggestions for changes/modifications where necessary. It is also issuing registration certificates to importers, exporters, and inventors, it issues export permits, export-cum-import permits, import permits on a returnable basis. Besides, it also issues import permits, and clearance permits where goods are imported without opening L/C under the provision of IPO. It gives decisions regarding clearance of goods imported in violation of any provision of the Import Policy Order (IPO) and facilitates the settlement of disputes relating to trade & commerce.

Chittagong Port Authority

The Port of Chittagong is the principal seaport of Bangladesh and handles about 92% of the import-export trade of the country. The Chittagong Port Authority (CPA) is a basic services provider to the shipping industry and focuses on providing necessary services and facilities to the port users efficiently and effectively at a competitive price.

Mongla Port Authority

Mongla Port is one of the three seaports of Bangladesh and is the eco-friendliest port. It is situated on the southwestern part of the country at the confluence of Possur River and Mongla port approximately 71 Nautical miles upstream of the Bay of Bengal.

Directorate of National Consumers Right Protection

Directorate of National Consumers Right Protection performs following activity: 1. Consumer rights protection and awareness raising; 2. Public hearings and dispute resolution; 3. Protecting consumer interests through public awareness and market supervision; 4. Investigation and disposal of consumer complaints; and 5. Organizing public hearings and meetings / seminars.

Registrar of Joint Stock Companies and Firms (RJSC)

The Registrar of Joint Stock Companies and Firms (RJSC) is the sole authority which facilitates formation of companies etc.; and keeps track of all ownership related issues as prescribed by the laws in Bangladesh. The Registrar is the authority of the Office of the Registrar of Joint Stock Companies and Firms, Bangladesh.

Bangladesh Standards and Testing Institution (BSTI)

Bangladesh Standards and Testing Institution (BSTI), the only National Standards body of Bangladesh, is playing an important role in developing and Promoting Industrial Standardization. BSTI is entrusted with the responsibility of formulation of national Standards of industrial, food, and chemical products keeping in view the regional and international standards. It is responsible for the quality control of the products which are ensured as per specific national standards made by the technical committees formed by BSTI. The agency is also responsible for the implementation of the metric system and overseeing the accuracy of weights and measures in the country.

Bangladesh Foreign Trade Institute (BFTI)

Bangladesh Foreign Trade Institute (BFTI) is a non-profit research and training institution. Founded in 2003, it traces its inception to the concept of public-private partnership (PPP) between the Ministry of Commerce (MoC), Government of Bangladesh and the private sector. Its prime focus is on research, education, training and policy advocacy on international trade-related issues. The beneficiaries of the institute comprise both the public and private sectors, engaged in trade-related activities.

Office of the Chief Inspector of Boilers

Mission of the Office of the Chief Inspector of Boilers is to quality boiler manufacturing and safety ensuring through inspection and testing and operation of boilers by boiler attendants.

Trading Corporation of Bangladesh (TCB)

Build up buffer stock to maintain consistency between supply and demand. To supply essential commodities at affordable price to the consumers.

SME Foundation

The Small & Medium Enterprise Foundation (SME Foundation) is a not-for-profit organization licensed by the Ministry of Commerce and registered under the Companies Act of 1994. Established by the Government of Bangladesh through the Ministry of Industries, it serves as the apex institution for SME development. Its major activities include implementing SME policy strategies, advocating for SME growth, facilitating financial support, providing skill development and capacity building training, promoting technology adaptation and ICT access, and offering business support services. The Foundation supports micro, small, and medium enterprises, with a special focus on integrating women entrepreneurs into the mainstream business community.

Bangladesh Garment Manufacturers and Exporters Association (BGMEA)

The Bangladesh Garment Manufacturers and Exporters Association (BGMEA) exists to protect and promote the interests of the Bangladesh Garment industry. It maintains liaison with foreign buyers, business associations, and Chambers of Commerce, organizes trade missions to explore new markets and to facilitate trade in existing markets, organizes seminars for recommendations of government policies, promotes activities and projects to ensure workers' rights, social and environmental compliance and welfare.

Bangladesh Knitwear Manufacturers and Exporters Association (BKMEA)

Bangladesh Knitwear Manufacturers & Exporters Association (BKMEA) was formed in 1996 to promote the interests of the knitwear industry. Today it is an association of about 1700 knitwear manufacturers and exporters and together they represent the largest export earning sector of the country. BKMEA provides some services to its members. These are product & market promotion, social compliance, Research & development, productivity improvement arbitration, one-stop service point regarding up/up, and other necessary services in the shortest possible time.

Dhaka Chamber of Commerce & Industry

Dhaka Chamber of Commerce & Industry (DCCI) was established in 1958 under the companies Act 1913. Its membership consists of industrial conglomerates, manufacturers, importers, exporters, and traders mostly of Small and Medium Enterprises (SMEs). The main objectives of DCCI are to promote private sector enterprises and businesses with advocacy, awareness, and policy inputs to the government.

Insurance Development and Regulatory Authority (IDRA)

Insurance Development and Regulatory Authority (IDRA) has been formed under the provision on Insurance Development and Regulatory Authority Act 2010 on 26th January in 2011. Government of Bangladesh has enacted the Insurance Act 2010 to develop and regulate the insurance business. IDRA has established for the purpose of supervising the insurance business and safeguarding the interest of policy holder. The authority is working for the systematic development and regulation of insurance industry with a view to implement the 'The National Insurance Policy 2014.

The Federation of Bangladesh Chambers of Commerce and Industry (FBCCI)

The Federation of Bangladesh Chambers of Commerce and Industry (FBCCI) is the apex trade organization of Bangladesh playing a pivotal role in consultative and advisory capacity, safeguarding the interest of the private sector. Since 1970 and onwards and following the development of corporate social responsibility (CSR) concept pioneering chamber started a revolution to the 3rd generation of chambers. As the representative of the private sector, they deemed to be more responsible for the overall negative externalities of economic activities. So, the 3rd generation chamber became “Society Oriented” and this path of Chamber, Chamber 3.0 executed some initiatives of CSR activities promotion, some part in environment campaign, Youth Enabling, Women Empowerment Project, and many others appear in charity activities.

Metropolitan Chamber of Commerce and Industry, Dhaka (MCCI)

Founded in 1904, the Metropolitan Chamber of Commerce and Industry, Dhaka (MCCI) is Bangladesh's oldest and most prominent trade organization. Its membership includes leading commercial and industrial organizations, public sector corporations, and multinational companies across the manufacturing and service sectors. MCCI offers a comprehensive range of professional services, including taxation, import-export, tariffs, investment, WTO matters, and other economic and commercial issues. It also provides secretarial services to the Bangladesh Employers’ Federation (BEF), which focuses on industrial relations, occupational safety, workplace cooperation, skills development, labor law, and other labor-related issues [5].

[5] (https://www.bangladeshtradeportal.gov.bd/index.php?r=site/display&id=12)

Annexure-6: Validation Workshop Schedule, Meeting Minutes and Attendees

Workshop on

User Satisfaction Survey of Bangladesh Trade Portal

Date: March 12, 2025, 10:00 AM – 01.30 PM
Venue: Bangladesh Foreign Trade Institute, TCB Bhaban (5th Floor), 1 Karwan Bazar, Dhaka-1215
Organized by: Bangladesh Regional Connectivity Project-1, Ministry of Commerce

Chief Guest		**Mr. Md. Hafizur Rahman,** Administrator, FBCCI
Chairperson		**Ms. Shaila Yasmin**, Project Director (Joint Secretary) Bangladesh Regional Connectivity Project-1, Ministry of Commerce
Moderator		**Mr. Md. Munir Chowdhury**, National Trade Expert, BRCP-1
Program Schedule		
10:00AM – 10.30 AM		Registration
10.30 AM – 10:35 AM		Welcome remarks by **the Chairperson**
10.35 AM-10.50 AM		Remarks by **the Chief Guest**
10.50 AM-12.00 PM		**Presentation on User Satisfaction Survey of Bangladesh Trade Portal** Samahar Consultants Ltd.
12.00 PM - 01.00 PM		**Open Discussion**
01.00 PM - 01.10 PM		**Summary of Discussions by the Moderator**
01.10 PM - 01.20 PM		Concluding Remarks by the **Chief Guest**
01.20 PM - 01.30 PM		Concluding Remarks by the **Chairperson**
01.30 PM		End of Workshop
Rapporteur: BRCP-1, MoC *Note: Program schedule is subject to change.*		

Government of the People's Republic of Bangladesh
Bangladesh Regional Connectivity Project (BRCP) -01
Minutes of the Validation Workshop
On
"The User Satisfaction Survey of the Bangladesh Trade Portal"
Venue: BFTI Conference Hall, Karwan Bazar, Dhaka.
12 March 2025

The validation workshop on the User Satisfaction Survey of the Bangladesh Trade Portal, conducted by Samahar Consultants Limited awarded by the Bangladesh Regional Connectivity Project (BRCP)-1 under the Ministry of Commerce, was held on 12 March 2025 at the BFTI Conference Hall, Karwanbazar. The main objective of the workshop was to share the key findings and recommendations with the relevant stakeholders and the audience who attended the workshop.

The workshop was presided over by the Project Director of the BRCP-1 Project, Ms. Shaila Yasmin (Joint Secretary), while Mr. Md. Hafizur Rahman, Trade Policy and Trade Facilitation Adviser, The World Bank, and was the chief guest at the workshop.

At the outset, Mr. Md. Munir Chowdhury, the moderator of the workshop and National Trade Expert of the project, welcomed the participants and briefed them on the objectives of the session. Following his speech, the Project Director (Joint Secretary), Ms. Shaila Yasmin, Chair of the workshop and Mr. Md. Hafizur Rahman, Trade Policy and Trade Facilitation Adviser, The World Bank, chief guest of the workshop delivered valuable speeches and provided guidance to the research organization to finalize the study report.

The major discussions and recommendations were as follows:

1. The Chief Guest of the workshop, Mr. Md. Hafizur Rahman, mentioned below observations:
   a. The literature review should be a comprehensive summary. The literature review given in chapter two is a long list of background information, no literature was reviewed at all. Found no reference literature about Trade Portal and user satisfaction. But the chapter described 2.1 Bangladesh context, 2.2 User Satisfaction Index, 2.3 Progress of Trade Portal, 2.4 Stakeholder mapping, etc. which are background of the portal, not literature review. Need to revisit from chapter 2.2 - 2.4
   b. He also said that, collection of the reduced number of respondents (400) may reduce this confidence level and may compromise the quality of the report.
   c. He also mentioned that, in paragraph 3.3 it was mentioned that "The five-point Likert Scale ranging from strongly agree=1 to strongly disagree=5" along with some open-ended questions will be used in the survey. However, the questionnaire was designed with three three-point closed-ended questions mostly. Other than general information 21 questions found 'three points'. 8 questions were found with two options (Yes/No). Only one question (question no 35) was found with a 5-point scale but lacks clarity on which number means what level of satisfaction. In section 3.17 it was stated that Correlation and regression analysis with other techniques. However no Correlation or Regression analysis found in the study.
   d. He further stated that, the results of online survey and offline survey have been analyzed separately in two chapters and the results are significantly different. As

the questionnaire was the same the two results could be analyzed side by side or combined. Analysis done only through using Microsoft Excel. However Ms Excel has some limitations in research work. In the Methodology it was mentioned that the analysis of the study will be conducted by Excel and SPSS. But no single SPSS output was seen in the whole study. Graphical representations are extremely poor and in some cases wrongly presented. Figure 14, Figure 19, Figure 31 to Figure 37, Figure 39, Figure 40, Figure 42, Figure 43, Figure 47 and Figure 48.

e. He also added that, the limitation of the survey results could be overcome by the qualitative analysis. In FGD's some statistical information has been given. How the statistical information such as 15% of participants struggled to distinguish BTP from other portals. How such statistics were derived in the FGD.is not clear. Findings are given in the FGD part but no analysis is given in this chapter.

f. He further include that, The KII part of the qualitative part is better. It should be wise to match the KII findings to analyze and explain the survey results. No cross-cutting matching attempts are seen in the report.

g. He lastly added that, Google Analytics has been used in the report. Some graphical presentation are also given. But very little analysis is found in the report. The report mostly describe the Google Analytics itself not the outcome of the analytics.

2. Mr. Md. Munir Chowdhury, the National Trade Expert of the project, in his initial remarks, shared his concern that the graphical presentation in the report needed to be more visual to appropriately display the data.

3. Mr. Kazal Asgar, Director of BEPZA attended in the meeting and recommended that the study should mention the level and ranks of the respondents who participated in the study, particularly from the districts.

4. Mr. Feroj Al Mamoon, the Deputy Secretary of the Ministry of Commerce, in his observations, mentioned that the study sample size was unclear. He pointed out that the participation of females was significantly lower than that of male respondents. He asked how these respondents were selected, particularly if they were interviewed as randomly selected users from various districts that visited the portal during the study. He further added that in the report, the quantitative analysis showed high satisfaction, but when reviewing the qualitative part, it appeared to be lower. He questioned whether there was a mismatch between the qualitative and quantitative analysis and suggested that a clarification should be included in the report to explain these inconsistencies.

5. On the recommendation regarding gender inclusivity, which suggested that the portal should include information on grants and incentives for women, Mr. Mamun consultant, Samahar expressed that this is a policy issue and should not be included in the portal. He mentioned that it falls under the jurisdiction of Bangladesh Bank and the Ministry of Commerce. Additionally, the study recommended that the Bangladesh Telecommunications and Regulatory Authority (BTRC) should take responsibility for maintaining the portal, and Mr. Mamun consultant, Samahar sought clarification on the relationship of the portal with BTCL. In terms of user satisfaction, the report presented only percentages. He suggested that a deeper analysis would be helpful to understand the underlying issues and concerns regarding user satisfaction, beyond just the percentages. A maintenance cell for the M/E need to be established he mentioned.

6. The team leader of the study, Mr. Bazlur Rahman, along with the support of Dr. Md. Hasan Ali, the Director of Samahar, responded to all the questions and queries raised by the BEPZA representative and concern from Mr. Mamun. They assured the

participants that the study team would review the issues raised and incorporate the relevant points into the final report.

7. Mr. Tanvir Ahmed, Joint Secretary of Ministry Commerce recommended that the portal should have Standard Operating Procedures (SOPs) and an easy-to-use user guideline so that people can use the portal easily. In this context, a video tutorial was suggested as an effective way of educating users.

8. Mr. Deputy Secretary of the Ministry of Commerce further added that it appeared that more than 80% of each section was complied, so he questioned the necessity of further upgrades. He also mentioned that in the limitations chapter, the report mentioned time constraints for data collection and analysis. He requested clarification on whether these limitations happened during the data collection phase or if they were still an issue. If time constraints still existed, he suggested extending the timeline for data analysis and reporting, as the quality of the study might have been compromised due to time limitations. He also pointed out that the conflicting schedules of respondents should not be mentioned as a limitation, as the respondents had been pre-selected. He further emphasized that the issues related to Big Data and Artificial Intelligence (AI) had not been adequately explained and needed more elaboration in the report.

9. Dr. Md. Hasan Ali responded to the selection of female respondents, clarifying that the respondents were selected randomly from a list of users provided by the BRCP authority. To meet the demand-supply needs, the participants were selected from eight districts. However, due to the unavailability of respondents for Focus Group Discussions (FGD) and Key Informant Interviews (KII), some participants were selected in informal settings, meaning in many cases, the research team had to approach them outside their official settings.

10. Mr. Farhan Mashuk, Research Associate of BFTI raised a question about how international users were analyzed. Md. Munir Chowdhury, the moderator, emphasized the need for the researchers to expand the analysis of international users beyond just the four countries already included. While the analysis provided was good, he suggested adding more depth to this section. He also suggested to develop a mechanism for regular user feedback.

11. The moderator also asked Dr. Hasan Ali about the selection process for female respondents. He also clarified that no scientific method was used to select female participants rather to concentrate on the list provided by BRCP-01 authority. However, he assured the participants that the study team would provide further analysis on the low female participation. The moderator, Md. Munir Chowdhury also suggested that the findings from FGD and KII should be presented separately, which Dr. Hasan agreed to do. Regarding the involvement of BTCL, Mr. Debakor Nath, Data Management Consultant of BRCP-01, clarified what had emerged from the Key Informant Interviews. The moderator also confirmed that AI could be used for data analysis and FAQs. Finally, the moderator advised that the limitations section be rephrased, as time limitations should not be presented as a major concern.

12. Mr. Rahul Barua, AGM of the SME Foundation, expressed his concerns about the impact section, noting that a significant portion of respondents reported partial achieving their business expectations from the portal. He asked why the achievement was considered partial and whether sector-specific data had been collected. Although Mr. Rahul mainly focused on business issues related to the SME Foundation, the moderator urged him to stick to the relevant questions. In the end, it was found that his

main concern was about why the achievement was described as partial, and whether sector-specific data had been collected.

13. Mr. Shaiful Haque, Second Secretary of NBR praised the study and provided several recommendations. He disagreed with incorporating web portals from other countries into the Bangladesh Trade Portal. Regarding AI, he expressed that AI should be implemented carefully and only if necessary. He mentioned that five years ago, AI was not an option, and if it wasn't essential, it should not be included as a technical term. He raised the question of whether logistics operators were included in the survey and suggested that their inclusion should be considered for future studies, as they play an important role in trade. He also stated that the portal's content was rich compared to other ministry websites and highlighted the importance of studying whether the portal was truly significant. He suggested that a coordination meeting among the relevant ministries could be beneficial. He also inquired whether cybersecurity issues were considered in the study, stressing that the portal's vulnerability should be analyzed and actionable recommendations on cybersecurity should be provided. Mr. Shaiful mentioned that comparative analysis with other countries' portals was valuable but recommended that a more meaningful comparison should be made with countries that are more relevant, such as China, rather than Nepal. He also suggested adding Chinese language and other WTO official languages to the portal. Furthermore, he suggested analyzing how long users stayed on the portal and whether it was possible to segregate recommendations into short, medium, and long-term actions to ensure that the relevant authorities could take appropriate action based on the timeframes.

14. The team leader of the study, Mr. Md. Bazlur Rahman, addressed the concerns raised by Mr. Rahul Barua, stating that the Terms of Reference (ToR) did not mention the need for sector-specific data collection. However, the report reflected the best efforts based on the sample list provided by BRCP. Prof. Dr. Masudur Rahman of Samahar responded to the question of partial achievement by explaining that users may have sought multiple pieces of information but were unable to find all of the information they needed, leading to the perception that their business expectations were only partially met. The moderator of the workshop Mr. Md. Munir Chowdhury suggested revisiting the impact section to consider whether the term "partial" was appropriate. He also recommended segregating the recommendations into short, mid, and long-term categories.

15. The moderator, Mr. Md. Munir Chowdhury concluded the session by reporting that AI-related issues would be considered in the next phase of web upgrades. He also mentioned ongoing efforts to strengthen coordination among relevant agencies and to develop user guidelines. Regarding multilingual issues, the team is keen to comply with WTO official languages and is considering adding Chinese.

16. Mr. Md. Rezaul Karim, Deputy Director of the Land Port Authority, recommended that the portal include timeframes for import-export activities. He also suggested adding information about port transportation facilities and trade facilitation services, including laws, policies, and customs obligations related to NBR and imports/exports.

17. Mr. Serajul Islam, Senior Assistant Director of the Fisheries and Livestock Department, emphasized the importance of content updates, especially to make it user-friendly for traders who might want to do business with international traders, such as those from China. He noted that multilingual content would be essential and that content should be regularly updated to ensure its relevance and usefulness.

18. Mr. Mehedi Hasan, Programmer of the Export Promotion Bureau, mentioned that the enquiry point's response rate was poor, but this was not adequately addressed in the survey. He also suggested analyzing cybersecurity risks and providing actionable recommendations. He noted the absence of findings related to IoT and chatbots and recommended incorporating infographics into the portal to enhance user experience.
19. Mr. Debakor Nath, Data Management Consultant, BRCP-1 and Mr. Makshudul Alom Mokul Mondal, Jr. Trade Expert and Focal Person Coordinator clarified several issues regarding portal content, design, and limitations. Mr. Makshudul Alom confirmed that Google Analytics was being used to analyze international users, but the team was not tracking how long users stay on the portal. Mr. Debakor Nath mentioned that AI and chatbots were being considered for the portal.
20. Ms. Afsana Hossain, Assistant Director of BSTI, highlighted that the portal should provide sector-specific representation figures, which were missing in the report. She also mentioned that no negative findings had been addressed and recommended including an accredited lab list and adding a Trusted Business Operators list for traders. She emphasized the need to add WTO official languages to the portal, alongside Chinese, and suggested integrating the BTP with other ministries' portals.
21. Mr. Suzat Ali Prodhan, Joint Director of Bangladesh Bank, pointed out the lack of stakeholder- patterned data on the website. He recommended strengthening the enquiry system and establishing a focal point team rather to deploy a single focal point officer to facilitate better connections between organizations. He also suggested that AI could help users search for business-related information more effectively using key words.
22. In conclusion, Moderator suggested few points to be incorporated by analysis the feedback from the floor:
    a. Sector specific data collection
    b. Separate section for the product specific market access information
    c. The report did not cover how to increase the user number, bounce rate information and no of page visitors.
    d. Technology transfer for upgradation of BTP 3rd version
    e. How to increase the international connection and best practice should be more specific and selection of relevant countries
    f. Effective coordination mechanism about NEP for quality FAQ
    g. Linkage with Bilateral and Regional Trade portal
    h. Linkage with NSW
    i. Short, Medium and Long term road map
    j. Promotional campaign by social media boosting
    k. Institutional support for smooth operation and data update
    l. Online training need to be incorporated at the new version
    m. Dedication section for women entrepreneurs
23. The team leader of the study thanked all participants and assured them that their feedback and recommendations would be incorporated into the final report. Finally, on behalf of BRCP-1 and as the moderator of the workshop, Mr. Md. Munir Chowdhury

thanked everyone, including BFTI for providing the venue, and extended his appreciation to Samahar Consultants limited for their efforts in conducting the study.

24. At the end the Chair, concluded the meeting with a vote of thanks.

23.03.2025

Shaila Yasmin
Project Director-Additional Charge (Joint Secretary)
Bangladesh Regional Connectivity Project-01
Ministry of Commerce, Bangladesh.

Bangladesh Regional Connectivity Project-1
Ministry of Commerce
Workshop on Users Satisfaction Survey of Bangladesh Trade Portal.
Participants Attendance

Venue: Bangladesh Foreign Trade Institute, TCB Bhaban (5th Floor),
Karwan Bazar, Dhaka-1215.

Date: 12 March, 2025.

Sl No	Name	Designation	Ministry/ Agency	Mobile no	Email
1	Md Shaiful Hoque	Second Secretary	NBR	01727132266	shoque.nbr@gmail.com
2	Abu Sayed	Traffic Officer, ICD Kamlapur	Chittagong Port Authority	01521496006	swsayed96@gmail.com
3	Tanvir Ahmed	J.S.	Ministry of Commerce	01711282188	
4	Feroj Al Mamoon	Deputy Secretary	Ministry of Commerce	01720540699	planning1@mincom.gov.bd
5	Fatema Tuj Johora	Asst. Secretary	BKMEA	01629136096	fatema@bkmea.com
6	Afsana Hossain	Assistant Director (CM)	BSTI, Dhaka	01332825139	afsana_cm@bsti.gov.bd
7	MD Ashfaq Jamil Khan	System Analyst	BTTC	01819425151	systemanalyst@btc.gov.bd
8	Ahmed Tawsif Reza Rochi	JMSC, BRCP-1	BRCP-1, MoC	01711090114	tausifrochi.bd@gmail.com
9	Md Muradul Hasan	Deputy Director (Import)	Dept. of Agricultural Extension	01759131804	
10	Md. Suzat Ali Prodhan	Joint Director	Bangladesh Bank	01721671428	
11	Farhan Mashuk	Research Associate	BFTI	01977271456	
12	Muhammad Mamun-ur-Rashid	Jr. M&S Consultant	BRCP-1	01620751213	
13	Debakor Nath	DMC	BRCP-1	01716341107	
14	Md. Mehedi Hassan	Programmer	EPB	01741429832	
15	Md. Shamim Hawlader	Assist. Traffic Manager	Mongla Port Authority, MOS	01714597605	
16	Mahmudur Rahman	Senior Assistant Director	BTRC	01552202772	
17	Md. Rezaul Karim	Deputy Director (Admin)	Bangladesh Land port Authority, Dhaka	01712253924	bsbkrezaul@yahoo.com
18	Nurul Islam	Executive Officer		01824620694	
19	Md Monirul Islam	Assistant Director	BIDA	01919332601	mislam525@yahoo.com
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22	Rahul Barua	DGM	SMEF	01819476542	baruaboss@gmail.com
24	Makshudul Alom Mokul Mondal	National Trade Expert	BRCP-1	01689448489	
25	Hasib Al Faisal	Consultant	BRCP-1-2	01725706450	
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27	Md. Mahan Mia	Asst. Executive Secretary	DCCI	01629170253	
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Annexure-7: Some Pictures During Field Data Collection

Picture 1: Focus Group Discussion with Comilla Chamber of Commerce Team

Picture 2: KII with Project Manager (Left) and National Trade Expert (Right) of BRCP-1

Picture 3: FGD with Rajshahi Chamber of Commerce (Left) and

Picture 4: KII with Government Officials

Samahar Consultants Ltd.